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RESURGENT RAJASTHAN

REVELATION BEYOND THE OBVIOUS



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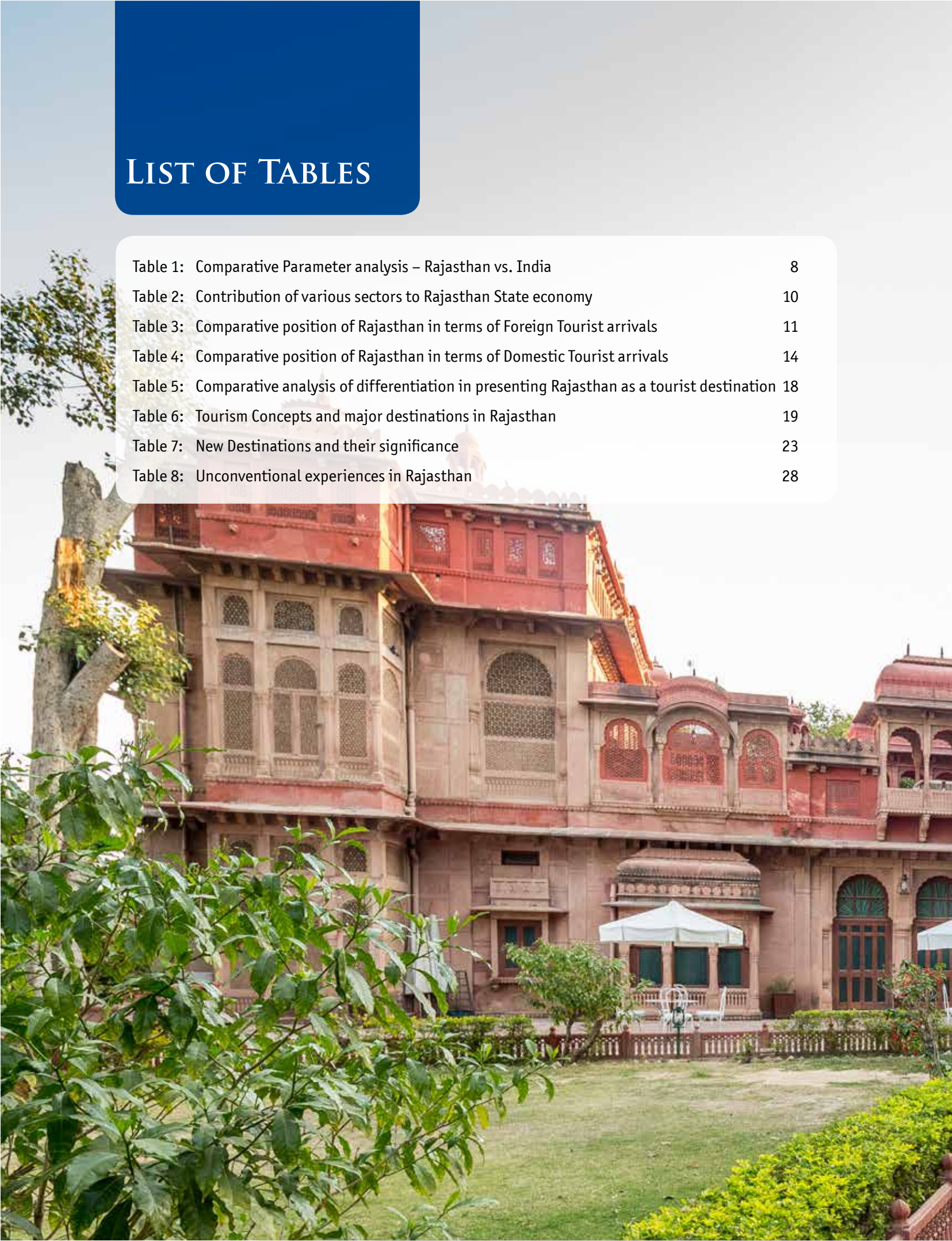


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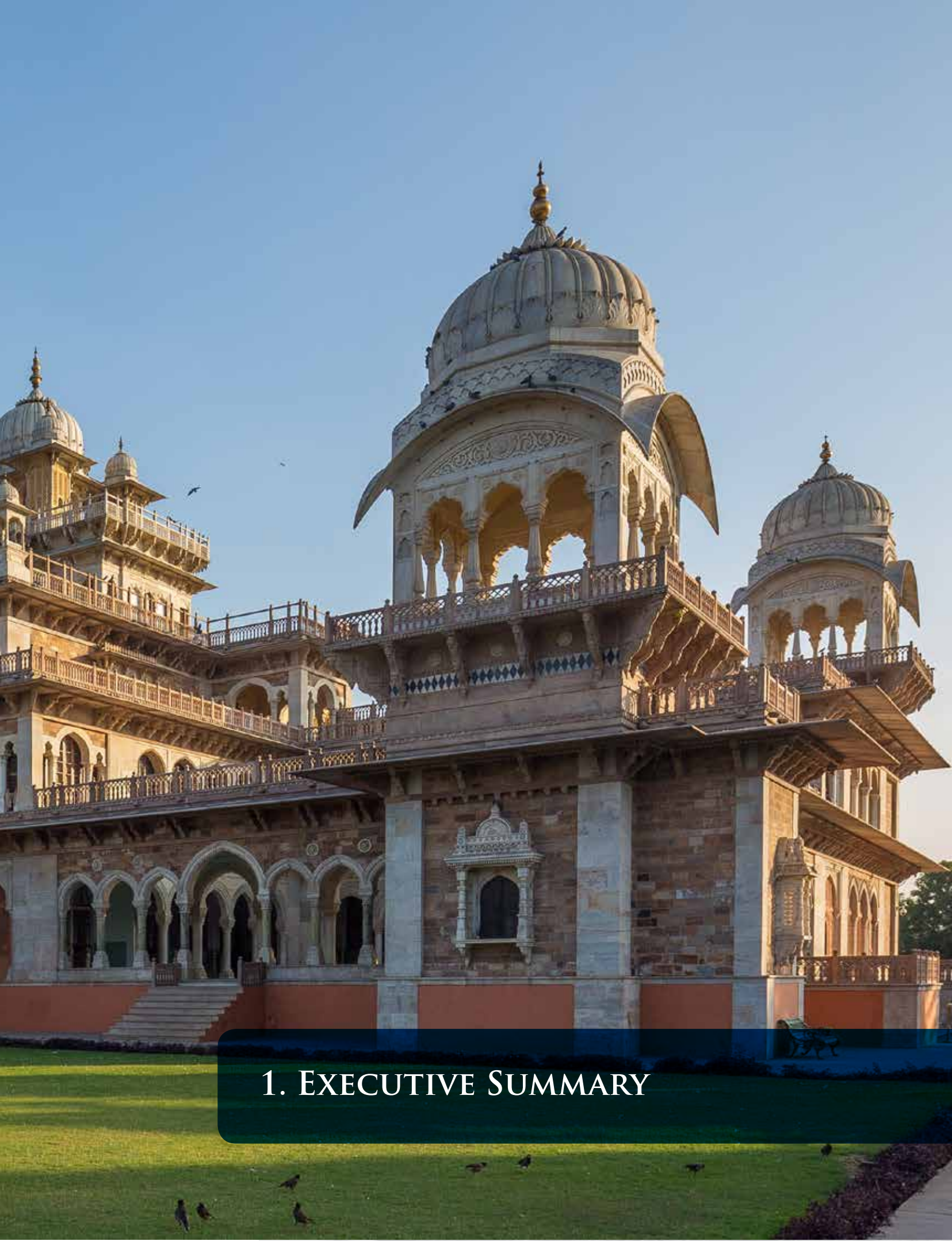
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1. Executive Summary

Executive Summary



A state with the largest area within the Indian Union, most of it either rocky or arid, harbouring a rich resource of geographical wonders, exquisite minerals, heritage, royalty, history, architectural marvel, mesmerizing art and crafts, lip smacking cuisines, and an epitome of hospitable hosts, has been one of the most sought after destinations worldwide. All the aforesaid factors have made Rajasthan the poster boy of Indian tourism sector. The incredible transformation of this State from a hot wasteland into a sprawling tourism hotspot is no less than a miracle in the world tourism ecosystem.

The State economy, growing at a CAGR in excess of 12% for the period 2005 -06 to 2015-16 has a considerable contribution from the Tourism sector. The Tertiary sector, of which Tourism is a part, contributes approximately 48% to the State economy and is growing at a CAGR of 17.3% for the period under consideration.

Tourist flow analysis to the State of Rajasthan over the years has indicated the following trends, which clearly points towards a dynamic shift:-

- Foreign tourist visits to the State has entered a period of slow growth in last few years. In fact, Rajasthan slipped from the Top 5 States, which it had successfully grown and sustained over last few decades.
- An analysis of the seasonality of tourist flow indicates lesser foreign tourist visits to the State in specific intervals.
- The bright spot however remains the domestic tourist visits, which has grown in leaps and bounds in consonance with the national trends. Though Rajasthan has lost its' position by a few notches but it has been widely successful in maintain its' position amongst the top 10 visited States of India for the domestic tourists.
- The seasonal tourist flow for domestic tourists also follows similar trends in terms of the foreign tourist flow. However there are a few surges observed in the months of April and September, which indeed are bright spots.

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- Keeping this in mind, Government has embarked upon a plan to overhaul the brand image of the State. Since then an aggressive marketing campaign has been designed by the Government.
- This has shown tremendous results with the year 2016 registering a 17% growth over the previous year, in terms of tourist arrivals.

Stimulus behind the Transformation in Rajasthan Tourism Offering	• Stagnating tourist flow inflicted upon by economic downturn, lesser variety / entertainment facility in destinations • Crowded tourist destinations • Stiff competition from neighbouring States • Infrastructure gaps in certain pockets • A well to do Urban Indian Middle class willing to spend on experiences • Well geared up Road and Rail infrastructure as well as connectivity with spots earlier unknown • Changing preference and major dependence on digital modes of communication

Comparative analysis of differentiation in presenting Rajasthan as a tourist destination

Parameters	Then	Now
Tourism Strategy	• Majorly Destination specific	• Predominantly Theme specific
Focus	• Mainly on heritage and legacy	• On variety of tourism offerings. Proper segments defined. New products introduced
Steps Taken to boost tourism	• Development in Silos, often lacked proper synchronization within State as well as Central Agencies	• Well-Co-ordinated and concerted action with State as well as Central agencies
No. of Destinations/ Attractions	• 149 Tourist spots across 13 Destinations (Provided in the Table A 1 in Annexure). Often a few spots were far off from the main city	• 25 Major Destinations • 30 Forts • 39 Palaces • 16 Museums • 13 Wildlife Sanctuaries • 25 Fairs and Festivals • 8 Types of Adventure Tourism across 11 locations • 128 Religious locations

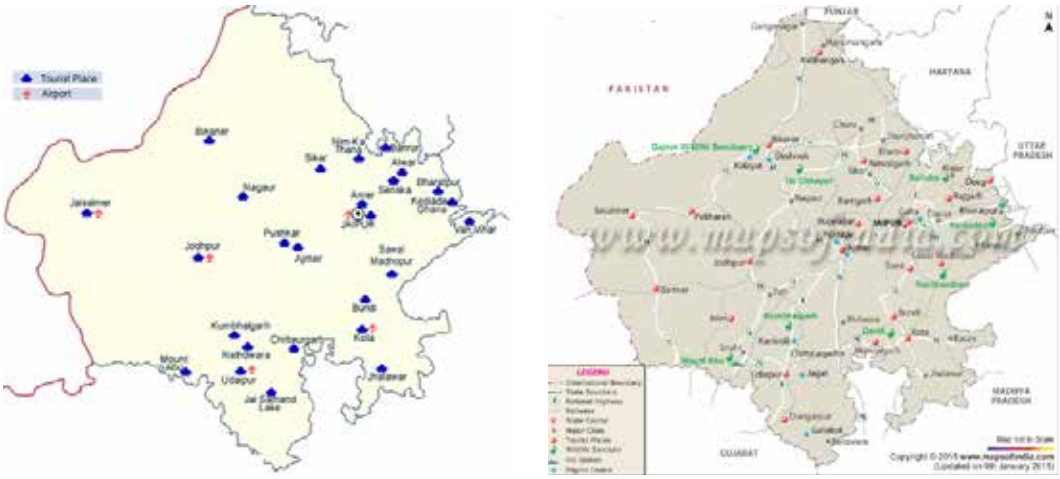
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Parameters	Then	Now
Unconventional Experiences	• Handful	• Umpteen
Social Media Boost	• Negligible	• Aggressive and an integral part of the marketing plan
Go to market	• Relied too much on word of mouth	• Well defined plan with targeted intervention

Source: MRSS Analysis based on data from Ministry of Tourism, Rajasthan Tourism

Destinations in Rajasthan – Then Vs Now

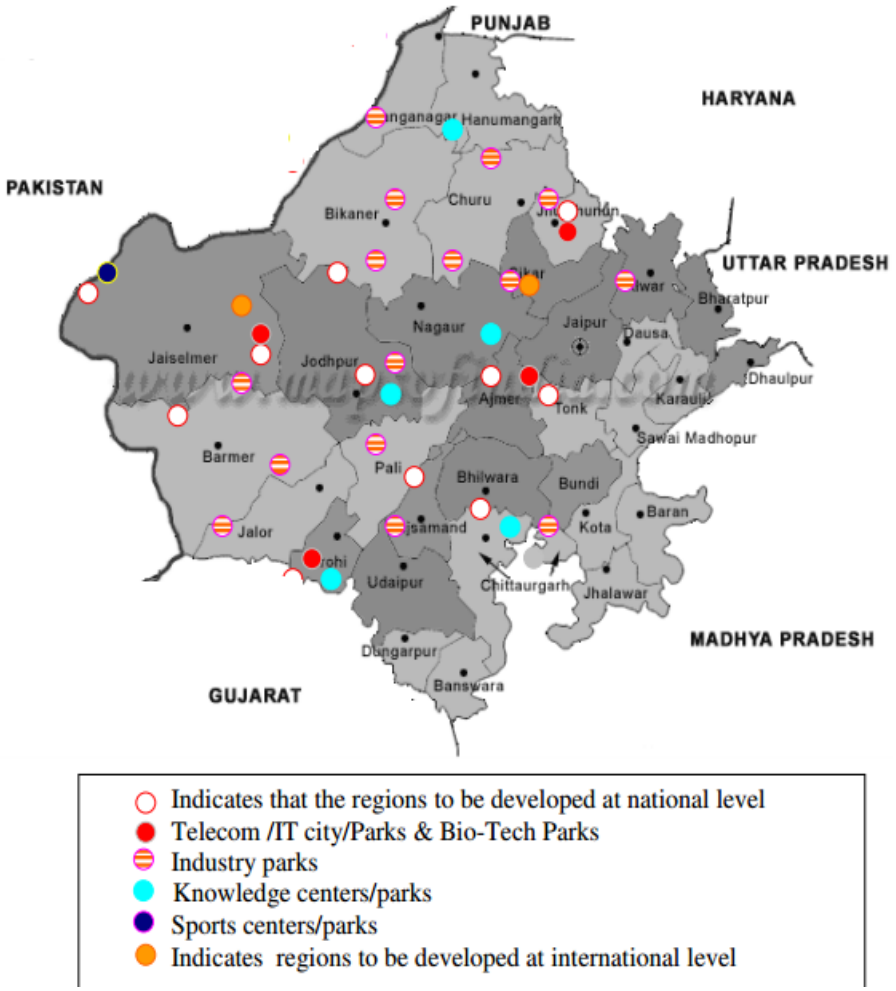


The focus clearly is now on the following:-

- Promoting new concepts of tourism
- Identifying and developing new destinations
- Introducing new concepts to traditional destinations
- Strengthening the infrastructure and addressing the gaps, especially accommodation units
- Encouraging private investment
- Work in a collaborative manner towards successful implementation of Vision 2022 for the State
- Aggressive campaigning using Print, Electronic, Digital and Social media channels

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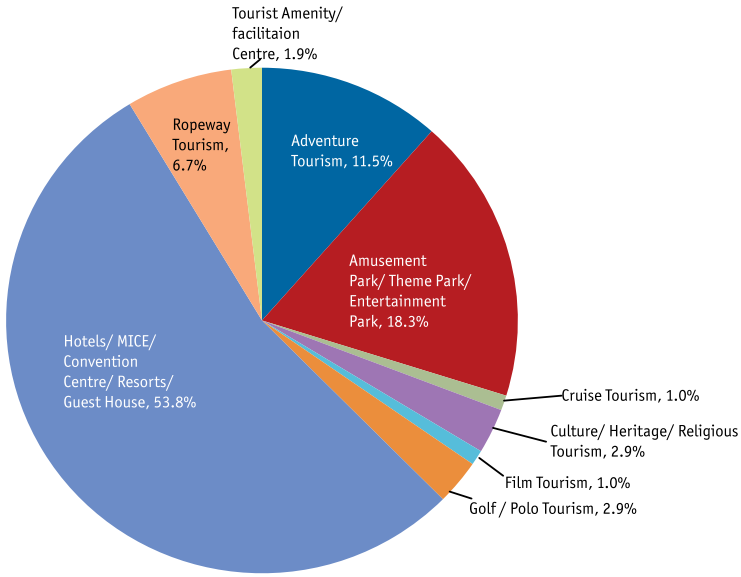




Investment opportunity

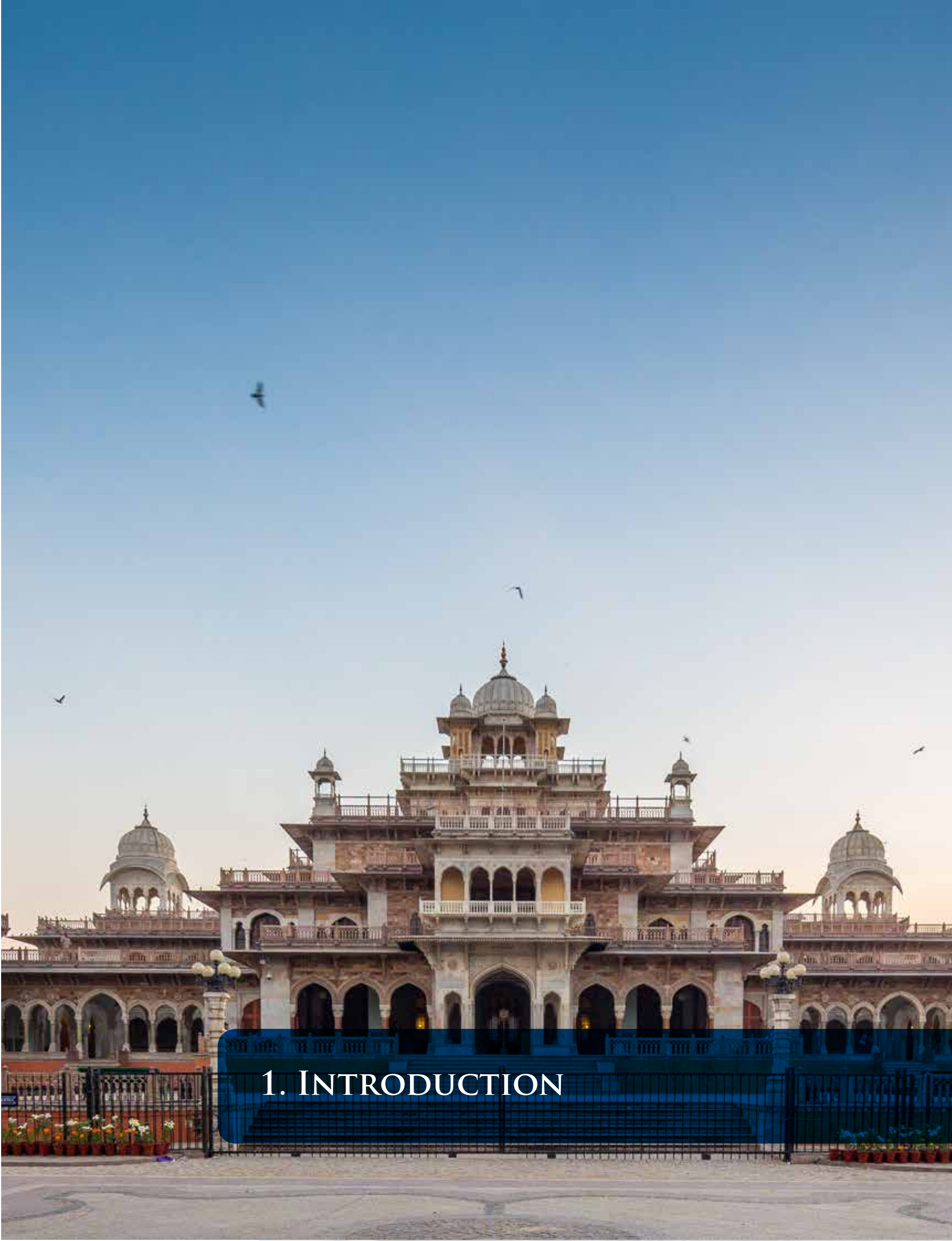
As per Incredible India Investment Summit, the following investment opportunities are available in Rajasthan immediately

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FICCI MRSS 6 Point Suggestions to boost tourism in the State

a) Maintain communication with prospective tourists
b) Monitor and maintain co-ordination with other departments for successful implementation of Vision 2022
c) Strengthen the India Tourism Offices Overseas and State Tourism Offices in target States by providing monthly targets to publicize Rajasthan Tourism
d) Maintain co-ordination and align with the Centrally Sponsored schemes
e) Create a market intelligence system to track trends and competition
f) Have synergy with the neighbouring states



1. Introduction



1. Introduction



a) Prelude

"Which State of India has an inhospitable climate in most parts of the year yet manages to attract, sustain and grow visitors year after year?"

