

Sacred Unions at the Confluence: Evaluating the Potential of Sangam Prayagraj as a Wedding Tourism Hub

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Abstract

The viability and strategic prospects of making Sangam, Prayagraj a top wedding tourism destination are examined in this research paper. The study explores how the historical and spiritual legacy of the Triveni Sangam can be used to create a unique wedding venue that appeals to both domestic and foreign audiences, building on global trends that favor culturally immersive and religiously significant wedding experiences. The paper assesses the current tourism infrastructure as well as the socio-cultural and economic benefits that wedding tourism could provide to the area using a thorough research methodology that includes a review of the literature on global wedding tourism trends, case studies of popular destinations like Udaipur, Jaipur, and Jim Corbett, and a thorough SWOT analysis. It also looks into consumer demand, couple and wedding planner preferences, and Sangam's relative standing in relation to other well-known religious wedding locations. Important obstacles like logistical limitations, environmental sustainability, regulatory concerns, and rivalry from well-established hubs are also covered in the paper. It provides focused policy recommendations and strategic frameworks based on these insights with the goal of boosting marketing initiatives, strengthening infrastructure, and encouraging cooperation between the public, commercial, and local sectors. The results open the door for further study into environmentally friendly and culturally enhancing tourism practices in addition to highlighting Sangam, Prayagraj's enormous potential as a wedding tourism destination.

Keywords: Wedding Tourism; Destination Weddings; Religious Tourism; Cultural Heritage; Sustainable Tourism.

1. Introduction

1.1 Background of Wedding Tourism

A fast-growing sector of the worldwide tourism business is wedding tourism, sometimes referred to as destination wedding tourism. In order to hold their wedding ceremonies, couples must travel to certain locales, frequently fusing traditional traditions with distinctive, gorgeous settings. A growing desire for elaborate, personalized wedding experiences and the influence of social media have both contributed to this trend. With well-known locations like Udaipur, Jaipur, Jim Corbett, Italy, and the Maldives drawing couples looking for opulent and culturally rich wedding experiences, wedding tourism has grown to be billion dollars industry worldwide. Destination weddings have been increasingly popular in India, with beach resorts, historic palaces, and places of worship being popular choices. Wedding tourism supports local companies including hospitality, event planning, and traditional craftspeople in addition to the tourism economy (Ching, 2013).

1.2 Significance of Religious and Cultural Destinations in Wedding Tourism

Due to their strong spiritual and historical ties, religious and cultural locations are particularly important for wedding tourism. In order to seek divine blessings, follow customs, and create a spiritually enlightening wedding experience, many couples decide to get married in places of worship. India, a country renowned for its diverse religious practices and rich cultural legacy, is home to many pilgrimage sites that are also popular wedding locations. Due to their religious significance and tranquil atmosphere, wedding tourism has increased in places like Varanasi, Pushkar, Tirupati, and Rishikesh. Ancient temples, ghats, and rivers provide the wedding rituals a magical appeal that elevates them beyond mere celebrations to spiritually transforming experiences (Daniels & Loveless, 2007).

1.3 Introduction to Sangam, Prayagraj as a Spiritual and Cultural Hub

One of the most venerated religious locations in India is the Sangam at Prayagraj (Allahabad), which is the meeting point of the Ganga, Yamuna, and the fabled Saraswati rivers. It is a well-known pilgrimage site that draws millions of followers, particularly during the Kumbh Mela, the biggest religious event in the world. Prayagraj, which is connected to Hindu epics like the Ramayana and Mahabharata, has great historical and mythical value. It is the perfect place for religious ceremonies, including weddings, because of the revered temples, ashrams, and holy riverbanks. For couples who want to formally consummate their marriage in a holy setting, the Sangam's spiritual core and natural splendor offer a singular setting. Prayagraj has not yet been thoroughly investigated as a wedding tourism destination, despite its religious significance. The city has the potential to become a popular destination for holy unions with the right infrastructure development, marketing, and sustainable planning (Cision, 2022).

1.4 Research Objectives and Scope

This study's main goal is to assess Sangam, Prayagraj's potential as a destination for wedding tourism. The study's objectives are to:

- Evaluate Prayagraj's present tourism infrastructure and amenities for destination weddings.
- Examine what couples and wedding planners want and expect from religious wedding locations.
- List the main advantages and difficulties of promoting Prayagraj as a destination for wedding tourism.
- Examine Prayagraj in comparison to other well-known religious wedding travel sites in India and elsewhere.
- Make recommendations for policies and tactical measures to make Sangam, Prayagraj, a viable and alluring destination for wedding tourists.

