

TOURISM POLICY

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27. Mission Statement

27.1 A pragmatic policy designed to ensure optimum utilisation of rich tourism resources of the state to generate employment specially in rural areas, to develop already market for the rich and varied handicrafts, to preserve and to accelerate contribution of tourism industry in socio-economic development of the state by making tourism a truly **People's Industry in Rajasthan**.

28. The Preamble

Tourism has emerged as an important instrument for sustainable human development including **poverty alleviation, employment generation, environmental regeneration and development of remote areas** and **advancement of women** and other disadvantaged groups in the country apart from promoting **social integration** and **international understanding**.

The enunciation of a **new pragmatic policy**, taking into account the changing socio-economic and investment scenario in the State of Rajasthan and the emerging trends in the tourism phenomenon has thus become necessary.

The primary agenda of Government is to promote tourism as a means to ensure **sustainable economic development and positive social change through** development of tourism while preserving and protecting the environment and heritage.

29. Introduction and Present Scenario

29.1 With gross out up of US\$ 3.4 trillion tourism has emerged as largest and one of the fastest growing industries in the world. Global tax revenue from tourism is estimated at US\$ 655 bn (1999). The estimated number of world travellers per annum is over **616 million** and these travellers spend over **US\$ 444 billion** as per estimates of World Travel and Tourism Council (WTTC) for year 2000 AD. Every 9th person in the world is engaged in travel & tourism industry for livelihood as per data of World Tourism Organization (WTO). The number of world travellers would go up to 1600 million by the year 2010 AD (WTTC).

- 29.2** Direct employment through the world tourism industry is over 144 million persons (WTTC) and indirect is manifold more. Presently the foreign tourist arrivals in India constitute only about 0.4 percent of the total foreign tourist movement in the world.
- 29.3** One of the objectives of the National Action Plan for tourism announced in May, 1992 by Government of India was to increase India's share in the world tourism market to 1% by 2000 AD (which is still to be achieved).
- 29.4** Presently India ranks 44th in the top 60 destinations of the world.
- 29.5** International tourism contributes substantially to foreign exchange earning. In the year 1999-2000 tourism was the second largest net foreign exchange earner sector for the country, earning **Rs.12000 Crores** in foreign exchange.
- 29.6** 10.6 percent of world's work force is engaged in travel and tourism; tourism contributes 10.2 percent of world's GDP.
- 29.7** In India Travel and Tourism Sector supports 9.3 million jobs and by the year 2010 it would support 12.9 million jobs, thus providing 1 in 15 jobs in the country.
- 29.8** There is a huge domestic tourism market with an estimated **240 million tourists** (140 million general tourists and 100 million religious tourists) per annum, spending by them is estimated to be over **Rs.95,000 Crores**. (Tourism Future Data)
- 29.9** Rajasthan has emerged during the last decade, as one of the favourite tourist destinations in India for both domestic and foreign tourists. While in the year 1973 the total arrivals of tourists to Rajasthan were about 2 million, it has increased to 6.99 million by the year 1998-99.
- 29.10** At present the State receives 0.60 million of the 2.3 million foreign tourists who visit India annually. Additionally over 50 Lacs domestic tourists also visit Rajasthan annually. The world famous "golden triangle" comprising of Delhi-Agra-Jaipur has put Jaipur on the world tourism map. 60% of international tourists visiting India, come to these places.
- 29.11** On an average a foreign tourist spends Rs.800 per day and domestic tourist Rs.400 per day. It is further estimated that the average stay of a foreign tourist in the State is 2.5 days. The total

spending by all the tourists visiting the State is over **Rs.1000 Crore** per annum.

29.12 Every rupee spent by a tourist in the State, changes hands thirteen times and every hotel room generate direct employment to three persons and indirectly to eight persons.

29.13 Rajasthan with its rich historical, cultural and environmental heritage, coupled with colourful fairs and festivals and friendly people has become a favourite destination for tourists from all over the world. Except for a sea-beach and snow-clad mountains, it offers everything to tourists.

29.14 The rate of growth of tourism in Rajasthan has been phenomenal in last few years. Annual rate of growth for domestic tourists has been 7% and for international tourists has been 5%.

29.15 Some of the tourism products of Rajasthan have become internationally famous and popular among the tourists such as Palace-on-Wheels, Heritage Hotels, Camel Safaris, Pushkar Fair, Desert Festival, Palace Hotels and Wild life Sanctuaries / National Parks.

29.16 Recognising the potential attractions that Rajasthan has to offer to domestic and foreign tourists, the Government has accorded Tourism a special status. Tourism was declared industry in Rajasthan in the year 1989.

