

Media Coverage – May 2023

Publication	Business of Travel Trade (BOTT)	Date	May 2023
Edition	International Magazine	Page No	20-21

SPOTLIGHT

Experience Rajasthan: Culture, Heritage, Hospitality, and



'We are confident that the international tourist footfall in Rajasthan will increase this year. Meanwhile, domestic tourism has been robust, with tourists visiting the state throughout the year', says Smt. Gayatri Rathore, Principal Secretary Tourism, Government of Rajasthan.

Priyanka Saxena Ray

Please share with us the recent initiatives that Rajasthan Tourism has undertaken to enhance its tourism infrastructure.

In recent times, Rajasthan Tourism has shifted its focus to improving infrastructure facilities. A substantial budget has been allocated to develop tourist facilities, including roads and accommodations for budget-conscious travellers. We are concentrating on areas with significant footfalls from religious and spiritual tourists. For instance, we have developed circuits such as the Krishna Circuit, Heritage Circuit, and Desert Circuit. Tourist sites within these areas, be it religious or natural wonders, are being linked and developed into a cohesive product. With end-to-end connectivity and the Rajasthan Tourism app, information is easily accessible. Our presence on YouTube and social media platforms further aids in information dissemination. There are several effective tourism policies and promotions in place, such as single-window clearance and the tourism unit policy. These allow for streamlined project approvals and enable investors to access concessions from various government departments.

Rajasthan is well-known for weddings and MICE (Meetings, Incentives, Conferences, and Exhibitions). Are there any specific initiatives in place for this market?

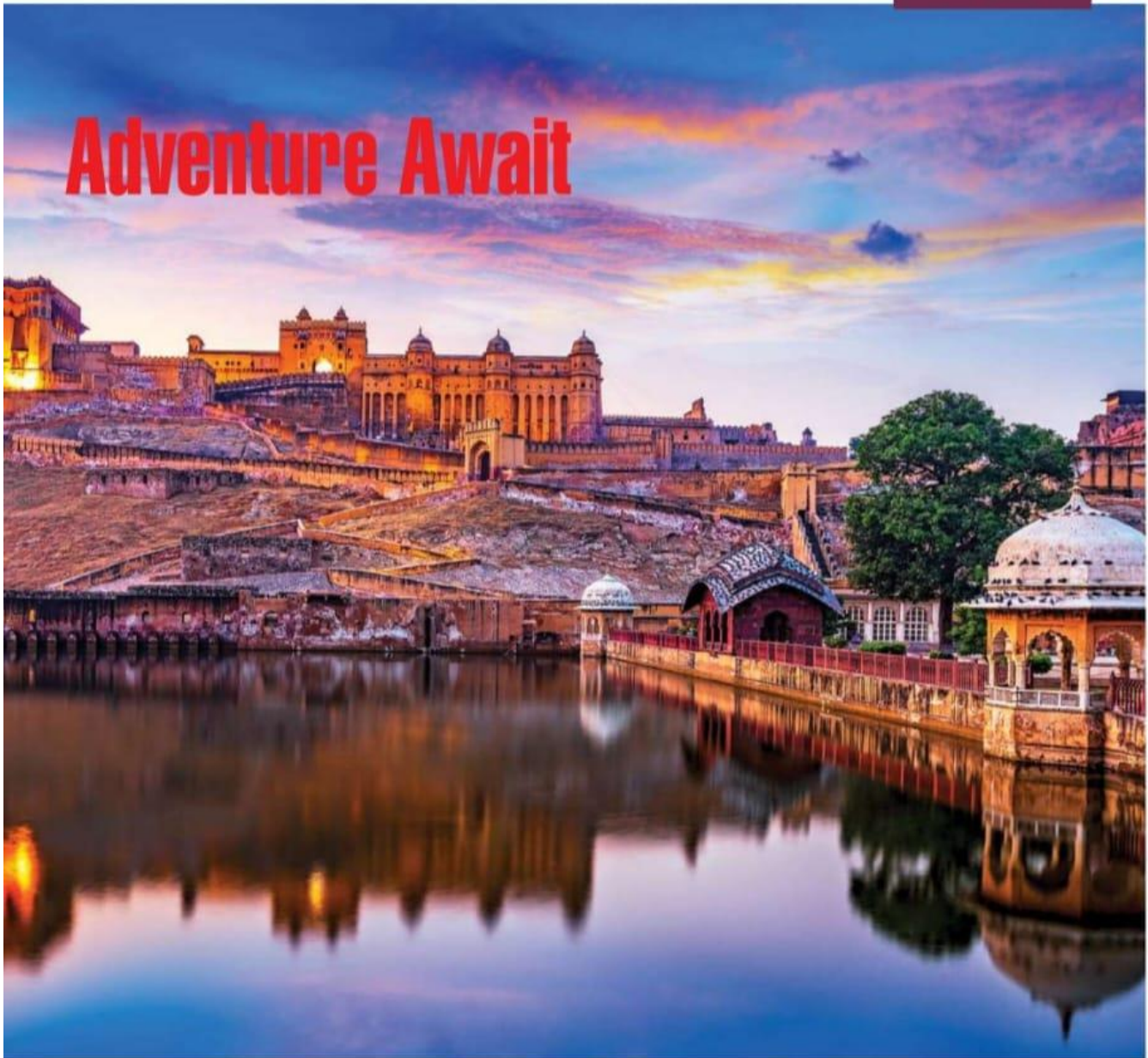
Destination weddings are our biggest MICE events, and we have organised numerous events aimed at attracting wedding planners and managers from both domestic and international markets. This has led to an increase in weddings taking place in Rajasthan, particularly among those seeking a luxurious, royal experience in our forts and palaces. We are actively promoting Rajasthan as a premier wedding destination.

