

Tourism Sector in Rajasthan

Tourism has emerged as one of the fastest growing industries in the World. Every 9th person in the world is engaged in travel & tourism industry. Tourism is now the single largest foreign exchange earner for the country.

Rajasthan has emerged during the last decade as one of the favorite tourist destinations in India for both domestic and foreign tourists. At present, the State receives approximately one fourth of the foreign tourists who visit India annually. Additionally, over 6.50 million domestic tourists also visit Rajasthan annually.

The rate of growth of tourism in Rajasthan has been sustained at around 5-7% per annum in the last few years. Some of the tourism products of Rajasthan have become popular among the tourists such as Palace-on-Wheels, Heritage Hotels, Camel Safaris, Pushkar Fair, Desert festival, Palace Hotels & Wild Life Sanctuaries/National Parks.

The State with its rich historical, cultural and environmental heritage, coupled with colourful fairs and festivals and popular tourist products has become one of the important tourist destinations for both domestic and international tourists in India. Some of the tourism attractions of Rajasthan such as Palace on Wheels, Heritage Hotels, Camel Riding, Colourful Fair and Festivals, Thar Desert, Hilly Tourist Spots, Handicrafts, Wild Life Sanctuaries/National Parks, are internationally famous and popular.

The Government and the Tourism Industry both have been striving to improve the quality of the product and services made available for visiting tourists. Efforts are being made for providing necessary information, facilities to connect visiting sites and suitable accommodation to the visitors: The Department of Tourism is undertaking the important activities for development and conservation of tourist sites and also to develop infrastructure facilities around the tourist places.

During the current financial year, an amount of Rs. 225.34 lakh has been spent up to December 2002 against the revised budget provision of Rs. 1,250.00 lakh. The developmental works have been executed under various schemes to attract tourism activities and provide infrastructure facilities around tourism sites. Rajasthan has attracted 83.65 lakhs tourists (77.57 lakh domestic and 6.08 lakh foreign) during the year 2001, as against 79.97 lakh tourists in the previous year. The tourist flow indicates that Rajasthan as a tourist destination is, gradually, becoming more and more popular.

To develop a long-term perspective and strategy for development of tourism in the State, the `Rajiv Gandhi Paryatan Vikas Mission has been set up under the chairmanship of the Chief Minister.