

Proposed Draft of
New Rajasthan Tourism Policy, 2019

Version 3.3

FINAL DRAFT

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1. INTRODUCTION

1.1 Overview

The tourism industry has globally emerged as a major driver of economic growth, particularly in the last few years. The sector has become a catalyst for achieving rapid economic growth and presently the travel and tourism industry has a share of 10.4% in the global GDP and supports one in ten jobs worldwide as per the 2018 World Travel & Tourism Council (WTTC) report. Economic Impact Research report of WTTC in 2018 has forecast India to be among the world's fastest-growing tourism economies in coming years, travel trade is likely to add 10 million jobs to the economy by year 2028.

1.2 Rajasthan Tourism -Initatives

Rajasthan is a state richly endowed with tourism resources. Not only is it the only desert state of the country but the entire landscape of the state is dotted with diverse tourist attractions, experiences and products. The built heritage reflecting the State's royal past, has a unique appeal and attraction, as seen through its grand forts, palaces, temples and other heritage properties. With all its natural advantages, Rajasthan has been a pioneer in evolving unique tourism products, be it the launch of the Palace on Wheels luxury train in 1982 or the creation of

the festival experience like Pushkar Fair or adaptive reuse of heritage properties as tourist destinations.

The State gave the tourism sector the status of industry in 1989 and has since extended many fiscal incentives for the sector, including capital investment subsidy since 1993.

In order to give the sector a rapid boost, the State Government formed the ‘Rajiv Gandhi Tourism Development Mission’ in year 2001. This Mission heralded a new era of tourism development in Rajasthan. In order to give a planned and focused tourism development, the state also announced the “Tourism Policy of Rajasthan” in 2001, one of the first states in the country to announce such a policy. This policy became a roadmap for attracting investment and fostering increased footfall of domestic and foreign tourists and was a stepping stone for subsequent policies such as the Hotel Policy 2006 and the Rajasthan Tourism Unit Policy of 2007 and 2015. These policy initiatives helped the tourist arrivals in the State increase from 8.4 million in year 2001 to 52 million in year 2018.

1.3 Need for a New Tourism Policy

The implementation of the State Tourism Policy 2001 paved the way for several initiatives such as tourism infrastructure development projects, announcement of several fiscal and tax concessions for new tourism units and hotel projects, introduction of new fairs and festivals, public-private partnership projects, aggressive marketing

campaigns etc. During the period of 2001-2018, Department of Tourism has won several prestigious and prominent travel awards including the National Tourism Awards conferred by Ministry of Tourism, Government of India several times. However, the Department now feels that in order to face the challenges of ever evolving demands of the tourism sector and national and global competitiveness, it is necessary to bring out a New Tourism Policy, laying down the further roadmap for the development of the Sector in the State in the coming years.

1.4 Rajasthan Tourism Policy, 2019 : Vision

To reposition Rajasthan as a preferred tourism destination for both domestic as well as international tourists by offering tourists a high quality experience and through responsible and sustainable policies ensuring conservation of natural, historical and cultural heritage of the State while simultaneously accelerating socio-economic development by improving livelihood opportunities for the local population, particularly in rural areas.

1.5 Rajasthan Tourism Policy, 2019 : Objectives

- a. Promote Rajasthan as a leading tourism brand in national and international markets.
- b. Strengthen and diversify existing tourism products.

- c. Provide innovative tourism products and services with focus on lesser known destinations especially in rural areas.
- d. Improve the connectivity of tourist destinations through road, rail and air.
- e. Expand tourist accommodation infrastructure
- f. Broad based promotion and marketing of tourism products.
- g. Facilitate tourism specific skill development to create gainful self employment
- h. Create suitable mechanisms to promote effective inter-departmental coordination.
- i. Take steps to encourage private sector investment in the State.
- j. To provide a safe and secure environment for tourists and in particular women travellers and also improve tourist grievance redressal systems.
- k. To empower the department with suitable administrative structure for extending approvals for establishment of tourism units.
- l. Market research and developing statistics grid development framework for better policy making and forecasting.