"Which State arguably has the largest congregation of heritage sites in the country?"

"Which State has a rich saga of folklore and tales to tell every generation through ages?"

"Which State has exquisite culture and heritage that has attracted generations after generations from across the world?"

"Which State has the hospitality tradition ingrained amongst its' domiciles so deep that others states are trying to emulate the same?"

The answer to all the queries put forth herein can be summed up with just one answer – Rajasthan. The largest state in India in terms of size, with its' immense variety of minerals, home to the oldest residual mountain in the Indian subcontinent, colourful art and crafts, rich and virile culture encapsulated with a dash of heritage and history in every nook and cranny and above all extremely hospitable and warm population who think of guests as God, have made Rajasthan the poster boy of Indian tourism sector. A vivid description of incredible transformation of this State from a hot wasteland into a sprawling tourism hotspot has been discussed in course of this report.

b) A snapshot of the State

Rajasthan happens to be the largest state of India with an area of 3.42 lac sq. kms which boasts of being the only desert of the sub-continent, namely the Great Indian Desert in combination with the Aravalli mountain ranges. Situated in the north-western part of the Indian subcontinent (23030'N and 30011'N latitudes and 69029'E and 780 17'East longitudes, Rajasthan is bordered on the west and northwest by Pakistan, on the north and northeast by the Indian states of Haryana Punjab, and Uttar Pradesh, on the east and southeast by Madhya Pradesh and Uttar Pradesh and on the southwest by the state of Gujarat.

A comparison of Rajasthan vis a vis all states of India at the aggregate level has been depicted in the Table below:-

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Table 1: Comparative Parameter analysis – Rajasthan vs. India

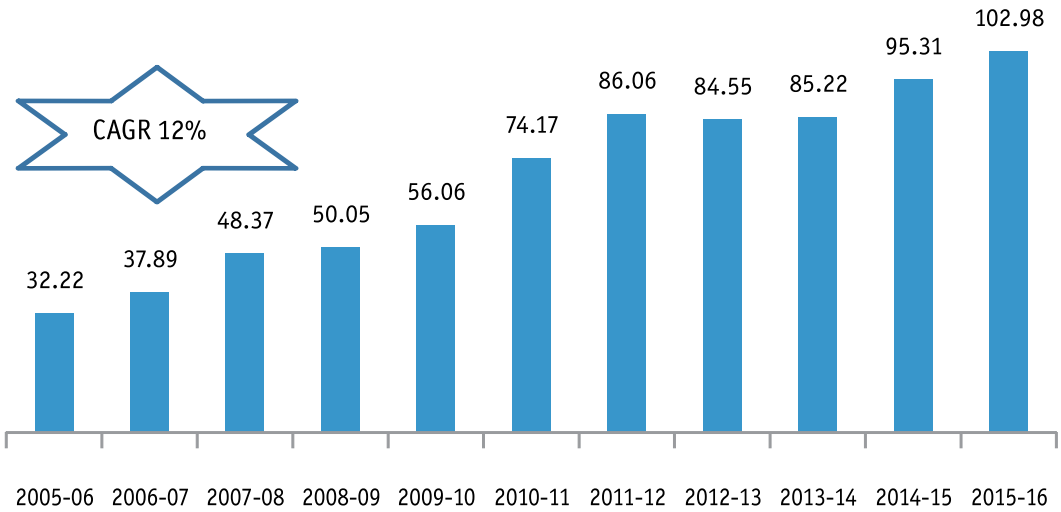
Parameter	Rajasthan	India All states
Demographics		
Administrative districts (No)	33	640
Population density (persons per sq km)	200	382
Total population (million)	68.6	1210.2
Sex ratio (females per 1,000 males)	928	940
Economy		
GSDP as a percentage of all states'	4.97	100
GSDP growth rate (%)	17.33	8.64
Per capita GSDP (US$)	1,501	1,546
Physical Infrastructure		
Installed power capacity (MW)	17,953.44	304,505.75
Wireless subscribers (No)	60,338,787	1,033,157,014
Internet Subscribers (No)	17,100,000	334,340,000
National highways length (km)	8,016.18	100,087.08
Social Indicators		
Literacy rate (%)	66.1	73.0
Birth rate (per 1,000 population)	25.6	21.6
Investments		
FDI equity inflows (US$ billion)	1.31	288.63
Industrial Infrastructure		
PPP projects Completed & Operational (No)	87	1,246
Operational SEZs (No)	4	186

Source: IBEF Report, February 2017

The comparative statement indicates that while Rajasthan has made advances across many fronts, there are certain areas which still need improvements. However, economic growth rate and infrastructural amenities are a few areas in which the State has moved from strength to more strength. It can be said confidently that the State has embarked on a path of growth as far as the economy of the State is concerned.

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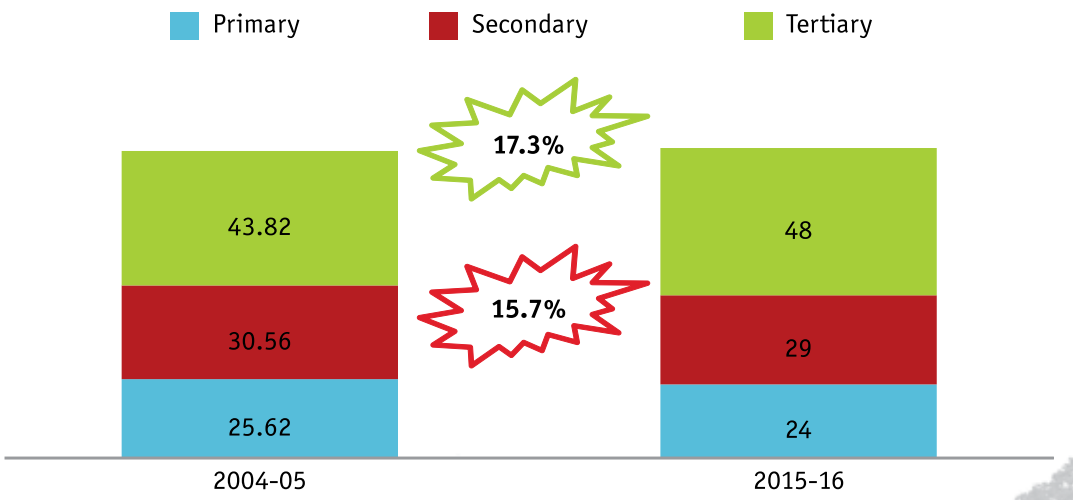
Fig 1: Rajasthan GSDP estimates at current prices (in US$ Bn)



Source: IBEF Report, February 2017

The aforesaid figure indicates a gradual but a self sustainable growth which for the period under consideration is higher than that of the national average.

Fig 2: Contribution of sectors of economy to State GDP



Source: IBEF Report, February 2017

The aforesaid figure indicates the contribution of various sectors to the State economy. It is easily discernible from the figures above that tertiary sector (elaborated in Table 2 below, has tourism as its major contributor has the largest stake in the state economy, and the contribution hasn't changed significantly over a period of time. Tourism is an essential component of this Sector.

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Table 2: Contribution of various sectors to Rajasthan State economy

Primary Sector	Secondary Sector	Tertiary Sector
• Agriculture & Livestock • Forestry & Fishing	• Electricity, Gas & Water Supply • Manufacturing • Mining & Quarrying • Construction	• Banking & Insurance • Transport, Storage & Communication • Trade, Hotel & Restaurants • Real Estate • Community & Service

Source: Statistical Abstracts of Rajasthan, Directorate of Economics & Statistics, Rajasthan

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2. The trend of Tourist visits to the State of Rajasthan

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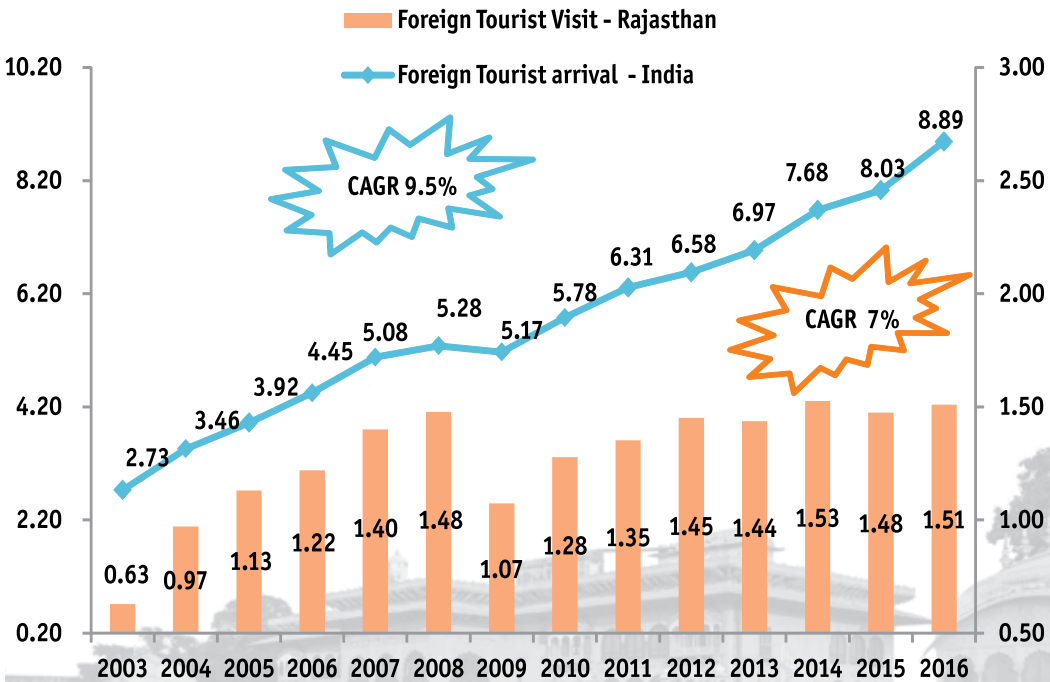


An analysis of visitors to the State of Rajasthan, both from the domestic front as well as overseas locations has been discussed in course of the ensuing section.

a) Foreign Tourist Arrival trends

Rajasthan, continues to be the favourite destination for the foreign tourists visiting India, apart from Taj Mahal, one of the seven wonders of the world and Delhi, which is the major port of arrival into India. It goes without saying that there is a strong correlation between the foreign tourist arrivals and the no. of foreign overnight visitors to the state as depicted in the chart below. The peaks and troughs of both the data points seem to be in consonance with each other, which validates the fact that visitor to India (with either an entry or an exit point in Delhi) still consider Rajasthan to be a top priority destination during their visit to India.

Fig 3: Foreign Tourist Arrival (India) vs. Foreign Tourist Visits (Rajasthan)



Source: MRSS Analysis based on data from Ministry of Tourism, Government of India
All figures in Mn. Nos

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The above figure indicates the fact that The State has been successful in sustaining and growing the no. of foreign tourist arrivals though in recent times the growth rate seems to be slackening up a bit, though Rajasthan has maintained its' leadership position in attracting foreign tourists as depicted in the Table below

Table 3: Comparative position of Rajasthan amongst leading states in terms of Foreign Tourist arrivals

Leading States in Terms of Foreign Tourist Visits					
2013		2014		2015	
State	% of total FTV's	State	% of total FTV's	State	% of total FTV's
Maharashtra	20.8	Tamil Nadu	20.6	Tamil Nadu	20.1
Tamil Nadu	20	Maharashtra	19.4	Maharashtra	18.9
Delhi	11.5	Uttar Pradesh	12.9	Uttar Pradesh	13.3
Uttar Pradesh	10.3	Delhi	10.3	Delhi	10.2
Rajasthan	7.2	Rajasthan	6.8	West Bengal	6.4
West Bengal	6.2	West Bengal	6.1	Rajasthan	6.3
Kerala	4.3	Kerala	4.1	Kerala	4.2
Bihar	3.8	Bihar	3.7	Bihar	4
Karnataka	3.2	Karnataka	2.5	Karnataka	2.7
Goa	2.5	Haryana	2.4	Goa	2.3

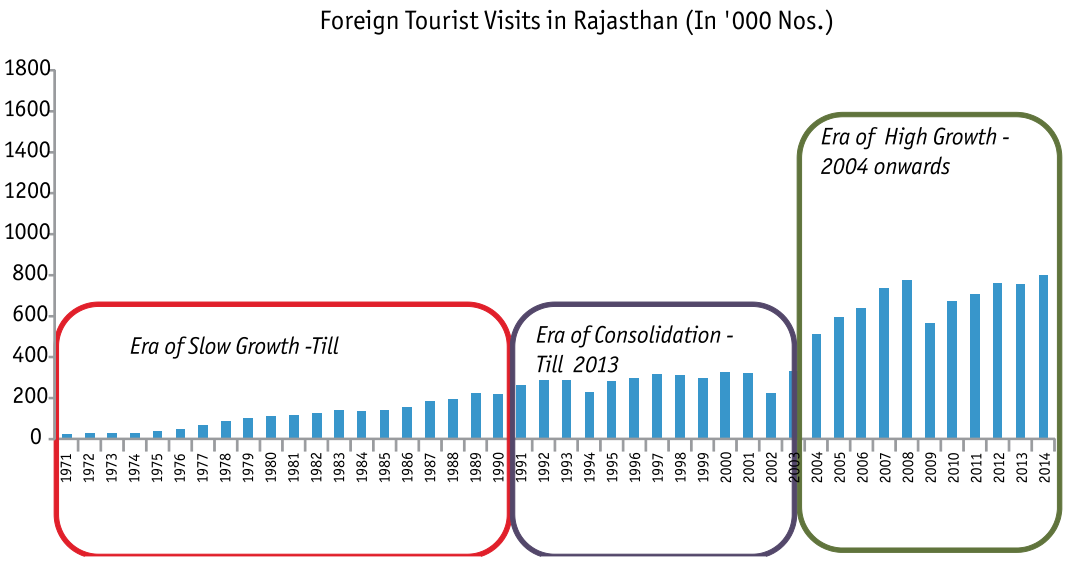
Source: MRSS Analysis based on data from Ministry of Tourism, Government of India

The Table above depicts the fact that Rajasthan has maintained a rank in the middle of the Top 10 states for last 3 years, although there is a little slip in the year 2015, still what is commendable is the fact that it continues to attract the foreign tourists to its various destinations, mesmerize them with its' legacy, tantalize taste buds with its exquisite cuisines and above all lures them to become its brand ambassadors.

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Fig 4: Historical trends of foreign tourist visits to Rajasthan



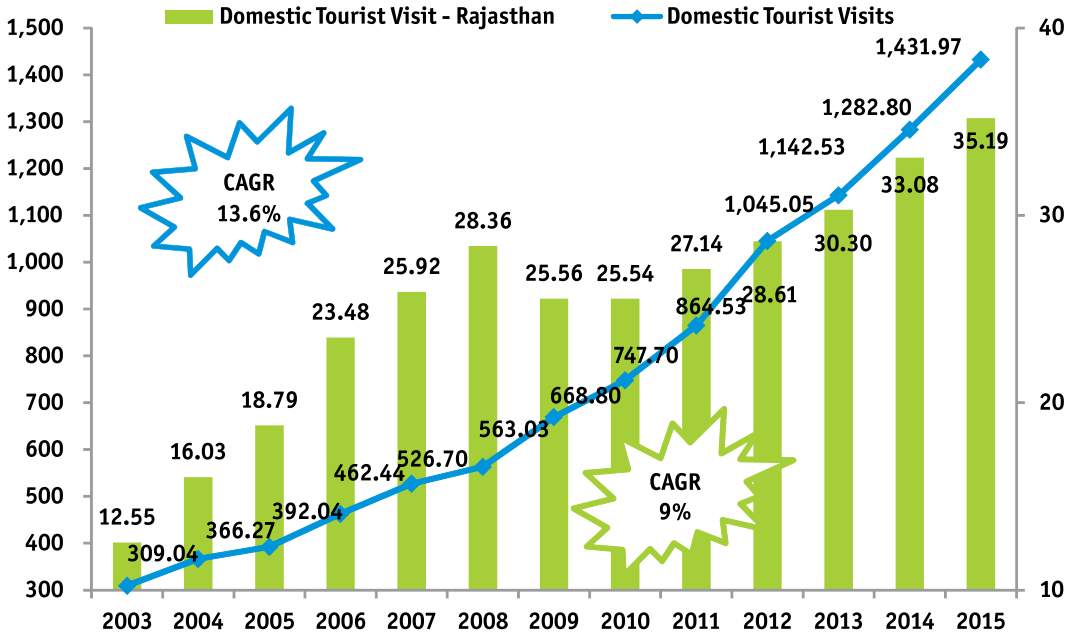
Source: MRSS Analysis based on data from Ministry of Tourism, Government of India

The above graph indicates the success story of Rajasthan, which has started from a slow / insignificant presence in terms of foreign tourist visits to a leader in the country. It has started from a phase of slow start to an era of consolidation before entering into an era of high growth.

b) Domestic Tourism Visits

An analysis of domestic tourist visits to the State of Rajasthan has been depicted in the following figure. This indicates a trend which is slightly different from that of the foreign tourists. While at the national level, Indians have become more prone to travelling in last few years visitors to the State has shown huge leap after a period of lull in the years 2009 and 2010.

Fig 5: Historical trends of Domestic Tourist visits to Rajasthan



Source: MRSS Analysis based on data from Ministry of Tourism, Government of India
All figures in Mn. Nos

Rajasthan has maintained its position in the leading states of Tourism in terms of domestic tourist visits as well. An analysis of the data from 2013 – 15 period shows there has been a few new states as entrants and a few as drop outs, but the State has managed to sustain its position amongst the top 10 States.

