

REVIEWER'S REPORT

Manuscript No.: IJAR-52490

Date: 26/06/2025

Title: Exploring The Role of Cultural Festivals in Connecting Rural and Urban Tourism in Rajasthan.

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality	✓			
Clarity		✓		
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Date: 26/06/2025

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study is significant for highlighting how cultural festivals can bridge the rural-urban tourism divide in Rajasthan. It shows how these events enhance economic activity, promote cultural exchange, and support cultural preservation. The findings are crucial for policymakers, offering a strategic pathway toward sustainable tourism and balanced regional development in culturally rich but economically diverse areas.
- Strength:** The strength of this paper lies in its robust mixed-methods approach, combining survey data from 200 respondents and interviews with 20 stakeholders. The integration of quantitative and qualitative analyses enhances the study's depth, while thematic rigor, demographic diversity, and policy-oriented recommendations offer strong practical relevance for tourism planning and festival management in regional India.
- Key Insight:** A key insight is that while cultural festivals effectively attract tourists, stimulate rural economies, and preserve traditional arts, they also raise challenges related to commercialization and environmental impact. Achieving a balance between authenticity and tourism appeal especially through youth engagement and community participation is essential to ensuring festivals remain sustainable and culturally meaningful in the long term.

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Reviewer's Comment / Report

The paper titled “*Exploring The Role of Cultural Festivals in Connecting Rural and Urban Tourism in Rajasthan.*” examines cultural festivals' role in linking rural and urban tourism in Rajasthan using a mixed-methods approach (200 surveys, 20 interviews). Findings show festivals boost tourist flow (75%), local economies (90% revenue increase), and cultural preservation (75%), but commercialization (60%) and environmental concerns (50%) pose challenges. The paper advocates for sustainable management to balance economic benefits, cultural authenticity, and environmental impacts. Despite seasonal bias and limited generalizability, it offers valuable insights for equitable tourism development, though deeper economic and stakeholder analyses could enhance future research.

Suggestions for Improvement:

1. In introduction, add recent tourism statistics or data points to highlight the urgency or contemporary relevance.
2. In introduction, consider incorporating one or two questions the research aims to answer explicitly.
3. In Literature Review, integrate a brief synthesis paragraph after each theme to link it clearly to the research objective.
4. In Literature Review, avoid lengthy quotes or block summaries favor concise paraphrasing and critical engagement.
5. Justify the chosen sample size more explicitly.
6. Briefly mention ethical considerations, such as informed consent and anonymity.
7. Consider including visual aids such as graphs or charts to complement tables.
8. Highlight comparative differences between urban and rural respondents more explicitly in economic impact and authenticity perceptions.
9. Strengthen the section on environmental impact by linking with existing frameworks for sustainable event management.
10. Discuss whether any particular festivals stood out as more successful in connecting rural and urban regions.
11. Add a forward-looking sentence on how digital tools (e.g., virtual festivals, social media) could further bridge rural-urban tourism.

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This paper makes a timely and meaningful contribution to the field of cultural tourism, particularly in India's dynamic regional contexts. It balances empirical data with conceptual reflection and presents practical recommendations for policymakers and tourism stakeholders. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.