

Paryatan Mitra And Paryatan Didi Initiative

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Context : Recently, the Ministry of Tourism launched a national responsible tourism initiative called Paryatan Mitra and Paryatan Didi.

Overview of Paryatan Mitra and Paryatan Didi Initiative:

- The initiative aims to enhance tourists' overall experience by introducing them to "tourist-friendly" locals who act as **proud ambassadors** and **storytellers** for their destinations.
- The vision is to showcase "**Incredible India**" through the hospitality of "**Incredible Indians**," ensuring visitors feel welcomed and enjoy a memorable stay in the country.
- The pilot program has been launched in six locations: **Orchha (Madhya Pradesh)**, **Gandikota (Andhra Pradesh)**, **Bodh Gaya (Bihar)**, **Aizawl (Mizoram)**, **Jodhpur (Rajasthan)**, and **Sri Vijaya Puram (Andaman & Nicobar Islands)**.

Key Features:

- A special focus is on **training women** and **youth** to create unique tourism experiences such as heritage walks, food and craft tours, nature treks, and homestays, tapping into the destination's potential.
- The program is rooted in the '**Athithi Devo Bhava**' philosophy, treating tourists as honored guests.
- Participants are equipped with skills to secure employment in **tourism-related roles**, such as homestay owners, food experience providers, cultural guides, and adventure guides.
- They also receive digital literacy training, enabling them to promote their services and reach tourists both nationally and globally.

