

Rajasthan Tourism Policy, 2020

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1. INTRODUCTION

1.1 Overview

Tourism industry has globally emerged as a major catalyst of socio-economic development. 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 and travel trade is likely to add 10 million jobs to the economy by year 2028.

1.2 Rajasthan Tourism -Initiatives

Rajasthan is a vibrant state richly endowed with tourism resources. The state not only has the most beautiful desert in the world but the entire landscape 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 creation of the festival experience like Pushkar Fair or adaptive reuse of heritage properties as tourist destinations.

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

In order to give the sector a rapid boost, the State Government launched the 'Rajiv Gandhi Tourism Development Mission' in the year 2001. This Mission heralded a new era of tourism development in Rajasthan. In order to give a planned and focussed approach to tourism development, the state also announced the 'Tourism Policy of Rajasthan' in 2001, becoming 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, the Rajasthan Tourism Unit Policy 2007, and subsequently Rajasthan Tourism Unit Policy 2015, henceforth referred as RTUP 2015. These policy initiatives helped increase the tourist arrivals in the State from 8.4 million in the year 2001 to 52 million in 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 2001-2019, Department of Tourism won several prestigious and prominent travel awards including the National

Tourism Awards conferred by Ministry of Tourism, Government of India. In order to meet the challenges of ever evolving demands of the tourism sector and national and global competitiveness, the need is now felt to bring out a new Tourism Policy for laying down a future roadmap for the development of Tourism Sector in the State. Recognizing the importance of the tourism sector, the state government has accorded thrust area status to tourism under Rajasthan Investment Promotion Scheme 2019.

1.4 Rajasthan Tourism Policy, 2020 : 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.

1.5 Rajasthan Tourism Policy, 2020 : 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, 2020 : Policy Period

The Rajasthan Tourism Policy, 2020 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 existing District Tourism Development 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 other 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 will be identified in each district and 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 Development 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 all 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 startups in the tourism sector which create such new experiential products in the thrust areas mentioned hereinafter.

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 scheme for promoters in this sector will be brought out.

- b. Pristine locations with beautiful sand dunes in untapped areas 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 incentives will be given to promote Aero Tourism (Hot Air Ballooning, Parachuting, Paragliding, Parasailing etc), Aqua Tourism (Boating, Paddle Boating, Angling, Jet Skiing etc), Land based Tourism (Trekking, Rock Climbing, Rappelling, Safaris, Quad Biking, ATV, Birding etc) and Cruise Tourism in the Chambal river and Banswara backwaters.
- b. Suitable Incentive scheme will be introduced to encourage adventure activities in the State.
- c. A Facilitation Cell will be created to coordinate with Departments of Civil Aviation, Water Resources, Transport, Sports, Forest and Environment for developing guidelines, identification of sites and obtaining clearances for the adventure activities.
- d. Skill development in the adventure tourism sector such as imparting technical know-how of equipments, safety and

emergency procedures and developing basic tourist interaction etiquette will be addressed.

- 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. In view of the growing interest in wildlife and eco-tourism, new sites will be promoted jointly by the Departments of Tourism, Forest and Environment.
- b. A Joint Management Committee comprising representatives of the concerned departments will be formed to suggest measures for sustainable development and promotion of these sites. The committee may involve NGOs and environment specialists in this endeavour.
- 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, Restaurants, 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 organised.
- f. A scheme for developing Guest Houses of Water Resources Department/PWD/Forest etc. at scenic locations as eco-tourism destinations will be introduced in collaboration with these departments.

2.3.4 Tribal Tourism

Tribal Areas falling under various districts of the State are richly endowed with tourist attractions such as temples, heritage sites, scenic beauty, forest areas etc.

Tribal people also have their distinctive lifestyle and enchanting traditional practices.

To showcase the tribal culture and attract people to travel to these areas, adequate tourism infrastructure and facilities will be developed. 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 place.

Department of Tourism will prepare a marketing and promotion plan for tribal areas.

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 Havelis 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. Department will focus on select fairs and festivals and reinvent them to make them more tourist-friendly and engaging.

2.3.6 Crafts & Cuisine Tourism

- a. Strength of Rajasthan in Crafts & Cuisine Tourism will be leveraged for promoting sustainable livelihoods and generating self-employment.
- b. 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 with the help of Department of Industries

- c. Showcasing of dying crafts will be done through the Virasat Museum, Jaipur in particular and all State Museums under the Art & Culture Department
- 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 lacs square feet carpet area will be exempted from Stamp duty.
- c. 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, Haryana, Punjab, MP and 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 provide last mile connectivity.

2.3.9 Religious Tourism

- a. Religious tourism circuits will be identified in consultation with Departments of Devasthan and Minority Affairs and master plan for upgradation of infrastructure and accommodation will be prepared for these sites.
- b. Local Committees will be set up in consultation with the stakeholders for maintaining cleanliness and hygiene around the religious places in each district, making them model pilgrim 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 promotion of new wedding destinations.

