

# Kerala Tourism Insights

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A News Journal from Kerala Institute of Tourism & Travel Studies (KITTS)



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## Kerala Tourism launches revamped website

Kerala Tourism has re-launched its revamped website recently, marking a vital step in bolstering the state's efforts to meet the global competition in tourism sector by leveraging cutting-edge technology to create a comprehensive digital guide providing information in more than 20 languages.

Launching the updated website, [www.keralatourism.org](http://www.keralatourism.org) here, Tourism Minister Shri PA Mohamed Riyas said the user-friendly and interactive portal will showcase the immense possibilities of Kerala as a tourism destination which will be available in a novel way at the fingertips of tourists from any part of the world.

"In tourism sector, Kerala is competing with countries like Sri Lanka, Thailand, Vietnam and Australia. So, we have to give a facelift to our activities by leveraging the cutting-edge technology to showcase Kerala as a premium destination by providing all required information at the fingertip of tourists from any part of the world," the Minister noted.

Shri Riyas the tourist-friendly web portal will help visitors easily find certified hotels, homestays, Ayurveda and wellness centres in Kerala.

The Minister added that in 2023-24 alone, the website has marked around one crore visitors and more than two crore page views. The upgraded website, which is available in over 20 languages, is a comprehensive digital guide that features the state's unique attractions, culture and heritage and travel information.

Kerala Tourism Director Smt Sikha Surendran and Kerala Tourism Additional Director (General) Shri Vishnu Raj P were also present.

Modern web applications like ReactJS and Python Flask have been used in the refurbished website. This will offer seamless web browsing experience for users in various gadgets like computer, tablets and mobile. A custom-built Content Management System (CMS) will manage contents efficiently and deliver personalised user experiences.

The revamped website also provides easy navigation to tourism-related topics and an improved multimedia playback for users.

Launched in 1998, [www.keralatourism.org](http://www.keralatourism.org) has played a major role in promoting the tourism initiatives of Department of Tourism. The website has bagged numerous national and global honours including the best among 10 tourism websites in Asia Pacific and Middle East.

The website of Kerala Tourism was last revamped in 2017.



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# Kerala Turns To Be A Model Of Decentralized Accommodation



Dr. Dileep M.R. Director, KITTS

Kerala has long been recognized for its homestays, a form of decentralized accommodation that offers tourists an authentic, intimate experience of the state's culture and lifestyle. Over the years, this model has evolved, contributing significantly to tourism while empowering local communities. As part of its ongoing efforts, the Kerala government has introduced the K Homes initiative to promote tourism through homestays, heritage accommodations, and unique local experiences within private homes or purpose-built residences. The K-HOME scheme aims to

transform vacant houses into affordable tourist accommodations, utilizing Kerala's 1.5 million unoccupied houses as an untapped resource for tourism infrastructure.

The homestay concept was formally introduced in the 1990s, with Kerala's tourism sector recognizing its potential as an alternative to traditional hotels. The Kerala government supported this growth through certification programmes and the Responsible Tourism (RT) initiative, which encouraged sustainable tourism practices. Homestays, spread across rural and coastal areas, have helped reduce the pressure on overdeveloped tourist hotspots, promoting a more even distribution of tourism revenue.

The K Homes initiative focuses on transforming vacant houses into tourist accommodations. Initially, the programmes will target key tourist destinations such as Fort Kochi, Munnar, Kumarakom, and Kovalam, with plans for statewide expansion based on its success. Homestays and K Homes are located in both rural and urban areas, spreading tourism across Kerala. This helps decongest popular tourist spots and supports local economies in remote areas. Staying in K Homes allows tourists to experience Kerala's culture first-

hand, from cooking traditional meals to learning about local art forms. These homes often feature traditional Kerala architecture, such as Nalukettu, offering visitors a glimpse into the state's rich history. Local families can generate additional income by transforming their homes into tourist accommodations. This boosts the economy of rural areas and reduces the gap between urban and rural regions. The K Homes initiative emphasizes eco-friendly practices and integrates modern tourism standards with local traditions, promoting responsible and sustainable travel. The K Homes model fosters cultural exchange, where tourists gain insight into local customs and lifestyles, while hosts are exposed to diverse cultures, creating a mutually enriching experience.

The development of K Homes for tourism in Kerala aligns with the state's vision of promoting sustainable, community-based tourism. By integrating local traditions, eco-friendly practices, and modern standards, the K Homes model offers a unique way for tourists to experience Kerala beyond its popular destinations. This initiative not only enhances Kerala's appeal but also empowers local communities, making tourism more inclusive and beneficial to all.



## PRINCIPAL SPEAKS

I am truly delighted by the overwhelming response to Tourism Insights Magazine from stakeholders and the wider tourism community. Your unwavering support and enthusiasm continue to inspire us in our journey of knowledge sharing and meaningful engagement.

With great pride, we present the latest edition of Kerala Tourism Insights, a publication dedicated to exploring the dynamic and ever-evolving world of tourism. This journal serves as a valuable platform, bringing together insights, emerging trends, and expert perspectives,

making it an indispensable resource for tourism professionals, academicians, and enthusiasts alike.

Tourism is more than just visiting destinations, it is about creating meaningful experiences, preserving culture, promoting sustainability, and embracing innovation. Kerala, with its rich heritage and breath-taking natural beauty, stands as a model of responsible tourism. At KITTS, we take immense pride in nurturing the next generation of tourism leaders, equipping them with the skills and knowledge necessary to drive sustainable and inclusive growth in the industry.

We are pleased to announce the launch of a new Post Graduate Course — Master of Tourism and Travel Management (MTTM) — affiliated to University of Kerala. This programme, along with our esteemed MBA in Tourism, aims to attract passionate students eager to contribute to the success of our institution and the broader tourism sector. In addition to these programmes, KITTS offers BBA Travel and Tourism, B.Com Travel and Tourism, and Diploma certification courses, alongside various training programmes designed for the enrichment of the tourism community.

I would like to express my sincere gratitude to the Hon'ble Minister for Tourism & PWD and Chairman of KITTS, Adv. Sri. P. A. Mohammed Riyas; Secretary of Tourism and Vice Chairman of KITTS, Sri. Biju K. IAS; Director of Tourism, Ms. Sikha Surendran IAS; and the esteemed members of the Executive Committee and General Body. A special appreciation goes to the contributors and the editorial team for their dedication and hard work in making this edition both insightful and engaging. Your commitment has truly brought this publication to life.

