



FORTUNA PR



Monthly PR Report

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10th November, 2024

Prepared By

FORTUNA PR

Team Rajasthan



List of Activities

S. No.	Event/Article/Story/Interview/Press Release
1	सच कहूं- पिक सिटी की कहानी: जयपुर के गुलाबी रंग का राज दिल्ली, पंजाब, हरियाणा व राजस्थान से प्रकाशित दैनिक समाचार पत्र सच कहूं में प्रकाशित
2	Q&A Interview : Commissioner of Tourism ON WTM Special Edition of Travel Heights
3	Rajasthan Tourism: A Vision for Growth and Development Q/A Session With Shri Vijay Pal Singh Ji
3	डब्ल्यूटीएम लंदन : राजस्थान को डब्ल्यूटीएम लंदन के जरिए वैश्विक पर्यटन मानचित्र पर मजबूती से किया स्थापित-शर्मा
4	Unveiling Rajasthan's Rich Tourism Legacy and Modern Luxury At WTM LONDON
5	A Vision for Growth and Development

TV Engagement

6	पर्यटन में राजस्थान के टूटे सभी रिकॉर्ड, राजस्थान बना आकर्षण का केंद्र
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FORTUNA PR

Proactive Story

पिंक सिटी की कहानी: जयपुर के गुलाबी रंग का राज

(सच कहूं- दिल्ली, पंजाब, हरियाणा व राजस्थान से प्रकाशित दैनिक समाचार पत्र सच कहूं में प्रकाशित)



पर्यटन

पिंक सिटी की कहानी: जयपुर के गुलाबी रंग का राज

जयपुर, जिसे 'पिंक सिटी' के नाम से भी जाना जाता है, राजस्थान की राजधानी और एक ऐतिहासिक शहर है, जो अपनी खूबसूरती, सांस्कृतिक धरोहर और वास्तुकला के लिए विश्वविख्यात है। इसकी अनोखी पहचान, गुलाबी रंग में रंगी इमारतों के कारण बनी, जो न सिर्फ पर्यटकों को आकर्षित करती हैं बल्कि जयपुर की संस्कृति और उसकी ऐतिहासिक पृष्ठभूमि को भी दर्शाती हैं। आइए जानते हैं कि कैसे जयपुर को 'पिंक सिटी' का नाम मिला और इसके पीछे की कहानी क्या है।

जयपुर का इतिहास और स्थापत्य कला

जयपुर का निर्माण 1727 में आमेर के महाराजा सवाई जयसिंह द्वितीय ने करवाया था। यह भारत का पहला सुनियोजित शहर माना जाता है, जिसे वास्तुशास्त्र के सिद्धांतों के अनुसार तैयार किया गया था। इस शहर को बंगाल के प्रसिद्ध वास्तुकार विद्याधर भट्टाचार्य ने डिजाइन किया था, जिन्होंने जयपुर को नौ खंडों में विभाजित किया। इस निर्माण में उपयोग किए गए गुलाबी पत्थरों और चूने की पॉलिश ने इसे अनोखा और आकर्षक बना दिया।

गुलाबी रंग और जयपुर का संबंध

अब सवाल यह उठता है कि जयपुर गुलाबी रंग में क्यों रंगा गया? इसका जवाब हमें इतिहास के पन्नों में मिलता है। वर्ष 1876 में, ब्रिटेन के राजकुमार अल्बर्ट (प्रिंस ऑफ वेल्स) भारत दौर पर आए थे। उनके स्वागत में महाराजा सवाई रामसिंह द्वितीय ने शहर को गुलाबी रंग में रंगने का निर्णय लिया। गुलाबी रंग उस समय



मेहमाननवाजी, गर्मजोशी और दोस्ती का प्रतीक माना जाता था, और महाराजा ने इस रंग का चयन इसी कारण से किया था ताकि मेहमान को आदर-सम्मान और प्रेम महसूस हो।

इसके अलावा, गुलाबी रंग राजपूतों के वैभव और राजस्थान की सांस्कृतिक धरोहर का प्रतीक भी बन गया। इस विशेष पहलू के चलते, जयपुर के मुख्य भवनों और बाजारों को गुलाबी रंग में रंग दिया गया। इस रंग ने इतनी लोकप्रियता हासिल की कि बाद में जयपुर की पहचान 'पिंक सिटी' के रूप में ही हो गई।

कानूनी रूप से गुलाबी रंग का संरक्षण

जयपुर में गुलाबी रंग को कानूनी रूप से भी संरक्षित किया गया है। महाराजा सवाई रामसिंह द्वितीय के शासनकाल के बाद, जयपुर नगर निगम ने यह नियम बना दिया कि जयपुर के पुरानी शहर क्षेत्र की इमारतों

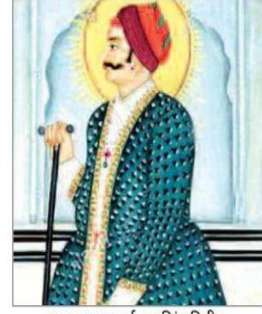
को हमेशा गुलाबी रंग में ही रंगा जाएगा। यह नियम आज भी लागू है, और इसी के चलते यहां की ऐतिहासिक इमारतें, बाजार, और प्रमुख गलियां गुलाबी रंग में रंगी हुईं नजर आती हैं। इस रंग के संरक्षण से न सिर्फ शहर का सांस्कृतिक महत्व बढ़ा है, बल्कि इसका सौंदर्य भी बढ़ा है, जो हर साल लाखों पर्यटकों को यहां खींचता है।

