



Department of Tourism

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World Tourism Day:

Keralam to leverage AI, cutting-edge digital tools to reshape tourism

P C Vishnunadh

(Minister for Tourism, Culture and Cinema, Govt of Keralam)

“Digital agenda and artificial intelligence to redesign tourism” is the theme of World Tourism Day 2026.

We are living in times when AI increasingly shapes how we work, how we travel and how we connect.

A global brand, Kerala Tourism has over the years leveraged innovative tools and platforms in promoting tourism, a vital sector that contributes significantly to the State GDP.

Be it print, electronic or digital, we have made strategic use of communication tools to successfully promote God’s Own Country around the world.

Never lagging in connecting to the technologies of the time, we have already started integrating our tourism sector with the AI and cutting-edge digital ecosystem to meet the demands and preferences of today’s tourists.

This is especially important since Keralam is reshaping the tourism sector to tap the state’s vast potential to emerge as an international experiential destination, promising diverse offerings to the visitors.

Our aim is to see that tourists coming to the state are treated with a wholesome Keralam experience, marking a shift from the approach of promoting a few places and products separately through destination-focused packages and products.

Seamless communication that enables easy access to services and information is vital in achieving this totality. It is also important to make the whole range of travel and hospitality services from bookings to payment and guest relations hassle free. New technologies and platforms come in handy to achieve these goals.

The State Tourism Department, in collaboration with the stakeholders, has already started exploring how AI can help make our tourism sector smarter, more inclusive and sustainable.

This will impart speed and scale to tourism activities in the state, in a highly competitive domestic and global scenario.



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The upcoming Tourism Policy of the government will be giving greater thrust to the initiatives in that direction.

The government's decision to accord industry status to the tourism sector will certainly expedite this process.

The Government will also come out with programmes to promote startups in tourism sector. Kerala's robust startup and innovation ecosystem will be encouraged to develop smart solutions to enhance the efficient and prompt delivery of tourism services. This will also increase the youth engagement in tourism sector. The industry leaders could help this process by supporting young innovators by providing funds and mentorship.

The new technologies can also be leveraged for improving the management of tourism destinations and infrastructure. We need to ensure that our travel and hospitality services follow the best management practices and world standards. Barrier-free access to tourism is also important.

The Tourism Department has already drawn up a programme to help homestays adopt technology-driven management practices to improve their quality.

Sustainability and inclusivity have been the core ideals of our tourism development.

Integrating the ecosystem with cutting-edge technologies will certainly enhance the experience of visitors. That will also generate a lot of job opportunities in the sector.

While setting out on this transformational journey, we also want to ensure that the service providers down the line are not left out.

Our Responsible Tourism initiative is globally appreciated. At the grassroots it has assumed the dimensions of people-driven movement. Local communities have contributed significantly in turning this segment into a lived experience. The RT has also helped economic empowerment of women. Considering this, we will roll out more initiatives to connect this key vertical with AI and digital platforms. This goes well with our vision of reconfiguring Kerala Tourism into an integrated ecosystem bridging gaps and touching every life.

As observed by United Nations Secretary General Antonio Guterres: World Tourism Day celebrates the many ways tourism connects cultures and enriches lives. This vision aligns well with the direction Keralam's vision of reshaping travel experiences by adopting transformational ideas and technologies.

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