Are there any plans to build more convention centres in other parts of Rajasthan?

Our honourable Chief Minister has expressed the desire to develop large

Gayatri Rathore,
Principal Secretary Tourism,
Government of Rajasthan

Adventure Await



convention centres and exhibition halls in cities like Jodhpur, Ajmer, and Udaipur. We are exploring partnerships with private developers through public-private partnership models, wherein the government can provide land and establish a revenue-sharing arrangement. We have requested district collectors to identify suitable land and have invited interested parties to visit our tourism website for further information.

As a woman, how would you rate Rajasthan for

women solo travellers in terms of safety?

We have been receiving many inquiries about solo women travel, and with the diverse experiences Rajasthan offers, I believe it is a perfect destination for women solo travellers. However, regardless of whether one is traveling in Rajasthan or anywhere else in the world, it is essential to follow basic safety precautions. Book accommodations and activities through verified agents, use app-based services, and plan meticulously. If you adhere to these

safety protocols, Rajasthan is a fantastic destination for women traveling solo.

Could you share some information about luxury train services in Rajasthan?

The Palace on Wheels, our luxury train service, recently resumed operations after the pandemic, and the response has been overwhelmingly positive. We are hopeful that the upcoming season will continue to see a high demand, especially following the GITB (Great Indian Travel Bazaar) event. ■

Publication	The Daily Guardian	Date	05/05/2023
Edition	New Delhi	Page No	12
Rural Tourism in Rajasthan			

CAMP SITES, CARAVAN PARKS OFFER UNIQUE DESERT VILLAGE EXPERIENCES

TGG NETWORK
JAIPUR

Sprawling stud farms, camping sites and caravan parks in Rajasthan's deserts and villages have become the go-to destinations for tourists looking to explore the state's rich rural culture and lifestyle.

There are 35 such sites across Rajasthan and these offer a more traditional experience to people, tourism officials said. Rajasthan is not only about forts, palaces and wildlife reserves, but there is a lot to see in its desert and villages, they said.

The initiative is getting a good response from do-



estic visitors as well as foreigners since it started in November last year. Director Tourism Rashmi Sharma said.

The official said within a short period, 35 rural tourism units -- guesthouses, caravan parks, stud farms and camping sites -- have been registered and they have started functioning.

The rural tourism units

have been set up in districts such as Jaipur, Alwar and Udaipur.

Under this scheme, people in rural areas can host tourists at their homes. One to five rooms can be operated as home stay and more than that as a guest house.

