

Kerala generate 4 lakh new jobs in tourism sector in five years

WOONG SERVICE PROVIDERS	
<ul style="list-style-type: none"> • Increase rooms in hotels and resorts 	<ul style="list-style-type: none"> • Involve 500 entrepreneurs in plantation sector
<ul style="list-style-type: none"> • Doubling the number of classified rooms 	<ul style="list-style-type: none"> • 50 heritage buildings for tourism purpose
<ul style="list-style-type: none"> • More house boats in Ashtamudi and Malabar region 	<ul style="list-style-type: none"> • 30 trekking routes, 30 camping sites
<ul style="list-style-type: none"> • 500 more houseboats to be introduced 	<ul style="list-style-type: none"> • 10 adventure tourism centres and 10 craft villages
<p>AIM</p> <ul style="list-style-type: none"> ➔ Double foreign tourist arrivals by 2021 ➔ Increase domestic tourist arrivals by 50 per cent by 2021 	
<p>➔ Generate four lakh new jobs in tourism sector in five years</p>	

The government has drawn up plans to attract service providers to the tourism sector of the State to increase the footfall, accelerate the growth rate and earnings further and generate more job opportunities to the youth.

Besides, the move is to retain the position Kerala Tourism enjoys as a “global visible brand” in domestic and international markets in the wake of “brand fatigue” and dip in arrivals.

The ambitious plan is part of the road map of Kerala Tourism to double foreign tourist arrivals and increase the domestic tourist arrivals by 50 per cent by 2021 and to generate four lakh new jobs in the tourism sector in next five years. The aim is to create an entrepreneur-driven tourism sector and to rope in the younger generation in a big way as service providers for the burgeoning tourism industry, Principal Secretary, Tourism, V. Venu told *The Hindu* .

Increasing the rooms in hotels and resorts and doubling the number of classified rooms (three star category and above) is one core area the government has identified for attracting the service providers in a big way to the State. More house boats, the mascot of Kerala Tourism, are to be deployed in Ashtamudi and in canals in Malabar region. As many as 500 more houseboats are to be introduced.

The plantation sector of the State will be further opened for tourism related activities. The aim is to involve 500 entrepreneurs in the plantation sector for tourism activities. Likewise, 50 heritage buildings will be roped in for tourism as part of promoting heritage tourism in a big way.

Trekking routes

Thirty trekking routes, 30 camping sites, 10 adventure tourism centres and 10 craft villages form part of the strategy to attract more service providers to the tourism mainstream. Workshops and involvement of stakeholders will be ensured in the initiative, Mr. Venu added.