भारत सरकार/ **Government of India**
प्रयटन मंत्रालय / **Ministry of Tourism**
यात्रा व्यवसाय प्रभाग / **Travel Trade Division**

F. No. TT/2/2018-O/o ASSTTDG(TT)

Date: 24.06.2022

ADDENDUM

Subject: Partial amendment in the modified guidelines for the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme – reg.

In supersession to this Ministry's Addendum of even No. dated 23.06.2022 for undertaking amendments in Para No. 5 of the modified guidelines for the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme issued vide letter No. TT-501/1/2020-TT dated 11th January, 2021 (copy attached), following changes has been carried out:

Para 5 – Eligibility and Registration procedure for joining the Incredible India Tourist Facilitator Course for Basic and Incredible India Tourist Guide (IITG) (Heritage & Adventure) Category:

a) Eligibility criteria:
i.   The candidate must have attained the age of 18 years as on the date of registration to the course on the portal by the candidate (https://iitf.gov.in).
ii.   **For IITFC (Basic):** The candidate below the age of 40 years should have completed 10+2 or equivalent examination whereas the candidates of 40 years of age and above should have completed 10 or equivalent examination conducted by any recognized Board by Government of India/State Government on or before the date of registration to the course.
iii.   **For IITG (Heritage & Adventure): The candidate must hold a Graduate degree of any of the Universities incorporated by an Act of the central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of the University Grants Commission Act, 1956 or possess an equivalent qualification on or before the date of registration to the course.**

He/she may register himself/herself by uploading all the following documents on the IITFC website/portal: -
a. Document showing age proof (copy of 10th Class Board Certificate/ Passport issued by the authority)
b. Address Proof (Aadhaar Card, Passport, Driving License, Ration Card, Voter ID Card or Certificate of Residence proof by the competent authority)
c. **For IITFC (Basic):** 10+2 or equivalent Certificate (as indicated in para (a) ii of the eligibility criteria), and
d. **For IITG (Heritage & Adventure): Graduation or equivalent degree (as indicated in para (a) iii of the eligibility criteria),** and
e. Caste certificate (in case of SC/ST candidate) issued by the competent authority
iv.   **To register under Incredible India Tourist Guide (IITG) category a candidate must be an IITFC Basic category certificate holder.**

2.   This issues with the approval of Hon'ble Minister of Tourism.

(Niraj Sharan)
Assistant Director General (TT)

To,
1. All Regional Directors/ Directors/ Assistant Directors Indiatourism Offices
2. Director, IITTM for uploading the same on official website https://iitf.gov.in.
3. Guide Associations – TGFI/ RTGA/ GATGA.
4. Tour Operators Associations – IATO/ ADTOI/ TAAI/ ATOAI/ ITTA.

Copy for information to:

1. PS to Hon'ble Minister of Tourism, Govt. of India.
2. PS to Hon'ble Minister of State for Tourism, Govt. of India.
3. PS to Secretary (Tourism), Govt. of India.
4. PS to DG (T)/ AS(T), Govt. of India.
5. PS to ADG (T), Govt. of India.

(Niraj Sharan)
Assistant Director General (TT)

GOVERNMENT OF INDIA
MINISTRY OF TOURISM
[Travel Trade Division]

NO. TT-501/1/2020-TT   Dated: January 11th, 2021*

<u>Modified guidelines for the Incredible India Tourist Facilitator (IITF) and Incredible India Tourist Guide (IITG) Certification Programme*</u>

Ministry of Tourism, Government of India, continuously endeavours to build capacity of all stakeholders with whom the visitor is likely to interact desiring that each interaction result in a superior experience for the visitors. As tourism around the world gets competitive, destinations need to differentiate themselves on the basis of their distinct personalities and their ability to create a positive image in the minds of customers and prospective visitors to the country.

The success will therefore largely depend upon the competence of the person mediating the experience for the visitor. This role would invariably be played by the Tourist- Facilitator. Tourist Facilitator is the most important touch point for the visitor, with the satisfaction of the visitor directly related to the quality of immersion in the local experience. At present, the supply of such professionals has gaps in quantity and quality. A number of places of touristic importance in the country have a short supply of trained Tourist Facilitators.

