



Press Release

Responsible Tourism gains momentum in Alappuzha

Alappuzha, Feb 19: Bringing benefit to over 1000 families, mostly engaged in a variety of traditional occupations, Muhamma panchayat in Alappuzha district has been brought on Kerala's Responsible Tourism Network.

The project was inaugurated by the District Panchayat President Shri G Venugopal at a function at Muhamma Sreevalsam Auditorium today (Tuesday).

District Collector S Suhas IAS was the chief guest at the function, which was chaired by Muhamma Panchayat Vice President Smt. Maya Maju. Tourism Deputy Director T G Abhilash Kumar, District Panchayat member Smt Jameela Purushothaman and Block Panchayat member Smt V M Sugaandhi also attended the function. State RT Mission Co-ordinator Shri K Rupeshkumar welcomed the gathering and District RTMission Coordinator Shri Harish S proposed a vote of thanks.

The opening session was followed by a one-day workshop on RT, where the participants were given a detailed account of the salient features and approaches of the heritage preserving and ecology sustaining tourism activities. Shri Rupesh kumar led the workshop. Shri Harish S briefed about the RT Mission activities in district.

Over 1000 RT Mission units have been formed in Alappuzha district, the hub of water tourism and a variety of traditional occupations like farming, fishing and coir spinning.

Responsible Tourism activities offer the visitors ahands on feel of life in unspoilt villages, lapped by backwaters and a network of canals linking them to interiors, including fishing hamlets. Side-by-side, the area is also repertoire of folk and classical art forms and martial art, and the RT activities come as a support to them.

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