To our readers, I encourage you to actively engage with the ideas presented here. Together, we can build a more vibrant, sustainable, and inclusive tourism industry. We highly value your feedback and suggestions, as they play a crucial role in our continuous growth and improvement. Please feel free to share your thoughts with us — your insights will guide us towards greater excellence.

Wishing you all an enriching reading experience!

Warm regards,

Dr. B. Rajendran  
Principal, KITTS

# Kerala Attracts Over 2.22 Crore Tourists In 2024; Surpasses Pre-Pandemic Record: Tourism Minister

K-Homes project to be implemented in four destinations initially

Kerala attracted 2,22,46,989 tourists in 2024, which marked a substantial increase of 21 percent from the pre-pandemic period, Minister for Tourism and Public Works Shri P A Mohamed Riyas told the State Assembly.

This huge upsurge in tourist arrivals shows that in the last couple of years the state has been erasing its previous record in arrival of tourists, the Minister informed the house during the Question Hour.

The K-Homes project, announced in the 2025-26 state budget for increasing accommodation for tourists by making use of unoccupied homes near major destinations, will be implemented initially at Kovalam, Kumarakom, Munnar and Fort Kochi, the Minister said.

The K-Homes project will take the growth of tourism to new heights, as it offers the tourists comfortable stay and a hands-on feel of local culture and cuisine. Special arrangements will be made for the implementation of the K-Homes project including online booking of stays in K-Homes, the Minister said.

The K-Homes project is expected to strengthen Kerala's hospitality sector. The state already has a large number of five-star and premium hotels while Government Rest Houses provide affordable and clean accommodation options for tourists.

In the initial phase, the project will be implemented within a radius of 10 km in the selected destinations, he said.

A project to bring women stakeholders in tourism sector under a single umbrella has been drawn up as part of initiatives to strengthen women-friendly tourism. So far, 17631 women have registered under the project through the Responsible Tourism Mission Society. They include tour operators, homestay owners, drivers and other tourism entrepreneurs.

The Global Women Conference on Gender Inclusive and Responsible Tourism held in Munnar presented before the world the successful Kerala model in this trendy segment, Shri Riyas said.

Kerala Tourism signed a Memorandum of



Understanding with Kerala Startup Mission (KSUM) to leverage the innovation ecosystem for tourism development. The pact envisaged a slew of innovative ideas including dissemination of information on digital platforms regarding destinations and tourist amenities, the Minister said.

The state's Design Policy has been leveraged to keep destinations environment friendly and aesthetically appealing.

The Destination Challenge project, which seeks to bring to fore lesser-known destinations, is being implemented in collaboration with Local Self Government Institutions. So, far, 40 such spots have been identified, the Minister said.

The Destination Challenge project is vital to maintain the growth as it supports the reigning global trend of 'Destination Dupe' which signifies tourists skipping tourist hotspots for lesser known, less crowded and affordable destinations, which ensure unforgettable holiday experiences.

Seeking to ramp up the state's reputation as an experiential tourism hub, training programmes for local stakeholders have been organized.

Also, campus-based Tourism Clubs have been roped in for development, upkeep and branding of destinations in their respective areas. A scheme to train students as tourism guides with proficiency in various languages has also been launched.

Local Youth Tourism Clubs have been formed across the state, with the participation of local service providers like taxi and autorickshaw drivers.

Farm Tourism is another segment identified for further development. The Responsible Tourism Mission Society has imparted training for 952 units. In this segment, 452 units are found to be performing well, out of which 103 units have been listed in the RT Mission's website.

As part of promoting heritage tourism, heritage walks with the participation of students will be organized, the Minister added.



# KITTS, Digital Varsity Ink Mou To Launch Tech Courses In Tourism

**K**erala Institute of Tourism and Travel Studies (KITTS), the HR development wing of State Tourism Department, today signed a Memorandum of Understanding (MoU) with Digital University Kerala (DUK) to introduce innovative, technology-integrated programmes in tourism and hospitality sector.

Tourism Minister Shri P A Mohamed Riyas, who is also the Chairman of KITTS, exchanged the MoU with Dr. Saji Gopinath, Vice Chancellor of DUK, here in the presence of Smt. Sikha Surendran, Director, Kerala Tourism. The MoU was signed by Dr. Dileep M R, Director, KITTS and Prof. Mujeeb, Registrar of DUK.

Dr. B Rajendran, Principal, KITTS; Dr. Hari Krishnan, Coordinator, KITTS; DUK faculty Prof. Santhosh Kurup and Dr. Sini V Pillai were also present on the occasion.

Shri P A Mohamed Riyas said the MoU is part of the mission of the government to upgrade the activities of KITTS on par with global standard.

"This collaboration comes close on the heels of the opening of the new academic block on

the campus. As part of the mission, various initiatives will be implemented at KITTS in future," Shri Riyas added.

Significantly, the tie-up comes in the backdrop of Kerala Tourism increasingly leveraging cutting-edge digital tools and media in all verticals and planning to set up a technology hub-cum-incubator to mould startups exclusively catering to tourism.

The strategic collaboration aims to equip students, industry professionals, and government officials with cutting-edge skills to keep pace with the rapidly evolving digital landscape across the globe. It would help stakeholders of tourism industry attain competitiveness since they are relying largely on digital platforms from destination research to booking and trip planning.

The new courses being offered through this MoU will focus on key technology areas such as artificial intelligence (AI), cybersecurity, data analytics, digital and social media marketing, and management systems.

Besides, these programmes will serve as additional certifications or diploma courses for KITTS students, who can enhance their prowess in digital technologies, and it will also create opportunities for their placements.

Industry professionals will benefit from capacity-building programmes designed to hone their expertise in tech-driven management for the tourism and hospitality sectors.

The initiative also includes specialized courses for officials of the Department of Tourism, District Tourism Promotions Councils (DTPCs), and other related public sector agencies, aimed at improving proficiency in technology tools and cybersecurity measures. The tie-up will empower tourism stakeholders with advanced digital solutions and enhance the overall efficiency, resilience, and future-readiness of Kerala's tourism industry.

KITTS, an affiliated member of United Nations World Tourism Organisation, offers over 10 different industry-based courses including MBA and conducts free training programmes for the State and Central governments.



Tourism Minister Shri P A Mohamed Riyas and VC of Digital University Kerala (DUK) Dr. Saji Gopinath exchanging the MoU signed between Kerala Institute of Tourism and Travel Studies (KITTS) and DUK in Thiruvananthapuram. Also seen are Director of Kerala Tourism; Smt. Sikha Surendran; KITTS Director Dr. Dileep M R; Principal Dr. B Rajendran, Coordinator Dr. Hari Krishnan; Registrar, DUK, Prof. Mujeeb, DUK faculty members Prof. Santhosh Kurup and Dr. Sini V Pillai.



