

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1424#
ANSWERED ON 30.07.2026

TOUR GUIDE UPSKILLING PROGRAMME

1424# SHRI ADITYA PRASAD:
SHRI KESRIDEVSINH JHALA:

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

- (a) the transition roadmap and legislative timeline for upgradation of National Council for Hotel Management and Catering Technology;
- (b) whether the Ministry has finalised the selection criteria for identifying the twenty iconic destinations chosen for the pilot tour guide upskilling programme and;
- (c) if so, the details thereof;
- (d) the details of revised curriculum introduced to train local youth in advanced digital navigation and multilingual storytelling across heritage sites; and
- (e) the State-wise participant turnout data from the recently concluded Tourism Education Expo organised to promote premier hospitality sector?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Union Budget 2026–27 announced the establishment of a National Institute for Hospitality as part of the Government's initiative to strengthen the hospitality and tourism education ecosystem to function as a bridge between academia, industry and the Government.

Further, it also announced a pilot scheme for upskilling 10,000 guides in 20 iconic tourist sites through a standardized, high-quality 12-week training course in hybrid mode, in collaboration with an Indian Institute of Management. This training imparts knowledge of various aspects of Indian Tourism which, inter-alia, include India heritage culture, religion, arts & architecture and contemporary tourism practices along-with storytelling, digital navigation, interpretation skills, connecting tourists to the monuments to enhance tourist experience/felicitation.

(e): The Ministry of Tourism organised the Tourism Education Expo 2026 in around 10 states with the objective to create awareness among school students & their parents about career opportunities in Hospitality and Tourism. This initiative, inter-alia, include counselling sessions, interaction with key personalities of Tourism & Hospitality, Campus tour of institutes. On the spot competitions like drawing of favourite monument, Fireless cooking, quiz competition on tourism etc. were also held. Around 2000 hand written brochures were prepared by the students across India.
