

**TOURIST INCLINATION TOWARDS HERITAGE & CULTURAL
(A STUDY OF UDAIPUR)**

RAJESH¹ & MADHU MURDIA²

¹Research Scholar, Pacific Institute of Hotel Management, Pacific University, Udaipur, Rajasthan, India

²Associate Professor, Pacific Institute of Hotel Management, Pacific University, Udaipur, Rajasthan, India

ABSTRACT

This study is conducted to know the level of inclination of tourist towards heritage and culture who visits Udaipur. Because, Heritage for Indian tourism always play a role of an essential contrivance to attract the tourist. Heritage of any destination acts as strong resource for tourism. Rajasthan state is one which is full of heritage attractions and Udaipur city among all the cities of Rajasthan is one of the most preferable destinations to experience the heritage, culture, art, history and natural beauty. It is found that tourists are more inclined and prefer to visit, to know the glory and culture of Udaipur.

This study pictures heritage resources in detail. It also depicts about significance of heritage to promote tourism in Udaipur. Being a analytical study, major data is collected from the primary source.

KEYWORDS: Heritage, Udaipur, Tourism, Tourist