1.6 Rajasthan Tourism Policy, 2019 : Policy Period

The Rajasthan Tourism Policy, 2019 shall remain in operation for a period of 5 years from the date of its notification or for a period as may be determined by the Government or until substitution by another policy, whichever is earlier.

2. ENHANCING PRODUCT EXPERIENCE – EXPERIENTIAL TOURISM

It will be the endeavour of the department to enhance existing tourism products and also offer new tourism products, enriched in experiences.

2.1 Iconic Monuments and Heritage Areas

The department will identify 2-3 prominent monuments/ sites in each of the seven administrative divisions of the state. These sites will be developed as Iconic Monuments / Sites offering a holistic visitor experience by adopting best practices in ticketing, tourist amenities, guides / audio guides, augmented reality experiences through mobile sets / headgears, evening events such as cultural programs/ night bazaars etc.

These sites will be managed independently by creating District Tourism committees so as to give suitable administrative and financial flexibility for day to day working. These committees will ensure management of the sites and create a resource pool by dovetailing resources of local departments.

2.2 Special Heritage Village / Craft Village

Rajasthan is richly endowed with many villages where prominent heritage hotels or heritage sites are located or a popular art or craft form is practiced. A village or a cluster of villages shall be identified in each district and shall be declared as a “Special Heritage Village” (SHV) or a “Special Craft Village” (SCV) as deemed fit. A long term master plan will be prepared for these SHVs and SCVs and development works will be taken up accordingly for promotion of such destinations. The District Tourism committee will be made responsible for managing these destinations.

2.3 Experiential Tourism

With a growing demand for new "experiences" several private stakeholders are offering exciting and innovative experiential tourism products which require support of the Government especially for marketing and promotion. The Department will compile a data base of such offerings and publish an e-brochure for dissemination of information about them through its web portal and social media platforms. The Department will also bring out guidelines for certification of such products. An incentive scheme will be brought out for start ups in the tourism sector which create such new experimental products in the thrust areas mentioned below.

2.3.1 Desert Tourism

- a. In order to promote Tourism in the desert areas emphasis would be laid down on promotion of desert adventure sports, horse safaris, Jeep Safaris, camel safaris and desert camps. A regulatory framework for safe and secure conduct of safaris will be introduced. An incentive schemes for promoters in this sector will be brought out.
- b. Pristine areas with beautiful sand dunes in untapped area such as stretches around Sambhar, Pushkar, Nagaur, Bikaner will also be identified and promoted as new desert destinations.
- c. The desert is an attractive location for film shootings. An incentive scheme will be introduced to attract both national and international film makers to such destinations.

2.3.2 Adventure Tourism

- a. Special incentive will be given to promote Aero Tourism (Hot Air Ballooning, Parachuting etc), Aqua Tourism (Boating, Paddle Boating etc) and Land Tourism (Trekking, Safaris, Rappelling etc), Cruise Tourism in the Chambal river and Banswara backwaters.
- b. Incentives will include reimbursements of 10% of notified equipment's cost of promoters.
- c. A Facilitation Cell will be created to coordinate with Departments of Civil Aviation, Water Resources and

Transport for developing guidelines, obtaining clearances, identification of sites for the adventure activities.

- d. Skilling needs in the adventure tourism sector will be addressed such as imparting technical knowledge of equipment's, safety and emergency procedures and developing basic tourist interaction etiquette.
- e. To ensure safety and security, a certification system will be set up for such services.

2.3.3 Wild life and Eco-Tourism:

- a. Keeping in mind growing interest in wildlife tourism new sites will be promoted jointly by the Departments of Tourism and Forest.
- b. A Joint Management Committee involving NGOs and environmental specialists will be formed to suggest measures for sustainable development and promotion of these sites.
- c. Plying of pollution free modes of transport in Ecological/Wildlife areas will be promoted for which suitable incentives will be given.
- d. Eco Certification Scheme for Hotels, Restaurant and similar tourism related establishments will be formed in collaboration with the Department of Environment.
- e. Environmental awareness workshops in collaboration with prominent organisations in environment advocacy will be undertaken.

