



Rajasthan Government Urged to Boost Destination Wedding Industry

Why in News?

According to the sources, the [tourism industry in Rajasthan](#) is looking to intensify efforts to **grow the destination wedding market**.

- Executives from the tourism industry said although Rajasthan hosts several royal weddings every year, the involvement of the tourism department seems to be lacking.

Key Points

- According to the **Rajasthan Tourism Department**, the state witnessed a remarkable increase in domestic tourism, with over **17.90 crore tourists** visiting the desert state in 2023.
 - In 2023, Rajasthan welcomed nearly **18 crore domestic and 17 lakh foreign tourists**, a significant increase from the figures in 2020, which were **1.51 crore domestic and 4.46 lakh foreign tourists**.
 - The numbers also saw a rise from **2.19 crore domestic and 34,806 foreign tourists in 2021 to 10.83 crore domestic and 39,684 foreign tourists in 2022**.
- Rajasthan has been a pioneer in evolving unique tourism products, be it the launch of the **Palace on Wheels luxury train in 1982** or creation of the festival experience like **Pushkar Fair or adaptive reuse of heritage properties as tourist destinations**.
- The **State granted the tourism sector the status of industry in 1989** and has since extended many fiscal incentives for the sector, beginning with the capital investment subsidy in 1993.

Rajasthan Tourism Policy, 2020

- **Vision**
 - To reposition Rajasthan as a preferred **tourism destination for both domestic and international tourists** by offering tourists a high quality experience.
 - **Through responsible and sustainable policies** ensuring conservation of **natural, historical and cultural heritage of the State** while simultaneously accelerating socio-economic development by improving livelihood opportunities for the local population.
- **Objectives**
 - Promote Rajasthan as a **leading tourism brand** in national and international markets.
 - Strengthen and diversify existing tourism products.
 - Provide **innovative tourism products and services** with focus on lesser known destinations especially in rural areas.
 - Improve the **connectivity of tourist destinations** through road, rail and air.
 - Expand tourist **accommodation infrastructure**.
 - Broad based **promotion and marketing of tourism** products.
 - Facilitate tourism specific skill development to create gainful self-employment.
 - Create suitable mechanisms to promote **effective interdepartmental coordination**.
 - Take steps to **encourage private sector investment** in the State.
 - To provide a safe and secure environment for tourists and in particular women travellers

and also **improve tourist grievance redressal systems.**

- To empower the department with suitable administrative structure for extending approvals for establishment of tourism units.
- Market research and developing statistics grid development framework for better policy making and forecasting.

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