30. Objectives

30.1 Increase employment opportunities, specially in rural areas for unemployed rural youth.

30.2 Optimum utilisation of rich tourist resources of the State in order to attract the maximum number of domestic and international tourists;

30.3 To facilitate the growth of tourism in the State and to further involve the private sector in the development of tourism in Rajasthan;

30.4 Preservation of rich natural habitat and bio-diversity, historical, architectural and cultural heritage of Rajasthan; special emphasis on conservation of historical monuments in Rajasthan;

30.5 To develop a ready market for the rich and varied **handicrafts** and cottage industries of Rajasthan; ensure welfare of artisans/ artistes;

30.6 To promote inter cultural understanding through religious / pilgrim tourism and fairs and festivals;

- 30.7** To promote **socio-economic development** of Rajasthan through Tourism with special thrust on backward areas;
- 30.8** To make tourism a "**People's Industry**" in the state;
- 30.9** To minimise the negative impacts of tourism and promote sustainable tourism;
- 30.10** To open new vistas in tourism like Adventure tourism, Eco-tourism, Camel/Horse safaris, River and Canal cruise, House boats in Rajasthan (Palace-On-Waves), Educational Tourism, Caravan Tourism and Village Tourism.
- 30.11** Jawahar Kala Kendra, Jaipur and other cultural institutions will be associated with Tourism development.

31. Role of the State Government

- 31.1** Catalyst;
- 31.2** Promoter, facilitator and providing infrastructure;
- 31.3** Pioneer/ Joint Explorer/ Planner;
- 31.4** Regulator;
 - 31.4.1** Law and Order;
 - 31.4.2** Tourist Police;
 - 31.4.3** Complaints Handling;
 - 31.4.4** Standardization of goods and services;
 - 31.4.5** Enactment for Tourism.

32. Policy Formulation for growth of Tourism Sector

- 32.1** Comprehensive Master Plan of State with regional/ sub area/ circuit plans to be updated and executed in a time bound manner;
 - 32.1.1** External assistance;
 - 32.1.2** Central assistance;
 - 32.1.3** State plan resources;
 - 32.1.4** Private sector investment – for a planned development of tourism infrastructure and growth of tourism industry;
- 32.2** Growth led by private sector;

- 32.3** Developing rural tourism to generate employment in rural areas by launching Paryatan Rozgar Yojana with active participation of Panchayati Raj Institutions (PRIs);
- 32.4** Electronic; Print and Cyber Media plan for aggressive marketing of Rajasthan as a premiere tourism destination state;
- 32.5** Enhancing and diversifying tourism products of the state;
- 32.6** Synergy between tourism and handicrafts, Haat, Shilpgram models to be replicated;
- 32.7** State Tourism Advisory Board under the Chairmanship of Chief Minister of Rajasthan constituted to provide policy guidelines.

33. Ensuring Safety & Security of Tourists and Promoting Sustainable Tourism

- 33.1** Alleviation of rural poverty through employment generation by domestic tourism;
- 33.2** Tourism to gradually become eco-tourism, responsible tourism;
- 33.3** Educating the young ones towards heritage & tourism;
- 33.4** Promoting tourism in rural areas;
- 33.5** Empowerment of women, improving plight of rural artisans;
- 33.6** Making tourist earnings reach the Below Poverty Line threshold in villages;
- 33.7** Tourist Police, Safety, Security & hassle free stay of tourists;
- 33.8** Tourism regulation, institutional mechanism;
- 33.9** Advisory bodies at District, Division and State level;
- 33.10** Carrying capacity, code of conduct;
- 33.11** HRD, R&D and documentation for Scientific tourism management.

34. Tourism Infrastructure

- 34.1** The State being the second largest in the country and having perhaps the greatest potential for tourism development, the creation of adequate and suitable infrastructure like accommodation, roads,

airport facilities, rail facilities, local transport, communication links and other essential amenities become essential.

