



TOURISM POLICIES AND SCHEMES IN RAJASTHAN- Rajasthan is a vibrant state which is rich in tourism resources. The state has many tourist attractions. The attractions of the state are reflected through its grand forts, palaces, and temples. In 1989, the state granted the tourism sector the status of the industry and take many initiatives to promote it. For the development of the tourism sector, the state government set up the 'Rajiv Gandhi Tourism Development Mission' in 2001. This program gives a new change to tourism in Rajasthan. To give proper planning to tourism development, the state launched the 'Tourism Policy of Rajasthan' in the year 2001 and become the first state to launch such kind of policy. There are some more policies like Hotel Policy, the Rajasthan Tourism Unit Policy, and the Land Bank scheme. These policies have increased tourist arrivals in Rajasthan.

Rajasthan Tourism Policy, 2020- This policy is released in September 2020 for both domestic and foreign tourists with a high-quality experience. Through sustainable and responsible strategies the state ensures the conservation of natural resources and cultural heritage of Rajasthan. It has a great impact on the local population because the policy improves their standard of living. By implementing this policy the department of tourism has a robust administrative mechanism. And the department of tourism will provide social awareness about employment opportunities in tourism. The policy will improve the accommodation facilities in Rajasthan.

Objectives-

- To promote Rajasthan in the international and national markets as a tourism brand.
- To strengthen the tourism products in the state.
- Improves the connectivity of roads, air, and railways for tourists.
- To provide innovative tourism services to tourists.
- improve the accommodation facilities.
- marketing and promotion of tourism products.
- to provide a familiar and safe environment to tourists.
- improve the standard of living of the local population.
- to promote and encourage the investment of the private sector in the state.
- To empower the department of tourism for the establishment of tourism units in the state.

Guest House Scheme- Under the tourism policy of 2020, the guest house scheme has been introduced in which 6 to 20 rooms will be provided for a stay. In Rajasthan, there is already have paying guest scheme of up to 5 rooms in houses in a place of the state. The owners of these paying guest rooms are started to add more rooms for maintaining their standard of living high. So the government launched this scheme which will allow residential house owners to expand their rooms with all professional services. This scheme makes it easy to find affordable accommodation services and raises the chances of investment in residential properties. all the existing paying guest houses and other residential hotels will be eligible to construct a minimum 167 sq. meter plot size under this scheme.

The major objective of this scheme is to provide the option for tourists to stay in a familiar environment with scenic views and natural habitats of the state. Under this scheme, the tourists can see the lifestyle of the rural population and it will promote the local arts, crafts, and other things of the state.

Rajasthan Tourism unit policy- The department of tourism in the state launched the Rajasthan tourism unit policy in 2007, later this policy is replaced by a new Rajasthan tourism policy in 2015. The main object of this new policy is to make more incentives for tourism units in Rajasthan. This new policy is working under the guidelines of 'Suraj Sankalp's policy document and it is emerging new trends in the tourism sector.

The Rajasthan tourism unit policy is making the setup of tourist-related programs easier for tourists and it is increasing tourism in Rajasthan. The tourism unit is defined in rule 1AA of Rajasthan land revenue roles in 1959 [industrial area allotment] and rule 2 of Rajasthan land revenue. With the view of a new definition of tourism unit, it becomes very important for tourism development to include all types of hotels, heritage hotels, and other tourism units in this new policy. The following are the facilities and concessions which apply to all tourism units;

1. The investment of about 10.00 lacs by a restaurant is included in rule 2[r][d] of Rajasthan Land Revenue [Conversion of Agricultural land for non-agricultural purposes in rural areas].
2. In this policy the department considers the new developments in the tourism sector and includes the activities according to the travelers as a tourism unit in the rules.
3. The health-related facilities like spas or other activities like yoga etc. attached to tourism units. The sports-related activities are also included in tourism units in applicable rules.



4. All development authorities like municipal bodies, UITs, industry departments, Rajasthan housing board, gram panchayats, etc. would identify the land for the establishment of tourism units.
5. The identification of land for tourism units comes under the tourism department.