Table 4: Comparative position of Rajasthan amongst leading states in terms of Domestic Tourist arrivals

Leading States in Terms of Domestic Tourist Visits					
2013		2014		2015	
State	% of total FTV's	State	% of total FTV's	State	% of total FTV's
Tamil Nadu	21.3	Tamil Nadu	25.4	Tamil Nadu	23.3
Uttar Pradesh	19.8	Uttar Pradesh	14.2	Uttar Pradesh	14.3
Andhra Pradesh	13.3	Karnataka	9.2	Andhra Pradesh	8.5
Karnataka	8.6	Maharashtra	7.3	Karnataka	8.4
Maharashtra	7.2	Andhra Pradesh	7.2	Maharashtra	7.2

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State	% of total FTV's	State	% of total FTV's	State	% of total FTV's
Madhya Pradesh	5.5	Telengana	5.6	Telengana	6.6
Rajasthan	2.6	Madhya Pradesh	4.9	Madhya Pradesh	5.4
Gujarat	2.4	West Bengal	3.8	West Bengal	4.9
West Bengal	2.2	Jharkhand	2.6	Gujarat	2.5
Chhattisgarh	2	Rajasthan	2.6	Rajasthan	2.5

Source: MRSS Analysis based on data from Ministry of Tourism, Government of India





3. Seasonal Flow of Tourists in Rajasthan

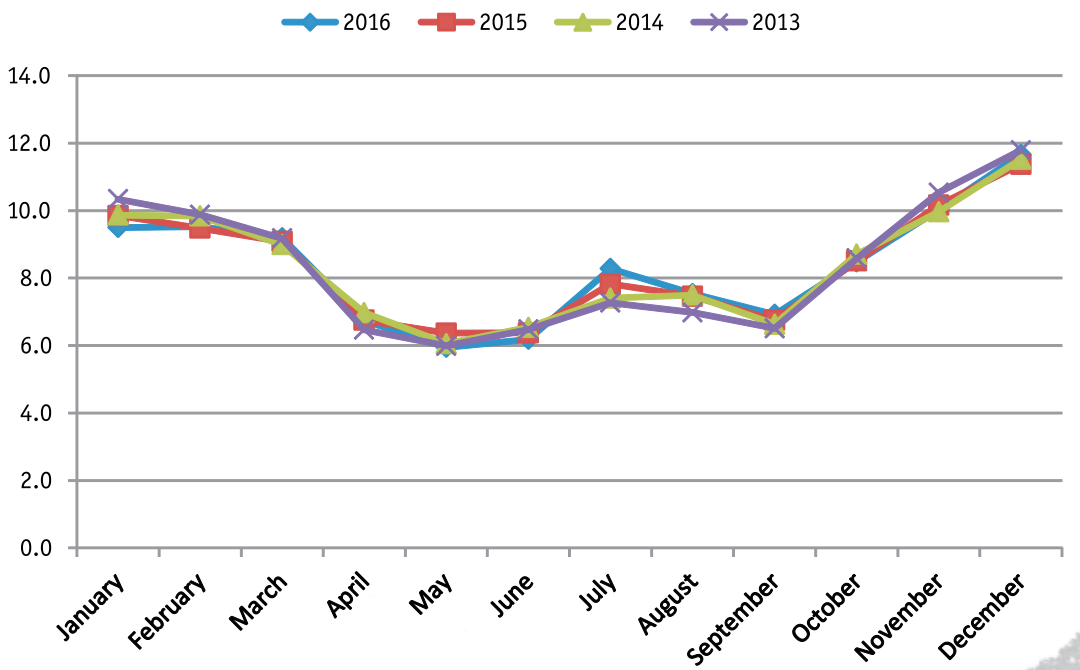
3. Seasonal Flow of Tourists in Rajasthan



a) Trends observed in Foreign Tourist Arrivals

India, being a tropical country does not have equal flow of tourists round the year. An analysis of foreign tourist arrivals as percentage of total tourist arrivals (at the national level) has been indicated in the figure below. The trends indicate a peak inflow during winters while dwindling during summers. What is encouraging to see is the fact that from Year 2015 there has been a trend in upsurge in the month of July.

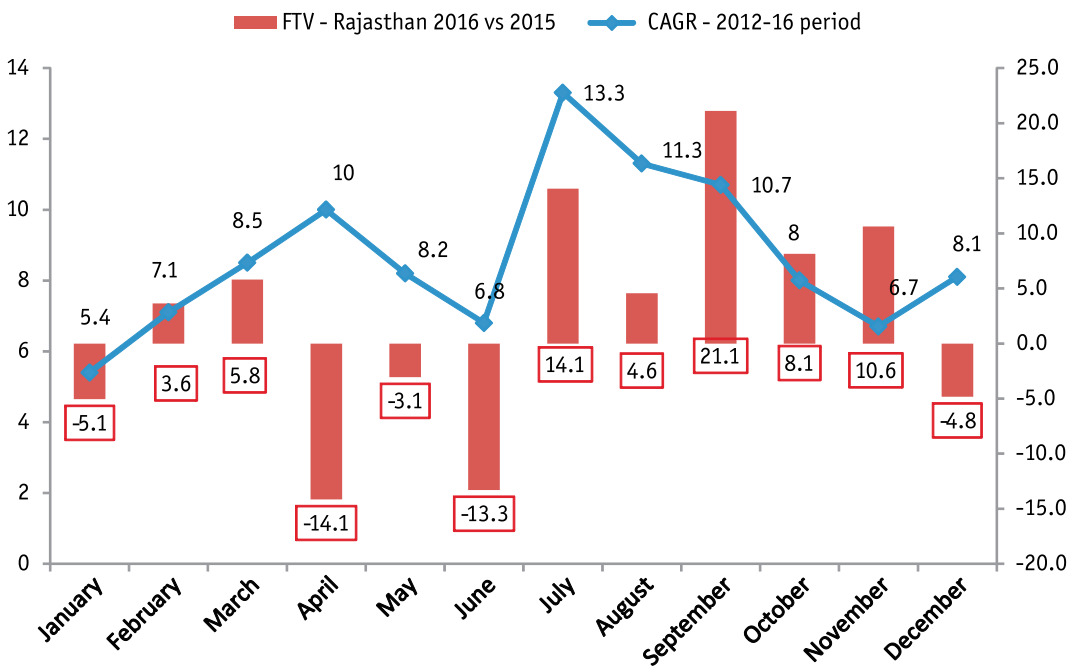
Fig 6: Seasonality of Foreign tourist arrivals in India



Source: MRSS Analysis based on data from Ministry of Tourism, Government of India

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Fig 7: Seasonality of Foreign tourist arrivals in India and Rajasthan – a comparison of growth rates



Source: MRSS Analysis based on data from Ministry of Tourism, Government of India

Plotting the CAGR of Foreign tourist arrivals to India vis a vis Foreign Tourist visits to Rajasthan for the period 2016 vs. 2015 indicates a distinctive trend as stated below:-

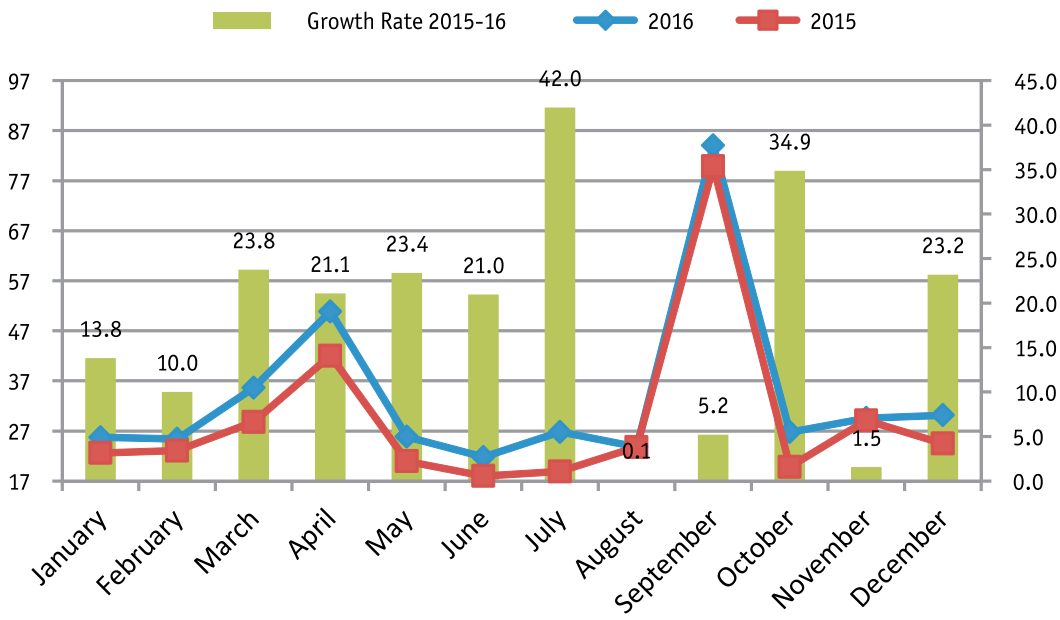
- Rajasthan, being a desert State, has a rather inhospitable climate especially in summer months. Hence, foreign tourists trend to shun the State during the gruesome summers.
- Similar trends as the National level observed for the months of February, March, July to October period...the growth rates might be different but the graphs are moving in the same direction
- Completely reverse trends observed for January, April to June and December periods wherein the FTA at National level has registered growth but Rajasthan has moved in the reverse direction. Despite this, there has been growth in FTV's by 2.64%, which signifies the changing needs and preference of foreign tourists visiting the State of Rajasthan.
- July upswing observed in growth rate of Rajasthan as well.

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b) Domestic Tourist Flow in Rajasthan

The domestic tourist flow for the years 2015-16 has been depicted in the figure below:-

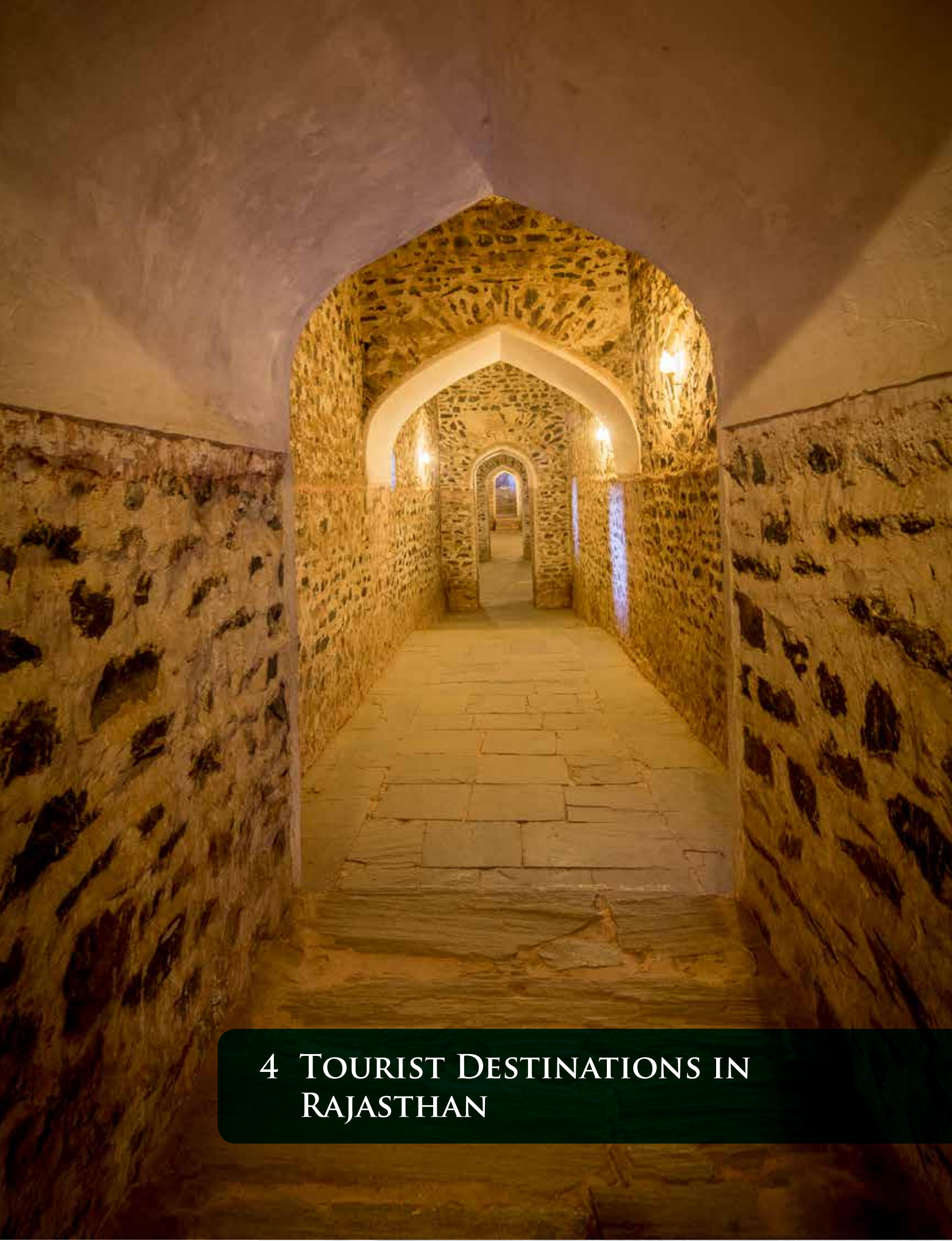
Fig 8: Seasonality of Domestic tourist visits to Rajasthan



Source: MRSS Analysis based on data from Ministry of Tourism, Government of India

Plotting the growth rate of Domestic tourist arrivals to Rajasthan for the period 2016 vs. 2015 and growth rate indicates a distinctive trend as stated below:-

- May to July continues to be the period of lull for domestic tourists as well
- September seems to be a bumper month as far as 2015 and 2016 are concerned
- April also shows surge in domestic tourist arrivals
- Indicates tectonic shift in preference of even domestic tourists
- Domestic tourists are consistent number providers and growing lot as well, which indicates that their demand cannot be ignored as well.



4 Tourist Destinations in Rajasthan



4 Tourist Destinations in Rajasthan



The State Government has always dealt with tourism as a priority sector and has repackaged it's offerings in a much more aggressive way to attract and retain the tourists to the State. Thus, the tourist destinations in Rajasthan has seen a whirlwind change in terms of its' offerings. A few years back the offerings were pertaining to a particular destination and all tourists locations in and around the same. Now, the offering is more in terms of the product, variety, and entertainment value associated with the locations. The following depiction will elaborate the concept.

Fig 9: Major Tourist Spots of Rajasthan – Circa 2005



Source : Rajasthan Tourism

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Fig 10: Major Tourist Spots of Rajasthan – Circa 2016



Source : Maps of India

It can be observed from the figures herein that no. of destinations have increased in the State by the considerable amount. Prior to the economic downturn, wherein the no. of tourists from both foreign as well as domestic fell drastically, the Government considered that as a wake up call and modified the offering accordingly. The initiative can be summed up as follows:-

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Table 5: Comparative analysis of differentiation in presenting Rajasthan as a tourist destination

Stimulus behind the offering	• Stagnating tourist flow following economic downturn, lesser variety / entertainment facility in detinations • Crowded tourist destinations • Competition from Other States • Infrastructure gaps in certain pockets • A well to do Urban Indian Middle class willing to spend on experiences • Well geared up Road and Rail infrastructure as well as connectivity with spots earlier unknown • Changing preference and major dependence on digital modes of communication	
The Implemented Changes		
Parameters	**Then**	**Now**
Tourism Strategy	• Majorly Destination specific	• Predominantly Theme specific
Focus	• Mainly on heritage and legacy	• On variety of tourism offerings. Proper segments defined. New products introduced
Steps Taken to boost tourism	• Development in Silos, often lacked proper synchronization within State as well as Central Agencies	• Well Co-ordinated and concerted action with State as well as Central agencies
No. of Destinations/ Attractions	• 149 Tourist spots across 13 Destinations (Provided in the Table A 1 in Annexure). Often a few spots were far off from the main city	• 25 Major Destinations • 30 Forts • 39 Palaces • 16 Museums • 13 Wildlife Sanctuaries • 25 Fairs and Festivals • 8 Types of Adventure Tourism across 11 locations • 128 Religious locations
Unconventional Experiences	• Handful	• Umpteen
Social Media Boost	• Negligible	• Aggressive and an integral part of the marketing plan
Go to market	• Relied too much on word of mouth	• Well defined plan with targeted intervention

Source: MRSS Analysis based on data from Ministry of Tourism, Rajasthan Tourism

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Table 6: Tourism Concepts and major destinations in Rajasthan

Major Attractions in Rajasthan	Now
Destinations	Ajmer, Alwar, Banswara, Baran, Barmer, Bharatpur, Bhilwara, Bikaner, Bundi, Chittorgarh, Dungarpur, Hanumangarh, Jaipur, Jaisalmer, Jalore, Jhalawar, Jodhpur, Kota, Nagaur, Pali, Pushkar, Sawai Madhopur, Shekhawati, Sriganganagar, Udaipur
Forts	Anupgarh Fort, Badnore Fort, Bala Qila, Barmer Fort, Bhatner Fort, Chittorgarh Fort, Gagron Fort, Garh Palace, Gugor Fort, Hill Fort Kesroli, Jaigarh Fort, Jaisalmer Fort, Jalore Fort, Jhalawar Fort, Juna Fort, Junagarh Fort, Khandhar Fort, Khejarla Fort, Khimsar Fort, Kumbhalgarh Fort, Laxmangarh Fort, Lohagarh Fort, Mehrangarh Fort, Nagaur Fort, Naghargarh Fort, Neemrana Fort, Ranthambore Fort, Ratangarh Fort, Shergarh Fort, Taragarh Fort.
Wildlife	Band Baretha, Desert National Park, Gajner Wildlife Sanctuary, Keoladeo Ghana National Park, Machiya Safari Park, Mukundara Tiger Reserve, Nahargarh Biological Park Ramgarh Vishdhari Sanctuary, Ranthambore, Sariska Tiger Reserve, Shergarh Sanctuary, Sorsan Wildlife Sanctuary, Tal Chhapar Sanctuary
Palaces	Alwar City Palace – Alwar, Amber Palace – Jaipur, Badal Mahal – Dungarpur, Dholpur Palace – Bharatpur, Fateh Prakash Palace – Chittorgarh, Gajner Palace & Lake – Bikaner, Jag Mandir – Udaipur, Jag Mandir Palace - Udaipur, Jag Mandir Palace – Kota, City palace – Jaipur, Jal mahal – Jaipur, Kanhailal Bagla Haveli – Shekhawati, Lake Palace – Udaipur, Lalgarh Palace & Museum – Bikaner, Laxmi Nivas Palace – Bikaner, Man Mahal – Pushkar, Mandir palace – Jaisalmer, Monsoon Palace – Udaipur, Moti Doongri – Alwar, Moti Doongri – Jaipur, Moti Mahal – Jodhpur, Nathmal Ki Haveli – Jaisalmer, Patwaon Ki Haveli – Jaisalmer, Phool Mahal – Jodhpur, Raj Mandir - Banswara, Rampuria Haveli - Bikaner, Rana Kumbha's Palace – Chittorgarh, Rani Padmini's Palace – Chittorgarh, Ranisar Padamsar – Jodhpur, Ratan Singh palace – Chittorgarh, Salim Singh ki Haveli – Jaisalmer, Sardar Samand Lake & Palace – Jodhpur, Sheesh Mahal – Jodhpur, Sisodia Rani Palace & Garden – Jaipur, Sukh Mahal – Bundi, Sunehri Koti - Sawai Madhopur, Udai Bilas Palace – Dungarpur, Udaipur City Palace – Udaipur, Umaid Bhawan Palace - Jodhpur

