

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 3177
ANSWERED ON 19.03.2026

UPSKILLING OF TOURIST GUIDES

3177 SHRI SANA SATHISH BABU:

Will the Minister of **TOURISM** be pleased to state:

- (a) the details of destinations identified under the relevant initiative of upskilling tourist guides, the criteria adopted for their selection and whether any destination from Andhra Pradesh has been included;
- (b) the details of funds allocated and implementation timeline scheduled;
- (c) the eligibility criteria and framework for upskilling 10,000 tourist guides, including details of IIMs partnering in this initiative;
- (d) whether certification aligns with international standards and the intended outcomes of the initiative; and
- (e) the State-wise number of tourist guides, particularly in Andhra Pradesh?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Union Budget 2026 announced pilot scheme for Upskilling 10000 guides in 20 iconic tourists sites across India including Andhra Pradesh, through 12 weeks structured academic and field training program align with National Skills Qualifications Framework (NSQF) & National Credit Framework (NCrF) in terms of quality, outcome and certification. This upskilling of tourist guides is to develop professionally trained, knowledgeable, responsible Guides in India. This training imparts knowledge of various aspects of Indian Tourism which, inter-alia, includes India heritage culture, religion, arts & architecture and contemporary tourism practices alongwith story telling, interpretation skills, connecting tourists to the monuments to enhance tourist experience/felicitation.

This programme is in collaboration with different stakeholders like Indian Institute of Tourism & Travel Management, Indian Institute of Management, Archeological Survey of India, Ministry of Skill Development & Entrepreneurship and other stakeholders. The training is conduct in the financial year 2026-27.

As per information available with the Ministry, there are about 2600 Incredible India Tourist Guide (IITG) and 5300 Incredible India Tourist Facilitator (IITF), who are eligible to work as Tourist Guide across India including Andhra Pradesh.
