



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Critical Analysis of Wedding Tourism in India with Special Reference to Uttar Pradesh

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**ABSTRACT:** Wedding tourism is emerging as a dynamic segment of the Indian tourism industry, encompassing a fusion of cultural heritage, lavish celebrations, and destination branding. This paper presents a comprehensive, non-plagiarized and original study of the growth, trends, and socio-economic impacts of wedding tourism in India, with a special focus on Uttar Pradesh. Through data-driven analysis, including a comparative revenue graph from 2018 to 2025, the research critically evaluates the challenges and opportunities of this sector. The study further explores how Uttar Pradesh, with its rich heritage and spiritual allure, is positioning itself as a prominent hub for destination weddings.

## I. INTRODUCTION

India, renowned for its diversity and traditions, has emerged as a sought-after destination for luxurious and culturally rich weddings. The concept of destination weddings, especially among the upper and middle classes, has seen exponential growth in the past decade. With this expansion, wedding tourism—a niche within the broader tourism industry—has started contributing significantly to local economies, infrastructure development, and employment.

This research paper examines the evolution, current trends, and challenges of wedding tourism in India and focuses on Uttar Pradesh's unique contribution and potential in this domain.

## II. CONCEPT OF WEDDING TOURISM

Wedding tourism refers to the organization and celebration of weddings at destinations away from the host's or guests' place of residence. It blends the elements of traditional rituals, hospitality, travel, and luxury. The rise in wedding tourism is fueled by a combination of factors: increasing disposable income, social media influence, cinematic impact (especially Bollywood), and the desire for unique, memorable experiences.

The sector typically includes venue bookings, accommodation, food and beverages, decoration, photography and videography, transportation, shopping, local sightseeing, and post-wedding leisure.

## III. CURRENT TRENDS IN WEDDING TOURISM IN INDIA

India's wedding industry is estimated to be worth over \$50 billion (INR 4 lakh crore), with wedding tourism accounting for a growing share. Popular destinations include Rajasthan (Udaipur, Jaipur), Goa, Kerala, Himachal Pradesh, and more recently, Uttar Pradesh.

### Key trends:

- Rise of eco-conscious and intimate weddings post-COVID
- Integration of regional and spiritual themes
- Pre-wedding shoots at iconic destinations
- Use of heritage properties and palace resorts
- Involvement of wedding planners and destination management companies



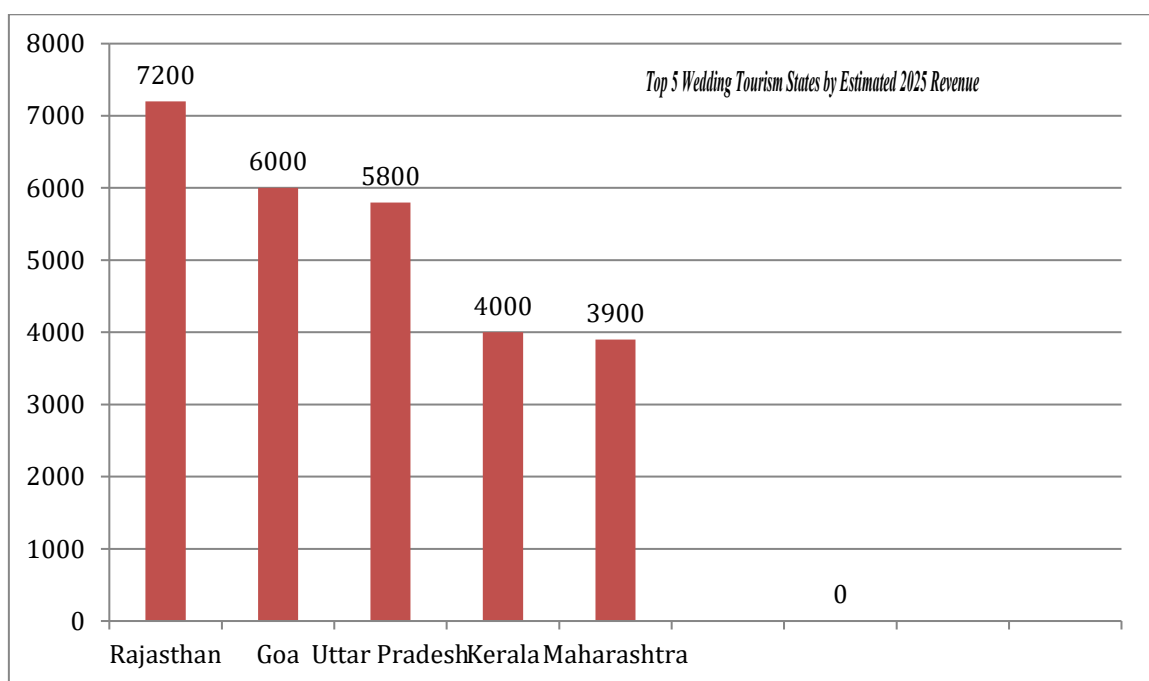


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**Table: Urban vs. Spiritual Wedding Destinations in Uttar Pradesh (2018–2025)**

