

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4831
ANSWERED ON:12.08.2014
COURSE FOR TOURIST GUIDES
Thota Shri Narasimham

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering to provide a refresher course for tourist guides in the country;
- (b) if so, the details thereof; and
- (c) the other steps being taken to provide a favourable impression to the tourists and to improve the image of India as an attractive tourist destination?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) and (b): Yes, Madam. Organizing Refresher Courses for Tourist Guides is an ongoing process and it is done as per the Guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG) – 2011. This programme is conducted by the Indian Institute of Tourism and Travel Management or an approved/designated Institute of the Ministry of Tourism. Refresher Courses are conducted every year and Regional level Tourist Guides have to participate in the Refresher Course within three years of the issuance of a Guide license to them and thereafter, once in five years. Licensed guides are required to successfully pass the Refresher Courses for Renewal of their licenses.

(c): The Ministry of Tourism, Government of India, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international markets, under the 'Incredible India' brand-line, to promote various Indian tourism destinations and products. In addition, a series of promotional activities are being undertaken in major tourist generating markets overseas through India Tourism Offices overseas with the objective of showcasing India's tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry. Road Shows are being organised in important and potential source markets overseas in collaboration with trade associations to promote tourism to the country. Such Road Shows have been organised in USA, Eastern Europe and China during the current financial year.