

# Minister calls for joint effort to revive tourism

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**Thiruvananthapuram:** Greater co-operation among states by evolving mutually beneficial policies and strategies is vital to revive tourism in the country that has been battered by the Covid-19 pandemic, tourism minister Kadakampally Surendran said.

The minister was addressing a virtual summit organised by ET TravelWorld, a digital travel magazine here on Tuesday. The core theme of the conclave was 'The changing face of travel' and was attended by leading travel industry figures and policy makers from state tourism boards. The participants deliberated on pressing issues of travel and tourism industry and the way forward.

"A key objective of the summit is to leverage the potential of domestic tourism. This calls for increased co-



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## AWAITING AN UPTICK

operation and co-ordination among all states by formulating mutually-beneficial policies and strategies," Surendran said.

Recalling that the summit hosted by the state last year had come up with a resolution on the need to rationalise taxes and tariffs by striving to evolve a consensus, the minister said such an approach assumes greater significance now as the country is slowly

coming out of the crisis created by the pandemic.

The state has reopened most of its tourist centres, resulting in a consistent uptick in footfalls. With restrictions being relaxed, the state is hoping that the tourist season that coincides with the year-end and the new year would further pick up, the minister said.

Kerala Tourism has added more products to its bouquet like Veli miniature train in the capital, flagged off recently. Another venture, Vellar Craft village, near Kovalam beach, will be opened on December 17. Shangumugham, Kovalam and Varkala beaches, Akkulam tourist village and various destinations across the state are being renovated.

Around 40 new destinations, which have been beautified recently, are awaiting tourists, he added.