

<https://doi.org/10.48047/AFJBS.6.1.2024.363-376>



African Journal of Biological Sciences

Journal homepage: <http://www.afjbs.com>



Research Paper

Open Access

A Study on the Culinary Heritage of Rajasthan: With Reference to the Perspective of Customers

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Volume 6, Issue 1, 2024

Received: 10 Nov 2023

Accepted: 31 Dec 2024

Published: 02 Jan 2024

[doi:10.48047/AFJBS.6.1.2024.363-376](https://doi.org/10.48047/AFJBS.6.1.2024.363-376)

Abstract

Many of the previous studies have established the relationship between the acceptance/preference of local cuisines by tourists as per various components. This present study is a fair attempt to establish the same relationship as per the demographic components. The earlier researchers have stated that food/cuisine is very important components for promoting tourism in any country; Rajasthan is not an exception to the same, the culinary heritage of Rajasthan applauded globally. This present study is based on primary data and the respondents of the study are the tourists visiting Rajasthan in a specific time period. ANOVA (One Way) is being used as a tool to analyze the data and SPSS Ver. 22.0 is the platform used for the same. For considering the dependent variables, demographic aspects are considered.

Keywords: Tourism, Culinary heritage, local cuisines, perspective, customer.

Introduction

Apart from the other components, like agriculture, industry, etc. Food has always remained an integral part of any given economy, and in a 'culture rich' country like India, where at every 100 kilometers the taste of food and water changes, Food is supposed to get higher weight-age. **Richards et al (2015)**. India is very vivid in its culture and similarly in its geographical terrain, but then again, the popularity of Indian food is very charming at international level. Like in the present G-20 Summit, all the delegates are being offered dishes made from whole grains or millet, without any compromise with the variety of food offered.

The cultural heritage of the country includes the rich cuisines and culinary processes, any food item is the mirror of the society to which it belongs; and the society is made up of traditions, rituals, religions, festivals and the techniques of growing and making food. Any food is having the capability to break the walls of religions, cultures and other social barriers. Even it can bring the people of different colors together. The relationship between the food and tourism is very old, since the ancient times people use to travel distinct places and have the popular cuisines of that place; this is how the culinary heritage of various places became famous. India is having a great pile of natural resources, the diversification of cultures and value system is high, Rajasthan is also known for its hospitality, and many other such great characteristics have contributed generously in the growth of domestic and international tourism in the country. **Singh (2016)**. we have all the ingredients that can bring tourism from all over the world like, religious tourism, beach tourism, mountain tourism, medical tourism, etc. As stated above the geographical terrain of the country is very vivid i.e., generously spread Himalayan range of mountain, desert area of Rajasthan, eye-lashing beaches in the peninsula region and of course the great variety of food offered in different places. Considering Rajasthan as a favorite destination for domestic and international tourism, cultural heritage and food are the top two ingredients that are mostly preferred by the tourist visiting the state. The cuisine offered in the state is being greatly influenced by the geographical differences, cultural vivacity, various invasions, settlement of foreign powers, etc. The food offered in the state changes with the changes in season, style of cooking, ingredients used and the compliments from local herbs available only in Rajasthanonly. The cuisines of Rajasthan are having ornamental value, as far as culture and values as concerned, it is being considered as a food driven destination at global level.

“Culture can be defined as traditions and way of life which is reflected from food habits, dance, rituals, sculptures, building designs and many more practices”.

UNESCO (2001)

Any tourist or traveler is always keen to find the different aspects related to culture, value system, terrain, heritage, etc. Although food is an essential item for every tourist but this can be viewed as a mean for looking closer into the said culture, this is because of the reason that there are differences in way of cooking, ingredients used, time taken to cook, utensils used to cook, way of offering, cutlery used. **Long et al (2018)**. Such factors promote the trend of culinary tourism came into existence; this refers to the tourism of special interests where food items and beverages are the main components; also, it is related to the local delicacies of the region. Culinary tourism includes the activities like food tours, food walks, cycling and cultural tours. Indian culinary culture is unique and diverse; in taste, ingredients and process of cooking. Indian food is a perfect blend of local cultures, traditions and love of people for their food. The food of India is generally influenced by the regional and religious peculiarities, more than 40% of the Indian population is vegetarian and as a result a major portion of the Indian dishes does not include non-vegetarian items. Many of the unique food items are being prepared under strict adherence to the ingredients and process of cooking. As far as regional cuisines are concerned, they are basically governed by the religious beliefs of a region and thus offers varied regional food across the country. Indian culinary heritage is a mix of different cultures, cuisines and customs, like the plantation and grains are given by the Indus Valley civilization, rose water, ghee and curd are from Mughals, tea given by China, chillies given by Portuguese. All these items have added flavor and more spices to the Indian cuisines. Most of the Indian cuisines are being advised to be eaten with hand; this is given in Ayurveda and is believed to offer a sensory experience. As evident from the various reports from government and private agencies the tourism industry is growing, this calls for the increased demand of food items; in same ratio trained people are needed to complete this demand. State of Rajasthan is having a great variation in the above-mentioned components along with other related variations.