पिंक सिटी की प्रमुख इमारतें और आकर्षण

जयपुर में कई ऐसे स्थल हैं जो गुलाबी रंग की विशेषता को बखूबी दर्शाते हैं। इनमें सबसे प्रमुख है 'हवा महल'। गुलाबी रंग में सजी यह इमारत अपने अद्वितीय जालीदार खिड़कियों (झरोखों) के लिए प्रसिद्ध है, जिनसे ठंडी हवा अंदर आती रहती है। सिटी पैलेस, जंतर मंतर और अल्बर्ट हॉल म्यूजियम भी जयपुर की गुलाबी रंगत में रचे-बसे स्थल हैं, जिनकी शान और खूबसूरती देखते ही बनती है। इसके अलावा, जयपुर के बाजार जैसे जौहरी बाजार, बापू बाजार और चौड़ा रास्ता भी गुलाबी रंग में रंगे हुए हैं। ये बाजार राजस्थान की संस्कृति, हस्तशिल्प और पारंपरिक वस्त्रों के खरीददारों के बीच लोकप्रिय हैं और गुलाबी रंग के कारण इनकी विशिष्टता और भी बढ़ जाती है।

गुलाबी रंग का सांस्कृतिक और पर्यटन महत्व

जयपुर के पिंक सिटी होने का यह पहलू पर्यटन के क्षेत्र में महत्वपूर्ण भूमिका निभाता है। हर साल लाखों पर्यटक यहां आते हैं



महाराजा सवाई जयसिंह द्वितीय

और शहर की ऐतिहासिक धरोहर को निहारते हैं। गुलाबी रंग की यह विशेषता न केवल जयपुर को एक अलग पहचान देती है, बल्कि इसे भारतीय इतिहास और सांस्कृतिक धरोहर का महत्वपूर्ण हिस्सा बनाती है। पिंक सिटी के इस अद्वितीय रंग के कारण ही जयपुर को यूनेस्को ने विश्व धरोहर स्थल का दर्जा दिया है।

जयपुर के आधुनिक युग में भी गुलाबी रंग का महत्व

वर्तमान में भी, जयपुर अपनी इसी विरासत के साथ आधुनिकता को ओर बढ़ रहा है। शहर के मुख्य बाजार और भवनों में आज भी गुलाबी रंग का उपयोग किया जाता है। राजस्थान सरकार और नगर निगम इस रंग का विशेष ध्यान रखते हैं ताकि जयपुर की ऐतिहासिक पहचान बनी रहे। यह गुलाबी रंग केवल एक रंग नहीं बल्कि एक भावना, एक परंपरा और एक पहचान है, जिसने जयपुर को न केवल भारत बल्कि विश्वभर में एक अलग स्थान दिलाया है।

जयपुर का पिंक सिटी के रूप में जाना जाना केवल एक संयोग नहीं, बल्कि इतिहास, परंपरा और संस्कृति का अनूठा संगम है। महाराजा सवाई रामसिंह द्वितीय के एक ऐतिहासिक निर्णय ने इस शहर को एक नई पहचान दी और इसे भारत के सांस्कृतिक मानचित्र पर हमेशा के लिए स्थापित कर दिया। गुलाबी रंग में रंगा जयपुर आज भी अपने स्वागत और गर्मजोशी के प्रतीक के रूप में पर्यटकों का स्वागत करता है। वही वजह है कि जयपुर का 'पिंक सिटी' होना केवल एक नाम नहीं, बल्कि एक अनुभव है जो हर पर्यटक के दिल में अपनी छाप छोड़ देता है।





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Q&A Interview

Of

Commissioner of Tourism

ON

WTM Special Edition of Travel Heights



Press Realese

Unveiling Rajasthan's Rich Tourism Legacy and Modern Luxury At WTM LONDON

Rajasthan, with its rich cultural heritage and vast array of experiences, has always been a top destination for travellers across the globe. According To Commissioner of Tourism, Mr. Vijay Pal Singh

That, our participation in the World Travel Market (WTM) in London is a strategic initiative aimed at further elevating Rajasthan's presence on the international tourism map. As the world opens up to more mindful and experiential travel, we are keen on positioning Rajasthan as a must-visit destination that offers not only traditional splendour but also modern, luxury, and sustainable travel experiences.

Q1: What are Rajasthan Tourism's key objectives for participating in WTM London?

Rajasthan Tourism is firmly positioned on the global tourism map. Our goal is to ensure that Rajasthan is counted among the world's premier tourist destinations, and the World Travel Market (WTM) serves as a global platform to help us achieve this. Through WTM, we aim to extend a warm invitation to international travelers, particularly from Europe, to explore Rajasthan's rich offerings. In 2022 alone, 29,532 tourists visited Rajasthan from the UK, accounting for 7.44% of all international tourists to India. This demonstrates a strong interest in Rajasthan among European visitors, with 18 European countries among the top 50 nations whose citizens explore our state. By participating in WTM London, we expect to further boost European tourist numbers in Rajasthan, aligning with our tourism growth objectives.

Q2: How does Rajasthan tourism plan to showcase the state's diverse tourism offerings at WTM?