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Major Attractions in Rajasthan	Now
Museums	Anar Museums, Ajmer Govt Museum – Ajmer, Albert Hall Museum – Jaipur, Anokhi Museum of Hand Printing – Jaipur, Bagore Ki Haveli – Udaipur, Bharatpur Palace & Museum – Bharatpur, Ganga Government Museum – Bikaner, Govt. Archaeological Museum - Dungarpur, Hawa Mahal – Jaipur, Jaisalmer Govt. Museum – Jaisalmer, Jhalawar Govt. Museum – Jhalawar, Jodhpur Govt. Museum – Jodhpur, Maharao Madho Singh Museum – Kota, Prachina Museum – Bikaner, Shilpgram – Bikaner, Palace Museum – Alwar
Fairs & Festivals	Bhakti Festival – Ajmer, Matsya Festival – Alwar, Braj Holi - Bharatpur Camel Festival – Bikaner, Kolayat Fair – Bikaner, Kajli Teej – Bundi, Bundi Festival – Bundi, Baneshwar Fair – Dungarpur, Kite Festival – Jaipur, Photography Festival – Jaipur, Gangaur Festival – Jaipur, Teej Festival – Jaipur, Literature Fest – Jaipur, Desert Festival - Jaisalmer Chandrabhaga Fair – Jhalawar, Marwar Festival – Jodhpur, Nagaur Fair – Nagaur, Pushkar Fair – Pushkar, Shree Festival – Pushkar, Lake Festival – Udaipur, Kumbhalgarh Festival – Kumbhalgarh, Mewar Festival – Udaipur, Summer Festival - Mount Abu, Winter Festival - Mount Abu, Urs - Ajmer
Adventure Tourism	• Hot Air Balloon Rides - Pushkar, Jaipur, • Cycling - Udaipur • Camping - Jaisalmer, Pushkar, Jhalawar • Parasailing - Jaisalmer, Jodhpur • Watersports - Udaipur, Alwar • Desert & Camel Safari - Bikaner, Jaisalmer, Pushkar, Jodhpur • Wildlife - Alwar, Bharatpur, Bikaner, Kota, Bundi • Zip Line - Jaipur, Jodhpur
Religious Tourism	Abdulla Pir – Banswara, Abheda Temple and Karni Mata Mandir - Kota, Akshardham Temple - Jaipur, Amreshwar Mahadev - Sawai Madhopur,Andeshwar Parasnathji - Banswara, Atmateshwar Temple - Pushkar, Bagore Sahib Gurudwara - Bhilwara, Bande Ki Balaji Temple - Shekhawati, Baneshwar Temple - Dungarpur, Bhartrihari Temple - Alwar, Bhuvaneshwar - Dungarpur, Boreshwar - Dungarpur, Bramha Temple - Pushkar, Budhdha Johad Gurudwara - Sri Ganganagar, Chamunda Mata Mandir - Bhilwara, Chamunda Mata Ji Temple - Jodhpur, Chandrabhaga Temple - Jhalawar, Charan Chauki - Kota, Cheech - Banswara, Chintamani Parasnath Jain Temple - Barmer, Dabhai Kund - Bundi, Dad Devi Temple - Kota, Deo Somnath - Dungarpur, Deshnok Karni Mata Temple - Bikaner, Devi Kund - Bikaner, Devka Sun

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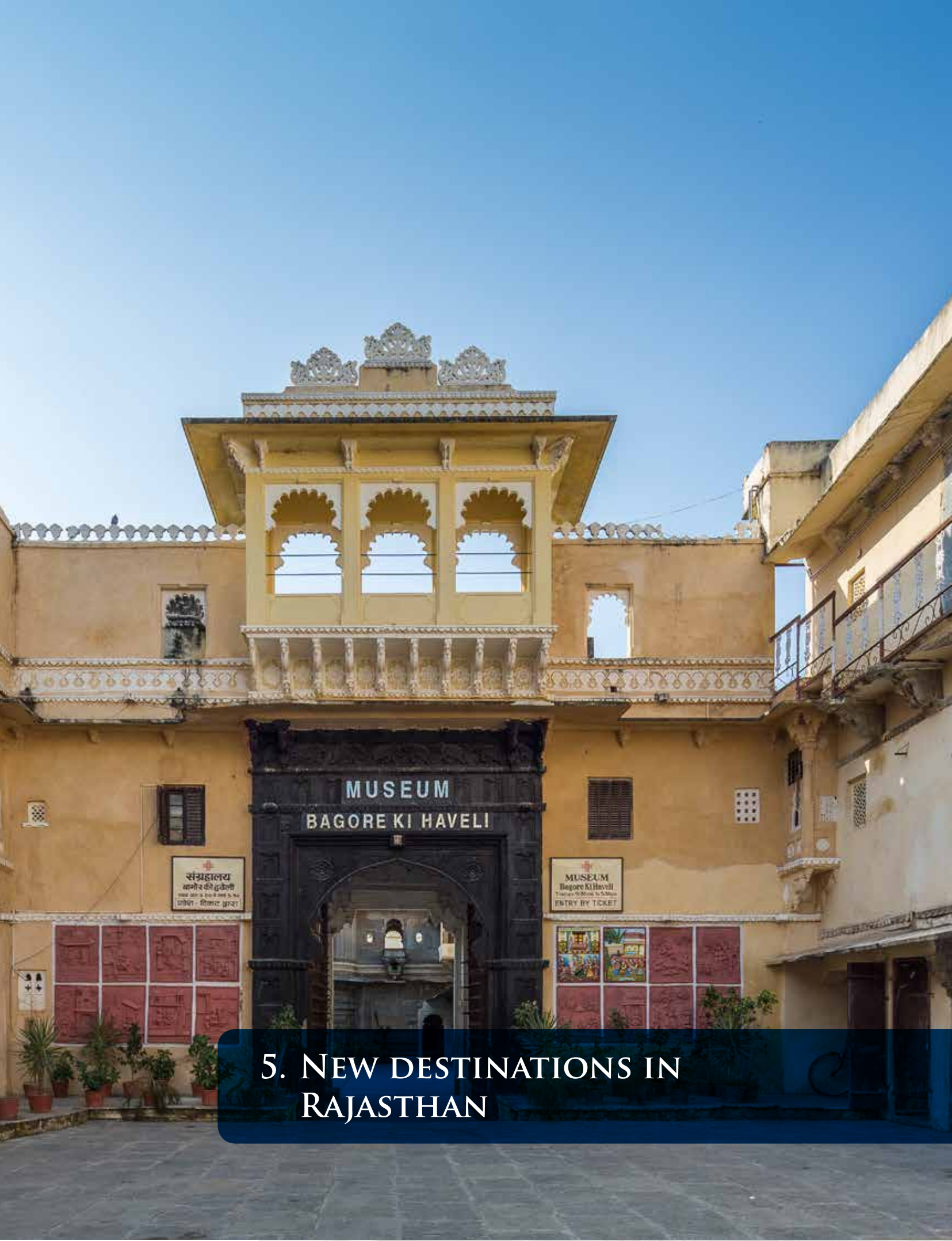
Major Attractions in Rajasthan	Now
Religious Tourism (Contd.)	Temple - Barmer, Dhanop Mataji - Bhilwara, Digambar Jain Temple - Shekhawati, Digambar Jain Temple - Sanganer, Gaiparnath Temple - Kota, Galiakot - Dungarpur, Galtaji - Jaipur, Ganesha Temple - Bhilwara, Ganga Mandir - Bharatpur, Garadia Mahadev Temple - Kota, Ghushmeshwar Temple - Sawai Madhopur, Godavari Dham - Kota, Goodh Mandap - Dungarpur, Govind Dev Ji Temple - Jaipur, Gurudwara Singh Sabha - Pushkar, Harni Mahadev - Bhilwara, Hazrat Qamaruddin Shah's Darga - Shekhawati, Jagdish Temple - Udaipur, Jain Temple - Pali, Jain Temple - Bhandasar, Jain Temple - Chittorgarh, Jain Temple - Jaisalmer, Jama Masjid - Sawai Madhopur, Jataun Ka Mandir - Bhilwara, Kailadevi - Sawai Madhopur, Kakuni Temple Complex - Baran, Kalika Mata Temple - Chittorgarh, Kaman - Bharatpur, Kansua Temple - Kota, Karneshwar Temple - Kota, Khade Ganesh Ji Temple, Kota, Khetri Mahal - Shekhawati, Kiradu Temple - Barmer, Kodamdesar Temple - Bikaner, Kolayat - Bikaner, Kshetrapal Temple - Dungarpur, Kumbha Shyam Temple - Chittorgarh, Kyara Ki Balaji - Bhilwara, Ladnun - Nagaur, Lakshmi Narayan Temple - Jaipur, Laxman Mandir - Bharatpur, Lakshmi Narayan Temple - Shekhawati, Madarshwar Temple - Banswara, Mahamandir Temple - Jodhpur, Malik Shah's Temple - Jalore, Mandaleshwar Mahadev - Jodhpur, Mangarh Dham - Banswara, Mansa Devi Temple - Banswara, Mathuradheesh Temple - Kota, Meerabai Temple - Chittorgarh, Nagafanji - Dungarpur, Naldeshwar Temple - Alwar, Naraini Mata - Alwar, Nareli Jain Temple - Ajmer, NeelKanth - Alwar, Nimbo Ka Nath Temple - Pali, Panchdev Mandir - Shekhawati, Pandu Pol - Alwar, Pap Mochini Temple - Pushkar, Paraheda - Banswara, Parashuram Mahadev Temple - Pali, Raghunath Ji Temple - Shekhawati, Ram Kund - Banswara, Ramdevra Temple - Jaisalmer, Ramgarh Bhand Devra Temple - Baran,Ranakpur Jain Temples - Pali, Rangji Temple - Pushkar, Rani Bhatiyani Temple - Barmer, Rani Sati Mandir - Shekhawati, Sai Baba Temple - Ajmer, Samai Mata Bhandariya - Banswara, Savitri Temple - Pushkar, Shahbad Fort - Baran, Shahi Jama Masjid of Shahabad - Baran, Shiv Bari Temple - Bikaner, Shri Beed Balaji - Bhilwara, Shri Chaturbhuj Temple - Bhilwara, Shri Laxminath Temple - Bikaner, Shri Mahavir Ji Temple - Sawai Madhopur, Shri Nakoda Jain Temple - Barmer, Shrinathji Temple - Dungarpur, Sirey Mandir - Jalore, Sitabari - Baran, Somnath Temple - Jodhpur, Soniji ki Nasiyan - Ajmer, Sorsan Mataji Temple - Baran, Shri Panchkund Shiva Temple - Pushkar, Sundha Mata Temple - Jalore, Surpur Temple - Dungarpur, Talvaraksh - Alwar, Talwara Temple - Banswara, Tanot Mata Temple - Jaisalmer, Temple of Mata Bhadrakali - Hanumangarh, Temple of Shri Gogaji

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Major Attractions in Rajasthan	Now
Religious Tourism (Contd.)	- Hanumangarh, The Ajmer Sharif Darga - Ajmer, Tijara Jain Temple - Tijara, Tilasvan Mahadev - Bhilwara, Tripura Sundari - Banswara, Tulja Bhavani Temple - Chittorgarh, Varaha Temple - Pushkar, Vijay Raj Rajeshwar Temple - Dungarpur, Vishnu Temple - Barmer, Vithala Deo Temple - Banswara

Source : Rajasthan Tourism

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5. New destinations in Rajasthan

5. New destinations in Rajasthan



a) New Destination

Beyond the Sun, Sand and the traditional destinations a host of new destinations have emerged in Rajasthan, which has started gaining popularity owing to their sheer beauty as well as significance. A few destinations, which are gaining popularity, their significance as well as spots to visit has been elaborated in the Table below.

Table 7: New Destinations and their significance

New Destination	Significance
Kumbhalgarh Fort	Nestled at height of 1100 mts. above sea level, in Aravali hills and located about 80 KMs from Udaipur is an easily overlooked destination by most tourists. Many people do not know the fact that Kumbhalgarh fort has our Indian version of Great Wall of China. Kumbhalgarh fort's walls stretch more than 36 KMs and are wide enough for eight horses to ride through in some places. This wall is second longest wall in the world second only to the Great Wall of China. Why this fort was never conquered becomes obvious once one set eyes on it. Kumbhalgarh fort is surrounded by thirteen mountain peaks, this mountain fortress has been a witness to many battles. Kumbhalgarh falls within Kumbhalgarh Wildlife Sanctuary and the rarely seen Indian wolf is one of the inhabitants. Visitors can see the wildlife sanctuary on a horseback!
Barmer	It is a desert town in western Rajasthan, about 150 KMs from Jaisalmer. Though most of it is barren desert land with harsh climate for most part of the year, Barmer is famous for its historical sites such as Siwana fort and Juna ruins. Barmer is becoming famous for the cattle fair organized in the Tilwara and Thar festival as well. Travelers can get a glimpse of rich culture of Rajasthan and taste the local cuisines as well.

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New Destination	Significance
Bundi	Bundi is a little known gem of a place not hounded by tourists yet like some of the more famous places of Rajasthan. Just about 40 KMs from Kota, Bundi is surrounded by the Aravalli hills on 3 sides. Bundi has managed to retain its centuries old magical charm. Bundi used to be the capital of the erstwhile princely states of Rajasthan. Bundi is rich in history and known for its forts and palaces and baolis (step wells).
Kuchaman	Home to a thousand year old hill-top fort and Shekhawati style heritage Havelis, Kuchaman city is slowly making its mark on tourist maps of Rajasthan. The fort now converted into a hotel, is a major attraction of the place. Kuchaman city is even one of the stop of the famed Palace on Wheels journey. With rising tourist footfalls, few heritage havelis have started renting them out to tourists in winters. Kuchaman city is about 140 KMs from Jaipur.
Jhalawar	Located in southeastern Rajasthan, Jhalawar is a former princely state known for its old temples, forts and palaces. Much of the city was destroyed during the reign of Aurangazeb, and one can find city dotted with many ruins of the past. Jhalawar Fort, popularly known as Garh Palace locally is the prime attraction here. There are some little known Buddhist Cavesin Kolvi near Jhalawar. There are more than 50 caves in this region belonging to 5th to 8th century AD.
Osian	An Oasis in the desert - Osian is the erstwhile capital of Marwar kingdom, about 65 KMs from Jodhpur. The city not popular among the tourists yet, has many old temples going as far back as 8th century. Though many temples are now in ruin, few of them are still in great shape and one can still admire their construction and design. Most important among them are the Sun Temple and Sachiya Mata temple.
Baroli	A group of exquisitely carved stonework, the10th century temples by the Chambal River is the setting one would see if one arrive in Baroli village in Chittorgarh district of Rajasthan. Well kept by the Archaeological Survey of India, the fascinating structures of Baroli Temple Complex consturcted in Pratihara style of temple architecture will mesmerize one with their grandeur and finesse. Ghateswar Shiva temple is the main attraction here and beleived to be the oldest temple in Rajasthan. Rana Pratap Sagar Dam and Dara Wildlife Sanctuary are in the vicitnity and can be visited on a trip to Baroli.

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New Destination	Significance
Mandawa	is a small town in Shekhawati region of Rajasthan and known for its fort and havelis. A must see in Mandawa is its exquisite paintings on the walls of many mansions or havelis situated here. These Havelis belong to old trading or marwaris communities and quite a few of them are being restored and converted into heritage hotels. Thanks to its paintings city has earned the tag of "Open Air Art Gallery". The Mandawa Fort in the middle of town is notable structure and has been converted into a heritage hotel by the royal family. Some of the Havelis that could be visited are Goenka Haveli, Jhunjhunwala Haveli and Gulab Rai Ladia Haveli. Visitors can experience activities like camel rides as well here.
Tal Chhapar Sanctuary	The stunningly beautiful Tal Chhapar Sanctuary in Rajasthan is a delight for photographers and bird lovers. One of the last surviving grasslands in the plains, this regions witness hordes of Demoiselle cranes crossing over the great Himalayas to reach Keechan village. One can also spot the endangered Black bucks and Indian gazelle at close proximity here. The facilities are pretty basic but decent at Rajasthan Forest Dept. Guest House. Tal Chapar is about 350 KMs from Delhi and 200 KMs from Jaipur. Best time to visit would be from November to February.
Mahansar	If one want to get a peek at rural Rajasthan then Mahansar, a small village in Shekhawati region in Rajasthan should be oner pick. Located in Jhunjhunu district, Mahansar is known for its one of the finest Havelis in Shekhavati region known as Sone-Chandi ki Dukan. This 18th century Haveli has intricate paintings made of gold leaf. These paintings or frescos on the ceilings depict scenes from Ramayana and life of Lord Krishna. Another specialty of the region is its traditional brew called 'Mahansar liquor'.
Banswara	One will find the district of Banwara covered with bamboo grooves, a trait which was responsible for its nomenclature. It is tribal country inhabited mostly by the Bhils community. Locked between Udaipur and Chittaurgarh, Banswara bears witness to an ancient city that lies in ruins today. The city is surrounded by a stone wall. A palace of the former rulers stands majestically overlooking the ruins below. Some of the important places one can visit here are the City Palace, which is a typical example of Rajput architecture; Anand Sagar Lake, an artificial lake located on the eastern parts of the district; and Madareshwar, a grand temple of Lord Shiva which sits majestically amidst picturesque natural beauty.

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New Destination	Significance
Rawla Narlai	If one want to explore the hidden treasures of Rajasthan without falling into the same old routine of visiting the tried and tasted places, one must consider visiting Rawla Narlai. Located in southern Rajasthan, it is a 17th century fortress located beneath a massive 350 ft high rock. The fort now is used as a heritage hotel, but one will still find that it retains much of the same elegance and grandeur of yore. This Rajput architecture is another example of the rare brilliance of Rajput rulers and boasts huge courtyards, gardens, balconies, verandahs and porches. The guests don't just get to stay in a royal setting, but get served in a royal manner as well, which in a way is an extension of a tradition that was in vogue centuries ago. So, staying in this fort is like reliving the days of the kings and queens. To add to the charm, the fort sits prettily among hillocks and temples. Temples to seek blessings and feed oner spiritual yearnings, and natural beauty all around to make one feel revitalized –what more could one want? As one can see, it is traveler's delight, so don't miss it!
Nagaur	The architecture of the Ahhichatragarh Fort, which was originally built by the Nagavanshi clan (hence the name that means fort of the hooded cobra) around 500 AD as a mud fort but rebuilt in stone in the 12th century by the Ghaznis to include palaces and mosques, is a mix of Mughal and Rajput styles. Since Emperor Akbar's rule, the princes of Rajasthan held the Nagaur Fort complex. Even today, it is managed by trust funds belonging to the erstwhile royal families. What makes this fort special is that it has undergone a two-decade long UNESCO award-winning restoration with help from Jodhpur's Mehrangarh Museum Trust and supported by grants from The Getty Foundation (US), Helen Hamlyn Trust (UK), consultants from Ahmedabad and New Delhi and local artisans.
Pokhran	Brought into prominence by the nuclear tests conducted in the area, Pokhran (also spelt as Pokaran) is also home to a gorgeous fort. "The film Dor directed by Nagesh Kukunoor and television series, Jodha Akbar was shot here," said a guide who also doubled up as photographer. We found ourselves posing for all sorts of pictures as he used mirrors and different openings in the wall to create visual illusions in the photos (the sort that one sees in wedding albums of '90s). Pokhran means the place of five mirages. Made from red sandstone, the fort stood on the ancient trade route to carry salt, silk and spices to Persia and beyond. Parts of the fort have now been converted into a hotel. One might also want to drop by a museum that displays the royal family's collection of armoury, garments, miniature paintings and handicrafts.

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New Destination	Significance
Kalakho	It's a perfect weekend destination and its green and serene surrounds are a perfect haven for rest and recuperation. It is set in fields against the backdrop of Aravalli Hills. There is a lot to discover in Kalakho if one are historically inclined. Also, the place offers a range of activities from safaris to camel cart rides.
Karauli	It used to be the capital of the Yaduvanshi Rajputs, the rajput kingdom of Karauli. It is one of the rare gems of Rajasthan that have remained undiscovered. There are many attractions here like City Palace, Timangarh Fort and some ancient temples.
Bassi	A tiny village located just 25kms from Chittorgarh, Bassi is a famous for its sculptures and woodcraft. Tourists have the option to stay at the magnificent 16th century Bassi Fort which is the main highlight of this village. Today converted into a luxury hotel it gives the travelers a glimpse of its glorious past. One can also visit two large water reservoirs which are used as irrigation dams called as Bassi Dam and Orai Dam; enjoy angling, boating and bird watching on these dams. Wildlife lovers are attracted in large number to Bassi Wildlife Sanctuary which showcases some exotic species of animals and birds in their natural habitat.
Dadhikar Fort	The historical structure Dadhikar Fort was constructed approximately 1100 years ago in the 9-10th century as a residential camp. It was constructed right in the middle of thick forests surrounded by Aravali Hills by the deserted King Chand and his family. He was forced to leave his capital city Abhanagari (now Abhaneri) and live in the forests because everything he owned was lost in the massive floods at the time. It was named as "Derakar" as "Dera stands for camp denotes camp "kar" means to do. So "Derakar" stood for "doing a camp" or making a camp.

b) Picturesque Water bodies

Rajasthan is predominantly known as a dry and arid state. However, the fact remains, it is dotted with Water Bodies, which is, surprisingly enough found even in the desert town of Jaisalmer. A congregation of water bodies in the State of Rajasthan has been presented here. The Department of Tourism is taking all steps to make them popular as tourist attractions.

