

THE IMPACT OF EVENTS ON RAJASTHAN TOURISM WITH REFERENCE TO DIFFERENT FAIR & FESTIVALS

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ABSTRACT

“Padharon Mahare Des”

The state of Rajasthan has emerged as most visited destination for international and domestic tourist. Rajasthan with its rich historical culture and heritage, coupled with colorful fairs and festivals like camel Safaris, Pushkar fairs, Desert festivals etc has become one of the favorite destination in the world.

Tourism has been highly touted as a route to the Development of a city or environment. It professes to bring much-needed revenue and employment to the inhabitants of the place, while simultaneously claiming to preserve its cultural, historical, or natural ‘attractions’.

This paper is an attempt to describe how important is our fairs, festivals or events for the growth in tourism industry in Rajasthan as tourism plays an important role in the socio-economic development of any country. It is also one of the major sources to earn foreign exchange, and generating employment for urban as well as rural public.

KEYWORDS: Tourism, Events, Destination, Festivals, Culture, Growth