

# Rajasthan Tourism Policy 2020

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**ABSTRACT:** *Tourism is one of the world's largest and fastest-growing sectors, with the potential to influence communal living patterns. It is one of the most important avenues for cultural exchange, collapsing barriers between people from all across the world. From the year 2020, there is a global spread of the novel covid-19 virus. With the novel covid-19 virus and the resulting pandemic emerging as the greatest threat to economic growth in a century, the year 2020 appeared to be unrivalled deadly. All that was taken for granted- mobility, safety, and a normal life- was disrupted. As a result, India and the entire world are facing their most challenging economic situations in a century. The pandemic's effect has been widespread, negatively affecting all sectors of the economy; however, the tourism sector has been the hardest hit by the Covid-19 pandemic, and it is struggling to recover and needs more infrastructure support. Covid-19 has impacted the livelihoods of millions of people employed in the tourism and hospitality industries around the world.*

*Rajasthan, a desert state in India, is a popular tourist destination. The tourism industry bore the brunt of the disruption, as hotels, restaurants, handicraft purchases, airlines, and rail services all came to a halt as a result of the storm. The Rajasthan government has taken a number of steps to help the state's tourism industry recover, including a new tourism strategy. The paper defines tourism policy and explains why it is important. It also examines the objectives and examples of Rajasthan's New Tourism Policy 2020.*

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## I. INTRODUCTION

"Around the world, in countries at all development levels, many millions of jobs and businesses are dependent on a strong and thriving tourism sector. Tourism has also been a driving force in protecting natural and cultural heritage, preserving them for future generations to enjoy". Mr. Zurab Pololikashvili (Secretary General of the UNWTO)

Rajasthan is a thriving state with a plethora of tourist attractions. The state is home to not only the world's most beautiful desert, but also a range of tourist attractions, experiences, and goods. The state's-built heritage, as seen in its grand forts, palaces, temples, and other heritage properties, represents the state's royal history and has a unique appeal and attraction. Due to its natural advantages, Rajasthan has been a leader in developing unique tourism items, such as the launch of the Palace on Wheels luxury train in 1982, the development of festival experiences such as the Pushkar Fair, and the adaptive reuse of heritage properties as tourist destinations. The tourism industry was given industry status by the state in 1989, and since then, several fiscal incentives have been extended to the industry, starting with the capital investment subsidy in 1993. In 2001, the state government established the "Rajiv Gandhi Tourism Development Mission" to aid the sector's rapid growth. This mission marked the beginning of a new era in Rajasthan's tourism growth. The state of Rajasthan declared the "Tourism Policy of Rajasthan" in 2001 to give tourism growth a planned and oriented approach, making it one of the first states in the world to do so. This policy served as a springboard for subsequent policies such as the Hotel Policy of 2006, the Rajasthan Tourism Unit Policy of 2007, and the Rajasthan Tourism Unit Policy 2015, all of which were aimed at attracting investment and increasing domestic and foreign tourist footfall. These policies contributed to a rise in tourist arrivals in the state from 8.4 million in 2001 to 52 million in 2018.

Rajasthan, India's desert state, is a popular tourist destination. According to data from the Rajasthan tourism department, Indian tourist arrivals have decreased by 69.3 percent in the state (2020). In the year 2019, 3,96,85,822 domestic visitors visited Rajasthan, while the number increased to 1,21,75,524 in 2020. Similarly, between 2019 and 2020, international tourist arrivals decreased by 59.54 percent. Last year, 10,92,724 overseas visitors came to the state, but only 4,42,011 could come this year, and that was before the national lockdown in March.

Low tourist inflow has wreaked havoc on the hospitality industry, which is struggling to keep up with demand. The pandemic's effects were widespread, and it had a negative impact on every segment of the economy. The tourism industry was hit the hardest, with hotels, restaurants, handicraft sales, airlines, and rail services all halting operations. As we learn to deal with this, we are attempting to resurrect tourism. Standard operating procedures (SOPs) for hotels, restaurants, and film shoots have been announced by the state government, and the tourism industry is regaining momentum as a result. The Rajasthan government has taken many steps, including a new tourism strategy, to help the state's tourism economy recover. The department is supporting the Short Stay Safe Stay concept to ensure that visitors from neighbouring states can relax in a safe and secure environment.