The scheme states that an approved unit can be set up on agricultural land in rural areas, which should be a

minimum of 2,000 square meters and a maximum of two hectares, according to the scheme.


Ten per cent of the land can have a ground floor and one floor up to a height of nine metres in the built-up part for accommodation and food. The remaining 90 per cent has to be used for agriculture and horticulture work, as camel farms or horse farms, for birds and livestock, for crop sowing, for handicraft manufacturing or for gardening, it states.

These activities will be done to give tourists a feel of the rural environment, the scheme states.

Publication	Doordarshan Rajasthan	Date	17/05/2023
Channel	National	Page No	*****
Rural Tourism in Rajasthan			



Publication	The Print	Date	04/05/2023
Edition	Online	Page No	****



ThePrint

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India

Travellers choosing camp sites, caravan parks in deserts, villages to experience rural Rajasthan

PTI 04 June, 2023 01:02 pm IST

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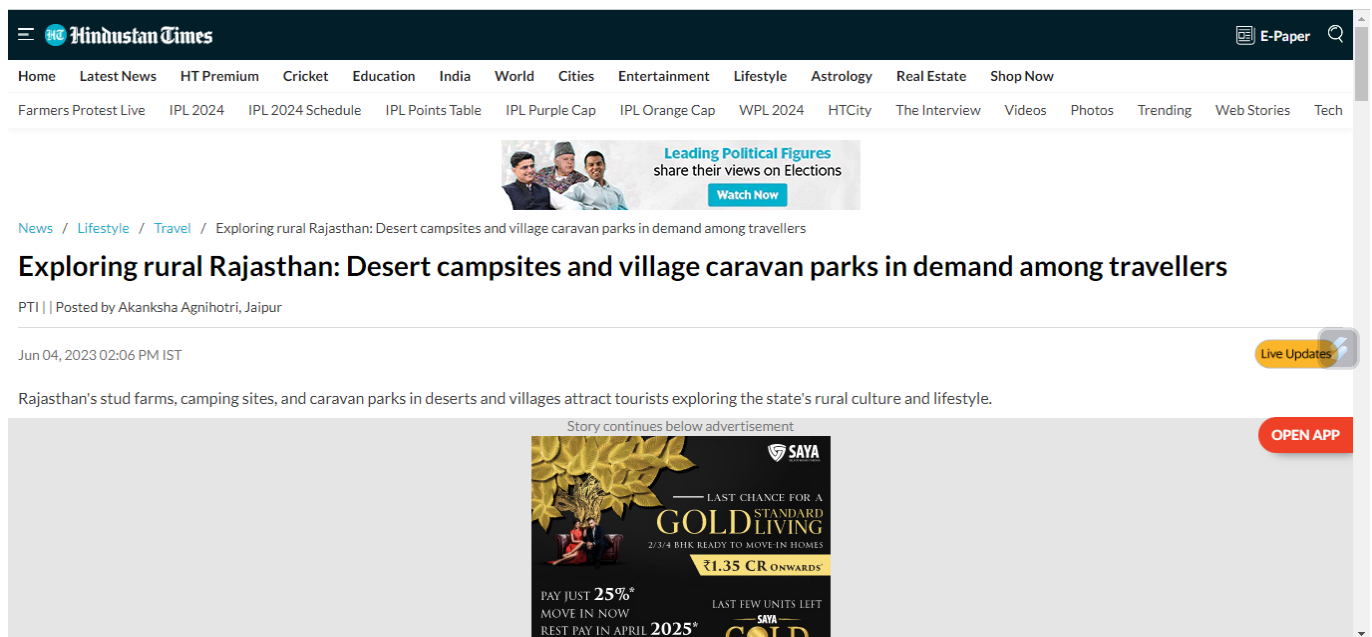
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Advertisement

Jaipur, Jun 4 (PTI) Sprawling stud farms, camping sites and caravan parks in Rajasthan's deserts and villages have become the go to destinations for tourists looking to explore the state's rich rural culture and lifestyle.

