

Kerala wants to woo Chinese tourists

Kerala wants to woo Chinese tourists to its lovely beaches and tranquil backwaters and to then look after their wellbeing with ayurveda.

The request to explore the Chinese market for promotion of Kerala tourism came from the state's Tourism Minister Kodyeri Balakrishnan, who met the central Tourism Minister Ambika Soni here Thursday.

Balakrishnan, who is also the minister for home and vigilance, called on Soni, who assured cooperation in popularising the state in China.

In April this year, Soni inaugurated the India Tourism Office in Beijing. In 2007, 462,450 visitors went from India to China and about 68,000 Chinese visitors came to India.

Soni said the central government released Rs.1.22 billion during the 10th Five Year Plan for 61 tourism projects in the state.

During their half-hour meeting, she asked the state government to streamline the ongoing tourism projects.

She emphasised the need to expedite the procurement of land for an Institute of Hotel Management to be established at Allepey.

Soni suggested that Kerala strengthen human resource development in the tourism sector as it has already made a mark in different fields in the service sector.

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