



Department of Tourism

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Press Release

State aims to transform Beypore as global RT destination, says Shri Riyas

Tourism Minister inaugurates RT Mission's mega art and craft fair as part of Beypore Water Fest



Kozhikode, Dec 27: Tourism Minister Shri P.A. Mohamed Riyas said on Wednesday that the state government was aiming to transform Beypore as a global Responsible Tourism (RT) destination by implementing more projects that benefit local communities.

He was inaugurating the Responsible Tourism and Textile Art Festival, organised as part of the third edition of the Beypore International Water Festival (BIWF), an annual festival packed with exciting water sports competitions and other programmes that opened here on Tuesday.

The craft festival being organised by Kerala's Responsible Tourism Mission (RT Mission) at E.K. Nayanar Mini Stadium at Nallur in Feroke here will conclude on Friday.

Commenting that more responsibility has to be shown while receiving tourists, Shri Riyas said Responsible Tourism ensures women's empowerment in local communities as around 1.5 lakh families are engaged in RT Mission's activities.

Noting that tourism is a rapidly growing sector in Kerala and was hugely benefitting local communities, he said 80 per cent of the 25,000 RT units in Kerala are led by women.



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The Minister added that the RT fest, which features traditions such as pottery, weaving and dress-making in 52 stalls, will strengthen Bepore as an RT destination.

"The government aims to bolster beach tourism by implementing more water sports activities on the state's coastlines. As part of developing beach tourism, discussions are going on to conceive plans for developing Kozhikode beach," Shri Riyas informed.

He said in the recently conducted 'Tourism Investors Meet' (TIM), the majority of the investment proposals were for the beach tourism sector.

"Defying false propoganda against us, the government will strongly go ahead with its plans for developing water sports facilities on beaches. Besides, basic needs like safety, hygiene and travel facilities will be ensured for tourists," he added.

Block Panchayat President Smt T K Shailaja, who presided over the function, said the meticulous planning of such distinct programmes will give momentum to the RT activities in the area.

District Collector Shri Snehil Kumar Singh was the chief guest on the occasion.

In his welcome address, RT Mission State Coordinator Shri K. Rupeshkumar said the craft fest is being organised for the first time in Kerala, and it is a convergence of the cross-section of society.

The expo will showcase the country's richly diverse handicraft traditions in tune with the state's promotion of sustainable and inclusive tourism. It will take visitors through a wide array of art and craft traditions that flourished in 17 states across India.

District Panchayat Vice President Shri Gavas P; Tourism Joint Director Shri D Gireesh Kumar; Indian Institute of Handloom Technology Executive Director Shri Sreedhanyan N and District Coordinator, RT Mission, Kozhikode, Smt Sreekala Lakshmi were also present.

A session on 'Gender Inclusivity in Traditional Art and Culture,' led by Dr Peeja Rajan, State Consultant, UN Women India, was held on the inaugural day. An interactive session by co-creator of 'Chekkutty Pavakal' Smt Lakshmi Menon, also owner of 'Grandmark' that showcases products senior citizens, was also held.

A wide variety of textile traditions, including pictorial embossment, dyeing, textile printing, making of decorative clothes like tapestries and display of different types of handlooms and spinning equipment used by craftspeople from various states and sub-regions, feature at the expo.

Besides, the expo has a wide range of items on sale: tourist souvenirs and agricultural as well as food products from various units of the State RT Mission — at affordable prices.



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A section on Kerala's agricultural products at the expo, planned in association with Agrifarm Tourism Network units, will showcase an assortment of organic food products and spices, besides promoting the Village Experience packages from different districts.

The entire spectrum of travel and tourism stakeholders, including HATS, women's RT clubs, and adventure tourism agencies, has extended their support to the event.

The festival has the participation of states including Tamil Nadu, Assam, Jharkhand, Gujarat, Telangana, Rajasthan, Madhya Pradesh, Chhattisgarh, West Bengal, Uttar Pradesh, Delhi, Puducherry, Odisha and Maharashtra.

Ends