CHAPTER-III
RAJASTHAN TOURISM DEVELOPMENT CORPORATION: A STRUCTURAL -FUNCTIONAL ANALYSIS
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"Travel Industry is an uncoordinated people trying to achieve a co-ordinated result."

- Walter Johnson

It is a fact universally acknowledged that tourism has become an integral part of modern society, with the advancement of material resources and the aspirations of man, tourism has come to acquire an important place in modern times, especially as an economic, social, political and environmental phenomenon. Infact, tourism in a way, represents man’s urge for experiencing newness and varied excitements away from his usual abode. Novelty is better than repetition says T.S. Eliot and it is aptly applicable to tourism also. A tourist shares the spirit of Tennyson’s Ulyses who says:

“For always roaming with a hungry heart.
Much have I seen and known; cities of men.
And manners, climate, councils, governments …”

For the healthy development of tourism in a country like India, “a land of contrast”, it is desirable for the government to provide facilities in the fields of both promotion and development of tourism sector. The government of India and state governments gave adequate institutional support; and it may well claim to have achieved success in this sphere.

With a view to help raise productivity in tourist industries, the government offers a package of services through its specialized
institutions and motivates entrepreneurs to take advantage of the various facilities. This package include assistance in obtaining finance, help in marketing, technical guidance, training and technology upgradation etc. There is a wide network of institutional infrastructure for financing and extension service support to tourism industry in the country.

As stated earlier, Attractions (for example, climate, scenery, historical-cultural features, exhibitions and sports events), Amenities (such as accommodation, catering and entertainment), and Accessibility (that is, distance of destination from population centres and tourist market, and availability of transport and communication facilities) constitute the basic components of tourism. These are regarded as the tourist qualities of a destination and determine not only its importance but also its likely success as a tourist destination. But in order to effectively promote and develop tourism in the destination and derive optimum benefits, it is also essential to have a tourist organization.

INTRODUCTION TO TOURISM ORGANIZATION -

For any industry to develop an “Organization” is a must as it plays a vital role in planning, development and growth. The term Organization means “the structure or form of an enterprise and the arrangement of all parts there of in a manner suitable for use and services”.

“Organization encompasses all formal and informal relationships, outside and inside the enterprise, which are concerned with the behavior of the employees. On the above criteria, which have been put forth by Chris Argris, the Tourism Organization deals with behavioral aspect of the industry, which determines the “Enterprise” to
accomplish the goals of increasing the tourist arrival, to generate employment, to promote trade and accelerate transport activities and to earn the foreign exchange for the overall development.

“Tourism Organization” relates to the structure of the tourism industry and is concerned with the issues involved in and the approaches to tourism. The tourism organization helps to develop and promote the tourist product and contributes to the success of the destination. It has to co-ordinate and harmonize the activities of different sectors of the travel trade and the interests of both tourists and residents at the destination.

There are many organizations which are involved in the promotion and development of tourism. Tourism, being essentially a co-operative venture, therefore necessitates co-ordination of the activities of the various interests at a particular destination. This is provided by the tourist organization at different levels.

**International Organizations:-**

1. **World Tourism Organization (WTO)** - World Tourism Organization came into operation on November 1, 1974, has its headquarters at Madrid Spain. It is a United Nations Agency, concerned with the collection and collation of statistical information on international tourism. It plays a vital role in promoting the development of responsible, sustainable and universally accessible tourism. In spite of this organization, following is the list of some other organization formed at international level.

2. **IATA** – International Air Transport Association.
3. **UFTAA** – United Federation of Travel Agents Association.
4. **GTTP** – Global Travel and Tourism Partnership.
5. **WATA** – World Association of Travel Agencies.
6. **WTF – World Tourism Foundation.**

**Organization at the National Level -**

With the expansion of international tourism, states realized the necessity of getting involved with tourism. Their interest in tourism development was manifested in the creation and recognition of a body which would be responsible at the national level for tourist information, promotion, research and the representation of tourist interests. This organization, called in general the National Tourist Organization (NTO), thus came to be established as a government, semi-governmental or non-governmental organization in different countries. The great majority of countries, e.g. (U.S.A., India, Italy, France, Spain, Mexico) with a centralized form of government may have a central government organization to deal with tourism; others with more decentralized governments will have tourist organizations that are loosely organized and locally based (Switzerland, Austria).

**Tourist Information Offices -**

In the 1950’s, these were set up in major cities. The duties of their staff was -

- Attending to tourist enquiries from India and abroad.
- Collecting information relevant to tourist and preparing handout/brochures for distribution.
- Making arrangements for departmental guests.
- Collecting and maintaining statistics.
- Conducting special programmes.

**Tourist Offices Overseas -**

The first was opened in the United States in 1952, followed by Europe, Australia and our Neighbouring Nations. Overseas offices are opened depending upon the tourism potential of the Nation to India, need for foreign exchange, etc.
The functions of an Overseas Tourist Office are -

- liaise with the national tourist organization of other nations, airlines, cruise companies, travel agents etc.
- Promote tourism in India through advertising and events.
- Supply information for tourists, publish brochures, monthly newsletters, etc.

DEPARTMENT OF TOURISM IN INDIA -

It was on the 1\textsuperscript{st} March 1958 that a separate Tourism Department was created in the Ministry of Transport to deal with all matters concerning tourism. The new department was put under the charge of the Director General who had under him one Deputy Director General and four Directors each in charge of publicity, travel relations and planning & development.

By the presidential order dated 14\textsuperscript{th} March 1967, the Department of Aviation and Tourism which was under the Ministry of Transport and Civil Aviation was formed into a separate ministry designated as the Ministry of Tourism and Civil Aviation, with two constituent departments -

(i) Department of Tourism
(ii) Department of Civil Aviation

Then the ministry was put under the charge of a full time minister. It was after nearly 18 years that the subject of tourism was accorded a separate entity and became independent of transport. With the formation of the new Ministry of Tourism and Civil Aviation, tourism got the importance due to it and thereby achieved all round expansion in its activities.\textsuperscript{6}

Department of tourism now become an attached non-participating office of the Ministry of Tourism and Civil Aviation
headed by the director general of tourism. The functions of Department of Tourism are both promotional and organizational.

MINISTRY OF TOURISM -

At the top rung of the administrative hierarchy for the promotion of tourism is Ministry of Tourism. It formulates national policies and programs and is responsible for co-ordination of activities of various central government agencies. In India Ministry of Tourism and Culture can be described as NTO of the country.

The Organization -

Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, is the executive chief of the Ministry. The Directorate General of Tourism has 20 field offices within the country and 14 overseas offices. The overseas offices promote Indian tourism in the market abroad. The domestic field offices are sources of tourist information. They are also responsible for monitoring the progress of implementation of field projects by the state governments in their respective jurisdictions.

