Broad guidelines under the People's Charter for Sustainable Tourism

1. Any change in land use for tourism purposes shall be subjected to living spaces, current settlement as well as inter-generational needs - social, economic, and recreational, retaining environmental and ecological balance of the region. All future tourism related land use should be strictly in accordance with the management plan prepared by the Panchayat.

2. While exercising the powers and functions specified under the Kerala Municipality Buildings Rule 1999, all tourism related construction shall be in accordance with the specifications framed by the Panchayat - ecological, aesthetic, and regional specific, without infringing upon the easement rights being enjoyed by the people.

3. Any road to be proposed shall not obstruct existing natural streams, ecologically sensitive areas, estuaries and settlements and should be scientifically made with proper footpath and storm water drainage facility.

4. Any destruction or obstruction caused to Kayal through bunding, cessation and diversion of inlets and artificialization of water bodies shall not be allowed.

5. Use of water for commercial purposes from common resources shall be based on consent from appropriate authorities upon applications routed through the Panchayat.

6. The Panchayat is seeking concerted authorities to provide legal status to the land records and anti-such notification is affected, Panchayat shall keep strict vigil against any activity that could negatively affect the sanctity.

7. The Panchayat shall seek mangrove regeneration programmes with support from tourism industry, keeping in view of the long-term conservation of the Kayal banks.

8. In the absence of Coastal Regulation Zone (CRZ) regulations of stipulated no development zone along Kayal banks, Panchayat would bring in construction regulation and all future constructions shall be in accordance with that.

9. Keeping in view of the fishing activities of the local people, plying of boats shall be regulated/banned after 6pm.

10. Panchayat shall also notify breeding and spawning grounds of fish, feeding areas of birds, where tourist's boating and water sports shall be banned.

11. Discharge of human excreta and disposal of other wastes from houseboats is not in the interest of tourism activity. Private house boat providers shall bring in appropriate technology to stop the menace.

12. Electrification and maintenance of street lights on the approach roads to resorts shall be borne by the respective industry. Overhead lines shall be replaced with underground cables.

13. Indecent representation of women in tourism promotion materials shall be avoided and no tourism provider shall act as a conduit for anti-social activities like women and child prostitution.

14. Direct and indirect employment opportunities for local people by the tourism industry are mandatory keeping in view of tourism industry's social obligations.

1. 30% of direct employment keeping in view of:
   - Requirement of tourism industry (Ratio between locals and outsiders)
   - Availability of qualified personal within the Panchayat
   - Provision for adequate training
   - Maintenance of labour standards in the format sector

15. Considering the overall socio economic development of the region, tourism industry should agree to contribute to the projects of priority for well being of the community and conservation of the environment. (Urgent common needs like hospitals, schools, income trees etc.) Maintenance of and utilisation of such funds shall be open for public scrutiny including tourism industry.

16. Tourism industry shall strictly be subjected to the norms and conditions stipulated by the appropriate regulatory bodies such as the Pollution Control Board and Panchayat. Investment and maintenance of a common effluent treatment plant and solid waste management as per the management plan prepared will be borne by the industry and jointly managed by the Panchayat and the industry.

17. The Panchayat and the industry, Functional Committee to be constituted under the Panchayat Act for monitoring and punitive measures.

18. Disposable plastic materials are banned inside the Panchayat.

19. Tourism industry should bring in self-regulatory mechanism in consensus with the Tourism Code of Ethics formulated by the WTO.

20. Panchayat and Tourism industry shall bring collectively an annual report about the status of tourism in Kumarakom.