

TIMES OF INDIA

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TIMES NEWS NETWORK

Thiruvananthapuram:

In a rightful recognition to the state's efforts to revive its tourism sector during the Covid-19 pandemic, Kerala Tourism has been bestowed with the coveted 'Highly Commended' award by World Travel Mart, London.

The state's Responsible Tourism (RT) Mission received this recognition in the category of 'meaningful connections'. The RT Mission received the award for its innovative work on 'work at home videos' and

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storytelling audio and video series produced and presented by various mission units in the state during the pandemic on multiple challenges the tourism sector faced.

The videos have been developed by RT Mission entrepreneurs with a message to stay home safely during

the lockdown but not to despair and to adopt measures to effectively prevent the spread of the Covid-19.

The videos also make an impassioned appeal to tourists to the state to see their activities when the pandemic-triggered issues are brought under control. "The award proves that the RT Mission is becoming a driving force in sharing innovative ideas and ensuring public participation in the tourism sector," said tourism minister Kadakampally Surendran.

Tourism secretary Rani George said that the mis-

sion has played a significant role in the tourism sector during the pandemic. Tourism director P Bala Kiran congratulated all RT Mission unit members for the achievement.

The RT Mission had instructed members of various units to wash their hands with sanitizer or soap and start their work. They were presented as a video document

The award jury said it was the most popular intervention in the world to give confidence to entrepreneurs and tourists who are affected by the pandemic.