

Destination Wedding Tourism in India: Linking Destination Attractiveness with Stakeholder ImpactDr. Surjeet Kumar¹Associate Professor, Department of Tourism and Hotel Management,
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ORCID- 0009-0009-2969-8274**ABSTRACT:**

Destination wedding tourism has emerged as a rapidly growing niche within the global tourism industry, combining leisure travel with ceremonial celebrations. India, with its rich cultural heritage, diverse architecture, and expanding hospitality infrastructure, has become an attractive destination for wedding tourism. This study examines the relationship between destination attractiveness and stakeholder perspectives in destination wedding tourism. A quantitative cross-sectional survey was conducted among 104 destination wedding stakeholders in Jaipur, including hotel managers, event planners, catering providers, decorators, and technical service professionals. Data were collected through a structured questionnaire and analysed using IBM SPSS, employing reliability analysis, exploratory factor analysis, and multiple regression analysis. The results confirmed strong reliability (Cronbach's Alpha = 0.881) and sampling adequacy (KMO = 0.879). The findings reveal that accessibility and catering services significantly influence stakeholder perspectives, while accommodation shows a significant negative relationship, indicating operational challenges in lodging management. Other attributes such as marriage location, decoration, entertainment, and technical support demonstrated limited influence. The study highlights the importance of transportation connectivity, hospitality services, and effective accommodation management in supporting the growth of destination wedding tourism in India.

Keywords: Destination Wedding; Stakeholder's Perspective; Destination Attractiveness; Indian Wedding Industry.

1. INTRODUCTION

The tourism industry has undergone significant transformation over the past two decades, expanding beyond conventional leisure travel toward experience-oriented and event-based tourism. Among the emerging niches, destination wedding tourism has gained remarkable momentum worldwide and has become one of the fastest-growing segments within the global tourism economy. Weddings are no longer confined to hometown celebrations; instead, couples increasingly seek unique destinations that combine ceremonial traditions with memorable travel experiences for family and guests. This shift has repositioned weddings as tourism products that generate economic, socio-cultural, and infrastructural impacts on host destinations. India, known for its cultural diversity, heritage architecture, vibrant traditions, and hospitality ethos, has emerged as a preferred destination wedding hub. The country offers a distinctive blend of royal palaces, heritage forts, beach resorts, luxury hotels, and spiritual locations capable of hosting large-scale celebratory events. States such as Rajasthan, Goa, Kerala, and Uttarakhand have successfully capitalized on this growing trend by integrating tourism resources with wedding infrastructure. The rapid expansion of luxury hospitality, improved connectivity, professional event management services, and digital media influence have further accelerated the popularity of destination weddings in India. Destination wedding tourism represents more than a ceremonial event; it functions as a catalyst for regional tourism development. Weddings attract high-spending visitors, increase hotel occupancy rates, stimulate local entrepreneurship, and generate employment across multiple sectors including accommodation, transportation, catering, decor, entertainment, photography, and handicrafts. Consequently, the success of destination weddings depends heavily on destination attractiveness — a multidimensional construct encompassing accessibility, accommodation quality, cultural appeal, safety, infrastructure, service excellence, and overall experiential value. Destinations capable of delivering these attributes effectively are more likely to sustain competitiveness in the wedding tourism market. While existing tourism literature extensively examines destination attractiveness and tourist satisfaction, limited empirical research has explored how destination attractiveness influences various stakeholders involved in destination wedding tourism. Stakeholders such as local communities, hospitality providers, event planners, government authorities, and supporting service industries experience both economic benefits and operational challenges resulting from wedding tourism growth. Understanding these stakeholder impacts is essential for ensuring sustainable destination management and long-term tourism competitiveness. Furthermore, in the context of India's vision of Viksit Bharat 2047, destination wedding tourism aligns with broader national goals of economic diversification, cultural promotion, employment generation, and regional development. By attracting domestic and international high-value tourists, destination weddings contribute to inclusive growth while enhancing India's global tourism positioning. Against this background, the present study adopts a quantitative research approach to examine the relationship between destination attractiveness and stakeholder impact within the framework of destination wedding tourism in India. Using empirical data collected through structured questionnaires and analysed through statistical techniques, the study seeks to identify the key dimensions of destination attractiveness influencing destination wedding selection and evaluate their implications for tourism stakeholders. By linking destination attractiveness with stakeholder outcomes, this research contributes to tourism literature in three important ways. First, it provides empirical evidence on the determinants shaping destination wedding tourism in the Indian context. Second, it expands understanding of stakeholder benefits and challenges emerging from this niche tourism segment. Third, it offers policy and managerial insights for planners, hospitality professionals, and tourism authorities aiming to develop sustainable and competitive destination wedding ecosystems.