The National Tourism Advisory Council (NTAC), which serves as a Think Tank of the Ministry of Tourism for the development of tourism in the country, consists of representatives from various Union Ministries, Trade and Industry Associations and experts in the field of travel and tourism management.

Functions and Role of Ministry of Tourism -

1. All policy matters including - development policies, promotion & marketing, growth strategies, manpower development and investment facilitation.
2. Infrastructure & Product development -
   (a) Central Assistance
   (b) Distribution of Tourism Products
4. Provision of aerodromes, regulation and organization of air traffic, aircraft and air negotiation. Establishment of close contacts with other ministries in respect of tourism.
5. Establishment of Corporation e.g. Indian Tourism Development Corporation (ITDC) under Air Corporation Act, 1953.
7. Negotiation with international and bilateral agencies.
8. Co-ordination with various activities through various committees of parliament and other associations.

ORGANIZATION OF TOURISM IN RAJASTHAN -

The State of Rajasthan is one of the most favoured destinations of tourists in India for both domestic & international traffic. Rajasthan, which is a premier tourist destination attracts tourist for its historical forts, palaces and havelis, art and culture. Some of the Unique Selling Propositions (USPs) of Rajasthan are luxury trains (Palace-On-Wheels & Royal Rajasthan-On-Wheels), Fair & Festivals, Handicrafts, Heritage Hotels, Adventure Tourism, Rural and Eco-Tourism, Religious and Temple Architecture, Folk Music and Classical Music, Dance etc.

Due to increase in the incoming of foreign and domestic tourists, Rajasthan has emerged as a very popular tourist state in last one decade, where in seventies, the total number of domestic and foreign tourists was 20 Lakh, it is now 31.73 Lakh, out of which 14.37 Lakh are foreign tourists, besides domestic tourists numbering 30.29 Lakh. Because of world fame Golden Triangle i.e. Delhi-Agra-Jaipur. Jaipur has its special attention in world map, 60 percent of foreigners visiting India, essentially travel golden triangle.
Seeing the significance of tourism in the economic development, the government has taken various policy measures for establishing tourism as a “People’s industry”. Budget allocation for tourism industry had been enhanced from Rs. 3 crores to Rs. 10 crores in 2001-2002. During 2013-2014 tourism has been brought into the priority sector and budget allocation has been increased to Rs. 38 Crores. In this way, the state government has allocated huge funds for the promotion of tourism in the state. The government has also set up a Department of Tourism to promote tourism as a part of long term planning process. Department of tourism was established in the state in the year 1956 headed by the Director with a view to promotion of tourism in the state and providing facilities to the tourists visiting Rajasthan. The state government also established the Rajasthan Tourism Development Corporation in April 1979, as an assisting wing to Tourism Department.

DEPARTMENT OF TOURISM -
Organizational Set Up -

For the first time, the Department of Tourism was set up in the year 1955, with a State Minister of Rajasthan. At present the Department of Tourism is working under the charge of State Minister of Tourism, next to State Minister of Tourism, the secretary of General Administration (Tourism) attached to Secretariat, Government of Rajasthan. The Department of Tourism is working as a separate entity for the execution of national and state level policies, programmes and also as a co-ordinating agency for the Central-State Government Department/Offices and Private Sectors activities for the promotion of tourism in the state.
Fig. 3.1: ORGANIZATIONAL CHART OF DEPARTMENT OF TOURISM

Hon'ble Chief Minister & Minister of Tourism

Principal Secretary

Commissioner

Additional Director (Admn.)

Dy. Director
Admin.
Dy. Director
Marketing
Dy. Director
Fair & Festival

Assistant Director
Tourist Officer
Admn.
Assistant Director
Tourist Officer
Marketing
Assistant Director
Tourist Officer
Rajasthan Divas

Dy. Director
Publicity
Tourist Reception Centre

Financial Advisor

Assistant Director
RTTMAN, Right to Informatio

Assistant Director
General
Tourist Officer
Rajasthan Divas

Assistant Director
Visit
Assistant Director
TAF
Additional Director
South

Additional Director (Devp.)

Dy. Director
Develop. & Trade
Dy. Director
Hotel
ACP
Dy. Director

Dy. Director
Statistics & Planning

Assistant Director
Trade
Assistant Director
RRTU
Assistant Director
Supplementary
Tourist Officer
Trade

Office
Supdt.
Land Bank

Regional Tourism Office

Tourist Information Bureau
1. Sindhi Camp Jaipur, 2. Rly. Station Jaipur, 3. Airport Sanganer,
At the directorate level, two Additional Directors, one Joint
Director, two Deputy Director, Senior Accounts Officer, AD (Planning
and Statistics), Assistant Directors, Assistant Accounts Officer and
Tourist Officer are working under the commissioner tourism. The field
offices of the department at the prominent metropolitan cities viz.
Delhi, Mumbai, Kolkata and Chennai are also functioning. At the
regional level, in the two divisions of state viz. Kota and Jodhpur,
Deputy Directors are heading offices, apart from Tourist Reception
Centres & Tourist Information Bureaus at other prominent tourist
places/entry points of state.

The promotional aspect is looked after by the Directorate of
Tourism and the commercial aspect falls under the jurisdiction of
Rajasthan Tourism Development Corporation (RTDC). The
Directorate of Tourism has to look after the field organizations and
implementation of policies and programmes and in the planning
operations of tourism development in the state. Director, Directorate of
Tourism also takes part as an ex-officio, Deputy Secretary, Department
of Tourism. Presently Tourism Department has sixteen Tourist
Information Bureau within the state and six outside the state (New
Delhi, Calcutta, Chennai, Mumbai, Ahmedabad and Agra).

As an assisting wing of Tourism Department, the Rajasthan
Tourism Development Corporation Ltd. (RTDC) and Rajasthan State
Hotel Corporation Ltd. looks after the commercial side and operates
tourist bungalows, midways, cafeterias and provide transport facilities.
To make tourism glamorous the RTDC operates luxury trains, “Palace-
On-Wheels”, “Royal Rajasthan-On-Wheels”, every year with the
assistance of Indian Railways. One Society viz. Rajasthan Institute of
Tourism and Travel Management (RITTMAN) are also operating.
Objectives of the Department of Tourism in Rajasthan -

1. To motivate a greater number of foreign and domestic tourists to visit Rajasthan.
2. To put the state of Rajasthan prominently on the tourist map of the world.
3. To provide infrastructural facilities both for domestic and foreign tourists.
4. To develop and motivate private agencies like travel agencies, hotels, transport units in the state to accelerate the growth potential.
5. To co-ordinate the functioning of other government department and private agencies.
6. To conduct surveys and compilation of the art and cultural heritage available in the rural areas of Rajasthan.
7. To preserve the culture of Rajasthan for tourism.
8. To promote, tourism promotional activities like the development of tourist sites, bringing out promotional literature, brochure and folders on different tourist destinations encouraging and assisting the private parties, to establish new hotels, restaurants and transport units.