These are 25 such sites across Rajasthan and these offer a more traditional experience to people

Publication	Hindustan Times	Date	04/05/2023
Edition	Online	Page No	*****



Hindustan Times

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News / Lifestyle / Travel / Exploring rural Rajasthan: Desert campsites and village caravan parks in demand among travellers

Exploring rural Rajasthan: Desert campsites and village caravan parks in demand among travellers

PTI | Posted by Akanksha Agnihotri, Jaipur

Jun 04, 2023 02:06 PM IST

Live Updates

Rajasthan's stud farms, camping sites, and caravan parks in deserts and villages attract tourists exploring the state's rural culture and lifestyle.

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Publication	India Today	Date	17/07/2023
Edition	National Magazine	Page No	62

TravelPlus
QUARTERLY

The Next Big Thing



It's a 600 million-year-old geographical feature that encircles a 1,000-year-old temple, and Rajasthan Tourism feels it's high time to develop it as a tourist attraction. If fame has eluded the Ramgarh Crater, it's because the site remained shrouded in geological mystery. Was it the result of volcanic activity or an asteroid strike? The place has always been remarkable enough to attract notable figures—it was mapped by Kishen Singh Rawat a.k.a. 'AK', one of the famous 'Pundits' who surveyed Tibet in disguise, and the geologist John Bicknell Auden (brother of the poet W.H. Auden) was among those who speculated that the crater was the result of an intrusion of magma. Fortunately for Baran district, in the southwestern corner of the state, scientific consensus has shifted overwhelmingly to the position that Auden was wrong and this is, in fact, the rarer kind of crater: of extra-terrestrial origin. Which makes Ramgarh India's second largest 'astrobleme' (after the Lonar crater). The government reportedly plans to spend several crores on developing the place as a tourist hotspot. You might want to get there first.

SHORTCUTS

WHAT'S NEW IN TOURISM IN...

GOA



Rohan Khaunte, Minister of Tourism: "Monsoon tourism has picked up in Goa. Goa is also looking to promote local festivals to attract tourists. These include Shigmo, Heritage, Spirit of Goa, Deepotsav, Food & Cultural, Carnival, Vintage, Chikal Kalo, Sao Joao, and Bonderam. From the vibrant colours and traditional music of Shigmo to the lively parades and costumes of Carnival, these festivals provide an opportunity for tourists to immerse themselves in the local traditions and celebrations. The new airport is having a significant impact. With improved connectivity, more tourists are able to conveniently reach Goa."

TAMIL NADU



Dr K. Manivasan, Principal Secretary, Tourism: "Tamil Nadu is tapping into the state's tourism potential with a comprehensive master plan for 300 destinations. It also launched the Tamil Nadu Tourism Destination Development Scheme in 2021 for the holistic development of tourist spots. Lesser-known destinations like Kollu Hills, Javadhu Hills and Yalajiri are currently being developed. The state is also actively working on creating greenfield destinations such as Vathalmalai, Muthukuda and Muthupetta. To promote eco-tourism, niche products like eco-camping and adventure activities at hill stations, beaches and dam sites are being developed. The International Surf Open Championship will be held for the first time in India at Mamallapuram in 2023."

RAJASTHAN



Gayatri Rathore, Principal Secretary, Tourism: "Rajasthan being the most favoured tourist destination has witnessed a tremendous increase in the footfall of travellers in the past two years. Our innovative marketing campaigns are driving factors for increasing this footfall further. Rajasthan Tourism is trying to showcase its beautiful, natural, rural landscapes through the Rural Tourism Policy. We are also working on making Rajasthan the best place for destination weddings. The revival of the luxury train 'Palace on Wheels' has been a major attraction for luxury travellers."

GUJARAT



Hareet Shukla, Secretary, Tourism: "Gujarat Tourism is focusing on promoting new destinations like Dholavira, Shivrappur, Sasan Gir and Dharoi. The tourism department is also targeting adventure tourism, food festivals, cultural events, and handicraft fairs. Dharoi as a destination is envisioned to be a central regional core, facilitating the North Gujarat circuit. Dholavira is to be developed as an 'Iconic Tourist Destination'. And so is Sasan Gir, the only habitat of the Asiatic Lion. The Dwarka Corridor project comprises the world's largest statue of Lord Krishna, 3D immersive centre, Shrimad Bhagwat Gita Experience Zone and a viewing gallery of the extinct city."