- 34.2** The Government as well as the private sector shall undertake both the growth of such infrastructure. While the State has to play the leading catalytic role in some sectors, there will be an endeavour to encourage private sector participation in developing infrastructure.
 - 34.3** Efforts will be made to dovetail external assistance, central assistance, and State plan resources with private investment to achieve goals set in the Master Plan.
 - 34.4** In order to develop infrastructure, the Government will prepare an Area-based Master Plan outlining the infrastructure necessary in each such area. The plan will be based on the potential, which each destination holds for development of Tourism. An investment plan will be evolved from this Master Plan. The Investment Plan will further be translated into an Annual Action Plan in order that the goals set in the Master Plan will be achieved in a time bound manner.
 - 34.5** Tourism, by its nature is a multi-sectoral activity, requiring participation of many agencies. Efforts will be made to co-ordinate these agencies by evolving suitable administrative mechanisms.
- 35. Accommodation**
- 35.1** The most crucial component for tourism is providing suitable accommodation for various categories of tourists. Since the tourists are not a homogeneous entity, and are highly differentiated; accommodation ranging from budget and economy class to 5 Star and Resorts will have to be augmented.
 - 35.2** Rajasthan has estimated tourist accommodation of **19000 rooms** in **772 Hotels** (DOT.RAJ.) As per requirements estimated by the state department of tourism, **20000 rooms** are needed by the year 2002 AD.
 - 35.3** The State will endeavour to encourage more private investment in the hotel industry rather than engage itself in raising such infrastructure except in areas where private investment may not be forthcoming.

36. Heritage Hotels

- 36.1** Rajasthan has been a pioneer state in launching Heritage hotels in the country by converting old palaces and havelies of erstwhile rulers in to tourist accommodations which has been extremely popular with tourists, especially foreign tourists.
- 36.2** At present there are **39 recognized Heritage hotels** in Rajasthan providing **1069 rooms** for tourists and **60 hotels** are operating which are yet to be recognized by the Department of Tourism.
- 36.3** State Government would encourage Heritage hotel movement in the state in order to provide quality accommodation for the tourist and also save precious historical heritage from dilapidation.

37. Camp Tourism / Eco-Friendly Nature Tourism

- 37.1** A new scheme for allotment of camping sites which is already very popular in places like Pushkar, Desert Festival Jaisalmer, Nagaur Cattle Fair and Jhalawar festival, would be further extended to new tourist places to cater to the needs of budget tourists, in peak season.

38. Paying Guest Scheme

- 38.1** The scheme of paying guest launched by Department of Tourism, Government of Rajasthan on World Tourism Day (27th September 1991) has been very popular with domestic and international tourists. This scheme is in operation in nine cities of Rajasthan. The scope of this scheme would be further enlarged.
- 38.2** Care would be taken to ensure that only such houses and families are identified and registered with the Department of Tourism who will serve the purpose and will offer adequate and suitable facilities to the tourist.

39. Way-Side Facilities

- 39.1** The State has a geographical mass of 3.42 Lacs Sq. km. and spans more than 800 Kms. from East to West and North to South. The Air and Rail links are still not well developed resulting in more use of surface transportation.
- 39.2** This necessitates the creation of suitable wayside amenities at appropriate places in order to provide commuting tourists an opportunity to relax and refresh themselves. Such facilities will be

both in the public and private sectors at intervals of 100 to 125 Kms. along the important road-routes in the State.

39.3 The concept of having various conveniences integrated in such way- side facilities will be promoted. For this, a survey of all spots will be undertaken throughout the State and facilities will be developed in the next five years.

39.4 Private investment will be encouraged in this sector and public investment will be limited to areas where private initiative is not forthcoming.

40. Development of Nazool Properties of Heritage Value

40.1 There are large number of historical buildings / monuments which are not protected by Department of Archaeology and Museums or Archaeological Survey of India and which are owned by the State government.

40.2 These properties would be transferred to Department of Tourism for developing them into heritage hotels / tourist museums / tourist complexes / tourist resorts in collaboration with private entrepreneurs.

41. Land

41.1 Availability of suitable land has been one of the biggest constraints in development of tourism infrastructure. The Tourism department, in consultation with the revenue and local self-government departments will endeavour to simplify rules for allotment and conversion of land for tourism infrastructure.

41.2 A special compendium of rules will be published after the rules are suitably amended.

41.3 An empowered committee under the chairmanship of Chief Secretary will ensure expeditious disposal of applications for allotment of land for tourism related projects.

41.4 The tourism department would identify land and buildings belonging to other departments like Devasthan, Irrigation, PWD, Forest and Revenue etc. with tourist potential and utilise them for tourism by creating supplementary facilities. MOUs would be entered into with the departments to define subsisting rights, payments of lease, sharing of profits etc. Wherever possible the private sector would be encouraged to lease such properties for management.

42. RTDC as Catalyst for Tourism Development

42.1 The role of development of industrial infrastructure, which has been performed successfully by Rajasthan Industrial & Investment Corporation (RIICO) in industrial sector, similar role of development of tourism related infrastructure would be performed by RTDC.