Today the world is a global village and technology; even in case of tourism we can find a thousand options for travelling, staying, food, means of entertainment, etc. This has increased the demand for more variety and fusion in local food items, restaurants offering culinary items are preparing fusion-based menus where the routine food items are served under the same menu and at a reasonable price. This thing is gaining popularity among the tourists

visiting Rajasthan, also the local cuisine is getting popular all over the world. In Rajasthan, most of the culinary items are being prepared by local people, mostly from rural background, the increasing demand of these items have raised their status i.e., they are getting more lucrative jobs in big and medium size restaurants with high salaries. **Sharples (2003)**

As far as local food of Rajasthan is concerned, not only the cuisines rather they are the representation of regional culture, this is certainly going to raise the value of state tourism and even glorify the image of local destinations available in the state. **Kercher (2017); Renkoet al (2014).**

Abriefintroductionto Rajasthan Tourism

Rajasthan is one destination or state that is famous globally and the reason behind the same is its heritage, culture, bravery, natural landscape and of course its cuisine. Apart from all this, Rajasthan is popular for its rich history. Tourist going for world tour are having Rajasthan as an essential destination in their visit list. There are 10 tourist circuits in Rajasthan like Dhundhad, Mewar, Vagad, Hadoti, Merwara, Shekhawati, Desert circuit, Mount-Abu, Mewat and Godwad circuit. Each and every circuit is having their own attractions and the popular cities of these circuits are Jaipur, Jodhpur, Udaipur, Ajmer, Bikaner, Jaisalmer, etc. are very popular among the tourists, vibrant colors, fairs, traditions arts, vivid cuisine, ancient dances, music, historical tales of bravery and martyr attract the tourists from faraway places. The landscape of Rajasthan is even different, right from the high rise mountains; deserts, forts, amazing buildings, etc. have their own attractiveness. So, it can be stated that with all such gold coins in the bag, state of Rajasthan is still having a lot more scope of development in tourism. Tourism accounts for approximately 15% of total state economy and related to the fore earnings, local development, infrastructure and the local artisans. This contribution is very generous and is likely to increase in near future.

Table1: Arrival of Domestic & Foreign Tourists in Rajasthan from 2005 to 2020

S. N.	Year	Arrival of Tourists			% Change in Tourism Compare to last year		
		Domestic	Foreign	Total	Domestic	Foreign	Total
1	2005	18787298	1131164	19918462	17.17	16.4	17.13
2	2006	23483287	1220164	24703451	25	7.87	24.02
3	2007	25920529	1401042	27321571	10.38	14.82	10.6
4	2008	28358918	1477646	29836564	9.41	5.47	9.21
5	2009	25558691	1073414	26632105	-9.87	-27.36	-10.74
6	2010	25543877	1278523	26822400	-0.06	19.11	0.71
7	2011	27137323	1351974	28489297	6.24	5.74	6.21

8	2012	28611831	1451370	30063201	5.43	7.35	5.52
9	2013	30298150	1437162	31735312	5.89	-0.98	5.56
10	2014	33076491	1525574	34602065	9.17	6.15	9.03
11	2015	35187573	1475311	36662884	6.38	-3.29	5.96
12	2016	41495115	1513729	43008844	17.93	2.6	17.31
13	2017	45916573	1609963	47526536	10.66	6.36	10.5
14	2018	50235643	1754348	51989991	9.41	8.97	9.39
15	2019	52220431	1605560	53825991	3.95	-8.48	0.04
16	2020	15117239	446457	15563696	-71.05	-72.19	-71.09