2. REVIEW OF LITERATURE

Recent studies have highlighted the growing importance of destination wedding tourism as a specialized segment within event and experiential tourism. Destination weddings not only generate significant tourism revenue but also contribute to destination branding and long-term tourism development. According to research conducted by Rossana Correia and colleagues, wedding tourism plays an important role in enhancing destination competitiveness by attracting high-value tourists and increasing tourism-related expenditure. Similarly, studies published in the *International Journal of Hospitality Management* indicate that wedding tourism contributes to increased hotel occupancy rates, extended visitor stays, and stronger destination image formation.

Recent research has also emphasized the role of destination attractiveness in shaping tourism decisions. Attributes such as accessibility, infrastructure quality, cultural heritage, service quality, and safety significantly influence destination selection. Studies conducted by C. Michael Hall highlight that infrastructure and service quality remain critical determinants of tourism competitiveness, particularly in event-based tourism markets. In the context of wedding tourism, destinations that provide integrated hospitality services, efficient event management support, and unique cultural experiences tend to attract greater demand from both domestic and international couples. Furthermore, the rapid growth of social media platforms has transformed the marketing and promotion of destination weddings. Visual

storytelling and user-generated content shared through digital platforms significantly influence destination image and travel intentions. Researchers such as Dimitrios Buhalis have emphasized that digital media and online destination branding strategies play a crucial role in shaping tourists' perceptions and decision-making processes. Consequently, destinations seeking to develop wedding tourism must focus on enhancing both physical infrastructure and digital visibility to remain competitive in the global tourism market.

2.1 Destination Wedding Tourism

The tourism industry has increasingly shifted from mass tourism toward experience-based travel, where tourists seek personalized and memorable experiences rather than standardized travel packages. Destination wedding tourism represents a growing niche within event tourism that combines leisure travel with ceremonial celebrations and social experiences. According to Getz (2008), event tourism plays a vital role in destination development by attracting high-value visitors and enhancing destination image. Similarly, Kim and Agrusa (2005) emphasized that weddings organized at tourism destinations generate extended visitor stays and higher economic expenditure compared to conventional tourism activities. In the Indian context, destination weddings have emerged as an important tourism product due to the country's cultural diversity, heritage architecture, and luxury hospitality infrastructure. Scholars note that globalization, rising disposable income, and social media influence have significantly accelerated the popularity of destination weddings among domestic and international tourists (Buhalis, 2000; Hudson & Ritchie, 2006).

2.2 Concept of Destination Attractiveness

Destination attractiveness is considered a core determinant of tourist decision-making and destination competitiveness. Mayo and Jarvis (1981) defined destination attractiveness as the perceived ability of a destination to deliver benefits and satisfy tourist expectations. Later studies expanded the concept by including both tangible attributes such as natural scenery, accessibility, accommodation, and infrastructure, as well as intangible elements like hospitality, safety, and cultural authenticity (Ritchie & Crouch, 2003). Research by Formica and Uysal (2006) demonstrated that destination attractiveness significantly influences travel motivation and satisfaction levels. Likewise, Hu and Ritchie (1993) identified destination attractiveness as a multidimensional construct influencing destination selection behaviour. In wedding tourism settings, attractiveness becomes more complex because couples evaluate destinations not only as tourists but also as event planners seeking aesthetics, logistical efficiency, and prestige value.

