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Rajasthan's Initiatives to Revive Travel Economy and Boost Tourism

Post the pandemic, Rajasthan Tourism Department, due to its several initiatives, has been successful in bringing the travel economy and the tourism sector back on track in the state. To boost inbound tourism in the country, the ongoing 12th edition of the Great Indian Travel Bazaar (GITB), organised by the department and FICCI, is expected to provide more tailwinds to its efforts and catapult international visitations. Gayatri Rathore, Principal Secretary, Tourism Department, Govt. of Rajasthan, in this exclusive interview with TTJ, expresses her views about the various tourism initiatives while highlighting the state's tourism policies to garner footfalls to the state.



Prashant Nayak

▲ Gayatri Rathore

What kind of domestic and international footfalls did Rajasthan witness in the year 2022?

Rajasthan has always been a popular destination for tourists, thanks to its rich culture, history, and architecture. The tourism sector across the world was greatly affected during the COVID period, while Rajasthan has bounced back successfully, resulting in a large number of footfalls in the State. There has been an increase in the number of domestic tourists arriving by 102 per cent in the year 2022 as compared to 2019, and the number of foreign tourists is also increasing gradually.

Rajasthan continues to be one of the most popular destinations in India as it has a variety of regal accommodations, state of art hospitality, ease of travel, and a range of royal experiences, making the state one of the most welcoming regions in the country.

What will be the highlights of the 12th edition of GITB? What are

We are extremely happy to host the 12th edition of GITB and events like this prove to be beneficial for everyone associated with the tourism industry. Held after a gap of three years, 283 tour operators from 56 countries and State Tourism Board representatives from eight states will be participating in the event. GITB is India's leading business networking platform for inbound tourism. It has become a force to reckon with in the tourism sector. The first edition of the GITB was held in 2008 and since then has grown from strength to strength and is now the undisputed number one inbound travel mart of India.

This international mart has been organised by the Department of Tourism, Government of Rajasthan, the Ministry of Tourism, Government of India, and the Federation of Indian Chambers of Commerce and Industry (FICCI). It is supported by leading national and regional associations like the Hotel and Restaurant Association of Rajasthan

Association of Tour Operators (RATO).

GITB is one of the premier travel and tourism events that brings together travel agents, tour operators, and hospitality industry players from all over the world. The event provides an opportunity to showcase Rajasthan's tourism potential and help establish it as a preferred destination for travellers globally.

In addition to generating tourism revenue, GITB 2023 is also helpful in creating numerous employment opportunities and supporting local businesses. The hospitality industry will be a significant beneficiary of this event, with increased demand for hotel rooms, food and beverage, and other related services. Furthermore, the increased exposure of Jaipur to the global tourism market will help establish the city as a premier tourist destination and encourage further investment in the tourism infrastructure. We are optimistic about the economic growth potential led by the Great Indian Travel Bazaar

Rajasthan is one of the most sought-after wedding destinations in the country. What kind of weightage are you giving to further capitalise on the wedding segment?

Rajasthan has established itself as a premier wedding destination, with its rich cultural heritage, magnificent palaces and forts, vivid hues, and gracious hospitality. The state features a diverse array of heritage buildings, each offering a distinctive and captivating theme for weddings, such as the traditional Rajasthani theme, royal theme, or desert theme. It is noteworthy that Rajasthan boasts a remarkable 75 per cent of India's total heritage properties, and with attentive and well-trained staff, guests are assured a comfortable and delightful stay, complemented by the opportunity to savour the exquisite Rajasthani cuisine.

Recognising the immense potential of this segment, the Rajasthan Tourism Department has launched a Heritage Certificate Program to recognise qualifying heritage buildings' cultural significance and promote them as preferred wedding locations. The program offers heritage certificates to buildings constructed before January 1st, 1950, and offers various concessions, including reduced bar license rates, free land conversion, and other benefits, to encourage more heritage hotel development. To date, 156 buildings have received heritage certificates. These heritage properties are highly sought-after by both domestic and foreign tourists, as well as by those seeking destination wedding and film shooting locations.

The Rajasthan Tourism Department's Heritage Certificate guidelines are a significant milestone that not only preserves the state's heritage but also enables the development of wedding properties and inventories in remote and rural areas, broadening the options available for weddings of varying budgets. As a result of this initiative, Rajasthan has emerged as a highly versatile and appealing wedding destination for couples seeking a distinctive and unforgettable wedding experience.

The MICE segment is one of the fastest-growing segments in the travel trade. How significant is this market for Rajasthan Tourism?

Trends indicate that travel agents, tour operators, hotel companies, and cruise companies are all eyeing the Rajasthan MICE market as one with great potential for future growth. The sheer size of this market and its tremendous capacity make it both

accommodation, great sightseeing, and entertainment along with its famed traditional hospitality. Moreover, a good tourism infrastructure provides a host of facilities like connectivity, transportation, convention receptions, banquets, and gourmet of any kind. Rajasthan offers a wide choice of convention centres. You can choose from well-connected cities like Jaipur, Jodhpur, and Udaipur to small venues which could be historical or even wildlife sanctuaries, depending on your liking. Interesting venues with the right facilities and proper management. All technical requirements are looked into, along with professional services. Main centres like Jaipur, Jodhpur, and Udaipur are linked by air, while the other venues are easily accessible by rail and road. Looking into the potential of MICE, the state government in its Budget 2023-24 announced that MICE centers for international-level conventions and exhibitions will be set up in Jaipur, Udaipur, and Ajmer, which have gained fame as wedding destinations across the country.

Rajasthan is also famous for its colourful festivals and fairs. Any particular updates on this tourism segment?

Rajasthan's festivals happen throughout the year. Festivals such as the Desert Festival, Teej Festival, Pushkar Festival, winter and summer festivals, etc. showcase the state's art, culture, and culinary traditions and attract a significant number of tourists. We have linked these fairs and festivals to Rural tourism and Experiential tourism so that the tourists visiting Rajasthan can have an immersive experience of the rich and myriad cultured ethos of Rajasthan.

Rajasthan has many tourism policies like the Rural Tourism Scheme and the new Film Tourism Policy in place. How is Rajasthan Tourism Department working to boost tourism in the state with the help of these policies?

The Department is working on a manifold approach. On one side, the department is focusing on promotion and marketing, whereas on the other hand to cater to the long-standing demand of the Tourism Trade, Industry status has been granted to Tourism and Hospitality sector by the government. Under this status, both sectors have been given the following benefits:

Industry Status to Tourism and Hospitality Sector

- Electricity Tariff on industrial rates - reduction in bills up to 30 per cent
- Urban Development Tax on industrial rates - reduction in charges up to 80

- Rate of land for stamp duty calculation for Tourism Units at par or below the industrial rates.
- Building Plan Approval charges on industrial rates - reduction in charges up to 40 per cent.

Rajasthan Investment Promotion Scheme (RIPS) 2022

- MSME and Service Thrust Sector Benefits to Tourism Industry.
- Investment Subsidy: 75 per cent of SGST paid and deposited for 7 years.
- 100 per cent exemption for 7 Years – Electricity Duty, Land Tax, Stamp Duty, Conversion charges.
- Reimbursement of 50 per cent of employer's contribution towards EPF and ESI for 7 years.
- Interest Subsidy up to 6 per cent.
- Other incentives for water conservation, waste management, quality certification, etc.