Source: Tourism Annual Report 20020-2021, the Department of Tourism, Rajasthan

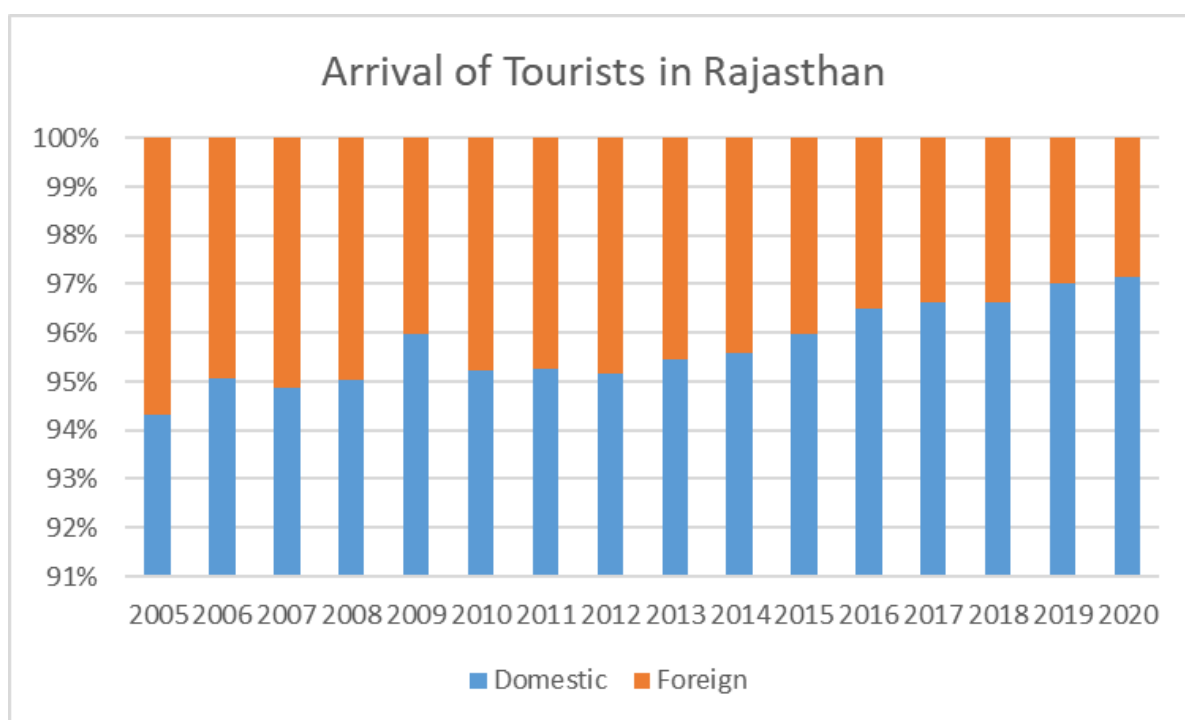


Figure 1: Arrival of tourists in Rajasthan, 2005-2020

Rajasthan is known for its historical value and popular at global level, along with many other related factors the state has become a very obvious tourist place, the above given evaluation states that the arrival of domestic and international tourist is increasing on yearly basis. As can be seen from the above figure 1, in 2020, the number of tourists visited in Rajasthan was 155.64 lakh (151.72 lakh domestic and 4.46 lakh foreign).

Cuisines of Rajasthan

The taste of Rajasthani food can be identified clearly between that of other place, because the ingredients used in the food items and secondly the love of local people for their cuisines. The state of Rajasthan is defined on the grounds of its rich culture which is full of colors,