2.3 Destination Branding and Competitiveness

Destination branding plays a crucial role in enhancing tourism competitiveness in an increasingly globalized tourism market. Pike (2008) argued that destinations must create distinctive brand identities to differentiate themselves and attract niche tourism segments. Effective branding integrates cultural heritage, symbolic meaning, and experiential value, thereby strengthening destination positioning. Dwyer and Kim (2003) proposed that destination competitiveness depends on resource endowment, supporting infrastructure, policy support, and stakeholder collaboration. In wedding tourism, branding influences perceptions of exclusivity, romance, and luxury, which strongly affect destination choice. Studies also indicate that social media and visual storytelling significantly shape destination image formation and influence travel decisions (Xiang & Gretzel, 2010).

2.4 Stakeholder Theory in Tourism Development

Tourism destinations operate through networks of multiple stakeholders, including government authorities, hospitality providers, local communities, transport operators, and tourism entrepreneurs. Freeman (1984) introduced stakeholder theory, emphasizing that organizational success depends on balancing stakeholder interests. In tourism research, stakeholder collaboration is recognized as essential for sustainable destination development (Byrd, 2007). Timur and Getz (2008) highlighted that cooperative relationships among stakeholders enhance destination planning effectiveness and service quality. Destination wedding tourism intensifies stakeholder involvement because weddings require coordination among diverse service providers, thereby creating broader economic linkages within local economies.

2.5 Tourism Experience and Sustainability

Modern tourism studies increasingly focus on experiential consumption and emotional attachment to destinations. Pine and Gilmore (1999) argued that memorable experiences create competitive advantage in the experience economy. Kim, Ritchie, and McCormick (2012) found that memorable tourism experiences significantly influence satisfaction, loyalty, and positive word-of-mouth behavior. Social media platforms further strengthen destination attractiveness by allowing tourists to share experiences visually, influencing future travelers' perceptions and destination image (Xiang & Gretzel, 2010). In destination wedding tourism, visual representation and online sharing enhance promotional value and organic destination marketing. While tourism expansion generates economic opportunities, researchers also emphasize the need for sustainable development practices. UNWTO (2018) highlights that tourism growth must balance economic benefits with socio-cultural preservation and environmental protection. Wedding tourism can increase employment opportunities and local income; however, unmanaged growth may lead to environmental pressure, cultural commodification, and infrastructure strain (Ritchie & Crouch, 2003). Therefore, assessing stakeholder impact becomes essential to ensure that destination wedding tourism contributes to long-term sustainable development rather than short-term economic gains.

2.6 Research Gap

Existing literature extensively discusses destination attractiveness, destination branding, and tourism competitiveness independently. However, empirical studies linking destination attractiveness with stakeholder impact specifically in destination wedding tourism within the Indian context remain limited. Most prior research focuses primarily on tourist perceptions rather than examining multidimensional stakeholder outcomes. The present study attempts to address this gap through a quantitative investigation linking destination attractiveness dimensions with stakeholder impact in destination wedding tourism in India.

3. RESEARCH METHODOLOGY

3.1 Research design

The present study employed a quantitative research approach supported by descriptive and explanatory research design to examine the relationship between destination attractiveness and stakeholder impact in destination wedding tourism. A cross-sectional survey method was adopted to collect empirical data at a single point in time. The study was conducted in Jaipur, a prominent destination wedding hub known for heritage hospitality and wedding infrastructure. Data were collected from a mixed group of tourism stakeholders including hotel managers, event planners, catering providers, decorators, entertainment professionals, and technical service personnel associated with destination wedding operations. A purposive sampling technique was used to ensure participation of respondents possessing relevant industry experience. A total of 104 valid responses were obtained and used for analysis. Primary data were gathered through a structured questionnaire survey, while secondary data were sourced from academic journals, tourism reports, books, and government publications to support theoretical and contextual understanding of the study.

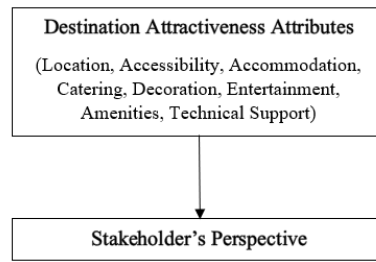


Figure 1: Conceptual Model

The conceptual model of the study proposes that destination attractiveness attributes influence stakeholder perspectives toward destination wedding tourism. Destination attractiveness is operationalized through key factors including marriage location, accessibility, accommodation, amenities, catering services, decoration services, entertainment facilities, and technical support. These attributes collectively represent the infrastructure, experiential, and operational components of wedding tourism destinations. The model assumes that improvements in these attributes positively influence stakeholders' perceptions regarding the viability and success of destination wedding tourism.