# Through Design Policy, Kerala Is Redefining How Communities Interact With Public Spaces: Minister Riyas

WE Park, the first park under Design Policy inaugurated



Kerala is embracing a fresh, design-driven approach to developing public spaces, shaping the state into a vibrant, people-centric environment. The introduction of a Design Policy has marked a significant shift, setting the stage for Kerala to emerge as a design hub. This transformation is now becoming a reality, with thoughtfully designed public spaces taking shape across the state. As part of the efforts, 'WE Park', the first project completed under the Kerala government's new design policy, which aims to beautify and enhance the productivity of unused urban spaces has been opened for the public recently.

"The WE Park project, initiated by the Tourism Department, reflects our vision of contributing to a design-driven economy. We aim to transform unused or abandoned public spaces into creative areas for gatherings and activities, thereby adding value to these locations," Riyas said, according to the release. "The project will serve as a stepping stone for

advancing the Tourism Department's other initiatives under the design policy, which will significantly enhance our urban spaces," he added.

From illuminated bridges and aesthetically designed underpasses to the creative repurposing of spaces beneath bridges and the development of new parks, Kerala is redefining how communities interact with public areas. As one of India's most densely populated states, rapid urbanization has turned many villages into bustling townships, leading to a decline in accessible public spaces. Recognizing this, the government is prioritizing the mental and physical well-being of its people, ensuring that development is not just about infrastructure but also about fostering a sense of community and shared experiences.

Initiatives like Manaveeyam Veedhi have transformed ordinary spaces into dynamic, cultural hubs where people come together to engage, express, and unwind. The "We Park"

and the illuminated old bridge in Feroke have evolved into lively gathering points, offering residents and visitors a colorful, inviting atmosphere to spend quality time with their families. Similarly, the Kollam railway underpass, once a neglected space, has been redesigned into a wellness-oriented public zone, promoting both mental and physical well-being.

As Kerala strides towards becoming a knowledge-driven economy, the government remains committed to creating inclusive, vibrant public spaces. Beyond their aesthetic and recreational value, these spaces play a crucial role in steering communities—especially the youth—away from negative influences, providing them with engaging, uplifting environments to nurture creativity and positive social interactions.

With this visionary approach, Kerala is not just building infrastructure; it is crafting a sustainable, people-first urban future—where every street, bridge, and park contributes to a healthier, happier society.

# Kerala Tourism signs MoU with KSUM

In a country first initiative, Kerala Tourism department has signed a Memorandum of Understanding (MoU) with Kerala Startup Mission (KSUM) to leverage innovative solutions for enhancing tourism experience by onboarding the state's flourishing startup ecosystem.

Tourism Director Smt Sikha Surendran and KSUM CEO Shri Anoop Ambika signed the MoU, in the presence of Tourism Minister Shri P A Mohamed Riyas, at a function held at Mascot Hotel.

"By integrating innovative ideas and technology from the state's robust startup ecosystem, the state can accelerate the growth of the tourism sector, especially in the context of the state's focus on increasing the foreign tourist footfall," said tourism minister Mohamed Riyas.

"This financial year will see technology dominated innovations in tourism sector and this MoU will act as a catalyst in that direction," he added.

The collaboration is set to bring about a major transformation in the state's tourism sector which will enable a far more hassle-free travel

experience and increase the tourist footfall in the state.

The partnership will also help develop attractive tourism products and present them across the globe with the help of innovative ideas and technologies.

The MoU aims at setting up an innovation centre which is also the first such initiative in the country.

One of the key objectives of the partnership

is the promotion of caravan tourism, by establishing modern, well-equipped caravan parks, to attract both domestic and foreign tourists by offering a unique travel experience in line with global trends.

It also seeks to promote Workation/Startup Pods, blending scenic accommodations with co-working facilities, to cater to the growing demand for remote work opportunities in picturesque settings.



## Tourism Minister Launches Multilingual Sabarimala Microsite And E-Brochure

Kerala Tourism has launched a multi-language microsite (<https://www.keralatourism.org/sabarimala/>) and an e-brochure providing comprehensive information about Sabarimala.

Tourism and Public Works Minister Shri PA Mohamed Riyas launched the two initiatives at a function here on Wednesday.

The multilingual microsite provides pilgrims across the country with information about the hill shrine's traditions, customs, and culture, as well as the latest updates and geographical insights.

The site is available in five languages: English, Hindi, Telugu, Tamil, and Kannada. It also includes short footage providing all the details of southern India's prominent pilgrim site.

"The microsite and e-brochure are vital steps towards including our heritage and historical temples as part of tourism at a time when pilgrim tourism is gaining prominence worldwide," said the minister.

"The microsite will provide all the useful information for pilgrims visiting Sabarimala and help them have a comfortable and seamless pilgrimage experience. More projects are in the pipeline to promote pilgrim tourism in the

state," he added.

The microsite includes details of other important temples near Sabarimala, a detailed route map, and hotel facilities near temples, which will help pilgrims travel from other states. It also features a dedicated gallery with hundreds of pictures related to Sabarimala.

"The microsite and e-brochure will be valuable and credible sources for pilgrims from across the country to learn more about Sabarimala and plan their pilgrimage safely and securely,"

Tourism Director Smt Sikha Surendran said.

The content-rich e-brochure is a virtual travel guide that provides information on how to plan your pilgrimage, places to stay, and contact numbers for authorities. It also includes a detailed pilgrim guide that provides in-depth information about the customs and traditions of Sabarimala and the temple's history.

The format enables pilgrims to access the e-brochure on smartphones and can be shared with others.





# Kerala Tourism: A New Era Of Growth And Sustainability Through Strategic Budget Investment

Mr. K Biju IAS, Secretary-Tourism

Kerala's tourism sector is experiencing impressive growth, driven by both a rise in international interest and a significant surge in domestic tourism. Tourist arrivals in 2024 saw a 21% increase compared to the pre-pandemic period, reaching a total of 22,246,989 visitors. This growth can largely be attributed to the state's diverse attractions and the relaxation of travel restrictions.

As Kerala's tourism industry continues to thrive, it is attracting international investments while seeing a notable increase in local visitors. Reflecting the government's commitment to strengthening the sector, the 2025-26 Kerala state budget includes an allocation of ₹385.05 crore—an increase of ₹33 crore from the previous year. A significant portion of this budget, ₹149 crore, is dedicated to enhancing tourism infrastructure, which includes the development of new tourist spots and improved facilities.