Udaipur has recently been recognized as one of Asia's most beautiful cities, and Rajasthan, despite lacking oceans or snow, compensates with massive lakes and a scenic hill station in Mount Abu. During WTM, we plan to showcase these unique features of Rajasthan through official promotional short films, giving a glimpse of the diverse tourism experiences available. Moreover, stakeholders from the travel trade will engage in one-on-one interactions, sharing details about the facilities and services we offer to tourists. This personalized interaction fosters a strong bond between stakeholders and tourists, reinforcing Rajasthan's invitation to the world.



Q3: How is Rajasthan Tourism targeting luxury traveller's and what are the unique offerings for this segment?

Rajasthan Tourism has taken significant steps to attract luxury travellers, a segment that holds immense potential due to the state's rich history, cultural heritage, and exclusive experiences. Rajasthan's royal palaces and heritage hotels have become key attractions for luxury travellers, offering not just modern amenities but an immersive royal lifestyle experience. Cities like Jaipur, Udaipur, Jodhpur, and Jaisalmer house luxury hotels that embody historic grandeur.

The Palace on Wheels, considered one of the world's most luxurious trains, is another major draw for luxury travellers. This royal train offers a magnificent journey through Rajasthan's most iconic historical sites and heritage locations. Furthermore, Rajasthan has become a premier destination for luxury weddings, drawing people from across the globe to celebrate their nuptials in the opulence of palaces and heritage hotels. These events are actively promoted by the state government and tourism department, further boosting Rajasthan's appeal to high-end travellers. Ranthambore and Sariska national parks also offer luxury wildlife safaris, with exclusive amenities like luxury tents and resorts that cater to travellers seeking an upscale adventure. Special festivals and cultural events like the Desert Festival and Pushkar Festival provide tourists with a vibrant cultural experience, often complemented by VIP packages and exclusive services.

The Rajasthan government and tourism department are continually launching new campaigns to promote these luxury services, ensuring that travelers have unique and unforgettable experiences.

Q4: What are the opportunities for MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism in Rajasthan?

Rajasthan offers a robust infrastructure for MICE tourism, with destinations like Jaipur, Jodhpur, Udaipur, and several others like Ajmer, Pushkar, Bharatpur, Alwar, Jaisalmer, and Mount Abu becoming part of the MICE landscape. With comprehensive facilities in place—ranging from transportation, internet connectivity, meeting halls, to dining options—Rajasthan provides a complete tourism package for national and international delegates.

MICE tourism in Rajasthan benefits from the state's diverse tourism offerings, which include iconic monuments, heritage villages, experiential tourism, desert tourism, adventure tourism, wildlife and ecotourism, tribal tourism, cultural tourism, craft and cuisine tourism, religious tourism, wellness and medical tourism, rural tourism, and film tourism. These diverse elements make Rajasthan a top choice for MICE tourism, further enhanced by the state's renowned hospitality.



Around 75% of India's heritage hotels are in Rajasthan, which significantly contributes to the state's flourishing MICE sector. Additionally, the MICE centers are well connected by air, road, and rail, with trained guides and translators available for a seamless experience.

Q5: What are the emerging trends in the tourism industry that Rajasthan Tourism is keeping an eye on?

Several emerging trends in the tourism industry are shaping the future of Rajasthan Tourism:

Sustainable and Eco-friendly Tourism: With growing environmental awareness, Rajasthan is focusing on sustainable tourism practices that respect local resources and promote low-carbon travel, especially in desert and forest areas.

- **Wellness Tourism:** The demand for wellness tourism, including yoga, Ayurvedic treatments, and traditional healing practices, is on the rise. Rajasthan has developed special wellness tourism packages featuring yoga retreats, meditation programs, and Ayurvedic therapies.

Film Tourism: Rajasthan's stunning architecture and desert landscapes continue to attract filmmakers. Film tourism is gaining momentum, with the state actively supporting movie and web series productions, enhancing its global visibility.

Digital and Virtual Tourism: With advances in technology, virtual tourism has become a growing trend. Rajasthan Tourism is embracing this by offering virtual tours of key historical and cultural sites for those unable to visit in person.

Promotion of Lesser-known Destinations: Beyond the major cities, Rajasthan is promoting smaller, undiscovered locations to cater to tourists seeking tranquility and immersion in local culture.

- **Adventure and Experiential Tourism:** With the rise in demand for unique experiences, Rajasthan is focusing on adventure tourism, offering desert safaris, hot air balloon rides, camel treks, and wildlife safaris. These experiences are tailored to appeal to younger and more adventurous travellers.

- **Art and Cultural Tourism:** Rajasthan's rich artistic heritage is being showcased through cultural events, music festivals, and art exhibitions, drawing both traditional and modern cultural enthusiasts.



Q6: How does Rajasthan Tourism see the future of tourism in the state, and what are the long-term goals?

The Rajasthan government is committed to advancing the state's tourism sector in line with both state and national objectives. Under the leadership of Deputy Chief Minister Diya Kumari, the tourism department is working to elevate the standard of tourist services to international levels while ensuring the preservation of the state's natural, historical, and cultural heritage. The state aims to solidify its position as a preferred destination, offering tourists a world-class experience while also fostering livelihood opportunities for local communities. With tourism and hospitality now officially recognized as an industry in Rajasthan, the state offers numerous incentives, including tax exemptions and reduced electricity tariffs for tourism units, ensuring sustainable growth in the sector.

