

THE HINDU BUSINESS LINE

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Kerala Tourism's rural model in Kumarakom, linking local community to the hospitality industry, has won the national award for best rural tourism project.

"The national award for Kumarakom is a recognition of the best practices in responsible and eco-friendly tourism," said Kerala Tourism Minister A.P. Anil Kumar.

"The recognition goes to the people of Kumarakom who ensured that the project became a huge success through their participation," he said.

OTHER HONOURS

Kerala also bagged the honours in three other categories at the National Tourism Awards for 2011-12, a Kerala Tourism release said.

The Best Wellness Centre award went to Somatheeram Ayurveda Resort at Chowara near Thiruvananthapuram while Pioneer Personalised Holidays won in the Best Approved Inbound Tour Operator and Travel Agent category.

Kumarakom picked up two more awards for Vivanta by Taj in the Best Four Star Hotel category and Coconut Creek Farm and Home Stay, Kumarakom, in Bed and Breakfast category.

RURAL TOURISM

Under the Kumarakom Rural Tourism Project, the Kerala Tourism has forged partnerships with self-help network Kudumbashree to sell fruits and vegetables to tourists in kiosks run by its units.

The national tourism awards are given away every year by the Union Tourism Ministry to recognise excellence and pioneering initiatives in the tourism industry.