

Government of Rajasthan, Department of Tourism

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Guidelines for Recognition of Experiential Tourism Agencies in Rajasthan

Rajasthan is a premier tourist destination of India that attracts tourist from all over the world for its historical forts, palaces, arts and culture and living traditions. Rajasthan offers unique experiences which leaves tourist spell bound as they explore it more and more & has a potential of being a hub for experiential tourism

Any type of travel is experiential in some way or the other, be it luxury, adventure, wellness, wildlife, culture, agriculture, local cuisines etc. Experiential travel is primarily based on various kinds of experiences like culture, heritage, living, food and nature which is relaxing and can be done by anyone provided the person enjoys these kinds of experiences by participating in it. Most of the mature travellers as well as the new generation of travellers are embracing this new trend. The concept of experiential tourism is when a tourist travels to another place he expects to see and experience something different and get involved/ indulged in local activities. A tourist may definitely like to live the culture of the place to really experience it.

With a growing demand for new 'experiences', several private stakeholders are offering exciting and innovative experiential tourism products. These tourism units require support from the Government especially for marketing and promotion.

Objective

"Experiences" means people create meaning through direct experiences. To encourage tourists to actively participate in the experience and promote activities that draw people outdoors, and into cultures and communities.

The desired outcome of experiential tourism is to achieve a complete participatory experience that provides new knowledge and authentic experiences.



Eligibility conditions: -


1. The object of recognition is to promote operators engaged in promotion and development of experiential tourism in Rajasthan.
2. Recognition shall be given to Agencies: -
 - a. Who are dealing in experiential tourism activity such as Adventure, Farm/ Agriculture, Cultural, Gastronomy, Spiritual, wellness, Rural and Eco Tourism etc.
 - b. Who are engaged in the experiential tourism business for a minimum period of one year prior to the date of application for recognition provided that they have their own management staff.
3. The area of operation of the experiential tourism service provider recognized by the State of Rajasthan shall be Rajasthan State. Permission to service provider promoting Experiential Tourism will be given for only the area specified and applied.
4. Applications for recognition shall be made in prescribed Performa to the Commissioner/ Director, Department of Tourism, Govt. of Rajasthan who shall be the authority for recognition of the Experiential Tourism Service provider.
5. Applications from agencies registered as per law only shall be considered.
6. The recognising authority shall have the powers to withdraw the recognition anytime.
7. The recognition shall be for 3 years initially which may be renewed for 3-3 years.
8. There shall be a non-refundable fee of Rs. 5,000/- for recognition which shall be paid in advance along with the application. Thereafter there shall be a fee of Rs. 3,000/- for renewal of the recognition which will be payable in advance along with the application for renewal.
9. Only commercial vehicle in good condition with comprehensive insurance must be provided to the tourists.
10. The drivers employed for the tourist's vehicles and guides/ persons should be decently dressed and have a good communication skill.
11. It will be the responsibility of the service provider to ensure that the place of operation should be clean & hygienic and provide for neat and clean facilities.
12. The service provider shall also be responsible for complete security of the tourists.
13. Firms granted recognition shall undertake: -

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- A. To employ only such guides as are approved by the Ministry of Tourism, Govt. of India or Department of Tourism, Govt. of Rajasthan.
- B. To pay the full fees to the guides as prescribed by the Department of Tourism and shall make all the payments well in time and regularly by 10th day of the next month in any case.
- C. To submit: -
i. An annual report for the calendar of the activities
ii. No. of Foreign and Domestic tourists entertained.
- D. To submit such information as may be called for by Department of Tourism, Govt. of Rajasthan.
- E. Tie-up with nearby Hospital or Doctor-on-Call facility.
- F. To allow an officer deputed by the Department of Tourism, Govt. of Rajasthan for inspection as and when needed.
- G. Incomplete application/ applications not in the prescribed format/ any crucial information withheld with the purpose of misusing the recognition will be a valid reason for the cancellation of application form/ registration.
- H. To abide by any condition or conditions as may be prescribed by the Department of Tourism from time to time including those reserving the rights to cancel and or withdraw recognition at any time without assigning any reason thereof.
- I. In case of any dispute, appeal can be done at the level of the Secretary/ Principal Secretary, Department of Tourism, Rajasthan.

Incentives for startups:

1. Listing a database of all such offerings on Rajasthan Tourism's web portal.
2. Agencies offering experiential tourism activities shall be given free participation in the domestic travel marts (where Department of Tourism has decided to participate) for three years (max three places per years) from the date of recognition by the Department of Tourism.


(Gayatri Rathore)
Principal Secretary, Tourism

Application Form for Recognition of Experiential Tourism Agencies

1.	Title for Experiential Tourism Business:	
2.	Contact Details with Tel. no Mobile No. & E-mail:	
3.	Nature of Experiential Tourism: Adventure, Agriculture/ Farm, Cultural, Gastronomy, Spiritual, wellness, Rural and Eco Tourism etc.	
4.	Location of Experiential Tourism	
5.	Name(s) of the Directors/Partner/ Proprietor etc. together with their experience	
6.	Employee Details exclusively engaged for experiential tourism business with their full particulars viz Name, designation, qualification, experience, salary etc. :	
7.	Nature of firm : (a) Proprietary (b) Partnership (c) Private (d) Public	
8.	Registration No. & year (together with certificate of registration (in renewal case)	

**Signature of the Director/
Partner/Proprietor with seal**