

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3002
ANSWERED ON:22.12.2003
GUIDELINES FOR TOURIST GUIDES
IQBAL AHMED SARADGI

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether guidelines have been issued to the authorised tourists guides to advertise the true picture of Indian culture and heritage before the foreign tourists; and

(b) if so, the details of guidelines issued?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): The Department of Tourism has issued guidelines which contains a Code of Ethics to be followed by Approved Tourist Guides.

(b): The relevant extracts of the Code of Ethics for Approved Tourist Guides are as follows:-

(i) The Tourist Guide shall always be aware of projecting a good and positive image of India adhering to the ancient Indian concept of "Athithi Devo Bhava".

(ii) The Tourist Guide will, therefore, bear in mind that "word of mouth" publicity and comments have a tremendous impact on the creation of an image for the country. This is several times more valuable than the most expensive advertisement that can be put out.

(iii) The Tourist Guide will ensure that he will give correct and all possible information of the latest developments in the country and keep himself upto date. He will understand and convey the positive aspects of his culture and tradition, and be well-versed with matters relating to local customs, habits and traditions to ensure that both the tourists and the local people respect each other.

(iv) The Tourist Guide will respect and safeguard our heritage, monuments and ecology.