Rajasthan Tourism Unit Policy 2015

- No land conversion and development charges
- Heritage certification to hotels entitling subsidised bar license fee
- Duration of licenses to operate the tourism unit extended to 10 years

Rajasthan Rural Tourism Units

- Land use change and building plan approval not required.
- 100 per cent exemption in stamp duty (75 per cent upfront + 25 per cent reimbursement).
- Reimbursement for 100 per cent SGST paid for 10 years.
- 9 per cent Interest subsidy on loans up to Rs. 25 Lakhs.

Rajasthan Film Tourism Promotion Policy 2022

- Subsidy (up to Rs. 2.00 Cr.) for film shooting in the State.
- Special incentive for Rajasthani Language films.
- Exemption from all fees and charges at Govt. monuments, locations and properties.
- Single Window Clearance for shooting permission.

Mukhyamantri Laghu Udhgyog Protsahan Yojana (MLUPY)

- Interest subsidy - 8 per cent for Loan up to Rs. 25 Lakhs.

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Feature Story on Mt Abu, Udaipur			

રાજસ્થાન વિશેષ

માઉન્ટ આબુ, ઉદયપુર અને કુંભલગઢ લઈ જાય છે...

રહસ્ય, રોમાંચ અને સંમોહનની દુનિયામાં!

રાજસ્થાનમાં પ્રવાસ-પર્યટન એવું અદ્ભુત છે કે તે પર્યટકોને રહસ્ય, રોમાંચ અને સંમોહનની દુનિયામાં લઈ જાય છે. ઉનાળાની મોસમમાં સુદ્ધાં રાજસ્થાન પર્યટકોને અનેક વિકલ્પ આપે છે. રાજસ્થાનનું એકમાત્ર પર્વતીય પર્યટનસ્થળ માઉન્ટ આબુ મે મહિનામાં ઉનાળુ મહોત્સવ સ્વરૂપે પર્યટકોના સ્વાગત માટે તૈયાર છે. માઉન્ટ આબુની સાથે જ ઉદયપુર અને કુંભલગઢ એવાં પર્યટનસ્થળો છે, જે દેશી અને વિદેશી પર્યટકોમાં અત્યંત લોકપ્રિય છે.

માઉન્ટ આબુ

માઉન્ટ આબુમાં પર્યટકોની અવરજવર આખું વર્ષ રહેતી હોય છે, પરંતુ મે, જૂન અને ડિસેમ્બરમાં તો અહીં પર્યટકોનાં ઘાડાં ઊતરી આવે છે. એને કારણે મે અને જૂન મહિનામાં અહીં ગ્રીષ્મોત્સવ (સમર ફેસ્ટિવલ) તો શિયાળામાં શરદોત્સવ (વિન્ટર ફેસ્ટિવલ)નું આયોજન થાય છે.

માઉન્ટ આબુમાં આ વખતે સમર ફેસ્ટિવલનું આયોજન ૧૨-૧૪ મેએ કરવામાં આવશે. આ એક લોક અને નૃત્ય-સંગીતનું પર્વ છે, જેમાં રાજસ્થાનના આદિવાસી જીવન તથા સંસ્કૃતિની ઝલક દેખાય છે. મજાની વાત એ છે કે એમાં રાજસ્થાની અને ગુજરાતી લોકનૃત્ય અને લોકસંગીતનો સંગમ હોય છે. ફેસ્ટિવલનો આરંભ ભવ્ય શોભાયાત્રા સાથે થાય છે. ફેસ્ટિવલ દરમિયાન નક્કી સરોવરમાં બોટ રેસ થાય છે તો ઘોડાઓની રેસ, દોરડાપેંચ, સ્કેટિંગ રેસ, બેન્ડ શો, શામ-એ-કવ્વાલી જેવી બીજી અનેક દિલચસ્પ પ્રવૃત્તિનો પણ સમાવેશ છે. ફેસ્ટિવલના અંતે રોમાંચક આતશબાજી કરવામાં આવે છે.

માઉન્ટ આબુ ઊંચા ખડકો, શાંત સરોવરો અને ખુશનુમા હવામાન માટે પ્રખ્યાત છે. આબુમાં ગુરુશિખર અરાવલી પર્વતમાળાનું સૌથી ઊંચું શિખર છે. ત્યાં જાય તો તમને એવો અનુભવ થાય કે જાણે તમે આકાશમાં વિહાર કરી રહ્યા છો અને વાદળો તમારાં કદમો તળે છે. દેલવાડા જૈન મંદિર, નક્કી લેક, સનસેટ

પોઈન્ટ તમને સંમોહનના એવા લોકમાં જઈ જાય જ્યાં તમારા મુખમાંથી તારીફના શબ્દો આપોઆપ નીકળી પડે... રાજસ્થાનનો આ સંમોહક અને મનમોહક નજારો તમે ન જોયો હોય તો તમે શું જોયું?

ઉદયપુર નગરી

અમદાવાદથી ૨૬૫ કિલોમીટર અને માઉન્ટ આબુથી ૧૮૦ કિલોમીટર દૂર વસ્યું છે સરોવરોનું શહેર ઉદયપુર. ઉદયપુરમાં વચ્ચોવચ અનેક સરોવરો છે. ગુજરાત રાજ્યની નજીકમાં હોવાને કારણે ગુજરાત અને મહારાષ્ટ્રમાંથી મોટી સંખ્યામાં લોકો અહીં પ્રવાસે આવે છે. અહીં વિદેશી પર્યટકો પણ ઘણા આવે છે. જયપુર પછીના નંબરે ઉદયપુર આવે છે, જ્યાં વિદેશી પર્યટકો સૌથી મોટી સંખ્યામાં ફરવા આવે છે. રાણા ઉદયસિંહે ઈ.સ. ૧૫૫૮માં ઉદયપુર નગરની સ્થાપના કરી હતી અને એને મેવાડનું પાટનગર બનાવ્યું હતું.

સ્થાપત્ય અને વાસ્તુકળાના આમ તો રાજસ્થાનમાં તમને તરેહ તરેહના નમૂના જોવા મળે, પરંતુ ઉદયપુરના સિટી પેલેસની વાત જ નિરાળી છે. મહારાણા ઉદયસિંહે પિછોલા લેકના કિનારે બંધાવેલો આ મહેલ ૨૩ પેઢીથી રાજપરિવારનું નિવાસસ્થાન રહ્યો છે. સિટી પેલેસ આરસપહાણનો બનાવેલો છે અને એનો આકાર મોટા જહાજ જેવો છે. જાહેર જનતા માટે જે હિસ્સો ખુલ્લો રાખવામાં આવ્યો છે એના બે ભાગ છે: મર્દાના મહેલ અને જનાના મહેલ. મર્દાના મહેલમાં

ઉદયપુર લેક પેલેસ

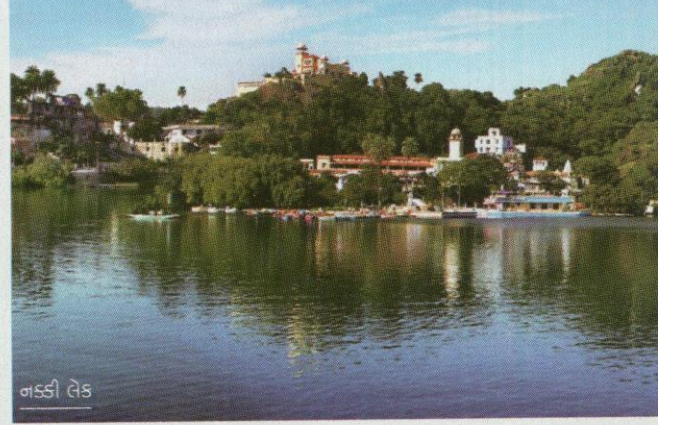
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કુંભલગઢ