MEDIA COVERAGE

Publication	Travel Heights	Date	October Edition
Edition	WTM Special Issue	Page No	18,19



INTERVIEW



UNVEILING RAJASTHAN'S RICH TOURISM LEGACY AND MODERN LUXURY AT WTM LONDON

Rajasthan is renowned for its rich cultural heritage and diverse experiences, has long been a preferred destination for travelers worldwide. In an exclusive interview for Travel Heights' WTM special edition, Commissioner of Tourism, Mr. Vijay Pal Singh, highlighted that Rajasthan's participation in the World Travel Market (WTM) in London is a pivotal initiative aimed at enhancing the state's presence on the global tourism map. As travel trends shift towards more mindful and experiential journeys, Rajasthan is committed to establishing itself as a must-visit destination that not only celebrates its traditional grandeur but also embraces modern, luxury, and sustainable travel experiences.

Q1: What are Rajasthan Tourism's key objectives for participating in WTM London?
Rajasthan Tourism is firmly positioned on the global tourism map. Our goal is to ensure that Rajasthan is counted among the world's premier tourist destinations, and the World Travel Market (WTM) serves as a global platform to help us achieve this. Through WTM, we aim to extend a warm invitation to international travellers, particularly from Europe, to explore Rajasthan's rich offerings. In 2024 till June alone, 66251 tourists visited Rajasthan from the UK. This demonstrates a strong interest in Rajasthan among European visitors, with 18 European countries among the top 50 nations whose citizens explore our state. By participating in WTM London, we expect to further boost European tourist numbers in Rajasthan, aligning with our tourism growth objectives.

Q2: How does Rajasthan tourism plan to showcase the state's diverse tourism offerings at WTM?
Udaipur has recently been recognized as one of Asia's most beautiful cities, and Rajasthan, despite lacking oceans or snow, compensates with massive lakes and a scenic hill station in Mount Abu. During WTM, we plan to showcase these unique features of Rajasthan through official promotional short films, giving a glimpse of the diverse tourism experiences available. Moreover, stakeholders from the travel trade will engage in one-on-one interactions, sharing details about the facilities and services we offer to tourists. This personalized interaction fosters a strong bond between stakeholders and tourists, reinforcing Rajasthan's invitation to the world.

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The Palace on Wheels, considered one of the world's most luxurious trains, is another major draw for luxury travellers. This royal train offers a magnificent journey through Rajasthan's most iconic historical sites and heritage locations. Furthermore, Rajasthan has become a premier destination for luxury weddings, drawing people from across the globe to celebrate their nuptials in the opulence of palaces and heritage hotels. These events are actively promoted by the state government and tourism department, further boosting Rajasthan's appeal to high-end travellers.

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Adventure and Experiential Tourism: With the rise in demand for unique experiences, Rajasthan is focusing on adventure tourism, offering desert safaris, hot air balloon rides, camel treks, and wildlife safaris. These experiences are tailored to appeal to younger and more adventurous travellers.

Art and Cultural Tourism: Rajasthan's rich artistic heritage is being showcased through cultural events, music festivals, and art exhibitions, drawing both traditional and modern cultural enthusiasts.

Q6: How does Rajasthan Tourism see the future of tourism in the state, and what are the long-term goals?

The Rajasthan government is committed to advancing the state's tourism sector in line with both state and national objectives. Under the leadership of Deputy Chief Minister Diya Kumari, the tourism department is working to elevate the standard of tourist services to international levels while ensuring the preservation of the state's natural, historical, and cultural heritage. The state aims to solidify its position as a preferred destination, offering tourists a world-class experience while also fostering livelihood opportunities for local communities. With tourism and hospitality now officially recognized as an industry in Rajasthan, the state offers numerous incentives, including tax exemptions and reduced electricity tariffs for tourism units, ensuring sustainable growth in the sector.



FORTUNA PR

Coverage Report

Rajasthan Tourism: A Vision for Growth and Development

Q/A Session With Shri Vijay Pal Singh Ji



Press Realese

Rajasthan Tourism: A Vision for Growth and Development

Rajasthan, known for its rich cultural heritage and historical charm, is moving towards a modern approach to tourism while preserving its authenticity. According to Commissioner Tourism Mr. Vijaypal Singh, The government's vision involves developing infrastructure, promoting sustainable tourism, and attracting both domestic and international tourists. Through various initiatives and projects, the state is ensuring that it remains a top tourist destination globally. Rajasthan's tourism strategy is multi-faceted, focusing on modernizing infrastructure, promoting sustainability, and leveraging its rich cultural heritage. The state is taking deliberate steps to blend tradition with innovation, making it a leading tourist destination while ensuring inclusive growth for local communities and providing investor-friendly policies. With new initiatives in place and a forward-thinking approach, Rajasthan's tourism industry is poised for a prosperous future.

1. How do you plan to blend modern experiences with Rajasthan's rich heritage without compromising authenticity?

Rajasthan has maintained a delicate balance between modernization and preserving its rich cultural and historical identity. The state's approach involves introducing modern infrastructure and services, such as better roadways, hospitality standards, and tourist amenities, without altering the essence of historical sites and experiences. Projects like Swadesh Darshan Scheme aim to modernize facilities at religious and heritage sites while keeping their spiritual and cultural value intact. The state government's commitment to heritage preservation is evident through the conservation efforts in places like Jodhpur's walled city and the restoration of the Keshavrai Patan Temple in Bundi.

2. What are the current investor-friendly initiatives the state government is implementing to attract domestic and international investors?