- Lake Pichola Udaipur
- Lake Fatehsagar, Udaipur
- Lake Pushkar, Pushkar
- Lake Gadisagar, Jaisalmer
- Lake Nakki, Mount Abu
- Lake Siliserh, Alwar

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- Lake Anasagar, Ajmer
- Lake Jaisamand, Udaipur
- Lake Mansagar, Jaipur
- Lake Balsamand, Jodhpur
- Lake Gajner, Bikaner
- Gaumukh Reservoir, Chittorgarh
- Malik Talao, Sawai Madhopur
- Lake Amar Sagar, Jaisalmer
- Lake Kishore Sagar, Kota
- Padam Talao, Sawai Madhopur
- Lake Rajsamand, Rajsamand
- Lake Sambhar , Sambhar
- Lake Dhebar, Udaipur
- Lake Kaylana, Jodhpur
- Nawal Sagar, Bundi
- Lake Foy Sagar, Ajmer
- Lake Surwal, Ranthambore National Park
- Lake Chandlai, Jaipur
- Lake Jait Sagar, Bundi
- Lake Udai Sagar, Udaipur
- Lake Gaib Sagar, Dungarpur
- Lake Sardar Samand. Jodhpur
- Lake Jai Samand, Alwar
- Lake Ramgarh, Jaipur

c) Unconventional experiences

Tourists (both domestic as well as international) have embarked upon unconventional experiences. It goes without saying that the infrastructure, ethos and culture provides them with the possibility of enjoying such mirth and beauty, which no other states offer. A few instances have been elucidated below. No wonder, the Internet is dotted with depiction of such experiences

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Table 8: Unconventional experiences in Rajasthan

Activity	Location
Witness a tribal prayer ceremony.	Pali
Sleep on the sand dunes.	Jaisalmer
Experience Mountain Ridge	Udaipur
Enjoy hospitality with the Rabari tribe	Dhalop village
Stay at a hunting lodge	Lakshman Sagar, Pali
Explore an abandoned village at midnight	Kuldhara, Jaisalmer
Ride Marwari horses on the Rajasthani countryside	Padampura
Catch sunset on the salt pans	Phalodi
Live on an organic farm	An hour drive from Jaipur
Lunch with a 70+ entrepreneur.	Jaisalmer Fort
Off-road into the Thar Desert	Jaisalmer

Source: MRSS Research



6. Accommodation Units in Rajasthan

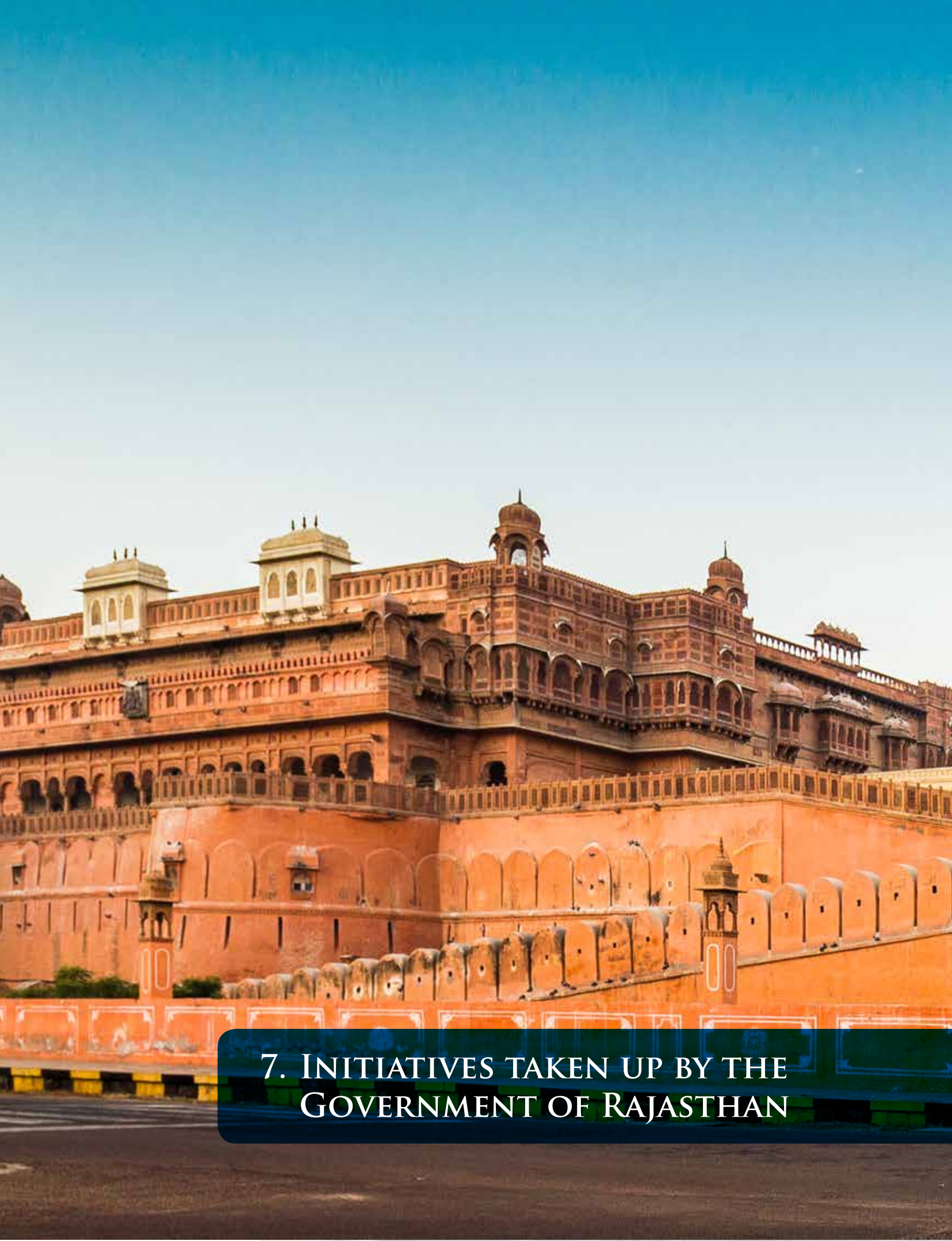
6. Accommodation Units in Rajasthan



The data from Ministry of Tourism, Government of India indicates that there has been tremendous additions to the capacity of accommodation units in the State across all major tourist destinations. What is heartening to see is the fact that these capacity additions in the 5 Star and 5 Star Deluxe hotels have gone up significantly in addition to the paying guest houses as well. The Tourism Unit Policy 2015, propounded by the State Government, salient features of which has been depicted in course of this report. The observations with regard to accommodation unit are as follows:-

- Rajasthan moved into high end accommodation when no other state made foray
- The conversion of Heritage royal properties to Hotels added impetus to the boosting of accommodation in the state
- The total no. of beds in approved accommodation across major centres of the State is around 1,14,629 in 2015 with a growth of 3% over the previous year as Per Dept, fo Tourism, Government of Rajasthan
- The Paying Guest accommodation scheme was first of its' kind which set up the tourism culture in the state and started the movement in the nation. This had set up the classical example, which was emulated by other states."Padharo Sa" became an identity of Tourism

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7. Initiatives taken up by the Government of Rajasthan



7. Initiatives taken up by the Government of Rajasthan



a) Vision 2022

Rajasthan has embarked upon a vision of making itself one of the leading states of the country by 2022. With this in mind, a few key areas have been identified and action plan has been set up for the same. Tourism, being a major contributor to the economy of the State, a special emphasis has been provided to it. The vision for the State can be summed up as elucidated in the diagram below. Clearly, the focus is on developing and upgrading infrastructure for Tourism related purposes. The Government has also drawn up plans for developing various regions basis the economic activity, which has been indicted in Figure 9.

Fig 11: Rajasthan Vision 2022



Governance

- Minimum education & work experience must for politicians
- To provide more freedom to bureaucrats
- Fair & advanced taxation system.
- Self-disciplined media



Infrastructure

- To develop good quality roads.
- Proper traffic management systems.
- To develop & maintain special economic and technological infrastructure
- To develop appropriate water policy.



Economy

- To promote region wide economic balance.
- To develop efficient economic infrastructure
- To promote SMEs and develop special zones.

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Agriculture

- To create network of canals
- To develop five international level research labs.
- To address soil fertility & reduce use of fertilisers
- To achieve leadership in animal husbandry & livestock businesses



Education

- Compulsory education up to 10th standard
- To promote privatisation
- To support higher education & research
- To provide computer literacy



Human Development

- Poverty elimination & employment
- A comprehensive Economic Inclusion Policy to be developed
- A well defined healthcare system
- Utilise services & expertise of NGOs



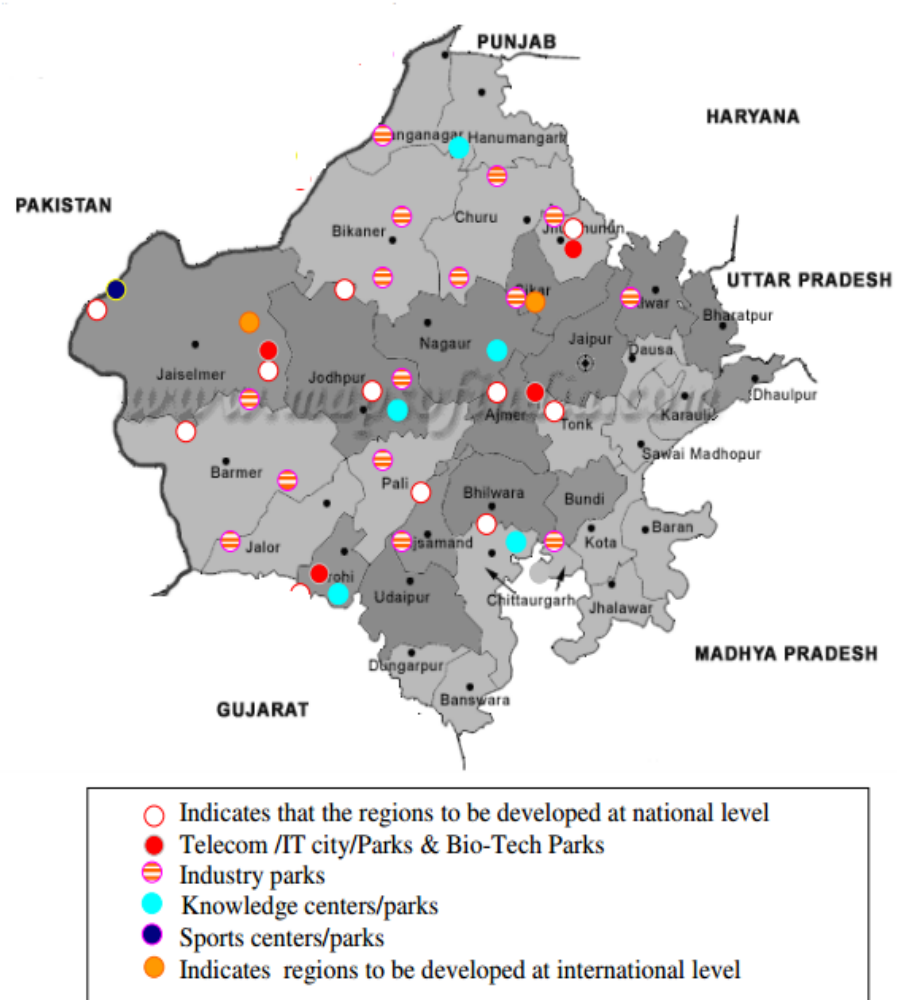
Community

- To develop a coherent social environment
- To execute poverty elimination plans
- To increase interaction within community.

Source : Rajasthan Vision 2022 – Change for Responsible Development, Confederation of Indian Industries

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Fig 12: Rajasthan Vision 2022 – Plan to develop locations



Source : Rajasthan Vision 2022 – Change for Responsible Development, Confederation of Indian Industries

This above figure indicates the fact that a considerable part of Rajasthan is going to be developed into hubs equipped with modern facilities and amenities. This will not only boost business tourists but will also introduce hitherto unknown concepts (in the State) like MICE Tourism, Medical Tourism etc.

b) The way forward to promote tourism in the state – Tourism Unit Policy 2015

Rajasthan has constituted the "Tourism Unit Policy 2015" to bring about further boost in the Tourism sector. This comprises of the following pointers:-

- **Allotment of Government land for tourism units** – All Development Authorities shall be able to identify suitable land for Tourism Units. Land area for each type of unit has been identified. Allotment of land shall be made on prevailing DLC rates. Land shall be made available for 30 years.
- **Conversion of land for Tourism Units** - No conversion charges shall be payable for land held by tenant for establishment of a tourism unit in urban as well as in rural areas

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- **FAR** – Relaxed FAR Policies have been earmarked as indicated below:-

  At present, standard FAR is 1.33 without betterment levy, and maximum FAR is 2.25 with betterment Levy is permissible. Tourism units covered under this Policy shall be allowed double FAR i.e. 4.50, out of which 2.25 shall be without betterment levy. Rate for betterment levy shall be calculated on the basis of residential reserve price of the area.

- **Regularisation of existing Tourism units** – There are some heritage properties and residential land and buildings that are running and operating as hotels or other tourism units without permission. If land and buildings are being used as hotels and tourism units without prior permission, the same shall be regularized under Rule 13 of Rajasthan Municipality (Change in Land Use) Rules 2010.

- **Fiscal benefits and incentives** – The earmarked benefits are as indicated below:-

  - All fiscal benefits as provided in Rajasthan Investment Promotion Scheme, 2014 (RIPS- 2014) for the Tourism Sector Enterprises shall be available to the eligible tourism units.
  - The projects approved by the Ministry of Tourism, Government of India, if eligible under the provision of the Rajasthan Investment Promotion Scheme, 2014 (RIPS-2014), shall be allowed to avail the benefits as provided under RIPS-2014.

- **Incentives for skill development** - All Tourism Units registered with the Department of Tourism will be directly eligible to become training partners under the Employment Linked Skill Training Program (ELSTP) subject to availability of infrastructure as per the guidelines of Rajasthan Skill and Livelihoods Development Corporation (RSLDC).

- **Time period for Annual licenses for tourism units** – Annual licences extended to 10 years

- **Constitution of Tourism Advisory Committee** - A Tourism Advisory Committee will be constituted to give suggestions regarding measures that can be taken up for growth of tourism in the State. The Committee will also include representatives from tourism & travel trade.

- **Nodal Department** - Department of Tourism shall be the nodal department for infrastructural development of tourism units

Clearly, the focus is on infrastructure development and with these measures firmly in place, it is possible that Rajasthan may trudge along the path of growth for next 20 years at least.

c) Infrastructure Focus

As indicated in the previous pages, Government of Rajasthan has a set an ambitious target on bringing an overall development to the State. Tourism, being an important revenue earner continues to be the focus area as well. The multifold fold approach for Government of Rajasthan is now

- Boost Tourism infrastructure
- Promote private investment

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- Develop and promote new concepts, destinations, modes of tourism

A few projects already underway has been elucidated in the succeeding points:-

i) PPP Projects

The various PPP projects currently underway in the State has been indicated below. It can be clearly seen that the Government is looking for a concerted effort with the private sector to

- Develop the infrastructure
- Maintain proper upkeep of the infrastructure already in place

Snapshot of the PPP projects

ADVENTURE SPORTS

PARTICULARS	ESTIMATED COST
Water based activities like cruise and boating in Chambal and other water bodies	Rs 100 to 200 million for each activity per site (excluding land/ rental cost) depending upon the equipments/location/scale.
ATVs (All Terrain Vehicles) in sand dunes of Jaisalmer / Barmer / Bikaner	
Mountaineering and Trekking activities in Mount Abu/Jaipur	
Centres near Jaipur-Sambhar and Udaipur Kumbhal Garh areas.	Rs 250 to 500 million
18 hole Golf Course	(18 hole Golf Course Rs 50 million + Resort Rs 200-450 million)
Resort cum Convention Centre	Rs. 1 billion to Rs 10 billion

Source : Department of Tourism, Govt. of Rajasthan

DEVELOPMENT OF SUMMER TOURISM (Night viewing of monuments at the following places)

PARTICULARS	ESTIMATED COST
Jaipur	Rs. 100 million
Jaisalmer	Rs. 20 million
Udaipur	Rs. 20 million
Bharatpur	Rs. 20 million
Chittorgarh	Rs. 20 million

Source : Department of Tourism, Govt. of Rajasthan

Source : Department of Tourism, Govt. of Rajasthan

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DEVELOPMENT OF 7 KOSI PARIKRAMA

PARTICULARS	ESTIMATED COST
7 Kosi Parikrama in Pushkar (Ajmer)	Rs. 100 million

Source : Department of Tourism, Govt. of Rajasthan

DEVELOPMENT OF ECO-TOURISM IN THE STATE

PARTICULARS	ESTIMATED COST
Badupol (Hanumangarh)	Rs. 5 million for each site
Badi Kaler (Udaipur)	
Badi Mansarovar (Chittor)	
Jawai Dam (Pali)	
Sambhar (Jaipur)	
Udpuria (Kota)	
Chambal (Kota and Dholpur)	

Source : Department of Tourism, Govt. of Rajasthan

DEVELOPMENT OF TOURISM (Joint Venture)

PARTICULARS	ESTIMATED COST
Sambhar (Jaipur)	Rs. 1 billion
Jaisamand Lake (Udaipur)	Rs. 100 million

Source : Department of Tourism, Govt. of Rajasthan

PROTECTED FORTS & PALACES FOR TOURISM UNITS

NAME	TYPE	LOCATION
Shahabad	Fort	-
Kelwara	Fort	-
Badal Mahal, Shahabad	Palace	Baran
Shergarh Fort	Fort	Atru, Baran
Sukhmahal	Palace	Bundi
Jalore Fort	Fort	Jalore
Phalodi Fort	Fort	Phalodi, Jodhpur

Source : Department of Tourism, Govt. of Rajasthan

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NAME	TYPE	LOCATION
Sojat Fort	Fort	Sojat, Pali
Siwana Fort	Fort	Siwana, Barmer
Timangarh Fort	Fort	Karauli
Sarwar Fort	Fort	Ajmer
Kishori Mahal	Palace	Bharatpur
Weir Fort	Fort	Weir, Bharatpur
Kishangarh Fort	Fort	Kishangarh, Jaisalmer

Source : Department of Tourism, Govt. of Rajasthan

PROTECTED PROPERTIES FOR CONSERVATION & UPKEEP

PARTICULARS	LOCATION
Shiv Temple, Bhand Deora	Ramgarh, Baran
Group of Temples	Kiradu, Barmer
Deep Stambh, Niyana	Anta,Baran
Group of Temples	Manas Village, Kota
Shiv Temple and Math	Chandresal (Kota)
Harsh ka Deval (Shiv Temple) Varna	Bilara, (Jodhpur)
Shiv Temple	Lamba (Jodhpur)
Chhaneri Paneri Temple	Jhalrapatan (Jhalawar)

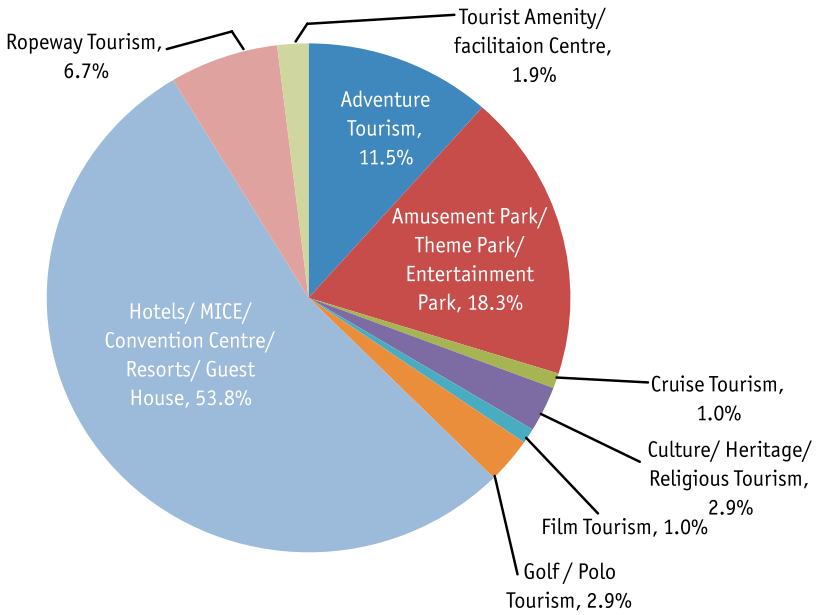
Source : Department of Tourism, Govt. of Rajasthan

ii) Investment Opportunity

As per Incredible India Tourism Investors Summit, held between 21 -23 September 2016 in New Delhi, Rajasthan was one of the leading states showcasing more than 100 opportunities of investment in the State. An analysis of the types of investment opportunity available indicates the facts as depicted in the chart below.

