



PRESS RELEASE

Poovar comes under the ambit of Responsible Tourism

Thiruvananthapuram, Feb. 24: Poovar, a major tourism spot in down south of Kerala, has been brought under the ambit of Responsible Tourism, bringing benefits of environment-friendly tourism activities to the local community in the panoramic coastal belt.

The project was inaugurated by Poovar Panchayat president Smt Ajithakumari M S, at a function at Geethu International Hotel at Poovar on Sunday. Shri Jisthi Maitheen Pillai, vice president Poovar Panchayat, presided.

The inaugural session was followed by a one-day workshop, where experts led by RT Mission State Co-ordinator Shri K Rupesh Kumar briefed the participants on the salient features of the project.

Famed for its beautiful estuary, where Neyyar river embraces the Arabian Sea, Poovar is a much-sought after getaway in the southernmost part of Thiruvananthapuram district, located 12km south of internationally renowned Kovalam beach.

Dotted with coconut-tree lined fishing villages, tourism activities in Poovar has picked up momentum with the area emerging as a bustling water tourism spot in South Kerala.

At the workshop, Shri K Rupesh Kumar made a presentation on “Activities under Responsible Tourism in Kerala.” Smt Biji Xavier, Mission Co-ordinator, held a class on ‘online platforms’ and Shri Midhun. M.K, district co-ordinator for RT, spoke on the RT activities in Thiruvananthapuram district.

Shri Ali, Member, Poovar Panchayat, and Shri Shahul Hameed, Deputy Director, Tourism Department, spoke at the function.

Over 1000 RT units have already been registered in different parts of the district, since the launch of the project a year ago.

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