



**Department of Tourism**

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**Press Release**

**Global Responsible Tourism delegation in Kerala for Onam fiesta**

**Sept. 4-11 visit will give greater visibility to Kerala's RT initiative: Minister Riyas**

**Thiruvananthapuram, Sept. 03:**A delegation of Responsible Tourism (RT) exponents from 10 countries is flying down to Kerala on the eve of Thiruvonam to have a first-hand experience of the vibrant and colourful Onam celebrations and the state's globally-acclaimed RT model.

The delegation, comprising RT experts, academicians and tour operators, will visit various destinations in the state from September 4 to 11.

The delegation will have a close look at Kerala's RT model that has successfully leveraged the state's heritage and cultural diversity for sustainable development of tourism and economic empowerment of local communities.

Welcoming the delegation to the state, Tourism Minister Shri P A Mohamed Riyas said the initiative of the State RT Mission Society aligns well with Kerala Tourism's strategy of giving greater visibility to Kerala's iconic festival Onam.

Besides giving a further boost to cultural and eco-friendly tourism, this cultural exchange programme and the Onam experience journey will enable members of the delegation to have a better idea about Kerala's experience of sustainable and inclusive tourism development, Shri Riyas added.

Besides showcasing a number of RT projects across the state, the delegation from UK, France, South Korea, Indonesia, Thailand, Vietnam, Taiwan, Nepal, Sri Lanka and Romania will also join the Onam celebrations in the state.

The contingent also includes RT leaders, academicians, researchers and big tour operators from various other Indian states. They will visit various RT destinations across the state to get a ringside view of the RT initiatives and vibrant festivities of Onam.

The delegation will be taken around various of RT units, aligned to various initiatives implemented in the state like women-friendly and gender inclusive tourism, village life experience, curated schemes like STREET, PEPPER and model RT Villages.



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The delegation will also enjoy a delectable Onam sadhya with Shri Riyas, besides witnessing the Onam pageantry that marks the finale of the Onam Week Celebrations on September 9. The team will call at RT villages of Kumarakom, Maravanthuruthu, Aymanam, Perumbalam, Thrissur and Thiruvananthapuram and take part in Onam celebrations. The experiential tourism package includes preparations of Pookkalam and Onam sadya, visits to homestays and Onam market, pulikali in Thrissur and the water fest at Kavanattinkara in Kumarakom.

**Ends**