

# Initiatives By State Government for Tourism Development in Rajasthan

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**Abstract:** Tourism is the largest service sector provider in India as per the finance commission. With ongoing economic growth and emerging middle class, this sector is bound to grow in future. Rajasthan has been a pioneer state in promoting tourism. Its accounts for major international and domestic tourist share in country. Tourism accounts for major share in state domestic product and job creation in Rajasthan. It has diverse natural resources and cultural heritage which attracts tourist. Along with these factors the major reason for tourism growth in the state is initiatives of state government to promote tourism. The aim of this paper is to highlight the most prominent initiatives of state government which not only resulted in tourism growth but also lead to job creation and economic, sociocultural development in the state.

**Keywords:** Tourism, Heritage, Policy

## 1) INTRODUCTION

Tourism is described as the relationships and phenomenon arising out of the journeys and temporary stays of people traveling primarily for leisure or recreational purposes. For some people, travel provides entertainment, for others it serves as holidays and for yet other it is a means of understanding the people's way of life. All such travel is called tourism and the concerned person a tourist.

The term tourist covers two segments of visitors' viz. foreign tourists and domestic tourists. Tourism may be regarded as economic activity of great importance where the consumer comes to the production end. Tourism is the largest service sector provider in India as per the 13th finance commission. Tourism is a labor intensive service industry with high multiplier effect. Its benefit can be expanded from a single city to large region. It can also be used in maintaining beauty, outstanding value of the area and revival of cultural heritage of the region. Thus there is a great scope for using tourism as tool for regional development.

## 2) TOURISM DEVELOPMENT IN RAJASTHAN

Rajasthan has become a popular destination along with its rich cultural, historical and environment, with colourful fairs and festivals and friendly people along with tourists around the world. Excluding maritime beaches and snow-covered mountains, provides a wide canvas of state tourism products - traditionally means desert tourism, forts, palaces, lakes and sanctuaries but now adventure tourism, rural tourism, aqua tourism, etc.. There are two important circuits in Rajasthan with respect to tourism, the golden triangle and the desert triangle. Rajasthan accounts for a major share Out of the total foreign tourists who come to India, ..Tourismaccounts for nearly 15 percent of state economy.Tourism is the third largest employment sector in Rajasthan after agriculture and textile.

In the year 2020 India has registered an increase of 13 percent in foreign tourist arrivals. In the same year Rajasthan has registered a growth of 16percent.

## 3) MAJOR STATE GOVERNMENT INITIATIVES FOR TOURISM

Tourism has been a major revenue earning sector of Rajasthan and the state has been keen in promoting tourism development in the state . The state has been pioneer in promotion of tourism products be it the launching of luxury train Palace on Wheels in 1982 or organizing various fairs and festival like Pushkar fair, Marwar festival, Gangour festival etc.The state was first in promoting adaptive reuse of its various heritage properties for tourism development.

Tourism was granted the status of industry in 1989in the state..Since then the government has provided many fiscal and other benefits and incentives for promotion of this industry like subsidy in capital investment in the ear 1993, launching of Rajiv Gandhi Tourism Development Mission and First Tourism policy of Rajasthan in the year 2001. The mission focused on developing new touristcircuit and time bond development of tourismsector in the state. The Tourism policy provided incentives for increasing private investment in this sector and development of rural and heritage tourism. The

role of government was confined to more of a promoter rather than provided. Public Private Partnership was encouraged through this policy.

#### **4) RAJASTHAN'S TOURISM POLICY 2001**

The following are the specific objectives of the new commercial business Policy, 2001::

- Optimal utilisation of the state's made holidaymaker resources to attract the widest possible range of domestic and international tourists..
- To promote intercultural understanding through religious/ pilgrim commercial enterprise, fairs and festivals, and to establish a prepared cottage and handicraft industry for welfare of various artist and artisans of the state.
- To promote Rajasthan's socioeconomic development through tourism, with a focus on backward areas; to make commercial enterprise a "people's industry" within the state; to reduce commercial enterprise's negative impact and promote sustainable commercial enterprise; and to diversify the tourism industry.