festivity, significance and ‘spices’, this can be viewed in the cuisines of Rajasthan. Some cuisines of Rajasthan are popular worldwide, like Dal BatiChurma, Moong Dal ka Halwa, Ghevar, Rabdi, etc. The smell of Rajasthani cuisine is spread to the farthest boundaries of North West India, factors responsible for the same are like knowledge of the tribes for herbs and ingredients used to prepare the food, all season delicacy of food i.e., ability to prepare food from any type of grain, vegetable and related components. It is significant to mention that scarcity of water, vegetables and even ingredients at times; enabled the rural and tribal people of Rajasthan to cook food with minimum available material. Most popular and ancient dishes of Rajasthan include Dal BaatiChurma, Panchratna Dal, Papadro Saag, Ker Sangri, Gattero Saag. Other than the base food items the region is also known for its unbeatable snacks like Bikaneri bhujia, Mirchi bada and PyaazKachauri. Some other popular dishes are Dal Baati, malaidar special lassi and Lashun ki chutney, Alwar ka mawa, Malpauas from Pushkar and rasgulla from Bikaner, "paniya" and "gheriya" from Mewar. then the concept of Marwari Bhojnalaya is very popular amongst the local people; these are the vegetarian restaurants, and popular all over the country. Main cooking techniques of the region are like Barbecue, grill, baking, direct use of fire, etc. these techniques are able to prepare a long list of culinary heritage of the region and the taste of the same cannot be matched with any other cooking system of the region. In Rajasthan we can find the basic cooking equipment in every household i.e. a grill called as **Sigdi**, clay-based ovens called *bhatthi* or *tandoor* used for baking breads like [Baati](#), *Angakadi*, *Baphla*, *Angarki roti*, *Kinwani roti* (fermented flour roti). Often **Soolas** of *maans* (meat), *macchli* (fish) & *chhena* (cottage cheese) are cooked in these clay ovens.

Review of Literature

Singh et al (2022) the researchers stated that the cuisine of any given state is the reflection of its traditions, culture and even values. In case of Rajasthan, number of studies have been conducted in this regard but few of them have concentrated on direct relationship between culinary heritage and respective status of tourism. He also stated that most of the tourist coming on ‘tour of India’ compulsively visit Rajasthan, there are two reasons of the same, first is the vibrant culture of the state and the culinary heritage as well. The cuisines of Rajasthan are the signature of state and are being known and valued by people all over. The findings of the study stated that in the

coming years state government is trying to preserve the oldest recipes from the farthest region of the state present the same to the tourists visiting Jaipur and nearby cities.

Jhang et al (2021) stated that the Gastronomy tourism motives are almost similar to the tourists' activities based on the assessment culinary tourism. The tourism agencies are not very much motivated in the promotion of Gastronomy related tourist activities as such tours are generally personal and the visitors are least interested in sight-seeing and other common tourism related activities, and this is not economically viable for the tourism agencies. To preserve and promote the culinary heritage major steps should be taken, these steps may be in coordination with gastronomy related tourism as this can ensure the presence of Rajasthani culinary heritage on global level.

Lavani (2020) stated that Rajasthan is having all the ingredients to attract visitors globally like vibrant colors, varied culture, customs and even food. Many of the cuisines of Rajasthan are carrying heritage value and are very popular in and around the country. Researcher also stated that for international tourists, presentation of culinary heritage is a must and in many cases where the food is being appreciated and the recipes are demanded. Many of the new and old preparations are added to the menu of Heritage hotels and served with authentic flavors to the guests. Apart from the heritage hotels many of the star hotels are also offering these cuisines.

Jogi et al (2021) stated that food tourism food tourism is very in case of any travel and tourism related activity, as most of the tourists are dependent on the local food items for their appetite, in some of the cases only packed food is preferred but then again, specially Indian Tourists, tourists use to prefer the local food items and also curious about the taste and preparation of the same. The Culinary heritage of Rajasthan is having all the ingredients in this regard and there are 100% chances that tourists will take interest in the same. Many heritage hotels of Rajasthan are offering traditional dishes to their guests (however these dishes are preparing as per the taste of guests) but these dishes are integral part of the dining table which is being served to the guests.

Chndawat (2020) stated that the tradition of serving culinary heritage to the guests and tourists is over 200 years old when the British tourists and kings of other regions use to visit Rajasthan and go to dense forests for hunting, the best hunt was cooked with local ingredients and recipes. In the later years the trend of hunting was abolished but cooking and related methodology remained the same. This gained acknowledgement in the later years and became popular worldwide. Today also, in the royal kitchens most of the chefs are from Wahri and Bhoi cast, coming from the rural belts of Mewar. This is how the state of Rajasthan is preserving its culinary heritage. The excess usage of nuts, butter and dry fruits is the soul of culinary heritage of Rajasthan, a gastronomist can easily sense the various flavors in a single cuisine; this may not be reported in any of cuisines in nearby states.

