

Kerala Tourism

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'Kerala tourism is on comeback trail'

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Image Text

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FE BUREAU
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KERALA TOURISM IS on the comeback trail from the pandemic-induced crisis and the government is committed to providing all support to the sector, chief minister Pinarayi Vijayan said.

After remaining shut for eight months due to the pandemic, tourism centres in the state have started receiving visitors by strictly adhering to health protocols, thereby restoring livelihood of the people affected by the disruption, he said.

Kerala attracted around 1.96 crore tourists in 2019, including 1,83,84,233 domestic and 11,89,771 foreign tourists. According to statistics compiled by the Kerala Tourism Department, earnings from tourism in 2019 stood at ₹45,010.69 crore, an increase of 24.14% from the previous year.

The chief minister said that setting sight on the post-pandemic upsurge in tourism activities, Kerala has rolled out a string of new projects at a cost of ₹60 crore, giving greater visibility to 25 spots, many of these in rural and semi-urban areas in the length and breadth of the state.

Kerala has launched a new marketing campaign called "Change of Air" to help tourism overcome the ravages of the pandemic and maintain its status as India's 'Super Brand.'

Inaugurating 25 tourism projects through video conferencing, Vijayan said that the government did not allow the disruptions caused by Covid-19 to come in the way of implementation of tourism development projects across the state, which will position these destinations as must-see places for visitors. In Kerala, tourism is a source of income for large sections of people.

The promotion of 'Responsible Tourism' in a big way has brought benefit to local communities throughout the state, and the newly launched projects will boost their income. Also, it

will help preserve our heritage including art, handicraft, unique farming methods and cuisine, Vijayan said.

Noting that Responsible Tourism has its emphasis on conservation of ecology and heritage, Vijayan said "air, soil, water, flora and fauna and art and culture are our common assets, and tourism in Kerala is based on these invaluable inheritance."

Tourism minister Kadakampally Surendran said the new projects will help tourism overcome from the crisis and maintain its status as India's 'Super Brand.' Tourism is a key component of the state's revenue and a major employment provider. So, tourism development projects are planned and implemented to achieve sustainable development goals, he added.