



## A Study on Destination Wedding with Special Reference to Rajasthan

*Prof. Ajay Bhardwaj, Simran Gupta*

1. Assistant Professor, Parul Institute of Management & Research (MBA), Parul University, Vadodara 391760, India

2. Student, PIMR (MBA), Parul University, Vadodara 391760, India

### ABSTRACT

The aim of the study is to identify why people prefer destination wedding at Rajasthan and to explore the famous places in Rajasthan for destination wedding and also to study the perception of people what they think about destination wedding at Rajasthan. The result of the study showed that maximum number of people prefer Udaipur and Jaipur city for their destination wedding. In this survey data has been collected from remote area. It is observed that most of the respondents are youngsters and they are quite interested for destination wedding and Rajasthan is full package of marriage and honeymoon along with this most of the respondents agree that Rajasthan is full of vendors and wedding planner and Rajasthan has everything which people can think of.

Keywords: Rajasthan, Destination Wedding, People.

### 1. Introduction

A wedding is a ceremony in which two people get married. A destination wedding is one that takes place outside of the couple's hometown and destination wedding and honeymoon are frequently held in the same location.

There are lots of benefits of doing destination wedding. It gives a unique experience. Destination weddings are basically a combination of vacation and the biggest event of a life. You can get married with just close friends and family so fewer guests means less family drama. Scenic destination weddings help people to capture some epic photos, worth remembering for a lifetime. In destination wedding chances are high to hire a wedding planner so it will reduce the stress. We don't have to worry about décor, venue, food. Destination wedding gives you a good chance to spend quality time with your loved ones.

There are lots of famous destinations in Rajasthan for wedding like Taj Mahal Palace, Pride Amber Vilas Resort, ITC Rajputana, The Taj Lake Palace, The Oberoi Udaivilas, The Lalit Vilas, Suryagarh, Fort Rajwada, Gorbund Palace, Neemrana Fort Palace, Aamod at Alwar, Vanchhavi Resort, Indana Palace, Fort Khejarla, Hotel Menaal Residency, Sukhdham Kothi, Lallgarh Palace, Khimsar Fort, Fern Ratan Vilas, and many more.

Rajasthan is full of choice, it's given the feel of Royalty, it's well-connected, it's a perfect location for most romantic photos.

## 2. Review Papers

[1] Suthatartrakul (2017) This study analyses factors considered by Thai and foreign couples when choosing destination wedding by examining weddings in Thailand. The research findings illustrate which factors compel couples to choose a destination wedding because the recent trend is that many couples decide to celebrate their wedding outside of their original hometown or country of residence. [2] Bertella the findings confirm the centrality of the emotional bonds that constitute the family, and suggest the coexistence of the participants' desire for togetherness and individualism. The couples and wedding professionals meticulously plan and stage the weddings, but creativity and spontaneity are not completely excluded. [3] Gupta (2016) In this study analyses growth of wedding tourism as an alternate form of Urban Tourism in India. The paper also diagnoses the factors of growth in destination wedding, resulting in new demographic composition of Indian wedding. This is to add to the overall knowledge in the area of wedding in a country, rich in emotions and empathy. Study is conducted using past reviews and analysis of primary data through a close interaction. This study ploughs an area for Indian government, as a source for community development

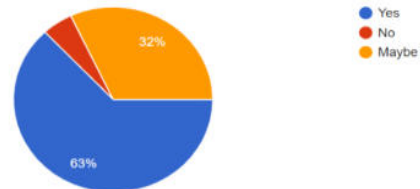
## 3. Research Methodology

Descriptive research design was used in this research which clearly indicates that the study is all about Destination wedding in Rajasthan. Convenience sampling technique was used for data collection. Response was taken from 100 sample size over Vadodara city. Questions were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

1. Do you like to prefer Rajasthan as your destination wedding?

**Table 1: Do you like to prefer Rajasthan as your destination wedding?**

	Yes	No	Maybe
<b>Number (out of 100)</b>	<b>63</b>	<b>8</b>	<b>32</b>
<b>Percentage</b>	<b>63%</b>	<b>8%</b>	<b>32%</b>