## Meaning of tourism policy

In many countries, tourism is a significant economic sector. The economic impact of tourism has considerable income and employment impacts, and policies that encourage and sustain tourism growth are critical in delivering these economic benefits.

Tourism policy is a set of discourses, decisions, and strategies that governments use to accomplish a variety of tourism-related goals, often in cooperation with the private or social sectors. Maria Velasco (Maria Velasco, 2016)

To mitigate the effect of COVID-19 on the industry and the livelihoods of millions of people who depend on it, the government should introduce short-term relief measures and foster cooperation. Short-term relief initiatives should be implemented by the government, and all stakeholders in the industry should collaborate and participate. (Grant Thornton)

### **Need of the new tourism policy**

Tourism is a sector that crosses multiple industries and is driven by a desire to have a new experience, making it a highly effective revenue generator. Rajasthan's economy is based on tourism. Everyone has had a difficult year in 2020, but particularly travel and hospitality. In the past, tourism was one of Rajasthan's main sources of income, which helped to generate jobs, but due to the coronavirus pandemic, this industry has been hit hard. The lack of tourism has had a negative impact on a number of ancillary industries and occupations in the state. The tourism industry has been hit the hardest by the COVID-19 pandemic and is working hard to recover.

There is a need to come up with a National Tourism Policy for the development of the sector. Tourism should be given export status while hotels should get infrastructure status. Sustainable management practices should be adopted for heritage sites to provide world class experience to tourists.

The Rajasthan Tourism Policy 2020 aims to encourage new investments in the development of new tourist attractions, as well as enhance infrastructure support and improve road, rail, and air connectivity. As a result, the policy has included provisions for promoting local craft and cuisine. The twofold need to ensure that tourists are satisfied, and that tourism development proceeds smoothly and in a well-balanced manner within the context of the national economy driven public tourism policy. The new tourism strategy in Rajasthan emphasises iconic landmarks and heritage sites, as well as interactive tourism, desert tourism, adventure tourism, nature, and other outdoor activities.

The tourism policy is being developed to ensure and safeguard the effective standardization of processes and adequate participation of the local community in tourism activities, as well as to ensure that increased socio-economic benefits can be generated in terms of increasing employment and entrepreneurship, creating opportunities for local businesses, and preserving local heritage and culture. This standardization encourages continuity and consensus on procedures, which can lead to increased sustainability and an overall improvement in the quality of the tourism product. Furthermore, as a result of the implementation, an appropriate use of environmental and human capital is possible.

### **Objectives:**

In the case of mature destinations, the first goal is to seek tourism growth or to remain competitive. Governments in new or emerging tourism destinations typically consider the following goals:

1. To advertise the destination in order to increase tourist demand both internally and externally.
2. To support the balance of payments, boost international tourism growth and foreign currency revenue.
3. To establish public institutions, such as national tourism administrations, in accordance with WTO (1997), in order to stimulate tourism growth in a sustainable manner.
4. To raise awareness of the activity's importance among entrepreneurs and the private sector in order to make it more effective.
5. To promote the Universal Declaration of Human Rights' right to free movement and travel. Tourism can be a tool for peace because it allows people to interact and leads to a better understanding of other cultures.

## **II. RAJASTHAN TOURISM POLICY 2020**

To reposition Rajasthan as a favoured tourism destination for both domestic and foreign visitors by providing a high-quality experience and ensuring the protection of the state's geological, historical, and cultural heritage, as well as accelerating socio-economic growth by enhancing livelihood opportunities for the population through effective and sustainable policies. The Rajasthan Tourism Policy, 2020 will be in force for five years from the date of notification, or for such longer duration as the Government will specify, or until it is replaced by another policy, whichever comes first.

