

India Tourism Mumbai Organises Sensitization Programme for Tourist Taxi Drivers on National Tourism Day

Nearly 120 tourist taxi drivers learn nuances of the tourism transport sector

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India Tourism Mumbai, the Regional Office of the Ministry of Tourism, Government of India, organised a two-hour Sensitization / Training Programme on Saturday, 24th January 2026, at the Institute of Hotel Management (IHM), Dadar, Mumbai. The programme was organised on the occasion of National Tourism Day, in which approximately 120 tourist taxi drivers participated and learned the nuances of the tourism transport sector.



The sessions were conducted by a Senior Guide, Incredible India Tourist Guide (IITG), along with faculty members of IHM, Mumbai.

The programme focused on enhancing service quality and professionalism among tourist taxi drivers, who play a vital role as the first point of contact for visitors. Key topics covered during the sessions included etiquette and courteous behaviour while interacting with tourists; the importance of personal grooming and hygiene as part of professional service; women safety and security; and sensitization of taxi drivers towards their role as tourism ambassadors of the city.



The participating taxi drivers represented various tourist transport operators from Mumbai, along with other tourist transport operators.

At the conclusion of the programme, a Safe and Honourable Tourism Pledge was administered to all participants. Participation certificates along with Incredible India merchandise were distributed.



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