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Fig 13: Investment opportunity in Rajasthan by type of Projects



Source : Incredible India Investment Summit, Govt. of Rajasthan

The resurgent focus of Rajasthan in the space of tourism can easily be made out from the figure above. The focus / renewed vigour is clearly in the areas of :-

- Accommodation / Business Convention Infrastructure development
- New concepts like Adventure Tourism, Ropeway Tourism, Polo/ Golf Tourism
- Entertainment Activities

The detailed investment opportunities have been provided in Table A2 in the annexure.

d) Campaign in mainstream and social media

The effective transformation from a long drawn heritage destination to that of young, colourful and vibrant state depends not only on augmenting and maintaining proper upkeep of the infrastructure but also changing its' image from a heritage destination to a destination filled with fun and frolic. This has been very well handled by Department of Tourism, Government of Rajasthan. The campaign has undergone whirlwind change over 3 phases as depicted below:-

- **Phase I** - took off during Independence and carried on until the early 1980s, focussed on the state's landscape.
- **Phase II** - began with the heritage hotels and forts.
- **Phase III** – The current phase – Combines the assets from both the phases along with an aggressive marketing campaign, a new logo, and an experience calendar. The concept has now changed into that of Co-creation...Its' not only about "His – story" but also about "One's Own Story" pertaining to Rajasthan

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Titled 'Jaane Kya Dikh Jaaye' (you never know what you might discover), the campaign consists of six films, of which five are named after the visitors who feature as tourists in the videos.

The makeover consists of the following:

- **A well designed logo communicating the ethos of State**

Fig 14: New Logo of Rajasthan Tourism



- **A brand new and interactive website**

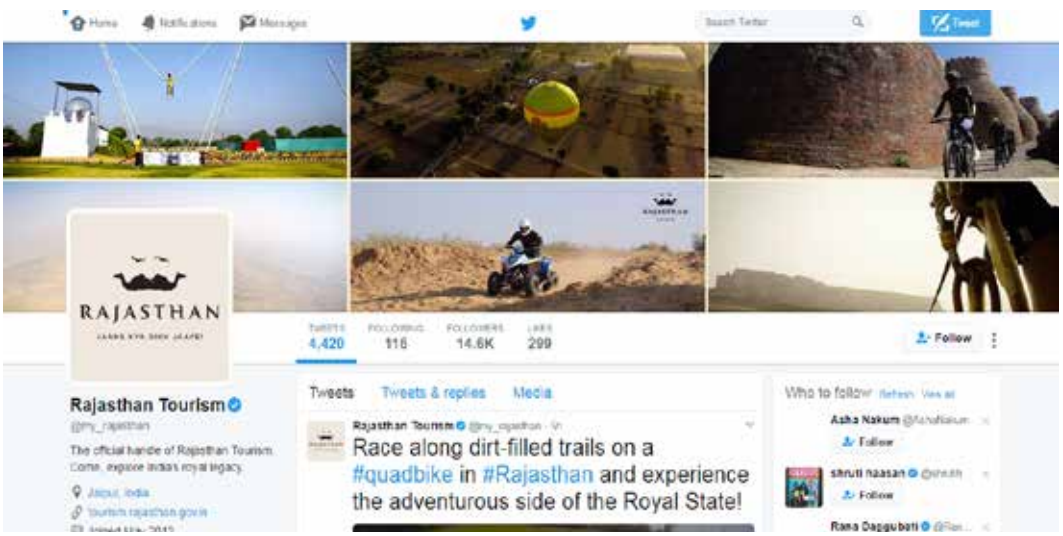
Fig 15: Rajasthan Tourism Website



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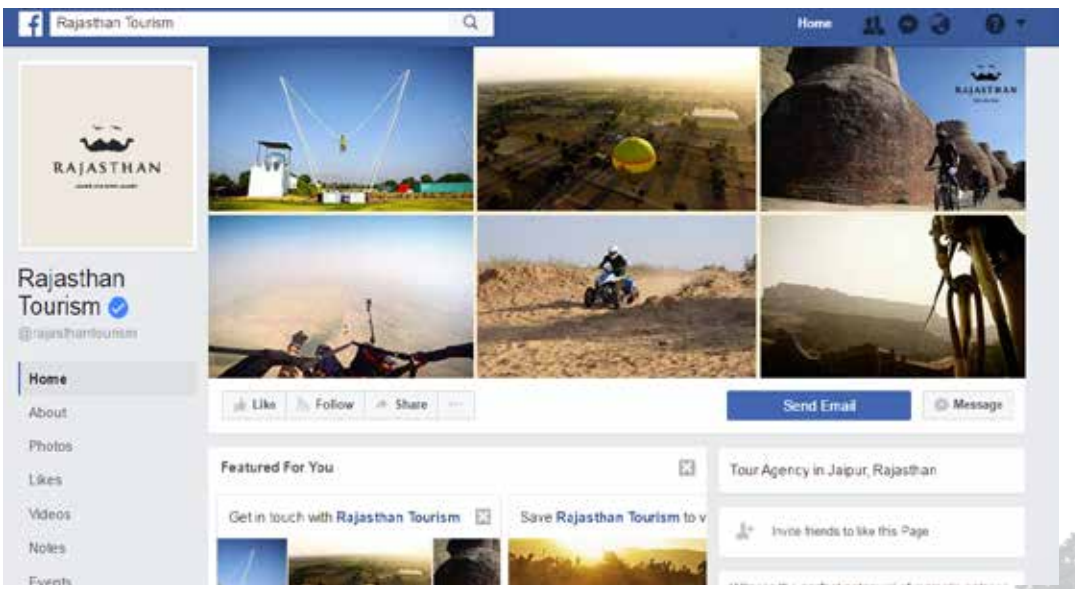
- **A dedicated Twitter handle**

Fig 16: Twitter Handle



- **A vibrant facebook page**

Fig 17: Facebook page



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- **An official Instagram page with focus on new mode of tourism**

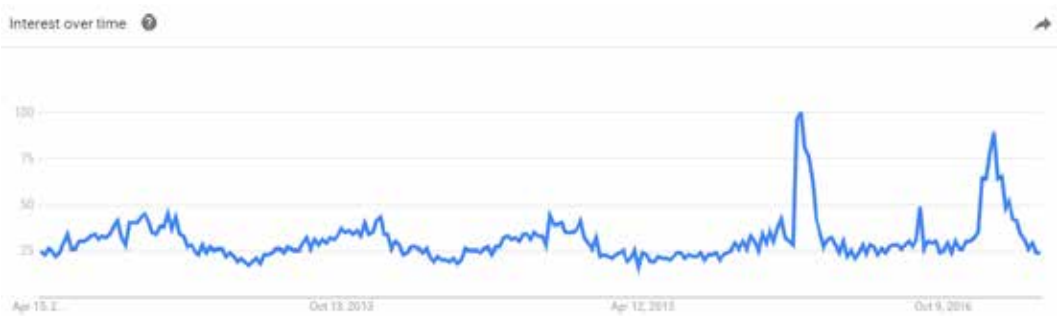
Fig 18 Instagram Page



The Effect

The google trend snapshot below indicates the fact that campaigns of Rajasthan has been successfully able to generate a lot of interest in the online space.

Fig 19: Impressions on Google Trends



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8. Primary Survey of Tourists visiting Rajasthan

8. Primary Survey of Tourists visiting Rajasthan

a) Voice of the Foreign Tourists - how do they perceive Rajasthan as a destination

MRSS India has conducted survey of approx. 400 foreign tourists at major entry/ exit points as well as destinations. The synopsis of the findings is being presented in the ensuing pages:-

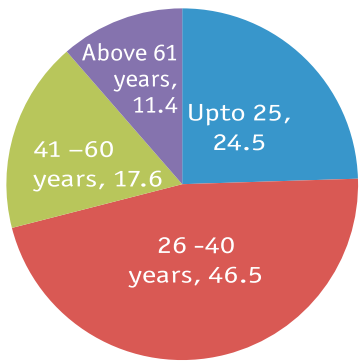
i) Profile of the Foreign Tourists

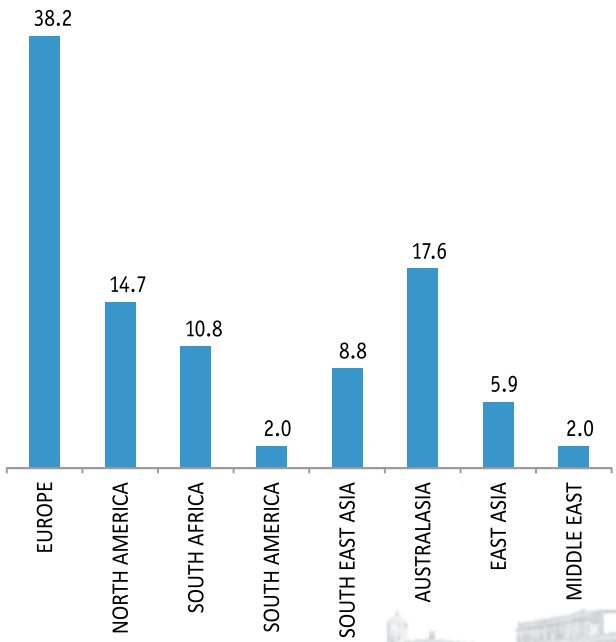


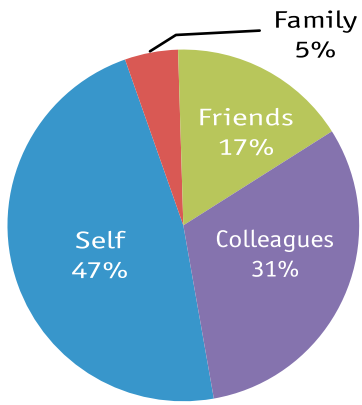
Male, 79.8%



Female, 20.2%







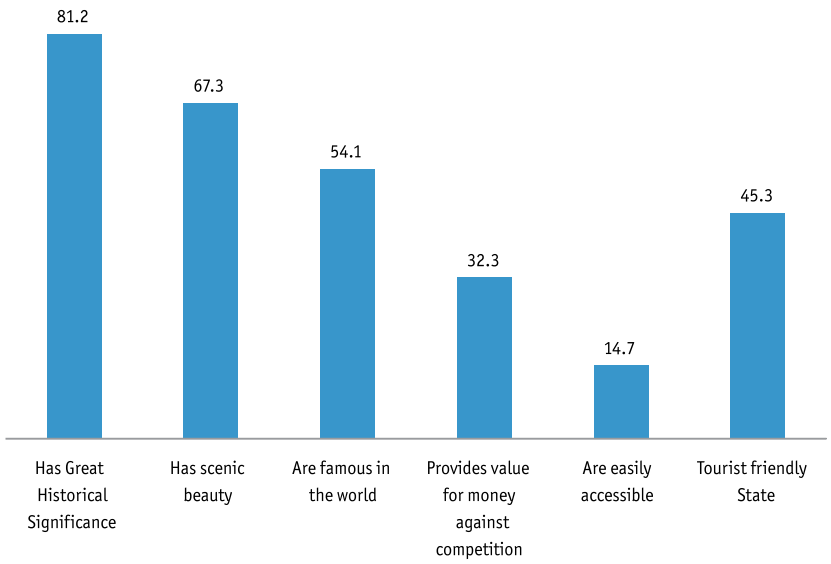
Source: MRSS Primary Survey

It is discernible from the profiling information above that majority of the respondents were males aged between 26 – 40 years having Europe as their region of Origin and were either travelling alone or with colleagues.

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ii) Reasons for visiting Rajasthan

Fig 20: Reasons for visiting Rajasthan – Foreign tourists



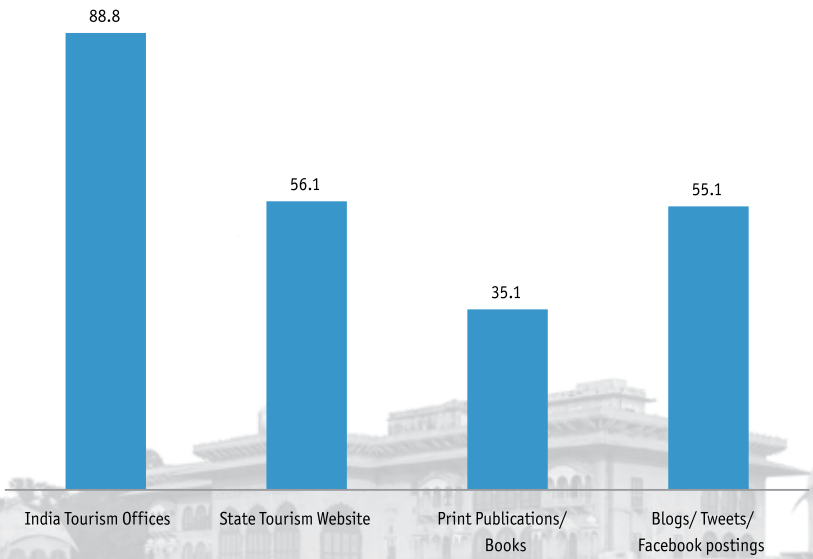
Source: MRSS Primary Survey

Rajasthan is considered a historically resourceful State while it also provides value for money against competition.

iii) Source of Information

As far as source of information for India is concerned, the following modes viz. India Tourism Offices, State Tourism Websites and Blogs/ Tweets/ Social Media postings are most sought after sources.

Fig 21: Source of information – Foreign tourists



Source: MRSS Primary Survey

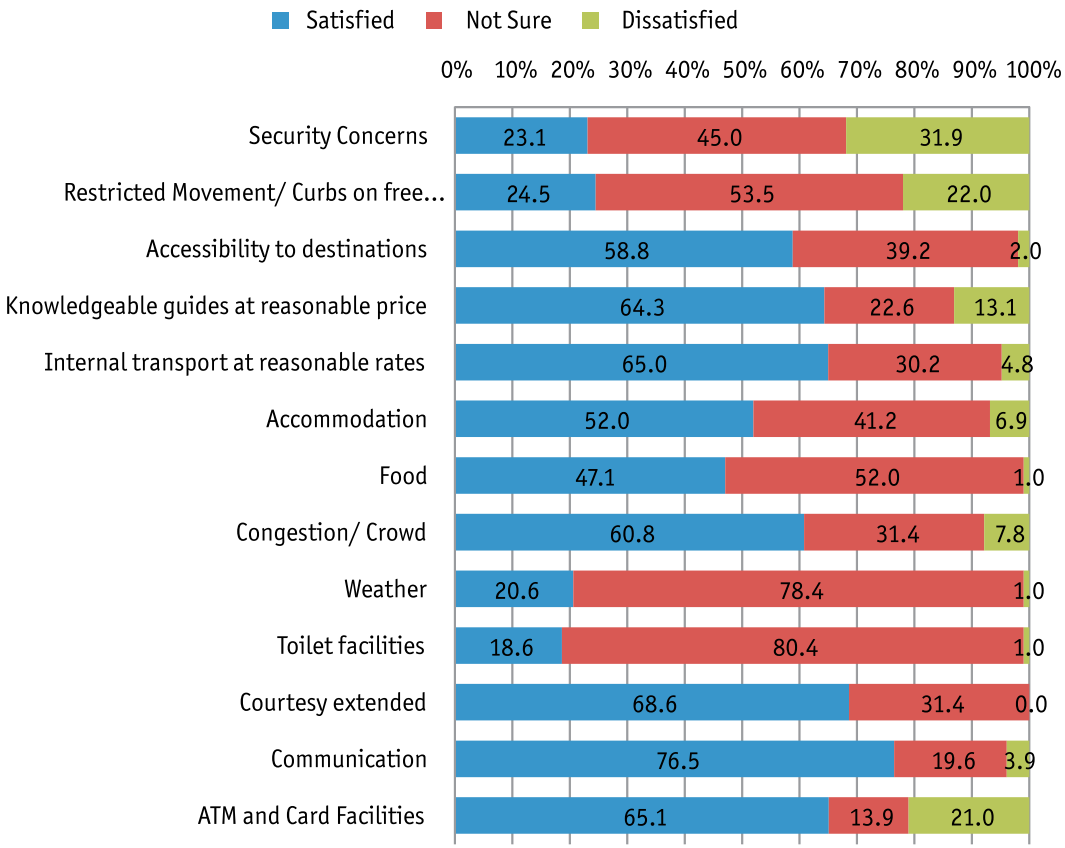
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Approx. 91% of the respondents are satisfied with the information made available.

iv) Satisfaction with regard to various factors

With regard to majority of parameters, the respondents were either very satisfied or quite satisfied with the facilities made available to them as depicted in the chart below.

Fig 22: Satisfaction with regard to parameters – Foreign tourists



v) Willingness to return to Rajasthan

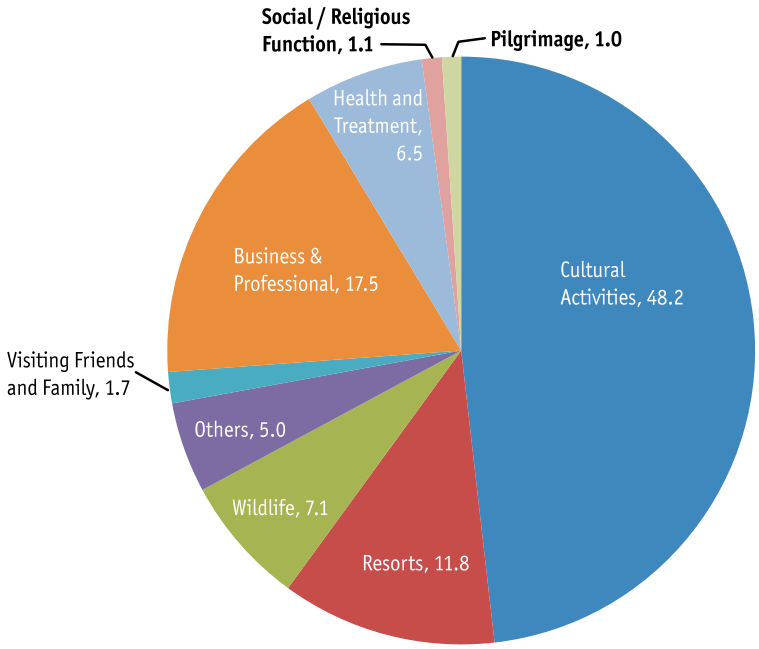
On the overall level 77% of the respondents have indicated that they would like to visit Rajasthan again.

vi) Activities undertaken during Rajasthan

Cultural visits still rule the roost. However, attending Business Meetings is also something which is very important for the visitors interviewed.