42.2 RTDC would acquire or get allotted land from the Government, and develop it for setting up hotels and other tourism related projects. Collectors would earmark suitable sites around major tourist areas which would be developed for tourism related infrastructure.

43. Land Belonging to Devasthan Department

43.1 For several properties and valuable land of Department of Devasthan, Government of Rajasthan situated within the State and outside the state, RTDC, Department of Tourism and Devasthan Department would jointly prepare projects for utilising these pieces of land for creating Dharamshalas/ Yatri Niwas/ Tourist Complexes for promotion of pilgrimage and cultural tourism.

44. Investment In Tourism Infrastructure

44.1 Efforts would be made to facilitate flow of institutional finance for increasing hotel and tourism units in Rajasthan.

44.2 Tourism Finance Corporation of India (TFCI) would be persuaded to open a branch at Jaipur and work actively in collaboration with DOT/ RTDC in advancing loans for tourism industry. Investment from Non Resident Indians (NRI) in tourism sector of Rajasthan would be encouraged.

44.3 A special cell to facilitate and to assist entrepreneurs willing to set up tourism related projects in the state would be created in the Department of Tourism. A mechanism would be provided for processing loan applications for tourism sector at Single Window at the RTDC level where officers from Banks, TFCI, RFC, RIICO would be available as and when required to assist the entrepreneurs, desirous of establishing their ventures in the tourism sector of Rajasthan.

44.4 There would be a special cell in the Bureau of Industrial Promotion (BIP) to process & expedite projects related to tourism sector.

44.5 RTDC would associate itself in establishing tourism-related ventures in "assisted sector" by selective equity participation like RIICO.

45. Joint Venture with Private Investors

45.1 The State of Rajasthan has valuable properties in many cities, which are not being put to any proper use and are not needed for Governmental use. Such properties will be offered to private investors and joint venture companies will be formed with the collaboration of RTDC.

45.2 Apart from properties being located within the State, there are large numbers of properties owned by the State located in other States. Such properties will also be converted into accommodation for tourists on the basis of joint collaboration between RTDC and private groups.

45.3 The State will formulate standard terms and conditions on which such properties within the State and outside the State will be offered for joint venture.

45.4 The private sector would be invited to participate in developing state owned infrastructure.

46. Tourism as Industry

46.1 Government of Rajasthan has granted status of the industry to tourism sector in the year 1989 and all the facilities and concession available to industries in the state would also be available to tourism units in the state as per rules in force.

47. Tourist Transport (Rail)

47.1 Major destinations in Rajasthan are already on the rail Map. With conversion of Meter gauge to Broad gauge connectivity with major tourist entry points has been greatly augmented.

47.2 Efforts will be made to arrange special tourist trains, with convenient timings to facilitate Tourist travel by rail. Special local site seeing by coach will be dovetailed by RTDC.

47.3 Broad gauge Palace-On-Wheels has already been launched in the year 1996-97 and it has proved to be extremely popular with

International tourists and NRIs. Efforts would be made to launch an economy version of luxurious Palace-On-Wheels for budget tourists.

48. Road Transport

48.1 Due to inadequate air and rail links, surface transport assumes added importance in the context of Rajasthan. To upgrade essential road links external assistance would be sought to augment state plan resources.

48.2 Air-conditioned tourist coaches, tourist cars and specially designed non-air-conditioned sightseeing coaches, as recognised and approved by the Department of Tourism would be encouraged to ply.

48.3 Special Intra-state and Inter-state package tours would be encouraged through private tour operators and travel agents. On nationalised routes RTDC would enter into joint venture with interested parties to manage excursion tours and local sightseeing. RTDC would offer local conducted sight seeing tours at important tourist places in the State.

48.4 The Government will initiate steps to ensure charging of standard fares by all surface transport operators from the domestic and international tourists. Prepaid taxi/coach services would be encouraged in the state.

48.5 There is need to improve the quality of local transport at various tourist destinations. Car taxis for transportation of tourists will be encouraged. Three wheelers will be metered and point to point fixed fare will be introduced to reduce over-charging and harassment to tourists.

49. Air Services

49.1 The State will encourage air taxi service and Helicopter service by air taxi operators within the State so the tourists visiting the State can see as many places as possible within the available time.

49.2 There are large number of airstrips and helipads available all over the State. The RTDC in collaboration with the State Department of Civil Aviation and district Collectors would take steps to make use of these air strips and helipads and would motivate Air Taxi Operators (ATO) to undertake special air tours.