The study's scope includes an interdisciplinary approach that integrates viewpoints on economic growth, religious tourism, cultural heritage management, and tourism studies. Stakeholder analysis, comparative case studies, and primary and secondary data collecting will be the main focuses of the study.

1.5 Research Methodology

To provide a thorough grasp of the subject, the study will use a mixed-method approach, combining qualitative and quantitative research methodologies.

- **Primary Data Collection**

- **Surveys and Interviews:** Conduct of structured interviews and surveys with wedding planners, couples, hoteliers, religious authorities, and local businesses.
- **Field Observations:** On-site visits to wedding venues, temples, and accommodation facilities in Prayagraj.
- **Focus Group Discussions:** Communication with various stakeholders, including tourism officials, local vendors, and event organizers, to understand their perspectives.

- **Secondary Data Collection**

- **Literature Review:** Analysis of academic papers, tourism reports, and government policies related to religious tourism and wedding tourism.
- **Case Studies:** Review of successful wedding tourism destinations in India and globally for comparative analysis.
- **Statistical Data:** Analysis of tourism statistics, economic reports, and demographic trends related to wedding tourism.

- **Data Analysis Techniques**

- **SWOT Analysis:** Evaluating the strengths, weaknesses, opportunities, and threats of Prayagraj as a wedding tourism destination.
- **Comparative Analysis:** Drawing insights from other religious wedding destinations to identify best practices.

Using this analytical framework, the study seeks to provide a comprehensive analysis of Sangam, Prayagraj's viability and potential as a destination for wedding tourism.

2. Literature Review

An analytical summary of previous studies and case studies pertaining to wedding tourism is given in the literature review. It looks at international patterns, popular wedding travel destinations, the function of historical and religious places in destination weddings, and the financial and cultural advantages of wedding travel (Das M. , 2020).

2.1 Global Trends in Wedding Tourism

According to a research by The Knot, due to the expanding influence of social media and increased disposable incomes, wedding tourism has become an important part of the worldwide tourism sector. The global development of wedding tourism is characterized by several major trends. Destination weddings have become more and more common all over the world, where couples go to a beautiful or culturally significant place to get married. Nearly 25% of weddings in the United States are destination weddings, with couples opting to hold their ceremonies at ancient castles, tropical beaches, or cultural centers (RedBarn, 2016).

More and more contemporary couples are looking for engaging, one-of-a-kind experiences that honor their cultural background or individual tastes. Heritage weddings, eco-friendly weddings, and ceremonies influenced by regional customs have all increased as a result. For example, a lot of Western couples choose Indian-style weddings in Rajasthan, which include customs like "saat phere" (seven vows) and "baraat" (groom's procession). The popularity of religious and spiritual locations for weddings has grown. In order to obtain divine benefits, many couples choose to get married at hallowed places. Religious locations, such as temples, churches, and monasteries, have grown in popularity as wedding settings in nations including Greece, Italy, Thailand, and India (Nandwani, 2018).

Wedding tourism is greatly aided by social media sites like Pinterest and Instagram. Grand sights at destination weddings frequently encourage couples all over the world to choose far-flung locales. Wedding tourism has been further popularized by wedding influencers and celebrity weddings, including the Jodhpur wedding of Priyanka Chopra and Nick Jonas. The local economy has benefited greatly from the wedding tourism sector. It covers a wide range of industries, such as catering, event planning, floristry, entertainment, and photography. As a result of their recognition of wedding tourism as a major economic driver, nations including Italy, Greece, and India have launched government programs to support this industry (Etemaddar, Thyne, & Insch, 2018).

2.2 Case Studies of Successful Wedding Tourism Destinations

- **Udaipur, India – The City of Lakes:** Known for its lakes and palaces, Udaipur is one of the most well-liked wedding travel destinations in India. Royal wedding experiences are available at opulent locations like the Oberoi Udaivilas, Jagmandir Island Palace, and Lake Palace. The city benefits from its reputation as the "Venice of the East," its sophisticated hotel services, and its well-developed infrastructure. Heritage buildings, opulent lodgings, effective advertising campaigns, and government backing are all essential for success (Das U. R., 2016).
- **Jaipur, India – The Royal Wedding Destination:** Rajasthan's capital, Jaipur, draws couples looking for lavish, traditional Indian weddings. Royal settings can be found in heritage hotels such as Samode Palace and Rambagh Palace. The city is a great option because of its accessibility, lively cultural features, and knowledgeable wedding coordinators.