Rajasthan has launched several initiatives to make the tourism sector more investor-friendly. A key step is the introduction of a single-window system, which simplifies the approval process for tourism-related projects. This system allows for smooth business operations, ensuring that domestic and international investors face minimal bureaucratic hurdles. Additionally, the state has provided various tax exemptions and benefits under the Tourism Industry Status, encouraging businesses to invest in hotels, adventure tourism, eco-tourism, and other tourism services.



The establishment of the Rajasthan Tourism Infrastructure and Capacity Building Fund with an allocation of ₹5,000 crore showcases the state's focus on developing world-class infrastructure, which will help attract both international and domestic investors.

3. How do you envision leveraging technology, such as virtual reality or AI, to enhance the tourist experience and bring Rajasthan's cultural treasures to life?

Rajasthan is exploring new technologies like virtual reality (VR) and artificial intelligence (AI) to enrich tourist experiences. Virtual tours of Rajasthan's forts and palaces can provide global tourists a glimpse of the state's heritage before they even arrive. AI-powered guides can enhance the learning experience at historical sites, offering personalized tours and information in multiple languages. Such tech-enabled experiences would not only cater to tech-savvy travelers but also position Rajasthan as a forward-thinking tourist destination while preserving its rich history.

4. Could you elaborate on specific initiatives designed to ensure safety, comfort, and inclusivity for women travelers?

Rajasthan is actively promoting women-friendly tourism by focusing on safety and inclusivity. The state has established the Tourism Assistance Force which ensures the security and comfort of tourists, including women. Additionally, the government is working on creating more women-centric tourist facilities, such as female guides, women-only tours, and women-managed homestays, enhancing inclusivity.

Efforts to provide safer and well-lit transportation services, particularly in popular tourist destinations, further support Rajasthan's aim to make the state a preferred destination for women travelers.

5. Are there any exciting new tourism projects that are set to launch soon? How do these projects align with Rajasthan's goal of sustainable tourism development?

Yes, Rajasthan has several new tourism projects in the pipeline that focus on sustainability. The promotion of eco-tourism and adventure tourism is part of this vision. Sites like Sambhar Lake and Khichan Conservation Reserve are being developed as eco-tourism hubs, highlighting Rajasthan's commitment to environmental conservation. The government's initiatives to minimize the environmental impact of tourism by promoting eco-friendly infrastructure align with its broader goal of sustainable tourism development.



Adventure tourism sites are also being identified and developed, catering to modern travelers looking for unique and exciting experiences while preserving the state's natural beauty.

6. How is Rajasthan positioning itself as a destination for remote workers looking for inspiring places to live and work?

Rajasthan's focus on upgrading its tourism infrastructure and promoting eco-friendly tourism can make it an ideal destination for remote workers. The state's serene desert landscapes, historical cities, and tranquil rural areas provide a perfect environment for people seeking workcations. The promotion of lesser-known destinations, combined with improved internet connectivity and better amenities, positions Rajasthan as an attractive option for digital nomads and remote workers.

7. What role do you think local communities play in preserving Rajasthan's cultural identity, and how is Rajasthan Tourism engaging them in the state's tourism strategies?

Local communities are vital to preserving Rajasthan's cultural identity. The state government is working to involve local communities in various tourism projects, ensuring that they benefit from the industry's growth. The promotion of rural tourism, where tourists can experience traditional Rajasthani life, is one such initiative that directly involves local people. Through such projects, Rajasthan aims to empower local communities, allowing them to showcase their culture, arts, crafts, and traditions while boosting the local economy.

8. How is the state preparing to tap into the growing MICE segment, and what unique advantages does Rajasthan offer for MICE tourism?

Rajasthan has a natural advantage in the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector due to its magnificent palaces, forts, and luxury hotels that serve as perfect venues for high-profile events. The state's iconic settings combined with modern amenities make it a favored destination for corporate events and international conferences.



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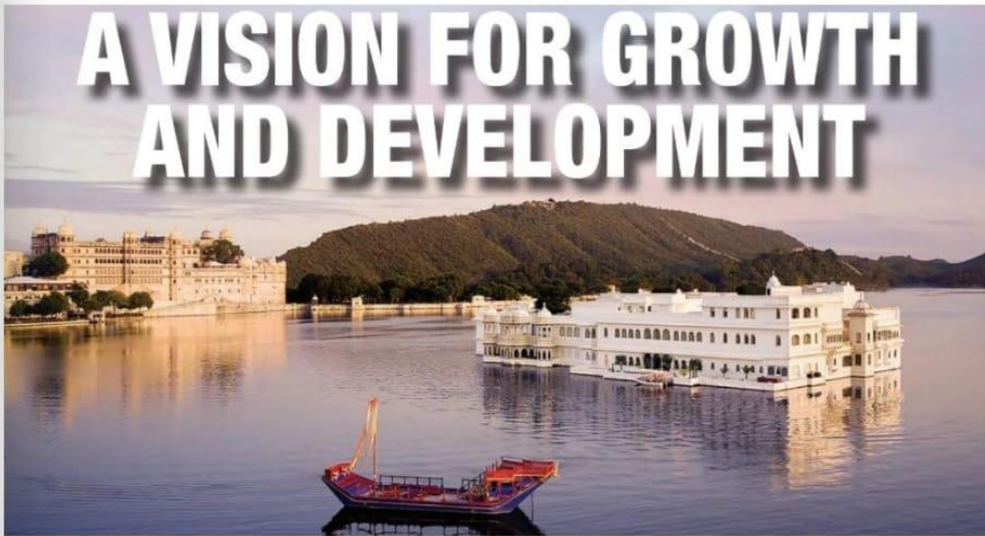


