

Press Release (photograph attached)

Attended by State Government Officials and Stakeholders

## **2-DAY WORKSHOP ON SHARING BEST PRACTICES OF SINGAPORE TOURISM BEGINS IN JAIPUR**

Jaipur, 21 February: A 2-day workshop entitled ‘Tourism Programme in Rajasthan, India’ began today at Hotel Lalit in Jaipur. It was inaugurated by Additional Chief Secretary, Forest and Tourism, Government of Rajasthan, Mr. NC Goel. On the occasion Mr. Goel said that the workshop will give the participants an opportunity to learn about the Singapore’s best practices in the tourism sector. They will get to imbibe how Singapore has emerged as one of the top tourist destination in the world, he said.

Mr. Goel further elaborated that the workshop will be fruitful for it will give insight into tourism research and data collection, tourism planning, product development pertaining to hotels, shopping, nature based attractions, among others. An interesting feature will be sessions on marketing and branding as well as training and service standards adopted by Singapore.

The workshop is being conducted by Mr. Christopher Khoo of the Master Consult Services, Singapore. In an elaborate presentation Mr. Khoo threw light on the status of global tourism, Indian tourism as well as the role the tourism sector plays in the world economy. He highlighted the potential of tourism in Rajasthan which, he said, was blessed with magnificent tourism assets and potential. The workshop discussion will focus on what stage is tourism in Rajasthan and what are the challenges faced by the State.

The presentation also highlighted the Singapore’s successful tourism story in terms of hotels, shopping, nature based attractions, Sentosa as well as heritage zones. The destination essentials, he said, include hard infrastructure, places of interest, accommodations, festival and events, memorable experiences, among others.

Chairman, Rajasthan Heritage Protection and Promotion Authority, Mr. Onkar Singh Lakhawat; First Secretary (Political), High Commission of Singapore, Mr. Kester Tay; Sr. Manager, Singapore Cooperation Enterprises, Ms. Charlyn NG; Senior Lecturer, Hospitality & Tourism

Management, Mr. Revi Nair and Secretary General, Federation of Hospitality and Tourism of Rajasthan, Mr. Gyan Prakash also spoke on the occasion. Director Tourism, Government of Rajasthan, Dr. Rajesh Sharma was also present on the occasion.

It may be recalled that this workshop is being organized under an agreement signed between Department of Tourism, Government of Rajasthan and Singapore Cooperation Enterprises (Temasek Foundation) on 6 October, 2016 at Udaipur in the presence of HE Prime Minister of Singapore, Mr. Lee Hsien Loong and the Chief Minister of Rajasthan, Ms. Vasundhara Raje.

=====