



## Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: [info@keralatourism.org](mailto:info@keralatourism.org)

[marketing@keralatourism.org](mailto:marketing@keralatourism.org)

[www.keralatourism.org](http://www.keralatourism.org)

### PRESS RELEASE

## Industry status to tourism sector in Kerala by October, says Tourism Minister

**Thiruvananthapuram, Aug 28:** As part of a major structural reform, the Kerala government will fulfil its promise of according industry status to the tourism sector by October, fulfilling a long-standing demand of the sector, Shri P C Vishnunadh, Minister for Tourism, Culture and Cinema, said here today.

The minister made this announcement during his visit to Kanakakkunnu Palace, the main venue of the Onam Tourism Week celebrations, in the state capital.

"The draft proposal for granting industry status to tourism sector has been prepared and consultations with industry stakeholders are under way. The move will provide benefits such as bank subsidies and single-window clearance, while helping attract major investments from India and abroad," he added.

Shri Vishnunadh also disclosed a raft of measures to give a fillip to tourism in the state, including developing lesser-known destinations and expanding cultural tourism, which would showcase Kerala's cultural diversity to the global tourism market.

The government is also looking beyond Kerala's established tourism centres as several popular destinations approach their carrying capacity.

"Tourists don't wish to go to overcrowded destinations. So we have decided to develop new destinations," he said.

Akalapuzha in Kozhikode, where around 40 houseboats already operate, is set to be developed and formally promoted as a tourism destination, although it is not currently officially recognised as one, he pointed out.

Munroe Island in Kollam is also being positioned as a major tourism attraction, with Shri Vishnunadh saying it deserves stronger marketing and has appeal comparable to the Maldives.

He said every district in Kerala has lesser-known destinations that could be developed and promoted to spread tourism activity beyond established centres.

"We will include all cultural events in the tourism annual calendar so that world tourists can enjoy Kerala's unique, rich cultural heritage," Shri Vishnunadh said.

He cited Theyyam in Kannur, traditionally performed during the November-April season, and Padayani performances in different parts of the state. The aim is to make such events more visible to travellers planning their visits to Kerala.



**Department of Tourism**

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: [info@keralatourism.org](mailto:info@keralatourism.org)

[marketing@keralatourism.org](mailto:marketing@keralatourism.org)

[www.keralatourism.org](http://www.keralatourism.org)

“Kerala is not a place just to visit; it is a place one should experience and relish,” the minister said, highlighting the Tourism Department’s new ‘Be a Malayali for a Day’ campaign aimed at attracting international travellers seeking experiential tourism.

The state is also looking to leverage Onam as a major tourism product.

The minister also stressed the need to position Kerala as the authentic home of Ayurveda, amid growing efforts by other destinations, including Sri Lanka, to promote Ayurveda as part of their tourism offerings.

“Nobody can beat us in our natural beauty,” he said, emphasising its potential to strengthen Kerala’s medical and wellness tourism appeal.

The state is also planning a tourism campaign focused on Wayanad, which Shri Vishnunadh described as ‘an exceptionally beautiful destination’.

Further, efforts will be made to address travellers’ negative perceptions of the district following recent natural disasters. The minister pointed out that the impact was limited to only two wards of a panchayat.

The government is also planning to simplify the process of starting homestays through a single-window clearance mechanism.

He said that homestay owners will be divided into three clusters (Malabar, central Kerala and south Kerala) for training purposes.

While the state already provides incentives to homestay operators, Shri Vishnunadh said a structured training programme is being planned to improve their capabilities as tourism entrepreneurs.

The programme will focus on helping operators understand the requirements for running a homestay, including areas that require greater attention when hosting travellers.

**Ends**