Public-private partnership in tourism-

The various comes that are known by the regime to be developed on a operation basis include-

Water-based activities in numerous water bodies, lakes, and Chambal. Mountaineering and trekking activities in Jaipur, Mount Abu, and alternative mountainous places.

Establishment of the convention centre and golf resorts Establishment of sunshine and sound show, ropeway, and alternative initiatives for maintenance of holidaymaker spots.

The government has conjointly taken initiatives to develop agritourism by providing incentives. The eco tourism policy has been developed to promote eco tourism in the state. The formation of lake development authority, commercial enterprise unit policy, edifice policy, the promoting campaign of "Padharomahredesh" and allocation of allow the event of holidaymaker infrastructure and conservation have conjointly benefited the commercial enterprise trade. alongside the on top of efforts, there's loads of scope within the fields of public infrastructure, easy travel, services for the event of commercial enterprise within the state.

The state government of Rajasthan declared Hotel policy in 2006 to fulfill the need of hotel infra structure in the state. It Promoted Heritage hotel and PG Hotels by giving them various incentives. The aim was to bring benefits of this policy to the locals. As a result many old havelies which were deteriorating have been converted to heritage hotels, giving tourist the true essence of the place. The further incentives to tourism nits were provided in Rajasthan Tourism unit policy 2007 and 2015. The incentives were in form of removing conversion and other charges, increased FAR,relaxation in approach road, covering restaurant, resort amusement park etc and providing fiscal benefits to tourism units. Tourism industry was also included as thrust area in the Rajasthan Investment Promotion Scheme 2019.Recently the Rajasthan tourism policyn-2020 has been released by Government to further tourism development in the state.

#### **5) RAJASTHAN TOURISM POLICY 2020**

The Rajasthan Tourism Policy 2020 aims to promote tourism in state by marketing, branding,diversification of tourismproduct and sing tourism as a tool for social and physical infrastructure in the state. The policy also emphasis of research and institutional development for improvement in data collection, proposals and policy formation. The time frame of policy will be for five years.

The policy has proposed development of alternative tourism like experiential tourism, rural tourism,adventure tourism , desert tourism, , eco tourism , wellness tourism, MICE tourism etc. There is a provision of development of special heritage village and special heritage zones.

The policy has proposed in fracture development for tourism by preparation of area based master plan and site development. The collaboration of various department like PWD , Local Self Government, UDH,Panchayati Raj and RSPCB has been proposed for development of physical infrastructure like road, drainage , sewerage , tourist facilities and pollution free zones and tourist spots.

There has been a emphasis on promotion of guest house and home stay in the policy. The policy also focuses on skill development by setting up Masters training Academy and encouraging tourism and hospitality related courses, guide training courses at various colleges and university in the state. TheTourism Assistant Force will also be strengthening by increasing their scope of work and by training them as a part of skill development.

The policy has laid emphasis on branding and marketing of tourism in domestic and international market. The domestic marketing is proposed by promotion of ASI monuments, organizing thematic shows, development of interactive app and district wise documentation of tourism potential. The international marketing is proposed by electronic print and other source to media by developing a digital media policy for tourism development in the state. The marketing will also be done by organizing and participating in various tradeshows, travel event around the globe. International coloration with agencies like NWTO SAARC IBSA etc has also been proposed.

The policy also focuses on promotion of market research, providing incentives for tourism unit and creation on single window clearance for promoting tourism investment. There is a proposal of setting up of a state level advisory and executive committee in chairmanships of chief minister of the state. There will be a policy implementation nit in Department of tourism for implementation and monitoring of the policy.

The policy overall has brought new insights and concepts for development of tourism in Rajasthan. However the policy has included multiple avenues with broader approach rather than focusing on the important ones. The policy also lacks on information about feasibility and viability of proposals. The policy have not included proposals for conservation and maintenance of built heritage and encoring public participation in development of tourism.

