



Department of Tourism

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Press Release

Beypore declared an International Responsible Tourism Destination

Traditional industries in the state to be linked with tourism activities: Minister P. A. Mohamed Riyas

Kozhikode, Feb 7: The Kerala government has declared Beypore an International Responsible Tourism Destination. The announcement was made by the Minister for Tourism and Public Works, Shri PA Mohamed Riyas. The Minister stated that the government aims to link the state's traditional industries with tourism activities.

"The government is working to create conditions in which tourism becomes a major source of revenue for Kerala. Tourism should evolve into an activity that directly touches people's lives," the Minister said.

"Beypore has emerged as one of the state's leading tourism destinations due to the sustained efforts of the Tourism Department. With its recognition as an International Responsible Tourism Destination, tourism benefits will reach all segments of society. Planned, people-centric tourism must be made possible."

He said handicrafts, local cuisine, and traditional industrial sectors such as the Uru (traditional wooden shipbuilding) industry hold immense potential. There are currently 112 Responsible Tourism (RT) units operating in Beypore, employing 130 people. Financial assistance was required, and the government has provided it.

The Minister announced a new initiative called Izhakal, launched in collaboration with coir manufacturing units and khadi weaving centres. This project will provide specialised training for 87 workers from the coir sector and 10 workers from the khadi industry. Funds for this initiative have already been approved.

"Through tourism, the government is ensuring the inclusion of the most marginalised sections of society," the Minister said. "As part of the comprehensive Responsible Tourism project in Beypore, more than 300 people have already been provided with employment-oriented training."

The Gender Equity Policy document, prepared by UN Women based on suggestions from the Global Women Conference on Gender Inclusive and Responsible Tourism held in November 2024 in Mankulam, Idukki district, was formally handed over to the Minister by UN Women India Head Smt. Kanta Singh.



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The function was presided over by Rajeevan KE, Chairman of the Health Standing Committee of the Kozhikode Municipal Corporation, with District Collector Shri Snehil Kumar Singh attending as the chief guest. A video message from Prof. Harold Goodwin, founder of the International Centre for Responsible Tourism (ICRT), was screened during the conference.

Kerala Tourism Director Smt. Sikha Surendran, who delivered the welcome address, said that Beypore's growth stands as a clear example of how international visitors are drawn to destinations where local tourism centres are developed thoughtfully.

RT Mission Society CEO Shri Rupeshkumar K noted that the benefits of being an international tourism destination are already being experienced by weavers and coir workers, among others.

Kadalundi Panchayat President Shri Bhakthavalsalan, Municipal Councillor Smt. Sheherban, Joint Director of the Tourism Department Shri. D Girish Kumar, Tourism Deputy Director Pradeep Chandran, RT Mission District Coordinator Sreekala Lakshmi, and BRDC Managing Director Shijin Parambath, among others, also spoke at the event.

ENDS.