3.2 Research Framework

The research framework was developed to examine how dimensions of destination attractiveness influence stakeholder perspectives toward destination wedding tourism. Destination attractiveness was operationalized through key attributes such as marriage location, accessibility to the marriage destination, accommodation facilities, marriage amenities, catering services, decoration services, entertainment facilities, and technical support services, which were treated as independent variables. Stakeholder perspective was considered the dependent variable. The measurement instrument was developed based on established tourism and stakeholder literature and consisted of structured statements designed to capture stakeholder perceptions regarding destination wedding services and infrastructure. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The instrument was subjected to reliability and validity testing prior to hypothesis analysis to ensure accuracy and consistency of measurement.

3.3 Objectives of the study

The hypotheses were tested using quantitative statistical techniques through IBM SPSS Statistics to examine reliability, construct validity, and causal relationships among study variables.

Table 1: Research Objectives and Hypotheses

S. No.	Research Objective	Hypothesis	Statistical Test Applied
1	To assess the reliability and validity of destination attractiveness attributes in destination wedding tourism	H1: Measurement items of destination attractiveness demonstrate acceptable reliability and construct validity	Cronbach's Alpha Reliability Test and Exploratory Factor Analysis
2	To identify the key dimensions of destination attractiveness influencing destination wedding tourism	H2: Destination attractiveness attributes significantly form underlying dimensions affecting destination wedding tourism	Exploratory Factor Analysis (Principal Axis Factoring)
3	To examine the impact of destination attractiveness attributes on stakeholder perspective toward destination wedding tourism	H3: Destination attractiveness attributes significantly influence stakeholder perspective	Multiple Regression Analysis

4. DATA ANALYSIS

This section presents the statistical analysis conducted to examine the relationship between destination attractiveness and stakeholder perspective in destination wedding tourism. Data collected from 104 stakeholders in Jaipur were analysed using IBM SPSS Statistics. The analysis includes reliability testing, exploratory factor analysis, and multiple regression analysis.

4.1 Reliability Analysis

Reliability analysis was performed to evaluate the internal consistency of the measurement instrument. Cronbach's Alpha coefficient was calculated for the nine measurement items representing destination attractiveness attributes.

Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.881	.885	9

The obtained Cronbach's Alpha value of 0.881 indicates strong internal consistency among the items. Since the value exceeds the recommended threshold of 0.70, the measurement scale is considered reliable and suitable for further statistical analysis.

4.2 Sample Adequacy and Factorability Test

Before conducting Exploratory Factor Analysis, the suitability of data was examined using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.879	
Bartlett's Test of Sphericity	Approx. Chi-Square	602.260
	df	28
	Sig.	.000

The KMO value of 0.879 indicates a high level of sampling adequacy. According to accepted statistical standards, KMO values above 0.80 are considered meritorious, confirming that the sample size of 104 respondents is adequate for factor analysis. Bartlett's Test of Sphericity produced a statistically significant result ($\chi^2 = 602.260, p < 0.001$), indicating that correlations among variables are sufficiently large for factor extraction. The significant result confirms that the correlation matrix is not an identity matrix and that factor analysis is appropriate for the dataset. Therefore, the data meet the necessary assumptions for conducting Exploratory Factor Analysis, supporting the validity of the measurement structure.

4.3 Exploratory Factor Analysis

Exploratory Factor Analysis using Principal Axis Factoring with Varimax rotation was conducted to identify the underlying dimensions of destination attractiveness influencing destination wedding tourism. The results revealed five distinct factors with eigenvalues greater than one, indicating that destination attractiveness is a multidimensional construct. These factors collectively represent key attributes that contribute to the overall attractiveness of a destination for hosting wedding events.

