STATE TOURISM GOES GREEN TO PROMOTE SUSTAINABLE TOURISM

All the calls for adopting more sustainable tourism and environmental management practices are echoing as the State Tourism department moves ahead with its plan to encourage green tourism in the state. Among the various initiatives, one that has been enthusiastically welcomed by the public, is the decision to set up water points in selected tourist destinations across the state.

Water points would be set up at select destinations where plastic bottles will be banned in a phased manner. As part of the ‘Green Grant’ project, existing water points would be converted to green points, and new water points would be set up in selected destinations. The department has given the go-ahead for a pilot project in the Kollam district, and this would be replicated in the selected destinations based on the success of the pilot project.

Tourism secretary R. Prasad said, “The project aims to promote sustainable tourism and reduce the use of single-use plastics. By converting existing water points into green points, we can promote a culture of reuse and reduce waste. This will not only benefit the environment but also enhance the tourist experience.”

The project will involve converting existing water points into green points, where visitors can exchange plastic bottles for reusable bottles. The collected plastic bottles will be processed and converted into reusable containers.

The project will be implemented in selected tourist destinations across the state, and the success of the project will be monitored to decide on its expansion.

The department has also launched an awareness campaign to educate tourists about the importance of sustainable tourism and the role they can play in preserving the environment.

The project is expected to have a positive impact on the environment and promote a shift towards sustainable tourism practices in the state.