- f. A scheme for developing Guest Houses of Water Resource Department/PWD/Forest etc. at scenic locations as eco tourism destinations will be evolved in collaboration with these departments

2.3.4 Tribal Tourism

Tribal Areas falling under various districts of the State are richly endowed with tourism attraction such as temples, heritage sites, charming natural sites, forest areas etc.

Tribal people also have their distinctive lifestyle and enchanting traditional practices largely revolving around their religious sites.

To encourage such practices and encourage people to travel in tribal areas and also to provide adequate tourism infrastructure and facilities at prominent tourists places in tribal districts. Such places will be identified and necessary tourism development works will be undertaken in tribal sub plan and other schemes, for which a framework will be put in places.

In addition, Department of Tourism will also prepare marketing and promotion plan for such tribal areas and sites.

2.3.5 Cultural Tourism

- a. Guidelines for granting Certificate of Heritage to operating Heritage Hotels/Heritage Properties will be revised and made investor friendly.
- b. Efforts will be made to develop heritage sites/monuments as cultural centres by way of incentivising/organizing

departmental and state programs / evening concerts at these places.

- c. Heritage hotels in rural areas will be promoted as venues for cultural festivals for performing and visual arts.
- d. Villages with rich cultural traditions of performing arts will be identified and promoted as destinations for local festivals.
- e. Project for Conservation of Haveli's in heritage zones such as the Shekhawati or Braj areas will be taken up.
- f. Scheme for synergy between heritage and wellness will be developed to promote heritage hotels as holistic wellness centres.
- g. A Museum Grant Scheme will be brought out to promote private museums showcasing cultural heritage of the State.
- h. Existing and new fairs and festivals will be operated on PPP model to bring in greater professionalism.

2.3.6 Crafts & Cuisine Tourism

- a. The rich tradition of handicrafts in the State will be promoted and direct marketing platforms will be provided on lines of Delhi Haat in Jaipur, Jodhpur, Udaipur, Bikaner.
- b. Showcasing of dying crafts will be done through the Virasat Museum, Jaipur in particular and all State Museums under the Art & Culture Department

- c. Craft & Cuisine Tourism will be used as a vehicle for promoting sustainable livelihoods and generating self employment.
- d. Rajasthani Cuisine will be promoted through food festivals and developing gourmet cuisine trails. Experiments such as Masala Chowk, Jaipur will be replicated in other cities of the State

2.3.7 MICE Tourism

- a. Locations for MICE Tourism will be identified, graded and listed by the Department. A cell will be set up to facilitate approvals for promoters establishing convention centers of national and international standards.
- b. Promoters intending to establish integrated MICE facilities comprising of Convention Centres, exhibition room, hotels with more than 2 lakhs Sq.ft carpet area will be exempted Stamp duty.
- c. Tourism Units holding 10 MICE Conferences with more than 500 participants in each event will be offered 25% reimbursement in SGST.
- d. Tourism Units engaged in MICE activities will be provided table space at subsidised rates in Rajasthan Tourism pavilions in domestic and international travel marts, for which guidelines will be issued by the Department.

2.3.8 Weekend Getaway Tourism

- a. Rajasthan has the benefit of close proximity to National Capital Delhi and Haryana, Punjab, MP, Gujarat and is already witnessing a large influx of tourists from these areas on weekends and extended holiday periods even in the summer season.
- b. Department of Tourism will identify 10-20 such places in proximity to inter-state borders and aggressively market and promote them on all media platforms
- c. An infrastructure gap study will be undertaken for such destinations and special efforts will be made to improve road connectivity and missing last mile connectivity

2.3.9 Religious Tourism

- a. Religious tourism circuits (Hindu, Sufi, Buddhist, Jain) will be identified in consultation with Departments of Devasthan and Minority Affairs and master plan for upgradation of infrastructure and accommodation will be prepared these sites.
- b. Local Committees will be set up in consultation with the stakeholders for maintaining cleanliness and hygiene around temples in each district making them model temple towns.