UTTARAKHAND



Sachin Kurve, Secretary, Tourism, and CEO, Uttarakhand Tourism Development Board: "George Everest Estate in Mussoorie has been developed with the restoration of George Everest's House, heritage museum, eco-huts, restaurant and the nearby heliport facility. We recently announced whitewater rafting on the Bhagirathi in Harsil Valley, near Uttarkashi. The state is also promoting breakfast tourism, hell tourism, rural tourism, astro tourism and varied experiences in adventure tourism. Cave tourism is also being explored. A pilgrim circuit in Kumaon (Manas-khand) on the lines of the Char Dham in Garhwal (Kedarkhand) is in the works."

Publication	Travel Scapes	Date	June 2023
Edition	International Magazine	Page No	8

Ramgarh Crater in Rajasthan emerges as a tourist destination

The third crater of the country and the first of Rajasthan is being developed as a tourist destination by the tourism department.

Situated at a distance of about 40 kilometres from the Baran district headquarters of the state, the Ramgarh Crater is a geo-heritage zone believed to be 600 million years old.

Director of the Tourism Department, Rashmi Sharma, said, "Ramgarh crater will emerge as the most favourite tourist destination of the country. The budget announcement was made by Chief Minister Ashok Gehlot to develop this area as a Geo Heritage tourist destination. In compliance with the budget announcement, development works are being done here at a cost of Rs 57.22 crore, which include beautification of the lake, construction of infrastructure and other decorative works."

Director Rashmi Sharma, the tourism department is moving forward to promote geology tourism. In this series, abundant possibilities for tourism are being developed in Ramgarh Crater. According to Sharma, there is the harmony of geology, archaeology and history with natural beauty to attract tourists here which will naturally attract tourists.

Publication	Desh Bandhu	Date	17/05/2023
Edition	New Delhi/Raipur/Bilaspur	Page No	6

नई दिल्ली, 16 मई (देशबन्धु)। पर्यटन विभाग राजस्थान की ओर से देश के तीसरे और राजस्थान के पहले क्रेटर को पर्यटन स्थल के रूप में विकसित किया जा रहा है। प्रदेश के बारां जिला मुख्यालय से तकरीबन चालीस किलोमीटर दूरी पर स्थित रामगढ़ क्रेटर स्थित है। यह एक भू विरासत क्षेत्र है जो कि 600 मिलियन वर्ष पुराना माना जाता है।

पर्यटन विभाग की निदेशक डॉ. रश्मि शर्मा के अनुसार आगामी दिनों में यह राजस्थान सहित देश के सबसे पसंदीदा पर्यटन स्थल बन कर उबरेगा। मुख्यमंत्री अशोक गहलोत द्वारा इस क्षेत्र को जियो हेरिटेज पर्यटन स्थल के रूप में विकसित करने की बजट घोषणा की गई थी। बजट घोषणा की अनुपालना में यहां रूपए 57.22 करोड़ की लागत से विकास कार्य करवाए जा रहे हैं, जिनमें झील का सौन्दर्यीकरण, आधारभूत संरचनाओं का निर्माण व अन्य सजावटी कार्य शामिल हैं। निदेशक डॉ. रश्मि शर्मा के अनुसार पर्यटन विभाग

भू विज्ञान पर्यटन को बढ़ावा देने के लिए अग्रसर है। इसी श्रंखला में रामगढ़ क्रेटर में पर्यटन को प्रचुर



रामगढ़ क्रेटर बनेगा राजस्थान का सबसे पसंदीदा पर्यटन स्थल



पर्यटन विभाग भू विज्ञान पर्यटन को बढ़ावा देने के लिए अग्रसर

संभावनाओं को विकसित किया जा रहा है। डॉ. शर्मा के अनुसार यहां पर पर्यटकों को आकर्षित करने के लिए प्राकृतिक सुंदरता के साथ, भू विज्ञान, पुरातत्व और इतिहास का सामंजस्य है जो

