

Press Release

Kerala's travel institute KITTS conducts training programme for TN tourism officials

Tourism Minister inaugurates programme

Thiruvananthapuram, Mar. 4: In significant tie-up, Kerala Institute of Tourism and Travel Studies (KITTS), the HR development wing of the State Tourism Department, has commenced a full-fledged training programme for tourism officials of Tamil Nadu on Kerala's innovative and sustainable tourism practices from today (Wednesday).

KITTS will impart training for as many as 60 Tourism Information Officers from Tamil Nadu, who are working at state and district levels.

Minister for Tourism and Public Works, Shri P A Mohamed Riyas, inaugurated the training programme, to be conducted in two batches, at the KITTS campus here. The training for the next batch will be held from March 10 to 12.

Welcoming the participants, Shri Riyas said regular exchange of ideas and mutual cooperation is vital to tap the full potential of South Indian tourism.

"Kerala is committed to providing a world-class learning experience to our colleagues from Tamil Nadu. By sharing our successful models, we aim to foster a spirit of collective growth that benefits the entire region," the Minister added.

Kerala Tourism Secretary Shri K Biju, IAS, lauded KITTS for its pivotal role in organizing such kind of professional development initiative.

The curriculum for the training highlights Kerala's globally acclaimed Responsible Tourism (RT) initiatives, sustainable destination management, and cutting-edge branding and promotional models. It will provide a hands-on opportunity for Tamil Nadu officials to learn about Kerala's tourism development approach, often cited as a global benchmark for social and environmental responsibility.

In August 2025, a delegation from KITTS had met officials of the Department of Tourism, Government of Tamil Nadu, in Chennai to propose synergies in human resource development, skill-building and tourist guide training.

The knowledge-sharing initiative is set to expand further, with a planned visit from District Collectors of Tamil Nadu to study Kerala's District Tourism Promotion Council

(DTPC) model and the innovative "Destination Challenge" framework. This collaboration signals a new era of "Tourism Diplomacy," where shared expertise paves the way for a more resilient and eco-conscious travel sector in Southern India.

Ends