



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

'Vision 2031: Kerala, the World Desires' - Workshop to shape Kerala tourism's future

Thiruvananthapuram, Oct. 16: Amid full-swing preparations to position Kerala as a global attraction, Kerala Tourism is organising a workshop in Idukki this month to comprehensively develop travel and hospitality in the state.

The October 25 event, titled 'Vision 2031 - Kerala the World Desires', will be held at Marian College in Kuttikkanam of the hill district. Experts, including academics and industry representatives, as well as students, will discuss strategic goals, new opportunities, and innovative approaches to shape the future of tourism.

The workshop will feature eight special sessions. The topics will range from the need to preserve Kerala's rich cultural and natural heritage to the importance of ensuring the long-term sustainability of the tourism sector, to the use of technology to enhance the visitor experience.

The seminar will discuss proposals to transform Kerala into a high-quality, vibrant global tourism destination and to grow tourism as a key component of the state's economy.

Registrations can be made for free via the link: <https://www.keralatourism.org/vision-2031>

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