

## Key Highlights

- ◆ Expert sessions by tourism professionals, academicians, and government officials
- ◆ Hands-on training and real-time guiding practice
- ◆ Certification upon successful completion
- ◆ Field visits to heritage sites in Chettinad and surrounding regions
- ◆ Networking opportunities with tourism stakeholders
- ◆ Skill development modules in communication, interpretation, and hospitality

## Who Can Participate?

- ◆ Aspiring tourist guides
- ◆ Students of tourism and hospitality
- ◆ Local community members interested in tourism
- ◆ Heritage enthusiasts
- ◆ Existing guides who wish to upgrade their skills

## Registration

The interested persons are requested to register through Google Form using the QR Code link:-



6 CHETTINAD DIWALI RECIPES

## ORGANIZING COMMITTEE

◆ Patron ◆

**Sr. Prof. G.RAVI**

Vice-Chancellor, Alagappa University

◆ Co-Patron ◆

**Prof. A.SENTHILRAJAN**

Registrar, Alagappa University

◆ Organizing Secretaries ◆

**Dr. S.SANTHOSHKUMAR**

Director (i/c)

Directorate of Management of Information Systems (MIS)

**Dr. P. RAJAN CHINNA**

Head (i/c)

Department of Tourism and Hotel Management

◆ Co-ordinator ◆

**Mr. K.P. KARTHLINGAM**

Assistant Professor in Tourism and Hotel Management

◆ Organizing Committee ◆

**Dr. V. Ramachandran** – Teaching Assistant, DTHM

**Dr. S. Sridevi** - Teaching Assistant, DTHM

DMIS Team

**Mr. S. Chandrabose**

**Mr. U. Manikandan**

**Mr. P. L. Sundarajan**

**Mr. N. Gowthaman**

**Mr. M.MohamedJassim**

**Ms. S. Pradeepa**

**Mr. A.Karthick**

◆ Association With ◆

District Administration, Sivaganga

Government of Tamil Nadu

and

Tamil Nadu Tourism, Karaikudi, Govt. of Tamil Nadu

**Thiru. C.Thiruvasan,**

**Tourist Officer,**

Tourist Office, Karaikudi.

**Thiru. D.Johnson,**

**Assistant Tourist Officer,**

Tourist Office, Karaikudi.

**Thiru. Arumai Ruban Joseph,**

**District Programme Manager - EDII TN**

Sivagangai District.

◆ Further Details contact ◆

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# ALAGAPPA UNIVERSITY

(A State University Established in 1985  
Accredited with A++ (CGPA 3.59) by NAAC in  
the Fourth Cycle under Dual Mode, Graded  
as Category - I University by UGC)



KARAIKUDI - 630 003, Tamil Nadu, India  
[www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)



## ONE-WEEK TRAINING & CERTIFICATION PROGRAMME FOR TOURIST GUIDES

### Sivagangai & Chettinad Tourism Development Initiative

16<sup>th</sup> – 22<sup>nd</sup> December 2025

Organized by

Alagappa University, Karaikudi

Directorate of Management Information  
System (MIS) &  
Department of Tourism & Hotel Management

In Association With

District Administration, Sivaganga District

and

Tourist Office,  
Karaikudi, Government of Tamil Nadu



## About Us

Alagappa University has emerged from the galaxy of institutions initially founded during 1950s by the Padma Bhushan Dr. RM. Alagappa Chettiar (06.04.1909 - 05.04.1957). Alagappa University is a State Government University established by an Act of the Tamil Nadu State Legislature in 1985 as a Unitary type; later became an Affiliating type during 2002. The University is situated at Karaikudi, in the District of Sivaganga, in the State of Tamil Nadu.

Alagappa University's campus sprawls across 435.98 Acres of lush land (428.15 acres in the Main Campus and 7.83 acres in the Thondi Campus), creating a highly secure, eco-conscious, and student-friendly learning ambience.

## Directorate of Management Information System (MIS Division)

Alagappa University is committed to the promoting education, technological development and community empowerment. Through its Management Information System (MIS) initiatives, the University ensures seamless co-ordination, academic support, and digital governance to enhance the effectiveness of training and development programmes.

## Department of Tourism & Hotel Management

The Department is dedicated to offer professional programmes that develop industry-ready hospitality and tourism professionals. With hands-on training, field exposure, and strong industry linkages, the department plays a pivotal role in tourism skill development in Tamil Nadu.

## District Administration, Sivagangai

The District Administration of Sivagangai plays a vital role in supporting tourism development and community engagement in the region. Its association with this training programme reinforces coordinated efforts to:

- ◆ Strengthen the tourism infrastructure of Sivagangai and Chettinad.
- ◆ Promote heritage conservation and cultural awareness.
- ◆ Facilitate administrative support for field visits, heritage walks, and tourism activities.
- ◆ Encourage community participation in tourism-driven livelihood development.

The involvement of the district administration ensures that the programme aligns with local development priorities and contributes to sustainable, community-centered tourism growth.

## Tamil Nadu Tourism, Government of Tamil Nadu

The Tourism Department actively supports initiatives that strengthen local tourism ecosystems, enhance visitor experiences, and promote cultural heritage. This collaborative programme focuses on building a qualified tourist guide workforce to support Sivagangai and Chettinad tourism growth.

## About the Training Programme

The One-Week Training and Certification Programme for Tourist Guides is a capacity building initiative aimed at strengthening tourism development in the Sivagangai and Chettinad regions. This programme is jointly organized by Alagappa University, Department of Tourism & Hotel Management, in association with the Tourism Department, Government of Tamil Nadu.

The Chettinad region is globally recognized for its rich cultural heritage, distinctive architecture, vibrant traditions, and culinary legacy. To support the growing tourism potential of the region, there is a strong need for trained, knowledgeable, and certified tourist guides who can provide meaningful, authentic, and enriching experiences to visitors.

This training programme is designed to equip participants with the knowledge, skills, and professional competencies required to serve as certified tourist guides. Through a combination of expert lectures, field visits, hands-on sessions, and interactive learning, participants will gain practical exposure to heritage interpretation, communication skills, local history, cultural etiquette, and tourism management.

## Objectives of the Programme

- ◆ To develop a skilled pool of certified tourist guides for Sivagangai and Chettinad tourism.
- ◆ To enhance participants knowledge of local heritage, culture, architecture, and tourism attractions.
- ◆ To train participants in visitor management, guiding techniques, narrative building, and communication skills.
- ◆ To provide practical field exposure through museum visits, heritage walks, and interactive tourism activities.
- ◆ To support the Government of Tamil Nadu's mission to promote sustainable and community based tourism development.