## **6) DEPARTMENT OF TOURISM, ART AND CULTURE**

DTAC is the nodal agency for the development of tourism in Rajasthan. The Department of Tourism was established in 1956. In 1986, the responsibility for Development of art and culture was also vested with the department. DTAC is responsible for planning, promoting, and implementing the tourism development and related activities in the State.

## **7) RAJASTHAN TOURISM DEVELOPMENT CORPORATION LIMITED. (RTDC)**

Rajasthan has a lot of potential for development of tourism and Revenue generation for state government.

The department of tourism was initiated as a nodal body for development of tourism in the state in 1976. The department was expected to not only promote tourism by creating a distinctive image of Rajasthan but also act as a business promoted and apex body tor tourism infrastructure development in the state. The department was not able to produce any significant output of tasks assigned to it.

A central survey team was appointed by central Government for indentifying ways of promoting tourism and providing suggestions for future tourist growth in the state. For the development of tourism in Rajasthan, the survey team gave various proposals and recommendations. One of the primary recommendations was to form a company that can handle both promotional and commercial sides of the business. This company should act in the same way as a tourism corporation in Rajasthan.

On the basis of above recommendation, The Rajasthan Tourism Development Corporation (RTDC) was incorporated on November 24, 1978, in Jaipur, under the Companies Act 1956, and began operations on April 1, 1979. The rationale for installing this unit has been stated. From a practical standpoint, Rajasthan Tourism Development Corporation is responsible for a large territory. The corporation's major goal when it was founded was to provide lodging, catering, domestic and transportation amenities for international tourists, as well as several restaurants and cafeterias. With the support of Indian Railways (IR), RTDC also conducts deluxe trains to give global and domestic tourists a glimpse of Rajasthan's tradition and culture.

The Rajasthan Tourism Development Corporation (RTDC) is a well-known organization that promotes tourism in the state. R - Respect, T - Trustworthiness, D - Dedication, C - Care 2 is the company's key motto. It is also attracting domestic as well as international tourists. The corporation has planned and commissioned new units at several sites around Rajasthan in response to the massive rise in visitor traffic with following motives-

1. To facilitate the development of tourism in the establishment, development and execution of projects and plans.
2. For tourists to provide hotel, restaurant acquisition, construction and operation, cafeteria motel etc., boarding and logging facilities. Organizing package tours and rendering facilities for transportation, entertainment, shopping etc.
3. Developing places of tourist interest.
4. Providing promotional material for tourists, distribute and sell.
6. Cultural activities,
- 5 To coordinate the activities of various government and non-government agencies involved in tourism in the state and elsewhere in India and overseas.
6. To enter the film industry as a producer, distributor, and exhibitor of documentaries and films.

The government has a specific organization structure of RTDC to carry out tourism activity in Rajasthan. The RTDC was established in 1st April, 1979 to provide facilitates of Hotels, Food and Travel to the tourists. RTDC manages a hotels chain in Rajasthan of 61 units in which there are 36 hotels, 15 motels and 7 cafeterias. RTDC also into the development of the tourist places. It organize package tour to several circuits in Rajasthan. It also provides temporary staying facility along with food in certain fairs and festivals.

**8) OTHER INITIATIVES-**

Apart from above major initiatives the state government has undertaken many other initiatives like Guest house scheme, Rajasthan tourism unit policy, Rajasthan tourism unit policy, Rajasthan Film Shooting (Amendment) Regulations, 2016 , Rajasthan investment promotion scheme 2019 and providing various incentives like relaxation of conversion charges, relaxation in approach road right of way etc for tourism and hospitality projects.

**CONCLUSION**

Rajasthan has been a pioneer state in the country for tourism development. Along with the rich natural and cultural heritage which attracts tourist the major rise in no. of tourist has also been due to government support to the industry. The state government has taken various initiatives which can be used as best practices and policy framework for tourism development for other state.

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