



Rajasthan Domestic Travel Mart-2022

Why In News?

- On July 22, 2022, The Minister of Arts and Culture of Rajasthan, Dr. B.D. Kalla inaugurated the second edition of Rajasthan Domestic Travel Mart (RDTM) 2022 at Hotel Clarks, Amer.

Key Points

- The RDTM is being jointly organised by the Federation of Hospitality and Tourism in Rajasthan (FHTR) and Rajasthan Tourism.
- On this occasion, the Rajasthan Film Tourism Promotion Policy 2022 was released and a booklet on the MoU for The Incredible Cultural Heritage with UNESCO was released.
- Dr. B.D. Kalla said that promotion of tourism is a high priority of the state government, so a budget favourable to the tourism sector was announced. The tourism-related visionary policies of the State Government will be beneficial in promoting innovations as a preferred tourist destination.
- Chief Secretary Usha Sharma said that for the first time in history, a budget of Rs 1000 crore has been allocated to the Tourism Development Fund. Out of this, Rs 600 crore will be spent on infrastructure development and Rs 400 crore for marketing and branding.
- Gayatri Rathore, Principal Secretary, Department of Tourism, said that the Rajasthan Film Tourism Promotion Policy aims to establish Rajasthan as the largest film-friendly state and destination for film shooting. At the same time, the state has to be made the most preferred film tourist destination.
- The policy will help in promoting the art and culture of the State, encouraging the production of high quality Rajasthani language films and creating employment opportunities related to the film industry in the State.
- FHTR Chairman Apoorva Kumar said public-private partnerships are the way to revive the industry. Rajasthan Domestic Travel Mart 2022 will be suitable for the respective travel partners to serve as a common platform for interaction and business creation.
- It is worth mentioning that Rajasthan is known in the country and the world for its rich culture, historical heritage, forts, palaces, art and culture, wildlife, fairs and festivals, adventure, wedding, film shoot sites.