Some provisions provided to tourism units-

1. conversion of land and the building plans- the conversion of land in both rural and urban areas can be done to establish tourism units in those areas. For the conversion of land in an urban area, the competent authority can dispose of the application of the conversion of land within 60 days from the date of application filing. If this order will not be followed then the land will be declared as deemed converted land. For the conversion of land in rural areas the competent authority can dispose of the application of conversion of land within 45 days from the date of application filing. For the approval of building plans in urban areas the competent authority by the investor for the operation and construction of tourism units.

1. It is required to complete in 3 years after the conversion of land for the tourism units which have less than 200 rooms. In such type cases, it is required for the approval of the building plan, the period for the tourism unit will begin when the approval of the building plan is signed by the concerned authority.

2. it is required to complete the conversion of land in 4 years for the tourism unit which has more than 200 rooms. In such cases, there is also required approval of the building plan and the period for this tourism unit will begin when the approval of the building plan is signed by the concerned authority.

3. conversion of heritage properties into hotels and residential land and other tourism units - there is a fee charge for conversion of heritage properties and other tourism units and there is no fee charged for the land use for conversion of residential property.

Only those heritage properties will be allowed to operate which arrange suitable parking facilities and other transportation facilities in both rural and urban areas. Heritage hotels can transform a maximum of 1000 sq meters and 10 percent plinth for a heritage building.

2. Adopt a monument scheme- Rajasthan is a state famous for its royalty in its culture and magnificent heritage. The intricate forts, palaces, and temples of Rajasthan are the most important part of the state's historical heritage. The beauty of these magnificent monuments encourages tourists to visit the state again and again. These monuments show the history of Rajasthan. The government of Rajasthan has realized the value and potential of these historical monuments and decided to launch a scheme to preserve and protect the rich heritage of the state. The state government launched the scheme for 'Adopt a monument' for public and private participation to preserve the monuments of the state. The scheme is adopted with the view that any person can adopt a monument to maintain and restore the heritage for a period of 10 years. The project is working on the conservation of heritage monuments. Under this program, the state government is creating a heritage fund to help in these types of conservation projects. Business Salient features of this scheme-

- The government of the state shall identify the monument that can be adopted by someone. The protection of the monuments can be done by State Archaeology Department under the act or may not. If it is protected by the state archaeology department then the department will prepare every detail of such monuments which required to be preserved. There is a plan which comprises details of the identified activities and the work done for the conservation of the monument concerned.

- There is a conservation plan for up to 10 years which is approved by the state government at the level of the Administrative department of art and culture. The following is included in this conservation plan-

1. Every detail of conservation works, landscaping, public conveniences, etc.
2. The detailed plan for maintenance of monuments.
3. Estimation of one-time expenditure on conservation works, public conveniences, etc.
4. The estimation of year-wise expenditure on maintenance of heritage monuments for a period of up to 10 years.
5. All donations or funds will be donated to an SPV[a no-profit society which is formed under the societies registration act, in 1958]. The SPV stands for Special Purpose Vehicle society which works to operate the funds for heritage monuments. It maintains a separate account for each monument and it will be audited annually. A copy of this account is sent to the donors.
6. The work of conservation is carried out by the government agency of the state. But if the donor is interested in works for the conservation of heritage monuments so he would be allowed after the approval of the AAM steering committee. In this type of case, the donor shall carry out all conservation work with the guidance of the art and culture department.

Land Bank Scheme- The government of Rajasthan with the purpose of easy establishment of tourism units has introduced this scheme of the land bank. In this scheme, the land which is selected to establish tourism units will be transferred to the land bank for disposal at the level of RTDC and the Department of Tourism. These selected properties are available for



disposal in the 'land bank' and establishment in RTDC by which entrepreneurs can invest in these land for tourist units in Rajasthan. The disposal of the land bank has a two-stage bidding sanction for opening. In the first stage, the bids will be estimated based on the experience of bidders in the hotel industry, its management, financial status, etc. In the second stage, the financial bids are invited from the short list of bidders of the first stage and then the property is awarded by the decision of the committee which will communicate with the successful bidder.

