GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1258#
ANSWERED ON 05.12.2024

PARYATAN MITRA AND PARYATAN DIDI SCHEME

1258# SHRI ADITYA PRASAD:

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

(a)   the details of the Paryatan Mitra and Paryatan Didi initiatives in promoting sustainable tourism in India, particularly in the State of Jharkhand;
(b)   the manner in which these initiatives will enhance the role of local communities in the tourism sector, particularly in the State of Jharkhand;
(c)   the training and assistance that will be provided to the participants under said programmes to improve their skills and knowledge in tourism; and
(d)   the manner in which these initiatives align with the broader aims of the Ministry for community participation and economic development?

ANSWER

THE MINISTER OF TOURISM   (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d):   Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/Paryatan Didi. The initiative was piloted in 6 tourist destinations across India namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh), Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan) and Sri Vijaya Puram (Andaman & Nicobar Islands).

In the spirit of 'Athithi Devo Bhava', cab drivers, auto drivers, staff at railway stations, airports, bus stations, hotel staff, restaurant workers, homestay owners, tour guides, police personnel, street vendors, shop keepers, students and many more are provided training and awareness on the importance of tourism, general cleanliness, safety, sustainability and also on the importance of providing tourists with the highest standards of hospitality and care.

The program was rolled out on August 15th, 2024 and since then, more than 3,500 people have been trained. On World Tourism Day 2024, Ministry of Tourism extended Paryatan Mitra and Paryatan Didi across 50 tourist destinations in the country which includes Ranchi in Jharkhand.

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