### **Objectives of new tourism policy**

1. Encourage Rajasthan as a leading tourist attraction.
2. Develop and diversify new tourism offerings.

3. Introduce new tourist services, with a focus on lesser-known locations, particularly in rural areas.
4. Focus on improving the road, rail, and air connectivity of tourism destinations.
5. Increase the number of tourist accommodations.
6. Tourism product promotion and marketing on a large scale.
7. Facilitate the development of tourism-specific techniques in order to achieve gainful self-employment.
8. Develop appropriate mechanisms to facilitate effective interdepartmental coordination.
9. Encourage private sector investment in the state by taking the following steps.
10. To provide a safe and secure environment for visitors, particularly women.

### **III. MAIN FEATURES OF TOURISM POLICY 2020**

1. Government will try 'experimental tourism' in a collaboration with private stakeholders where novel tourism products will be experimented, with marketing and promotion being taken care of to a large extent by government. Further, special incentives are to be provided to specialized tourism activities like Aero Tourism, Aqua Tourism, Land-based Tourism and Cruise Tourism.
2. The Departments of Tourism, Forestry, and Environment will cooperate to promote new sites in light of the growing interest in wildlife and eco-tourism. Also, in each of the seven administrative districts, 2-3 monuments will be developed as Iconic Monuments/ Site to provide a holistic experience to the tourist.
3. Infrastructure and tourism facilities will be built to promote tribal cultural attractions, many of which remain to be identified. In collaboration with the Departments of Devasthan and Minority Affairs, religious tourism circuits will be developed, and a master plan for infrastructure and accommodation improvements for these sites will be prepared. By incentivizing and organising programmes and concerts, attempts will be made to turn these heritage sites into cultural hubs.
4. Rajasthan's Crafts & Cuisine Prowess Tourism can be used to create self-employment and promote sustainable livelihoods. The Department will identify, rate, and list potential MICE tourism destinations. A cell will be developed to make it easier for promoters to obtain approvals for national and international convention centres.
5. To make the work of wedding planners and event management companies easier, wedding destinations will be marked, classified, and listed. By participating in major travel events and business road shows, Rajasthan will be advertised as a "Rest and Recuperate" destination. For the establishment of Film City, the project promoter will be given a personalised package under RIPS, 2019.
6. All current incentives and benefits listed in the Rajasthan Tourism Unit Policy 2015 will continue to apply under the new tourism policy. To promote tourism in Rajasthan, MOUs will be signed with prominent overseas tourism boards and international airlines, especially those with operations in Rajasthan. In order to exchange expertise and best practises from other countries, we intend to form alliances with UNWTO, WTTC, PATA, and other related international organisations.
7. Tourism start-ups will be encouraged, and a Special Tourism Zone will be created to encourage investment. Infrastructure will be put in place to facilitate access to tourism destinations. Non-resident Rajasthanis will be drawn to the state to invest in the tourism industry under the Roots Tourism idea. To benefit hotels with five to twenty rooms, a new "Guest House" promotion campaign will be launched. It'd be referred to as RTUP. Home stays will be advertised, graded, and identified, with a system in place to do so.
8. Social awareness campaigns and initiatives for benchmarking cleanliness levels at various monuments, wildlife parks 20, and other tourist destinations will be developed to improve cleanliness and hygiene at tourist destinations. To ensure cleanliness and sanitation at tourist sites, public involvement will be encouraged. Heritage sites will be included in the 'Swachh Smarak' programme. Via an online forum developed by the Department, youth, coaches, and industry will be able to collaborate and share information. The platform will serve as a central location for job and training opportunities. The Rajasthan Tourism Trade (Facilitation and Regulation) Act, 2010 and its Rules will be amended to give the Tourist Assistance Force more realistic powers/Police Act powers.

### **III. CONCLUSION**

Rajasthan Tourism Policy 2020 encourages new investments in the creation of new tourist destinations in the state. Infrastructure is being strengthened, as well as road, rail, and air connectivity. Collaboration between the public and private sectors is becoming increasingly important in tourism strategies. Addressing the tourism industry's big and multi-faceted issues necessitates an integrated policy creation strategy involving multiple government agencies. The Department will reorient its current foreign branding strategy to match it with emerging markets and trends by attending trade shows and releasing advertisements in print, electronic, streaming, outdoor, and other relevant media.

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