



Rajasthan to Form Tourism Board | Rajasthan | 06 Jul 2024

Why in News?

The **Rajasthan government** is taking steps to **establish a [tourism board](#)** to enhance the industry's role in economic development.

Key Points

- The tourism sector has experienced substantial growth [post-pandemic](#), contributing 14% to the state's [Gross Domestic Product \(GDP\)](#).
- More than 1,200 tourism units are benefiting from industry status advantages.
 - Plans to include **international tour operators** in the upcoming tourism mart aim to increase foreign tourist inflow.

Initiatives Related to Tourism in India:

- [Swadesh Darshan Scheme](#): It was launched to develop **theme-based tourist circuits** across India, leveraging cultural, historical, and natural heritage.
 - Improved infrastructure and tourist experiences in circuits like the [Buddhist Circuit](#), **Coastal Circuit, Desert Circuit, and Eco Circuit**.
- [PRASAD Scheme](#): Focuses on the development and beautification of pilgrimage sites.
- [HRIDAY \(Heritage City Development and Augmentation Yojana\)](#): Aims to preserve and revitalize heritage cities.
- **Paryatan Parv**: A nationwide campaign to encourage domestic tourism, involving cultural events and activities
- [Dekho Apna Desh Initiative](#): This initiative encourages domestic tourism by promoting the exploration of India's diverse landscapes and cultural heritage.
- [Ek Bharat Shreshtha Bharat](#): It promotes cultural integration through state pairings, encouraging exchange and collaboration and fostering unity and diversity, enhancing domestic tourism and cultural appreciation.