Press Release

**SOUTH KOREA, SINGAPORE AND ITALY EVINCE INTEREST INRAJASTHAN TOURISM**

Jaipur, 27 May: A 13-member South Korean Delegation from Mungyeong met the Director of Tourism, Government ofRajasthan and Managing Director of Rajasthan Tourism Development Corporation (RTDC), Mr. Ashutosh A.T. Pednekar on Thursday to get inputs on the management of Tourism Sector in the State. The delegates were the members of the City Assembly of Mungyeong and were in India to understand tourism activities and cultural resources. Rajasthan being an important tourism destination, the delegation had chosen to come to Jaipur. The discussions ranged from the tourismproducts, marketing tourism potential of the State, strengthening of tourism infrastructure, among others.

Later, the Regional Director of Singapore based International Enterprises (IE), Mr. Lian Chew also met Mr. Pednekar to discuss integrating RTDC itinerary packages and marketing them in Singapore. The marketing of the two luxury trains ofRajasthan: Palace on Wheels (POW) and Royal Rajasthan on Wheels (RROW) was also discussed.

Mr. Mauro Mariani, Italian Trade Commissioner of the Italian Embassy in India also met the Director and discussed heritage conservation as well as initiatives in the tourism sector of the State.

The Director stated that there is a huge interest in the tourism sector of Rajasthan post the new aggressive marketing campaign ‘Jaane Kya Dikh Jaaye’ which was unleashed in January this year.