

PRESS RELEASE

Global Women Conference on Gender Inclusive & Responsible Tourism to begin at Munnar on Nov 30

- *Industry leaders, policymakers, stakeholders to deliberate on women-related tourism at three-day meet*



Thiruvananthapuram, Nov. 27: Giving an added momentum to Kerala's major strides in adoption of gender-inclusive and women-friendly tourism practices, a three-day Global Women Conference on Gender Inclusive and Responsible Tourism is all set to begin at this picturesque hill station on November 30.

The conference, being organised by the Kerala Responsible Tourism Mission Society (KRTMS) on behalf of Kerala Tourism and UN Women, will deliberate on the current scenario of participation and representation of women in the tourism sector and chart out a roadmap to take the initiative forward.

Tourism Minister Shri P.A. Mohamed Riyas will inaugurate the event at The Grand Cliff Resort on November 30 at 10.00 am. The Minister will also release the Gender Audit Report. Shri Dean Kuriakose, MP, will be the Chief Guest at the function, presided over by Shri A. Raja, MLA.

Dr Harold Goodwin, Chairman, International Centre for Responsible Tourism Global, will deliver the keynote address while Tourism Secretary Shri Biju K will give the welcome address.

Shri Suman Billa, Additional Secretary, Ministry of Tourism, Govt. of India, will be the Chief Guest at the valedictory function on December 2.

A highlight of the event will be the 'Kerala Declaration on Gender Inclusive and Women-Friendly Tourism'.

Shri Rupeshkumar K, CEO, Kerala Responsible Tourism Mission Society, will share his thoughts and experiences on the topic 'Kerala Model Responsible Tourism and Women-Friendly Tourism'.

An important objective of the conference is to showcase Kerala's achievements in women-friendly and sustainable tourism activities through its globally acclaimed Responsible

Tourism (RT) initiative, emphasizing community participation and environmental sustainability.

An array of global experts, stakeholders, and policymakers will share their insights on the issues that are vital for promoting gender equality and women-friendly tourism practices. Besides Dr Goodwin, the other speakers include Dr Venu V, former Chief Secretary, Govt. of Kerala; Smt Sikha Surendran, Director Tourism, Govt. of Kerala; Smt Amrit Singh, Director, Tourism and Cultural Affairs, Punjab; Smt Poonam Chand, Additional Director, Uttarakhand Tourism; Ms Hyojeong Kim, Founder & CEO, NomadHer (an award-winning leading platform for solo female travellers); Ms. Jayni Gudka, CEO, Unseen Tours, UK; Ms. Elisa Spampinato, CEO and Founder, Traveller Storyteller, UK; and Ms Manisha Pandey; International Centre for Responsible Tourism India.

The list of panellists also includes Ms. Poulomi Pal, Program Specialist, UN Women; Ms Clareziel D Ladrangan, Assistant Professor, Cebu Normal University, Philippines; Ms. Susan Ferguson Country Representative, UN Women India; Ms. Mridula Tangirala, Head Tourism at Tata Trusts; Ms Charmerie Maelge, Gender Specialist, Sri Lanka; Ms Manisha Pande, VillageWays, UK & India; and Ms Lenny Yusrini, Co-Director, Southeast Asia Research Academy (SEARA).

There will be panel discussions on themes such as Gender-Inclusive Tourism and Responsible Tourism; Safe and Inclusive Tourism; Women Entrepreneurship in Tourism; Safety, Inclusivity, and Global Trends; Challenges and Future of Women-Friendly Tourism; Empowering Local Communities; Women In Tourism-Models Around The World; Sustainable Practices in Tourism; Kerala Tourism Industry's Effort for Women; and Empowerment in Action: Inspiring Journeys of shepreneurs in tourism.

Dr Peeja Rajan, State Coordinator, Kerala, UN Women, will make a presentation on the Gender Audit while Shri Rupeshkumar K will present his views on 'Draft Classification: Women-Friendly Accommodation Units.'

In addition to the main sessions, a three-day exhibition and a B2B networking session will also be organized to create opportunities for collaborations besides fostering a dynamic environment for partnership-building and exchanging innovative ideas among participants.

Women entrepreneurs and grassroots heroines in the tourism sector will also be celebrated and honoured at the Conference.

An interesting presentation is on the theme "Role of Media in Women Tourism." It will be attended by Shri Vishnuraj P, Additional Director (General), Kerala Tourism; Ms T.K.



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Since its inception in 2008, Kerala's RT initiative has evolved into a massive grassroots network with 25,188 registered units, of which 17,632 are owned or led by women. More than 52,000 people directly and 98,432 indirectly have benefited from its activities, mostly in rural areas. The RT projects also promote art, craft, and traditional livelihoods, earning numerous national and international honors.



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