Kerala is also positioning itself as a leading destination for medical and wellness tourism, with ₹50 crore allocated for a global campaign



to promote the state as a wellness hub. In line with the Union government's 'Heal in India' initiative, an equal amount is set aside to promote Kerala as a health tourism destination.

To address the shortage of quality accommodations, the state plans to provide loans of up to ₹50 crore through the Kerala

Financial Corporation for hotel construction. Additionally, the K-Homes initiative will convert unused properties into homestays near popular tourist areas like Kovalam, Fort Kochi, Kumarakom, and Munnar, with a pilot project receiving ₹5 crore.

The budget also highlights a strong push for adventure tourism, with ₹3 crore allocated to promote trekking activities. Efforts to develop seaplane services to improve access to remote tourist locations are also a key part of the tourism development strategy.

The budget provisions emphasize Kerala's focus on revitalizing its tourism industry by improving infrastructure, expanding tourism offerings, and boosting accommodation options. As Kerala moves into 2025, the state is poised for further growth, with a clear commitment to sustainability, inclusivity, and technological advancement. Through these strategic initiatives, Kerala is set to maintain its reputation as a leading destination for responsible and memorable tourism experiences.

## Natural Ayurvedic & Wellness Spa Inaugurated at KTDC Tea County, Munnar

The Natural Ayurvedic & Wellness Spa was inaugurated at KTDC Tea County, Munnar, on 15th February 2025, offering guests a sanctuary of authentic Ayurvedic therapies, holistic wellness treatments and serene relaxation amidst Munnar's breathtaking tea gardens.

The presidential address was delivered by P.K. Sasi, Ex-MLA and Chairman of KTDC, highlighting the growing significance of wellness tourism in Kerala. This was followed by a virtual welcome speech by Smt. Shikha Surendran IAS, Director, Kerala Tourism and Managing Director KTDC, who emphasized KTDC's commitment to sustainable and wellness-driven tourism.

The formal inauguration was conducted

online by Shri P.A. Mohamed Riyas, Hon'ble Minister for Tourism & Public Works Department, marking a significant milestone in KTDC's efforts to integrate Ayurveda into Kerala's hospitality sector.

The event was graced by Shri A. Raja, MLA from Devikulam, as the Chief Guest, along with other dignitaries and KTDC Directors. The event commenced with a project analysis by Adv. Abhilash Balakrishnan, who represented the Natural Ayurvedic & Wellness Spa, providing insights into the vision and objectives of the project.

This inauguration reinforced Munnar's position as a leading wellness tourism destination, offering travelers an opportunity to experience Ayurveda in its most authentic form amidst Kerala's pristine landscapes.





# Current Season Draws to a Close, Preparations Begin for the Next Season

Mrs. Sikha Surendran IAS, Director

**K**erala's tourism sector is gearing up for the 2025 season, building on the successes of previous years. The Kerala Tourism Department has launched targeted campaigns to highlight the state's monsoon season, showcasing its lush landscapes and rejuvenating atmosphere. These initiatives led to a 15.97% increase in domestic visits during the monsoon months (June to August) in 2023, with tourist numbers rising from 4.5 million to over 5.2 million.

For the 2025 season, the Kerala government has allocated ₹385.05 crore in the state budget to enhance tourism infrastructure. The funds will focus on expanding hotel accommodations, promoting wellness tourism, and developing new destinations. A major initiative, the K-Homes project, aims to convert unused homes into homestays near popular tourist spots like Fort Kochi, Kumarakom, Kovalam, and Munnar. This will help address accommodation shortages while offering authentic local experiences.



Additionally, the Kerala Tourism Department is setting up a Tourism Investment Facilitation Centre to streamline investments in tourism projects. A new Heli-Tourism Policy will

offer aerial tours of Kerala's scenic landscapes, catering to high-end tourists and boosting revenue.

On the marketing front, Kerala Tourism is intensifying efforts to reach both domestic and international audiences. Following a 13.76% increase in foreign arrivals in 2024, the department is focusing on expanding into new international markets and executing aggressive campaigns. Throughout 2024-25, Kerala Tourism will organize domestic partnership meets in select cities to foster direct engagement between tourism stakeholders and domestic travel agents, promoting Kerala as a preferred destination. Digital platforms will also be leveraged to engage a global audience through social media campaigns, virtual tours, and interactive content.

Through these efforts, Kerala aims to strengthen its position as a premier tourist destination and drive sustainable growth in its tourism sector in 2025.

## Kerala's Kappad, Chal Beaches Get Global Blue Flag Certification

**K**erala's famed Kappad beach in Kozhikode and Chal beach in Kannur have been bestowed with the coveted Blue Flag certification by Denmark-based Foundation for Environmental Education (FEE) for meeting stringent environmental and safety standards.

Tourism Minister Shri P A Mohamed Riyas said the Blue Flag status not only enhances the global appeal of these beaches but also firm up Kerala's reputation as a leading sustainable tourism destination.

Noting it as a 'milestone,' Shri Riyas said Kerala continues to set global benchmark in preserving its picturesque landscape while promoting and implementing eco-friendly initiatives to provide a unique experience for tourists.

According to him, it is a significant step towards boosting tourism and attracting environmentally conscious travellers to the state.

The Blue Flag certification reflects Kerala's



efforts towards responsible and accessible tourism, said Tourism Director Smt Sikha Surendran.

The scenic Kappad and Chal beaches have emerged as models of Responsible Tourism (RT) by implementing eco-friendly initiatives,

besides ensuring hygienic and safe milieu for visitors on par with global standard.

FEE gives the award to beaches, marinas, and boating operators that meet 33 criteria that also include sustainable and safety practices.

# ITB Berlin: Kerala Tourism Receives Two International Awards

In a splendid global recognition, Kerala Tourism today bagged the Silver Star in the Campaign International category for the “Come Together in Kerala” marketing campaign at the Golden City Gate Awards 2025 at ITB Berlin, considered as the world’s biggest travel show.

It also received the Excellent Award in the Music International category for its outstanding music video, ‘Shubha Mangalyam – Weddings in Kerala’.

The awards were presented by Mr Wolfgang Jo Huschert, President of the Jury of the “Golden City Gate Award. Kerala Tourism Additional Director (General) Shri Vishnuraj P. received the award at an impressive function in Berlin, the capital city of Germany. The ‘Come Together in Kerala’ campaign is designed to encourage urban families to disconnect from their hectic routines and reconnect in Kerala’s serene landscapes. Utilizing a mix of print, digital, radio, and social media platforms, it effectively positions Kerala as the ideal family getaway.