With these objectives in view, the Department of Tourism, Rajasthan has taken upon itself the following functions and roles:

The Main Role of Department of Tourism is -

1. To promote touristic infrastructure for speedy tourist traffic and full utilization of tourist resources.
2. To co-operate with private sector for the development of new tourist sites and destinations and to encourage private participation in this regard.
3. To organize and promote folklore, handicrafts, fairs and festivals, rural tourism to further boost the tourism activities of the state.

4. To develop international airport at Jaipur and prepare infrastructure for civil aviation at other important tourist destinations.

5. To promote and provide publicity of tourist products at the national and international level.

6. To prepare tourism policies and programmes for speedy and sustainable tourism developments.

7. To provide tourist police force for safety and security of tourists.

8. To provide consultancy to private sector.

9. To provide grant for tourism research.

10. To provide tourism and hotel management education through hotel management institutes which are running at Jaipur, Jodhpur, Ajmer and Udaipur.

11. To organize seminars, conferences and exhibitions.

12. To develop regional tourist circuits through Divisional Commissioners.

13. To link tourist offices and destinations through computers.

14. To develop and take care of existing tourist infrastructure.

**Functions of Department of Tourism** -

The Department of tourism has several functions to perform. The manifold functions fall under the broad heads as are given below -

1. Collection, compilation and dissemination of tourist information in India and abroad and attending to enquiries from international tourists tour operators and travel industry such as airlines, steamship companies and hotels.
2. Co-operation with international travel and tourist organizations at government and non-government levels.
3. Development of tourist facilities for national-international tourist.
4. Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.
5. Simplification of frontier formalities in respect of international tourists.
6. Regulation of activities of various segments of the travel trade, such as hotels, youth hostels, travel agencies, wild life out filters, guides, tourist car operators and shopkeepers catering to the need of the tourists.
7. Compilation of statistics and market research on international tourist traffic to India and their utilization for more effective tourist promotion.

**Tourism Policy of Rajasthan-**

The Tourism Policy represents “an amalgam of the principles upon which a course of action for tourism development is based.” Tourism policy is a part of well-defined planning. Successful planning is depending on the clear strong and diversified tourism policy. As Rajasthan is one of the most popular tourism states of the country and the share of state in the international tourist arrivals to India is about 25%. Government of Rajasthan, which paid, has declared the tourism policy on 27 September, 2001. The mission statement of the tourism policy is to evolve a pragmatic policy designed to ensure optimum utilization of rich tourism resources of the state to generate employment specially in rural areas, to develop a ready market for the rich and varied handicrafts, to preserve varied bio-diversity, natural historical and cultural heritage of the state by scientific methods and to
accelerate contribution of tourism industry in socio-economic development of the state by making tourism a truly "People’s Industry" in Rajasthan.

Tourism was declared as an industry in 1989 and with the issue of notification dated 7-11-2002, the condition of issuing separate notification granting benefits to tourism, would be available at par with other industries.

In the year 2006, the Tourism Department had announced a New Hotel Policy of Rajasthan. This policy is proposed to be replaced by Rajasthan Tourism Unit Policy 2007.

**Recent Initiatives for Development of Tourism by Department of Tourism -**

- The Proposals of development projects i.e. refurbishment of Sawai Mansingh Town Hall, Ranthambore Tiger Reserve Eco Tourism Circuit Project, Golf Course – Jaipur, Dholpur Destination Project, Institute of Hotel Management at Jaipur by RTDC, International Convention Center at Jodhpur, Mega Desert Tourist Circuit Project (Jaisalmer- Jodhpur- Barmer, Bikaner) Godawad Circuit (Pali- Jalore- Sirohi), Sariska Tiger Reserve destination project and Matasya Circuit (Viratnagar- Jaipur-Alwar), development works of 7 way-side facilities and Bundi and development of tourist places in Shekhawati Tourist Circuit-II had been submitted to MOT, Government of India and had been sanction under CSS.

- The Tourism Department of Rajasthan has selected up three Villages Khejdli and Khichan in Jodhpur and Sorsen in Baran as a part of this development project. The Tourism Department of Rajasthan has though of the move to develop these villages in
the rural tourism scheme and the government has sanctioned Rs. 1.5 crore for the same in 2014.

- Flood lighting of 28 important palaces/monuments Phase-I such as Hawa Mahal, Jantar Mantar, Amer Fort etc., Amer Fort Phase-I, Jaisalmer destination Project, Hathigaon Amber Phase-I and Gagron Fort Phase-I Projects have been completed.
- “Light and Sound Show” in Kumbhalgarh, Udaipur have been started on dated 26.09.2010.
- Under Mewar Complex development project works in changed, Gogunda and Dewer in Mewar region have been completed under state plan and statue of Maharana Pratap was inaugurated by Honble Chief Minister in Gogunda. Development works of Beneshwar Dham amounting Rs. 200.00 Lakh have been completed.
- During the year 2013-14, developments works for promoting Rural Tourism under state plan on 10 villages of 9 districts are under progress.
- In the tourism point of view development and beautification of Jaitsar Talab in Bundi district, works of Rs. 97.73 Lakh have been sanctioned and Rs. 74.00 lacs have been transferred in PD account of executing agency RTDC.
- On the occasion of “Rajasthan Day” 30th March of every year, Department celebrated on ground scale to commemorate this day.
- In view of less accommodation available in Rajasthan for tourists and number of foreign tourists increasing continuously, “Paying Guest Awas Yojana” have been extended whole in the State.
• For promoting investment in the state in tourism sector the tenure of Tourism Unit Policy – 2007 have been extended upto March 2014.

• Under the Tourism Unit Policy 2007 allotment of State Government land in rural area have been done at local DLC rate. On the pattern of Agro processing unit, for tourism unit also land conversion up to 10 hectares can also be done by district collector, necessary orders have been issued by Revenue Department.

• For promoting Adventure Tourism in the state, Desert Safari boating in Lakhela Talab- Kumbhalgarh and International Kite & Ballon festival have been started in the state.

• During 2013-14, training was imparted to 1009 trainers for different programmes by RITTMAN institute governed by Department of Tourism.

• Total number of security guards in Tourist Assistance Force has been increased from 139 to 250. At present 139 TAF personnel are working and for constitution of Tourist Police Force in Rajasthan, for appointment of 7 posts of S.I, 10 posts of Head constable and 40 constable through Home Department, orders have been issued on 24-05-2011 under which 11 personnels of Tourist Police Force are being working in Udaipur. For rest matter is under process in Home Department.