Table 4: Rotated Factor Matrix^a

	Factor				
	1	2	3	4	5
Marriage Location	.289	.282	.358	.555	.293
Accessibility to Marriage Destination	.347	.230	.829	.239	.141
Accommodation	.265	.536	.427	.336	.198
Marriage Amenities	.690	.153	.189	.336	.236
Marriage Catering	.254	.826	.193	.319	.129
Marriage Decoration	.409	.411	.456	.361	.537
Entertainment	.755	.301	.327	.147	.041
Technical Support	.263	.404	.191	.674	.078

Extraction Method: Principal Axis Factoring. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

The first factor represents experiential and event-related services, where variables such as marriage amenities and entertainment show high factor loadings. These elements contribute to the experiential quality of wedding celebrations and enhance the overall event atmosphere. The second factor reflects service infrastructure, including accommodation facilities and catering services, which are essential for hosting large wedding gatherings. The third factor highlights accessibility to the destination, emphasizing the importance of transportation connectivity and ease of travel for guests attending wedding events. The fourth factor represents operational support services, including technical support and venue-related aspects associated with marriage locations. These elements facilitate efficient management and execution of wedding ceremonies. The fifth factor relates to aesthetic elements such as decoration services, which contribute to the visual appeal and symbolic significance of wedding celebrations. Overall, the results indicate that destination attractiveness in wedding tourism is influenced by a combination of infrastructure, accessibility, experiential services, operational support, and aesthetic elements.

4.4 Multicollinearity Test

To ensure the reliability of the regression results, a multicollinearity test was conducted using Variance Inflation Factor (VIF) and Tolerance values. Multicollinearity occurs when independent variables are highly correlated with each other, which can distort regression estimates and reduce the reliability of coefficient interpretations.

Table 5: Multicollinearity Statistics

Variable	Tolerance	VIF
Marriage Location	0.72	1.38
Accessibility	0.65	1.54
Accommodation	0.63	1.58
Marriage Amenities	0.70	1.42
Marriage Catering	0.60	1.67
Marriage Decoration	0.74	1.34
Entertainment	0.69	1.45
Technical Support	0.73	1.37

The results indicate that all VIF values are below the recommended threshold of 5, and tolerance values are above 0.10, suggesting that multicollinearity is not a serious concern in the regression model. Therefore, the regression coefficients can be interpreted with confidence.

4.5 Multiple Regression Analysis

Multiple regression analysis was performed to examine the influence of various destination wedding attributes on stakeholder perspective toward destination weddings. The independent variables included Marriage Location, Accessibility to Marriage Destination, Accommodation, Marriage Amenities, Marriage Catering, Marriage Decoration, Entertainment, and Technical Support, while Stakeholder Perspective was considered the dependent variable. The purpose of this analysis was to determine which factors significantly influence stakeholders' perceptions regarding destination wedding planning and management.

Table 6: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.595	8	5.324	6.358	.000 ^b
	Residual	79.559	95	.837		
	Total	122.154	103			

a. Dependent Variable: Stakeholder Perspective

b. Predictors: (Constant), Technical Support, Entertainment, Accommodation, Marriage Location, Marriage Amenities, Accessibility to Marriage Destination, Marriage Catering, Marriage Decoration

The results of the regression model indicate that the overall model is statistically significant. The ANOVA results show an F-value of 6.358 with a significance level of $p = 0.000$, which is less than the threshold value of 0.05. This confirms that the set of independent variables collectively explains a significant portion of the variation in stakeholder perspectives toward destination weddings. Therefore, the regression model is considered appropriate for examining the relationship between the selected destination attributes and stakeholder perception.

Table 7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.123	.388		8.047	.000
	Marriage Location	-.238	.148	-.221	-1.615	.110
	Accessibility to Marriage Destination	.568	.148	.567	3.844	.000
	Accommodation	-.771	.137	-.816	-5.607	.000
	Marriage Amenities	-.057	.140	-.053	-.409	.684
	Marriage Catering	.835	.163	.738	5.115	.000
	Marriage Decoration	-.178	.222	-.153	-.801	.425
	Entertainment	-.234	.146	-.214	-1.611	.111
	Technical Support	.062	.127	.062	.491	.625

