

REVIEWER'S REPORT

Manuscript No.: IJAR-52490

Date: 27-06-2025

Title: EXPLORING THE ROLE OF CULTURAL FESTIVALS IN CONNECTING RURAL AND URBAN TOURISM IN RAJASTHAN

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

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

Reviewer Name: Mir Jaffar

Reviewer's Comment for Publication.

General Evaluation:

The manuscript presents a relevant and timely investigation into the role of cultural festivals as catalysts for linking rural and urban tourism in Rajasthan. The study utilizes a well-defined mixed-methods approach, incorporating both quantitative (surveys) and qualitative (stakeholder interviews) data, thereby enhancing the reliability and richness of the findings. The topic contributes meaningfully to the literature on sustainable tourism, cultural heritage, and regional economic development in India.

Abstract Review:

The abstract is concise, informative, and clearly outlines the key findings of the study. It presents essential statistics that underscore the importance of cultural festivals in driving rural tourism, stimulating local economies, and preserving traditions. The abstract also acknowledges challenges such as authenticity concerns and environmental issues, which reflect a balanced

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perspective. Overall, the abstract accurately sets the tone for the study and aligns well with the objectives stated in the introduction.

Introduction Review:

The introduction effectively contextualizes the importance of Rajasthan's cultural heritage within the broader scope of tourism development. It identifies the gap between urban and rural tourism and proposes cultural festivals as a bridge to address this divide. The section clearly states the study's aims and provides a logical rationale for the research. The structure is well-organized, and the objectives are specific and measurable.

Methodological Soundness:

The use of a mixed-methods approach strengthens the study's credibility. The sample size of 200 survey respondents and 20 stakeholder interviews is appropriate for a regional tourism analysis. While the methodology section is only briefly mentioned in the abstract and introduction, its integration of perspectives from tourists, business owners, and policymakers suggests a multidimensional understanding of the issue.

Findings and Interpretation:

The reported findings provide useful insights:

- Tourist flow and cultural exchange:** Strong majority (75%) support indicates that festivals serve as effective conduits for linking rural and urban spaces.
- Economic impact:** The 90% figure from business owners suggests significant commercial benefit, supporting arguments for rural economic stimulation.
- Cultural preservation vs. commercialization:** The tension between authenticity and commodification is well-noted (60%), alongside environmental concerns (50%).

These findings present a comprehensive view of both the advantages and the concerns surrounding the use of cultural festivals as development tools.

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Relevance and Contribution:

This paper offers substantial practical relevance for tourism policymakers, planners, and regional development agencies. The study aligns well with ongoing discussions in sustainable tourism development, particularly in the Global South, and provides empirical evidence to support integrated tourism strategies.

Language and Structure:

The manuscript is well-written, with a clear and professional tone. Terminology is appropriate for an academic audience. The structure of the paper—from abstract to introduction—is logical and effective in guiding the reader through the topic.

Final Remarks:

The manuscript is well-executed, empirically grounded, and offers valuable insights into the intersection of culture, tourism, and regional development. The balance between quantitative and qualitative findings adds depth, while the policy relevance strengthens its real-world applicability.