નક્કડી લેક

બડી પોલ, તોરણ, ત્રિપોલિયા, માનક ચોક, અસલહખાના, ગણેશ દેવરી, રાઈ આંગન, પ્રતાપ હલ્દી ઘાટી કક્ષ, બાડી મહેલ, દિલાખુશ મહેલ, કાંચ કી બુર્જ અને મોર ચોક જેવાં સંગ્રહાલય અને દર્શનીય સ્થળો છે, જ્યારે જાનાના મહેલમાં છે: સિલ્વર ગેલરી, આર્કિટેક્ચર અને કન્ઝર્વેશન ગેલરી, સ્કલ્પચર ગેલરી, મ્યુઝિક, ફોટોગ્રાફી, પેન્ટિંગ અને ટેકસ્ટાઈલ તથા કોસ્ચ્યુમ ગેલરી. સિટી પેલેસ અને મેવાડનો ઇતિહાસ જાણવામાં બેથી ત્રણ કલાક જેટલો સમય લાગે છે. સિટી પેલેસ પર્યટકો માટે સવારે ૯:૩૦થી સાંજે ૫:૩૦ વાગ્યા સુધી ખુલ્લો હોય છે.

પિછોલા સરોવર

સિટી પેલેસના ઝરૂખામાંથી વિશાળ પિછોલા સરોવર દેખાય છે. આ સરોવર અરાવલી પર્વત, મહેલ અને સ્નાન ઘાટની વચ્ચે આવેલું છે. પિછોલામાં સવારના સમયે નૌકાવિહારનો અનેરો આનંદ માણવા મળે છે. પિછોલા ઉપરાંત ઉદયપુરમાં બીજું મોટું સરોવર છે ફતેહ સાગર. આ સરોવરનું નિર્માણ ઈ.સ. ૧૬૭૮માં મહારાણા જયસિંહ દ્વારા કરવામાં આવ્યું હતું. સંઘ્યા સમયે બોટિંગ કરતી વખતે સરોવરનું સૌંદર્ય પર્યટકોનું મન મોહી લે છે.

ફતેહ સાગર સરોવરની બાજુમાં જ મોતી મગરી સ્થળ આવેલું છે. સ્થાનિક ભાષામાં ડુંગરાળ અથવા ઊંચા ભૂપ્રદેશને મગરી કહે છે. આ ડુંગર પર મહારાણા પ્રતાપ અને એમના વફાદાર ઘોડા ચેતકનું સ્મારક છે. બગીચાની વચ્ચેવચ ચેતક પર સવારી કરતા મહારાણા પ્રતાપની ૧૧ ફૂટ ઊંચી પ્રતિમા છે. આ ડુંગર પર એક સંગ્રહાલય છે જ્યાં હલ્દી ઘાટીના યુદ્ધની ઝલક દર્શાવાઈ છે.

ઉદયપુરનાં મુખ્ય જોવાલાયક સ્થળોમાં 'સહેલિયોં કી બાડી'નો પણ સમાવેશ થાય છે. આ ઉદ્યાનનું નિર્માણ મેવાડના શાસક મહારાણા સંગ્રામસિંહ દ્વિતીય (૧૭૧૦-૧૭૩૪) દ્વારા રાજપરિવારની મહિલાઓ માટે કરવામાં આવ્યું હતું.

ઉદયપુરના ભવ્ય અને સ્થાપત્યકળાના ઉત્કૃષ્ટ ઉદાહરણની વાત કરીએ તો, જગદીશ મંદિરનો ઉલ્લેખ થાય જ. આ ઉદયપુરનું ખૂબ સુંદર, પ્રાચીન અને વિખ્યાત મંદિર છે. રોયલ પેલેસની નજીક આવેલું આ મંદિર આર્ય સ્થાપત્યકળાનું ઉત્કૃષ્ટ ઉદાહરણ છે. એનું નિર્માણ મહારાણા જગતસિંહે ૧૬૫૧માં કરાવ્યું હતું. એ વખતે ઉદયપુર મેવાડનું રાજધાની શહેર હતું. મંદિરમાં બિરાજમાન ચાર હાથવાળા ભગવાન વિષ્ણુની મૂર્તિ કાળા પથ્થરમાંથી બની છે. આ મંદિર પચાસ કલાત્મક સ્તંભો પર ઊભું છે.

ઉદયપુર શહેર એનાં સરોવરો અને મહેલો માટે તો પ્રસિદ્ધ છે જ, પરંતુ અહીંની બજારો પણ એટલી જ જાણીતી છે. જો તમે શોપિંગના શોખીન હોવ તો ફતેહ સાગર સરોવરની નજીકના શિલ્પગ્રામમાં ચોક્કસ જાઓ. આ એક પરંપરાગત હાટ (બજાર) છે, જેમાં માટીનાં વાસણો, લાકડાંનાં નકશીકામ અને હસ્તકારીગરીની અન્ય ચીજોની સાથે ફર્નિચર, વગેરે સામગ્રી સ્વયં કારીગરો

દ્વારા જ વેચવામાં આવે છે. અહીં ઊંટ અને ઘોડા પર સવારી કરવાનો આનંદ પણ માણી શકાય છે તો એક ઓપન એર રેસ્ટોરન્ટ પણ છે. સિટી પેલેસની નજીકમાં પણ એક મોટી બજાર જોવા મળશે, જે સ્થાનિક કારીગરીવાળું ઝવેરાત, જૂતાં, બેંગ, વસ્ત્રો, ઘરસજાવટની વિવિધ ચીજવસ્તુઓથી ભરપૂર છે.

રાજસ્થાનનું મહત્વનું શહેર હોવાને કારણે ઉદયપુર સડક, રેલવે અને હવાઈ માર્ગથી તમામ મહત્વનાં સ્થળો સાથે સંકળાયેલું છે. ઉદયપુરને તમે એકદમ ખુશમિજાજ અને મૈત્રીસભર શહેર કહી શકો. તમારો ઉદયપુરનો પ્રવાસ ચોક્કસપણે યાદગાર પ્રવાસોમાંનો એક બની રહેશે.

અહીંનો સિટી પેલેસ, લેક પેલેસ, સજ્જનગઢ પેલેસ, મોનસૂન પેલેસ, જગદીશ મંદિર, સહેલિયોં કી બાડી, ગુલાબ બાગ ઉપરાંત સુખડિયા સર્કલ અને ભારતીય લોકકળા મંડળ તમારી મુલાકાતને યાદગાર બનાવી દેશે તેમ જ શૂરવીર પ્રતાપી રાજાઓની આ ભૂમિ પર આવ્યાનો તમને એક રોમાંચક અનુભવ પ્રાપ્ત થશે.

માઉન્ટ આબુ અને ઉદયપુરની મનમોહક અને રોમાંચક દુનિયાનો નજારો જોઈ લીધા બાદ પર્યટકો કુંભલગઢ તરફ પ્રયાણ કરે એ સાથે જ એમને માટે જાણે એક અલૌકિક જગતનાં દ્વાર ખૂલી જાય છે.