2.3.10 Wedding Tourism

- a. Wedding destinations will be identified, graded and listed to facilitate wedding planners and event management firms.
- b. Guidelines will be drawn up for identifying Heritage properties and gardens owned by government as hosting venues.
- c. Incentive Scheme will be brought out for promoters of wedding destinations\ in new destinations.

2.3.11 Wellness Tourism

- a. Rajasthan will be promoted as a 'Rest and Recuperation' brand by participating in leading travel trade road shows and hospitals and ayurveda centres will be graded and listed in consultation with the Medical & Health and Ayurveda Departments.
- b. Holistic Therapy centres which provides physiotherapy, Ayurveda, naturopathy, yoga and herbal treatment will be included in definition of Tourism Units and promoted by the Department.

- c. Events based on Spiritual/ Medical/ Wellness Tourism will be conceptualized and promoted.

2.3.12 Roots Tourism

- a. An initiative named 'Rajasthan Calling' will be launched both in India and abroad to connect such peoples with their roots in Rajasthan.
- b. A database will be developed and travel packages will be developed so as to encourage NRRs to travel more frequently to their native places
- c. NRRs who have physical assets in the State with tourist potential will be identified and encouraged to open such assets for promotion of tourism. Department of Tourism will formulate a scheme in this regard.

2.3.13 Rural Tourism

- a. Villages/towns practicing unique forms of handicrafts, music, dance, art, cuisine, rural lifestyles or possessing unique natural/ecological significance or practicing unique agricultural practices etc. will be identified and steps will be taken to promote them extensively in both international and domestic markets as destinations of experiential tourism.

- b. A Rural Tourism Infrastructure Fund will be set up which will be used to support the development of rural infrastructure in identified villages. Tourist Infrastructure such as road connectivity, wayside amenities, signage's, tourist accommodation facilities including home stays, toilets, drinking water, safety, power supply, internet connectivity etc. will be developed with aid of this fund.
- c. An incentive scheme will be developed for promotion of tourism within the local area for tourism projects such as home stays, caravan parks, eco parks etc.
- d. Skill development programmes will be developed for youth in rural areas for undertaking tourism related activities which will enhance community participation and encourage self-employment.

2.3.14 Film Tourism

- a. For establishment of Film City a customized package under RIPS, 2019 will be offered to the project promoter.
- b. A film tourism cell will be set up so that all necessary approvals are made available within 15 days of application. All district level clearances will be facilitated by this cell.

- c. Exemption of all fees and charges for film shooting will be given at monuments under the administrative control of the State Government.
- d. Upto 15% upfront subsidy of the total production cost of any film shot in Rajasthan will be provided. A scheme will be developed by the Department of Tourism.

2.3.15 Emerging Trends

- a. Tourism Sector is ever evolving and due to creativity of service providers in the tourism sector, there is always a flow of new tourism products. These new products offer ample opportunities to leverage more tourist inflow in the state.
- b. A task force will be constituted in the department for identifying such emerging trends to suggest suitable measures for harnessing value out them and to evolve an eco-system for development and promotion of such emerging activities

3. STRENGTHENING TOURISM INFRASTRUCTURE

- 3.1 An area based / circuit based tourism master plan will be prepared which will assess the infrastructure gaps in each circuit. On the basis of gap assessment, proposals will be prepared for budgetary support or under public private partnership.
- 3.2 To develop cleanliness and hygiene at tourist destinations, social awareness campaigns and projects for benchmarking cleanliness standards at various monuments, wildlife parks and other tourist places will be formulated. Community participation will be encouraged for ensuring cleanliness/ hygiene around tourist places/ destinations. "Swachh Smarak" Scheme will be launched for heritage sites making them zero tolerance zones for solid waste management.
- 3.3 To improve accessibility for persons with disabilities and differently abled persons, physical infrastructure like walkways, ramps, elevators, toilets etc. will be ensured at major tourist destinations.
- 3.4 Wayside amenities such as gender distinct toilets, drinking water, cafeteria, souvenir shops etc. shall be developed at tourist destinations and maintained/outsourced on PPP mode.