2.   Sphere of work of Tourist Facilitators

2.1   Tourist Facilitators are essentially interpreters of a place/event/experience. A tourist facilitator's job is both delightful and challenging. A tourist facilitator is tasked with making tourist spots appealing, explaining intricate stories of history, mythology, culture, nature, cuisine, art, etc., eliciting interest and awe in the visitor about the country. He/she has to uphold the cultural traditions and heritage, of the place being visited and also talk of social customs, heritage, myths and even local folklores.

2.2   A Tourist-Facilitator must have:

- Knowledge

- Interpretation Skills

- Presentation Skills

- Execution Skills

To expand the scope of their work, they must acquire necessary experience of working as interpreters, hone their communication skills and gradually acquire domain knowledge about various tourist destinations.

3.   Categories of Tourist Facilitators

There shall be two categories of Tourist Facilitators:

i) **Incredible India Tourist Facilitator (IITF) (Basic)**: This would be basic category of tourist facilitators, having knowledge of Destinations in India and Experiences that India Offers to the tourists. The institution of tourist facilitators would be a basic component of the infrastructural requirement both for International and Domestic tourism. The tourist facilitators would also facilitate in providing pleasant and satisfying stay for the tourist during their visit to India.

ii) **Incredible India Tourist Guide (IITG):** These would be specialized Tourist Guides in different areas of tourism. The IITFC Basic category certificate holder would be eligible to enroll/register for the Incredible India Tourist Guide (IITG) Level Category. The IITG category of tourist Guides would be of two types to start with: -

> **a. IITG (Heritage) -** Heritage tourism is broadly defined as travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past and can include cultural, historic and natural resources. India is the perfect amalgamation of religions, customs, languages, and traditions and is reflected in its opulent heritage. The country is a treasure trove of art, philosophy, architecture, classical dances, flora, fauna, music and much more making it a destination ideal for heritage tourism. This category of tourist guides would be having specialized knowledge in the field of history, culture & heritage.

> **b. IITG (Adventure) -** Adventure tourism includes a wide range of outdoor activities. Adventure tourists engage in activities that are physically challenging and sometimes dangerous, or perceived to be so. Examples are sports such as trekking, mountaineering, white-water rafting and scuba diving. India, being a place of diverse terrain with mountains, rocks, forests, beaches, desert and rivers, offers much scope for adventure tourism, making it more exciting for adventure seekers. This category of tourist guides would be having specialized knowledge in the field of adventure tourism activities along with good interpersonal communication skills, critical thinking,

planning and organizational skills. The tourist guides under this category must be adventurous, confident and passionate.

4.   Certification of Specialization in spoken language: The spoken language is an optional specialization programme, which a candidate may opt for after completion of IITF (Basic) and/ or IITG certification. Any IITF (Basic) and/or IITG category certificate holder having fluency in spoken foreign language (other than English) is eligible for registration. A candidate can also opt for language specialization in more than one language. The applicant is required to upload his IITF (Basic) and/ or IITG certificate at the time of registration for the language specialization.

5.   Eligibility and Registration procedure for joining the Incredible India Tourist Facilitator Course for Basic and Incredible India Tourist Guide (IITG) (Heritage & Adventure) Category:

a) Eligibility criteria:

i.   The candidate must have attained the age of 18 years as on the date of registration to the course on the portal by the candidate (https://iitf.gov.in).

ii.   The candidate below the age of 40 years should have completed 10+2 or equivalent examination whereas the candidates of 40 years of age and above should have completed 10 or equivalent examination conducted by any recognized Board by Government of India/State Government on or before the date of registration to the course.