• The Department web-portal, www.rajasthan ttourismgov.in, is being redeveloped as per the latest security standards and new features. The new web-portal will have many features like mobile applications developed for IOS and android based phones, live maps using google maps with tourism related
information. The portal will also have links to the important social media web-pages developed for Rajasthan tourism on Facebook, Twitter, You Tube, flicker, Google+ etc. The tenders have been floated by Rajasthan Infocom Services Ltd. (RISL), technical bids have been evaluated and the financial bids will be opened soon to select the firm to do the above works.

- Ministry of Tourism, Government of India awarded Rajasthan State in ‘Best State’ category in first week of March, 2013 for Award of “Second National Tourism Award” for the year 2011-12.

- On 1.12.2011, Udaipur, destination of Rajasthan State has been selected best leisure destination in this Conde Nast traveler award. In Lonely Planet Magazine Award 2012, Rajasthan has been received Best Cultural Destination Award.

- Udaipur, Destination of Rajasthan State has been awarded as 'Most Tourist Friendly City' by CNBC Awaaj Award 2012-13 held at Srinagar, Kashmir.

In its efforts to advance tourism in the state, the Department of Tourism has assigned RTDC the task of facilitating development of direct tourism infrastructure. The following section gives the detailed introduction to the role and activities of RTDC in Rajasthan Tourism.

**RAJASTHAN TOURISM DEVELOPMENT CORPORATION -**

Prior to 1.4.1979, the Department of Tourism, Rajasthan in the year 1956, was working as the sole organization responsible for promotion and development of tourism in the state. The department was then responsible for creation of infrastructural facilities for tourists.
In 1976, the Government of India in the Department of Tourism had appointed a central survey team led by Miss Kanta Thakur, the then Director (Northern India) Government of India Tourist Office, New Delhi for identifying the 'Missing Links' and 'Gaps' in the development and promotion of tourism in Rajasthan and to suggest ways and means to improve the existing infrastructure and other connected matters. The recommendation of the central survey team were generally approved by the State Government and consequently, the Rajasthan Tourism Development Corporation Ltd., a company incorporated under the companies Act, 1956 was established with effect from 1.4.1979. With the setting up of the Corporation, the responsibilities for providing infrastructural facilities and services for the tourists, such as accommodation, catering, transport etc. which have a commercial base, were transferred to Rajasthan Tourism Development Corporation from the Department of Tourism. The other promotional activities were retained with the Department.

The Rajasthan Tourism Development Corporation (RTDC) is a pioneering popular unit to promote tourism in the State of Rajasthan. The Government of Rajasthan established the "Rajasthan Tourism Development Corporation" at Jaipur under the provision of Indian Companies Act, 1956 and it started operating properly on 1 April, 1979.

RTDC Motto -

- R - Respect
- T - Trustworthiness
- D - Dedication
- C - Care

RTDC acts as a catalyst to establish develop, execute project and scheme that accelerate tourism in the state. Managing numerous
restaurants, cafeterias, motels and bars. To enhance the experience of the tourists, the corporation also organizes Package Tours, Fairs and Festivals, and Entertainment, Shopping and Transport Services.

RTDC through its well established marketing network in India and abroad plays a vital role in promoting the tourism in impact services markets at domestic and international level.

The Corporation pioneered budget lodging has become the most recognized trademark in the travel industry. It has been successfully attracting customers and is in pace to meet the challenges of the future. Achieving quality is an ongoing process that the whole company is firmly committed to. The cornerstone of our quality process is the creation and nurturing of a Culture of Customer Service". In fact, exceptional customer service is important to its business, because it believes that a warm and cordial reception of the guest is the key to hospitality.

The tourists demand service above the ordinary; a travel experience that is brazenly romantic and adventurous. So RTDC collaborated with Indian Railways to give travelers a royal experience aboard on "Palace-On-Wheels" & "Royal Rajasthan-On-Wheels". The train is rated as the most luxurious trains. Today, the tourists can enjoy an experience delivered with flair and originality for its sheer luxury and dining experience.

RTDC also has successful history of Public Private Partnership (PPP) in Jal Mahal Tourism Project with 100 acres of land at the threshold of Jaipur City in which a multi component tourism product having hotels, convention centre for above 1500 people with food courts, craft bazaar and recreational centre are in course of implementation. Yet another successful PPP (Public Private
Partnership) is for Tizara Fort, a Nazool Property of Government of Rajasthan.

The RTDC has convenient booking offices all over the country and it offers booking through its wide network of agents throughout the world.

The State Government realizes the tourism is neither a compact entity nor it is a cognate activity. With this feeling multi-dimensional functions and operation of tourism necessitated a suitable organizational structure which could handle its promotional as well as commercial aspects effectively, RTDC was set up.

Objectives -

The salient objectives for which the Rajasthan Tourism Development Corporation is to established are the following -

(A) The main aims and objectives of the RTDC are:

1. To acquire and take over from the Government of Rajasthan all assets belonging to any activity or enterprises relating to or connected with tourism with all its liabilities and in particular to take over all tourists homes, tourists bungalows, holiday camps, travelers bungalows, state guest houses, hotels, dak bungalows, circuit houses campaign and carvan sites, pavilions and dormitories, together information bureaus, youth hostel, convention centres, electric and water works and thereafter to run the same with a view to promoting and developing tourism both at the home and abroad.

The RTDC also aims at the organization and operation of tourism on commercial lines. To promote tourism, it is for the RTDC to organize tours of historical places, pilgrimage centres, national monuments, places of scenic beauty and soul.
2. To carry on the day to day business of hotels, restaurants, cafeterias, canteens, taverns, motels, refreshment rooms and boarding and lodging, housekeepers, wine bars and spirit merchants, breweries, maltsters, distillers, providing liquors and light drinks dealers in textile goods, performery, silken and woolen garments, dealers in novelty and other goods, general merchants, proprietors and livery stable keepers, job masters, live and dead stock and foreign produce of all description. The corporation would also see that such facilities as infrastructure of all kinds, tobacco and cigar merchants, travel agents for railways and airways and roadways are provided.

3. It would also build up and maintain the Tourist Information Centres in the state and out of the shape both within and outside the country. Moreover, it would do the spade work relating to all modes of transport to cater to the need of tourists. Finally it would go all out to produce, distribute and sell all kinds of tourist publicity material. Thus, it is duty bound to promote tourism by all ways and means and to adopt methods as are desirable and necessary to attract tourists from far and wide.

(B) The Objectives Auxiliary to the Achievements of the Primary Objectives -

There are some secondary objectives of the Corporation, which may be incidental or ancillary to the attainment of the main objectives. They are as follows.