The innovative campaign, which resonated deeply with audiences, features emotional storytelling through videos like Yeh Doorriyan and Saath Saath, along with vibrant print ads showcasing Kerala’s diverse experiences.

An elated Tourism Minister Shri P A Mohamed Riyas said, “The prestigious awards are a solid reaffirmation of Kerala Tourism’s continued efforts to launch marketing campaigns of international standards. The fact is the ‘Come Together in Kerala’ campaign, a signpost of creative brilliance, played a significant role in record-breaking domestic tourist arrivals in 2023, vindicating its status as a top travel destination.”

As for the award for music video ‘Shubha Mangalyam – Weddings in Kerala’, the minister said it will promote the awesome charm of Kerala across the globe and showcases Kerala as an ultimate Wedding Destination.

The music video is an eye-catching and melodious three-language romantic video song by renowned Indian-American singer Vidya Vox on weddings in Kerala. It garnered over a million views on YouTube in just two months after its launch, highlighting the state’s irresistible appeal as a destination for marriage and honeymooners.

The three-and-a-half-minute ‘Shubha Mangalyam’ video, featuring lyrics in English, Hindi and Malayalam, portrays a non-Malayali couple celebrating their wedding in Kerala and enjoying the picturesque charm of the southern



state.

Vidya Vox completed this lilting music track — a unique mash-ups of western pop with Indian classical — in collaboration with Kerala Tourism. Shot across south-central Kerala’s scenic landscapes of Alappuzha backwaters, Vagamon hills and Marari beach, the video stands out for its catchy melody and spectacular visuals. It has garnered popularity across other social media platforms such as Facebook, Instagram, and Twitter.

‘Shubha Mangalyam’ video came just eight months after Travel + Leisure India & South Asia magazine declared Kerala as the best wedding destination.

## Kerala Expands Regional Air Connectivity with Airstrips and Seaplane Project

The Kerala government has intensified its efforts to enhance regional air connectivity by allocating Rs.20 crore for the development of heliports and airstrips, along with the expansion of its seaplane project. This strategic move is aimed at improving

accessibility to smaller towns and addressing delays in high-speed transport projects.

During the 2025-26 state budget presentation, Finance Minister K. N. Balagopal announced Rs.1.50 crore for preparing a detailed project report (DPR) and other initial processes for setting up airstrips in Idukki, Wayanad, and Kasaragod. Additionally, Rs.50 crore was earmarked for the development of water aerodrome facilities to support seaplane landings and small aircraft operations.

Kannur International Airport’s Managing Director Mr. V. Thulasidas emphasized the necessity of airstrips and helipads due to Kerala’s peculiar geography. He pointed out that the state’s length of 560 km, with an average width of 70 km to 125 km, makes air connectivity a viable option for faster travel.

The Regional Connectivity Scheme

(UDAN), a central government initiative, is expected to play a crucial role in funding and facilitating the development of heliports, airstrips and water aerodromes in Kerala. This initiative is also anticipated to boost tourism, attracting high-net-worth visitors by providing faster and more convenient travel options. Additionally, the presence of a large NRI population in the state is expected to increase demand for regional air travel, as many travellers prefer quick connections from small airstrips or helipads to major airports.

Erumely is set to be the location for Kerala’s fifth major airport, reducing the feasibility of constructing another full-fledged international airport. This reinforces the need for smaller airstrips and helipads to improve connectivity. Meanwhile, the Sabarimala Greenfield Airport project received a financial allocation of Rs.4.96 crore in the budget, underscoring the state’s commitment to aviation infrastructure.





# Experts See Investment Potential In Kerala's Diverse Tourism Products

*Experts at the Invest Kerala Global Summit (IKGS 2025) opined that Kerala has significant potential for investment in various areas of the state's tourism sector*



*Mr S Swaminathan, Managing Director of Dravidian Trails Holidays and Secretary, Kerala Travel Mart Society, Dr Venu V. Chairman of the Kochi Biennale Foundation and former Chief Secretary, Mr M.P.M>Mohammed Haneesh IAS< Principal Secretary, Industries, Government of Kerala, Mr Suman Billa IAS, Additional Secretary, Ministry of Tourism, Government of India, Ms Manisha Pandey, Global Director of ICRT and Mr Lalit Vishwakumar, Director of Operations for IHCL in Kerala during the Tourism session at Invest Kerala Summit 2025 at Kochi*

Participating in a panel discussion on 'A Hub for Sustainable Tourism and Responsible Business' on February 22, 2025, at the two-day Invest Kerala Global Summit at the Lulu Bolgatty International Convention Center, they said Kerala's strength lies in its diversity.

In his keynote address, Mr Suman Billa IAS, Additional Secretary, Ministry of Tourism, Government of India, said the state should fully exploit its brand value as a global tourism destination.

"Kerala has become an investment-friendly destination through the gradual growth achieved in the tourism sector in the last 30 years," he said. "The global brand value of Kerala Tourism makes it investment-friendly. Plans should be formulated to maintain this and attract more investments." According to him, Kerala's status as a green destination is its main attraction, and its sustainable and responsible tourism model is commendable.

"One of Kerala's notable characteristics is that tourism is viable throughout the year, making it suitable for any weather conditions," he

said. "This year-round appeal makes the state attractive to tourists on a global scale and also investment-friendly."

Kerala is an investment-friendly destination thanks to several factors, including good connectivity, hospitality, high skill levels, robust infrastructure, and quality services.

The Kerala cadre official believes it is essential to focus on discovering new destinations and developing new strategies to increase tourist arrivals consistently.

Mr. Billa pointed out that the country's tourism sector significantly contributes to GDP, employment opportunities, and infrastructure development. The tourism sector contributes 5.04 per cent to the country's GDP, and this will increase significantly in the next ten years. He stated that the tourism industry has created 76 million jobs in five years and continues to generate a large number of jobs.

Renowned Tourism expert Dr Venu V, chairman of the Kochi Biennale Foundation and former Chief Secretary, stated that tourism activities were once limited to a few areas but are now more widespread and should be fully utilized.

"The diversity of Kerala's tourism sector is truly its strength. The state can recognize the evolving preferences of tourists and develop plans accordingly," he said.

"This positive trend needs to be sustained, and further investment should be attracted. To achieve this, marketing campaigns should be expanded. The travel culture is growing, making Kerala a top choice for travellers."