Central government schemes and loans- Rather than the schemes and policies of state government, there are various incentives to tourism unit which is offered by the central government on time. The following are some incentives offered by the central government;

1. Interest subsidy- the department of tourism and the central government introduced a scheme that grants interest subsidies to hotels in 1989. Around 3 percent interest subsidy to hotels and one to three-star hotels on loans sanctioned by financial institutions. If tourism units are constructed in jodhpur, Bikaner, Barmer, and Jaisalmer then there is a 5 percent interest subsidy available on loans.

2. Loans- The Tourism Finance Corporation of India [TFCI] provides financial help to private parties for the construction of hotels in the state. An investment of Rs. 3 crores and above can be provided for the construction of hotels and tourist facilities.

3. income tax incentives- section 80 HHD of the income tax act, it is the foreign exchange earnings of hotels. Around 50 percent of profits are earned by hotels, tour operators, and travel agents spared from income tax. There is a balance of 50 percent of profits in foreign exchange which is also exempt and it is provided reinvested under a period of 5 years in new hotel projects or another tourist facility.

Section 80lb of the income tax act gives tax exemption to those earnings which are not related to foreign exchange. This is because hotels in rural areas and hilly areas provides pilgrimage facility to tourists, and it is an important factor for tourism development. And the hotels will be able to 50 percent deduction from their profits or gains.

Role of the private sector and privatization- The growth of the tourism sector in the future requires government agencies and the private sector to work together. There is a contributory role of the private sector in tourism development. The activities of the private sector involve managing the infrastructure facilities in the state, creating of tourism products, maintaining tourist attractions in the state, promoting Rajasthan as a brand in the national and international markets, and policy making.

Initiatives are taken by the state government for the growth of the tourism industry- To identify the role of the private sector in the development of the tourism industry the state government has taken many initiatives and incentives to encourage private sector participation. The following are the initiatives by the state government-

- purchase of land in the state for tourism growth- the department of tourism introduced a land bank scheme through its agency RTDC. It helps to make land available to various government departments, the private sector, and other agencies to set up tourism units.

-identifying the nazool properties to establish tourism units- nazool properties are those properties that are not protected by any government department or archaeological survey of India and are owned by the state government. These kinds of properties are transferred to the department of tourism for development into resorts, and heritage hotels for tourists under RTDC Rules, 1997.

- Clarification of rules and regulations for the transformation of land to provide all infrastructure facilities to tourists - the department of tourism is making the rules for the allocation and transformation of land for the development of tourism-related infrastructure and to establish tourism units in these lands.

-Conservation of historical and cultural heritage- the tourism department encourages private initiatives for the preservation of historical monuments by offering these monuments for adoption. Several efforts are made by state departments or private departments for the preservation and conservation of heritage monuments of the state.

Efforts at privatization of RTDC properties and learnings- when tourism has given industry status in 1989 by the state government, the private sector engaged with the state government for the development of the tourism sector. With the objective of growth of the tourism sector, the state government starts the privatization of its tourism assets. The area where privatization is successful is in accommodation, in which the tourism department grants 17 RTDC hotel units to the private sector on a lease of two years. And 21 more units will also be leased out for the growth of tourism. The private initiatives will develop these units into hotels and resorts for tourists.

however, there are some problems and concerns with the process of privatization of properties-

privatization is limited to unprofitable ventures and short-term- The focus of the private sector is to perceive



limited to unprofitable ventures rather than offer a whole range of investments to the interested parties. There is a need for some profitable ventures in which the private parties will be interested to invest openly over a long-term period.

Requirement of a clear roadmap for privatization- there is a need for proper planning of the entire process of privatization. The interested parties should have all information about areas of investment, transfer of properties, eligibility norms, etc. then the private parties work on privatization projects which are available on a long-term basis and the investment in these projects will take place.

Imperfect information about the government's privatization schemes- the previous experience of interested parties suggests that they were unaware of the assets which are available for investment. This is because of insufficient marketing of privatization schemes. There is an effort to run roadshows for marketing privatization projects.

No incentive for unprofitable ventures - the current unprofitable ventures require government support to attract private investment for their project.

Some other non-government funding options- when the government supports private sector investment it is the main reason for the development of infrastructure for tourism projects in the state. The government and private sector are the two key sources of funding for tourism-related projects. But there are some other sources of funding for tourism projects apart from the private sector and government departments.

