

Exploring Consumer Behaviour in Rajasthan's Tourism Industry: Insights into Preferences, Trends, and Influencing Factors for Enhanced Visitor Engagement

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Abstract: *Rajasthan is kings. Due to its distinct culture, significant popularly known as the Land of it is also one of the significant historical monuments, and vibrant traditions, states in the field of tourism in India. These research paper analyses new practices, choice preferences, and the like of developments in the tourism tourists regarding the purchase behaviour in association with the tourism features in the state of Rajasthan. The research aims to develop guidelines overall based on consumer behaviour, meet visitor exposure and increase satisfaction. The specific objectives include for example but are not limited to try and identify the tourist accommodation, entertainment and tourist to: activities needs, to check variations in the socio-economic characteristics and behaviour of individuals, to measure the impact of the socio-cultural, socio-economic and personal characteristics of the tourists in question. A is both study of this type involves a quasi-experimental design that quantitative and qualitative, utilizing survey and interview methods on international and domestic travellers and analyzes the most significant findings of collected data. The study also stressed that a range of digital offerings are able to technologies supported with green and tailored tourism fulfil the needs of travellers. It implies that the stakeholders of the tourism to adopt new age innovations. Rajasthan has more potential to of Rajasthan has stand on the world map of tourism with sustainable and inclusive development towards it and these insights will guide.*

Keywords: Consumer Behaviour, Tourism Trends, Visitor Preferences, Digital Tourism, Sustainable Tourism, Socio-Economic Impact, Cultural Heritage Tourism.

I. INTRODUCTION

Rajasthan, the “Land of Kings,” is one of the most its world class forts, palaces, sought after places to travel in India, be it deserts, or rich culture. This wonderland also attracts millions of local and foreign tourists every year to drop the coin on the Amer Fort, Udaipur Lake Desert to name but a few places that you know of so well. But Palace, and Thar outside of festival season, many more tourists come to this state than elsewhere in India, benefiting artisans, the hospitality industry and local and job creations. While the Indian state of Rajasthan is a culture, economy, tourist destination, the state tourism sector suffers well-known and popular from issues in terms of coping with contemporary consumer needs and global challenges, understanding the consumer's behaviour tourism market. But to tackle these is essential. The travel offerings that consumers opt to embark on and their on their associated experiences and satisfaction levels are dependent preferences, motives and decision-making behaviour. By studying these of behaviour, stakeholders can identify gaps and targetable trends descriptions and create strategies to maximize engagement.



Finally, knowledge of customer behaviour is also crucial for increasing the efficiency of advertising and This marketing, personalisation of travel products and eco-tourism promotion paper studies the present that bphenomenon pertains ackground, perception and towards choice, pattern and behaviour for consumption in tourism for state of Rajasthan, India. It also studies the expectations elicited from the tourists their accommodations, attractions, activities and travel choices in in terms of regard to fair prices and information technology. The outcomes of the research are also significant as they assist in the development of policies by the competitive tourism various tourism boards and private players to enhance the develops of Rajasthan at the global platform. Today, this progressive activity in the world tourism market such as creating a more effective, sustainable and consumer oriented tourism model in the state, to meet the changing needs of the global travellers.

Objectives of the Study:

The aim of this research is to study the behavioural tendencies of prospective tourists of Rajasthan with regard to visitor patterns and travel of the Tourist visitors of Rajasthan. The determinants and travel preference are: - Tourism infrastructure comprising lodging, specific objectives food, cultural interaction, and recreation, will also sightseeing, indigenous be assessed in terms of what tourist's regard as essential, it added. This is to determine what are the major priorities from a visit to Rajasthan that are important for them, and how the preference patterns vary based on demographic age, gender, nationality, and travel purpose categories characteristics such as (holidays, business, or cultural tourism. This analysis is focused on the new in social media advertising, the role of influencers and marketing tools bloggers, the specifics of the sites like Trip advisor, Yelp, Instagram and emergence of information portals; Along with the evolution in travel trends, be aiming to discover these new era of travel trend such as this research will trend of sustainable tourism will be attract more & more tourists toward it, trend of experiential rather than service, trends for technology-driven decision making. This will show how quickly the world of tourism is adapted and how the industry can customize its products against the altered market in a sector. highly competitive

