

# Tourist Guides as Cultural Ambassadors: Amplifying Indian Tourism Special Reference: Rajasthan

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**Abstract:** *Tourist guides play a crucial role in shaping tourists' perceptions and experiences of a destination. This paper explores the concept of tourist guides as cultural ambassadors, focusing on how they contribute to amplifying Indian tourism. Using the case study of Rajasthan, a culturally rich and diverse state in India, this paper examines the role of tourist guides in promoting the state's heritage, history, and traditions. It also discusses the challenges faced by tourist guides in their ambassadorial role and suggests strategies for enhancing their effectiveness in promoting Indian tourism.*

**Keywords:** Tourist

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