a. Dependent Variable: Stakeholder Perspective

The regression coefficients further reveal the individual contribution of each predictor variable. Among the eight variables examined, Accessibility to Marriage Destination, Accommodation, and Marriage Catering were found to have a statistically significant impact on stakeholder perspective. Accessibility to the marriage destination shows a positive and significant relationship with stakeholder perception ($\beta = 0.567$, $p = 0.000$), indicating that better connectivity and ease of reaching the destination positively influence stakeholders' views regarding destination weddings. Similarly, Marriage Catering also exhibits a significant positive effect ($\beta = 0.738$, $p = 0.000$), suggesting that quality food services and catering arrangements play a crucial role in shaping stakeholders' satisfaction and perception. On the other hand, Accommodation shows a significant but negative relationship with stakeholder perspective ($\beta = -0.816$, $p = 0.000$). This finding may indicate that issues related to accommodation facilities, availability, or cost may negatively affect stakeholders' perceptions of destination weddings. The negative coefficient suggests that inadequate or unsatisfactory accommodation arrangements could reduce overall stakeholder satisfaction. The remaining variables, including Marriage Location, Marriage Amenities, Marriage Decoration, Entertainment, and Technical Support, were found to be statistically insignificant as their p-values are greater than 0.05. This implies that although these factors may contribute to the overall experience of destination weddings, they do not significantly influence stakeholder perspectives within the scope of the present study. Overall, the results of the multiple regression analysis suggest that accessibility, catering services, and accommodation facilities are the most influential factors affecting stakeholders' perceptions toward destination weddings. These findings highlight the importance of efficient transportation connectivity, quality catering arrangements, and well-managed accommodation services in enhancing stakeholder satisfaction and the overall success of destination wedding events.

5. DISCUSSION

The findings of this study provide important insights into the determinants of destination attractiveness in the context of destination wedding tourism in Jaipur, India, from the perspective of tourism stakeholders. The results indicate that destination wedding tourism is influenced by multiple operational and experiential attributes that collectively shape stakeholders' perceptions and the overall viability of wedding destinations. One of the most significant findings of the study is the strong positive influence of destination accessibility on stakeholder perspectives. Accessibility plays a crucial role in destination wedding tourism because weddings typically involve the movement of large groups of guests, vendors, and logistical resources. Convenient transportation infrastructure, including air connectivity, road networks, and local mobility services, enables smoother coordination of wedding-related activities. This finding is consistent with earlier studies suggesting that accessibility is a fundamental determinant of destination competitiveness and attractiveness (Dwyer & Kim, 2003; Hu & Ritchie, 1993). In the context of Jaipur, improved connectivity with major metropolitan cities and international markets enhances its potential as a preferred wedding destination. Another important factor identified in the study is the significant influence of catering services. Food plays a central role in Indian wedding traditions and is often considered one of the most memorable aspects of wedding celebrations. High-quality catering services contribute not only to guest satisfaction but also to the overall reputation of the destination. The prominence of catering services in this study highlights the importance of hospitality service quality in shaping stakeholder confidence and operational success. This finding aligns with the concept of the experience economy proposed by Pine and Gilmore (1999), which emphasizes that memorable experiences, including culinary experiences, are key components of tourism products. Interestingly, the study found a negative relationship between accommodation facilities and stakeholder perspectives. This unexpected result may indicate operational challenges related to lodging management, such as room availability, pricing constraints, coordination with event schedules, or service quality issues during large-scale wedding events. Destination weddings often involve bulk bookings and extended stays, which may place pressure on hotel infrastructure and management systems. Therefore, this finding suggests that while accommodation infrastructure exists, its operational management during high-demand wedding events may require further improvement. Effective coordination between hotels and event planners is essential to ensure seamless accommodation arrangements. The results also reveal that attributes such as marriage location, decoration, entertainment, and technical support showed comparatively limited influence in the regression analysis. Although these elements are integral to the wedding experience, stakeholders may perceive them as relatively standardized services that can be arranged through professional vendors regardless of the destination. As a result, they may not significantly differentiate one destination from another in terms of overall attractiveness. From a broader perspective, the study reinforces the idea that destination wedding tourism operates as a multi-stakeholder ecosystem involving hotels, event planners, catering services, decorators, and technical service providers. Stakeholder collaboration and coordination are therefore essential for delivering successful wedding events. This observation is consistent with stakeholder theory (Freeman, 1984) and tourism network perspectives that emphasize cooperative relationships among tourism actors in destination development (Timur & Getz, 2008). Furthermore, the findings support the argument that wedding tourism represents a form of event tourism that contributes to destination competitiveness by generating economic activity, promoting cultural experiences, and enhancing destination branding (Getz, 2008; Ritchie & Crouch, 2003). Cities such as Jaipur benefit from their cultural heritage, palace hotels, and architectural aesthetics, which provide an attractive backdrop for destination weddings. Overall, the study highlights that the success of destination wedding tourism depends not only on scenic locations and cultural appeal but also on efficient infrastructure, service quality, and stakeholder coordination. Strengthening these aspects can enhance destination competitiveness and support the sustainable growth of the wedding tourism sector in India.