- 3.5 The Public Works Department shall ensure last mile connectivity to tourist destinations. 1% of the planned budget for roads will be spent on road connectivity to tourism destinations.
- 3.6 Steps shall be taken to improve the drainage system of tourist destination in collaboration with the Panchayati Raj and Local Self Government. Sewerage treatment Plants will be set up wherever necessary. The Department will collaborate with Department of Environment and Rajasthan State Pollution Control Board to designate green destinations in each district as environmentally conscious and pollution-free zone.
- 3.7 Prepaid taxi booths shall be built at suitable locations for convenience of tourists and operated on PPP mode.
- 3.8 Under the Smart City Projects, 5% of planned budget spending will be on tourism related projects.
- 3.9 A shelf of tourism projects will be prepared to obtain funding under Corporate Social Responsibility Policy.
- 3.10 Adopt a monument scheme will be launched by the State Archaeology Department with suitable guidelines to monument mitra (private stakeholder) by ensuring conservation and development of monuments.

- 3.11 Installation of signage and information boards will be set up to provide basic information to the tourists. All major monuments and wildlife parks will have tourist friendly interpretation centres.
- 3.12 Conservation and restoration of monuments/sites of historical importance and works of art will be done in collaboration with Department of Archaeology and Museums.

4. ACCOMMODATION

- 4.1 A "guest house" scheme will be launched to promote facilities offering 5 to 20 rooms. It will be defined in RTUP.
- 4.2 Home Stays will be encouraged and a scheme for their promotion grading and listing will be formulated.
- 4.3 A scheme for classification of all tourism units such as Hotels, Paying Guest Houses and other establishments providing accommodation facilities for tourists will be launched.
- 4.4 Suitable amendment in Rajasthan Tourism Unit Policy 2015 will be undertaken to facilitate more hotel rooms and accommodation units in accordance with demand of travel trade.

- 4.5 To promote tourism in rural areas, an incentive and interest subsidy scheme to encourage guest houses and budget hotels will be introduced.
- 4.6 A policy decision and suitable measures will be taken to revive properties of Rajasthan Tourism Development Corporation.

5. DECLARATION OF SPECIAL TOURISM ZONES

- 5.1 Increasing tourist footfall in the State has opened many new destinations and created awareness among local population about spin off benefits of tourism. Similarly, capacity load on existing tourism areas infrastructure, precincts, heritage clusters has increased significantly making it imperative to manage it effectively with proper planning and management at tourist sites.
- 5.2 Important tourist places situated in Urban / Panchayat / Local Bodies / Rural areas will be identified as Special Tourism Zones to ensure their orderly growth and strengthening their brand identity.
- 5.3 The existing District Tourism Committee headed by respective District Collectors will be granted more functional powers. This committee will be responsible for

administering Special Tourism Zones under overall supervision of Department of Tourism. Wherever, these zones include two or more districts, the Tourism Committee will be headed by the Divisional Commissioner.

- 5.4 A comprehensive master plan will be prepared for works / interventions relating to improving tourist infrastructure, roads, construction controls, signage's, beautification and promotion and marketing for such zones from tourism point of view. The District Tourism Committee will implement and monitor this Master Plan,
- 5.5 The Department of Tourism will co-ordinate and give necessary direction to related departments to contribute their financial and physical resources to create a resource pool for carrying out works tourism related infrastructure works as identified by the District Tourism Committee.
- 5.6 A Special Tourism Zone Cell will be created in the Department of Tourism to address/expedite the issues raised by the District Tourism Committee.

6. SKILL DEVELOPMENT

- 6.1 Ample employment opportunities lie in tourism & hospitality sector. Department of Tourism would work towards spreading awareness about this amongst the youth.
- 6.2 The Department will start an online portal for youth, trainers and industry to interact and exchange information. The portal will function as a platform for training and employment opportunities.
- 6.3 The Department will set up a Master Trainers Academy in collaboration with Rajasthan ILD Skills University (RISU) for training of trainers of the skill centres of the state. The Department will also encourage Colleges and Universities to introduce Tourism and Hospitality related courses in their institutions.
- 6.4 A Steering Committee will be constituted to monitor all State Institute of Hotel Management (SIHM) and ensure synergy between the institutions, Government and industry.
- 6.5 Annual Awards for best training centres and best training institutes working in the field of hospitality skills, shall be introduced.