- Foreign funding [bilateral and multilateral agencies]
- Foreign direct investment.
- Domestic financial institutions.
- Others like NGOs, Trusts, etc

Foreign funding- Foreign agencies also give funds for tourism projects in the form of bilateral and multilateral assistance. This type of fund can be in form of a grant from donor agencies. Some agencies assist with tourism projects in developing countries. The agencies are the European economic community [EEC], the United states agency for international development[USAID], the UK department for international development[DFID], and the Canadian international development agency. World tourism organization [WTO] and the united nations development program [UNDP] are some other foreign funding sources for tourism projects.

International Finance Corporation[IFC] is another funding source that is a part of the World Bank Group. It works for the economic growth of any country by financing private investments and providing assistance to businesses. IFC has worked for the tourism growth of many countries by providing better infrastructure and its emphasis on product development. IFC suggests marketing strategies for the development of tourism projects. The Asian development bank is an international funding bank that provides funds for tourism projects in the region of tourism service sectors, infrastructure facilities, and ecotourism.

INSTITUTIONS AND AGENCIES RELATED TO TOURISM DEVELOPMENT IN RAJASTHAN- but after having all these initiatives we should also focus on some areas which are as follows-

- The institution should focus on the direction and should have a common vision.
- There is a requirement for clear norms of prioritization for specific tourism projects.
- A requirement for public participation in the planning of tourism programs.
- A need for particular planning and monitoring of tourist movements.
- Should have regional offices for the department of tourism and a useful approach to tourism planning.
- Establishment of a tourism monitoring cell.

Several agencies are related to the activities of tourism development in the state. The agencies which are involved in the promotion and development of tourism in Rajasthan are the department of tourism[DOT], RTDC, and RITTMAN[rajasthan institute of tourism and travel management].

Department of tourism [DOT]- Rajasthan is one of the most popular tourist destinations in India for both domestic and foreign tourists. Rajasthan's historical forts, palaces, culture, art, and natural resources attract tourists across India. Currently, the tourism industry is developed as the biggest industry in India and provides a large number of employment to the country.

The Department of tourism [DOT] is established in 1956. It is a major department under the state government of Rajasthan. The functions of this department are-

- To formulate and implement the policies and schemes that are introduced to the promotion and development of tourism in the state.



- the other function is to formulate national policies and schemes regarded tourism.

- to coordinate between the several state government departments and the private investors.

The department of tourism provides accommodation and other facilities to tourists through its two public sector agencies which are RTDC[Rajasthan tourism development corporation and RSHCL[Rajasthan state hotels corporation limited]. DOT also organizes various activities related to tourism in the state in different countries and states.

RTDC- Rajasthan tourism development corporation [RTDC] is established on 1 April 1979 to develop tourism in the state. It owns and manages all the hotels, resorts, and motels under the department of tourism. Currently, RTDC manages 61 units 36 hotels, 15 motels, and 3 units. Approximately there are 1202-bed facilities are provided with RTDC. After all these facilities RTDC also provides tent accommodation at several tourist places in the state. Under RTDC there are 42 tourist reception centers [TRCs] and tourist information bureaus at 21 places in Rajasthan. The transportation facilities are also provided by RTDC when tourists visit the state. The facilities of daily sightseeing and tour through luxury buses at famous 'tourist hubs' is also provided by RTDC.

The impressive Palace on Wheels train is also operated by RTDC with the association of Indian railways to promote tourism in Rajasthan. It is a royal and luxurious train for tourists. It is also known as the heritage palace on wheels. Many tourists attract by its luxurious facilities. The Pushkar fair in Pushkar is organized by RTDC for the growth of cultural heritage in the state.

Plans for tourism development in the state by RTDC- RTDC makes some plans for the development of tourism in the state and the improvement of infrastructure. The plans are as follows-

- the allotment of old castles or forts into hotels and heritage properties from the government under the land bank program.

-17 units are already licensed by RTDC for the private sector to develop these units into hotels, motels, etc. The private parties will invest in these units for the tourism development of the state, it is a plan of RTDC.

- it plans to start a collaboration with another department of the state related to tourism and private tour operators to have proper tourism arrangements in the state.

