



**Department of Tourism**

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**Press Release**

**Beypore makes it to Global Tourism map; Declaration at Global RT Meet on Feb 7**

***Minister Mohamed Riyas to make declaration***

**Kozhikode, Feb 05:** Firming up Kerala's position as a global model of sustainable and inclusive tourism, Beypore in north Kerala will be declared an International Tourism Destination at the Global Responsible Tourism Meet to be held from February 7 and 8.

Tourism Minister Shri P A Mohamed Riyas will inaugurate the Meet on February 7 at 4 pm at Malabar Marina Convention Centre at Cheruvannur near Feroke.

Shri MK Raghavan, MP, Kozhikode and Shri Snehil Kumar Singh IAS, District Collector, Kozhikode will be the chief guests of the inaugural function while Shri Sadasivan O, Mayor, Kozhikode, will preside over the function. Smt. Sikha Surendran, Director of Tourism Department will deliver the welcome address.

Shri SK Sajeesh, Chairman, KTIL; Shri Girish Kumar D, Joint Director, Tourism Department; Shri Pradeep Chandran, Deputy Director, Tourism Department; Shri K Rupeshkumar, CEO, Kerala Responsible Tourism Mission Society; Shri Nikhil Das, Secretary DTPC Kozhikode and Smt Sreekala Lakshmi, District Coordinator, Kerala Responsible Tourism Mission Society will also be present.

Smt. Chandrika, Municipal Chairperson, Feroke; Shri. Kallada Mohammedali, Municipal Chairman, Ramanattukara; Shri Bhakthavalsalan O, President, Kadalundi Panchayath; Shri Sandesh C, Town Planning Standing Committee Chairman, Kozhikode Corporation; Shri Rajeevan K, Chairman, Health, Standing Committee, Kozhikode Corporation and Smt Sheharban, Ward Counsellor, Kozhikode Corporation will attend the function.

The conference, organized by the State Tourism Department and the Kerala Responsible Tourism Mission Society, will highlight a range of riveting experiences that Beypore and the adjoining areas promise to tourists, including the region's fascinating history and heritage shaped by cross cultural encounters stretching back to centuries.

"Declaration of Beypore as an International Destination marks a major step forward in firmly marking Kerala as a sustainable and inclusive tourism hub, which will considerably enhance the state's appeal as an experiential tourism destination," Tourism Minister Shri P A Mohamed Riyas said.



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The project has also imparted further momentum to tourism in the Malabar region, as the Government in the last four years initiated several schemes to leverage the untapped potential of the area, Shri Riyas said.

The meet will have presentations and deliberations on a range of live themes by domain leaders, experts, industry stakeholders and elected representatives.

The topics to be covered include sustainable and experiential tourism, heritage conservation, gender equity and women empowerment, barrier-free tourism and heritage and conservation tourism, besides global issues like impact of climate change on tourism and ways to mitigate the consequences.

Once a global hub of maritime trade that linked the Malabar coast to the West Asia and Europe, Beypore is now an integrated Responsible Tourism destination, registering heavy footfall of visitors in recent years.

Known for its picturesque setting, washed by the Arabian Sea and Chaliyar river, Beypore is famed for its ecological and cultural markers. The integrated Tourism project encompasses Beypore beach and port, Kadalundi estuary, a bird sanctuary and a string of sites and structures that bear the imprint of the region's fascinating history.

The Government earmarked Rs 50 lakh for implementation of schemes under phase-one of the Beypore Tourism Project in 2024-25, which was completed within its time-frame. In 2025-26, works worth Rs 100 lakh was sanctioned additionally.

A large number of RT units that are active in the area, have bolstered the local economy, generated jobs and empowered women, especially in the last four years.

As part of strengthening the RT movement, the local stakeholders were imparted training in various aspects of guest relations; tour packages were drawn up and digital information kits including e-brochures in multiple languages were brought out, highlighting unique features of sites and experiences of the region. The first RT club was also formed in Beypore.

The Beypore RT model has been endorsed by global experts including Dr Harold Goodwin, who visited the area to have a direct experience of how meticulously the system had been developed with active local participation, RT Mission Society CEO K Rupeshkumar said.

Also, Beypore has lured leading travel writers and vloggers from India and abroad, who have marked the site as a must-see destination.



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The Beypore Tourism project has won global and national awards including the ICRT Gold for employing and upskilling of local community. The Kadalundi Panchayat that forms part of the project was bestowed with India Tourism's award for economic and social empowerment of local community.

Members of woman-friendly network of RT Mission Society, RT club members, story tellers, community tour guides and other stakeholders will share their thoughts on enhancing the tourism experiences and ensuring safety of visitors.

There will be an exhibition of local products and artefacts from RT units and cultural programs as part of the Meet.

**ENDS**