

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1723
ANSWERED ON 02.03.2020**

IITFC PROGRAMME

1723. SHRI M.V.V. SATYANARAYANA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched 'Incredible India Tourist Facilitators Certification' (IITFC) programme;**
- (b) if so, the details thereof;**
- (c) whether this programme will help local citizens in harnessing the local experience and traditional knowledge for assisting tourists and to be a potential bread earner for their households; and**
- (d) if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (d): The Ministry of Tourism, Government of India has launched the Incredible India Tourist Facilitators (IITF) Certification Programme, a Pan-India online learning program that is open to all, subject to fulfillment of eligibility criteria, and can be undertaken from anywhere in the country. The Programme aims at creating a pool of trained professionals for facilitating the visit of tourists at destinations across the country.

There are two categories of IITF Certification Programme i.e Basic & Advanced (Heritage & Adventure) with an optional specialization programme of fluency in spoken foreign language other than English.

The programme will help in enhancing the overall experience of the tourists, who would benefit from the knowledge of the local tourist facilitators and it will also help in creating employment opportunities even in the remotest parts of the country.