He/she may register himself/herself by uploading all the following documents on the IITFC website/portal: -

a.   Document showing age proof (copy of 10th Class Board Certificate/ Passport issued by the authority)
b.   Address Proof (Aadhaar Card, Passport, Driving License, Ration Card, Voter ID Card or Certificate of Residence proof by the competent authority)
c.   10+2 or equivalent Certificate (issued by any recognised Board by Government of India/State Government), and
d.   Caste certificate (in case of SC/ST candidate) issued by the competent authority.

iii.   **To register under Incredible India Tourist Guide (IITG) category a candidate must be an IITFC Basic category certificate holder.**

b) Registration process:

i. Any person aspiring to be an IITF/IITG certificate holder needs to register himself on the IITF portal giving all the details as required therein. In the process of registration, he/she will be creating a User Id. and Password. The registration would be based on Aadhaar Card No. issued by UIDAI or Voter Card Id. No. issued by Election Commission of India along with One Time Password (OTP) based verification using Mobile Number.

ii. He/she is required to upload the documents such as age proof, minimum qualification requirement, etc. as specified under Para 5. a) (i) & (ii) above in accordance with the specification given.

iii. The candidate is required to pay registration fee of Rs. 2000/- (Rupees two thousand) only **(non-refundable)**, or as modified from time to time, through the payment gateway as specified on the website/portal. The SC and ST candidates, the candidates who are domicile residence of the Union Territory of Ladak, Jammu & Kashmir and the candidates who are the domicile residence of Aspirational Districts as identified by NITI AAYOG (as amended from time to time**) **(Annexure-1)** are exempted from registration fee. The candidates from SC and ST category are required to upload a caste certificate issued by the competent authority and the candidates who are the domicile residence of the Union Territory of Ladak, Jammu & Kashmir and Aspirational Districts as identified by NITI AAYOG are required to upload an address/domicile residence proof issued by the competent authority.

iv. The certificate submitted by the candidate at the time of registration would be subject to verification by the concerned authorities. In case, at any point of time, it is found that the candidate had submitted a false or fabricated certificate, his/her IITF/IITG Certification would be cancelled without any prior notice and the fee paid for registration will be forfeited.

v. The registration of the candidate would be subject to Police verification of character and antecedents. In case, police verification of character and antecedents of a candidate is found negative, his/her candidature would be terminated forthwith without any prior notice.

vi. Registration once done will be valid for three years and it can be renewed for a period of further two years with a payment of 50% fee to be paid by the candidate at the time of initial registration.

6.   Structure of IITF/IITG Certification

6.1 Each course of IITF (Basic) and IITG would be divided into different modules. Once registered, the candidate is required to go through the contents of the course as uploaded on the IITF/IITG web portal and complete the assignments/questionnaire.

6.2 The Basic IITF certification programme Course is divided into various Modules. The first six modules aim to equip candidate with basic knowledge and skills required by a Tourist facilitator. The last Module is related with tourist destinations and experiences of different States of India.

6.3 It is mandatory for the candidate to complete at least one State for completion of course.
However, more State modules can be taken up to enhance individual knowledge (optional).

6.4 Each module in the course will have to be completed so as to gain access to the next module. The course will require completion of all modules. After completion of module, an Online Course Completion Certificate (OCC) will be generated. Once generated, OCC will be valid for three years from the date of issuance.

6.5 The candidate must obtain OCC minimum one month before registering for End-of Programme examination.

7.   Refresher Course:

7.1 Before completion of five years' validation period, a Tourist Facilitator has to undergo two weeks' online refresher course to be conducted by IITTM.

7.2 It would be mandatory for IITF- Basic and IITG to get them registered for refresher programme. The candidate may get themselves registered for refresher courses well before four months of expiry of five years' validity period.

7.3 There would be no registration fee for undergoing refresher course. They will have to get themselves registered using their existing and valid IITF /IITG Certificate and Aadhaar card number given by UIDAI or Voter ID card issued by Election Commission of India and their mobile number.

7.4 Once they have completed the online refresher course, certified by Ministry of Tourism Govt. of India, the existing IITF / IITG certificate and badge would be renewed by Ministry of Tourism, Govt. of India for a period of further five years.