(1) The Corporation would start, operate and promote establishments, undertakings, enterprises and activities of any description whatsoever which in the eyes of the people are likely to facilitate and accelerate the development of Tourism and to
plan out and execute proposals and schemes for the development of the tourist complex and tourist resorts and to operate and promote tourism schemes for the development of tourism. In this process, necessary reports, blue prints, statistics would be operated and got prepared by the Corporation in order to obtain such information for the purpose.

(2) For the above purpose of getting into necessary agreements the Corporation would be required to organize or conduct all inclusive tours to be undertaken by road, rail or sea, and to have as agents links with the railways, airlines, shipping companies and road transporters etc.

(3) It would also fall in the range of objectives of the Corporation to act as agents and to enter into agreements with any government, semi government, quasi government or public undertakings or a new company or any other authority, municipal or local and to obtain from such a Government authority rights, privileges and concessions which the company may think desirable and carry out exercise and comply with any such arrangements, rights privileges and concessions and to transact and carry on agency business of every type and of any description and to amalgamate with any other company having objects altogether or in part similar to those of the company.

ORGANIZATIONAL SET UP OF THE RAJASTHAN TOURISM DEVELOPMENT CORPORATION -
Board of Directors -

RTDC has a Board of Directors. Its organizational structure and functioning is the apex decision-making body. It consists of 12 to 13 Directors that includes a few of eminent public persons but mainly, it is bureaucrat-dominated.
Fig. 3.2: ORGANIZATIONAL CHART OF RAJASTHAN TOURISM DEVELOPMENT CORPORATION
The business of the company, within the definition of Section 617 of the company Act 1965, is managed by a Board of Directors. The Directors are appointed by the Governor of Rajasthan and one of the Director is appointed Chairman-cum-Managing Director of the Board out of Directors under such terms and conditions and on such remunerations as he may deem fit.

The Board including the Chairman-cum-Managing Director are responsible for the smooth and successful functioning of the Corporation. For the present the number of the Directors (as decided by the Governor from time to time) shall not be required to hold any qualifications. Thus, it is obvious that the strength of the governing board to a larger extent, depends on the period for which it is appointed. The Administrative Reform Committee (ARC) recommended thus -

"The fulltime members of the Board should be allowed a period of not less than five years whereas a minimum period of two years was suggested for the first time non-official nominees."

Chairman-cum-Managing Director -

Before 16th July 1987, there used to be two separate positions of Chairman and Managing Director, but now there are merged into one new position of Chairman-cum-Managing Director. Bureaucrats are being appointed as Chairman-cum-Managing Director. The Chairman-cum-Managing Director presides over the meetings of the Board of Directors in which all policy decision taken and whose authority is absolute and final in this regard.

General Managers -

The General Managers in the RTDC come from the RAS cadre. There are four General Managers and one Chief Accounts Officer under the Chairman-cum-Managing Director to look after the
personnel work, "Palace-On-Wheels" & "Royal Rajasthan-On-Wheels" projects and finance. In the next higher echelon is the general manager. The various functionaries under him include five Manager, one Deputy Manager, two Assistant Managers, Accounts Staff, Office Attendants & other general staff including Clerks, Warden, Cooks, Peons, Drivers etc.

Under the General Manager, the important functionaries are an Administrative Officer, Accounts Staff & other Office Staff. The General Manager (work) has four Assistant Engineers, one Junior Engineer and other accounts and general staff under him. There are two Managers, One Assistant Manager, One Accountant and other office staff under the General Manager "Palace-On-Wheels" & "Royal Rajasthan-On-Wheels" projects.

**Accounts Officer -**

Generally the Accounts Officer comes from the Rajasthan Accounts Service. So far as the finance division of the Corporation is concerned it is headed by the chief accounts officer. He looks after five sections of the corporation, namely-monitoring payments, book-keeping, tax and internal audit. Besides this there is a Company Secretary and Divisional Manager, along with the accounts staff and some general staff.

**Divisions -**

With a view to having the smooth and efficient working, the administration of the corporation has been divided into five divisions, as given below -

- Tourist Services Division.
- Personnel and General Administration Division
- Work Division
- Accounts Division
Secretarial Division

Each division is headed by an officer equipped with the expertise needed for that particular trade of operation. The details of each division are as follows -

1. **Tourist Services Division** -

   The division is the backbone of the Corporation. In addition to project planning, it is duty bound to make adequate arrangements for the tourists. Its area of working includes -
   - Accommodation.
   - Catering
   - Bars
   - Transport
   - Boating

2. **Personnel and General Administration Division** -

   This is an important division which is responsible for the personnel, including their recruitment and administrative matters. Besides these, it looks after the stores section concerned with house keeping material and furniture. Purchases are mainly made by a committee as per the rules laid down for the purpose from time to time.

   This division is headed by an officer designated as General Manager Personnel and Administration. The General Manager is assisted by an Administrative Officer.

3. **Works Division** -

   This division is responsible for the construction of new buildings, fittings and fixtures, additions and alternations, maintenance of buildings and planning, layout and upkeeps of gardens.

   The division is headed by General Manager (works). He acts on the advice of an architect and is assisted by two Assistant Engineers at Jaipur and one each at Udaipur and Jodhpur. A Garden Superintendent
is responsible for maintaining the garden in the office of the Corporation.

4. **Accounts Division**
   This division has an overall responsibility in so far as financial matters are concerned. It exercises financial control at the headquarters and also overall units of the Corporation. The Chief Accounts Officer is assisted by Assistant Accounts Officers, Accountants and Junior Accountants.

5. **Secretarial Division**
   This division is responsible for several legal requirements under the companies act. There are several kinds of records (registers) which are required to be maintained under the companies act.

**Functions of the RTDC**

   In view of the vast development in the field of tourism, RTDC has developed its network over a period of 22 years. At present, it has 75 units and 1 package tours under operation. The main function of the RTDC Ltd. is to promote the cause of tourism in the State of Rajasthan, by assisting to Department of Tourism through various types of activities and facilities to tourists. This function, covers all those facilities which the Corporation provides to the tourists in Rajasthan. The functions and the role of RTDC are as follows -

(a) **Accommodation**
   The Memorandum and Articles of Association of RTDC specifically mentions that the Corporation will carry on the business of hotels, restaurants, cafeterias, canteens, taverns, motels, refreshment rooms and boarding & lodging housekeeping, wine, beer & spirit merchant, brewers malsters, distillers, importers and manufacturers of aerated water. Thus, Rajasthan Tourism Development Corporation is a well established brand name in tourism industry. Operating 33 hotels,
ten motels and 1 restaurants in the Rajasthan State. During important fairs and festivals tented villages are set up to provide ethnic tourism experience.

Hotels are strategically situated with its pan presence in the state. Motels offers a refreshing break on the important state and National Highways.

Hotels and motels provide travelers an experience of Rajasthan with safety and security. Variety of rooms such as Suite, AC, Non AC, Standard, Huts, Tents provide solution suiting to travelers.

