

Incredible India Tourist Facilitator Certification (IITFC) Programme

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Key features of the programme

- The Incredible India Tourist Facilitator Certification (IITFC) Programme is a digital initiative of the Ministry of Tourism (MoT), Govt. of India for the citizens of India to become a part of the booming Tourism Industry.
- It is an online programme where one can learn about tourism at their own time, space, path, and pace.
- Any 10+2 pass out candidate can enroll in the basic course comprising of 7 modules aimed at training the facilitators for knowledge, skills and attitude domains at a nominal charge of INR2000.
- The successful completion of this programme would enable the learner to become a Certified Tourist Facilitator of Ministry of Tourism, Govt. of India.
- The certification program comprises of basic and advanced self-paced courses designed in a manner that the users can learn at their own time, space, path, and pace.
- The IITFC program aspires to reach out to a far-flung audience encompassing a diversity of candidates ranging from an enthusiastic student who has recently qualified for higher secondary to an ambitious homemaker willing to grasp tourist facilitation skills from the comfort of their home.
- The online learning management programme has been developed by M/s Wipro Limited and the content supported

by the Indian Institute of Tourism & Travel Management.

Significance

- IITFC will enable Indian citizens to develop and enhance the skills associated with tourism, and where one can incorporate knowledge about facilitating tourists across the country.
- This initiative will also ensure an enriching experience for the tourists, as this initiative will address the issue of shortage of tourist guides as well as it will provide a lot of competition which will further ensure in providing best tourist facilitators
- It will also act as an enabler for transforming a local citizen with no specified skills having proficiency in a regional language into a potential bread earner for their households.