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**Press Release**

**Kerala set a global model in sustainable tourism: Minister**

**National Tourism Day theme aligns with Kerala's tourism goals, says Shri Riyas**

**Thiruvananthapuram, Jan 25:** Noting that Kerala's tourism goals align perfectly with the theme of National Tourism Day 2024, Tourism Minister Shri P A Mohamed Riyas today said the state has set an enduring global model in sustainable and inclusive tourism by emerging as a widely acclaimed experiential tourism hub.

National Tourism Day is celebrated on January 25 every year to build awareness of the country's economic benefits from tourism. This year's theme is 'Sustainable Journeys, Timeless Memories.'

"This year's theme goes well with Kerala's recent initiatives and achievements of the state's Responsible Tourism (RT) Mission, whose underpinning is to attract visitors while conserving nature and cultural heritage by taking on board local communities as active partners," Shri Riyas said.

"The global Responsible Tourism Award 2023 presented to Kerala is a major endorsement of the sustainable and women-inclusive initiatives successfully promoted by the RT Mission," the Minister said.

Global Responsible Tourism Award 2023 is instituted by Responsible Tourism Partnership and International Centre for Responsible Tourism (ICRT), in the Best for Local Sourcing, Food and Craft category.

It is the most valued honour being given for sustainable and inclusive tourism initiatives, for linking women-led small and medium-sized enterprises (SMEs) to tourism activities and ensuring effective marketing of indigenous products.

Shri Riyas said the STREET (Sustainable, Tangible, Responsible, Experiential, Ethnic, Tourism) project has become a template for sustainable and community-oriented tourism initiatives in India and abroad.

He added that through innovative initiatives, the state was able to sustain the flow of tourists to Kerala.

**Ends**