

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.310 #
ANSWERED ON 31.03.2022

TRAINING OF YOUTHS AS TOURIST GUIDES

310 # DR. SONAL MANSINGH:

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

- (a) whether Government proposes to provide tourist guide training to the youth in order to provide them employment;
- (b) whether Government has taken any concrete step in this regard, if so, the details thereof; and
- (c) the details of the steps being contemplated to be taken by Government to promote tourism?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTION NO.310# ANSWERED ON 31.03.2022 REGARDING TRAINING OF YOUTHS AS TOURIST GUIDES.

(a) and (b): The Ministry of Tourism has launched the Incredible India Tourist Facilitator (IITF) Certification Programme- 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 across the country. The system provides basic, advanced (heritage and adventure), spoken language and refresher courses for candidates. The candidates can pursue these online courses from anywhere and at any time and at their own pace. The online courses can be accessed from different digital devices. On successful completion of the course, he/she will be a professionally certified tourist facilitator who will support tourists by disseminating information, eliciting interest in them about the country and providing experiential tourism. The Programme has been made available online w.e.f. 01.01.2020. This certification programme has been conducted by Indian Institute of Tourism and Travel Management (IITTM) Gwalior.

Minimum eligibility for the IITFC programme is 10+2 for the candidates in the age group of 18 to 40 and 10th Class for candidates above 40 years of age. Registration fee is Rs. 2000/- which is exempted for candidates belonging to SC/ST community, residents of Ladakh, Jammu & Kashmir and Aspirational Districts declared by NITI Aayog.

Regional Level Guides (RLGs) have also been inducted in the Advance Stage (IITG-Heritage) of this programme and they have been renamed as Incredible India Tourist Guide (IITG) on completion of Refresher Course.

As on 28.03.2022, total number of registration on the portal of IITFC is 11533. Two Batches of Basic IITFC Course have already been conducted and 3071 candidates have been declared successful. Total number of 1549 RLGs have also completed the refresher course conducted by Indian Institute of Tourism and Travel Management (IITTM).

In addition, Ministry of Tourism also conducts Linguistic Tourist Facilitators (LTF) Programme imparting training to the candidates of Foreign

Languages such as Thai, Japanese, Chinese and Vietnamese. Year-wise and Course-wise number of persons trained under LTF Programme is given as under:-

S.No.	Name of Language	Number of Persons Trained			
		2018-19	2019-20	2020-21*	Total
1.	Chinese	26	106	40	172
2.	Thai	111	97	40	248
3.	Japanese	78	72	40	190
4.	Vietnamese	-	35	40	75
Total		215	310	120	645

* These training were commenced on 15/03/2021 but due to pandemic training has been stopped.

(c): Ministry of Tourism promotes India as a holistic destination. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, participates in travel fairs / exhibitions, tourism related conferences / seminars / conventions, Road Shows and other promotional activities for the promotion of various tourist destinations and products of the country under the ‘Incredible India’ brand-line, through its Scheme of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including Market Development assistance” (OPMD). Promotions are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media accounts of the Ministry.

The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, lesser known destinations, local destination of the country to promote domestic tourism. Under this initiative, Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations / products. Dekho Apna Desh initiative is being promoted extensively on social media platforms and website of the Ministry and also by the Domestic India Tourism offices.

The Ministry of Tourism under its Swadesh Darshan scheme has sanctioned 76 projects for development of tourism infrastructure amounting to Rs.5507.40 Crore whereas Rs.4466.32 Crore has been released since 2014-15. The 76 projects under SD scheme have been sanctioned covering 13 themes in 31 States / Union Territories.

The Ministry of Tourism under its Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) scheme has sanctioned 39 projects since 2015 for development of identified pilgrimage and heritage destinations amounting to Rs.1291.16 Crore whereas Rs.785.42 Crore has been released.
