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## PRESS RELEASE

### Malabar tourism will scale up to occupy top tier in south India: Experts at B2B

**Kozhikode, Jan 19:** Malabar tourism in Kerala will reach the top tier in south India in this decade, experts said today, noting that a rapid rise in the travel and hospitality industry in the state will throw a competition to neighbouring Karnataka.

Even tourism in the central and southern parts of Kerala will face a competition from Malabar, speakers noted at the 'Gateway to Malabar Tourism B2B Conference' organised in the city by the state tourism department.

At a panel discussion, Bengaluru-based Arjun Tours and Travels owner Ravi Menon said Malabar's cultural and heritage values stand best suited for tourism. Substantiating, he pointed out that ritual arts such as Theyyam, which are festivals of sight, carried a great potential for tourism in the region.

Sagar Pingali of Event and Entertainment Management Association said Kerala's tourism events such as Beypore International Water Fest merited projection at the national level. Leela Raviz Hotels Regional Director Prem Kamal stressed the importance of eco-friendly tourism practices and development activities in building trust with the local people.

Association of Domestic Tour Operators India President P.P. Khanna highlighted the importance of gaining the trust of the industries operating in this sector, along with developing tourism sectors. "It is essential to hold B2B conferences at regular intervals to create awareness about Malabar tourism in the country's tourism sector," he added.

Other speakers included Raviz Group Regional Director Sarath Madathil, AGM Latha Nair, K-HATS Kannur District President Harris EV, Malabar Tourism Council President Sajeer Padikkal, TASK Secretary Jubair CK, Vice President Mohamed Muhammed Shafi, KTTC President Manoj Vijayan, EMAC President Raju Kannampuzha, Grace Travel Mart MD Rasheed Kakkat, State Tourism Advisory Committee member Subramanian P, Concord Exotic Voyages GM Sheikh Ismail, Kavvayi Stories Founder Rahul Narayanan, CAFT Coordinator Aji Emmanuel, Pranavam Ayurveda Director K J Sreejith, Calicut Chamber of Commerce TPM Hashir Ali, Dr Manoj Kaloore of Arya Vaidya Vilasini Vaidyasala, WESCADE Hotels MD Shihabudeen T, TASK President Rajesh Chandran, culinary expert Abida Rasheed, Gudham Art Café owner Basheer Badyakandi and Prof. Sanoop Kumar PV of Pazhassi Raja College (Pulpally).

The B2B Meet, inaugurated by Minister Shri Mohmmmed Riyas, sought to tap on Malabar region's rich but under-explored tourism potential and enable its key players in the travel and tourism industry from across India to forge meaningful collaborations.

**Ends**



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