કુંભલગઢ

ઉદયપુર શહેરથી ઉત્તર-પશ્ચિમ તરફ ૮૨ કિલોમીટરના અંતરે આવેલો કુંભલગઢ કિલ્લો રાજસ્થાનનાં મુખ્ય પર્યટનસ્થળોમાંનો એક છે. આ રાજ્યના પહાડી કિલ્લાઓમાંનો એક છે, જેને યુનેસ્કોએ ૨૦૧૧માં 'વર્લ્ડ હેરિટેજ સ્થળ' તરીકે ઘોષિત કર્યો. આ કિલ્લો પર્વતમાળાનાં ૧૩ શિખરોથી ઘેરાયેલો છે. તે ૧૯૧૪ મીટરની ઊંચાઈ પર આવેલો છે. આ આકર્ષક કિલ્લો એક જંગલની મધ્યમાં છે અને જંગલને અભયારણ્યમાં પરિવર્તિત કરી દેવામાં આવ્યું છે.

કુંભલગઢ કિલ્લો મહારાણા પ્રતાપના જન્મસ્થળ તરીકે પણ પ્રખ્યાત છે. આ કિલ્લાના પ્રવેશદ્વારને રામ ગેટ અથવા રામ પોલ નામથી પણ ઓળખવામાં આવે છે. આ કિલ્લામાં સાત દ્વાર છે અને કુલ ૩૬૦ મંદિર છે, જેમાંનાં ૩૦૦થી વધારે પ્રાચીન જૈન અને બાકીનાં હિંદુ મંદિર છે. આ કિલ્લામાં ભગવાન શિવને સમર્પિત એક મંદિર છે, જેની અંદર એક વિશાળ શિવલિંગ છે. આ કિલ્લાની ફરતે બાંધવામાં આવેલી ૩૬ કિલોમીટર સંરક્ષક દીવાલ લંબાઈની દૃષ્ટિએ ચીનની 'ધ ગ્રેટ વોલ ઓફ ચાઈના' બાદ દુનિયામાં બીજા નંબરે છે. ૧૫ મીટર પહોળી આ દીવાલ પર આઠ ઘોડા એકસાથે ચાલી શકે છે. કિલ્લાની અંદર ગણેશ મંદિર, નીલકંઠ મહાદેવ મંદિર, વેદી મંદિર, પાર્શ્વનાથ મંદિર, ભાવન દેવરી મંદિર, કુંભા મહેલ, બાદલ મહેલ સહિત અનેક સ્મારક આવેલાં છે.

આ ઉપરાંત નાથદ્વારામાં આવેલાં શ્રીનાથજી મંદિર અને એકલિંગજી મંદિર પણ દર્શનીય છે અને જન આસ્થાનાં મુખ્ય કેન્દ્રોમાંનાં એક છે. □

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REUNITING INDIA'S TOURISM INDUSTRY WITH THE GREAT INDIA TRAVEL BAZAAR

RAJASTHAN TOURISM IS OPTIMISTIC ABOUT THE ECONOMIC GROWTH POTENTIAL LED BY THE GREAT INDIA TRAVEL BAZAAR (GITB) 2023



Bringing the world together! Great India Travel Bazaar organised by the Department of Tourism, Government of Rajasthan, Ministry of Tourism, Government of India and Federation of Indian Chambers of Commerce and Industry (FICCI) is a global platform for international and Indian tour operators to discuss business opportunities and collaborate. Leveraging a platform to connect and build relationships, **Daleep Singh Rathore, Deputy Director, Department of Tourism, Government of Rajasthan** throws light on the opportunity to showcase Rajasthan's tourism potential and help establish it as a premium destination for travellers globally

By *Aanchal Sachdeva*

What prospects make Rajasthan become a tourism magnet with the numbers of visitors marginally rising after Covid-19?

Rajasthan has always been a popular destination for tourists, thanks to its rich culture, history, and architecture. Even though the Covid-19 pandemic has impacted the tourism industry globally, Rajasthan still has the potential to become a tourism magnet with the following prospects:

Unique Culture and Heritage: Rajasthan's culture and heritage are unique and unparalleled, with magnificent forts, palaces, and temples. The state's rich history, folklore, and art forms such as puppetry, folk dances, and music have always attracted tourists.

Adventure Tourism: Rajasthan is known for its desert landscapes, which offer an array of adventure activities such as

camel safaris, hot air balloon rides, and dune bashing. The state also has wildlife sanctuaries and national parks where tourists can spot tigers, leopards, and other endangered species.

Religious Tourism: Rajasthan has several religious sites that attract devotees from all over the world. The holy city of Pushkar, famous for its Brahma Temple and the annual Pushkar Camel Fair, is a significant pilgrimage site for Hindus. Ajmer Sharif Dargah, a Sufi shrine, attracts both Muslims and non-Muslims.

Wellness Tourism: Rajasthan is also an excellent destination for wellness tourism. The state has several Ayurveda and yoga centres that offer rejuvenating treatments and therapies.

Rural Tourism: Rural tourism is an emerging trend in Rajasthan, where tourists can experience the rural way of

life, including farming, handicrafts, and local cuisine. Homestays and farm stays in villages allow tourists to interact with locals and learn about their customs and traditions.

Festivals and Fairs: Rajasthan is famous for its colourful festivals and fairs such as the Jaipur Literature Festival, the Desert Festival, and the Teej Festival. These events showcase the state's art, culture, and culinary traditions and attract a significant number of tourists.

What different and exquisite experiences will be witnessed by domestic and international tourists? How closely are you working with the tour operators to increase the footfall of tourists?

Domestic and international tourists can expect a plethora of unique and exquisite experiences when they visit our state. Rajasthan is home to some of the most magnificent forts, palaces, and temples in India, and our cultural and heritage tours offer tourists a glimpse into the state's rich history and art forms.

Adventure tourism is another exciting



experience that tourists can enjoy in Rajasthan, with hot air balloon rides, dune bashing, and camel safaris in the desert landscapes. Wildlife enthusiasts can explore the state's national parks and sanctuaries, which are home to tigers, leopards, and other exotic species.

Religious tourism is also an essential aspect of tourism in Rajasthan, with significant pilgrimage sites like Pushkar, Ajmer Sharif Dargah, and several Jain temples. Wellness tourism is also an emerging trend, with ayurveda and yoga centres offering rejuvenating treatments and therapies.

Rural tourism is a unique and offbeat experience that allows tourists to immerse themselves in the local way of life, including farming, handicrafts, and local cuisine. Rajasthan's vibrant festivals and fairs, such as the Jaipur Literature Festival, the Desert Festival, and the Teej Festival, also offer a glimpse into the state's art, culture, and culinary traditions.

We are working closely with tour operators to increase the footfall of tourists in Rajasthan. We have launched several initiatives to promote tourism in the state, including roadshows, Travel Marts, online promotions, tie-ups with travel agents and airlines etc. We are also working on improving infrastructure, connectivity, and safety measures to ensure that tourists have a memorable and hassle-free experience when they visit Rajasthan.

How is the Government supporting Rajasthan Tourism aiding it to level up its game on a global level?

