

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2385
ANSWERED ON 16.03.2021

HOLISTIC EXPOSURE FOR TOURIST GUIDES

2385. SHRI N.R. ELANGO:

Will the Minister of **TOURISM** be pleased to state:

whether the Ministry is considering to adopt more holistic and less formulaic exposure to tourist guides where regional stories, myths, legends, arts and music, culture and practises will be presented to the curious travellers?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

The Government of India, Ministry of Tourism has introduced the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme, which is a digital initiative that aims at creating an online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators and Tourist Guides across the country, including in remote areas with tourism potential. The candidates can pursue these online courses from anywhere and at any time and at their own pace.

The tourist facilitators and Guides are essentially interpreters of a place/event/experience tasked with making tourist spots appealing, explaining the history, myths, legends and culture associated with the destinations.

The Programme has been made available online w.e.f. 01.01.2020.