MEDIA COVERAGE

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Edition	October Issue	Page No	116,117



TRAVEL



A VISION FOR GROWTH AND DEVELOPMENT

RAJASTHAN IS MODERNISING ITS TOURISM APPROACH WHILE PRESERVING AUTHENTICITY, FOCUSING ON INFRASTRUCTURE, SUSTAINABILITY AND LEVERAGING ITS RICH CULTURAL HERITAGE TO ATTRACT GLOBAL VISITORS

BY AANCHAL SACHDEVA

Known for its rich cultural heritage and historical charm, Rajasthan is moving towards a modern approach to tourism while preserving its authenticity. The state government's vision involves developing infrastructure, promoting sustainable tourism and attracting domestic and international tourists. Through various initiatives and projects, the state ensures that it remains one of the top tourist destinations globally. In fact, its tourism strategy is multi-faceted, focussing on modernising infrastructure, promoting sustainability and leveraging its rich cultural heritage.

The state is taking steps to blend tradition with innovation, making it a leading tourist destination while ensuring inclusive growth for local communities and providing investor-friendly policies. With new initiatives in place and a forward-thinking approach, Rajasthan's tourism industry is poised for a prosperous future.

In an exclusive interview, Vijaypal Singh, Commissioner of

Tourism, Government of Rajasthan, shares details on initiatives to attract investors, upcoming tourism projects, role of local communities in preserving the state's cultural identity and more...

How do you plan to blend modern experiences with Rajasthan's rich heritage without compromising authenticity?

Rajasthan has maintained a delicate balance between modernisation and preserving its rich cultural and historical identity. The state's approach involves introducing modern infrastructure and services such as better roadways, hospitality standards and tourist amenities, without altering the essence of historical sites and experiences. Projects like the Swadesh Darshan scheme aim to modernise facilities at religious and heritage sites while keeping their spiritual and cultural value intact. The state government's commitment to heritage preservation is evident through the conservation efforts in places like Jodhpur's walled city and

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the restoration of the Keshavrai Patan Temple in Bundi.

What initiatives is the state government implementing to attract domestic and international investors?

The state has launched several initiatives to make the tourism sector more investor-friendly. A key step is the introduction of a single-window system which simplifies the approval process for tourism-related projects. This system allows for smooth business operations, ensuring domestic and international investors face minimal bureaucratic hurdles. Additionally, the state has provided various tax exemptions and benefits under the Tourism Industry Status, encouraging businesses to invest in hotels, adventure tourism, eco-tourism and other tourism services.

The establishment of the Rajasthan Tourism Infrastructure and Capacity Building Fund with an allocation of Rs 5,000 crore showcases the state's focus on developing world-class infrastructure, which will help attract both international and domestic investors.

How do you envision leveraging technology to enhance the tourist experience and bring Rajasthan's cultural treasures to life?

Rajasthan is exploring new technologies like VR and AI to enrich tourist experiences. Virtual tours of Rajasthan's forts and palaces can provide global tourists with a glimpse of the state's heritage even before they arrive. AI-powered guides can enhance the learning experience at historical sites, offering personalised tours and information in multiple languages. Such tech-enabled experiences would not only cater to tech-savvy travellers but also position Rajasthan as a forward-thinking tourist destination while preserving its rich history.

Please elaborate on specific initiatives designed to ensure safety, comfort and inclusivity for women travellers.

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Are there any upcoming tourism projects that are set to launch soon and how do these align with Rajasthan's goal of sustainable tourism development?

Yes, Rajasthan has several new tourism projects in the pipeline that focus on sustainability. The promotion of eco-tourism and adventure tourism is part of this vision. Sites like Sambhar Lake and Khichan Conservation Reserve are being developed as eco-tourism hubs, highlighting the state's commitment to environmental conservation. The government's initiatives to minimise the environmental impact of tourism by promoting eco-friendly infrastructure align with its broader goal of sustainable tourism development. Adventure tourism sites are also being identified and developed, catering to modern travellers looking for unique and exciting experiences while preserving the state's natural beauty.

With the increasing trend of 'workcations,' how is Rajasthan positioning itself as a destination for remote workers looking for inspiring places to live and work?

Rajasthan's focus on upgrading its tourism infrastructure and promoting eco-friendly tourism can make it an ideal destination for remote workers. The state's serene desert landscapes, historical cities and tranquil rural areas provide a perfect environment for people seeking workcations. The promotion of lesser-known destinations, combined with improved internet connectivity and better amenities, positions Rajasthan as an attractive option for digital nomads and remote workers.

What role do you think local communities play in preserving Rajasthan's cultural identity, and how is Rajasthan Tourism engaging them in the state's tourism strategies?

Local communities are vital to preserving the state's cultural identity. The state government is working to involve local communities in various tourism projects, ensuring that they benefit from the industry's growth. The promotion of rural tourism, where tourists can experience traditional Rajasthani life, is one such initiative that directly involves local people. Through such projects, Rajasthan aims to empower local communities, allowing them to showcase their culture, arts, crafts, and traditions while boosting the local economy.

How is the state preparing to tap into the growing MICE segment, and what unique advantages does it offer for MICE tourism?