Historic palaces, a wealth of cultural heritage, a wide range of wedding service providers, and international recognition are all components of success (Destify, 2017).

- **Jim Corbett, India – A Tropical Paradise:** For couples seeking a beachside or jungle-themed wedding, Jim Corbett is a popular choice. Jim Corbett has emerged as a popular destination for wedding tourism because of its picturesque scenery, reasonably priced luxury resorts, and booming tourism sector. Natural beauty, affordable wedding packages, robust tourism infrastructure, and exotic appeal are all key success factors (FICCI, 2017).

2.3 Role of Religious and Heritage Sites in Destination Weddings

Because they provide a hallowed and historically significant setting for wedding ceremonies, religious and heritage sites are essential to wedding tourism. Many couples think that marrying at a place of worship gives their partnership more spiritual meaning. Wedding ceremonies are held in a number of religious locations across the world, drawing both domestic and foreign visitors (Fitzgerald, 2018). Examples include:

- **Varanasi, India:** Hindu weddings held on the Ganges' ghats are regarded as extremely fortunate.
- **Santorini, Greece:** It is a popular destination for Christian weddings because of its whitewashed churches.
- **Tuscany, Italy:** Couples looking for a traditional European wedding style are drawn to the region's medieval cathedrals and vineyards.

Numerous historical sites have been converted into wedding locations, maintaining their cultural significance while making money. Historic locations like palaces and forts offer a sophisticated backdrop that blends grandeur and history; luxury wedding venues include Venice's historic homes and Jodhpur's Umaid Bhawan Palace. Places of worship provide a feeling of holiness, customs, and cultural legacy. Many couples look for places that are connected to heavenly blessings (Gupta, 2020), like:

- **Kanchi Vishwanath Temple (Varanasi):** Known as the city of Lord Shiva, this place is revered for its weddings.
- **Golden Temple (Amritsar):** Some Sikh marriages are held close to this hallowed location.

If developed appropriately, Sangam, Prayagraj, with its profound spiritual importance, might become a popular resort for wedding tourists. The literature study emphasizes how wedding tourism is expanding quickly around the globe and how religious and historical places are becoming more and more significant for destination weddings. Successful case studies like Jim Corbett, Udaipur, and Jaipur show that a place may become a hotspot for wedding tourism with the right infrastructure, promotion, and government backing. With its historical allure and spiritual significance, Sangam, Prayagraj, has enormous promise in this field. Prayagraj can become a top wedding travel destination by resolving logistical issues and utilizing its cultural legacy (Goel, 2024).

3. Sangam, Prayagraj: A Unique Wedding Destination

The meeting point of the Ganga, Yamuna, and the fabled Saraswati rivers, Sangam, Prayagraj, is extremely significant from a spiritual, cultural, and historical standpoint. It has long served as a hub for religious ceremonies, pilgrimages, and meetings and is regarded as one of the holiest places in Hinduism. It offers a special chance to become a hotspot for wedding tourism because of its hallowed ambiance and profoundly Hindu symbolism. Its historical and cultural significance, religious symbolism in Hindu marriages, the current state of the tourism industry, and important wedding locations are all covered in this section (Lodha, 2021).

3.1 Historical and Cultural Significance of the Confluence (Triveni Sangam)

Numerous ancient writings, such as the Vedas, Puranas, and epics like the Ramayana and Mahabharata, make reference to the Sangam in Prayagraj. For thousands of years, it has been a place of spiritual importance, attracting monarchs, sages, and saints who came to seek divine favor. (Nandwani, 2018). Among the significant historical elements are:

- **Mythological and Vedic References:** After establishing the universe, Lord Brahma is said to have made the first yajna (sacrificial offering) at the Sangam. The Pandavas are claimed to have visited Prayagraj during their exile, according to Mahabharata, which also mentions it.
- **Mughal Influence:** In 1583, Emperor Akbar constructed the famous Allahabad Fort next to the confluence and christened the city Allahabad (now Prayagraj). With a view of the holy rivers, the fort remains a historical landmark.
- **Kumbh Mela:** Held in the Sangam every 12 years, the Kumbh Mela is the biggest religious event in the world, drawing millions of devotees, saints, and tourists from all over the world.

