

A STUDY ON TRENDING PLACES FOR DESTINATION WEDDING WITH SPECIAL REFERENCE OF RAJASTHAN STATE

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ABSTRACT

Destination weddings have gained immense popularity worldwide, and India has emerged as a sought-after destination for couples seeking a unique and culturally rich wedding experience. The review identifies the factors contributing to India's popularity as a wedding destination, including its diverse cultural heritage, breathtaking landscapes, and world-class hospitality industry. The analysis highlights the various factors that make India specially Rajasthan specific locations for destination weddings. Additionally, the review examines the motivations and preferences of couples, considering exotic and diverse locations, Availability of skilled wedding planners and Luxurious accommodations and hospitality demographic factors, cultural significance, and the desire for a memorable and immersive wedding experience. The findings of this review contribute to the understanding of the evolving trends in destination weddings and provide insights for couples and increase tourism in India. The study also identifies impact of destination weddings and the sustainability of wedding tourism in India.

Keywords: Destination Wedding, Breathtaking Landscapes, Demographic Factors, Tourism.

Introduction

A destination wedding is an extraordinary and enchanting way for couples to exchange their vows in a captivating setting away from their hometown. It involves traveling to a picturesque location, be it a tropical beach, a historic castle, a lush vineyard, or any other breathtaking spot that holds significance for the couple. The concept of a destination wedding has gained popularity in recent years, as it offers a unique opportunity to combine the celebration of love with a memorable vacation for both the couple and their guests.

Unlike traditional weddings, which are often held in familiar surroundings, a destination wedding allows couples to create a truly one-of-a-kind experience for themselves and their loved ones. The allure of exploring a new destination, immersing in its culture, and exchanging vows amidst stunning natural or architectural wonders adds an element of adventure and romance to the entire wedding celebration.

Planning a destination wedding involves careful consideration of various factors, such as selecting the ideal location, coordinating travel arrangements, and ensuring that all legal requirements are met in the chosen destination. However, the effort invested in organizing such an event is often rewarded with an unforgettable experience that leaves everyone with cherished memories for a lifetime.

Moreover, destination weddings offer a unique opportunity for couples to create a more intimate gathering, as the guest list tends to be smaller due to the travel involved. This allows for deeper

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connections and quality time with loved ones, fostering a sense of togetherness and shared experiences. Additionally, guests attending a destination wedding often extend their stay, turning the occasion into a vacation for themselves, exploring the destination and enjoying leisure activities alongside the wedding festivities.

India Trending Place for Destination Wedding

India, a land of vibrant colours, rich traditions, and diverse cultures, has become an enchanting destination for couples seeking an extraordinary wedding experience. With its majestic palaces, breathtaking landscapes, and warm hospitality, India offers the perfect setting for a destination wedding that is both captivating and unforgettable. From the regal palaces of Rajasthan to the serene backwaters of Kerala, India boasts a myriad of options for couples looking to celebrate their love amidst the beauty and grandeur of this captivating country. With its blend of ancient traditions and modern amenities, India provides a unique and magical backdrop for a wedding celebration that is steeped in history, culture, and romance. So, immerse yourself in the richness of India's heritage, and embark on a journey that will create memories to last a lifetime with a destination wedding in the enchanting land of India.

In recent years, India has witnessed a significant rise in the trend of destination weddings, captivating couples from all over the world with its allure and charm. The concept of a destination wedding, where couples choose to exchange their vows in a location away from their hometown, has gained immense popularity in India due to its unique blend of cultural richness, picturesque landscapes, and exceptional hospitality.

Gone are the days when weddings were confined to traditional banquet halls and familiar surroundings. Today, couples are seeking to create extraordinary and unforgettable experiences for themselves and their guests, and India has emerged as the perfect destination for such celebrations.