Wolf et al (2016) Stated that in the present scenario, major concern of the tourists include health and hygiene related concerns and after the period of COVID-19 this demand has become incremental. In such a scenario tourist agencies and travel/tour operators should become more concerned towards the same and take all the required precautions while going for dining. Although the Indian tourists use to eat for the taste & flavors and less concerned for the sovereign components. The researcher also stated that for culinary heritage, fire is considered as most important component, as the exact temperature is required to cook food and it is also believed that fire is able to remove certain impurities from the food.

Hall et al (2018) stated that food tourism is the new form of tourism in the present scenario, some food bloggers and channel operators use to visit distinct places to bring various foods and recipes to their viewers and readers. In this process the local and regional food items are gaining advantage in front of present-day semi/cooked or packaged food. This food tourism is also very beneficial for the culinary heritage of various places i.e. the drive of food tourism is providing them platform and motivating the local and regional cooks to keep their heritage alive for rest of the world. Many of the states and even central government is promoting this culinary heritage of the country and even states in individual. The researcher also mentioned some of the foreign countries like Australia, countries from European union, etc. where the

culinary heritage is preserved with great care and love, food tourism is providing boost to them as well.

Objective of study

Major objective is to feature the culinary heritage of Rajasthan and evaluate the appreciation of the same by national and international tourists.

Hypothesis of the Study

H₀: Demographic components are not having significant relationship to the acceptance of Regional Food of Rajasthan.

H₁: Demographic components are having significant relationship to the acceptance of Regional Food of Rajasthan.

Research Methodology

The study attempts to evaluate the popularity and acceptability of regional and culinary cuisines of Rajasthan specially from the tourists visiting to various locations of the state and find their opinions as customers. Many variables are having their reference from the past studies conducted on same kind of components. The study is formally based on the primary data and this data is collected using a detailed questionnaire, the questionnaire used in the study includes questions based in Likert five-point scale. **Dwivedi et al (2010), Sharma et al (2022)**

Ideally the study was focused in Jaipur as all the local cuisines are available here and most of the tourists visit Jaipur for sure. **Kumawat et al (2012), Sharma et al (2022)** The total sample size of the study was 200 respondents, these respondents are the tourists visiting the city of Jaipur between January 2023 to March 2023. The validity of questionnaire was ensured using Cronbach's Alpha test where all the values were in or near to 0.83, this indicates that most of the questions pass the test of reliability.

The researcher has used ANOVA (One way) test as the base technique to test the data.

Table 1: Demographic Profile of the Sample units

AGE			GENDER		
	N	%		N	%
less than 50 (1)	104	52	Male	124	62
more than 50 (2)	96	48	Female	76	38

Total	200	100	Total	200	100
QUALIFICATION			INCOME		
	N	%		N	%
UG and Below	103	34	Less Than 3 Lacs	111	55.5
PG and Above	97	32	More Than 3 Lacs	89	44.5
Total	200	100	Total	200	100

Test Results

Table 2: Summary of ANOVA Results

According to Age	F	Sign
Variety of Cuisine	.155	.926
Price of Cuisine is reasonable	.688	.559
Cuisine is well cooked	.660	.577
Food seems to be hygienic	.365	.778
All the flavors are intact (as expected)	.889	.446
Traditional cooking process is followed	4.408	4.005
Food is well balanced on nutritional values	3.445	3.017
Local cuisine is Promoted by Government also	.316	.814
Catering services are also promoting local cuisine	17.921	.000
At the time-of-service tourists are explained about the food	2.371	.070
On the Basis of Gender		
Variety of Cuisine	3.098	3.016
Price of Cuisine is reasonable	.534	.711
Cuisine is well cooked	.983	.817
Food seems to be hygienic	1.885	1.112
All the flavors are intact (as expected)	1.117	1.348
Traditional cooking process is followed	1.443	1.219
Food is well balanced on nutritional values	3.445	.017
Local cuisine is Promoted by Government also	.316	.814
Catering services are also promoting local cuisine	17.921	.000
At the time-of-service tourists are explained about the food	2.371	2.310
On the Basis of Qualification		
Variety of Cuisine	.209	.890
Price of Cuisine is reasonable	.579	.629
Cuisine is well cooked	.993	.396
Food seems to be hygienic	.593	.620
All the flavors are intact (as expected)	.456	.503