Weddings at Sangam could provide couples with a historically significant and spiritually charged experience because of its rich cultural and historical past.

3.2 Religious Importance and Symbolism in Hindu Marriages

Numerous ceremonies at Hindu weddings, which have their roots in religious traditions stand for purity, divinity, and unwavering devotion. Because of its religious significance, the Sangam is an especially fortunate place to perform traditional Hindu marriages (RedBarn, 2016).

- The **Ganga** represents purity and moksha (freedom), making it the perfect venue for a holy wedding ceremony; the confluence of the three rivers symbolizes the merging of the physical, spiritual, and legendary realms, making it a sacred place for fresh beginnings.
- The **Yamuna** symbolizes commitment and love, which is exactly what a marriage is all about.
- **Kanyadaan** (Giving Away the Bride): This holy deed is thought to be especially meritorious when carried out in hallowed places.
- **Mangal Snan** (Holy Bath): To cleanse their souls before marriage, many couples could start their wedding ceremonies with a ceremonial plunge at the Sangam.
- **Saptapadi** (Seven Sacred Steps): A mandap overlooking the confluence and the riverbanks would be the ideal location for the traditional wedding vows, offering an unmatched spiritual experience.

In addition to being a private occasion, a wedding at Sangam would have religious significance and be endowed with cultural holiness and divine graces.

3.3 Existing Tourism Infrastructure and Facilities

A resort needs a robust tourism infrastructure in order to prosper in wedding tourism. Prayagraj's significance as a pilgrimage site and the location of the Kumbh Mela has allowed it to gradually expand its facilities (Cision, 2022).

Lodging and Warmth

- **Luxury Hotels & Resorts:** A number of Prayagraj hotels, including Hotel Legend, Hotel Milan Palace, and Kanha Shyam, provide banquet spaces for wedding ceremonies in addition to first-rate hospitality services.
- **Affordable Guesthouses & Dharamshalas:** Traditional lodgings for wedding guests are provided by pilgrimage lodges and ashrams such as Anand Bhawan Ashram and Parmarth Niketan.
- **Heritage and Riverside Resorts:** Resorts along the banks of the Yamuna and Ganga might be developed as upscale wedding locations.

Connectivity and Transportation

- **Roadways:** Prayagraj is conveniently reachable from places like Varanasi, Lucknow, and Delhi because to its excellent national highway connections.
- **Railways:** Trains from all across India arrive at Prayagraj Junction, a major railway station that provides easy access.
- **Airways:** Domestic flights are available from Prayagraj Airport (Bamrauli), with room to grow.

Sangam, Prayagraj, is a noteworthy destination for wedding tourism because of its religious significance, rich history, and breathtaking scenery. The city currently has a basic infrastructure for tourists, including lodging, wedding services, and connectivity. It might become a top location for conventional and religious marriages, drawing in both local and foreign couples, with careful planning, promotion, and legislative backing (Das M. , 2020).

4. Data Analysis and Interpretation

Couples' quest for distinctive and unforgettable experiences has led to the growth of destination weddings as a prominent sector of the worldwide wedding business. Due to India's rich religious and cultural legacy, many places have become popular destinations for wedding tourists. With its picturesque riverbank and profound spiritual importance, Sangam, Prayagraj, has the potential to become a top religious wedding destination. Through a SWOT analysis of Sangam, Prayagraj, a comparison with other religious wedding locations, consumer preferences, and demand analysis, this part assesses the market potential.