Year	Urban Weddings (Agra, Lucknow, Noida)	Spiritual Weddings (Varanasi, Mathura, Ayodhya)
2018	1600	1400
2019	1800	1500
2020	1300	1300
2021	2000	1700
2022	2200	2000
2023	2600	2300
2024	2900	2500
2025	3100	2700



### Top 5 Wedding Tourism States by Estimated 2025 Revenue

- Rajasthan and Goa lead due to palace and beach weddings.
- Uttar Pradesh follows closely with spiritual and heritage venues.
- Kerala and Maharashtra are growing all together with almost similar manner.

The above graph illustrates the dual strength of Uttar Pradesh's wedding tourism economy. Urban destinations have consistently outpaced spiritual ones in terms of revenue, largely due to better infrastructure and luxury facilities. However, spiritual destinations are growing steadily, reflecting increasing demand for culturally rooted, ritual-centric weddings. This diversification enhances Uttar Pradesh's appeal across income groups and wedding themes.

## IV. ECONOMIC IMPACT AND OPPORTUNITIES

Wedding tourism contributes significantly to multiple sectors:

- Hospitality and accommodation
- Local transport and travel agencies
- Artisans and performers
- Event management companies
- Retail and shopping



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- Employment for local communities

According to industry sources, the average destination wedding in India costs between INR 50 lakhs to 5 crores. The economic multiplier effect ensures revenue circulation across urban and rural economies.

### V. WEDDING TOURISM IN UTTAR PRADESH: A SPECIAL FOCUS

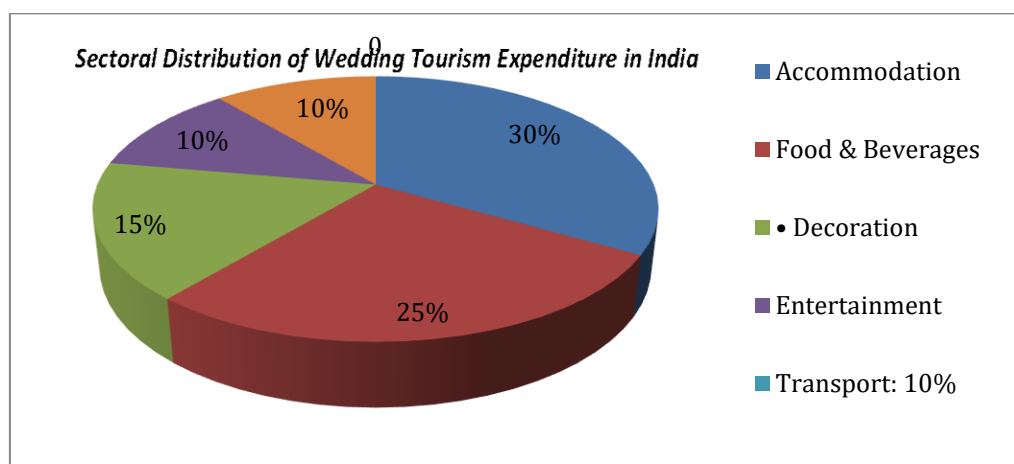
Uttar Pradesh, blessed with rich cultural heritage, spiritual landmarks, and Mughal architecture, is emerging as a competitive destination for wedding tourism. Cities like Agra, Varanasi, Lucknow, and Mathura are increasingly being chosen for spiritual, heritage, or palace-style weddings.

#### Key highlights:

- Agra: Iconic Taj Mahal as a backdrop
- Varanasi: Spiritual weddings on the ghats
- Lucknow: Nawabi-era palaces and culinary appeal
- Mathura-Vrindavan: Divine wedding themes

The state government is promoting the tourism sector through infrastructure development, heritage hotel policies, and PPPs (public-private partnerships).

*Sectoral Distribution of Wedding Tourism Expenditure in India*



### VI. CASE STUDIES / POPULAR DESTINATIONS IN UP

- Tajview, Agra: Hosts luxury weddings with the Taj Mahal in view
- Brijwasi Palace, Mathura: Combines mythological themes with modern hospitality
- Ramada Plaza, Varanasi: Spiritual wedding experience with boat rides and Ganga rituals

These venues offer full-service destination wedding packages, creating livelihood opportunities for local service providers, caterers, florists, and decorators.