ICRT Global Director Ms Manisha Pandey stated that Kerala is a leader in responsible tourism on a global scale. "There is a significant investment opportunity in Kerala's sustainable and responsible tourism model," she remarked. "The involvement of women entrepreneurs in this sector is noteworthy. Quality infrastructure and safety are key factors that attract tourists and investors to Kerala."

Mr. Lalit Vishwakumar, Director of Operations for IHCL in Kerala, believes the successful public-private tourism partnership model should continue attracting more investment. Mr S Swaminathan, Managing Director of Dravidian Trails Holidays and Secretary of Kerala Travel Mart Society, moderated the session.

# Kerala Ranked Second In Travel Review Awards By Global Travel Booking Firm

*State bags honour in India's 'Most Welcoming Regions' category Mararikulam, Thekkady and Alappuzha featured among top 10 'Most Welcoming Cities' in Booking.com awards*

Kerala has been ranked second on the list of India's '10 Most Welcoming Regions' in the 13th annual Traveller Review Awards, instituted by the world's leading digital travel company Booking.com.

The travel booking company's awards honour travel partners across the globe, who consistently deliver outstanding hospitality and service and make travel experiences memorable for travellers, based on over 360 million verified customer reviews.

Kerala, which has consistently been featured on the list of India's '10 Most Welcoming Regions' category, has bettered its position this year from last year's third place.

Besides, Mararikulam, Thekkady and Alappuzha have been featured among the top 10 'Most Welcoming Cities in India' category with Mararikulam achieving the second position. Within the state, Munnar and Varkala have also been named the 'Most Welcoming Cities', showcasing the diverse experiences Kerala

offers.

Tourism Minister Shri P A Mohamed Riyas said the recognition is a significant testament to the unique experience Kerala offers to its visitors.

"This shows, apart from our professional hospitality, the state's serene backwaters, picturesque landscapes and rich cultural heritage continue to captivate travellers from across the globe. It will provide adequate momentum to the efforts of Kerala Tourism to make a vital mark on the global tourism map," Shri Riyas noted.

Kerala Tourism Secretary Shri K Biju said these awards manifest the popularity of Kerala as a preferred tourism destination among tourists from all over the world as it turns out to be a perfect choice for those seeking tranquility or excitement with a blend of relaxation and adventure.

Kerala Tourism Director Smt Sikha Surendran said the honour is for the innovative initiatives

and projects being implemented by Kerala Tourism. She added that the state envisages tourism projects realizing the latest trends in the sector as well as the tastes of tourists.

In India, 15,674 partners were awarded, including 7,919 in Homes (up from 13,348 properties in 2024). Hotels remain a popular accommodation choice with 5,709 recipients in India, followed by homestays (2,438), apartments (1,651), resorts (1,172) and guest houses (1,160), reflecting a growing preference for unique and personalized travel experiences beyond traditional hotel stays.

Shri Santosh Kumar, Country Manager for India, Sri Lanka, Maldives and Indonesia at Booking.com, said: "Kerala exemplifies exceptional hospitality across India, offering a captivating blend of serene backwaters, lush hills and captivating culture. This year's awards truly showcase the incredible diversity of experiences India has to offer travellers."

## Kerala Tourism To Host Global Surfing, Paragliding, Mountain Cycling Events

Scaling up Kerala's standing as an adventure tourism destination, the state is all set to host international Surfing, Paragliding and Mountain Cycling championships in February-March this year.

The International Surfing Festival will be held at Varkala in Thiruvananthapuram district on February 27 and 28, the International Paragliding Festival at Vagamon in Idukki from March 19 to 23 and Mountain Terrain Biking Championship (MTB Kerala 2025) on March 28 and 30 at Manathawady in Wayanad.

All the three events are organised by Kerala Adventure Tourism Promotion Society (KATPS) under the Tourism Department, in association with the District Tourism Promotion Councils (DTPCs) concerned.

"As a leading adventure sports destination, these events firmly mark Kerala on the global adventure tourism map, thereby attracting tourists and adventure sports enthusiasts, giving a further impetus to the long-term growth of tourism industry," Tourism Minister Mr. P A

Mohamed Riyas said.

The state's core strengths to hold such events as well as the support extended by the state agencies and tourism stakeholders made the previous editions of these festivals a big success, the Minister added.

Surfers from different parts of the country will vie for honours in various categories such as SUP Technical Race, Paddle Board Technical Race and SUP Surfing. Technical support for the event is extended by Surfing Federation of India and International Surfing Association (ISA).

Noting that the championship aims to transform Kerala into a major surfing destination, Shri Riyas said it will provide an opportunity for water sports enthusiasts to know more about surfing.

The International Paragliding Festival, India's biggest aero sports event, to be held at the picturesque backdrop of Vagamon, will have around 75 gliders vying for honours, of whom 40 will be from abroad.

The participants will be from 25 countries including France, Italy, US, Spain, New Zealand, Australia, UK, Belgium, Turkey, Sweden, Denmark, Peru, Czech Republic, Norway and Canada, besides states like Delhi, Himachal Pradesh, Maharashtra, Karnataka, Tamil Nadu, Goa, Sikkim, Uttarakhand and Arunachal Pradesh.

The highlight of the fest will be the competition for Vagamon International Accuracy Cup 2025 featuring the best paragliding pilots from world over, which will be the first Top Landing event in the world.

KATPS is organising the event in association with DTPC, Idukki. Fédération Aéronautique Internationale (FAI), Aero Club of India, and Orange Life Paragliding School, India will provide technical support to the event.

MTB Kerala has been featured in the MTB calendar of Switzerland-headquartered Union Cyclist International, the administrative arm of sports cycling.



# Kerala Calls For Adopting Gender Inclusive, RT Practices



**K**erala Tourism made a trail-blazing call for building a tourism landscape that celebrates diversity, empowers women and protects the environment by adopting sustainable and gender-inclusive practices in all verticals of tourism across the world. “The Kerala Declaration of Gender Inclusive and Women Friendly Tourism” was adopted as the three-day Global Women Conference on Gender Inclusive & Responsible Tourism concluded at the picturesque hill station Munnar in the district on Dec. 02, 2024.

The conclave, which saw engaging conversations and presentations that was organised by Kerala Responsible Tourism Mission Society on behalf of the Kerala state Tourism Department in partnership with UN Women. The Declaration, signed by an entire spectrum of stakeholders including state agencies, also unveiled a four-point “Call to Action”, advocating collective efforts to secure the goals set out by the initiative.

The declaration pointed to an urgent need for fostering “gender inclusivity, accessibility, and climate-responsive practices” in tourism sector, while prioritising the safety, wellbeing and empowerment of women in tourism economy.