- 49.3** Private sector investment would be encouraged in setting up airports in Rajasthan. Air Taxi operators (ATOs) would be encouraged to operate civil aviation services for tourists as feeder/regional airlines.
- 49.4** If necessary RTDC will also take up task of ground handling facilities to encourage ATOs to take up services to Tourist destinations in Rajasthan. RTDC would also explore the feasibility of collaboration with ATOs to promote travel by air.
- 49.5** Jaipur Air Port would be developed as an International airport and Ministry of Tourism and Civil Aviation would be requested to allow special tourist charter flights to Jaipur.
- 49.6** In order to increase volume of high spending foreign tourists special charter flights would be encouraged. Collaboration will also be attempted with tourists promotion boards of countries like Singapore for setting up an "air bridge".

50. Tourist Reception Centres (TRC)

- 50.1** Looking to the large tourist traffic of domestic and international tourists, it becomes increasingly necessary to have modern well-equipped TRC at important entry points and destinations.
- 50.2** Apart from TRCs within the State, at present Skeleton TRCs are functioning at Delhi, Calcutta and Chennai. New TRCs would be started at Mumbai and Bangalore and present TRCs at Delhi, Calcutta and Chennai would be further strengthened and linked by Computer Network.
- 50.3** Apart from offering tourist information, these TRCs would also make available confirmed reservation for RTDC hotels and even for private sector hotels situated within Rajasthan.
- 50.4** Information on other details like package tours, fairs and festivals, paying guest accommodation etc. would also be made available at these TRCs. Multimedia software would be developed to provide customised information to tour operators and tourists.
- 50.5** Private Commission Agents will be appointed in other cities to promote tourism from other States. Joint ventures would also be sought with other Tourist Corporations for opening TRCs outside Rajasthan.

50.6 Joint sector ventures like inter-state packages for tourists will also be attempted with other States and Central Public Sector Corporations, including the Railways, involved in the tourism trade.

50.7 These TRCs, especially during the tourist season, would be operational for 24 hours in the important tourist places like Delhi, Jaipur, Udaipur Jodhpur, Jaisalmer, Bikaner and Mount Abu.

51. Tourist Information and Publicity

51.1 In order to facilitate dissemination of information to the tourists from foreign and domestic market, the State will cause such literature, films, videos and other material published and produced as is necessary.

51.2 A multipronged strategy will be evolved to make optimal use of the media for promoting Rajasthan as an attraction for tourists. Sufficient literature will also be distributed to important Travel Agents and Tour Operators, Air-lines, and Hotel groups for discrimination among important people connected with tourism industry.

51.3 High quality tourist literature would be published in foreign languages like French, German, Spanish, Japanese, Italian, Arabic and of course English.

51.4 Special efforts would be made for overseas publicity about Rajasthan as a tourist destination. Private marketing and publicity linkages would be established with the help of travel agents and tour operators to promote tourism in Rajasthan in the world tourism market.

51.5 Special drive would be launched to publicise tourism highlights of Rajasthan in electronic media with the help of e-mail, Internet and latest means of communication available for e-commerce.

51.6 Efforts would be made to device interactive tourism information packages, CD-ROMs and online reservation facilities for goods and services in tourism sector would be made available in private and public sector.

52. Enhancing the Tourism Products of Rajasthan

52.1 Promotion of Handicrafts and Cottage Industries

- 52.1.1** Rajasthan has a rich and varied heritage of handicrafts, handlooms and other products, which are praised and purchased by tourists visiting the State.
- 52.1.2** Efforts will be made to improve direct access of tourists to artisans who produce these goods to improve their marketing. RTDC will increase shopping arcades in their existing properties and provide space for artisans to display and market their products.
- 52.1.3** Efforts will be made to set-up Shilpgrams at various tourist destinations with assistance of Development Commissioner, Handicrafts, RAJSICO etc. A Handicraft Museum would also be set-up.

Heritage Tourism

- 52.1.4** The State abounds with some of the best Forts and Palaces in the country spread throughout the State. The Government will encourage the preservation, conservation and upkeep of such heritage properties and selectively open some of them for being developed into Hotels / Tourist Complex.
- 52.1.5** The State will encourage private investment in developing ancient buildings and heritage properties as tourist resorts.
- 52.1.6** The properties owned by the State government will be offered on easy terms to private entrepreneurs for conversion into hotels. Essential infrastructure, which is considered necessary, would be provided by the State on a selective basis.
- 52.1.7** Corporate sector would be invited to join hands with the Government in conservation of historical heritage and monuments in the State.
- 52.1.8** Students, Teachers and National Service Scheme (NSS) volunteers would be involved in conservation of monuments.

