



Kerala is a visual treat for the tourists, the sunny beaches, famed backwaters, serene hill stations, roaring waterfalls, great greenery, large tea & spice plantations and large coconut groves offer a wonderful experience for the visitors. It is famous for its charming houseboats, sprawling tea plantations, unique eco-tourism, magnificent architecture and Ayurvedic treatment.

Kerala is pursuing a progressive path to tourism development focused on maximizing the local socio-economic and conservation outcome.

We are now looking at a tourism strategic action plan developed through a Stakeholder-driven process for the travel and tourism sector as a premier destination and simultaneously protect its natural and cultural heritage. The fast-growing Healing holiday experiences which are focused on traditional and classical Ayurveda for which Kerala is renowned and the recent trend for Natural healing using Prakrithi Chikitsa – Indian Naturopathy and Yoga.

KERALA, NATURE IN ITS ORIGINAL FORM

Kerala's rich biodiversity, dramatic landscapes and highly literate people together define what makes the destination truly extraordinary within the global tourism marketplace.



REIMAGINING TOURISM DEVELOPMENT IN KERALA.

In the last decade, tourism has positioned itself as a critical variable in the development planning space and the development discourses globally. Global institutions have recognized tourism as a force which accelerates human development, social and economic inclusiveness, increased entrepreneurship and self-employment, the generation of a decent work environment, environmental sustainability and also supports regional integration.

- BBC Travel Survey has rated Kerala as a top favorite tourist destination among foreign travelers in 2018.
- National Geographic had listed Kerala among the 10 paradises of the world

THE VENUE

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