8.   Provision for Existing Valid Regional Level Guide License Holders

8.1 This platform will give an opportunity to the existing valid Regional Level Guides Licenses holders to get listed on the IITF online web portal, once they are inducted under Incredible India Tourist Guide (IITG)Certification Programme.

8.2   All existing valid Regional Level Guide License holders will have to mandatorily undergo the IITF Refresher Course before 30.09.2021 and on completion of the IITF Refresher Course, RLG's will be given the IITG - (Heritage/Adventure) category certification, which would enable them to continue guiding and facilitating the tourist at ASI Protected Monuments and Heritage Sites on Pan-India basis.

8.3   For registration under IITF Refresher Course they have to upload their RLG License issued by the Regional Offices of the Ministry of Tourism, Govt. of India. No fee is payable for this purpose. No pre- qualification or any such other requirement is needed for them.

9.   Examination for IITFC (Basic) and IITG (Heritage/Adventure).

9.1 Once the candidate has successfully completed all the modules of the course and generated Online Course Completion Certificate, he/she may register for the examination by paying an examination fee of Rs 500/- **(non-refundable)** or as modified from time to time. The SC and ST candidates, the candidates who are domicile residence of the Union Territory of Ladak, Jammu & Kashmir and the candidates who are the domicile residence of Aspirational Districts as identified by NITI AAYOG (as amended from time to time**) **(Annexure-1)** are exempted from the examination fee. Examination would be conducted online by the agency so identified by IITTM.

9.2 Examination Centers would be at identified location as selected by the candidate out of the various given options. No request for change of examination center would be entertained once it is allocated and further training and internships will be conducted in and around this Centre. Centre selection will be done in coordination with RegionalDirectors and third party examination agency.

9.3 Normally the examination would be conducted twice in the calendar year i.e. June & December. The enrolment for June exams would be closed on 30th April and for December exam on 31st October.

9.4 Examination for spoken languages would also be held in various identified local spoken language. Each candidate is required to secure minimum passing/qualifying marks of 50% (Fifty Percentage) in the spoken test. Candidates can appear any number of times for an examination.

9.5 In case a candidate fails to secure minimum qualifying marks in the first attempt, he/she would be entitled to attempt the end-of-programme examination again till the validity of his/her OCC certificate on the payment of examination fees (if applicable).

9.6 Candidates who have passed the end-of programme examination will be eligible for further Training and Internship. The candidates will undergo a seven days training conducted by IITTM at the same centre selected by candidate for End- of programme examination. The candidates are then required to undertake mandatory internship of seven working days with tour operators approved by the Ministry of Tourism, Govt. of India at the selected centres. Regional Directors India Tourism offices will support in arranging internships for candidates.

9.7 After completion of all the above formalities i.e. qualifying the examination, internship, behaviour skill training, verification of documents and police verification, the candidates would be awarded IITF Basic/IITG (Heritage/Adventure) certificate.

9.8   The IITF Certificate would be a unique ID along with "Incredible India Badge (अतुल्यभारत चिन्ह)– 1 (Basic) & Badge – 2 (अतुल्यभारत चिन्ह) (IITG (Heritage/Adventure)" / issued by Ministry of Tourism, Govt. of India. The spoken language certification would be specified on the "Incredible India Badge". All certified badge holders would be listed on Incredible India website where a data base of certified Tourist Facilitator would be maintained by Ministry of Tourism, Govt. of India. This would be available for use by all interested stakeholders.

10.   Disqualification of IITF/IITG

10.1 It is expected that IITF/IITG certificate holders will deliver their work in professional and ethical manner with due diligence and sincerity. All IITF /IITG Certificate holders would be required to online give their acceptance

for observance of 'Code of Conduct' as prescribed by the Ministry of Tourism, Government of India **(Annexure-2).**

10.2 In case there is any serious complaint against the functioning, behaviour etc. against an IITF/IITG certificate holder, be of any categories, the matter will be considered by a committee headed by ADG(T), Divisional head of Travel Trade Division of the Ministry and members drawn from IITTM. The matter will be first investigated/ inquired by Regional Director, India tourism, in whose region the alleged incident took place. He will submit the report to the committee as mentioned above. In case the allegation/complaint against the IITF/IITG Certificate holder is found valid/ correct, the said Tourist Facilitator/Tourist Guide may be disqualified to perform in his capacity according to the decisions of the competent authority.