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Fig 23: Activities undertaken in Rajasthan



Source: MRSS Primary Survey

b) Voice of the Domestic Tourists - how do they perceive Rajasthan as a destination

MRSS India has conducted survey of approx. 400 domestic tourists at major entry/ exit points as well as destinations. The synopsis of the findings is being presented in the ensuing pages:-

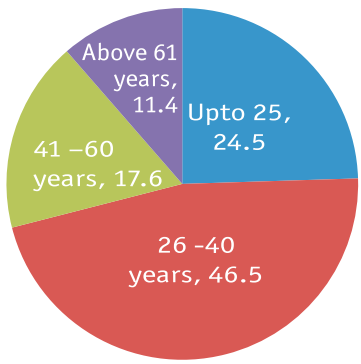
i) Profile of the Foreign Tourists



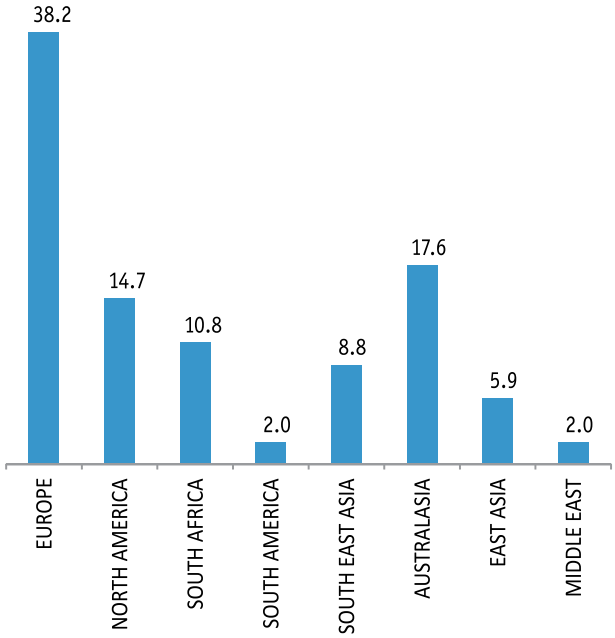
Male
75.6%

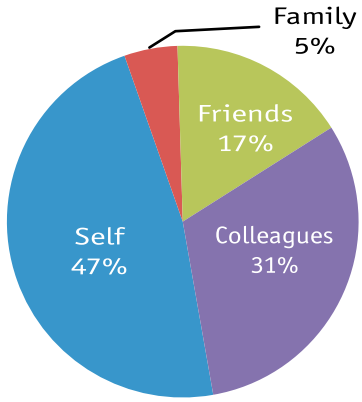


Female
24.4%



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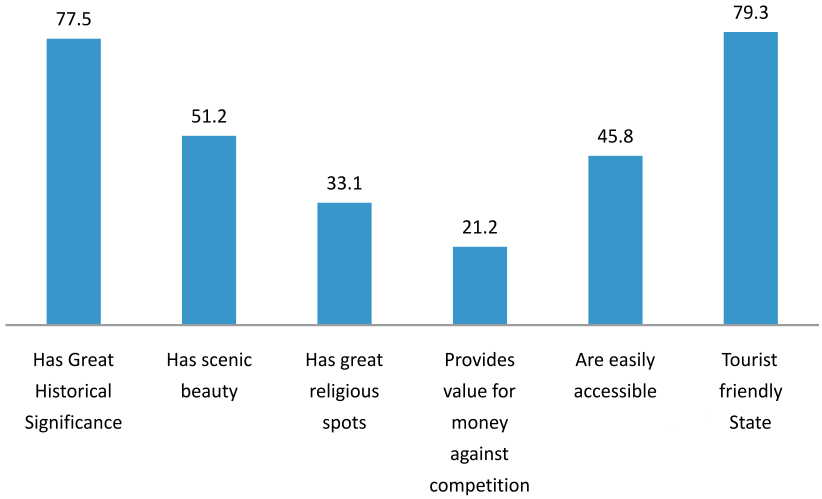




It can be observed from the profiling information above that majority of the respondents were males aged between 26 – 40 years having West Bengal, Gujarat, UP and Delhi as their region of Origin and were travelling with family or with colleagues.

ii) Reasons for visiting Rajasthan

Fig 24: Reasons for visiting Rajasthan – Domestic tourists



Source: MRSS Primary Survey

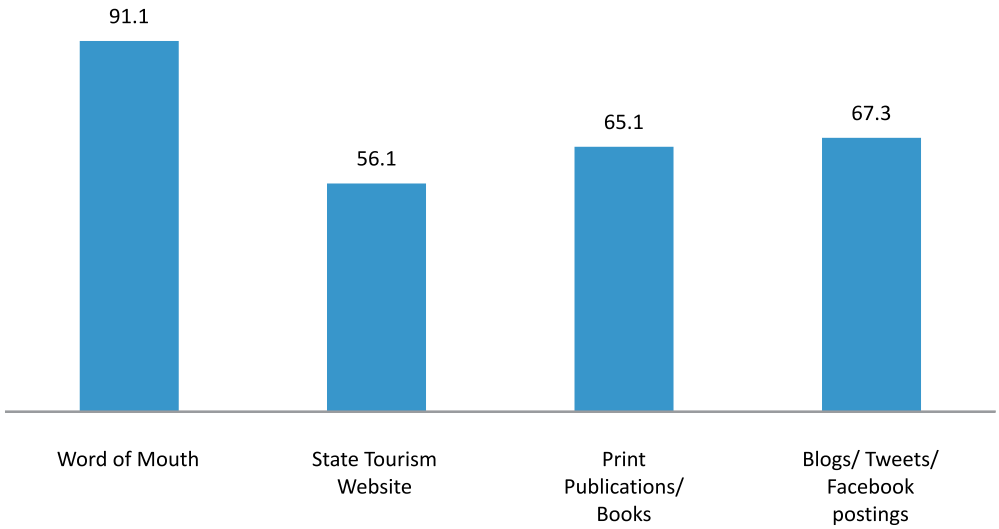
Rajasthan is considered a historically resourceful State tourist friendly state.

iii) Source of Information

As far as source of information for India is concerned, the following modes viz. Word of Mouth, Publication and Blogs/ Tweets/ Social Media postings are most sought after sources.

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Fig 25: Source of information – Domestic tourists



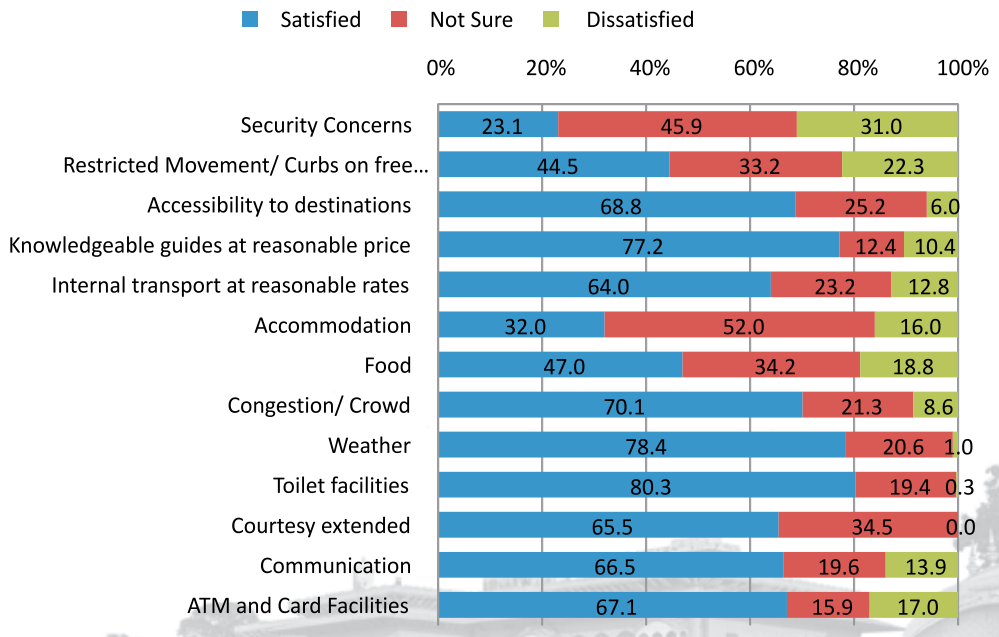
Source: MRSS Primary Survey

Approx. 78% of the respondents are satisfied with the information made available.

iv) Satisfaction with regard to various factors

With regard to majority of parameters, the respondents were either very satisfied or quite satisfied with the facilities made available to them as depicted in the chart below.

Fig 26 Satisfaction with parameters – Domestic tourists



Source: MRSS Primary Survey

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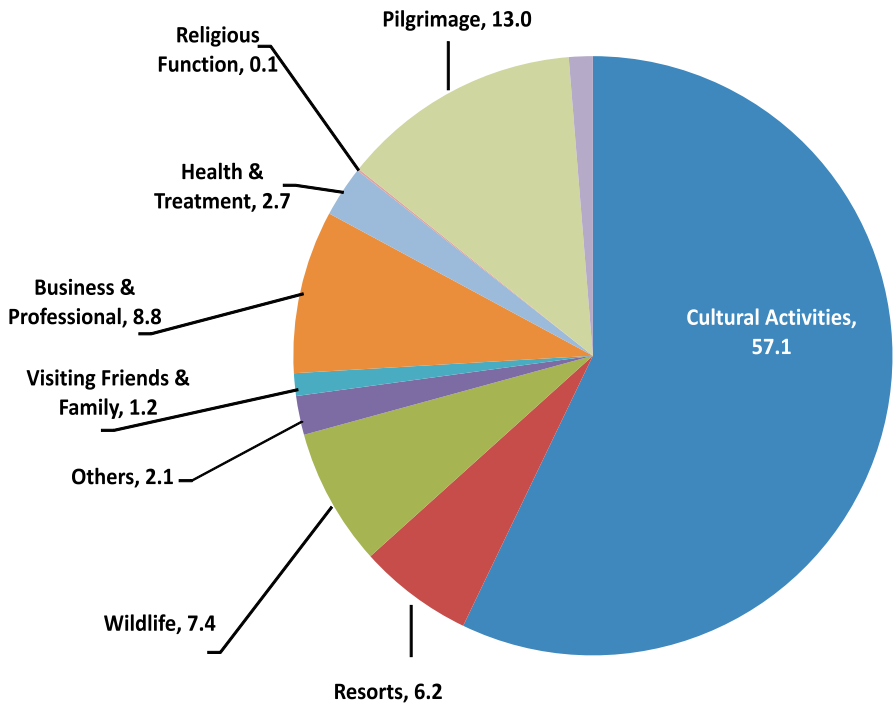
v) Willingness to return to Rajasthan

On the overall level 77% of the respondents have indicated that they would like to visit India.

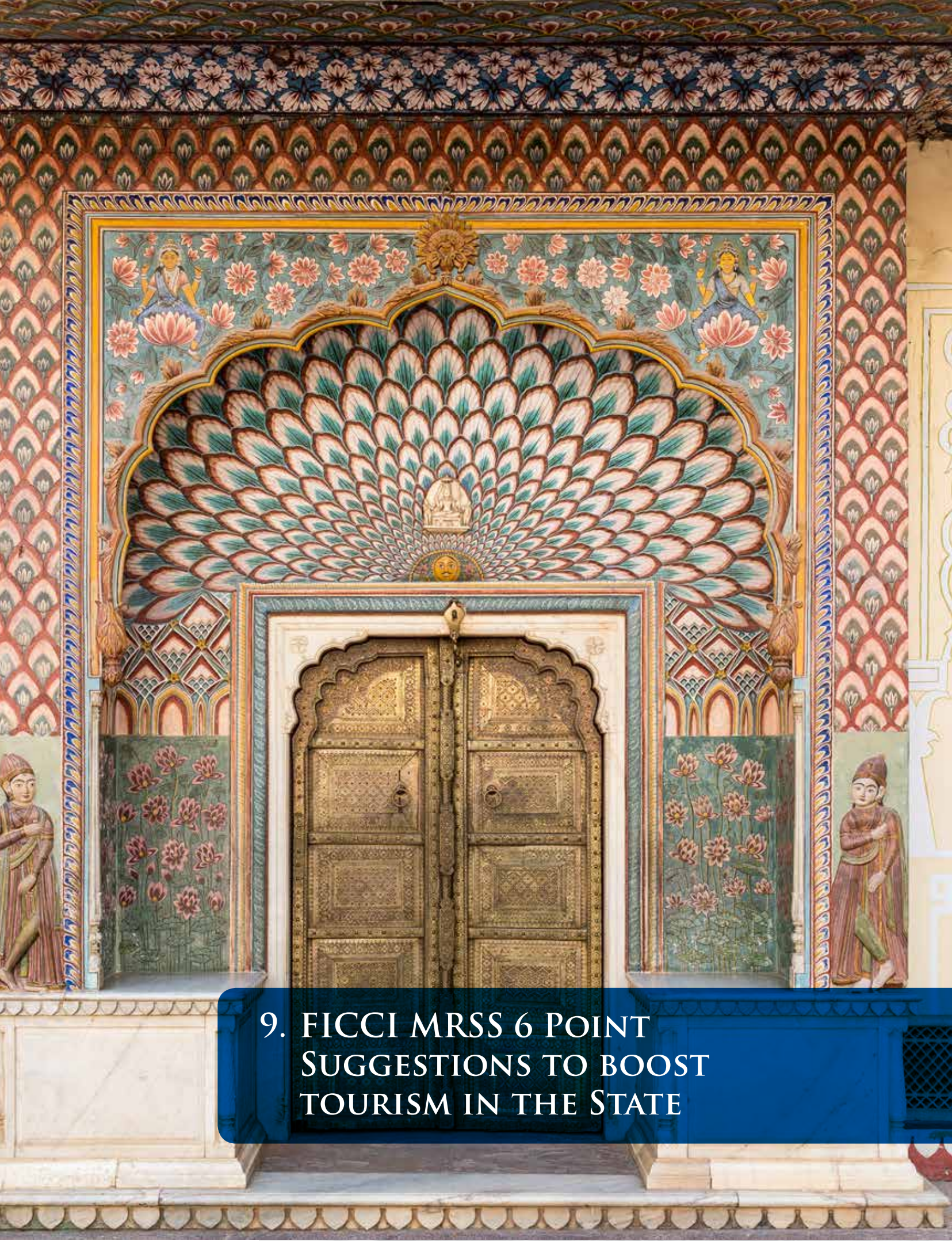
vi) Activities undertaken while in Rajasthan

Cultural visits still rule the roost. However, attending Social/ religious function is also something which is very important for the visitors interviewed.

Fig 27: Activities undertaken while visiting Rajasthan



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9. FICCI MRSS 6 Point Suggestions to boost tourism in the State



9. FICCI MRSS 6 Point Suggestions to boost tourism in the State

a) **Maintain communication with prospective tourists** – Rajasthan Tourism should stay on top of mind recall of the domestic as well as foreign tourists. The campaign is a widely successful one and has to be revived time to time. It has already shown the rapid success it can bring about in terms of recall. This has to be done through carpet bombing of advertisement in electronic and social media. Writing / Blogs will also help.

b) **Monitor and maintain co-ordination with other departments** - It is recommended that the vision 2022 be made successful with full-fledged participation from all relevant departments. Successful implementation will bring about a surge of tourists.

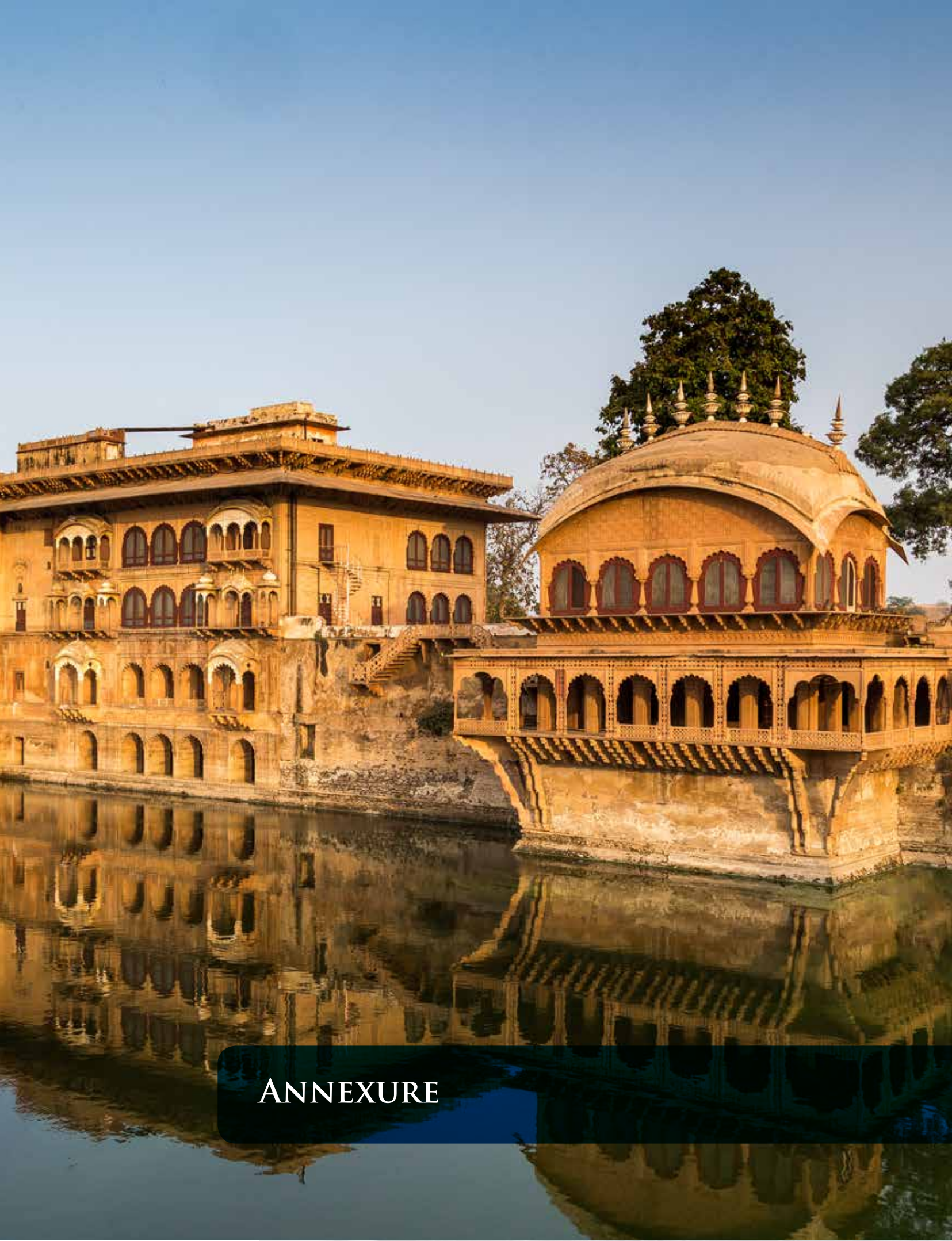
c) **Strengthen the India Tourism Offices Overseas and State Tourism Offices in target States by providing monthly targets to publicize Rajasthan Tourism** - It is understood from the feedback of the foreign as well as domestic tourists that they rely heavily on the India Tourism / State Tourism offices as well as social media. Monthly targets to be provided to offices and continuous updates to be provided via blogs

d) **Maintain co-ordination and align with the Centrally Sponsored schemes** - The Swachch Bharat Abhiyan and the Make in India and Skill India initiatives needs to be well aligned with the State policies.

e) **Create a market intelligence system to track competition** - There needs to be an intelligence system to track feedback and pass on this information to the individual departments so that they can amend/ modify/ value add their offerings in order to stay competitive amongst inbound tourists This needs to be done on a priority basis. This will also track any new concepts of tourism and check its feasibility for Rajasthan to offer the same.

f) **Have synergy with the neighbouring states** – A circuit in adventure / other new generation tourism the State is trying to market may be thought off and co-ordinated with the neighbouring states for mutually beneficial causes.

