



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

PRESS RELEASE

Kerala Tourism wins Travel + Leisure Global Vision award

Thiruvananthapuram, Mar. 16: The famed Responsible Tourism (RT) project fetched Kerala Tourism the Global Vision award 2022 instituted by US-based travelandleisure.com, earning the state a fresh boost to its efforts to make travel a tool for long-term development of villages.

The New York-headquartered website gives away the honour to individuals, companies, organisations and tourist centres that implement tourism and transportation projects that are experiential, sustainable and environment-friendly. A 14-member jury announced the Travel + Leisure awards totalling five, based on a scrutiny of applications from across the globe.

The judges noted that Kerala, which implemented RT from October 2017, has been functioning on an exemplary model that enables tourism to encourage poverty eradication, women empowerment, social progress and agriculture practices. The project ensures RT makes the place ideal to live and visit. Its beneficiaries include local artists, artisans and farmers, the jury said.

Kerala Tourism Minister Shri P A Mohamed Riyas said the post-Covid world accords unprecedented importance to experiential tourism focused on villages. The award highlights the global acceptance the state's RT Mission merits for its exemplary work, he added.

Dr. Venu V, Additional Chief Secretary (Tourism), noted that the Travel + Leisure awards typically go to those institutions that facilitate comprehensive changes in society through tourism. The latest honour is indicative of Kerala's much-touted social indices along with the development of tourism, he pointed out.

Kerala Tourism Director Shri VR Krishna Teja said the award is in recognition of the state's excellent work in Responsible Tourism that guarantees benefits to people from all strata of society through different activities of the mission.

RT Mission Coordinator Shri K. Rupeshkumar said the award gives the body a boost to make tourism a domain with the participation of the common people to their benefit.

Besides Kerala Tourism, the awards went to Alaskan Dream Cruises (USA), Black Cultural Heritage Tours (USA), new supersonic passenger airliner Boom 65 (USA) and Saira Hospitality(UK).

Ends

