

The Role of Tourist Guides in the Promotion of Rajasthan Tourism

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Abstract: *Tourism plays a vital role in the economic and cultural development of regions, and effective promotion of tourist destinations is essential for attracting visitors. In the context of Rajasthan, India, this paper examines the significant role that tourist guides play in promoting Rajasthan tourism. It delves into the historical, cultural, and architectural richness of Rajasthan, highlighting how skilled tourist guides contribute to enhancing the overall tourist experience. Through personalized interactions, knowledge dissemination, and cultural interpretation, tourist guides serve as ambassadors of the state, fostering positive impressions and encouraging repeat visits.*

Keywords: Tourism

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