11. This issue is in supersession of the earlier guidelines issued on this subject by the Ministry of Tourism vide Ref. No. TT/2/2018 -O/o ASSTT. DG (TT) dated 25.11.2019 and dated 28.02.2020 respectively.

* IITF/IITG Certification Programme Guidelines [As modified from time to time]

** List of Aspirational Districts identified by NITI AAYOG as on 24.07.2019 (Annexure-1).

NITI AAYOG <u>Transforming Aspirational Districts as on 24.07.2019</u>

S.No.	State	District
	List of 112 Aspirational Districts	
S.No.	**State**	**District**
1	Andhra Pradesh	Vizianagaram
2	Andhra Pradesh	Visakhapatnam
3	Andhra Pradesh	Y.S.R. Kadapa
4	Arunachal Pradesh	Namsai
5	Assam	Goalpara
6	Assam	Barpeta
7	Assam	Hailakandi
8	Assam	Baksa
9	Assam	Darrang
10	Assam	Udalguri
11	Assam	Dhubri
12	Bihar	Sitamarhi
13	Bihar	Araria
14	Bihar	Purnia
15	Bihar	Katihar
16	Bihar	Muzaffarpur
17	Bihar	Begusarai
18	Bihar	Khagaria
19	Bihar	Banka
20	Bihar	Sheikhpura
21	Bihar	Aurangabad
22	Bihar	Gaya
23	Bihar	Nawada
24	Bihar	Jamui
25	Chhattisgarh	Korba
26	Chhattisgarh	Rajnandgaon
27	Chhattisgarh	Mahasamund
28	Chhattisgarh	Kanker
29	Chhattisgarh	Narayanpur
30	Chhattisgarh	Dantewada
31	Chhattisgarh	Bijapur

32	Chhattisgarh	Bastar
33	Chhattisgarh	Kondagaon
34	Chhattisgarh	Sukma
35	Gujarat	DAHOD
36	Gujarat	Narmada
37	Haryana	Mewat
38	Himachal Pradesh	Chamba
39	Jammu & Kashmir	Kupwara
40	Jammu & Kashmir	Baramula
41	Jharkhand	Garhwa
42	Jharkhand	Chatra
43	Jharkhand	Giridih
44	Jharkhand	Godda
45	Jharkhand	Sahibganj
46	Jharkhand	Pakur
47	Jharkhand	Bokaro
48	Jharkhand	Lohardaga
49	Jharkhand	Purbi Singhbhum
50	Jharkhand	Palamu
51	Jharkhand	Latehar
52	Jharkhand	Hazaribagh
53	Jharkhand	Ramgarh
54	Jharkhand	Dumka
55	Jharkhand	Ranchi
56	Jharkhand	Khunti
57	Jharkhand	Gumla
58	Jharkhand	Simdega
59	Jharkhand	Pashchimi Singhbhum
60	Karnataka	Raichur
61	Karnataka	Yadgir
62	Kerala	Wayanad
63	Madhya Pradesh	Chhatarpur
64	Madhya Pradesh	Damoh
65	Madhya Pradesh	Barwani
66	Madhya Pradesh	Rajgarh

