When a ‘yes’ led to global recognition for Kerala tourism

It was a novel idea – protect the water bodies and preserve the wetlands with environment-friendly tourism.

Kerala tourism took a different step when the authorities and ‘yes’ to this idea, inviting the help of the very people who were most affected.

Tourism Minister P Pushpam Preet Ramachandran accepted the Global Award for Responsible Tourism for the Kerala tourism project of the Tourism department, at the World Travel Market in London. Tourism Director P Pushpam and Responsible Tourism Mission Coordinator S Jayakumar took part in the function.

The Kerala model of ‘responsible tourism’ was the key for the international awards. The Kerala model is a mix of cultural, natural, and spiritual tourism. The state has a rich history and culture, with many temples and monuments.

The project was designed to involve local communities in the process of protecting the water bodies. The local communities were trained in responsible tourism practices. They were also involved in the decision-making process of the project.

The award was a recognition of the tourism activities of the Kerala tourism department.

The project won several international awards, including the Global Award for Responsible Tourism. The Kerala model of responsible tourism has been adopted by other states and countries worldwide.