-memorandum of understanding is signed by RTDC with different states for joint marketing and promotion of tourism.

Some Other institutions or agencies to support Rajasthan tourism -

1. Public works department[PWD]- this is a department that works on providing infrastructure-related facilities like roads, bridges, and public buildings. It also works on the improvement of water bodies in the state. The maintenance of roads and government buildings is a major function of this department.

2. Rajasthan state road transport corporation [RSRTC]- it is a corporation that provides all the travel network across houses and individuals can support this by making contributions to this fund. The conservation comprises capital and maintenance of the monuments of the state like bus and bus stations.

3. Rajasthan urban infrastructure development project- the implementation of urban-related infrastructure in Rajasthan comes under this project.

4. Rajasthan state electricity board[RSEB]- it is a department that is responsible for generating and distributing electricity in the state.

5. Department of forest and wildlife- the work of this department is the conservation of forest and wildlife areas in the state.

6. Urban improvement trust- this department is work on the maintenance and construction of street lights, traffic circles, slum development, etc.

7. Archaeological Survey of India- the ownership and preservation of historical archaeological sites in the state.

8. Indian railways- provides all railways-related services in India.

9. Airports Authority of India- it provides all the airport-related infrastructure in the state and the whole country. Some other agencies which are indirectly related to the execution of tourism-related programs in Rajasthan like the Rajasthan small industries corporation[RAJSIC], district rural development agency [DRDA], and other government bodies like municipalities, gram panchayats, etc. for the development of tourism in the state the department of tourism work with other institutions and agencies for the proper planning of tourism projects in the state.

Some recent initiatives by institutions- as we know that there are different institutions and agencies which work on the development of tourism-related programs in Rajasthan. The state has recently initiated many programs to improve and develop tourism in the state. The following incentives are carried out in the state-

- **Rajiv Gandhi Tourism Development Mission-** the government set up the Rajiv Gandhi Tourism Development Mission



in July 2001 to develop of the tourism sector in Rajasthan.

- State tourism advisory board- it is a department set up for handling all policies related to tourism and it makes guidelines in the state for the development of the tourism sector.
- Divisional coordination committees- this committee is set up to look at the coordination between various institutions at the divisional level.
- Tourism policy of Rajasthan- this policy is set up in 2001 to focus on tourism development in the state.
- We know that the main motive of all these initiatives by institutions is to focus on the tourism sector of the state at the local, district, and state levels. All these initiatives are the major step in making the right path for making the coordination between different institutions for the growth of the tourism industry.

but after having all these initiatives we should also focus on some areas which are as follows-

- The institution should focus on the direction and should have a common vision.
- There is a requirement for clear norms of prioritization for specific tourism projects.
- A requirement for public participation in the planning of tourism programs.
- A need for particular planning and monitoring of tourist movements.
- Should have regional offices for the department of tourism and a useful approach to tourism planning.
- Establishment of a tourism monitoring cell.

Conclusion- Rajasthan has immense opportunities for eco-tourism. There are several national parks, lakes, wetland, mountains, and natural sceneries which attracts tourists. Due to the development of hotels, resorts, restaurants, and other infrastructure, there is also a problem of loss of habitat and destruction of wildlife in the state. There is a need for urgent action by the government and local people to conserve the environment. There should be proper planning and management for the conservation of natural resources and education of the tourist is very essential for it. A long-term policy is required for the growth of eco-tourism in Rajasthan. There should be the use of pro techniques to reduce the flow of tourists like the use of tours post, booking of a ticket for the park, and use of rickshaws and cycles. A proper parking system is a must and tourists should walk from the parking to the sites or can use public transport for the benefit of the environment. There should be proper interpretation and information for the tourist who visits national parks, bird sanctuary, etc. The role of government should play a positive role with private sectors and local people in the development of eco-tourism. However, there is no doubt that there is a huge scope for eco-tourism in the state and it is a new concept where there is very little research done. On the other hand, the natural environment must be conserved with the protection the scarce resources. This study shows that the role of everyone is important like the government, private sector, NGOs, community, city, etc for the growth of eco-tourism in Rajasthan and benefits should be given to the local people to improve their standard of living.

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