

Ministry of Tourism Launches Paryatan Mitra and Paryatan Didi – A National Responsible Tourism Initiative

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Ministry of Tourism, Government of India launched a national responsible tourism initiative by the name of **‘Paryatan Mitra & Paryatan Didi’** on September 27th, World Tourism Day,

Based on the vision of the Prime Minister for enabling tourism as a vehicle for social inclusion, employment, and economic progress – Ministry of Tourism piloted Paryatan Mitra and Paryatan Didi in 6 tourist destinations across India namely - Orchha (Madhya Pradesh), Gandikota (Andhra Pradesh) Bodh Gaya (Bihar), Aizawl (Mizoram), Jodhpur (Rajasthan), and Sri Vijaya Puram (Andaman & Nicobar Islands).

Through this initiative, Ministry of Tourism aims to elevate the overall experience for tourists in destinations, by having them meet ‘tourist-friendly’ people who are proud Ambassadors & Storytellers for their destination. This is being done by providing tourism related training and awareness to all individuals who interact and engage with tourists in a destination.

Driven by ‘Athithi Devo Bhava’, cab drivers, auto drivers, staff at railway stations, airports, bus stations, hotel staff, restaurant workers, homestay owners, tour guides, police personnel, street vendors, shop keepers, students, and many more were provided training and awareness on the importance of tourism, general cleanliness, safety, sustainability, and also on the importance of providing tourists with the highest standards of hospitality and care.

These individuals were also made aware of the local stories of the destination along with its lesser-known tourism wonders, so that every person a tourist interacts with in these destinations, turn out to be local Ambassadors and Storytellers, who strive to create a positive tourist experience in every manner.

Through Paryatan Mitra & Paryatan Didi, special emphasis is being placed on the training of women and youth to enable them to develop new tourism products & experiences like heritage walks, food tours, craft tours, nature treks, homestay experiences, and other innovative tourism products based on the potential of the destination. It is also envisioned that locals leverage these skills to obtain gainful employment going forward as homestay owners, food & cuisine experience providers, cultural guides, natural guides, adventure guides, and other roles in tourism.

Tourism-specific training is being followed by general training in digital literacy and digital tools to ensure that the experiences they create are discoverable and visible to tourists, nationally and globally. Since the pilot of this program on August 15th this year, around 3,000 people have been trained in the 6 pilot destinations on the importance of creating a positive experience for tourists, thereby being a Paryatan Mitra.

Impact

Due to the efforts of Paryatan Mitra and Paryatan Didi, there has been visible enthusiasm from locals to be a part of tourism training programs and become a part of the tourism ecosystem.

Going forward, the Ministry will be recognizing Paryatan Mitra’s & Didi’s in destinations with a dedicated badge and identity, offering tourists a way to be assured of an incredible experience when with a Paryatan Mitra.

On World Tourism Day 2024, Ministry of Tourism has launched Paryatan Mitra and Paryatan Didi across the following 50 tourist destinations in the country:

State/Union Territory	Destination 1	Destination 2
Andaman & Nicobar Islands	Sri Vijaya Puram	
Andhra Pradesh	Gandikota	Tirupati
Arunachal Pradesh	Tawang	
Assam	Guwahati	
Bihar	Bodhgaya	Nalanda
Chandigarh	Chandigarh	
Chhattisgarh	Raipur	
Dadra & Nagar Haveli and Daman & Diu	Daman	
Delhi	Delhi	
Goa	Goa	
Gujarat	Ahmedabad	Kevadia
Haryana	Kurukshetra	
Himachal Pradesh	Shimla	
Jammu & Kashmir	Srinagar	
Jharkhand	Ranchi	
Karnataka	Hampi	Mysore
Kerala	Thiruvananthapuram	Kochi
Ladakh	Leh	
Lakshadweep	Kavaratti	
Madhya Pradesh	Orchha	Ujjain
Maharashtra	Aurangabad	Nasik
Manipur	Imphal	
Meghalaya	Shillong	
Mizoram	Aizawl	
Nagaland	Dimapur	
Odisha	Puri	
Puducherry	Puducherry	
Punjab	Amritsar	Patiala
Rajasthan	Jodhpur	Jaipur
Sikkim	Gangtok	
Tamil Nadu	Mahabalipuram	Thanjavur
Tripura	Agartala	
Telangana	Hyderabad	
Uttar Pradesh	Varanasi	Agra
Uttar Pradesh	Ayodhya	
Uttarakhand	Haridwar	Rishikesh
West Bengal	Darjeeling	Kolkata

The vision of Paryatan Mitra and Paryatan Didi is to welcome one and all to experience **Incredible India through Incredible Indians**, thereby creating a more welcoming, hospitable, and memorable experience for tourists when in India.

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