RTDC hotels and motels are recently renovated and upgraded to provide better facilities and services to the guests. New furnishings, furniture, linen etc. are introduced.

The hotels and motels are standardized for categorization in three to one star and heritage category. Available facilities are such as bars, travel counters, shopping arcades, indoor and outdoor games for children and city sight seeing tours make the stay in RTDC hotel a complete experience.

At present, RTDC also provide accommodation which includes 912 rooms and 4 dormitory, in which total capacity of beds are 1918.

(b) Catering Services -

One of the important functions of the RTDC is to provide effective catering services. RTDC Hotels/ Motels are well equipped with catering facilities at all the 43 units with different type of cuisine like Indian, Continental, Chinese, South Indian and Rajasthani.

Special arrangement are made during the Fairs and Festivals to cater the tourists. It is acknowledged view that good and delicious food at reasonable rates goes a long way in attracting tourists and providing tourism.
(c) **Bar Services** -

The variety of Indian made foreign Liquor and Beer is provided at 29 Units of RTDC including Palace-On-Wheels and Royal Rajasthan-On-Wheels.

(d) **Transport Facilities** -

One of the important function of the RTDC is to establish and manage transport units, travel and transport counters and import, purchase, lease, run or otherwise operate cars, cabs, buses, coaches, trucks, lorries, ropeways, aircrafts, helicopters and other mode of transport. RTDC provide independent transport unit functioning at Jaipur, Udaipur and Delhi at reasonable price.

RTDC offers daily city sight seeing tours in Jaipur, Chittorgarh, Jaisalmer, Sariska, Mount Abu, Udaipur through Non-AC Deluxe Buses / Soft Top Canter / Tata Sumo / Soft Top Gypsy. RTDC also offers daily city sight seeing tours facility at Hotel Ghoomer, Jodhpur by Private Travel Counter.

RTDC also provide small and large Air Condition / Non-Air Condition Taxies and Mini/Deluxe Buses for local package in Jaipur and outstation visits from Jaipur.

RTDC also introduced very popular "**Pink City by Night Tour**" in 2006 which includes Guide, Transportation and Vegetarian Dinner at Durg Café, Nahargarh.

RTDC also offers Booking Counters and Pick Up Points for Jaipur City sight seeing tours starts from RTDC Transport Unit, Government Hostel Campus, Near Tourist Reception Centre; Hotel Gangaur, Hotel Teez and Hotel Swagatam; Tourist Information Bureau, Railway Station and Tourist Information Bureau, Central Bus Stand.
(e) **Boating Facility** -

RTDC Provides boating facility at Siliserh (Alwar), Ramgarh (Jaipur) Kailana (Jodhpur), Fateh Sagar (Udaipur), Gajner (Bikaner). Facility of boats consists of cruiser, motorboats and paddleboats for the visitors. This facility has proved to be utmost attraction to the tourists.

(f) **Package Tours** -

RTDC operates different types of package tours keeping in mind the varied interests of tourists. RTDC operates Raj Bhraman package tours from different state of India such as Delhi and Ahmedabad. These tour packages ensures the tourists get a focused look at the various attractions of Rajasthan, with all the comfort that the tourist deserve, at affordable price. The Corporation has divided the packages into various categories, so it become easy for tourists to locate tours of their interest, be it architecture art and craft, wildlife, adventure or fair and festivals. At present RTDC operate 14 package tours programmes for the tourists, detailed as below -

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of Package Tour</th>
<th>Duration</th>
<th>Tour Itinerary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Religious Tour</td>
<td>11 Night/12 Days</td>
<td>Jaipur- Bikaner-Jaisalmer-Jodhpur-Udaipur- Pushkar-Jaipur</td>
</tr>
<tr>
<td>3.</td>
<td>Pearls of Rajasthan</td>
<td>6 Nights/7 Days</td>
<td>Jaipur-Jodhpur-Udaipur-Jaipur</td>
</tr>
<tr>
<td>4.</td>
<td>Best of Wildlife</td>
<td>5 Nights/6 Days</td>
<td>Jaipur-Ranthambore-Bharatpur via Deeg-Sariska-Jaipur</td>
</tr>
<tr>
<td>S. No.</td>
<td>Name of Package Tour</td>
<td>Duration</td>
<td>Tour Itinerary</td>
</tr>
<tr>
<td>-------</td>
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<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td>7.</td>
<td>Best of Rajasthan-I</td>
<td>8 Night/9 Days</td>
<td>Jaipur Via Ajmer-Pushkar-Jodhpur-Jaisalmer-Bikaner-Jaipur</td>
</tr>
<tr>
<td>8.</td>
<td>Best of Rajasthan-II</td>
<td>7 Nights/8 Days</td>
<td>Udaipur- Chittor- Kota- Jaipur</td>
</tr>
<tr>
<td>10.</td>
<td>Desert Package</td>
<td>8 Nights/9 Days</td>
<td>Jaipur Via Ajmer-Pushkar-Jaisalmer- Jodhpur- Udaipur-Jaipur</td>
</tr>
<tr>
<td>11.</td>
<td>Aravali Package</td>
<td>7 Nights/8 Days</td>
<td>Jaipur- Udaipur- Mount Abu-Pushkar- Jaipur</td>
</tr>
</tbody>
</table>

**Source : Annual Report 2013-14, Department of Tourism, Rajasthan**

RTDC has designed special economy school package for children which includes room rent and meals. The packages for the students are booked directly through CRO offices and RTDC Hotels, not through online.
Fair & Festivals -

In order to promote our cultural heritage and festivals, RTDC organizes some of the larger and more important celebrations are listed below -

- **Pushkar Fair** - Among the most easily identifiable of Rajasthan's many fairs, Pushkar has come to symbolize the heartbeat. RTDC organizes Pushkar Fair, Near Ajmer.

  The Rajasthan Tourism Development Corporation (RTDC) puts up a tourist village during the fair. The tourist village is self sufficient and specially designed to complement the natural beauty of the site. It has a Coffee Shop and Dining Hall which can cater to 1500 guests at a time.

  The village is arranged in blocks of Tents, each with its own identity, being named after the famous dances of Rajasthan. The village also has huts with attached western style toilets and running water. One can also stay in Sarovar Hotel, Pushkar and Khadim Tourist Bungalow at Ajmer.