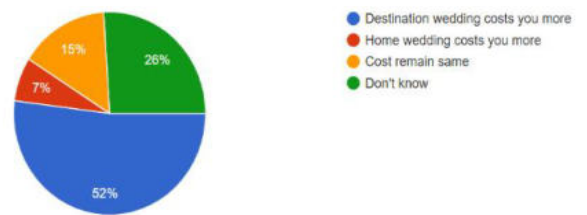


**Fig. 1 - Do you like to prefer Rajasthan as your destination wedding?**

2. What is your perception regarding the budget for wedding?

**Table 2: What is your perception regarding the budget for wedding?**

	Number (Out of 100)	Percentage
<b>Destination wedding costs you more</b>	<b>52</b>	<b>52%</b>
<b>Home wedding costs you more</b>	<b>7</b>	<b>7%</b>
<b>Cost remains same</b>	<b>15</b>	<b>15%</b>
<b>Don't know</b>	<b>26</b>	<b>26%</b>

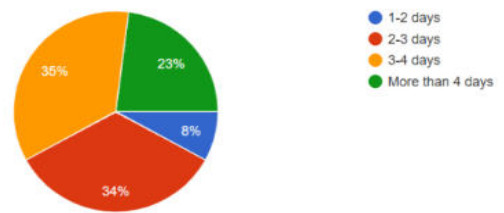


**Fig. 2 - What is your perception regarding the budget for wedding?**

3. How long would you want your destination wedding to last?

**Table 3: How long would you want your destination wedding to last?**

	Number (Out of 100)	Percentage
1-2 days	8	8%
2-3 days	34	34%
3-4 days	35	35%
More than 4 days	23	23%

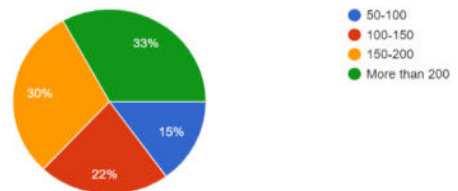


**Fig.3 -How long would you want your destination wedding to last?**

4.How many guests do you like to invite?

**Table 4: How many guests do you like to invite?**

	Number (Out of 100)	Percentage
50-100	15	15%
100-150	22	22%
150-200	30	30%
More than 200	33	33%

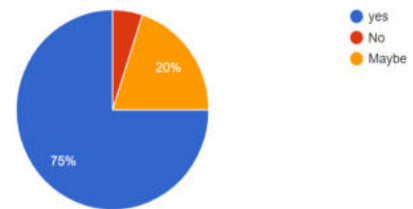


**Fig. 4 - How many guests do you like to invite?**

5. Do you want to celebrate every function with both the families together (Groom and bride family)?

**Table 5: Do you want to celebrate every function with both the families together (groom and bride family)?**

	Number (Out of 100)	Percentage
Yes	75	75%
No	5	5%
Maybe	20	20%

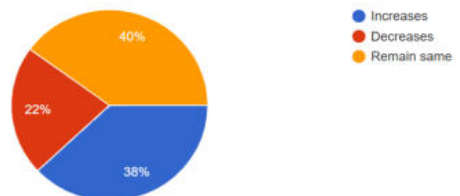


**Fig. 5 - Do you want to celebrate every function with both the families together (groom and bride family)?**

6. How do you think the load shifts in destination weddings?

**Table6: How do you think the load shifts in destination weddings?**

	Number (Out of 100)	Percentage
Increases	38	38%
Decreases	22	22%
Remain same	40	40%