67	Madhya Pradesh	Vidisha
68	Madhya Pradesh	Guna
69	Madhya Pradesh	Singrauli

70	Madhya Pradesh	Khandwa
71	Maharashtra	Nandurbar
72	Maharashtra	Washim
73	Maharashtra	Gadchiroli
74	Maharashtra	Osmanabad
75	Manipur	Chandel
76	Meghalaya	Ribhoi
77	Mizoram	Mamit
78	Nagaland	Kiphire
79	Odisha	Dhenkanal
80	Odisha	Gajapati
81	Odisha	Kandhamal
82	Odisha	Balangir
83	Odisha	Kalahandi
84	Odisha	Rayagada
85	Odisha	Koraput
86	Odisha	Malkangiri
87	Odisha	Nawarangpur
88	Odisha	Nuapada
89	Punjab	Moga
90	Punjab	Firozpur
91	Rajasthan	Dholpur
92	Rajasthan	Karauli
93	Rajasthan	Jaisalmer
94	Rajasthan	Sirohi
95	Rajasthan	Baran
96	Sikkim	West Sikkim
97	Tamil Nadu	Virudhunagar
98	Tamil Nadu	Ramanathapuram
99	Telangana	Asifabad
100	Telangana	Bhopapalli
101	Telangana	Bhadradri Kothagudem
102	Tripura	Dhalai
103	Uttar Pradesh	Chitrakoot

104	Uttar Pradesh	Fatehpur
105	Uttar Pradesh	Bahraich
106	Uttar Pradesh	Shrawasti
107	Uttar Pradesh	Balrampur
108	Uttar Pradesh	Siddharthnagar
109	Uttar Pradesh	Chandauli
110	Uttar Pradesh	Sonebhadra
111	Uttarakhand	Udham Singh Nagar
112	Uttarakhand	Haridwar

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'Code of Conduct' for Incredible India Tourist Facilitator (IITF)/Incredible India Tourist Guide (IITG) Certificate holder

1. The IITF /IITG Certificate holder, when on duty, shall; always wear "Incredible India Badge (अतुल्यभारत चिन्ह)– 1 (Basic) & Badge – 2 (अतुल्यभारत चिन्ह) (IITG - Heritage/Adventure)" issued by Ministry of Tourism, Govt. of India and also wear the name tag while accompanying the tourists.

2. The IITF / IITG Certificate is strictly non – transferable and the IITF/IITG Certificate holder would not lend his / her 'Incredible India Badge' or any other document which may have been issued to him / her by Ministry of Tourism to any other person(s). Any violation of this rule would make him / her liable to disciplinary action and IITF/IITG Certificate holder may be disqualified to perform in his capacity according to the decisions of the competent authority.

3. In case of loss or damage to the 'Incredible India Badge' the IITF/IITG Certificate holder would immediately inform the office of concerned India Tourism and the nearest Police Station. The Tourist Facilitator/ IITG has to apply for the duplicate 'Incredible India Badge' on the basis of First Information Report (FIR) and statement that the 'Incredible India Badge' has been lost. The Tourist Facilitator/IITG would be responsible for the safe custody of the 'Incredible India Badge'.

   A nominal fee to be determined by the concerned Regional Director in consultation with the Ministry of Tourism from time to time would be charged for issuance of Duplicate 'Incredible India Badge'.

4. The IITF/ IITG Certificate holder would not solicit tips from tourists.

5. The IITF/ IITG Certificate holder would dress in a presentable manner to uphold the dignity and honor of the profession to which he / she belongs and of the country.

6. The IITF/ IITG Certificate holder would not canvass business of any kind on behalf of the business houses, travel agents, hoteliers, paying - guest houses, shop-keepers, transport operators, etc., nor he / she would accept monetary commission from them or indulge in any other unethical practices.

7. The IITF/ IITG Certificate holder if found to be canvassing for shopping establishments like shops selling handicrafts etc., would be liable for

withdrawal of their Certificate. Under no circumstances should any IITF/ IITG Certificate holder will accompany the tourists to shops. In case, any IITF Certificate holder is found to have contravened this provision his / her Certificate is liable to be cancelled / revoked.

8. The IITF/ IITG Certificate holder would not refuse without valid reasons any assignments given to him / her by the tourist or by any agencies such as travel agents' / tour operators / hoteliers, etc.

9. The IITF/ IITG Certificate holder would maintain good conduct and courteous behavior towards tourists or other officials with whom he / she comes in contact during the course of his / her assignment.

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