Traditional cooking process is followed	1.111	.344
Food is well balanced on nutritional values	3.445	3.112
Local cuisine is Promoted by Government also	.316	.414
Catering services are also promoting local cuisine	17.921	.000
At the time-of-service tourists are explained about the food	2.371	.070
On the Basis of Social Class		
Variety of Cuisine	.082	.970
Price of Cuisine is reasonable	.360	.782
Cuisine is well cooked	1.355	1.256
Food seems to be hygienic	.660	.577
All the flavors are intact (as expected)	.313	.416
Traditional cooking process is followed	.503	.680
Food is well balanced on nutritional values	3.445	3.017
Local cuisine is Promoted by Government also	.316	.814
Catering services are also promoting local cuisine	1.921	1.821
At the time-of-service tourists are explained about the food	2.371	2.070
On the Basis of Income		
Variety of Cuisine	1.239	1.401
Price of Cuisine is reasonable	7.056	.000
Cuisine is well cooked	2.923	2.034
Food seems to be hygienic	1.705	2.165
All the flavors are intact (as expected)	1.697	1.078
Traditional cooking process is followed	2.371	2.070
Food is well balanced on nutritional values	2.459	2.062
Local cuisine is Promoted by Government also	.173	1.215
Catering services are also promoting local cuisine	.779	1.606
At the time-of-service tourists are explained about the food	.646	1.586

Interpretation

The researcher had applied ANOVA (One way) to analyze the data, the thumb rule that applies here is *‘if the Sign. (Significance value) values are higher than the values of F (F-Ratio) then the hypothesis is accepted or else rejected.’*

Components that are selected as the basis of evaluation (Dependent Variables):

- Age of respondents
- Gender of Respondents

- Income of Respondents
- Qualification of Respondents
- Social Class of Respondents

According to age it was found that in many of the cases F-Value is less than the Sign. Value, this shows that many respondents were agreed to the point in question, except two components i.e. price of the cuisine and explanation of the dish. This can also be stated that on the basis of age the tourists want the culinary presentations at a reasonable price with appropriate explanation so that they can be aware about the flavors and heritage value of the same.

Then according to gender, the level of variation is high, this is because that in many of the cases male respondents were more curious about the names, presentation, price and other related components but the female respondents were not agreed to the flavors of cuisine, promotion related aspects, promotion are the catering level. Hence, we can find that the level of variation is high.

According to qualification and social class, it was found that many respondents were agreed to the point in question as the value of F-Ratio is less than the Sign. Value. It can be said that according to education and social class, there is not much difference in the opinion of the selected respondents.

According to income, we can see that except for few cases of price, cooking time/process and promotion related components, for all the other cases F-value is less than the Sign. Value. The visible variation is because of the unawareness of respondents about the local cuisines or may be they have tasted the same for the first time.

Result

As per the above analysis and interpretation, it is clear that according to demographic components there is less variation among the respondents for local cuisine of Rajasthan. Although some components were found to be important for creating some level of variation overall a significant relationship cannot be established. Hence the null hypothesis, *Demographic components have no significant relationship with acceptance of the Regional Food of Rajasthan* can be accepted and the alternate hypothesis can be rejected. The researcher also found in the process of research that all the regional foods are not having

similar acceptance and popularity in and around the state, like only few foods of Jaipur are famous in Madhya Pradesh and even less are preferred in Tamil Nadu, as a matter of fact this is vice-versa in nature.

Conclusion

The present study focuses on the acceptance and preference of local and heritage cuisines of Rajasthan, the respondents of the study were tourists visiting Jaipur in a specific time period (both domestic and international). It was established from the results that the demographic components do not play a significant role in the acceptance and preference of local cuisines. Although it was found in the process of study that the tourist visiting Rajasthan are well aware about the local cuisines and they prefer to taste the same at the time of visit. The local food of Rajasthan presents the culinary treasure as cultural heritage of the state and also the regional food also carries a lot of health and nutrition values.

The study also states that most of the respondents were favorable to the local cuisines of the state (except a few instances) and this also matches their search for taste. Researcher also found that price plays a vital role in popularity and acceptance of the food. The study indicates that there is a strong relationship between pricing, nutritious, balance meal, traditional ingredients, promotional activities by government and various catering establishment, food knowledge to tourist. Hence it can be concluded that the local cuisines and culinary heritage plays a vital role in the promotion of tourism at international level.

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