



Department of Tourism

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PRESS RELEASE

Tourism Minister interacts with foreign tourists visiting Kerala for Onam celebrations

Thiruvananthapuram, Sept 09: A group of Responsible Tourism (RT) exponents from around the world, touring Kerala as part of a Cultural Exchange Programme, today interacted with Tourism Minister Shri P A Mohamed Rias here, sharing their experience of joining the Onam festivities with local communities in RT units in different parts of the state.

The winners of the third edition of International online painting competition organised by Kerala Tourism were also present on the occasion.

As part of the Cultural Exchange Programme, organised by the State Responsible Tourism (RT) Mission Society of the Department of Tourism, the visitors had celebrated Onam with the village community in Kerala, getting a slice of the state's iconic festival.

The September 4-11 programme, an initiative suggested by the Tourism Minister, is part of Kerala Tourism's outreach to give greater visibility to the state's harvest festival in all its grandeur.

During the interaction, the tourists excitedly narrated their experience in Kerala, bowled over by the picturesque landscape, serene backwaters and life in the countryside.

Noting that Onam symbolizes harmony and peace, Shri Rias said buoyed by the tourism experience in state, the members of the visiting RT group will become the brand ambassadors of Kerala Tourism in their respective countries.

Shri Rias also invited them to enjoy the Onam pageantry that marks the finale of the Onam Week Celebrations this evening.

Kerala Tourism Director Smt Sikha Surendran said apart from getting familiar with the culture of Kerala, the tourists have now got a first-hand experience of the state's globally-appreciated RT model and other sustainable tourism initiatives.

RT Mission Society CEO Shri Rupeshkumar K was also present.



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The foreign tourists were from Bangladesh, Bulgaria, France, Germany, Indonesia, Romania, Nepal, Russia, Serbia, South Korea, Sri Lanka, Taiwan, Thailand, UK, Uzbekistan, and Vietnam.

The group also included RT leaders, academicians, researchers, and tour operators from other states.

Ends