

Vision 2031
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Government of Kerala
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Cultural Development, Heritage and Tourism

Kerala's vision for 2031 outlines an integrated and future-oriented approach to tourism, heritage, and cultural development. The Government of Kerala seeks to rebrand Kerala Tourism in the global tourism sector as a vibrant cultural destination and a leader in sustainable, community-based tourism. The State will strengthen its creative ecosystem, preserve its heritage, and expand cultural participation, while supporting tourism activity across seasons.

Kerala will continue to restore, protect, and develop diverse artistic and cultural traditions – including performing arts, cinema, theatre, visual arts, literature, crafts, and intangible heritage – through systematic training, documentation, and modernised infrastructure. Artist-centred development will be prioritised by enhancing livelihood security, welfare mechanisms, and career pathways. Major cultural festivals, museums, and heritage spaces will receive sustained support to bolster Kerala's global cultural outreach, while a network of multi-purpose cultural centres and small museums will be expanded across districts to preserve local histories and strengthen inter-State cultural linkages. At the same time, a wider network of multi-purpose cultural centres and small museums will be developed to preserve local histories and strengthen cultural linkages within and beyond the State. Initiatives for language development, literary promotion, digital libraries, archival research, and scientific conservation will deepen cultural engagement.

Tourism development under Vision 2031 will encourage responsible, experiential, and community-oriented tourism. Tourism villages, local festivals, and destination-specific cultural and ecological assets will be integrated into curated circuits that ensure meaningful community participation. A smart tourism ecosystem will be established through integrated visitor management systems, smart ticketing, Augmented Reality/Virtual Reality-enabled interpretation, and AI-assisted travel planning. Targeted human resource development, entrepreneurship support, and industry partnerships will improve service standards and expand economic opportunities. Public spaces associated with tourism and cultural activity will be developed in line with the State's Design Policy, which emphasises people-friendly, accessible, and context-sensitive design.

Kerala's biodiversity and its pollution-free tourist environments will continue to be its strengths.