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Vijaypal Singh, Commissioner of Tourism, Government of Rajasthan



FORTUNA PR

Media Coverage Report

Of

डब्लूटीएम लंदन

**राजस्थान को डब्लूटीएम लंदन के जरिए वैश्विक पर्यटन मानचित्र पर
मजबूती से किया स्थापित-शर्मा**

Prepared By

FORTUNA PR



FORTUNA PR

प्रेस रिलीज

डब्ल्यूटीएम लंदन के जरिए राजस्थान को वैश्विक पर्यटन मानचित्र पर अधिक मजबूती से स्थापित किया- श्री राकेश शर्मा

- गौरतलब है कि वर्ष 2024 में जून तक, केवल यूनाइटेड किंगडम से 66,251 पर्यटक राजस्थान आए, जो यूरोपीय पर्यटकों में राज्य के प्रति गहरी रुचि को दर्शाता है साथ ही दिलचस्प तथ्य यह भी है कि राजस्थान में पर्यटन के लिए आने वाले प्रमुख पचास देशों की सूची में यूरोप के प्रमुख 18 देश शामिल हैं। यह आंकड़ा दर्शाता है कि राजस्थान यूरोप के सैलानियों के बीच खासा प्रसिद्ध है।

जयपुर। 9 नवंबर।

लंदन में आयोजित होने वाला वर्ल्ड ट्रेवल मार्केट (डब्ल्यूटीएम) 8 नवंबर को समाप्त हो गया। राजस्थान पर्यटन की ओर से इस अंतरराष्ट्रीय मार्ट में सशक्त भागीदारी की गई। डब्ल्यूटीएम में राजस्थान पर्यटन का प्रतिनिधित्व अतिरिक्त निदेशक श्री राकेश शर्मा द्वारा किया गया।

इस वैश्विक सम्मेलन के बारे में जानकारी देते हुए श्री राकेश शर्मा ने कहा कि राजस्थान को लेकर यूरोपिय ट्रेवल एजेंसियों व पर्यटकों में खासी उत्सुकता देखने को मिली, उन्होंने कहा कि अपनी समृद्ध सांस्कृतिक धरोहर और विविध पर्यटन अनुभवों के लिए प्रसिद्ध राजस्थान, वैश्विक स्तर पर हमेशा से एक प्रमुख पर्यटन स्थल रहा है। वर्ल्ड ट्रेवल मार्केट (डब्ल्यूटीएम) लंदन में भागीदारी, राज्य को अंतरराष्ट्रीय पर्यटन मानचित्र पर और मजबूती से स्थापित करने की एक रणनीतिक पहल थी जो कि सफल रही। उन्होंने कहा कि पर्यटन विभाग का लक्ष्य राजस्थान को एक ऐसा स्थल बनाना है जो पारम्परिक व आधुनिक पर्यटन का मेल हो।

श्री राकेश शर्मा ने कहा कि डब्ल्यूटीएम लंदन जैसे वैश्विक मंच पर राजस्थान पर्यटन को अंतरराष्ट्रीय और विशेषकर यूरोप के पर्यटकों को आमंत्रित करने का अवसर मिला। गौरतलब है कि वर्ष 2024 में जून तक, केवल यूनाइटेड किंगडम से 66,251 पर्यटक राजस्थान आए, जो यूरोप के पर्यटकों में राज्य के प्रति गहरी रुचि को दर्शाता है साथ ही दिलचस्प तथ्य यह भी है कि राजस्थान में पर्यटन के लिए आने वाले प्रमुख पचास देशों की सूची में यूरोप के प्रमुख 18 देश शामिल हैं। यह आंकड़ा दर्शाता है कि राजस्थान यूरोप के सैलानियों के बीच खासा प्रसिद्ध है। शर्मा ने कहा कि इस वैश्विक मंच के जरिए, राजस्थान पर्यटन का प्रयास रहा कि प्रदेश में यूरोप से राजस्थान आने वाले पर्यटकों की संख्या में और अधिक इजाफा किया जा सके।

डब्ल्यूटीएम में राजस्थान पर्यटन के स्टैंड पर श्री शर्मा द्वारा राजस्थान के पर्यटन स्थलों को दर्शाने वाली शॉर्ट फिल्म के जरिए राजस्थान आने का न्यौता दिया गया। यहां पर श्री शर्मा ने राजस्थान की पर्यटन प्रतिबद्धता का भी उल्लेख किया और बताया कि राज्य अपनी प्राकृतिक और सांस्कृतिक धरोहरों को संरक्षित रखते हुए वैश्विक पर्यटकों के लिए आधुनिक सुविधाओं का विकास कर रहा है। यहां दुनिया भर के टूर ऑपरेटर्स, ट्रेवल एजेंटों और मीडिया प्रतिनिधियों की प्रदेश पर्यटन में गहरी रुचि देखने को मिली।



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MEDIA ONLINE COVERAGE

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Home / Uncategorized / राजस्थान ने डब्ल्यूटीएम लंदन में मचाई धूम: यूरोप के पर्यटन मानचित्र पर मजबूती से बढ़ी पकड़

राजस्थान ने डब्ल्यूटीएम लंदन में मचाई धूम: यूरोप के पर्यटन मानचित्र पर मजबूती से बढ़ी पकड़

09 November 10, 2024



डब्ल्यूटीएम लंदन के जसिए राजस्थान को वैश्विक पर्यटन मानचित्र पर अधिक मजबूती से स्थापित किया. राकेश धर्मा