One of the key factors driving the increase in destination weddings in India is the incredible diversity it offers. From the sun-kissed beaches of Goa and the lush tea plantations of Darjeeling to the royal palaces of Rajasthan and the tranquil backwaters of Kerala, India presents an extensive range of choices for couples to choose from. Each region has its own distinctive beauty, traditions, and cultural heritage, allowing couples to curate a wedding experience that reflects their personal style and preferences.

Furthermore, the growing accessibility and improvement in infrastructure have made it easier for couples to plan their dream weddings in India. The availability of world-class venues, luxurious accommodations, and professional wedding planners has simplified the process of organizing a destination wedding, making it a seamless and enjoyable affair.

Another significant factor contributing to the rise in destination weddings in India is the cost-effectiveness. Compared to many other popular wedding destinations around the world, India offers an exceptional value for money, allowing couples to have a grand celebration within their desired budget.

Additionally, India's reputation for warm hospitality and cultural richness adds an extra layer of charm to destination weddings. From the colourful rituals and traditional ceremonies to the delectable cuisine and vibrant festivities, couples and their guests get to immerse themselves in the beauty and vibrancy of Indian culture, creating unforgettable memories.

Literature Review

(Bhargava, 2020) A group of individuals who travel or leave their normal living situation to celebrate a major occasion in their life with their family and friends is known as a destination wedding. This event will bring together their origins and traditions because migration is expanding quickly these days, and weddings are essential symbols of togetherness for families of both the bride and the groom who were forced to be apart from their loved ones.

(Desai, 2020) Both NRIs and foreign tourists already find Indian weddings to be quite appealing. Some international visitors think that participating in the revered Hindu marriage ceremonies will make their union continue longer. A few pages on the Ministry of Tourism website are devoted to the diverse Indian wedding rites and ceremonies, appealing to wedding travellers. During the International Tourism Fair in Berlin, the Ministry of Tourism even stages a mock Indian wedding in a unique mandap decorated with flowers for a willing German couple in order to market India as a destination for weddings.

(Settheewongsakun, 2019) Destination weddings are regarded as a one-of-a-kind event since they are provided to clients by tourism destinations, which offer services and locations that are out of the ordinary with the primary objective of creating memorable moments.

(Settheewongsakun, 2019) According to the Fair Child Bridal Group, only 16 percent of the couples who truly had the intention of planning a destination wedding actually were able to do so the term destination wedding or wedding tourism or marriage tourism in India was first used by the then Union Tourism Minister in a speech at the International Tourism Bourse-Berlin's opening ceremony on March 7, 2007, even though the idea of a destination wedding was widely used at that time.

(Gupta, 2019) India is the world's centre for religion, spirituality, and socio-culture. Indian weddings bring to mind the country's rich cultural and historical traditions. The current situation, which observes a changing trend, its nature of composition, its involvement of many socio-economic classes, its choice of high-quality services, and vendors make it a diverse tourism offering.

Research Objectives

- To study the concept of destination wedding
- To explore the growth and development of destination Weddings in India
- To study why Rajasthan is good place for wedding

Research Design

- What is the study about?
- A study on trending places for destination wedding with special reference of Rajasthan state.
- Why is the study being made?
- the study is made to know the increase in trend now a days for destination wedding specially in Rajasthan state and the best venues in the state.
- What type of data is required?
- This study will require primary data and secondary data.
- Data collection will do by designing appropriate questionnaire, survey among random people with a sample size of around 100 people.

Types of Data Collection

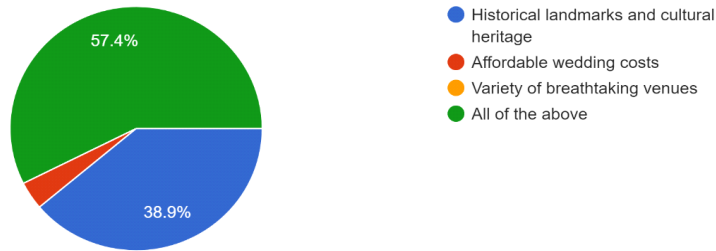
- **Primary Data:** "Primary data is that which is collected fresh and for the first time primary data is also called basic data or Original data."
Through Questionnaire.
survey.
- **Secondary Data:** "Secondary data means data that which has been used previously for any research & now is use or the second time."
Through google scholar
Through online database
Total Population: - Sample Size: - 100-150
Analysis Technique: - Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent.