II. LITERATURE SURVEY

This literature survey analyses consumer behaviour with regards to the tourism sector in Rajasthan, focusing on visitor preferences, trends, and engagement factors. The synthesis of these papers attempts to empirically map the reality of tourism in Rajasthan. Rajasthan is one of the prime tourist destinations in India for its glory in history, culture, magnificent forts, and colourful festivals. In that regard, this analysis is critical to visitor engagement and satisfaction strategies. Tourist behaviour is determined by a number of factors including their socio-demographic profile, self-characteristics, and other people's influences. As noted by Rawal et al, (2022) tourists are greatly motivated by their individual income, the family's preferences, social status, individual's motivational factors, and peer's critiques. Social media has greatly enhanced the ability of tourists to determine the destination's marketing mix, as they have access to online reviews. The marketing of tourism has changed due to the internet. Mehta and Joshi (2024) examined the impact of digital marketing on tourism in the region of Rajasthan. The results indicate that while there is some potential for promoting regional tourism through digital marketing, the current campaigns are ineffective. Government agencies must seek suitable digital marketing strategies that will best promote the rich Heritage and attractions of Rajasthan. It is important to study the expectations of tourists because this information is critical in designing the experience. Trivedi and Pandya (2019) studied the choices of tourists in Rajasthan regarding places to visit, the month of visit, and other related issues. The findings of the research indicate that comfort, rest, pleasure, and the ease of movement among the tourist sites are factors of primary consideration in the selection of the destination. The research suggests that lesser-known attractions should be better portrayed and marketed to improve the experience of tourists. A prominent segment of appreciation of cultures revolves around travel is food. Bhartwal et. al, 2023 examined the perception of domestic and foreign tourists towards the food of Rajasthan. In general, it was noted that both groups appreciate the local cuisine, with domestic tourists granting a considerable amount of importance to taste and international tourists who are more focused on the aesthetics of food than the flavour of the dishes. This suggests a greater level of satisfaction for tourists



if there is improvement in the aesthetics and taste of the Rajasthani dishes. Economic and cultural development can be supported through alimention in Rural Areas. A study of rural tourism in Rajasthan was conducted to determine the critical variables of tourist satisfaction including, the safety and security of hosts, transportation, lodging, communication, natural setting, entertainment, and price competitiveness of the tourist products. The study determined that although tourism is not a cure all for virtually all problems in the countryside, it does offer some high value opportunities that are supportive of rural development. To effectively influence consumer behaviour in tourism, marketing is critical. A case on the RTDC (Rajasthan Tourism Development Corporation) and its marketing strategies for different tour packages was studied. In their study, the marketers pointed out the need to consider tourist consumer behaviour regarding destination selection such as attributes of the destination, marketing communication, overall image, and service quality in developing marketing strategies. Consumer behaviour related to tourism in Rajasthan is a multi-dimensional study that demands examination of socio-demographics, effectiveness of social media marketing, targeting preferences of the tourists, the food offered, awareness of rural tourism development, and the marketing of it. In addressing these factors, stakeholders will increase the level of engagement and satisfaction from visitors and subsequently increase the level of tourism in the state, allowing for further developments in the economy of tourism in Rajasthan.

III. RESEARCH METHODOLOGY

The study employs a mixed-method approach, integrating both qualitative and quantitative research methods to analyse consumer behaviour in Rajasthan's tourism industry. The methodology is designed to capture diverse aspects of visitor engagement, preferences, and decision-making processes. A descriptive research design is adopted to examine tourist behaviour patterns, preferences, and influencing factors systematically. The study aims to understand the key elements that drive consumer choices and trends in Rajasthan's tourism sector.

3.1 Data Collection Methods:

Data for the study is collected through the following primary and secondary sources:

Surveys – Structured questionnaires were distributed to domestic and international tourists visiting Rajasthan. The survey included questions on travel motivation, accommodation preferences, activity participation, and influencing factors.

Interviews – Semi-structured interviews were conducted with stakeholders, including hotel managers, tour operators, and local business owners, to gain insights into tourist behaviour and industry trends.

Secondary Data Analysis – Reports from Rajasthan Tourism Department, research articles, and travel review websites were analysed to complement primary data.

