



# Kerala Tourism won "Responsible Tourism Global award" at the World Travel Mart

*The Kerala Tourism has bagged the prestigious Responsible Tourism Global award at the World Travel Mart held in London.*

Sumit Arora Published On November 14th, 2022



**The Kerala Tourism** has bagged the prestigious **Responsible Tourism Global award at the World Travel Mart held in London**. State Tourism Minister PA Mohammed Riyas received the award on behalf of the department at London. The award was given for the STREET project implemented by the Responsible Tourism Mission under the Kerala Government. The Jury made special remarks about the water street project implemented at Maravanthuruthu in Kottayam district.

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## About the STREET project:

- STREET is an acronym for Sustainable, Tangible, Responsible, Experiential, Ethnic, and Tourism hubs, which was implemented by the Responsible Tourism Mission under the Government of Kerala on March 31, 2022. The STREET Project is an initiative that promotes water conservation and protection with public participation.
- Under the project, the deepening and cleaning of canals and other water bodies take place to promote tourism, as Kerala is famous for its backwaters and also preserve the water bodies to be maintained in good condition.
- The 'street' initiative is a water protection and conservation project in Tourism sector implemented with public participation. The project aims to deepen the canals and various waterbodies and clean them for the purpose of tourism activities, the tourism department.
- As part of it, eco-friendly coir cloth is draped over the banks of waterbodies. The 'Coir Bhoovastra', as it is called, is a natural earth cover made from coconut fiber and will stop erosion during monsoon season.

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- Kerala Capital: Thiruvananthapuram;
- Kerala Chief minister: Pinarayi Vijayan.

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