The government is taking several measures to support tourism in Rajasthan and help the state level up its game on a global level. Some of these measures include:

Promotion and marketing: The government is actively promoting tourism in Rajasthan through various marketing and promotional campaigns. We are also participating in international travel fairs and exhibitions to showcase the state's tourism potential to a global audience.

Policy support: The government is providing policy support to the tourism industry by simplifying regulations, offering tax incentives, and streamlining the licensing process for tourism-related businesses.

Skill development: The government is investing in the skill development of tourism industry workers and offering training programs to improve their skills and provide better services to tourists.

Safety and security: The government is taking measures to ensure the safety and security of tourists by deploying police personnel and increasing surveillance in tourist areas.

All these initiatives are aimed at improving the overall tourism infrastructure in Rajasthan, promoting the state's tourism potential globally, and enhancing the overall experience of tourists visiting the state. We are committed to working towards making Rajasthan one of the top tourist destinations globally and providing tourists with unforgettable experiences that will keep them coming back for more.

There will be a modest increase in the footfall of tourists due to Great India Travel Bazaar 2023 driving growth of the hospitality sector. What is your vision for the economic growth led by GITB 2023 for Rajasthan Tourism or Jaipur specifically?

GITB is one of the premier travel and tourism events that brings together travel agents, tour operators, and hospitality industry players from all over the world. The event provides an opportunity to showcase Rajasthan's tourism potential and help establish it as a preferred destination for travellers globally.

In addition to generating tourism revenue, GITB 2023 is also helpful in creating numerous employment opportunities and supporting local businesses. The hospitality industry will be a significant beneficiary of this event, with

increased demand for hotel rooms, food and beverage, and other related services.

Jaipur, as the host city for GITB 2023, stands to benefit significantly from the event. The influx of tourists will boost the local economy, providing a boost to businesses in the city. Furthermore, the increased exposure of Jaipur to the global tourism market will help establish the city as a premier tourist destination and encourage further investment in the tourism infrastructure. We are optimistic about the economic growth potential led by the Great India Travel Bazaar (GITB) 2023 for the tourism industry in Rajasthan.

Overall, our vision is to make Rajasthan and Jaipur one of the top tourist destinations globally, generating significant employment opportunities and boosting the local economy. We are committed to working with stakeholders in the tourism industry to ensure that the benefits of such initiatives are realized to the fullest extent possible.

What opportunities will the GITB 2023 lay forward for its exhibitors/partners this year?

We believe that the Great India Travel Bazaar (GITB) 2023 will provide numerous opportunities for exhibitors and partners to showcase their products and services to a global audience.

GITB 2023 is expected to attract participants from over 60 countries, providing an excellent platform for exhibitors and partners to network with other players in the tourism industry, meet potential clients, generate business leads, and explore new market opportunities.

Participation in GITB 2023 can also help exhibitors and partners build their brands and establish themselves as leaders in the tourism industry. The event will feature several sessions on the latest industry trends and best practices, providing valuable insights that can help improve products and services.

Overall, GITB 2023 presents a unique opportunity for exhibitors and partners to connect with potential clients, generate business leads, and showcase their products and services to a global audience. We encourage all stakeholders in the tourism industry to participate in the event and take advantage of the numerous opportunities it provides.

What are the expected numbers of participation this year in the GITB with the exhibitors excited to showcase their products?

We are expecting more than 300 participants to come forward to participate and showcase their products this year at GITB.

Are there any inaugural sessions/panel discussions planned? Whom are the key speakers highlighting some key subject interests at the GITB 2023?

No panel discussions are planned during the GITB, only B2B meetings would be organised during the GITB this year.

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Raj to develop 23 old airstrips on PPP: Minister

State tourism minister Vishvendra Singh on Sunday said that the state government is planning to develop 23 old airstrips on a public-private partnership (PPP) mode to promote tourism in the state. Speaking at the G20 tourism expo, Singh said that the state government has taken a slew of policy decisions to promote tourism in the state. He cited the Kishangarh airport as a case which has been attracting flyers after it was developed and became operational. P2



Raj plans to develop 23 old airstrips on PPP mode: Min

TIMES NEWS NETWORK

Jaipur: State tourism minister Vishvendra Singh on Sunday said that the government is planning to re-develop 23 old airstrips in public-private partnership (PPP) mode to promote tourism in rural areas of the state.

Delivering the inaugural address at the G20 Tourism Expo here, Singh said, "Under our newly introduced rural tourism policy, we are going to re-develop 23 airstrips with private sector support. This will provide a big impetus to tourism in Rajasthan, especially in rural areas, and create humongous employment opportunities."

He cited the Kishangarh airport as an example, saying it has been attracting flyers since it was re-developed. He said the state government has announced a slew of policy measures to promote film, wildlife and rural tourism.

Singh said that Rajasthan has formulated a path-brea-



Tourism minister Vishvendra Singh speaks at the G20 Tourism Expo in the city on Sunday

king rural tourism policy which other states should emulate. "The policy is expected to boost wildlife tourism, cultural and religious tourism across the state," said Singh. Union tourism secretary Arvind Singh said that about 70 million direct and indirect jobs were generated through tourism in the country in 2021-22.

He said that besides this job-generating potential, the

tourism sector has huge impact on the GDP of the country. Keeping the importance of the sector in view, the Centre is trying to improve rail, road and air connectivity which are key to the growth of the sector, said Singh.

"Amid India's G20 presidency, India's tourism sector is showing one of the strongest recoveries in the Asia-Pacific region. Despite the challenges posed by the pandemic, India registered 6.19 million foreign tourist arrivals in 2022, registering a 96% growth as compared to 1.52 million in 2021. To promote tourism further, we plan to promote green tourism and open up 50 new tourism destinations and launch publicity campaigns in overseas markets," Singh said. The tourism ministry has already organised G20-tourism working group meetings and is exploring the promotion of green tourism, digitalisation, skill development, promotion of MSMEs, and destination management, Singh said.

Publication	The Indian Express	Date	45/04/2023
Edition	New Delhi	Page No	4

Govt plans to develop 23 old airstrips on PPP mode: minister

PRESS TRUST OF INDIA
JAIPUR, APRIL 23

THE STATE government is planning to develop 23 old airstrips on a public-private partnership mode where chartered and smaller flights can land, Tourism Minister Vishvendra Singh said here on Sunday.

Addressing the G20 Tourism Expo in Jaipur, he also exhorted all participants to go back as "ambassadors of Rajasthan tourism".

"Under the guidance and leadership of Chief Minister Ashok Gehlot, we are planning to put out 23 old airstrips on a PPP (public-private partnership mode) where chartered flights linkage can be provided directly," Singh said.

Singh also holds the portfolio of civil aviation in the state cabinet. Citing an example of Kishangarh airport, he said after the operationalisation of flights to this airport, a lot of crowd has got diverted from the main airport.

So, people going to Ajmer or those going for 'ziyarat' are going through Kishangarh airport, the minister said.

When asked about the status of this plan, he said it was "in the pipeline and, soon, it will be done". "We plan to give these airstrips on a PPP mode, so investment will be from the private sector. And, we (state) will take a certain percentage of the



Tourism Minister Vishvendra Singh says the arrangement should be such that chartered flights and smaller flights can land on these airstrips

landing and taking off charges. So, it will enhance connectivity," Singh told PTI.

Asked if these 23 airstrips have been identified, he said they are all existing ones, including those from the colonial era or those made by former rulers.