2.3.11 Wellness Tourism

- a. Rajasthan will be promoted as a 'Rest and Recuperate' brand by participating in leading travel trade road shows.
- b. Hospitals and Ayurveda centres will be graded and listed in consultation with the Medical & Health and Ayurveda Departments.
- c. Holistic Therapy Centres which provide physiotherapy, ayurveda, naturopathy, yoga and herbal treatment will be included in definition of Tourism Units and promoted by the Department.
- d. 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 people having their roots in Rajasthan.
- b. Travel packages will be developed so as to encourage NRRs to travel more frequently to their native places.
- c. NRRs having physical assets with tourist potential will be encouraged to open up such assets for promotion of tourism, for which Department of Tourism will formulate a scheme.

2.3.13 Rural Tourism

- a. Villages practicing unique forms of handicrafts, music, dance, art, cuisine, rural lifestyles or possessing unique ecological significance or following distinct 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 Tourism Development 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, signages, tourist accommodation facilities including home stays, toilets, drinking water, safety, power supply, internet connectivity

etc. will be developed in collaboration with the concerned departments.

- c. An incentive scheme will be developed for promotion of tourism within the rural areas 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 from 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 for this will be developed by the Department of Tourism.

2.3.15 Emerging Trends

- a. Tourism Sector is ever evolving and the creativity of service providers in this sector paves way for development of new tourism products. These new products offer ample opportunities to enhance tourist inflow in the state.
- b. A task force will be constituted in the department for identifying such emerging trends and for suggesting suitable measures for harnessing value out of 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 and hygiene at tourist sites. 'Swachh Smarak' Scheme will be launched for heritage sites.

3.3 To improve accessibility for specially abled persons, physical infrastructure like walkways, ramps, elevators, toilets etc. will be ensured at major tourist destinations.

3.4 Wayside amenities such as safe drinking water, clean toilets, cafeteria, souvenir shops etc. will be developed and maintained at tourist sites on PPP mode.

3.5 The Public Works Department will 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 will be taken to improve the drainage system of tourist destinations in collaboration with the Panchayati Raj and Local Self Government Department. Sewage treatment plants will be set up wherever necessary.

3.7 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 zones.

3.8 Prepaid taxi booths will be built at suitable locations for convenience of tourists and will be operated on PPP mode.

- 3.9 Under the Smart City Projects, 5% of the planned budget expenditure will be incurred on tourism related projects.
- 3.10 A shelf of tourism projects will be prepared to obtain funding under Corporate Social Responsibility Policy.
- 3.11 'Adopt a Monument Scheme' will be updated by the State Archaeology & Museum Department with suitable guidelines for the Monument Mitra (private stakeholder) for ensuring conservation and development of monuments.
- 3.12 Signages and Display Boards will be installed to provide basic information to the tourists. ULBs will partner and provide budgetary assistance for the same. All major monuments and wildlife parks will have tourist friendly interpretation centres.
- 3.13 Conservation and restoration of monuments and tourist sites of historical importance will be undertaken in collaboration with Department of Archaeology and Museums.

4. ACCOMMODATION

- 4.1 A 'Guest House' scheme will be launched to promote establishments 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 for tourists will be launched.
- 4.4 Suitable amendment in Rajasthan Tourism Unit Policy 2015 will be undertaken to facilitate addition of more hotel rooms and accommodation units in accordance with demand of travel trade.
- 4.5 Existing Hotels will be recognized and regulated by making suitable provision under rules by Departments of Urban Development and Housing and Local Self Government.
- 4.6 To promote tourism in rural areas, an incentive and interest subsidy scheme to encourage guest houses and budget hotels will be introduced.
- 4.7 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 Development 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 relating to improving tourist infrastructure, roads, construction controls, signages, 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 directions to related departments to contribute their financial and physical resources to create a resource pool for carrying out tourism related infrastructure works as identified by the District Tourism Development Committee.

- 5.6 A Special Tourism Zone Cell will be created in the Department of Tourism to address and expedite the issues raised by the District Tourism Development Committee.

6. SKILL DEVELOPMENT

- 6.1 Ample employment opportunities lie in Tourism and 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 Institutes of Hotel Management (SIHMs) 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 skill, will be introduced.

- 6.6 The Department will constitute an expert panel comprising of representatives from Rajasthan ILD Skills University (RISU), SIHMs, FCIs, Hotels, Travel Trade and other experts in the field. This panel will develop benchmarking criteria for evaluation and certification of Training Institutes and Trainers.
- 6.7 The Department will organize Guide Training and Refresher courses through RISU/ Universities running Tourism and Hotel management courses. Through these programs, Universities and other educational institutes will impart training to guides on a regular basis.

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 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.

