



Department of Tourism

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Press Release

Tourist guides are the real ambassadors of Kerala Tourism: Minister



Thiruvananthapuram, July 27: Tourist guides who help the visitors know and experience the places they visit are the true ambassadors of Kerala Tourism, Hon Minister for Tourism, Shri Kadakampally Surendran said here on Saturday.

He was speaking after presenting licenses and certificates for those who completed the training programme for regional and state level tourist guides conducted by Kerala Institute of Tourism and Travel Studies (KITTS) in association with the State Tourism Department.

“Services rendered by well-trained guides to Kerala Tourism is invaluable. It is due to their competence and sincere efforts that tourists enjoy the unique attractions that the state offer to them. There is no greater endorsement than this for Kerala Tourism,” the Minister noted.

In all, 114 regional and 49 state level guides underwent the programme, whose emphasis is to give them proficiency in language to properly guide the visitors. Shri V S Sivakumar, MLA, presided over the function.



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KITTS Director Smt Rajashree Ajith, Principal Dr B Rajendran, Smt Vidya Mohan M A, Councillor, Shri Baby Mathew , President Kerala Travel Mart Society, Shri E M Najeeb, President , Confederation of Kerala Tourism Industry, Shri D Chandrasenan Nair, General Convener, South Kerala Hoteliers Forum, and Shri P K Aneesh Kumar, Executive Member, Association of Tourism Trade Organisation of India, attended the function.

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