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**Press Release**

## **Keeping tourism centres clean and hygienic vital, says Minister Riyas**



- ***On World Tourism Day Minister inaugurates state-wide destination cleaning drive***

**Thiruvananthapuram, Sept. 27:** Keeping tourism centres across the state clean and hygienic by taking it up as a continuous activity is vitally important to maintain Kerala's reputation as a major tourism hub, Tourism Minister Shri P A Mohamed Riyas said today.

Inaugurating the state-wide clean-up programme on World Tourism Day at Shangumugham beach here, Shri Mohamed Riyas said, "proper maintenance of our destinations is a critical component of tourism development, which is a collective responsibility of all stakeholders."

"Maintaining our destinations clean and well-kept should be a continuous process, and not something limited to a particular day. This is essential to ensure sustainable and inclusive development of the tourism sector. This idea has been reinforced by this year's World Tourism Day theme, which is Rethinking Tourism," the Minister said.



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Lauding the efforts of campus Tourism Clubs, he said the voluntary activities of the college students would create awareness among the public on the importance of keeping the tourism destinations clean and attractive.

Presiding over the function, Transport Minister Shri Antony Raju said since tourists always prefer clean locales it is significant to keep the destinations clean and healthy. Through the state-wide cleaning programme this message has been put across to the public.

The chief guest of the function, Shri AA Rahim MP, said the campus Tourism Clubs would help maintain the high standards of tourism centres in the state.

After the inaugural function Shri Riyas, Shri Antony Raju and Shri Rahim joined the Tourism Club members gathered at Shangumugham beach, marking the commencement of the programme.

On the occasion, prizes of various competitions conducted as part of World Tourism Day were given away.

Joint Director, Kerala Tourism Shri Shahul Hameed, Deputy Director, Kerala Tourism Shri Biju B S, and Secretary, District Tourism Promotion Council Shri Sharon Veettil attended the function. The clean-up programme was organised by Kerala Tourism in association with DTPCs and Tourism Clubs, to keep the tourism destinations across the state clean.

Spreading awareness of waste management, the tourism clubs organised a flash mob at Shangumugham. Cultural events were also planned at Nishagandhi in the city to mark World Tourism Day. Aimed at litter-free tourism, the green protocol would be implemented at all units of DTPC from September 27.

**ENDS**