

Paryatan Mitra and Paryatan Didi

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The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/Paryatan Didi. The initiative was piloted 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.

Since the pilot of this program on August 15th this year, more than 3,500 people have been trained under this initiative.

On World Tourism Day 2024, Ministry of Tourism extended Paryatan Mitra and Paryatan Didi across 50 tourist destinations in the country.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

BY/SKT

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