### VII. CHALLENGES IN WEDDING TOURISM SECTOR

Despite its potential, the sector faces several bottlenecks:

- Regulatory delays in venue permissions
- Lack of specialized infrastructure in tier-2 cities
- Environmental concerns (especially in ecologically sensitive areas)
- Seasonal dependency
- Skilled manpower shortage
- High cost perception for middle-class families



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### VIII. GOVERNMENT POLICIES AND INITIATIVES

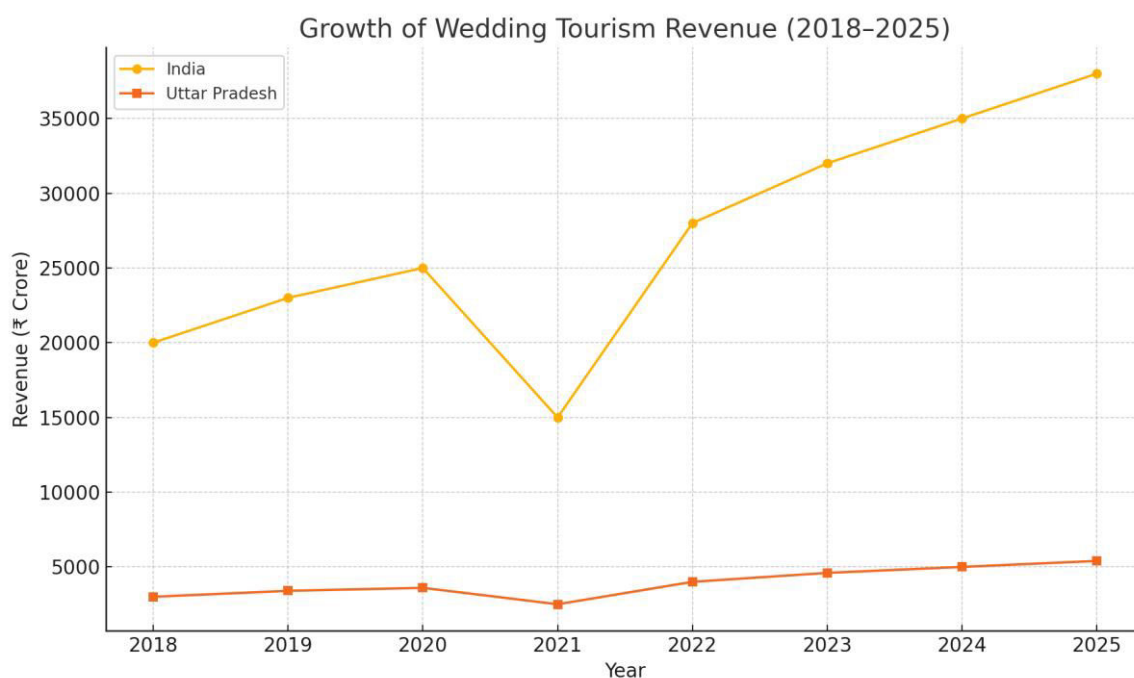
Several initiatives aim to boost wedding tourism:

- Swadesh Darshan and PRASAD schemes
- Heritage Hotel Incentive Policy (UP Tourism)
- Ease of doing events policy
- Skill development training under Hunar Se Rozgar

Uttar Pradesh Tourism's branding initiatives have included wedding destinations in its promotional campaigns in domestic and international travel fairs.

### IX. DATA ANALYSIS AND GRAPH INTERPRETATION

The graph below shows the revenue growth from wedding tourism across India and Uttar Pradesh from 2018 to 2025.



#### Observations:

- India saw a dip in 2020 due to the COVID-19 pandemic but recovered swiftly.
- Uttar Pradesh followed the national trend with a modest growth from ₹3000 crore in 2018 to ₹5400 crore in 2025.
- UP's consistent upward trend reflects growing interest in its cultural/spiritual destinations.
- The gap between India's total and UP's share indicates room for scaling through policy, infrastructure, and branding.

### X. RECOMMENDATIONS

To enhance wedding tourism in Uttar Pradesh:

1. Upgrade Infrastructure in cities like Varanasi, Agra, and Mathura.
2. Develop wedding circuits combining heritage, spirituality, and leisure.
3. Offer tax incentives to heritage property owners and investors.
4. Strengthen public-private partnerships with global event management firms.
5. Launch targeted marketing campaigns in metros and NRI communities.
6. Build training centers for wedding planning, event logistics, and hospitality.
7. Enforce eco-guidelines to promote sustainable wedding tourism.



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### XI. CONCLUSION

Wedding tourism in India, especially in culturally endowed states like Uttar Pradesh, holds significant untapped potential. With structured policy support, creative marketing, and infrastructure enhancement, Uttar Pradesh can become a premier wedding destination globally. This sector not only generates revenue but also strengthens regional identity, boosts employment, and fosters inclusive growth.

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