



Department of Tourism

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Press Release

'Vision 2031 - Kerala the World Desires': Tourism workshop in Kuttikkanam on Oct 25

Idukki, Oct 24: Kerala Tourism will organise the 'Vision 2031' Tourism seminar, a strategic initiative to make Kerala a world-class travel destination in picturesque Kuttikkanam in Idukki district tomorrow.

Hon'ble Minister for Finance, Shri. K N Balagopal will inaugurate the day-long seminar at the Marian College, Kuttikkanam at 10 am. Hon'ble Minister for Public Works and Tourism, Shri PA Mohamed Riyas will present the policy document at the inaugural ceremony which will be presided over by Hon'ble Minister for Water Resources, Shri. Roshy Augustine.

The seminar includes eight sessions led by prominent leaders from the tourism sector, and will see the participation of various industry stakeholders, tourism professionals, young entrepreneurs, and government officials.

Extensive discussions will be held on the future of the tourism sector ranging from safety, hygiene and sustainability to the need for a social foundation for the tourism sector in the future, and aim to promote and support sustainable development.

In addition to discussing key challenges and opportunities in the tourism sector, the event will also debate responsible, inclusive, experiential, and regenerative tourism.

The topics are 'Exploring the Potential of Responsible Tourism/Inclusive Tourism/Experiential Tourism/Regenerative Tourism'; 'Beyond Design Policy'; 'Tourism Education & Skilling-The Way Forward in Developing Human Capital for Tourism in Future'; 'Challenges & Opportunities in Designing Tourism Destinations & Marketing/Branding'; 'Adaptation and use of Technology in Tourism for Immersive Experience'; 'Future Potential of Heritage, Culture and Spiritual Tourism' and 'Tourism Business Innovations & Investment in Tourism, Adventure Tourism and Allied Products'.

Kerala Tourism aims to use the suggestions that emerge from the seminar to propel the department's activities for further developing the tourism sector.

For more information, visit <https://www.keralatourism.org/vision-2031>.

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