- 6.6 The Department shall constitute an expert panel comprising of representatives from RISU, SIHMs, Hotels, Travel Trade, other experts in the field for the evaluation of Training Institutes, Trainers and Infrastructure for creating parameters /benchmarks for certification of institutes and for certifying Programs.
- 6.7 The Department shall organize Guide Training and Education Programs through RISU/ Universities having Tourism and Hotel management courses. Through the programs, Universities shall impart training to get quality guides on a regular basis by having courses of different durations for State Level, District Level and Rural/Monument specific guides. DOT shall conduct Common Clearance exams for certification of such Guides.

7. STRENGTHENING OF TOURIST ASSISTANCE FORCE

- 7.1 Suitable amendments will be made in the Rajasthan Tourism Trade (Facilitation and Regulation) Act, 2010 and Rules thereof so as to give more functional powers/ Police Act powers to Tourist Assistance Force in order to make it more effective.

- 7.2 Efforts will be made to synchronise the activities of Tourist Assistance Force with the Tourism Police and the regular police stations.
- 7.3 More tourist destinations/districts will be brought under the coverage of TAF and the strength of TAF personnel deployed at various sites in the State will be increased.
- 7.4 Training will be imparted to TAF personnel to enhance their soft skills and work efficiency so that they become more effective in their dealing with the tourists.
- 7.5 A Safety and Information App will be introduced in order to facilitate tourists to register their complaints, seek redressal of their grievances and resolve their queries regarding tourist destinations in the state.
- 7.6 To ensure safety and security of tourists, a clause pertaining to lodge an FIR directly to the SP will be provided for.

8. TOURISM STARTS- UPS

The start up movement is making considerable impact in the tourism sector. To facilitate entrepreneurship, start-ups in the State will be eligible for following incentives:

- (i) Interest subsidy of 5% per annum on loans up-to a maximum amount of INR 25 lakhs per start-up.
- (ii) The subsidy will be valid for a maximum duration of five years from the date on which actual interest repayment begins.
- (iii) Provisions shall be made for self-certification for approvals and clearances required from different departments for a period of three years from date of registration.
- (iv) The Department will organize an annual event 'Rajasthan Start-up Tourism Connect' for start-ups in tourism sector to demonstrate their services and connect to various stakeholders. A hackathon with problem statement related to tourism sector shall be conducted as part of this event.

9. MARKETING AND BRANDING

9.1 International Marketing

- (i) The Department will reorient its existing policy for international branding to align it with emerging markets and trends, through participation in tourist marts, road shows and release of advertisement in T.V. channels, print media, social media.
- (ii) The Department will develop a separate digital media policy to attract millennials.

- (iii) The Department will develop a special marketing strategy for UNESCO World Heritage Sites located in the State, including branding of Jaipur as a World Heritage City.
- (iv) A policy will be developed for larger participation of private operators in Marts.
- (v) An annual event for bloggers and travel writers will be organized by the Department for branding of new destinations.
- (vi) The Department will strive to participate in all road shows organized by the Ministry of Tourism. It will also organise its own road shows in collaborations with Indian embassies abroad.

9.2. **Domestic Marketing**

- (i) A marketing policy, for promotion of domestic tourism will be introduced to align with emerging trends in the sector.
- (ii) The choice of products/destinations to be selected for promotion will be based on market analysis of demand for products/destinations.
- (iii) The Department will promote ASI/State archaeology protected monuments. Publicity material for at least 25 sites will be developed every year.
- (iv) Thematic Road Shows such as "An Evening with Jaipur" or "Wild Rajasthan" will be organized in important cities of the country.

- (v) The Department will develop an interactive app which will provide information about destinations along with experiences therein.
- (vi) District wise documentation of places of tourists interest and videos will be made available on website.

10 MARKET RESEARCH

- (i) The system of collection of Tourist statistics shall be restructured as per international norms and this information will be used to develop and evolve policy.
- (ii) Present day data collection and its analysis has become highly sophisticated, hence the Department will strive to outsource this activity.
- (iii) Research studies on employment, income generation and impact assessment in tourism sector shall be commissioned to assist in policy development.