  For years, the tourism industry in Rajasthan has been looking up to the Pushkar fair as a harbinger of the forthcoming season. Only till two years back, Pushkar was the most frequented destination in Rajasthan. But today it is sharply declining on the popularity chart. While there were about 15-20% cancellations of bookings till August, the figure has gone up to a steep 50-55% this season, as per industry estimates. Due to declining arrival of tourist in 2010, 2011, and 2012 the RTDC, did not pitch tents in tourist village. In 2010, 2011 and 2012. The income/expenditure during Pushkar Fair are detailed as below -
Table 3.2 : Income and Expenditure during Pushkar Fair

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist Stay in tourist village</th>
<th>Occupancy %</th>
<th>Income (In Lakh)</th>
<th>Expenditure (In Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>217</td>
<td>25.00 (4 Days)</td>
<td>5.49</td>
<td>23.00</td>
</tr>
<tr>
<td>2010-11</td>
<td>167</td>
<td>61.11 (6Days)</td>
<td>-</td>
<td>0.38</td>
</tr>
<tr>
<td>2011-12</td>
<td>180</td>
<td>75.83 (4Days)</td>
<td>3.60</td>
<td>0.30</td>
</tr>
<tr>
<td>2012-13</td>
<td>175</td>
<td>79.16 (4Days)</td>
<td>4.19</td>
<td>0.19</td>
</tr>
</tbody>
</table>

Source : Annual Report 2013-14, Department of Tourism, Rajasthan

- **Chandrabhaga Fair** - The Chandrabhaga fair is held every year at Jhalarapatan (6 Kms from Jhalawar) in the month of Kartik (Oct-Nov), when an air of celebration pervades the whole area. On the bank of Chandrabhaga River thousands gather on the full moon night to take holy dip. A bid cattle fair also takes places at this time. Fair provides ample opportunity to the travelers to acquaint themselves with the people of this area, culture and traditions. During the Chandrabhaga Fair tented camp is also set up by Gavdi Talab, RTDC.

- **Desert Festival** - The popular desert festival is a journey into the heart of the desert, the golden city of Jaisalmer which coincides with the full moon in February. All festivals in Jaisalmer has a charm of its own. The turban-tying competition and Mr. Desert contest add a touch of excitement to the festive celebrations. The desert pulsates with a myriad of Rajasthan Dances-Ghoomer, Gangaur, Gair Dhap, Moria, Chari, and Tehratal. The famous Gair dances, fire dances, camel dances, camel acrobatics, camel races and camel polo, competitions for the best decorated camel and tug-of - war between muscleman. One can enjoy the
pleasure of the camel ride on a trip to the sand dunes at Sam. All arrangements are made by the Department of Tourism and RTDC.

Nagaur Fair: Nagaur Fair is one of the largest cattle fair in the country, held annually between last January and early February. The fair is renowned for trading in Cows, Bullocks, Camels and Horses. There are about 25,000 Camels on display as well as a large number of horses and cattle. People come from hundred of miles away to buy and sell.

Mirchi Bazar (Red Chilly Market) is the main attraction and wooden items, iron crafts and leather accessories as well as local handicrafts, cloth and jewellery are available for sale during the fair. Various games organized during this four day festival like tug-of war, camel races, horse races, cock fights, bull-fights etc. provide entertainment to the tourists and visitors. In the evening, there are performances by folk musicians and dancers. The RTDC puts up a tourist village to provide accommodation for the tourists visiting Nagaur during the fair.

Elephant Festival - The Elephant Festival is an attempt on the part of RTDC to introduce the people of India and abroad to the royalty of the Rajputs. The festival is celebrated a day after Holi in the month of March-April in the city of Jaipur.

Thus, there are hundred of fairs and festivals celebrated in Rajasthan every year in the different regions of the state. Above, few festivals and fairs in Rajasthan are world famous and attract millions of foreigners. Few others fairs and festivals are: Kite Festival, Jaipur (14 Jan. 2014); Baneshwar Festival, Dungarpur (10-14 Feb. 2014); Brij Festival, Bharatpur (2-4 Feb. 2014); Gangaur Fair, Jaipur (13-14 April, 2013); Mewar Festival, Udaipur (13-15 April 2013); Summer Festival,
Mount Abu (23-25 May, 2013); Teej Fair, Jaipur (7-11 Aug. 2013); Dusshera Mela, Kota (23 Oct. 2013); Marwar Festival, Jodhpur (16-18 Oct. 2013); Pushkar Fair, Ajmer (10-17 Nov. 2013)

(h) Luxurious Trains -

- **Palace-On-Wheels** - The tourists have demanded service above the ordinary; a travel experience that is brazenly romantic and adventurous. So RTDC collaborated with Indian Railways to give travelers a royal experience and getting the luxuries of a 5 star hotel while aboard on Palace-On-Wheels. This is the oldest luxury train in India launched in the year 1982. It has been rated as one of the ten most luxurious train. The train flags of from Delhi and covers whole of Rajasthan beginning from Jaipur and ending at Agra. The complete journey takes close to 8 days. The coaches are named after the 14 Rajputana states and they have two restaurants Maharaja and Maharani which caters to chinese, continental and Indian food. A bar which has ample supply of alcohol ranging from Indian to International taste, a reading hall with a plethora of books. The success of the original Palace-On-Wheels led to few other luxury trains in India.

- **Heritage-On-Wheels** - The next on the list of luxury trains was the Heritage-On-Wheels. RTDC and Indian Railways were proud on the success of the Palace-On-Wheels, which had paved a path for a launch of new tourist train- Heritage-On-Wheels, on the available meter gauge section in Rajasthan. The itinerary of the Heritage-On-Wheels basically covered the Shekhawati Region, Bikaner, Nawalgarh, Ramgarh (Mahansar), Mandawa that includes sanctuaries like Gajner and Tal Chhapar. RTDC also offered the pre and post seeing the sights of Jaipur on nominal cost.
The tour was of 3 nights and 4 days. The train left twice a week from Jaipur on Tuesday and Friday and returned back to Jaipur on Friday/ Monday morning respectively. This fully air conditioned luxury train service started operations in January 2006, with 14 lavishly decorated coaches, two restaurants and a well appointed bar-cum-lounge. **But December 2008, it was left to idle away at a shed in Jaipur due to several reasons.** The state's tourism promotion officials said that the service of this luxury train was suspended not just because of low occupancy but also because of a change from meter gauge into broad gauge on that sector. The service was running on meter gauge.

- **Royal Rajasthan-On-Wheels** - Encouraged by the success of Palace-On-Wheels, RTDC and Indian Railways then introduced the Royal Rajasthan-On-Wheels in 2009. The super luxury train recently launched its journey for this year to Rajasthan and other destinations, especially for Khajuraho, Varanasi and Agra from New Delhi in October 2013. The train welcomed 26 passengers on the first journey. Total of 3,286 tourists have made journey on this train in the 87 trips since 2008-2009, which translated into an earning of Rs. 48.82 crores. This luxury train package covers the most exotic destinations starting from new Delhi on Sunday covering Jodhpur - Udaipur - Chittorgarh - Sawai Madhopur - Jaipur - Khajuraho - Varanasi - Agra and back on Safdarjung Railway Station, New Delhi. The travel duration from this luxury train is almost close to 8 days and is flagged of from Delhi. Royal Rajasthan-On-Wheels again is luxury train on the heartlands of Rajasthan.
(i) **Web Portal** -

The Department of Tourism in Rajasthan has got its own web-portal, so that domestic and foreign tourist can have online information about Rajasthan Tourism. The RTDC have convenient booking offices all over the country and it offers bookings through its wide network of agents through out the world and through it Web Portal by logging on to the web site [www.rajasthantourism.gov.in](http://www.rajasthantourism.gov.in).