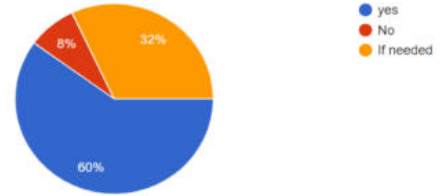


**Fig. 6 - How do you think the load shifts in destination weddings?**

7. Do you prefer wedding planner or not?

**Do you prefer wedding planner or not?**

	Number (Out of 100)	Percentage
Yes	60	60%
No	8	8%
Maybe	32	32%

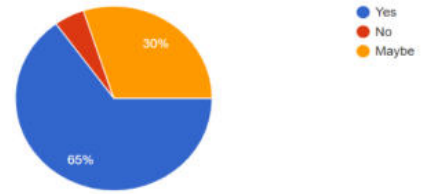


8. Would you like to take a tour of the near destination you have chosen?

**Fig. 7 - Do you prefer wedding planner or not?**

**Table 8: Would you like to take a tour of the near destination you have chosen?**

	Number (Out of 100)	Percentage
Yes	65	65%
No	5	5%
Maybe	30	30%

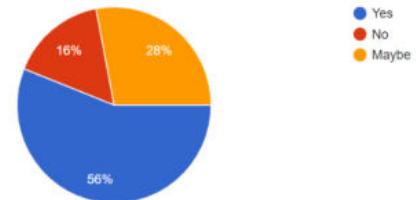


**Fig. 8 - Would you like to take a tour of the near destination you have chosen?**

9. Would you prefer different location for a pre-wedding shoot than your destination?

**Table 9: Would you prefer different location for a pre-wedding shoot than your destination?**

	Number (Out of 100)	Percentage
Yes	56	56%
No	16	16%
Maybe	28	28%

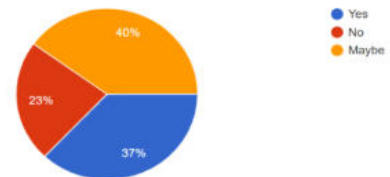


**Fig. 9 - Would you prefer different location for a pre-wedding shoot than your destination?**

10. Do you prefer any brand for your destination wedding?

**Table 10: Do you prefer any brand for your destination wedding?**

	Number (Out of 100)	Percentage
Yes	37	37%
No	23	23%
Maybe	40	40%

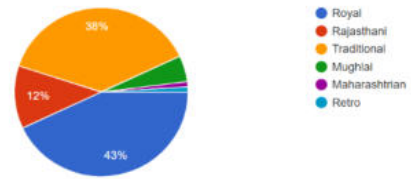


**Fig. 10-Do you prefer any brand for your destination wedding?**

11. What theme would you prefer the most for your destination wedding?

**Table 11: What theme would you prefer the most for your destination wedding?**

	Number (Out of 100)	Percentage
Royal	43	37%
Rajasthani	12	23%
Traditional	38	40%
Mughlai	5	5%
Maharashtrian	1	1%
Retro	1	1%

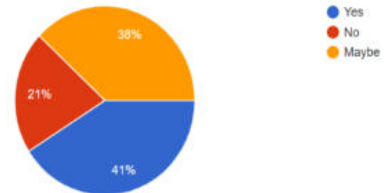


**Fig.11 – What them would you prefer the most for your Destination wedding?**

12. Do you prefer any event like (live concert, entertainer, performance) by any celebrity?

**Table12: Do you prefer any event like (live concert, entertainer, performance) by any celebrity?**

	Number (Out of 100)	Percentage
Yes	41	41%
No	21	21%
Maybe	38	38%



**Fig.11–Do you prefer any event like (live concert,**

**Entertainer, performance) by any celebrity?**

#### 4. Results and Conclusion

**Results:**

- As per my survey maximum people agree to do destination wedding.
- Maximum people prefer to do destination wedding at Rajasthan.
- Majority of people choose Udaipur as their destination wedding.
- Destination wedding cost more than home wedding.
- Most of the people think Rajasthan is the complete package for marriage and honeymoon.
- People want their destination wedding to last for 3-4 days.
- Majority of people want to celebrate ever function with both the families together (groom and bride family).
- Veg and non-veg catering are preferred by the people.
- People do prefer different location for a pre-wedding shoot than their destination.
- In destination wedding stress level increase.
- People need wedding planner for their destination wedding.

**Conclusion:**

- People prefer Udaipur and Jaipur city for their destination wedding.
- People do prefer Rajasthan because Rajasthan is full package of marriage and honeymoon, it is developed and less crowded and its give royal touch.
- Destination wedding is more fun than home wedding, it gives feel like picnic.
- Rajasthan is full of vendor and wedding planner.
- Rajasthan is well connected so people can reach here easily.
- People prefer both veg and non-veg for their wedding.
- Rajasthan is best for destination wedding in India.

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