पर्यटकों को नैसर्गिक रूप से अपनी ओर खींचेगा। वन विभाग की ओर से रामगढ़ क्षेत्र रिजर्व कंजर्वेशन एरिया भी घोषित कर दिया गया है। पर्यटन विभाग, वन विभाग और सार्वजनिक निर्माण विभाग इस क्षेत्र के विकास कार्य के लिए कंधे से कंधा मिलाकर काम कर रहे हैं। देश में पहले दो क्रेटर महाराष्ट्र में लूनर क्रेटर व मध्य प्रदेश में बाला क्रेटर हैं। पर्यटन विभाग की निदेशक

डॉ. रश्मि शर्मा ने बताया कि पर्यटन विभाग प्रदेश में नए पर्यटन स्थलों को विकसित करने व चिन्हित करने का कार्य कर रहा है। रामगढ़ क्रेटर के अन्य दर्शनीय स्थल पर्यटन विभाग के उपनिदेशक दलीप सिंह राठी के अनुसार रामगढ़ क्रेटर के अतिरिक्त इस क्रेटर की परिधि में खुजराहो शैली के दसवीं शताब्दी का प्राचीन शिव मंदिर स्थित है। इसे मिनी खुजराहो की

Publication	Dainik Navajyoti	Date	11/05/2023
Edition	Jaipur	Page No	7

माउंट आबू में 12 से 14 तक होगा समर फेस्टिवल

नवज्योति, जयपुर। माउंट आबू में 12 से 14 मई तक समर फेस्टिवल होगा। यह समर फेस्टिवल लोक और नृत्य संगीत का पर्व है।

तीन दिन के इस फेस्टिवल में विभिन्न सांस्कृतिक और पारंपरिक झलकियां देखने को मिलेंगी। 12 मई को दोपहर बारह से शाम साढ़े चार बजे तक नक्की झील के किनारे कच्ची घोड़ी एवं राजस्थानी नृत्य के साथ ही मांगणियार कलाकार अपनी प्रस्तुतियां देंगे। 13 मई को दोपहर बारह से शाम साढ़े चार बजे तक आदिवासी और कालबेलिया नृत्य के साथ ही कठपुतली प्रदर्शन, मैजिक शो, चकरी नृत्य व राजस्थानी नृत्य का आयोजन होगा।

वहीं 14 मई को सुबह दस बजे वॉक फॉर नक्की राउण्ड सहित दोपहर बारह से शाम साढ़े चार बजे तक विभिन्न कार्यक्रम होंगे।

Publication	The Times of India	Date	10/05/2023
Edition	Jaipur	Page No	5
Rajasthan Domestic Travel Mart			

Concerns voiced over local ecosystems as tourism dept's multi-city roadshows begin

TIMES NEWS NETWORK

Jaipur: The tourism department on Tuesday kicked off multi-city roadshows for its annual marketing exhibition aimed at winning the interests of tour operators and travel agents to sell tourist destinations in the state to domestic travellers.

After the initial blow of the Covid pandemic, the inflow of tourists to the state doubled in 2022 compared to 2019, the pre-Covid year, not only due to removal of hurdles in traveling overseas but also because the state government upped the ante with policy and promotion boost.

It would be a challenge for the state to keep the turbo-charged momentum going.



Principal secretary, tourism, Gayatri Rathore (centre) at the signing of an MoU with FHTR for social media marketing of the RTDM

The department has a lot riding on the Rajasthan Domestic Tourism Mart to be held in July to keep the uptrend in arrivals alive.

Speaking at the roadshow, Gayatri Rathore, principal secretary (tourism), said, "We don't see disruptions to the momentum as we are offer-

ring new experiences to the tourists. Also, we expect the foreign tourists, who were minuscule in 2022, to contribute to the overall numbers. Meetings, conferences, and weddings will further drive the volume of arrivals."

Last year, nearly 100 million tourists visited Rajasthan. Such a large number of people do need resources and leave some impact on the environment. Apurv Kumar, president of Federation of Hospitality & Tourism of Rajasthan (FHTR), said, "Time has come for tourism units to focus on ESG (environment, social engagement, and governance). We have to ensure that the environment does not get affected by the inflow of tourism. The industry ne-

eds to respect local communities and their ecosystem."

Randhir Vikram Singh, president of the Indian Heritage Hotels Association, said, "Today, Rajasthan has infrastructure that can meet all kinds of tailor-made demands. Tourists with varied profiles and groups of different sizes for various occasions can find facilities and experiences in Rajasthan. That will drive footfalls."

