

TIMES OF INDIA

Fin package on the anvil for tourism industry: Secy

Date : 2.7.2020 | Edition : Kochi | Page : 9 | Clip size (cm) : W: 6 H: 10

Fin package on the anvil for tourism industry: Secy

TIMES NEWS NETWORK

Kochi: The Department of Tourism would soon come out with more financial package and relief for the tourism sector as per the request received from the tourism industry stakeholders, said Rani George, secretary - tourism, the government of Kerala.

As Ayurveda, health & wellness and adventure tourism are key focus areas of tourism in Kerala, SOPs for these areas are already prepared and will soon be circulated to the industry for implementation, she added while talking at a video conference organised by the FICCI National Tourism Committee and key industry players and key tourism stakeholders, to discuss the support needed from the government for the survival of the industry and steps to open tourism in Kerala.

Jyotsna Suri, chairperson of FICCI Tourism Committee, and CMD of Lalit Suri Hospitality Group, while highlighting the measures



needed for survival and revival said, "Tourism will be the torchbearer of economic revival. We have the demand and the supply in India and the need is to focus on Domestic Tourism. Kerala has been the ultimate travel destination. Now more than ever, people understand the value of wellness and this is what Kerala offers."

Baby Mathew, President, Kerala Travel Mart Society and MD, Somatheeram Group, said, "We are planning to hold a virtual Kerala Travel Mart in September. We will concentrate on regional tourism and focus on tourists within the state, then other states and eventually international tourists."