

Testwale Current Affairs PDF

Current Affairs search results for: " India to participate in the World Travel Market 2022 London to boost tourism in India "

1. Kerala gets the Responsible Tourism Global award at the World Travel Mart held in London (Nov. 12, 2022)

Kerala gets the Responsible Tourism Global award

[World Travel Mart \(WTM\) London](#) Kerala's sustainable and inclusive tourism project STREET has received the **Responsible Tourism Global award** the World Travel Mart (WTM) London in recognition of the water conservation initiatives successfully carried out as part of the community-oriented destination development plans.

The state bagged the award for the commendable work it carried out for 'Conserving Water and Improving Water Security and Supply for Neighbours. 'The award is for the water conservation initiative taken up under the STREET project, which is a first of its kind initiative in the world.

The STREET (**Sustainable, Tangible, Responsible, Experiential, Ethnic Tourism**) focuses on theme-based street development approaches at tourism destinations to reduce over concentration of activities at core centers, and maximize the local community benefit.

'Water Street' which has been successfully implemented at Maravanthuruthu Panchayat in Kottayam District near Kumarakom was especially mentioned by the jury for choosing STREET for the award.

Kerala Tourism tagline: **God's own country**

2. India to participate in the World Travel Market 2022 London to boost tourism in India (Nov. 6, 2022)

India to participate in the World Travel Market 2022

The Union Ministry of Tourism will represent India at the World Travel Market (WTM) 2022 being organized in London, England from 7th to 9th November 2022 to boost [international tourism](#) in India. The World Travel Market is one of the largest international travel exhibitions.

With the opening of the tourism sector by the government of India, the government wants to showcase it as a safe international tourist destination.

The Indian delegation is being led by **Arvind Singh**, Secretary (Tourism), Government of India

Theme of the World Travel Market 2022: **The Future of Travel Starts Now'**

According to the government of India, before the Covid pandemic, the contribution of the tourism sector to the Indian economy was 5.19%.

According to the government of India in 2021, foreign exchange earnings from tourism were **US \$ 8.797 billion.**