Data Analysis and Interpretation

- Which of the following factors contribute to India's popularity as a destination wedding location?
- Historical landmarks and cultural heritage
- Affordable wedding costs
- Variety of breathtaking venues
- All of the above

Response	Frequency	Percentage
Historical landmarks and cultural heritage	21	38.9%
Affordable wedding costs	2	3.7%
Variety of breathtaking venues	0	0%
All of the above	31	57.4%
Total	54	100%

Which of the following factors contribute to India's popularity as a destination wedding location?
54 responses



Analysis

- From the above diagram and table, it is observed that out of the total responses ie. 54
- Only 31 responders choose All of the above which includes {Variety of breathtaking venues, Historical landmarks and cultural heritage and Affordable wedding costs},
- Only 21 responders choose Historical landmarks and cultural heritage.
- 2 responders choose Affordable wedding costs
- 0 responders choose Variety of breathtaking venues.

Interpretation

According to the above questionnaire survey it observed that most of the people believe that India has various factors such as Variety of breathtaking venues, Historical landmarks and cultural heritage and Affordable wedding costs that make India a good and trending place for destination wedding.

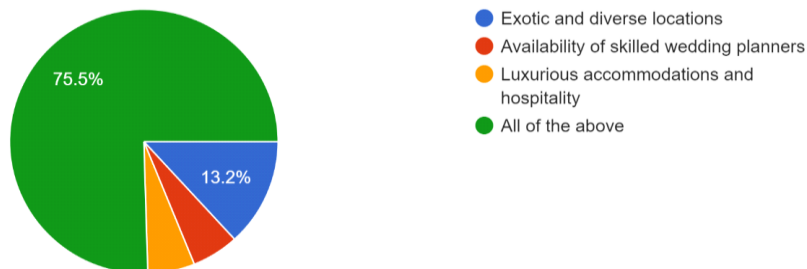
Q2. What makes Rajasthan an attractive destination for couples planning a wedding?

- Exotic and diverse locations
- Availability of skilled wedding planners
- Luxurious accommodations and hospitality
- All of the above

Response	Frequency	Percentage
Exotic and diverse locations	7	13.2%
Availability of skilled wedding planners	3	5.7%
Luxurious accommodations and hospitality	3	5.7%
All of the above	40	75.5%
Total	54	100%

What makes rajasthan an attractive destination for couples planning a wedding?

53 responses



Analysis

- From the above diagram and table, it is observed that out of the total responses ie.54
- Only 40 responders choose All of the above which includes {Exotic and diverse locations, Availability of skilled wedding planners and Luxurious accommodations and hospitality},
- Only 7 responders choose exotic and diverse locations.
- 3 responders choose Availability of skilled wedding planners
- 3 responders choose Luxurious accommodations and hospitality

Interpretation

According to the above questionnaire survey it observed that most of the people believe that there are the various factors that make Rajasthan an attractive destination for couples for their wedding such as exotic and diverse locations, Availability of skilled wedding planners and Luxurious accommodations and hospitality

Conclusion

Rajasthan, with its rich cultural heritage, stunning venues, and warm hospitality, has emerged as a trending place for destination weddings in India. Its popularity is likely to continue growing as couples seek to create unforgettable and culturally immersive wedding experiences. The region's architectural marvels, such as Udaipur's Lake Palace and Jaipur's City Palace, provide stunning venues that blend grandeur with romance. The picturesque landscapes of Rajasthan. Traditional Rajasthani customs, music, and dance forms can be incorporated into wedding ceremonies, creating an immersive experience for couples and their guests.

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