8. TOURISM STARTUPS

8.1 The start-up movement is making considerable impact in the tourism sector. To facilitate entrepreneurship, startups in the State will be provided following benefits:

- (i) Provisions will be made for self-certification for approvals and clearances required from different departments for a period of three years from date of registration.
- (ii) Benefits available under Rajasthan Investment Promotion Scheme, 2019 will be extended to all startups.
- (iii) The Department will organize an annual event 'Rajasthan Startup Tourism Connect' for startups in tourism sector to showcase their services and connect to various stakeholders. A hackathon on tourism theme will 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 trade shows and release of advertisements in print, electronic, digital, outdoor and other suitable 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 domestic and international trade shows.
- (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 trade shows organized by the Ministry of Tourism, Government of India. It will also organise its own trade shows in collaboration with Indian embassies located in major source markets.

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 and destinations to be selected for promotion will be based on market analysis of demand for products and destinations.
- (iii) The Department will promote ASI and State Archaeology protected monuments through adequate publicity.
- (iv) Thematic Road Shows such as ‘An Evening in 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 alongwith experiences therein.
- (vi) District-wise documentation and audio-visual content on places of tourist interest will be made available on the website.

10 MARKET RESEARCH

- 10.1 The system of collection of tourist statistics will be restructured as per international norms. This information will be used for future planning.

- 10.2 Now a days data collection and its analysis has become highly sophisticated, hence the Department will strive to outsource this activity.
- 10.3 Research studies on employment, income generation and impact assessment in tourism sector will be commissioned to assist in policy development.

11. INCENTIVES FOR TOURISM UNITS

All existing incentives and benefits as provided in Rajasthan Tourism Unit Policy-2015 will continue to be available as before. All tourism units as defined in Rajasthan Tourism Unit Policy-2015 will continue to be eligible for benefits under Rajasthan Investment Promotion Scheme 2019.

12. SINGLE WINDOW PLATFORM

- 12.1 A single window service will be introduced in the Department which will synergise schemes of Tourism Department and single window system of Industries Department. It will also act as a one-stop interface for obtaining various online approvals/permissions /renewals.
- 12.2 A software will be developed to provide status of applications received online and facilitate their time-bound disposal.

- 12.3 This service will facilitate investment proposals as well as permissions for film shootings.

13. INTERNATIONAL CO-OPERATION AND COLLABORATIONS

- 13.1 Efforts will be made to sign MOUs with prominent overseas tourism boards, for knowledge sharing and exchange of best practices prevailing in respective countries.
- 13.2 Efforts will be made to establish collaborations with UNWTO, WTTC, PATA and other important international bodies. The department will participate in their seminars and conventions to promote Rajasthan Tourism at these forums.
- 13.3 The State government will collaborate with the Ministry of Tourism, Government of India to leverage multilateral tourism forums functioning under SAARC, ASEAN, IBSA, BRICS and others for promotion of Rajasthan Tourism.
- 13.4 MoUs will be signed with prominent international airlines, especially those having operations in Rajasthan to promote Rajasthan Tourism.

14. IMPLEMENTATION OF THE POLICY

In case the concerned Departments require amendments in their respective rules/sub-rules and notifications for implementation of this Policy, the same can be done after obtaining approval of Hon'ble Chief Minister, Rajasthan, who has been authorized in this regard by the Cabinet.

15. STATE LEVEL ADVISORY AND EXECUTIVE COMMITTEE

15.1 A State Tourism Advisory Committee will be constituted under the Chairmanship of Chief Minister of Rajasthan to provide policy guidelines for the development of tourism in the State.

15.2 A State Level Executive Committee, as below, will be constituted to review, monitor and ensure timely execution of this Tourism Policy:

Chief Secretary, Government of Rajasthan

Secretary in-charge, Department of Finance

Secretary in-charge, Department of Planning

Secretary in-charge, Department of Tourism

Secretary in-charge, Department of Art & Culture

Secretary in-charge, Department of Forest & Environment

Secretary in-charge, Industries Department

Secretary in-charge, Department of Urban Development & Housing

Secretary in-charge, Department of Local Self Government

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

Secretary in-charge, PWD

Secretary in-charge, Department of Water Resources

Secretary in-charge, Department of Transport

Secretary in-charge, Department of Sports & Youth Affairs

Secretary in-charge, Department of Tribal Area
Development

Secretary in-charge, State Pollution Control Board

Managing Director, Rajasthan Tourism Development
Corporation

Commissioner/Director, Department of Tourism (Member
Secretary)

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

16. POLICY IMPLEMENTATION UNIT

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

- 16.1 PIU will be responsible for handholding the stakeholders to avail benefits of this policy and to address grievances and direct the same to the concerned authority.

- 16.2 PIU may be supported with a team of independent experts to ensure ground level speedy implementation of the policy, for necessary capacity building of the officials and for rendering support to the relevant stakeholders.