Fairs and Festivals

- 52.1.9** Experience has shown that Fairs and Festivals of Rajasthan have a great appeal for tourists. Some of the Fairs and Festivals have assumed international prominence like the Pushkar and Desert Festival, Jaisalmer.

- 52.1.10** The Government proposes to consolidate the facilities at such places to make these Fairs and Festivals more attractive. The Government will also encourage such Fairs and Festivals, which are not presently popular but have a potential for attracting tourists, especially in backward and underdeveloped areas.
- 52.1.11** A directory of fairs and festivals will be compiled and published for dissemination to Tourists and tour operators.
- 52.1.12** There are more than 100 cattle fairs in Rajasthan which are very colourful and offer an excellent opportunities to have a glimpse of rich animal wealth and handicrafts of rural areas at one place.
- 52.1.13** Nagaur and Pushkar cattle fair are example of such success stories similarly cattle fairs of Jhalarapatan (Jhalawar), Tilwara (Barmer), Parbatsar (Nagaur) etc. could also be promoted as Tourism events.
- 52.1.14** The responsibility of managing and organising fairs and festivals from the tourism point of view would be decentralised and entrusted to a committee at the district level headed by the Collector. Prominent people's representatives would also be associated to encourage local participation.
- 52.1.15** The Tourism Department would encourage NGOs for organising fairs and festivals.

Weekend Tourism

- 52.1.16** There is a large segment of tourists from neighbouring areas specially Delhi and Gujarat who visit Rajasthan for weekends.
- 52.1.17** It is proposed to recognise their needs and to provide adequate tourist facilities as also to promote new spots to attract weekend tourists through package tours.

Tourism and Wild-Life

- 52.1.18** The State has rich Forest Reserves and National Parks like Sariska, Bharatpur - Ghana and Ranthambhore. The other areas, which have potential for Wildlife tourism, will also be developed for tourism in a planned manner.

52.1.19 The Desert Flora and Fauna holds tremendous appeal for the tourists. Special tourists' museum, displaying rich natural and historical heritage of the state would be established in the private and public sector all over the state.

52.1.20 Care will be taken to avoid unrestricted entry of tourists beyond the carrying capacity of these National Parks and Sanctuaries. Adverse effect of tourism on the ecosystem would be taken note of and corrective action initiated.

Guides

52.1.21 The importance of trained, well-informed and multilingual guides with proper motivation is very crucial for tourism. It will be the effort of the State to select and train appropriate number of guides at all destinations and tourist circuits within the State.

52.1.22 Department of Tourism would be empowered to select, train and license guides for all destinations and tourist centres within the State.

52.1.23 Rajasthan Institute of Tourism and Travel Management (RITTMAN) in collaboration with Universities and Embassies of various important countries functioning at Delhi, would launch special foreign language capsule-courses for guides.

52.1.24 Courses would also be organised for those who are interested in taking up career as language guides, specially in the foreign languages like French, German, Spanish, Italian, Japanese, Chinese, Arabic, English and Indian languages like Bengali and Gujarati.

Domestic Tourism

52.1.25 Hitherto, most of the attention has been paid in promoting Tourism Centres around Foreign Tourists, with the result that the larger segment of domestic tourism receives secondary attention.

52.1.26 It will be the endeavour of the State to take into account the needs of domestic tourists and plan its

infrastructure fully keeping in mind this aspect. Special inter state package would be offered for pilgrim tourism by RTDC.

- 52.1.27** Rajasthan is very popular among Gujarati and Bangali tourists. Special efforts will be made to publish tourism literature in Gujarati and Bengali and also launch special packages starting from Ahmedabad and Calcutta to cater to the needs of domestic tourists.

Adventure Tourism

- 52.1.28** Suitable Rules/ Guidelines would be framed to provide an enabling legal framework for participation in developing tourism and recreational facilities by the private sector.
- 52.1.29** The State which is predominantly Desert, provides great attraction to foreign and domestic tourists. Most of them have shown preference for activities like Trekking, Horse and Camel Safaris, Polo and Golf.
- 52.1.30** Apart from the Desert, there are numerous Lakes all over the State where Water sports would be developed in a phased manner. Special Water Sport activities like Yachting, Canoeing, Kayaking, Water Sports etc. would be launched in collaboration with the Department of Sports.
- 52.1.31** River cruises would be launched in perennial rivers like Chambal and possibilities of launching Canal Safaris / Canal Cruises in the Indira Gandhi Canal would also be explored in consultation with authorities of Indira Gandhi Nahar Project (IGNP).
- 52.1.32** Efforts would make to procure Houseboats from the states of Jammu and Kashmir and Kerala and anchor them in big lakes of Rajasthan under the brand name of Palace-On-Waves. These Houseboats would have facades in typically Rajasthan style.
- 52.1.33** These activities will not only provide recreation to the tourists but would also help in extending the period of stay inside the State and would generate lot of employment opportunities for the local residents.

