

THE HINDU

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In yet another endorsement of the Responsible Tourism project of Kerala, the community-driven initiative has bagged the coveted gold in the "Best Future Forward State" category at the sixth edition of the Indian Responsible Tourism awards held at Konark in Odisha.

"This is a truly deserving endorsement of our trailblazing RT Mission, which has rolled out commendable initiatives based on sustainable development," Tourism Minister Kadakampally Surendran said. "This recognition underlines the fact that Kerala has become a successful model for the whole country for sustainable tourism development," Rani George, Principal Secretary, Tourism, said.

"This has come when we are planning to extend the RT initiatives to the local-body level across the State," V.R. Krishna Teja, Director, Tourism said.