

# NEW INDIAN EXPRESS

Safe and hygienic tourism will be Kerala's future bet

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## 'Safe and hygienic tourism will be Kerala's future bet'

ENS ECONOMIC BUREAU@Kochi

TAKING advantage of the stupendous work to contain the Covid spread, Kerala will promote its tourism industry as a safe and hygienic destination for prospective tourists.

At a video-conference organised by FICCI National Tourism Committee, leading industry players and tourism stakeholders on Thursday, Kerala Tourism secretary Rani George said the government will give all necessary support to ensure the survival of the tourism industry when it decides to open.

"The Kerala government has been proactive in preventing Covid-19 in the state. The health of people is a priority for us. We will be focusing on promoting Kerala as a safe and hygienic destination for prospective tourists," she said. Ayurveda, health & wellness

and adventure tourism are the key focus areas of tourism in Kerala. SOPs (Standard Operating Procedure) for these areas have already been prepared and these will soon be circulated in the industry for implementation. Department of tourism will soon come out with more financial packages and relief for tourism industry which are under the consideration of the government, as per the request received from tourism industry stakeholders, said Rani.

Jyotsna Suri, past president - FICCI, chairperson - FICCI Tourism Committee and CMD - The Lalit Suri Hospitality Group, said, "Tourism will be the torchbearer of economic revival. The need of the hour is to focus on domestic tourism. Now, people understand the value of wellness and this is what Kerala offers," she said.