

15 -ാം കേരള നിയമസഭ

13 -ാം സമ്മേളനം

നക്ഷത്ര ചിഹ്നം ഇല്ലാത്ത ചോദ്യം നം. 4933

20-03-2025 - ൽ മറുപടിക്ക്

ടൂറിസം രംഗത്ത് കേരളത്തിന് ലഭിച്ച അവാർഡുകൾ

| ചോദ്യം                |                                                                                                                                                                                                        | ഉത്തരം                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| ശ്രീ. യു. ആർ. പ്രദീപ് |                                                                                                                                                                                                        | ശ്രീ. പി.എ. മുഹമ്മദ് റിയാസ്<br>(പൊതുമരാമത്ത്-വിനോദസഞ്ചാര വകുപ്പ് മന്ത്രി) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| (എ)                   | ഈ സർക്കാരിന്റെ കാലത്ത് ടൂറിസം വകുപ്പിന്റെ നേതൃത്വത്തിൽ മികവാർന്ന പ്രവർത്തനം നടത്തിയതിന് ദേശീയ-അന്തർദേശീയ തലത്തിലുള്ള എന്തെല്ലാം അവാർഡുകളും പുരസ്കാരങ്ങളും സംസ്ഥാനത്തിന് ലഭിച്ചിട്ടുണ്ട്; വിശദമാക്കുമോ? | (എ)                                                                       | ഈ സർക്കാർ അധികാരത്തിൽ വന്നതിന് ശേഷം സംസ്ഥാനത്ത് ടൂറിസം മേഖലയിലും ഉത്തരവാദിത്ത ടൂറിസം മേഖലയിലും ലഭിച്ച പുരസ്കാരങ്ങൾ<br><br><u>International Awards</u><br><br><u>Golden City Gate Awards 2025 at ITB Berlin</u><br><br>Campaign – Come together in Kerala<br><br>Music Video – Subha Mangalyam<br><br><u>Pacific Asia Travel Association (PATA).</u><br><br>Gold Award for Digital Marketing Campaign – Whats App Maya Holiday Heist – Online Contest, 2024<br><br>Gold Award for Marketing Campaign (State and City - Global) – Pack Up for Kerala, 2023<br><br>• Gold Award for Printed Marketing Campaign – Change of Air Campaign, 2022<br><br><u>World Travel Market (WTM), London</u><br><br>Best Stand Award, WTM 2023<br><br>WTM –GLOBAL RT AWRDS 2022<br><br>Category: Conserving Water and improving water scarcity & supply for neighbors Recipient Water Street by RT Mission.<br><br>WTM Global Award for Best Local Sourcing Craft & Food |

Responsible Tourism Awards – RT STREET Project, 2022

Responsible Tourism Awards - Aymanam Responsible Tourism Project, 2021

Aymanam Model RT Village is listed as one of the must watch destination in 2022.

**India ICRT Awards**

Gold award for Beypore RT project in Employing and Up skilling Local Community, 2024

Gold award for VLE in Best for Local Sourcing, Craft and Food, 2023

Gold award in plastic waste elimination, water conservation, (under the Water STREET Project), diversification in the tourism sector and revival of post-COVID tourism, 2022

Gold Awards by ICRT International on September 2022 Destination Building Back Better- Post Covid

Gold Awards by ICRT International on September 2022 - Increasing Diversity in Tourism- How Inclusive is our Industry?

Gold Awards by ICRT International on September 2022 - Conserving Water and improving water scarcity & supply for neighbors

**Travel And Leisure Awards**

India Reader's Choice Awards – Best Wedding Destination, 2022

Traveller Review Awards - Kerala is ranked No.1 in the 'Most Welcoming Region in India', 2022

Travel + Leisure Global Vision Award 2022- Recipient: Responsible Tourism Mission Kerala

**National Awards**

India Today News Magazine – Most Happy State, 2022

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|  |  | <p>Indian Responsible Tourism Awards 2021-<br/>Category: Best Future Forward State</p> <p>Best Tourism Village Gold Award 2023 -<br/>Kanthalloor STREET Project.</p> <p>Best Tourism Village Award 2024 – Kumarakom<br/>has been selected in the Best Agri Tourism<br/>Village category.</p> <p>Best Tourism Village Award 2024 - Kadalundi<br/>has been selected in the Best Responsible<br/>Tourism Village category.</p> <p><u>Misc</u></p> <p>NitiAayog 1<sup>st</sup> Place in SDG development index.<br/>– 2020-21</p> <p>Global Vision Award -2022</p> <p>Booking.com Travel Review award -2022</p> |
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