



Department of Tourism

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Press Release

Environmental conservation and tourism need to go together: Shri P C Vishnunadh

- **Tourism Minister inaugurates state-level World Environment Day Celebrations**
 - **Students, youth to be roped in for year-long awareness campaign**

Thiruvananthapuram, June 5: Stating that the State Tourism Department has plans to launch a year-long environmental conservation and awareness programme with the participation of students and the youth, Tourism Minister Shri P C Vishnunadh today said environmental conservation is complementary and vital to the growth of tourism sector.

The Minister was inaugurating the state-level World Environment Day celebrations organised by the Tourism Department at Kovalam beach on Friday.

'Inspired by Nature. For Climate. For Our Future' is the theme of this year's World Environment Day.

"Kerala's natural beauty is the major asset of State's tourism sector, and preserving our environment and nature is indispensable for the sustained growth of the sector," Shri Vishnunadh said.

"We are living in a world where more people are losing their lives and being displaced due to environmental degradation and climate change than due to war or pandemics," noted the Minister.

"We have climate refugees here in Kuttanad where people are leaving their own land due to harsh living conditions caused by global climate change," he said.

People living in the state's coastal areas and fishermen community are at the receiving end of climate change, with the Arabian sea increasingly becoming prone to cyclones and high tides every year, he said.

Kerala is an ecologically vulnerable region, and Tourism department has been focusing on responsible tourism which is now moving forward with the goal of sustainable tourism, said the Minister.



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Mentioning internationally acclaimed Swedish environment activist Greta Thunberg's campaign on issues relating to global climate crisis from a very young age, the Minister called upon students and the youth to be proactive in conservation activities.

"Tourism department has planned a year-long conservation and awareness activities involving children with the help of socially committed organizations and tourism clubs," he said.

Environmental conservation is a top priority of Tourism Department's activities and hence the state is committed towards a sustainable development of tourism development, Smt Anjana M IAS, Director, Tourism Department, said.

Smt Sreedhanya Suresh IAS, Tourism Additional Director (General) and Harbour Ward councillor Smt Afsa Sageena also attended the function.

A mock drill involving tourism life guards was conducted as part of the event.

Tourism Minister then lead the Environment Day pledge on the occasion.

The minister also flagged off a walkathon of students, environment enthusiasts and volunteers, who raised placards stressing the importance of environmental conservation.

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