

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2609  
ANSWERED ON:21.03.2005  
TRAINING OF PEOPLE LINKED TO TOURISM  
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**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government is implementing any programme to impart training on hospitality to the people who are linked to tourism industry;
- (b) if so, the details thereof; and
- (c) the expenditure likely to be incurred therein?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a) & (b): There are 21 Central Government sponsored Institutes of Hotel Management Catering Technology and Applied Nutrition offering specialised courses in Hotel Management and Catering Technology i.e. M.Sc. Hospitality Administration, B.Sc. Hospitality and Hotel Administration; Post Graduate Diploma and other certificate courses. Indian Institute of Tourism & Travel Management (IITTM) an autonomous Institute under the administrative control of this Ministry also offers academic opportunities to graduates and undergraduates directly and in collaboration with other reputed national and international institutes. The regular courses are offered to fresh graduates in pursuing their successful career in holiday and leisure management covering travel industries, tour operations, air cargo, interpretation etc. Besides these, the Ministry of Tourism is conducting training programme for the tourism service providers in the un-organised/organised sector viz. Taxi drivers, police personnel, auto drivers, dhaba staff, immigration staff and security personnel at airports, unapproved and approved guides, coolies etc., under the 'Capacity Building for Service Providers' (CBSP) scheme. This scheme is being implemented all over India.

In the seven cities i.e. Delhi, Jaipur, Agra, Mumbai, Aurangabad, Goa and Hyderabad a campaign titled 'Atithi Devo Bhavah' has also been launched by Ministry of Tourism during the year 2004-2005. 'Atithi Devo Bhavah' is an Social Awareness Campaign aimed at providing the inbound tourist with a sense of being welcomed by and to the country. The campaign targets the general public as a whole, while focusing mainly on the stakeholders of the tourism industry. The Main components of the campaign are training and orientation to taxi drivers, guides, immigration officers, tourist police and other personnel directly interacting with the tourists, while simultaneously creating a brand equity for the trained persons. 'Atithi Devo Bhavah' involves Sensitisation, Screening, Induction, Training & Orientation, Certification and Feedback of key stakeholders of the Tourism industry in India. Approximately 26,300 stakeholders which include taxi drivers, porters, security staff, immigration & custom staff, railway employees have been trained.

(c): The budget provision of Rupees three hundred lakhs for the CBSP Scheme and Rupees four hundred ninety seven lakhs for the Atithi Devo Bhavah Campaign respectively have been made during the current financial year.