3.2 Sampling Techniques:

A stratified random sampling method was employed to ensure diverse representation from different tourist categories, including:

Domestic vs. International Tourists – To understand varied cultural preferences.

First-time vs. Repeat Visitors – To analyse satisfaction and loyalty patterns.

Age and Income Groups – To assess the impact of demographics on tourism choices.

Geographical Distribution – Tourists from different Indian states and foreign countries were considered.

The sample size consisted of respondents, ensuring a comprehensive analysis of the trends and preferences in Rajasthan's tourism industry.

Factor	Key Findings
Domestic vs. International Preferences	Significant difference in accommodation choices
Age vs. Spending Pattern	Younger tourists spent less on luxury stays
Repeat vs. First-time Visitors	Repeat visitors showed higher satisfaction levels



A total of 500 respondents participated in the study, ensuring a comprehensive and well-balanced dataset for analyzing consumer behavior in Rajasthan's tourism industry.

Category	Subcategories	Sample Size (N = 500)	Percentage (%)
Tourist Type	Domestic Tourists	350	70%
	International Tourists	150	30%
Visit Frequency	First-time Visitors	325	65%
	Repeat Visitors	175	35%
Age Groups	18 - 25 years	100	20%
	26 - 45 years	275	55%
	46 - 60 years	75	15%
	60+ years	50	10%
Income Levels (Annual)	Below ₹5 Lakhs	200	40%
	₹5 - ₹10 Lakhs	150	30%
	Above ₹10 Lakhs	150	30%
Geographical Distribution	Indian States (Multiple)	350	70%
	Foreign Countries (Europe, US, SE Asia)	150	30%

Table 1. Sampling Distribution

As a result of this method of segregated sampling, all relevant segments of tourists were properly covered which resulted in accurate analysis of visitor's preferences, behaviours, and decision-making processes in the tourism sector of Rajasthan.

IV. ANALYSIS

4.1. Tourist Preferences: Accommodation, Attractions and Activities Combinations

1. Accommodation:

The preference for boutique and heritage hotels catering to culture was quite high among the tourists. In the budget category, guest houses and home stays were more popular while the top end of the market was represented by luxury resorts which offered a comprehensive package of services. But there is also an increasing interest in green lodging.

2. Attractions:

The most popular attractions were historical places, which included Jaipur's Amer fort, Jaisalmer's Golden fort, Udaipur's City Palace, and Mount Abu's Dilwara temples. Tourists also showed interest in certain novelty activities like desert safaris and camel rides, hot air ballooning, or Rajasthani craft and textile markets.

3. Activities:

Some cultural immersion activities such as folk music and dance, dance drama performances, cooking and village tours were in great demand. Younger tourists, however, were more inclined towards adventurous activities, including trekking, wildlife safari, and paragliding.

4.2. Trends in Visitor Demographics and Behaviour:

1. Demographics:

Predominantly families and young professionals from metropolitan cities looking for affordable travel opportunities combined with cultural visits. Mostly from Europe and America interested in heritage tourism, eco-tourism, and other unconventional tourism.

2. Behavior:

Prior research has shown that modern tourists are gradually becoming more dependent on technology whilst planning for their trips. This can be seen from the increasing use of travel apps, online reviews, and even virtual tours to select destinations and book the right accommodation. These customers are more active in their travel planning than they



have been before. Increasing use of travel apps has shown to change the selection destinations and booking of accommodation too. It is also evident that consumers make more independent decisions nowadays. Further, many tourists prefer tailored travel itineraries compared to pre-packaged ones because they appreciate having their own personal touch to the plans.

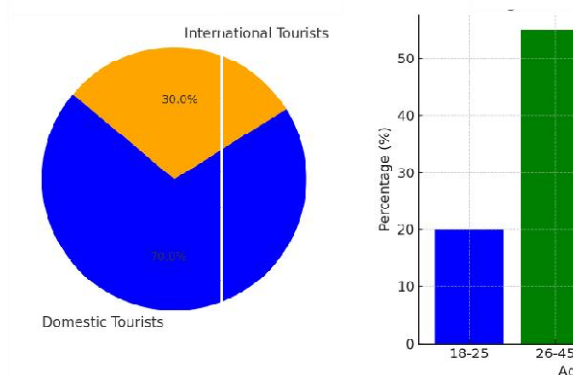


Figure 1.Visitor Behavioral Trends

4.3. Factors Influencing Destination Choices: Cultural, Economic, and Personal:

Cultural Factors

The multitude of monuments, temples, and colourful festivals makes the state of Rajasthan the most popular place in India. The local customs, traditions, and practices enables a cultural experience that illusions the travellers thereby enticing them towards the state.

