

Tourism Club | Deva Matha College Kuravilangad

The **Tourism Club** at Deva Matha College is a dedicated student platform operating under the guidelines of the **Department of Tourism, Government of Kerala**. The club is a champion of **Responsible Tourism**, aligning its mission with the state's Responsible Tourism Mission to ensure a harmonious balance between tourists, local communities, and the environment.

The club focuses on **rural development, women's empowerment, and environmental sustainability**. By identifying and promoting "people-friendly" and "community-friendly" attractions, the club aims to transform students into **Tourism Ambassadors** who appreciate and preserve the cultural and natural treasures of the Kottayam district.

Annual Activity Reports

Activity Report: 2022–2023

Phase: Institutional Foundation and Reconstitution

- **Club Reconstitution:** In response to the Kerala Government Order (No. P9-8987/2022), the club was formally reconstituted to meet new state-level directives for educational institutions.
- **Registration:** The club successfully integrated with the **Kerala Tourism Club State Cell** and registered on the official portal to begin collaborative planning.
- **Leadership Nomination:** A staff coordinator was nominated to lead the formation and oversee the implementation of tourism awareness programmes.

Activity Report: 2023–2024

Phase: Responsible Tourism Mapping and Literary Engagement

- **Local Site Mapping:** The club conducted an extensive mapping project to identify potential

tourist attractions in the Kottayam district for responsible tourism itineraries.

- Identified heritage sites like St. Mary's Forane Church and Museum, known for its historical artifacts and indigenous architecture.
- Mapped eco-tourism spots such as the **Aruvikkal Srikrishna Temple**, which features a seasonal rivulet.
- **Industrial & Agri-Tourism:** Conducted surveys of local economic drivers, including **plywood and matchstick factories** in Kuriam Pakalomattom and agricultural theme parks like **Mango Meadows**.
- **Travelogue Writing Competition:** Organised a competition based on study tours and nature camps to encourage students to document their travel experiences.
 - **Winner:** Mr. Jibin Joseph (II M.Com) won the First Prize on 29 May 2024.
- **Inauguration & Action Plan:** Formally launched the membership campaign and established an action plan involving monthly experience-sharing sessions between students, faculty, and alumni.

Activity Report: 2024–2025

Phase: Water Street Initiatives and Community Outreach

- **Ezhumanthuruth-Mundar Corridor:** The club focused on promoting the **Kariyar-Mundar boating corridor**.
 - Collaborated with the local community to showcase rural life, local handicrafts, and traditional cuisines.

- **Maravanthuruthu Water Street:** Members actively engaged with the **Maravanthuruthu Water Street village**, the first of its kind launched by the Responsible Tourism Mission, to study its sustainable model.
- **Plogging Initiatives:** Organised "Plogging Trips" (picking up litter while jogging) to nearby tourist spots to promote waste management and environment-friendly tourism.
- **Documentary Support:** Supported resource mapping of Ezhumanthuruthu, including its 18th-century historical origins and the heritage of **Ezhumaavil Mana**.

Activity Report: 2025–2026 (Current)

Phase: Digital Advocacy and Advanced Field Studies

- **Digital Content Creation:** Club members began creating digital content and posters to advocate for the **#ExploreKottayamResponsibly** initiative.
- **Field Visits & Sunset Viewing:** Conducted field trips to **Kooru Mala and Murinjupuzha Peak** to document sunset viewpoints and encourage nature-based tourism.
- **Educational Journalism:** Organised a visit to **Safari Channel/Labour India Press** to learn about travel journalism, high-tech storytelling, and the production of travel-based educational content.
- **Heritage Preservation:** Documented local cultural practices, including **Garudan Thookkam, Pulluvan Pattu**, and the history of **Vaikom Boat Club** and its traditional water regattas.
- **Heritage trip to Thiruvananthapuram on 3/2/2026** –visited Museums and heritage palaces with a group of 45 students.