Rajasthan got the Best Cultural Tourism Destination of the Year Award

Why in News?

On July 30, 2023, Rajasthan, which has a special identity for its art culture, historical heritage and tourism, was awarded another award. The Department of Tourism, representing Rajasthan at the India International Travel Mart event held in Bengaluru, has been awarded the Best Cultural Tourism Destination of the Year Award.

Key Points:

- Anand Kumar Tripathi, Additional Director, Department of Tourism received the award at the event held at India International Travel Mart, Bengaluru.
- 14 travel agencies and hoteliers of the state participated in the pavilion of Rajasthan Tourism in this event.
- Through a power point presentation by the Rajasthan Tourism Team, information about the steps taken by the state government in the tourism sector, information about innovative schemes and tourism promotion films were showcased.
- Along with this, the local travel agents and the general public visiting the pavilion were provided detailed information regarding the tourist places of Rajasthan.

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