



## GROWTH OF TOURISM IN RAJASTHAN

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**ABSTRACT:** Rajasthan is the land of kings and warriors and is famous for its heritage, art, craft and culture. The state is famous for its kindness also. Rajasthan is a grouping of all the tourism products. Overseas tourists and domestic tourists both can take pleasure in whatever they aspiration and whatever they wait for from a tourist goal. The state represent an abnormal variety in all its form, be it, people, culture, ethnicity, costume, cuisine, dialect and melody. No other district in the country assembles the many paradox of India, as does the barren region land of Rajasthan. unforeseen forest glens, lakes and temples come into view like mirages in the deserts. There is anecdote in Rajasthan's forts and palaces and arts of heroism retold in ballads and folklore. Then there are sanctuaries sheltering the rich and wide-ranging variety of vegetation and fauna. And the sparkling Thar Desert belt trinkets with a rare and startling prospect. Rajasthan has the whole thing for every age group of tourists. The visitor can vacation the state with the purpose of knowledge, enjoyment, relaxation, medical, wedding, adventure, sports, cultural, pilgrimage and now a days with the purpose of MICE and literacy tourism. The paper is an attempt to find out the satisfaction level of Foreign and Domestic Tourists who have visited Rajasthan. The paper also focuses of Rajasthan Tourism.

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**KEYWORDS:** Tourism, Marketing, Foreign Tourists, Domestic Tourists, Digital.

### INTRODUCTION:

The state of Rajasthan is one of the favorite destinations for the tourists in India, both domestic and foreign. Rajasthan is famous for its rich culture and tradition, fairs and festivals worldwide. The different tourist destinations attract the tourists because of various reasons. The mixture of art, craft, historical monuments, heritage, natural scenes, sports, fairs, festivals, food, and religion which is so brilliant that no one can avoid the state, from the tourist point of view. Rajasthan is a state for every age group of tourist and of any background. It has lot many things to offer to the people who are visiting. The diversity of the different tourist destination of the same state is the competitive advantage which Rajasthan enjoys. The government and private sector both are engaged in the development of the tourism industry in the state. The Department of Tourism is working and making strategies to enhance the potential growth of the industry in the state. As tourism is one of the fastest moving industries and is generating employment and monetary gains, Rajasthan is well known on the world map for its tourism products and hospitality. Rajasthan is a combination of all the tourism products. Foreign tourists and domestic tourists both can enjoy whatever they desire and expect from tourist destinations. The state represents an unusual diversity in all its forms, be it people, culture, customs, costumes, cuisines,

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