It emphasised the need to promote gender-sensitive practices across all areas of tourism to ensure fair representation of women, gender minorities, and other under-represented groups, guaranteeing equality in opportunities,

leadership and decision-making. It called for organising capacity-building programmes for women in entrepreneurship management, formulating and implementing robust policies to prevent harassment and exploitation of women and children by putting in place effective prevention and response mechanisms.

The declaration pitched for equitable pay and safe working conditions for women, reskilling and upskilling and leveraging of media and marketing campaigns to break stereotypes about gender roles in tourism.

The declaration underscored the critical role of women in protecting the environment, especially in promoting climate-responsive tourism practices, encouraging ecotourism and responsible tourism that supports the local community.

It noted that women can play a lead role in developing Responsible Tourism that aligns with local customs and practices, forging partnerships with local communities, reducing leakages in benefits, supporting medium and micro enterprises through equitable business practices.

The “Call to Action” pledged to take forward the gender-inclusive and responsible tourism model to make it a transformative force on the ground.

These include integration of gender inclusivity and RT practices as the core principles of tourism planning, with special focus on women-friendly

initiatives, strengthening collaboration across sectors and stakeholders to share knowledge, resources and strategies, continuous monitoring and reporting to ensure gender inclusivity, transparency and accountability, advocacy of policies that protect women’s rights in tourism and addressing gender based challenges and enhancing safety and empowerment.

This action plan is aligned with the larger goal of fostering a sustainable and inclusive tourism model that benefits local communities, businesses, destinations, travellers and governments, and called for all stakeholders to embrace this vision.

The signatories to the historic Kerala Declaration include Mr. PA Mohamed Riyas; Tourism Secretary Shri Biju K; Tourism Director Smt Sikha Surendran; UN Women India Country Representative Ms. Susan Ferguson; Chairman International Centre for Responsible Tourism Global, Dr. Harold Goodwin; Chairman Kerala Tourism Infrastructure Ltd (KTIL) Shri SK Sajeesh; Munnar Destination Makers President Shri Vimal Roy V; Tourism Advisory Board Member Shri Aneesh Kumar PK; KTM Society Managing Committee Member, Shri Vinod V; ATTOI President Shri Subhash Ghosh; SMART Munnar Showcase Secretary Shri Justin Jose; Kerala Adventure Tourism Promotion Society CEO Binu Kuriakose; Idukki DTPC Secretary Jithesh Jose and Dr. Peeja Rajan, State Coordinator – Kerala, UN Women.

# Admissions for Travel and Tourism Courses at KITTS started

The travel, tourism, and hospitality sector is booming, creating numerous exciting career opportunities. The Kerala Institute of Tourism and Travel Studies (KITTS), under the State Tourism Department, is now accepting applications for its diverse range of Travel and Tourism courses. KITTS offers postgraduate, degree, and diploma programmes designed to equip graduates with the skills needed for success in international travel, tourism, aviation, and hospitality sectors. Undergraduate and master degree programmes are affiliated with the University of Kerala. Beyond the core curriculum, KITTS provides valuable add-on courses, including foreign languages, AI and data analytics, soft skills and finishing school training programmes to enhance employability. Students also gain practical experience through volunteering opportunities at various government and private events. The following are the courses offered in the forthcoming academic year.

• **MBA Travel and Tourism**

Eligibility: Bachelor Degree with 50% marks and K-MAT/C-MAT/CAT score.

• **Master of Tourism and Travel Management (MTTM)**

Eligibility: Bachelor Degree (Science/Engineering-55%, Others-50%)

• **BBA Management (Tourism Management)**

Eligibility: Plus Two pass with 45% marks or equivalent qualification.

• **B.Com Commerce and Travel and Tourism**

Eligibility: Plus Two pass with 45% marks or equivalent qualification.

• **PG Diploma in Tourism and Hospitality Management**

Eligibility: Bachelor Degree with 50% marks.

• **PG Diploma in Public Relations in Tourism**

Eligibility: Bachelor Degree with 50% marks.

• **PG Diploma in Digital Marketing**

Eligibility: Bachelor Degree.

• **Diploma in Airport Operations**

Eligibility: Plus Two pass.

• **Diploma in Logistics Management**

Eligibility: Plus Two pass.

• **Diploma in Aviation and Tourism Management**

Eligibility: Bachelor Degree.

**Free/Scholarship Courses**

• **Diploma in Multi-Skilled Hospitality Executive** (Scholarship available for girls)

Eligibility: Plus Two pass. (100% fee free for girls belonging to backward classes and 50% fee free for other categories)

• **Adventure Tourism Training Course**

• Training courses in tourism/hospitality sectors  
**Online Courses**

• **Advance Diploma in Tourism Management**

Eligibility: Bachelor Degree (no age limit)

• **Diploma in Tourism Entrepreneurship**

Eligibility: Plus Two Pass pass (no age limit)

Those who successfully complete the course will be provided with internship/placement assistantship. Applications for M.T.T M., B. B. A. and B.Com courses should be made through University of Kerala. Applications for MBA and other courses can be submitted directly to KITTS. Applications should be received by June 15 at the address Director, Kerala Institute of Tourism and Travel Studies, Residency, Thycaud, Thiruvananthapuram-14. For more information, visit [www.kittsedu.org](http://www.kittsedu.org). Phone 8129166616.

## Adventure Tourism Training Launched in Kerala

Kerala Tourism is paving the way for new job opportunities with a focus on Adventure Tourism! The Kerala Institute of Tourism & Travel Studies (KITTS) and the Kerala Adventure Tourism Promotion Society (KATPS) have launched a special training program to equip the youth with the skills needed to excel in this growing sector.

The new agenda of skilling youngsters to find employment and entrepreneurial opportunities in Adventure Tourism was launched by Sri. P.A. Muhammad Riyas, Minister for Tourism and Public Works.

This program, designed to offer new career paths, aims to involve young people in the fight against drug abuse while creating valuable job opportunities. With Adventure Tourism expanding across Kerala, this initiative guarantees trained professionals for the sector and offers immediate job placements in adventure parks and related fields!

The first batch, consisting of students from

Munnar Government College and other young individuals, is ready to take on this exciting journey! The training program spans 7 days, and successful participants will have job opportunities lined up immediately.

**Free hospitality course at KITTS**

Meanwhile, KITTS will also be conducting a Front Office Associate course in hospitality sector for free of fee, under the Central government's 'Hunar Se Rozgar' project. Those who are above 18 years and have passed Class 12 can apply.