This year, the organisers of RTDM (tourism department and FHTR) are expecting more than 200 sellers attending the exhibition. On the occasion, FHTR and the tourism department also inked an MoU for social media marketing of the domestic tourism mart.

Publication	Dainik City Bhaskar	Date	10/05/2023
Edition	Jaipur	Page No	5
Rajasthan Domestic Travel Mart			

रोड शो • डोमेस्टिक ट्रेवल मार्ट के पहले प्रमोशनल शो के मौके पर क्लार्क्स आमेर में जुटे शहर के पर्यटन विशेषज्ञ सस्टेनेबल टूरिज्म पर होगा ट्रेवल मार्ट, गोल्फ कोर्स होंगे डवलप

सिटी रिपोर्टर | जयपुर

राजस्थान एक महत्वपूर्ण मीटिंग इंसेटिव कंवेशन (माइस) और वेडिंग डेस्टिनेशन के रूप में भी विकसित हो रहा है। राज्य में कई हेरिटेज प्रॉपर्टीज शादियों और माइस कार्यक्रमों के लिए श्रेष्ठ वेन्यू के रूप में काम कर रही हैं। गोल्फ पर्यटन को बढ़ावा देने के लिए नए गोल्फ कोर्स भी विकसित किए जा रहे हैं। यह कहना था राजस्थान सरकार के पर्यटन विभाग की प्रमुख शासन सचिव गायत्री राठौड़ का। मौका था राजस्थान डोमेस्टिक ट्रेवल मार्ट (आरडीटीएम) पहले प्रमोशनल रोड शो का। जिसका आयोजन होटल क्लार्क्स आमेर में हुआ। इसका आयोजन आरडीटीएम, पर्यटन विभाग और फेडरेशन ऑफ हॉस्पिटैलिटी एंड टूरिज्म इन राजस्थान (एफएचटीआर) की ओर से किया जा रहा है। आरडीटीएम 2023 की थीम सस्टेनेबल टूरिज्म' तय की गई है। गायत्री राठौड़ ने आगे



प्रमुख सचिव पर्यटन गायत्री राठौड़, निदेशक रश्मि शर्मा, अपूर्व कुमार, रणधीर विक्रम, कुलदीप, महेंद्र, खालिद, वीरेंद्र, ज्ञानप्रकाश, मोहन, रणविजय, तरुण और मनीष।

कहा कि राजस्थान में पर्यटन को उद्योग का दर्जा दिए जाने के साथ विभिन्न दूरदर्शी नीतियों और योजनाओं के साथ, राजस्थान राज्य में निवेश के लिए अनुकूल वातावरण प्रदान करता है। अर्थव्यवस्था को बढ़ावा देने के लिए डोमेस्टिक टूरिज्म जरूरी है। टूरिस्ट की मांगों को डिवाइड करना होगा, जिसमें लम्गरी टूरिज्म, नीश टूरिज्म, धार्मिक पर्यटन आदि को पूरा करने की आवश्यकता है।

'वोकल फॉर लोकल' को मिलना चाहिए बढ़ावा

इस अवसर पर राजस्थान सरकार की पर्यटन निदेशक डॉ. रश्मि शर्मा ने कहा कि हम प्राकृतिक संसाधनों का उपयोग कैसे करते हैं और हम पर्यावरण को क्या देते हैं, इसके बीच एक अच्छा संतुलन बनाए रखने के लिए सावधानी बरतने की आवश्यकता है। 'वोकल फॉर लोकल' को बढ़ावा और कार्बन फुटप्रिंट को कम करने के लिए रिड्यूस, रीयूज और रीसाइकल के तीन 'आर' पर ध्यान केंद्रित करने की जरूरत है। वहीं एफएचटीआर के अध्यक्ष अपूर्व कुमार ने कहा कि सस्टेनेबल टूरिज्म तेजी से महत्वपूर्ण होता जा रहा है, क्योंकि विश्व भर में अधिक से अधिक लोग ज्यादा लोकप्रिय स्थलों की तलाश में हैं।