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Annexure

Annexure

Table A1

District Town	Location	Importance
Bikaner	Junagarh Fort	Historically important location
	Lalgarh Palace	Historically important spot and Museum
	Jain Haveli	Architecturally prominent temple
	Bhandeshwari	Scenic spot
	Kolayatji	
	Karni Mata Temple	Religious Place
	Shiv Bari Mandir	Religious Place
	Devi Kund	Religious Place
	Gajner Wildlife Sanctuary	Wildlife
	Camel Breeding Farm	Scientific Importance
	Ganga Golden Jubilee Museum	Historical importance
	Bhandasar Jain Mandir	Religious Place
Ajmer	Darga Saheb	Religious place
	Pushkar	Religious place
	Taragarh Fort	Historically important
	Nasiyan Temple	Religious place
	Brahma Temple	Religious place
	Anasagar Lake	Pious lake
	Adhai Din ka Jhopra	Historical Artifact
	Abdullah Khan's Tomb	Historical Artifact
	Prithiraj Chauhan's Smarak	Historical Artifact
	Rajputana Museum	Historical Artifact
	Foy Sagar	Scenic Lake
Bundi	Sukh Niwas Palace	Historical Location
	Phool Sagar	Artifical lake between 2 hills
	Sar Bagh	Historical Location
	Bundi Durg	Historical Location
	Garh Palace	Historical Location
	Chatra Mahal	Historical Location
	Chitra Shala	Historical Location
	Nawal Sagar	Historical Location
	Tauji ki Baori	Historical Location
	Jait Sagar Lake	Historical Location
	Shikar Burj	Historical Location
	Kaiser Bagh	Historical Location
	Chowrasi Khambo ki Chattri	Historical Location

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District Town	Location	Importance
Kota	Government Museum	Historical Location
	Madho Singh Museum	Historical Location
	Chambal Garden	Historical Location
	Kishore Sagar	Scenic Beauty
	Kansa Temple	Religious
	Kota Birriage	Historical Location
	Rana Pratap Sagar Dam	Scenic Beauty
Jhalawar	Jhalawar Ghar Palace	Historical
	Government Museum	Historical Collections
	Gagron Fort	Historical
	Bhawani Natya Sala	Historical
	Buddhist Cave	Historical
	Chandrabhaa Temple	Religious
	Jhalrapatam	Historical
Bharatpur	Palace	Arhitectural wonder
	Museum	Display of Antiquity
	Ghana National Park	Bird's paradise
	Lohagarh Fort	Histrorically prominent
	Ganga Mandir	Religious
	Lakshman Temple	Religious
	Deeg Fountain	Tourist Attraction
	Bayana	
	Govardhan	Religious
	Band Baretha	
	Deeg Palace	Histrorically prominent
Jaipur	City Palace	Architectural wonder
	Albert Hall Museum	Museum of artifacts
	Amber	Religious & Historical
	Moti Dungri Temple	Religious location
	Hawa Mahal	Hanging balconies
	Jaigarh Fort	Historical location
	Jantar Mantar	Historical location
	Kanak Vrindavan Park	Scenic spot
	Galtaji Lake	Holy location
	Birla Temple	Religious Temple
	Sariska Tiger Reserve	Wildlife
	Ranthambore Wildlife Sanctuary	Wildlife
	Step Well	Historical location
	Nahargarh Fort	Historical location

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District Town	Location	Importance
Jaipur (contd.)	Gaitore Cenotaph	Historical location
	Jawahar Kala Kendra	Historical location
	Science Park	Historical location
Jaisalmer	Fort	Historical importance
	Nathmal Ji ki Haveli	Historical importance
	Tajia Tower	Historical importance
	Gadi Sagar	Artficial Tank
	Salim Singh ki Haveli	Historical importance
	Lodurva	Historical importance
	Patwon ki Haveli	Historical importance
	Badabagh	Historical importance
	Amar Sagar	Artficial Tank
	Sam Sand Sunes	Tourist Attraction
	Wood Fossil Park	Scientific Importance
	Desert National Park	Wildlife
Jodhpur	Umaid Bhawan Palace	Architectural wonder
	Mehrangarh Fort	Historical importance
	Jaswant Thada	Architectural wonder
	Mandore Garden	Splendour
	Guda Lake	Artificial Lake
	Machiya Safari Park	Wildlife
	Pali - Kumbalgarh Sanctuary	Wildlife
	Ramdeora	Tourist Attraction
	Govt. Museum	Historical importance
Mount Abu	Dilwara Temple	Architectral wonder
	Guru Shikhar	Highest point of Rajasthan
	Sunset Point	Scenic beauty
	Toad Rock	Marvel
	Nakki Lake	Picturesque Settings
	Wild Life Sanctuary	Sancutary
	Achalgarh	Historically important
	Gomukh Mandir	Religious Place
	Adhar Devi Mandir	Religious Place
	Central Museum	Historically important
Udaipur	City Palace	Artificial lake
	Lake Palace	Scenic spot
	Jagdish Mandir	Religious place
	Maharana Pratap Memorial	Scenic spot
	Lake Pichola	Picturesque lake

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District Town	Location	Importance
Udaipur (Contd.)	Fateh Sagar Lake	Picturesque lake
	Jag Mandir	Religious location
	Sahelion Ki Bari	Assemblege of fountains
	Nathdwara	Religious location
	Jaisamandh Lake	Artificial Lake
	Rajasamandh Lake	Artificial Lake
	Chittorgarh	Historical location
	Gulab Bagh	Zoo
	Sajan Garh	Temple
	Haldighati	Historical location
	Ranakpur	Historical location
	Kumbhalgarh Fort	Historical location
	Eklingji	Temple
	Nagda Saas Bahu Mandir	Temple
Alwar	City Palace	Historical artifacts
	Rani Moosi	Cenotaph of prominence
	Museum	Exhibits of Maharaja's Wealth
	Vijay Mandir Palace	Royal residence of Maharaja Jai Singh
	Tijara	Ancient Jain Temple
	Fateh Jung Gumbaj	
	Purjan Vihar	
Shekhawati	Rani Sati Temple	Religious importance
	Mandawa	Panoromic View
	Fatehpur	Paintings of importance
	Khetri Mahal	Historical importance
	Bala Kila	Historical importance
	Al Sisar Malesar	Historical importance
	Bagar	Historical importance
	Chirawa	Historical importance
	Bisau	Historical importance
	Dundhlod	Historical importance
	Churi Ajitgarh	Historical importance
	Churu	Historical importance
	Lahorgarh ghar	Historical importance
	Jin Mata temple	Religious

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Table A2 : Immediate Investment Opportunity in Rajasthan

S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
1	Sambhar	Film Tourism	Development of Film City in Sambhar	A Flim City/ tourist destination shall be developed over a land of 50 Acres in Sambhar with following key features: Heritage Hotels, Budget Hotels, Indoor Studio and Set/ Facility Area
2	Sambhar	Tourist Amenity/ facilitaion Centre	Provide, erect, furnish and operate tents with related infrastructure in Sambhar	Tented accommodation at Sambhar is proposed to be operated during the tourist season i.e. October to March given the nature of destination. A private investor is invited to provide, erect, furnish and operate tents with related infrastructure.
3	Sambhar	Amusement Park/ Theme Park/ Entertainment Park	Development of Tourist Salt Train	Development of Tourist Salt Train- Operations & Infrastructure Management on PPP
4	Sambhar	Amusement Park/ Theme Park/ Entertainment Park	Development of Sambhar Salt Complex	Project Development and Operations of Laser, Light & Sound Show
5	Sambhar	Amusement Park/ Theme Park/ Entertainment Park	Development of Caravan Park, Jhapok	Development and Operations of Caravan Park
6	Sambhar	Amusement Park/ Theme Park/ Entertainment Park	Development of Festival / Fair Ground and Local Bazar	Development of Festival / Fair Ground and Event Management
7	Sambhar	Amusement Park/ Theme Park/ Entertainment Park	Development of Craft and Haat Bazar	Development and Event Management
8	Sarwar Fort, Village and Post Sarwar, District Ajmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Conversion of Sarwar Fort into a Heritage Hotel	Constructed by Rathore Rulers of Kishangarh State during late 17th and 18th centuries. Surrounded by a deep and wide moat, the fort has three tiered fortification. The property with its preserved heritage becomes an excellent destination for a luxurious heritage hotel.v

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
9	Badnor Fort, Village and Post Badnor, Tehsil Badnor, District Bhilwara	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Conversion of Badnor Fort into Heritage Hotel	Badnore Fort is an excellent example of medieval Indian military style of architecture. This seven storied fort stands atop a hill and presents breathtaking views all around. There are many small monuments and temples within the precincts of Badnore Fort in Rajasthan India and around it. The buildings within Badnore Fort Bhilwara are all built in traditional Rajputana style of architecture, which is a local variation of the extensive Hindu style of architecture.
10	Shahabd, Baran	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Conversion of Fort Sahabad into a Heritage Hotel	The fort was constructed by the Chauhan Vanshi Dhandhel Rajput Mukutmani Dev in the century 1521 (1577). It is situated in the dense forest area on the high mountain ranges. The fort is surrounded by Kundakoh Valley on two sides and third & fourth sides are surrounded by ponds and high rocks respectively.
11	Kelwara, Baran	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Fort Kelwara into a Heritage Hotel
12	Badal Mahal, Sahabad	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Badal Mahal into a Heritage Hotel
13	Khetri, Jhunjhunu	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Conversion of Fort at Khetri into a Heritage Hotel	Khetri Nagar is a town in Jhunjhunu district of Rajasthan in India. It is part of the Shekhawati region. Khetri is actually two towns, "Khetri Town" founded by Raja Khet Singhji Nirwan and "Khetri Nagar" which is about 10 km away from Khetri.
14	Baran	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Shergarh Fort into a Heritage Hotel
15	Bundi	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Sukhmagal into a Heritage Hotel

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
16	Jalore	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Jalore Fort into a Heritage Hotel
17	Phalodi, Jodhpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Phalodi Fort into a Heritage Hotel
18	Pali, Marwar Region	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Sojat Fort into a Heritage Hotel
19	Bharatpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Kishori Mahal into a Heritage Hotel
20	Bharatpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Weir Fort into a Heritage Hotel
21	Jaisalmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Kishangarh Fort into a Heritage Hotel
22	Udaipur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conversion of Sajjangarh Fort into a Heritage Hotel
23	Barmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conservation and Restoration of Siwana Fort into a Heritage Hotel-CSR
24	Karauli	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Conservation and Restoration of Siwana Fort into a Heritage Hotel-CSR
25	Jodhpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Regular maintainence and upkeep of Harihar Temple Jodhpur-CSR
26	Bhudana, Jodhpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Regular maintainence and upkeep of Shiv Temple-CSR
27	Udaipur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Regular maintainence and upkeep of Ambika Temple-CSR

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
28	Banswara	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Heritage Property	Regular maintainence and upkeep of Dwarikadessh Temple-CSR
29	Theme Based Resort at Patan, Kisangarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Theme Based Resort at Patan, Kisangarh
30	Khasra No. 340 Patan, Kisangarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Resort/ Suitable Tourist Unit
31	Khasra No. 1355 Madanganj, Kishangarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel at Madanganj, Kishangarh
32	Khasra No. 876/2 Madanganj, Kishangarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel
33	Khasra No. 2085/2065 Ganahera, Pushkar	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Cottages cum Meditation Center at Ganahera, Pushkar
34	Khasra No 600. Ganahera, Pushkar	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel/ Suitable Tourist Unit at Ganahera, Pushkar
35	Khasra No 601. Ganahera, Pushkar	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel/ Suitable Tourist Unit at Ganahera, Pushkar
36	Khasra No. 1026	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/ Luxury Resort/ Suitable Tourist Unit at Bhagwanpura, Bijay Nagar, Ajmer
37	Khasra No. 1090	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development Mid Size Hotel/ Suitable Tourist Unit at Bhagwanpura, Bijay Nagar, Ajmer
38	Khasra No. 235	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Sports Resort/ Suitable Tourist Unit at Bandarsindri, Kishangarh
39	Khasra No. 537	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/ Suitable Tourist Unit at Nayagaon, Kishangarh

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
40	Khasra No. 1492, Khoh, Rajgarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel at Khoh, Rajgarh- Alwar
41	Khasra No. 925, Khoh Rajgrah Alwat	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel at Khoh, Rajgarh- Alwar- 7.46 Acres
42	Khasra No.1498,Khoh Rajgarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel/ Suitable Tourism Unit-25.22 Acres
43	SPZ Bharatpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel
44	SPZ Bharatpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Development of Budget / Mid Size Hotel at SPZ, Bharatpur
45	Bichhwal Residential Plan, Bikaner	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Development of Budget / Mid Size Hotel at Bichhwal Residential Plan, Bikaner-1.74 Acres
46	Bichhwal Residential Plan, Bikaner	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Development of Budget / Mid Size Hotel at Bichhwal Residential Plan, Bikaner-1.49 Acres
47	Kh. No. 26 & 494 Plot no. 1 , Pandoli, Chittorgarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/ Suitable Tourism Unit at Chittorgarh
48	Kh. No. 26 & 494 Plot no. 2, Pandoli, Chittorgarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/ Suitable Tourism Unit-7.41 Acres
49	Kh. No. 26 & 494 Plot no. 3, Pandoli, Chittorgarh	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/ Suitable Tourism Unit-4.94 Acres
50	Khasra no. 164 Bokhla, Bichhiwara,Dungarpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel-1.23 Acres

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
51	Khasra No.3 Rojela, Bichhiwara, Dungarpur	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel-1.23 Acres
52	Khasra No. P1R1 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-4.32 Acres
53	Khasra No. P1R2 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-2.47 Acres
54	Khasra No. P1R3 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-2.52 Acres
55	Khasra No. P1R4 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-2.78 Acres
56	Khasra No. P1R5 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-4.02 Acres
57	Khasra No. P1R6 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Resort/Hotel-3.12 Acres
58	Khasra No. P1M1 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Motel-1.27 Acres
59	Khasra No. P1M12 Madan Mohan Malviya Farm House Plan, (Kheda Jagpura) Ladpura, Kota	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Motel-1.71 Acres
60	Khasra No.1 , Kahla, Jaisalmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel at Kahla, Jaisalmer

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
61	Khasra No.14 , Kahla, Jaisalmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Luxury Hotel at Kahla, Jaisalmer
62	Khasra No.2, Dabla, Jaisalmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Mid Size Hotel at Dabla, Jaisalmer
63	Khasra No.11, Damodara, Jaisalmer	Hotels/ MICE/ Convention Centre/ Resorts/ Guest House	Hotels/ Resorts	Development of Desert Resort/ Suitable Tourism Unit at Damodara, Jaisalmer
64	Khasra No.115, Village Gumanpura, Tehsil Shergarh	Amusement Park/ Theme Park/ Entertainment Park	Development of Theme/ Amusement Park	Development of Theme Park/ Amusement Park at Gumanpura, Shergarh,Jodhpur
65	Khasra No.1726/3140, Badi, Badgaon	Amusement Park/ Theme Park/ Entertainment Park	Development of Theme/ Amusement Park	Development of Mid Size Hotel at Badi, Badagaon, Udaipur
66	Achrol District, NH8 Land Ownership: Jaipur Development Authority	Golf / Polo Tourism	MICE/Golf Course	Development of Golf Course- Convention /Exhibition Centre/ Residential Apartments and Hotel/ Resort in Achrol, District Jaipur
67	VT Road, Mansarover	Golf / Polo Tourism	MICE/Golf Course	Development of International Convention Center on VT Road Mansarover, Jaipur in PPP Model
68	Chitrakoot Nagar, Udaipur	Golf / Polo Tourism	MICE/Golf Course	Operation and maintenance of Vijayaraje Scindia Convention Centre, Udaipur
69	Masuriya Hill Jodhpur Development Authority	Ropeway Tourism	Ropeways	Development of Ropeway for Masuriya Hill, Jodhpur
70	Kalyana Lake Jodhpur Development Authority	Ropeway Tourism	Ropeways	Development of Ropeway for Kalyana Lake, Jodhpur
71	Jhalawar	Ropeway Tourism	Ropeways	Development of Ropeway at Gagron Fort
72	Sawai Mahopur	Ropeway Tourism	Ropeways	Development of Ropeway at Trineta Ganesh
73	Sirohi	Ropeway Tourism	Ropeways	Devlopment of Ropewats at Gomukh
74	Rajasmand	Ropeway Tourism	Ropeways	Development of Ropeway at Shri Nath Temple
75	Sirohi	Ropeway Tourism	Ropeways	Devlopment of Ropeways at Honey Moon Point
76	Manik Lal Verma Park and Guru Dronacharya Park, Dudh Talai, Pichola, Udaipur	Adventure Tourism	Adventure Sports	Installation and Operations of Zip Lines and Fun Rides at Manik Lal Verma Park and Guru Dronacharya Park, Dudh Talai, Udaipur

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
77	Kalyana Lake, Jodhpur	Adventure Tourism	Adventure Sports	Operations of Marine Recreational Facilities at Kalyana Lake, Jodhpur
78	Siliserh Lake, Alwar	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Alwar (Infrastructure and facilities for zorbing, jet skiing, pontoon boats, glass bottom boats,speed/jet boats, archery lane with all equipment & lane development etc at Siliserh lake & nearby areas)
79	Chambal River, Kota	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Dholpur (Infrastructure and facilities for biking, hot air ballooning, pontoon boats, glass bottom boats, luxury tents, archery lane with all equipment and lane development etc. at Chambal river and nearby areas)
80	Sagar Amer Fort, Jaipur	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Jaipur (Infrastructure and facilities for rock climbing/ rappelling, zip line/ flying fox, zorbing, trekking, jet boats, banana boats etc. at Amer Sagar, Jaipur)
81	Lakhmara Desert, Jaisalmer	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Jaisalmer
82	Wildlife Sanctuary Jaisamand, Jaisamand Lake, Udaipur	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Jaisamand (Infrastructure and facilities for parasailing, aqua bus, small cruize, water scooters, zorbing, biking, jet skiing, pontoon boats, glass bottom boats, speed/jet boats, zip line/ flying fox, canopy tours etc. at Jaisamand lake and nearby areas)
83	Osiyan, Jodhpur	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Jodhpur (Infrastructure and facilities for jeep safari, off roading biking, camel riding air ballooning, luxury tents, powered parachute, modified all terrain vehicles etc. at Osian Desert)

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
84	Chambal Garden along with Dusherra Mela Ground, Kota	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Kota (Infrastructure and facilities for zorbing, hot air ballooning, glass bottom boats, speed / jet boats, banana boats etc. at Chambal river & garden along with dusherra mela ground)
85	Kumbalgarh Fort along with Wild Life Sanctuary, Udaipur	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Kumbhalgarh (Infrastructure and facilities for Jeep, Biking, tracking equipment etc), Hot Air Ballooning, Powered Parachute etc. at Kumbhalgarh)
86	Forest View Camp, Nakki Lake along with Toad Rock, Mount Abu	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Mount Abu (infrastructure and facilities for jeep safari rock climbing/ rappelling, zip line/flying fox, biking, trekking, luxury tents etc. at forest view camp)
87	Badi Lake, Fatesh Sagar Lake, Udaipur	Adventure Tourism	Adventure Sports	Development of Eco-adventure Infrastructure in Udaipur (Infrastructure and facilities for jeep safari zorbing, parasailing, jet skiing, glass bottom boats, speed/ jet boats, banana boats etc. at Badi lake, Fateh sagar lake)
88	Ashok Vatika, Machgoan, Mount Abu	Amusement Park/ Theme Park/ Entertainment Park	Amusement Park	Establishment of Public Amusement Park on Medium Term Concession Agreement- Execute, Operate, Manage & Maintain
89	Vibhuti Park, Udaipur	Tourist Amenity/ facilitaion Centre	Aquarium	Establishment and Operations of Aquarium at Gallery Area of Vibhuti Park, Udaipur
90	Sawai Madhopur	Amusement Park/ Theme Park/ Entertainment Park	Caravan Camps	Establishment Caravan Camping Parks in Sawai Madhopur on Medium Term Concession Agreement- Execute, Operate, Manage & Maintain
91	Jaisamand Lake, Udaipur	Cruise Tourism	Cruise Tourism	Operating House Boats and Water Cruise in Jaisamand Lake, Udaipur
92	Alwar	Culture/ Heritage/ Religious Tourism	Cultural Interpretation Centre	Development of cultural Interpretation Centre for Heritage Circuit at Alwar (yatri shades, administrative centre, dormitory, toilets, shops, art gallery, audio visual, auditorium)

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S. No.	Location of the project	Tourism Segment	Project Name / Sector	Project Description
93	Sawai Madhopur	Culture/ Heritage/ Religious Tourism	Cultural Interpretation Centre	Development of cultural Interpretation Centre for Heritage Circuit at Sawai Madhopur (yatri shades, administrative centre, dormitory, toilets, shops, art gallery, audio visual, auditorium)
94	Chittorgarh	Culture/ Heritage/ Religious Tourism	Cultural Interpretation Centre	Development of cultural Interpretation Centre for Heritage Circuit at Chittorgarh (yatri shades, administrative centre, dormitory, toilets, shops, art gallery, audio visual, auditorium)
95	Camel Festival, Bikaner	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
96	International Kite Festival, Jaipur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
97	Braj Holi Festival, Deeg- Bharatpur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
98	Dhulandi, Jaipur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
99	Rajasthan Day Celebrations	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
100	Gangaur Festival, Jaipur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
101	Mewar Festival, Udaipur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
102	Teej Festival, Jaipur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
103	Marwar Festival, Jodhpur	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals
104	Chandrabhaga Fair, Jhalawar	Amusement Park/ Theme Park/ Entertainment Park	Fairs & Festivals	Event Managerment for Fairs & Festivals

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