In response to another query, he said the arrangement should be such that chartered flights and smaller flights can land on these airstrips.

The G20 Tourism Expo is being held here by the Ministry of Tourism in association with the Rajasthan tourism department and the Federation of Indian Chambers of Commerce and Industry (FICCI).

In his address, the tourism minister also said "tourism" does not belong to any party and urged that whenever any fund is to come from the Centre to the

state, it should be speedily released.

Singh said the new Rajasthan rural tourism scheme, approved a few months ago, has many elements which "a lot of states want to copy".

The Rajasthan Cabinet in November approved the Rajasthan Rural Tourism Scheme, 2022, to boost rural tourism and generate employment.

This scheme will create employment opportunities in the villages and protect the handicrafts industry by establishing rural guest houses, agricultural tourism units, camping sites and caravan parks.

At the same time, the scheme will acquaint domestic and foreign tourists with Rajasthan's rural culture.

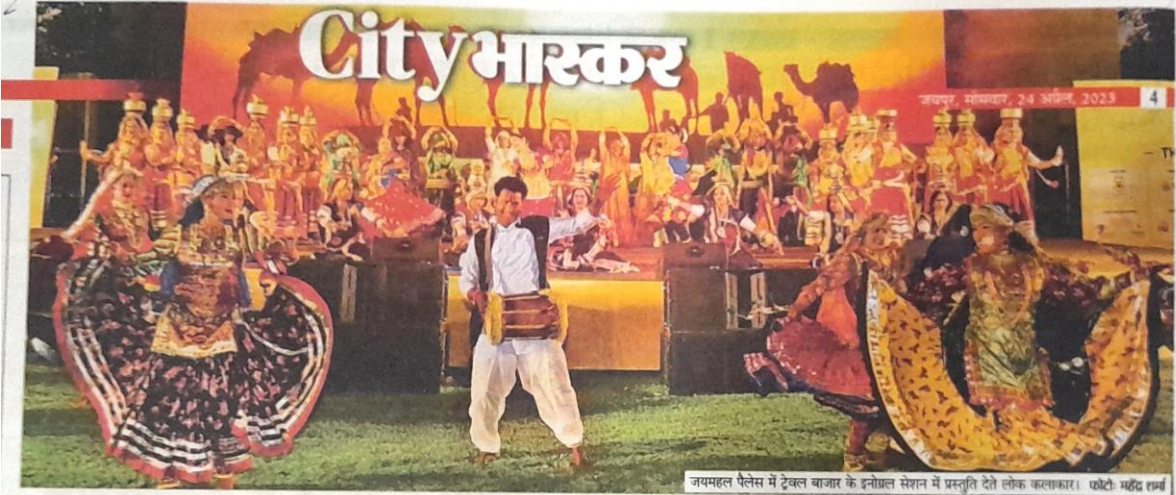
"This rural tourism policy will generate a lot of employment, put focus on our folklore, rural landscape, wildlife, cultural and heritage sites there, and religious sites, beyond the oft-talked about sites," Singh said.

The event was also attended by delegates from G20 member countries — Italy, Türkiye, Australia and Germany.

The Ambassador of South Korea to India, Chang Jae-bok, was also present on the occasion.

G20 Sherpa Amitabh Kant was also scheduled to attend the event, but could not make it, a senior official said.

Publication	Dainik City Bhaskar	Date	24/04/2023
Edition	Jaipur	Page No	4



ग्रेट इंडियन ट्रेवल बाजार | 3 साल बाद जयपुर में पर्यटन से जुड़े विशेषज्ञ दो दिन करेंगे पर्यटन की नई संभावनाओं पर मंथन
जयपुर में जुटे जी-20 के 56 देशों के टूर ऑपरेटर, विकसित किए जाएंगे 50 नए पर्यटन स्थल और 59 नए हवाई मार्ग

जयपुर में तीन साल बाद हो रहे ग्रेट इंडियन ट्रेवल बाजार में पहली बार जी-20 के सदस्यीय राष्ट्रों के लिए यह प्लेटफॉर्म संभावनाओं का काम करेगा। यहां जी-20 के 56 देशों के 283 टूर ऑपरेटर्स शामिल कर रहे हैं। देश के उत्तराखण्ड, केरल, कर्नाटक, मेघालय, मध्य प्रदेश, पंजाब, तमिलनाडु, उत्तराखण्ड और उत्तर प्रदेश के 11 टूरिज्म बोर्डर्स सहित 290 से ज्यादा भारतीय प्रदर्शकों के साथ दो दिन

पर्यटन की संभावनाओं पर मंथन होगा। आने वाले समय में पर्यटन को बढ़ावा देने के लिए देशभर में 50 नए पर्यटन स्थल विकसित किए जाएंगे। साथ ही 59 नए हवाई मार्गों को अमल में लाने का प्लान है। यह कहना था भारत सरकार के पर्यटन मंत्रालय के सचिव अश्विन्द सिंह का। मौका था, होटल रामबाग पैलेस में जी20 टूरिज्म एक्सपोजे के उद्घाटन समारोह का। साथ ही बताया कि महामारी की चुनौतियों के बावजूद 2021 में 1.52 मिलियन पर्यटकों की तुलना में 2022 में 6.19 मिलियन विदेशी पर्यटक आए।

देश में राजस्थान 75 फीसदी होटलों का घर पर्यटन यंत्र विवेक सिंह ने कहा, राज्य सरकार प्रदेश में 23 हवाई पट्टियों को पुनर्विकसित करने पर फोकस कर रही है। दिन में सस्टेनेबल टूरिज्म एको-फ्रेंडली इनवैस्टिमेंट प्रोथेज 'इकॉनॉमिक टूरिज्म एको-फ्रेंडली वाय डिस्टिनेशन पैनेजमेंट एंड एम्प्लॉयमेंट प्रोथेज' पर सेशन हुए। कला और संस्कृति को प्रकान खींचे गयने रटोयु ने कहा, 'राजस्थान करीब 75% हॉटेज होटलों का घर है। इनका रॉकल बेंडिंग और फ्लेम शूटिंग के लिए भी उपयोज होने लगे है

इनोग्रल में घूमर, कथक और कालबेलिया की प्रस्तुति

इलाहाबाद सफरी से पर्यटक रोमांचित बन रहे हैं विज कैंटर्स की सञ्चालनी
 • मुख्य सचिव उषा शर्मा ने कहा- जयपुर में इलाहाबाद सफरी पर्यटकों को रोमांच का मौका दे रहा है। इसे बिग कैंटर्स की राजस्थानी बनाने का अवसर दिया जा रहा है। ट्रेकल बाजार में दो दिन सिक्ल डकलपमेंट, डिजिटलीकरण, एम्प्लॉयमेंट को विकास, सस्टेनेबल टूरिज्म का डकलपमेंट शामिल है।

290 से ज्यादा भारतीय प्रदर्शकों के साथ तलाशेंगे पर्यटन के नए क्षेत्र।
 283 टूर ऑपरेटर्स दो दिन जयपुर में सस्टेनेबल टूरिज्म पर करेंगे बात।

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Edition	Jaipur	Page No	2

DAY-2 OF THE GREAT INDIAN TRAVEL BAZAAR
283 tour operators from 56 countries gather in Jpr



Shikhar Agarwal addressing the gathering at JECC on Monday.

