

## **Interactive Meeting at the Department of Tourism, Government of Rajasthan**

### **Tourism on a Historic Rise: Rising Rajasthan**

During a recent visit to World Trade Center (WTC) Jaipur, **Mr. Scott Wang-Vice President, of Asia Pacific, World Trade Centers Association (WTCA)**, engaged in a series of key meetings with Rajasthan's officials and WTC representatives to discuss collaborative strategies for advancing the state's economic development, promoting global trade, and enhancing the state's infrastructure.

In his meeting with **Dr. Rashmi Sharma, IAS, Director of Rajasthan's Department of Tourism**, Dr. Sharma explained the department's strategic vision to establish Rajasthan as a premier destination for both domestic and international tourists. This vision is focused on providing a high-quality experience, driven by responsible and sustainable tourism policies. According to Dr. Sharma, these efforts aim to conserve the state's unique natural, historical, and cultural heritage, while also fostering socio-economic growth through enhanced livelihood opportunities for local communities.

She elaborated on several new initiatives, such as the identification and promotion of "Special Heritage Villages" (SHVs) and "Special Craft Villages" (SCVs). These designated villages, chosen for their rich cultural assets or renowned art forms, will receive targeted development efforts under a comprehensive master plan. In desert areas, tourism initiatives will include desert adventure sports, camel safaris, jeep safaris, and desert camps, all within a regulated framework to ensure safe operations. Pristine locations with scenic sand dunes near Sambhar, Pushkar, Nagaur, and Bikaner are being considered as potential new desert destinations, with an eye toward attracting film projects and adventure tourists alike. An incentive scheme will also be introduced for developers in these sectors to encourage further tourism expansion.

Also present in the meeting was **Mr. Anand Kumar Tripathi, Additional – Department of Tourism, Government of Rajasthan**, who shared that private tourism stakeholders are increasingly offering unique experiential products, catering to the demand for innovative travel experiences. The Department plans to compile and distribute a comprehensive e-brochure showcasing these offerings, accessible on the tourism website and social media channels. He also outlined plans to attract tourists to Rajasthan's tribal areas, which are known for their rich cultural practices, scenic beauty, heritage sites, and forests. By enhancing local tourism infrastructure, the Department aims to showcase the traditional lifestyles and customs of Rajasthan's tribal communities, with specific tourism development projects integrated into tribal sub-plans and other regional schemes. Additionally, a targeted marketing and promotional strategy will highlight these areas as distinctive tourist destinations.

Mr. Wang was accompanied by **Ms. Aakruti Bagwe- Director of Operations, World Trade Center Mumbai**, and **Mr. Navneet Agarwal, Assistant Director- of Trade Promotion, World Trade Center Jaipur**.

**The meeting was held on August 5, 2024 in Jaipur**



In Photo (From left to right): Ms. Aakruti Bagwe, Director -Operations, World Trade Center Mumbai; Dr. Rashmi Sharma, IAS, Director, Department of Tourism, Government of Rajasthan; Mr. Scott Wang, Vice President - Asia Pacific, World Trade Centers Association (WTCA); Mr. Anand Kumar Tripathi, Additional Director - Department of Tourism, Government of Rajasthan and Mr. Navneet Agarwal, Assistant Director- Trade Promotion, World Trade Center Jaipur.