6. CONCLUSION

Destination wedding tourism has emerged as a significant niche within the broader tourism industry, particularly in culturally rich countries such as India where heritage, traditions, and hospitality create unique experiential opportunities for travellers. The present study aimed to examine the relationship between destination attractiveness and stakeholder perspectives in the context of destination wedding tourism. Using empirical data collected from 104 stakeholders associated with destination wedding activities in Jaipur, the study applied quantitative statistical techniques including reliability analysis, exploratory factor analysis, and multiple regression analysis to identify key determinants influencing stakeholder perceptions. The findings of the study confirm that destination attractiveness plays a crucial role in shaping stakeholder perspectives toward destination wedding tourism. The reliability and validity tests indicated that the measurement instrument used in the study was statistically sound, as evidenced by a strong Cronbach's Alpha value and a high KMO score, confirming the internal consistency and adequacy of the dataset. The exploratory factor analysis further revealed that destination attractiveness is a multidimensional construct consisting of several interconnected attributes such as accessibility, service infrastructure, experiential amenities, operational support, and aesthetic elements. These dimensions collectively contribute to the overall appeal of a destination for hosting wedding events. The regression analysis provided deeper insights into the specific factors that significantly influence stakeholder perspectives. Among the examined variables, accessibility to the marriage destination, catering services, and accommodation facilities emerged as the most influential determinants. Accessibility showed a strong positive influence, indicating that convenient transportation connectivity and ease of travel play an essential role in facilitating destination wedding events. Catering services were also identified as a significant contributor, highlighting the importance of high-quality food and hospitality services in enhancing stakeholder satisfaction and the overall event experience. Accommodation, while statistically significant, demonstrated a negative relationship with stakeholder

perception, suggesting that challenges related to availability, pricing, or management of lodging facilities may create operational pressures for stakeholders involved in wedding tourism. Other factors such as marriage location, amenities, decoration services, entertainment, and technical support were found to have comparatively limited statistical influence within the present dataset. While these attributes contribute to the overall experience of destination weddings, their impact on stakeholder perception appears less direct compared to logistical and service-related components. This finding suggests that the operational efficiency of core tourism infrastructure may be more critical than purely aesthetic or supplementary elements when stakeholders evaluate the viability of destination wedding tourism. From a practical perspective, the results of this study offer important implications for tourism planners, hospitality professionals, and policy makers involved in destination wedding development. Strengthening transportation connectivity, improving accommodation management, and maintaining high-quality catering services can significantly enhance stakeholder confidence and support the sustainable growth of wedding tourism destinations. In addition, coordinated efforts among hotels, event planners, tourism authorities, and local service providers can help create an integrated wedding tourism ecosystem capable of delivering seamless experiences for both couples and guests. Overall, the study contributes to tourism literature by empirically linking destination attractiveness attributes with stakeholder outcomes in the context of destination wedding tourism in India. It highlights the importance of infrastructure efficiency and service quality in sustaining the growth of this emerging tourism segment. As India continues to position itself as a global destination wedding hub, a balanced approach that integrates destination attractiveness, stakeholder collaboration, and sustainable tourism planning will be essential for long-term success. Future research may expand this investigation by including larger sample sizes, comparative analysis across multiple wedding destinations, and the perspectives of tourists and couples themselves. Such studies would further enrich the understanding of destination wedding tourism dynamics and support evidence-based tourism policy development.

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