Participants will be provided stipend, uniform, on-the-job training and government-approved certificate. For more details, visit: [www.kittsedu.org](http://www.kittsedu.org). Applications can be sent to: Director, KITTS, Residency compound, Thycaud, Thiruvananthapuram-695014.





# Call for Carbon Neutral and Carbon Negative Travel



Dr. Saroop Roy B.R.

The travel and tourism industry is a significant contributor to carbon emissions, with the majority stemming from transportation, particularly air travel. However, flights are not the only source of the industry's carbon footprint - hotels, resorts, and other tourism-related activities also cause considerable environmental impacts. According to UN Tourism, transport-related carbon dioxide (CO<sub>2</sub>) emissions from tourism are projected to increase by 25% by 2030 from 2016 levels. This growth will result in tourism accounting for 5.3% of all man-made carbon emissions in 2030, up from 5% in 2016.

The scaling up climate action in tourism is now more crucial than ever, especially as the sector has rebounded from the COVID-19 pandemic. In 2023, international tourist arrivals reached 88% of 2019 levels, underlining a strong recovery. However, the long-term cost of inaction on climate change will far exceed the cost of any other crisis.

The Glasgow Declaration, as an official side-event at the COP26 UN Climate Change Conference led by UN Tourism in collaboration with the Travel Foundation in November 2021, is a commitment to a decade of tourism climate action. It aims to serve as a catalyst for urgent efforts to accelerate climate action in tourism, securing strong commitments to cut tourism-related emissions by at least half over the next decade and achieve Net Zero as soon as possible before 2050. The Declaration outlines five shared pathways - Measure, Decarbonise, Regenerate, Collaborate, and Finance - to ensure a coordinated and effective approach to climate action across the tourism sector. The call for Carbon Neutral Travel and Carbon Negative Travel approaches to reduce the carbon footprint of travel are to be seen in this context.

Carbon Neutral Travel involves offsetting or



compensating for the greenhouse gas emissions produced by travel activities, such as flights, accommodations, and transportation. This is typically achieved through Carbon Offsetting, using Sustainable Aviation Fuels (SAF) and adopting to Efficient Operations. Carbon Offsetting is a strategy that involves investing in projects that reduce greenhouse gas emissions from the atmosphere such as reforestation, renewable energy, or energy efficiency projects. SAF refer to alternative fuels that generate significantly lower emissions compared to traditional fossil fuels. Derived from renewable sources such as biomass, waste materials, and synthetic processes, SAF can reduce the carbon footprint of air travel while maintaining the same performance as conventional jet fuel. Efficient operations involve adopting energy-saving practices, such as reducing energy consumption, optimizing resource use, and incorporating electric or hybrid vehicles, resulting in lower emissions and improved sustainability in tourism and travel sectors.

Carbon Negative Travel goes beyond carbon neutrality by actively removing more CO<sub>2</sub> from the atmosphere than is emitted during travel. This can be achieved through Carbon Removal Technologies, Regenerative Tourism Practices, and Sustainable Land Use initiatives. Carbon Removal Technologies involve investing in methods that capture and remove CO<sub>2</sub> from the atmosphere. These include Direct Air Capture (DAC), which uses chemical processes to extract CO<sub>2</sub> for storage or reuse, and afforestation/reforestation, which absorbs CO<sub>2</sub> through tree planting. Other approaches, such

as Bioenergy with Carbon Capture and Storage (BECCS), which involves burning biomass for energy while capturing and storing the resulting CO<sub>2</sub> emissions and enhanced weathering, which accelerates natural processes that absorb CO<sub>2</sub> by spreading crushed minerals that react with atmospheric carbon, further contribute to long-term carbon removal efforts. Regenerative Tourism Practices focus on supporting tourism activities that go beyond sustainability by actively restoring ecosystems, conserving biodiversity, and fostering community development. This approach emphasizes giving back more than what is taken, ensuring that tourism has a net-positive impact on the environment and local communities. Examples include habitat restoration projects, and tourism models that prioritize local culture and economic empowerment. Sustainable Land Use involves adopting practices that balance environmental health, economic viability, and community well-being while actively sequestering carbon dioxide. Techniques such as agroforestry, which integrates trees and crops to enhance carbon storage, and permaculture, which designs self-sustaining agricultural ecosystems, help improve soil health, biodiversity, and climate resilience. These approaches contribute to long-term carbon sequestration while supporting local communities and food security.

By adopting Carbon Neutral or Carbon Negative Travel practices, travellers and tourism operators can significantly reduce their carbon footprint and thereby commit to the objectives of Glasgow Declaration and contribute to a more sustainable future.





# WELCOME TO THE WORLD OF OPPORTUNITIES

## UNIVERSITY OF KERALA APPROVED MASTER/BACHELOR DEGREE COURSES

### **MBA (Travel and Tourism)**

Eligibility : 50% Marks in Bachelor's Degree & valid KMAT/CMAT score

### **Master of Tourism & Travel Management (MTTM)**

Eligibility : 55% Marks in Science Subjects & Engineering  
50% Marks in Non Science Subjects

### **FYUGP-BBA-Tourism Management**

Duration : Four year (Full time) Degree Programme  
Eligibility : Minimum 45% in Plus Two examination.

### **FYUGP B.Com- Commerce & Tourism and Travel Management**

Duration : Four years (full time) Degree Programme  
Eligibility : Minimum 45% in : Plus Two Examination

## OTHER PG DIPLOMA/ DIPLOMA COURSES

### **Post Graduate Diploma in Tourism and Hospitality Management (PGDTHM)**

Duration : One year inclusive of internship, Eligibility : Bachelor's Degree

### **Post Graduate Diploma In Digital Marketing**

Duration : One year, Eligibility : Bachelor's Degree

### **Post Graduate Diploma In Public Relations in Tourism(PSC Approved)**

Duration : One year, Eligibility : Graduation

### **Diploma in Multi-Skilled Hospitality Executive**

Duration : Six months, Eligibility : Plus Two  
(Only for girls- 50 % fee waiver for General Category students and 100% free for other categories)

### **Diploma in Aviation & Tourism Management(DATM)**

Duration six months , Eligibility : Bachelor's Degree

### **Diploma In Airport Operations**

Duration : Six months, Eligibility : Plus Two Pass

### **Diploma In Logistics Management**

Duration : Six months, Eligibility : Plus Two Pass

### **Advanced Diploma In Tourism Management**

(Online Course)

Duration : 9 months, Eligibility : Graduate

### **Diploma In Tourism Entrepreneurship**

(Online Course)

Duration : 6 months, Eligibility : Plus Two pass or Equivalent.