Special Tourist Areas

52.1.34 The government will endeavour to protect towns, which have assumed heritage importance as tourist centres like Jaisalmer, Pushkar, Viratnagar, Nathdwara, Ajmer, Mt.Abu etc.

52.1.35 Special efforts will be initiated to preserve the unique identity of these tourist destinations and local authorities would pass special by- laws to ensure preservation of special character of these tourist towns.

Co-ordination with Neighbouring States / Regional Tourism

The Government will co-ordinate with the Tourism Departments and Corporations of States like Uttar Pradesh, West Bengal, Madhya Pradesh, Gujarat, Himachal Pradesh. Delhi etc. and promote package tours on reciprocal basis.

Consultancy Services

52.1.36 It is proposed to provide consultancy service through hiring the services of Renowned Consultants in the field of tourism. The Government will itself utilise their services for surveys and preparation of feasibility reports and projects for development of Tourism infrastructure in the State.

52.1.37 The RTDC and Department will also hire the Services of the Experts in formulation and execution of new projects and to improve the functioning of the existing ones.

Preservation of Historical and Cultural Heritage

52.1.38 The Government proposes to encourage private initiative in the preservation of rare monuments, Forts and palaces by encouraging private investment in their restoration and renovation as has been done in Israel.

52.1.39 Efforts will be made to co-ordinate preservation, conservation and upkeep of old buildings with all departments including ASI, Archaeology, Devasthan, Waqf Board, UIT's Municipal Corporations etc. Efforts at revival of traditional building arts etc. would be supported.

52.1.40 Private people/firms and voluntary organisations interested in such preservation will be offered individual monuments

on settled terms and conditions for restoration and preservation. To assist the Government, a technical group would be set up of eminent historians, archaeologists, engineers etc. to oversee such projects.

52.1.41 Management of protected monuments will be done in co-operation with private sector\NGOs.

53. Upgrading Tourism Support Services

Human Resources Development for Tourism Sector

53.1.1 Tourism Industry requires multifarious kinds of skills and trained personnel for both Government and private establishments.

53.1.2 To meet the increasing demand for trained personnel in various departments of hotel management and food crafts, the Government will encourage setting up of Institute of Hotel Management and Food Crafts Institute by the private sector.

53.1.3 The Indian Institute of Tourism and Travel Management (IITTM) (formed by Ministry of Tourism, Government of India for human resource development in tourism in the country) has identified Jodhpur University as one of its centres, where tourism education may be launched at higher level in addition to present MTA programme.

53.1.4 Rajasthan Institute of Travel and Tourism Management (RITTMAN) functioning as a regional chapter of IITTM at Jaipur would be further strengthened to offer and conduct specialised courses/orientation programmes for all categories of persons engaged in tourism industry in public or private sector.

53.1.5 State Government may appoint a **Standing Committee** under the Chairmanship of **Director Tourism** in which heads of various Institutes of Hotel Management and Incharge of faculties at various Universities could be co-opted as members, which may from time to time review the position and make suggestions for the **promotion of education in tourism.**

Tourism Trade Regulation Act

- 53.1.6** In view of possible exploitation of tourists, Government may enact a suitable legislation for regulating tourism trade.
- 53.1.7** The Department of Tourism will be empowered to license and inspect such establishments as are engaged in providing services to the tourists. Since there is an existing procedure for classification of Hotels, such establishments will not be brought under the purview of the legislation to avoid duplication of regulatory procedures.
- 53.1.8** Complaints received from the tourists may be redressed through Tourist Assistance Force(TAF).

Priorities in Essential Services

- 53.1.9** Tourism sector units would be encouraged to install sources of non- conventional energy like Solar and wind.

Excise Policy for Liquor

- 53.1.10** Existing excise laws would be simplified and procedure for obtaining bar license for hotels would be made simple and time bound.
- 53.1.11** Efforts would be made to document the history and recipes of "**Heritage Liquors**" of Rajasthan like **Asha, Jagmohan, Kesarkasturi, Chandrahas** etc and market them as **souvenirs** to be produced in joint/private sector as per the provisions of state excise policy.

