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PRESS RELEASE

Kerala to host four-day global RT Summit from Feb 25
Tourism Minister to inaugurate the meet at Kumarakom

Thiruvananthapuram, Feb. 20: Kerala is all set to host a four-day global Responsible Tourism (RT) summit from February 25, showcasing the state's remarkable achievements in evolving an internationally-acclaimed sustainable tourism model over the last one-and-a-half decade and strengthening it further by coalescing the emerging trends and demands.

Tourism Minister Shri P A Mohamed Riyas will formally inaugurate the conclave, being organised by Kerala Tourism in association with State RT Mission, on February 26 at Lake Song Resort, Kumarakom, at 9 am. The deliberations of the summit will start with a 'Speakers Meet' on February 25.

Minister for Cooperation and Registration Shri VN Vasavan will preside over the function where Shri Thomas Chazhikkadan, MP, will be the chief guest.

Significantly, Kumarakom, located on the Vembanad lake and encompassing the rim of Kerala's rice-bowl Kuttanad, chosen as the venue for the meet as its panoramic rural settings, heritage and lifestyle, had a seminal role in the Kerala model of RT attaining global fame.

UN Women Representative Ms Susan Ferguson and International Centre for Responsible Tourism (ICRT) Founder Dr Harold Goodwin will deliver the keynote address on the occasion. Kerala Tourism Principal Secretary Shri K S Srinivas, Kerala Tourism Director Shri P B Nooh, and State Co-ordinator of RT Mission Shri K Rupeshkumar will also be present.

The summit, which will feature discussions on building linkages between RT activities and UN Women, and will formally culminate with the adoption of the revamped 'Kerala RT Declaration' on February 27.

Speaking about the summit, Shri Riyas said this meet will serve as a platform for brainstorming on creation of sustainable and experiential tourism products and packages in the state in partnership with various agencies in India and abroad to attract more tourists to Kerala.



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As many as 15 international speakers will attend the summit with 20 foreign speakers sharing their insights through virtual platform. Delegates and speakers from across the country will take part in the event which will also witness around 200 attendees in total.

About 60 experts will talk on more than 12 topics at the summit that will feature a riveting session, titled 'Inspiring Stories from Destinations,' where 100 tourists, including delegates, will narrate their experience of travelling in the state.

On February 28, delegates will make a visit to Maravanthuruthu Water Street project that bagged a global award at World Travel Market, London, last year, for the trail-blazing water conservation initiative linked to tourism development.

Ends