

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1638
ANSWERED ON 13.02.2023**

EMPHASIS ON DEKHO APNA DESH

1638. SHRIMATI POONAMBEN MAADAM:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to emphasize upon 'Dekho Apna Desh' to promote 15 tourist spots among domestic tourists post-pandemic;**
- (b) If so, the details thereof;**
- (c) The steps taken/being taken by the Government to upgrade skills of tour guides;**
- (d) whether the Government has formulated new tourism policy; and**
- (e) If so, the salient features of the policy?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020. 'Dekho Apna Desh' is being emphasized and promoted extensively on social media accounts and website of the Ministry and also by Domestic India Tourism offices.

(b): Under this initiative, Ministry has been organizing webinars, quiz, discussions, etc in order to keep connected with the stakeholders and to encourage citizens to travel within the country. In addition, Ministry of Tourism had also launched Dekho Apna Desh 'Pledge' regarding "visiting to 15 destinations by the end of 2022" on MyGov platform which was taken by 2,50,373 citizens. More than 170 webinars have also been conducted so far under Dekho Apna Desh.

(c): Ministry of Tourism is running Pan-India Incredible India Tourist Facilitator (IITF) Certification Program w.e.f. 01.01.2020, 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/ Guides across the country. The system provides basic, advanced IITG (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. So far, Incredible India Tourism Facilitator Basic Course online exam has been conducted for four times, wherein, a total 4438 candidates have completed the IITF Basic exam.

Vide amendment in the guidelines dated 11.01.2021, the existing Regional Level Guides (RLG) have been renamed as Incredible India Tourist Guide (IITG) and they have been integrated with this new system of IITF/ IITG. The nomenclature of existing Regional Level Guide (RLG) will be changed to Incredible India Tourist Guide (IITG) on completion of the Refresher Course, and their area of operation has been widened from a specified region to Pan India.

(d): Yes, Sir. Ministry of Tourism has drafted a new National Tourism Policy.

(e): The key strategic objectives of the draft policy are:

- (i) To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination.**
- (ii) To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force.**
- (iii) To enhance the competitiveness of tourism sector and attract private sector investment.**
- (iv) To preserve and enhance the cultural and natural resources of the country.**
- (v) To ensure sustainable, responsible and inclusive development of tourism in the country.**