11. INCENTIVES STRUCTURE

All existing incentives like free conversion of land for tourism units under Rajasthan Tourism Unit Policy-2015 will continue as before, with the introduction of this New Tourism Policy.

12. SINGLE WINDOW PLATFORM

- (i) A single window service will be introduced in the Department which will synergise existing schemes and single window system of Industries Department. It will also act as a one-stop interface for obtaining various online approvals/permissions /renewals.
- (ii) A software will be developed to provide status of applications received online.
- (iii) This service will facilitate investment proposals as well as permissions for film shootings.

13. INTERNATIONAL COOPERATION AND COLLABORATIONS

- (i) An effort will be made to sign MOU's with prominent overseas tourism boards, for knowledge sharing and exchange of best practices prevailing in respective countries.
- (ii) Efforts shall be made to establish collaborations with UNWTO, WTTC, PATA and other important international bodies. The government shall also take steps to participate

in their seminars and conventions to promote Rajasthan Tourism at these forums.

- (iii) The State government shall collaborate with the Ministry of Tourism, Govt. of India, to leverage multilateral tourism forums functioning under SAARC, ASEAN, IBSA, BRICS and others for promotion of Rajasthan Tourism.
- (iv) MoU's will be signed with prominent international airlines, especially those having operations in Rajasthan to promote Rajasthan Tourism.

14. STATE LEVEL EMPOWERED COMMITTEE (SLEC)

A State Level Empowered Committee ('SLEC') will be constituted to review and monitor the New Tourism Policy and it will be responsible for ensuring timely execution of the policy:

Chief Secretary, Government of Rajasthan

Secretary in-charge, Department of Finance

Secretary in-charge, Department of Transport

Secretary in-charge, PWD

Secretary in-charge, Industries Department.

Secretary in-charge, Department of Rural Development and Panchayati Raj

Secretary in-charge, Department of Planning

Secretary in-charge, Department of Forest & Environment

Secretary in-charge, Department of Urban Development & Housing

Secretary in-charge, Department of Local Self Government

Secretary in-charge, Department of Art & Culture

Secretary in-charge, Department of Sports & Youth Affairs

Secretary in-charge, Department of Tribal Area Development

Secretary in-charge, State Pollution Control Board

Secretary in-charge, Department of Tourism

Managing Director, Rajasthan Tourism Development Corporation

Director, Department of Tourism
(Member Secretary)

Member Secretary will ensure timely organization of meetings of the SLC. Other officials/experts may be invited by SLC to provide necessary assistance to the committee as and when required.

- Mandatory quarterly meetings provision be inserted.
- Secretary sports, secretary TAD and chairperson Pollution Control Board may be added in the committee.
- Under the draft policy, Hon'ble CM may be authorised by the Cabinet to decide all matters which are in the domain of cabinet.
- Concerned Departments may be allowed to amend their rules/notifications/ordered by approval of Hon'ble CM in place of Cabinet.

15. POLICY IMPLEMENTATION UNIT

To implement the New Tourism Policy, a robust administrative mechanism will be set up in Department of Tourism. A dedicated Rajasthan Tourism Policy Implementation Unit ('RTPIU') will be set-up with a nodal team responsible for implementation of this policy.

- 15.1 RTPIU will be responsible for handholding all stakeholders to avail benefits of this policy and to address grievances and escalate or direct the same to relevant authority.
- 15.2 RTPIU will evaluate all proposals received from different stakeholders associated with this policy and also for other purposes of already existing tourism units. RTPIU shall submit its recommendations/ report for which guidelines will be issued by Department of Tourism.
- 15.3 RTPIU may be supported with a team of independent experts to ensure ground level speedy implementation of the policy and also for necessary capacity building of the officials and hand holding support to the relevant stakeholders.
- 15.4 RTPIU will establish a robust reporting and governance mechanism with key performance indicators for every

hierarchical level to ensure highest level of professionalism,
transparency and ownership amongst the officials