Economic Factors

The disposable income of tourists travelling from outside the country is completely different from that of native travellers. For axios tourists, gateways charge less with greater facilities and services whereas for native tourists, inexpensive hotels and buses are the only focus.

Personal Factors

Sole travellers, as well as families, find safety to be at the top of their priority list which adds to them feeling comfortable. When considering personal reasons, safety and comfort come first. The public transportation system is good in terms of roads and railways as well as air travel routes being fully established. Places of interest are vigorously being advertised on social media platforms and a large portion of the newer generation has started embracing this trend making these geo tagged locations more popular

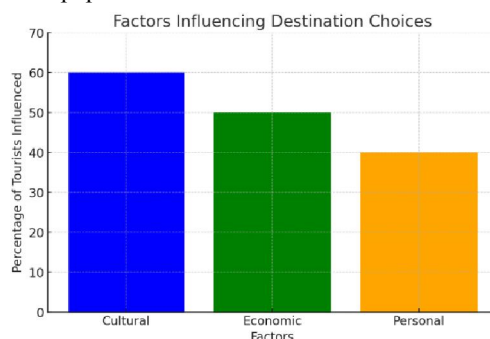


Figure 2.Factors Influencing Destination Choices



This analysis indicates that the tourism operators from Rajasthan need to invest in technologies, promote sustainable tourism, and accept new challenges for providing diverse and customized experiences for different travellers as a means to reach expectations from a variety of tourism stakeholders.

4.4 Analysis Summary

The analysis shows that in Rajasthan's tourism sector, there is an overwhelming participation of 70% domestic tourists and 30% international tourists, mostly in luxury heritage stays and cultural bound activities. The largest portion which is 55% comprises the age group of 26-45, where 85% of all tourists conduct their research and bookings through online means which signifies a shift towards digital mode by the majority of the population. Factors that influence the choice of the destination are its cultural heritage (60%), its economic feasibility (50%), and other personal factors like social media and word of mouth (40%) publicity. In addition, 35% of all tourist transactions are from repeat visitors meaning that there is a high brand equity towards a particular destination along with increasing trends in the sustainable tourism. (12%)

V. CHALLENGES AND RESTRICTIONS

The tourism industry of Rajasthan also faces challenges, such as reliance on a single season, where the winter months tend to get overcrowded while off-seasons significantly reduce business. Inadequate local transportation and poor sanitation facilities in rural areas also create infrastructure gaps that hinder the overall experience of the tourists. Challenges also stem from poor digital marketing which fails to reach potential international travellers. Besides, over-tourism in heritage locations raises sustainability issues due to excessive environmental impact. Furthermore, self-reported feedback surveys along with online reviews tend to be inaccurate which limit data reliability in studying consumer behaviour.

VI. CONCLUSION

To summarize, the objective of the research has been met, bringing light to the changing consumer behaviour regarding the tourism sector in Rajasthan with respect to the preference towards self-planned trips, eco-friendly tourism, and travel technology adoption. The analysis shows that cultural tourism and multicultural society are extremely important in tourist safaris alongside the affordability and accessibility factors. However, an increase in immersive and sustainable tourism remains central. These results suggest that failing to incorporate sustainable and community-based tourism and digital transformation in a brand strategy can directly lead to the reduction in customer tourism satisfaction to case, and subsequently the global tourism competitiveness of Rajasthan. In essence, the importance of this study rests on the provision of practical inspiration to industry actors and policymakers to meet modern consumer demands expecting economic and cultural growth simultaneously. Additional studies are recommended to longitudinally examine seasonal and post-COVID travel behaviours, the developing potential of undiscovered attractions, and the impacts of the digital revolution and the sustainable approach on the tourism industry of Rajasthan.

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