गौरवशाली है कि वर्ष 2024 में जून तक, केवल यूनाइटेड किंगडम से 88,261 पर्यटक राजस्थान आए, जो यूरोपीय पर्यटकों में राज्य के प्रति गहरी रुचि को दर्शाता है साथ ही दिशाभस्य तथ्य यह भी है कि राजस्थान में पर्यटन के लिए अनेक नए प्रमुख पर्यटन स्थलों की सूची में यूरोप के प्रमुख 18 देश शामिल हैं। यह आंकड़ा दर्शाता है कि राजस्थान यूरोप के 'सैलानियों के बीच खाल प्रसिद्ध है।

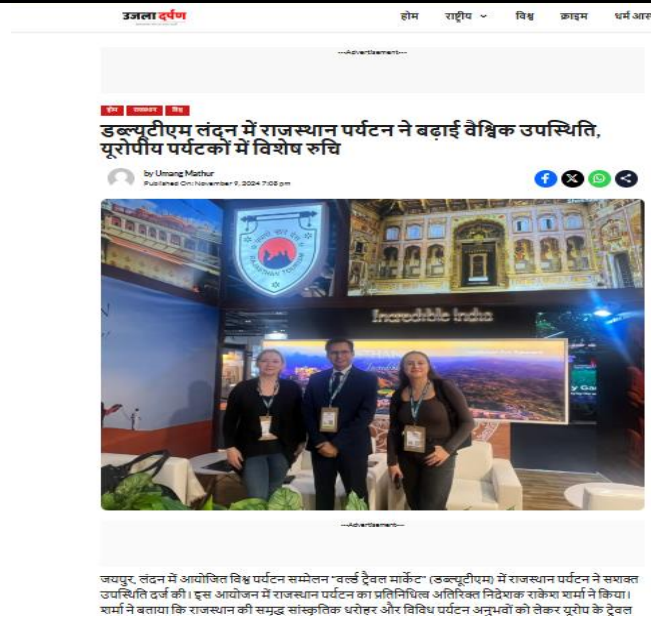
जसिए 9 नवंबर) लंदन में आयोजित होने वाले 'ट्रैवल मार्केट (डब्ल्यूटीएम) 8 नवंबर को सफल हो गया। राजस्थान पर्यटन को और से इस अंतरराष्ट्रीय मार्केट में सफलता हासिल की गई। डब्ल्यूटीएम में राजस्थान पर्यटन का प्रतिनिधित्व ऑर्गेनाइजेशनल राकेश धर्मा द्वारा किया गया।



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Publication	udaysarvodaya.com	Date	09/11/24
News Link	https://udaysarvodaya.com/tourism-rajasthan-attracts-growing-interest-among-european-tourists/		

उदय सर्वोदय

यूरोपीय पर्यटकों के बीच राजस्थान की बढ़ती रुचि

यूरोपीय पर्यटकों के बीच राजस्थान की बढ़ती रुचि

By: Mr Aaf Raaz — November 9, 2024 0 Comments 3 Min Read



SHARE



जयपुर- ध्यान देने वाली बात यहाँ यह है कि साल 2024 के जुन महीने तक केवल पुनाइट्ठ किंगडम से 66,251 पर्यटक राजस्थान आए। इस संख्या से यह पता चलता है कि यूरोप के पर्यटकों में राजस्थान के प्रति गहरी रुचि है। एक और दिलचस्प बात यह है कि राजस्थान घूमने आने वाले 50 प्रमुख देशों में से 18 देश यूरोप के हैं। जिससे यह पता चलता है कि राजस्थान यूरोप के पर्यटकों के बीच काफी लोकप्रिय है।

इसे भी पढ़ें-गोमती पुस्तक महोत्सव 2024: लखनऊ में हर हाथ में एक किताब का सपना

हाल ही में लंदन में आयोजित वर्ल्ड ट्रेवल मार्केट (डब्ल्यूटीएम) जो कि 8 नवंबर को समाप्त हुआ।

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News Link	https://www.univarta.com/rajasthan-has-been-firmly-established-on-the-global-tourism-map-through-wtm-london-sharma/states/news/3321018.html		



यूनीवार्ता

भारत की अग्रणी संवाद समिति

Tuesday, Nov 26 2024 | Time: 12:52 Hrs(IST)

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राज्य

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राजस्थान को डब्ल्यूटीएम लंदन के जरिए वैश्विक पर्यटन मानचित्र पर मजबूती से किया स्थापित-शर्मा



राजेश शर्मा ने किया। इस वैश्विक सम्मेलन के समापन के बाद श्री शर्मा ने इसके बारे में जानकारी देते हुए कहा कि राजस्थान को लेकर यूरोपीय ट्रेवल एजेंसियों एवं पर्यटकों में खासी उत्सुकता देखने को मिली। उन्होंने कहा कि अपनी समृद्ध सांस्कृतिक धरोहर और विविध पर्यटन अनुभवों के लिए प्रसिद्ध राजस्थान, वैश्विक स्तर पर हमेशा से एक प्रमुख पर्यटन स्थल रहा है। उन्होंने कहा कि डब्ल्यूटीएम लंदन में भागीदारी राज्य को अंतरराष्ट्रीय पर्यटन मानचित्र पर और मजबूती से स्थापित करने की एक रजनीतिक पहल थी जो कि सफल रही। उन्होंने कहा कि पर्यटन विभाग का लक्ष्य राजस्थान को एक ऐसा स्थल बनाना है जो पारम्परिक एवं आधुनिक पर्यटन का मेल हो।

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