Nirmal Tiwari
Jaipur: On the second day of the 12th edition of Great Indian Travel Bazaar (GITB), the exhibition at the Jaipur Exhibition and Convention Center (JECC) in Sitapura was inaugurated. The exhibition opened with the cutting of the ribbon by Director General, Tourism, Government of India, Manisha Saxena, Principal Secretary, Rajasthan Tourism Department Gayatri



Manisha Saxena cutting the ribbon at JECC in Jaipur on Monday. Gayatri Rathore, Jyotsna Suri, and Dipak Deva are also seen.

Rathore, Past President, FICCI, Dr. Jyotsna Suri and Chairperson, FICCI Tourism and Culture Committee & MD, SITA, TCI, & Distant Frontiers Dipak Deva. Throughout the day there were

power packed Buyer-Seller pre-scheduled B2B meetings. Held after a gap of 3 years, 283 tour operators from 56 countries and State Tourism Board representatives from 9 states are participating in the event. During an interaction between foreign buyers and the Department of Tourism, ACS, Forest, Environment & Climate Change Department, Shikhar Agarwal highlighted the sustainable and eco-friendly tourist destination in the state. He said that last year Ranthambore alone received 5 lakh tourists generating a revenue of Rs 45 crore. Talking about leopard safaris, he said that while Jhalana is already well known, Amargarh leopard reserve has also started recently and now another leopard safari will start in Maila Bagh - giving Jaipur as many as 3 leopard safaris. The session was moderated by Rashmi Sharma.

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Edition	Jaipur	Page No	12

GITB: A HUB OF BUSINESS

CITY FIRST

On the second day of the 12th edition of the Great Indian Travel Bazaar (GITB), the exhibition at the Jaipur Exhibition and Convention Center (JECC) in Sitapura was inaugurated. The exhibition opened with the cutting of the ribbon by Director General, Tourism, Government of India, Manisha Saxena; Principal Secretary, Department of Tourism, Government of Rajasthan, Gayatri Rathore; Past President, FICCI, Dr Jyotsna Suri and Chairperson, FICCI Tourism and Culture Committee & MD, SITAT, TCI, & Distant Frontiers, Dipak Deva. The International mart has been organised by the Department of Tourism, Government of Rajasthan, the Ministry of Tourism, Government of India and the Federation of Indian Chambers of Commerce and Industry (FICCI). During the tourism bazaar, Celebrity Chef

Ranveer Brar did a live food demonstration for the attendees of the Mart. Focusing on millets, he showed how the popular Rajasthani dish, Gatta can be made with millets. He also talked about the importance of ghee and spices in Indian cuisine. On the occasion, Brar said that Indian food is misconstrued as being very spicy. However, out of the 1100 micro cuisines of Indian food, 400 do not even use spices. Later the food was also available for a tasting by the attendees. Not only this morning, over 50 golfers participated in the G20 Tourism Expo Golf at the Rambagh Golf Course in Jaipur. The game was teed off by Secretary of Tourism, Government of India, Arvind Singh, The South Korean Ambassador, H.E. Chang Jae-Bok as well as the Secretary General of FICCI, Shailesh Pathak also played in the game.



The participants of the G20 Tourism Expo Golf at the Rambagh Golf Course



Chang Jae-Bok teeing off the golf



Chef Ranveer Brar at the cookery event



Chef Ranveer Brar addressing the audience

A glimpse of B2B meeting

Publication	Punjab Kesari	Date	25/04/2023
Edition	All Rajasthan	Page No	5

ग्रेट इंडियन ट्रेवल बाजार 2023 के 12वें संस्करण का दूसरा दिन

पिछले साल रणथम्भौर में पांच लाख पर्यटक आए : अग्रवाल

मायला बाग में शुरू होगी एक और लेपर्ड सफारी

जयपुर, 24 अप्रैल (व्यूर) : ग्रेट इंडियन ट्रेवल बाजार (जीआईटीबी) के 12वें संस्करण के दूसरे दिन सोमवार को सोतापुरा स्थित जयपुर एक्जीबिशन एंड कनवेंशन सेंटर (जेईसीसी) में प्रदर्शनी का भव्य उद्घाटन हुआ। पर्यटन मंत्रालय की महानिदेशक, मनीषा सक्सेना, पर्यटन विभाग की प्रमुख शासन सचिव गायत्री राठी, फिक्को की पूर्व अध्यक्ष डॉ. ज्योत्सना सूरी ने फीता काटकर प्रदर्शनी का उद्घाटन किया। मार्ट में पूर्व निर्धारित बी2बी बैठकों में दिनभर बायर-सेलर्स में भरपूर ऊर्जा देखने को मिली। तीन वर्ष के अंतराल के बाद इस कार्यक्रम में 56 देशों के 283 दूर ऑपररेटर और 9 राज्यों के स्टेट टूरिज्म बोर्ड के प्रतिनिधि भाग ले रहे हैं। वन, पर्यावरण एवं जलवायु परिवर्तन विभाग के अतिरिक्त मुख्य सचिव, शिखर अग्रवाल ने विदेशी खरीदारों और पर्यटन विभाग के बीच बातचीत के दौरान राज्य में पर्यावरण के अनुकूल पर्यटन स्थल बनाने पर प्रकाश डाला। उन्होंने कहा कि पिछले साल अकेले रणथम्भौर में 5 लाख पर्यटक आए थे, जिससे 45 करोड़ रुपए का राजस्व प्राप्त हुआ था। उन्होंने राज्य में विकसित किए जा रहे नए स्थलों जैसे चंबल नदी पर पालीसाट, धौलपुर में बोट सफारी के बारे में भी बताया। लेपर्ड सफारी के बारे में बात करते हुए उन्होंने कहा कि झालाना



मिलैट्स के साथ पकाया राजस्थानी भोजन

सेलिब्रिटी शेफ रणवीर बरार ने मार्ट में उपस्थित लोगों के लिए खाना पकाने का लाइव डेमोन्स्ट्रेशन दिया। मिलैट्स के बारे में बात करते हुए उन्होंने दिखाया कि कैसे मिलैट्स के साथ लोकप्रिय राजस्थानी व्यंजन गट्टा बनाया जा सकता है। उन्होंने भारतीय व्यंजनों में घी और मसालों के महत्व के बारे में भी बताया। इस दौरान बरार ने कहा, भारतीय व्यंजनों को बहुत मसालेदार समझा जाता है। हालांकि भारतीय व्यंजनों के 1100 छोटे भागों में से 400 में मसालों का उपयोग नहीं किया जाता।

पहले से ही इसके लिए प्रसिद्ध है। अमागढ़ लेपर्ड रिजर्व भी हाल में शुरू हुआ है और अब मायला बाग में एक और लेपर्ड सफारी शुरू होगी, जिससे जयपुर में 3 लेपर्ड सफारियां मिलेंगी। जयपुर में बर्ड पार्क भी बनाया जा रहा है। कार्यक्रम का संचालन पर्यटन विभाग की निदेशक रश्मि शर्मा ने किया।

जी 20 टूरिज्म एक्सपो गोल्फ : सुवह जयपुर के रामबाग गोल्फ कोर्स में जी20 टूरिज्म एक्सपो गोल्फ में 50 से अधिक गोल्फर्स ने भाग लिया। खेल की शुरुआत पर्यटन सचिव, अरविंद सिंह ने की। दक्षिण कोरिया के एम्बेसेडर, एचई, वींग जे-बोक के साथ फिक्को के महासचिव शैलेप पाठक ने भी गोल्फ खेला।

Publication	First India	Date	26/04/2023
Edition	Jaipur	Page No	2

GREAT INDIAN TRAVEL BAZAAR CONCLUDES

Buyers, sellers express satisfaction on networking opportunities



Managing Director, RTDC, Vijay Pal Singh (centre) with officials of Department of Tourism and FICCI.