Rajasthan Tourism Web-Portal has been upgraded and now it meets international standards for multilingual web sites. The portal has been translated into Hindi and five other foreign languages like German, French, Spanish, Italian and Japanese. This portal has an upgraded database for accommodation facilities and other information like hotel/motels, paying guest accommodations, luxurious trains, package tours, Daily sightseeing tours provided by RTDC by logging on to the website [www.rtdc.in](http://www.rtdc.in).

The tourism department also plans to launch cyber version of Rajasthan tourism magazine "Rajasthan Athithi". Interactive CDS and other cyber tools for promoting e-based tourist facilitation is on the cards.  

(j) **Other Services** -

- **Camping** - Besides camping experience at Pushkar Fair, Chandrabhaga Fair and Nagaur Fair, RTDC offers excellent opportunities to organize camping field since 1980 and has organized special camps on demand during Kumbh Mela (The largest gathering of Hindu devotees at the bank of the River Ganga, Solar Eclipse sites, marriage in Gujarat and Rajasthan even during film shoots like - "Paheli". RTDC has make special camp near Jaipur.
RTDC can provide camping for minimum 50 persons at a place at a special price or depending upon the requirements.

- **Adventure** - Rajasthan is also known for adventure activities like Camel/Elephant/Horse Safari and RTDC offers such facilities to the visitors subject to minimum numbers of persons. The routes are well defined and experts accompany during the tour. Stay is arranged in tents and meals are cooked and served at the camp.

- **Outdoor Catering** - RTDC team expertise in outdoor catering arrangements for conferences, marriages, seminars and even board meetings. Name the place and the RTDC team makes all efforts to offer the best cuisine with services.

**RECENT INITIATIVES OF RAJASTHAN TOURISM DEVELOPMENT CORPORATION** -

1. RTDC is country's first corporation to join hands with ITDC to run the programmes 'Hunar se Rojgar' to impart training to eight standard pass youths in the age group of 18-28 in two courses- food service and food production the duration of which will be six and eight weeks respectively and the candidates will get a stipend of Rs. 3,400 on successful completion of the courses.

2. 'The Great Indian Travel Bazar', would be organized in Jaipur, 2014.

3. On 7 November, 2012 the old museum of Heritage Rails in Bikaner has now been open for the tourists. The museum called 'Bikaner Heritage Rail Museum' displays equipments, items and documents pertaining to the operation and maintenance of the railways.
4. In 2012-13, the popular luxury trains of Rajasthan: Palace-On-Wheels and Royal Rajasthan-On-Wheels are soon going to get a major make over, However, the itinerary and tariffs for the trains will remain same in 2013-14.

5. Jantar-Mantar (Jaipur) Monuments has been selected in world Heritage Sites of United Nations, Scientific and Cultural Organization (UNESCO).

6. For promoting adventure tourism in the state, Desert Safari, boating in Lakhela, Talab-Kumbhalgarh and International Kite and Ballon Festivals have been started in the state.

7. RTDC also has made Public Private Partnership (PPP) in Jal Mahal tourism project with 100 acres of land at the threshold of Jaipur city in which a multi-component tourism product having hotels, convention centre for above 1500 people with food courts, craft bazaar and recreational centre are in course of implementation. The other famous project of RTDC is the Nazool property located in Tijara Fort.

8. The period of Tourism Unit Policy-2007 has been extended till 2014. Under this policy allotments of State Government land, in rural areas are being done at local District Lease Committee (DLC) rate.

9. RTDC will hand over 22 accommodation units identified as non-performing, to the State Government. With the handing over of these accommodation units, RTDC will be left with 20 odd units under its ownership.

10. "Festival of Flamenco and Rajasthani Music" to be celebrated annually in Jodhpur. To preserve and promote the original richness of the musical traditions, Mehrangarh Museum Trust, the fundacion cante de las minas, and the embassy of Spain in
India signed a MOU at Ummaid Bhawan Palace, Jodhpur for the creation of a centre for flamenco and Rajasthani music studies. This international centre will be setup at the Mehrangarh Fort, Jodhpur.


12. Rajasthan's team tourism is upbeat! It was recently adjudged the second best state for 'Comprehensive Development of Tourism'. The award was given away by President Pranab Mukherjee at the National Tourism Award ceremony for 2011-12 held in New Delhi on March 18, 2013 at the Vigyan Bhawan.

FUTURE PROSPECTS OF RAJASTHAN TOURISM DEVELOPMENT CORPORATION -

1. Five Rajasthan monuments have been recommended to UNESCO for world heritage status: Ranthambore Fort, Gagrone Fort, Jhalawar Fort, Chittogarh Fort, Amber Fort and Kumbhalgarh Fort.

2. The long awaited ropeway connecting Kanak-Vrindavan to Jaigarh & Nahargarh Forts in the city is likely to become a reality in the near future. It is expecting to complete this project nearly to 2013-2014.

3. To protect and provide conducive atmosphere for development of wild life, the Rajasthan Government will cleared a proposal to declare 13,100 hectare forest land in Sikar and Jhunjhunu as 'Shakambhari Conservation Reserve'.

4. 100 hectare of Kaler Forest Tract will be developed as an eco-tourism circuit. Not only that attached to this tract Baditalab,
Sajjangarh's Maharan Pratap Trail and Sajjangarh Sanctuary will also be included in the Eco Circuit.

5. Rajasthan will soon attract patients from neighbouring countries as it is set to announce better health care packages for foreign nationals as part of its medical tourism package.

6. Tourists will not be able to go from Amber to Jaigarh Forts through an underground tunnel which connects these two monuments. The tunnel will become operational from this year 2014.

7. The number of foreign tourists visiting Rajasthan is expected to grow by 7-8% in 2013-14.

8. To provide better safety measures, the state has been working on many initiatives like formation of tourist assistance force of around 275 personnel deployed at various major destinations, who help foreign and domestic travelers.

9. Rajasthan Government decided to notify four more conservation reserves and extending areas of tiger reserves in Ranthambore and Sariska, Mokhla (Jaisalmer), Jeen Mata Forest Area (Sikar), Mansa Mata Forest Area (Jhunjhunu) and Grass Farm Nursery (Jaipur) will be made conservation reserves in order to conserve species of wildlife there.
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