Tourism Awareness

- 53.1.12** Since tourism has assumed significant importance in the life of the people and has become an important source of economic development all over the world, the State will undertake measures to create wide spread awareness amongst all segments of society specially the younger age groups. Seminars, Competitions, Quiz, Films, Festivals and Distribution of literature would be some means to achieve this object.
- 53.1.13** It will also ensure insertion of a chapter in the textbooks at relevant levels in the School and College curriculum. Special efforts would be made to popularise student youth and educational tourism.

54. Organisational Backup

54.1 State Tourism Advisory Board

54.1.1 A State Tourism Advisory Board has been constituted under the Chairmanship of Chief Minister of Rajasthan to provide policy guidelines for the development of tourism in the state.

Divisional Co-ordination Committees for Tourism

54.1.2 Tourism being a multi-sectoral activity, Divisional Commissioners would look after co-ordination amongst the agencies at divisional level by involving representatives of travel trade, tourism professionals, INTACH and various private trusts managing heritage properties / monuments.

District Tourism Promotion Committee

This committee headed by Collector would be made more effective and active involvement of public representatives and Panchayati Raj Institutions (PRI) would be ensured.

Redressal of Grievances of Tourism Industry in the State

For day to day problems being faced by tourism industry and to redress the grievances of inter-departmental nature a standing committee under the chairmanship of Secretary Tourism, Government of Rajasthan would be set up with representatives from concern departments and segments of tourism industry of the state.

55. Dealing with the Adverse Impact of Tourism

55.1 Special studies would be conducted by Department of Tourism to assess the **carrying capacity** of popular tourist places like Mt. Abu, Pushkar, Jaisalmer, Nathdwara, Amber etc. Efforts would be made to regulate the tourist traffic in these places and also to ensure that no cultural pollution takes place because of unregulated growth of tourism industry.

56. The Action Plan

56.1 Based on these policy guidelines various departments of State Government would formulate detailed action plan to implement the decisions and to achieve the objective of the tourism policy.

56.2 Those departments which are directly associated with tourism sector would issue office orders in a time bound manner to ensure compliance of the policy guidelines and decisions contained in departmental action plan.



Incentives Available for Hotel Industry in Rajasthan

1. Incentive/ Concessions Offered by State Government

1.1 Remission in Stamp Duty:

Exemption of 50% of Stamp Duty to new Hotel Units in urban area and 100% in rural areas subject to the condition that a minimum investment of of Rs. 1 Crore is made and the unit starts functioning between 1.4.2000 and 31.12.2001.

1.2 Remission in Land Building Tax:

100% exemption in Land & Building Tax is available subject to the condition that a minimum investment of of Rs. 1 Crore is made and the unit starts functioning between 1.4.2000 and 31.12.2001.

1.3 Exemption in Luxury Tax:

50% exemption to new units in urban areas and 100% in rural areas subject to the condition that a minimum investment of of Rs. 1 Crore is made and the unit starts functioning between 1.4.2000 and 31.12.2001.

1.4 Simplification of Land Conversion Rules for Establishment of Tourism Units:

1.4.1 In urban areas conversion of land for establishment of tourism units is being done at the rates applicable to industrial units as per the provisions of Rajasthan Land Revenue (Industrial Area Allotment) Rules, 1959.

1.4.2 In rural areas also conversion of land for establishment of tourism units is being done at the rates applicable to industrial units at nominal rate of Re.1/- per sq. mtr., as per the provisions of Rajasthan Land Revenue (Conversion of Agriculture Land for Non Agriculture purposes in Rural Areas) Rules, 1992.

1.5 Concessions in Bar License Fees to Heritage hotels will be available as per the provisions of State Excise Policy.

2. Incentive/ Concessions Offered by Central Government

2.1 Extension of Loans:

Tourism Finance Corporation of India (TFCI) extends loans of Rs.3 Crore and above for establishment of Hotel Units.

2.2 Interest Subsidy:

Ministry of Tourism extends interest subsidy of 3% on loans obtained from financial institutions. For units established in Jaisalmer, Jodhpur, Bikaner & Barmer interest subsidy of 5% is available.

2.3 Relief in Income Tax:

2.3.1 Exemption under 80 HHD: 50% of earnings derived from foreign exchange by Hotel units/ travel agents & Tour Operators is exemption under this section of IT Act, 1962.

Relief Under Section 80 IB: Units established in rural areas, hilly areas, pilgrimage places and places notified as important for development tourism can avail of deduction of 50% in their profits under this section. At present this relief is available up to 31.3.2001