First India Bureau

Jaipur: The 12th edition of the GITB 2023 ended with euphoria among the travel trade at Jaipur Exhibition & Convention Centre (JECC) at Sitapura on Tuesday. The 'buyers' and 'sellers' expressed great satisfaction on the networking opportunities. A total of 283 major inbound Foreign Tour Operators (FTOs) from 56 countries participated as foreign buyers in



Buyers and sellers at the 12th edition of the Great Indian Travel Bazaar at Jaipur Exhibition & Convention Centre at Sitapura on Tuesday.



this mega event.

Speaking about the success of the Mart, Principal Secretary, Tourism, Government of Rajasthan, Gayatri

Rathore said that GITB has been hugely successful in attracting serious buyers and sellers. As many as 11,000 pre-scheduled B2B

meeting were held over the course of two days. The participation of 9 States including the Host State of Rajasthan shows that the mart has

established itself across the country. It is a leading event in terms of FTOs who take part in the mart in large numbers.

Publication	Dainik City Bhaskar	Date	26/04/2023
Edition	Jaipur	Page No	4



हवा महल पर मयूर नृत्य करते कलाकार। फोटो : महेंद्र शर्मा

जयपुर बाय नाइट | 56 देशों के दूर ऑपरेटर और जी-20 के प्रतिनिधियों के लिए हुआ कल्चरल शो कृष्ण मुकुट हवामहल पर हुई रास लीला

सिटी रिपोर्टर। दिन ढलते ही राजस्थानी हाव-भाव, रंग रूप और लोक संस्कृति की महक हवा में घुलने लगी। राजस्थानी पोशाकों में लोक कलाकारों ने घूमर रमवा म्हे जासी... जैसे गानों पर घूमर जैसे ही शुरू किया। देसी- विदेशी दूर ऑपरेटर्स कलाकारों के साथ राजस्थानी आभा का हिस्सा बनते चले गए। मौका था जयपुर में चल रहे द ग्रेट इंडियन बाजार के आखिरी दिन का। दिनभर 56 देशों के कुल 283 प्रमुख इन बाउंड फॉरेन टूर ऑपरेटर्स (एफटीओ) ने विदेशी खरीदारों के रूप में भाग लिया। शाम को हवा महल के सामने हुए 'जयपुर बाय नाइट' का हिस्सा बने। घंटे भर का शो रात 8 बजे से शुरू हुआ। फॉरेन ऑपरेटर्स राजस्थानी लोक कलाओं के जरिए प्रदेश के रंगों की खूबसूरत भीनी भीनी महक से रबक हुए। तीन दिवसीय जीआईटीबी राजस्थान सरकार के पर्यटन विभाग, भारत सरकार के पर्यटन मंत्रालय और फिक्की की ओर से हुआ।

भरतपुर के कलाकारों ने भवई, कालबेलिया की दी प्रस्तुति



शाम को हवा महल के सामने भरतपुर के कलाकारों ने मयूर नृत्य, बाइमेर के पेपे खां व उनकी टीम ने मिलकर मांगणियार गायन की प्रस्तुति दी। कच्ची घोड़ी नृत्य की

प्रस्तुति बम्सी के कलाकारों ने दी। जयपुर के महावीर सपेरा टीम ने मिलकर भवई व कालबेलिया की प्रस्तुति जैसे ही शुरू की, स्थानीय दर्शकों के साथ- साथ सैलानियों ने वीडियो बनाया। किरानगढ़ से आए कलाकारों ने घूमर व चरी पेश किया। अलवर के कलाकारों ने भपंग और तेरह ताली की पाली के कलाकारों ने पेश किया। इससे पहले दिन में सीतापुरा स्थित जेईसीसी में पर्यटन विभाग की प्रमुख शासन सचिव गायत्री राठी ने कहा मार्ट में राजस्थान सहित 9 राज्यों की भागीदारी रही। राजस्थान एसोसिएशन ऑफ दूर ऑपरेटर्स (राटो) के प्रेसिडेंट महेंद्र सिंह राठी ने कहा, आने वाले बायर्स के लिए 'फैम टर्स' भी आयोजित करेंगे। उसमें कुल 60 दूर ऑपरेटर्स शामिल होंगे।

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टूरिज्म को बढ़ावा देने के लिए विभाग ने शुरू किया 'हैशटैग बियॉड द बाउंड्री' कैंपेन
 सिटी रिपोर्टर। राजस्थान पर्यटन इन दिनों सोशल मीडिया पर एक अनूठी कैंपेन 'हैशटैग बियॉड द बाउंड्री' चला रहा है। यह कैंपेन पर्यटन को तो प्रमोट कर ही रहा है, साथ ही दूसरे राज्यों के पर्यटन विभाग भी इस कैंपेन का हिस्सा बन रहे हैं। आईपीएल को लेकर इन दिनों पूरे देश में दीवानगी का माहौल है, ऐसे में विभाग ने भी क्रिकेट के इस माहौल को सोशल मीडिया पर पर्यटन विकास को अवसर में बदल दिया है। विभाग की निदेशक डॉ.रश्मि शर्मा के अनुसार जब पूरी दुनिया टीवी और इन्टरनेट के जरिए आईपीएल आनंद ले रही है तो राजस्थान पर्यटन ने भी सोशल मीडिया पर (हैशटैग) बियॉड द बाउंड्री नामक एक सोशल मीडिया कैंपेन चलाया है, इस कैंपेन को राजस्थान रॉयल्स के साथ जोड़ा गया है।

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The screenshot shows a Twitter interface. At the top, there are browser tabs for 'Inbox - harishbalani77@gmail.co', 'WhatsApp', and 'ZEE Rajasthan on Twitter: "#'. The address bar shows the URL: 'twitter.com/zeerajasthan_/status/1646835939938009088?t=RqOw7ega2RJKD-5fSO70EQ&s=08'. Below the browser tabs, there are several social media and utility icons. The main content is a tweet from 'ZEE Rajasthan' (@zeerajasthan_) with the text: '#Jaipur : राजस्थान टूरिज्म का अनूठा सोशल कैंपेन IPL को क्रिकेट टूरिज्म में बदला, कैंपेन को राजस्थान रॉयल्स के साथ जोड़ा'. Below the text is a video thumbnail showing a group of people in a meeting. To the right of the tweet is a 'New to Twitter?' section with options to 'Sign up with Google', 'Sign up with Apple', and 'Create account'. At the bottom, there is a 'Relevant people' section featuring 'ZEE Rajasthan' (@zeerajasthan_) with a 'Follow' button. A blue banner at the bottom of the tweet area says 'Don't miss what's happening' and 'People on Twitter are the first to know.' with 'Log in' and 'Sign up' buttons. The Windows taskbar is visible at the very bottom, showing the search bar, taskbar icons, and system tray with the date '15-04-2023' and time '14:46'.