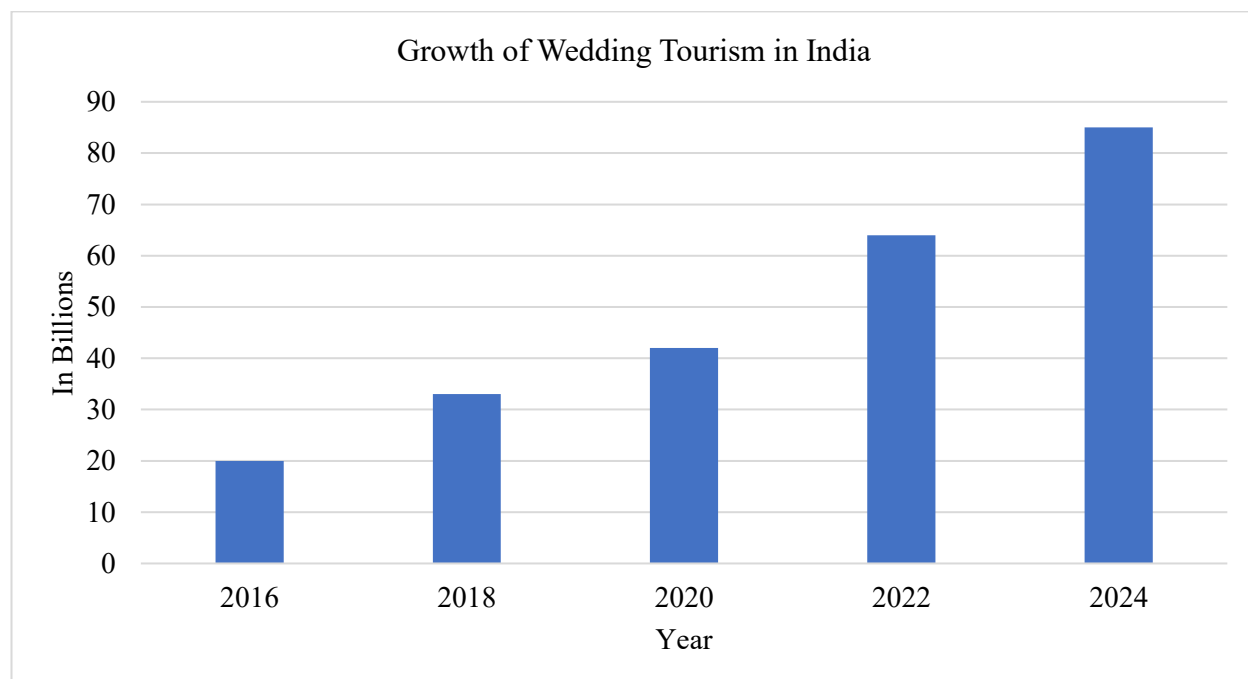


Figure 1. Growth of Wedding Tourism in India

Source: Self-Constructed

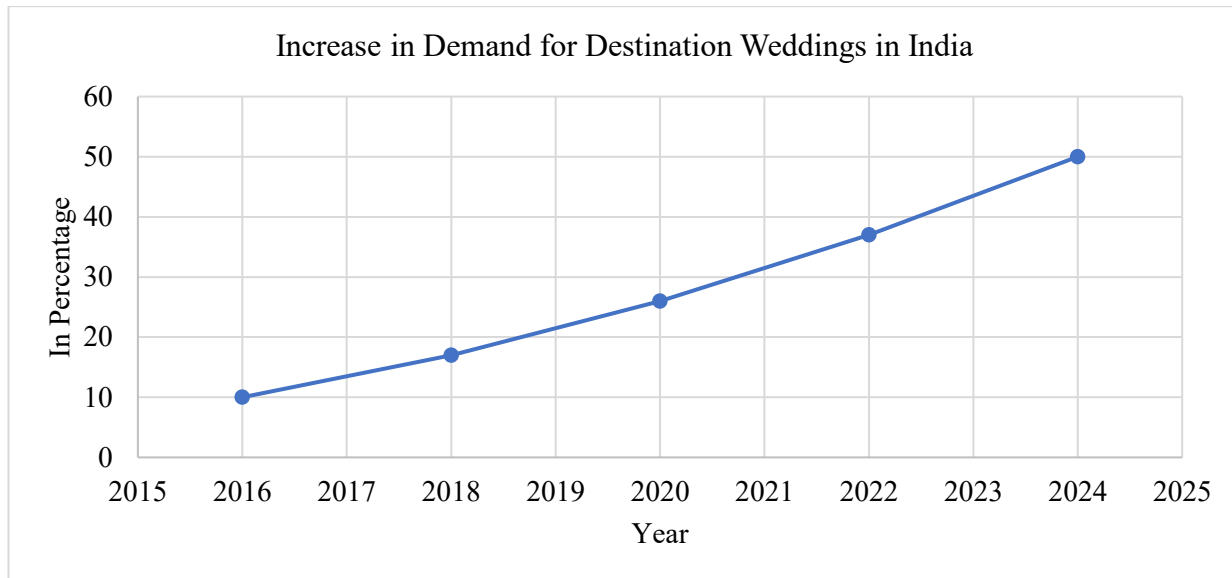


Figure 2. Increase in Demand for Destination Weddings in India

Source: Self-Constructed

4.1 Demand for Destination Weddings in India and Abroad

Due to the influence of social media, rising disposable incomes, and the desire for individualized experiences, the worldwide wedding tourism business is expanding steadily. Important industry reports point out that:

- The global destination wedding market was valued at \$21.31 billion in 2023 and is projected to expand at a rate of 9.8% yearly;
- The Indian wedding industry is valued at \$50 billion, with destination weddings making up approximately 10-15% of this market.
- Destination weddings that are religious and spiritual are becoming more popular among couples looking for heavenly blessings for their union.
- Hindu families frequently choose to have their weddings in auspicious places like temples, riverbanks, and pilgrimage destinations.
- Demand for heritage and religious wedding venues has increased as a result of NRIs' (Non-Resident Indians') special attraction to India's culturally diverse wedding experiences.
- Sangam, Prayagraj can target a market sector that holy locations like Varanasi, Rishikesh, and Pushkar have already established as centers for religious weddings.

4.2 The Sangam, Prayagraj Potential Target Audience

- **Traditional Hindu families:** The looking for auspicious locations for Vedic wedding ceremonies are known as domestic couples.
- **NRIs:** Indian expatriates seeking a genuine spiritual wedding ceremony.
- **Pilgrimage tourists:** They are travelers who are already in Prayagraj for religious reasons and may think about holding marriages there.
- **Spiritual and Wellness Travelers:** People who enjoy yoga, meditation, and Hindu traditions.

4.3 Preferences of Couples and Wedding Planners

In general, the clients favor their religion's traditions and customs:

- **Spiritual Significance:** Sangam is a desirable option since many couples favor settings where they can obtain heavenly blessings.
- **Scenic and Aesthetic Appeal:** Heritage sites, temples, and riverbanks all add to a distinctive wedding setting.
- **Convenience & Accessibility:** It is desirable to have well-connected areas with sufficient hospitality services.
- **Customization Options:** Religious ceremonies, themed décor, and specialized services are all very important.

The popularity of a place is greatly influenced by its wedding planners.

- **Luxury + tradition** is a crucial selling point—hotels and resorts near holy sites often experience increased bookings.
- **Venues with strong cultural appeal** are in high demand, according to industry professionals.
- **Permits and government assistance** help planners overcome logistical obstacles.
- For an event to run smoothly, local **suppliers** (florists, caterers, priests, and decorators) must be available.

With its riverfront location, spiritual atmosphere, and pre-existing infrastructure, Sangam, Prayagraj fits these tastes—as long as specific marketing and logistical strategies are put in place.

4.4 Comparative Analysis with Other Religious Wedding Destinations

Destination	Unique Features	Strengths	Challenges
Varanasi	Ghats, Kashi Vishwanath Temple	Strong religious appeal, rich heritage, developed wedding industry	Congested city, expensive venues
Rishikesh	Ganga banks, ashrams, yoga retreats	Scenic beauty, wellness/spiritual vibe, preferred by NRIs	Limited high-end wedding venues
Pushkar	Brahma Temple, lakeside weddings	Historic temples, traditional Rajasthani weddings	Seasonal demand, infrastructure constraints
Tirupati	Tirumala Temple, structured religious wedding services	Highly organized temple weddings, high spiritual significance	Restrictions on elaborate wedding customs
Sangam, Prayagraj	Triveni Sangam, Akshayavat, Kumbh Mela legacy	Sacred confluence, riverfront ceremonies, historical significance	Underdeveloped wedding infrastructure, lack of awareness

4.5 SWOT Analysis of Sangam, Prayagraj as a Wedding Tourism Hub

With the correct funding, promotion, and infrastructure development, Sangam, Prayagraj, has the potential to emerge as a major destination for religious wedding tourists. It has a competitive advantage due to its historical relevance, picturesque riverbank location, and spiritual significance. However, success will require strategic enhancements to wedding-specific locations, improved marketing initiatives, and partnerships with stakeholders in the hospitality and tourist industries.

Factor	Strengths	Weaknesses	Opportunities	Threats
Cultural & Religious Appeal	High spiritual significance of Sangam	Limited awareness among wedding planners	Rising demand for sacred wedding destinations	Competition from Varanasi and Haridwar
Infrastructure	Presence of temples & ghats	Lack of luxury wedding venues & hotels	Potential for investment in resorts and banquet halls	Poor connectivity compared to metro cities
Economic Viability	Lower cost compared to Jaipur/Goa	Lack of premium hospitality services	Government incentives for religious tourism	Seasonal limitations (monsoon, extreme summers)
Market Potential	Growing interest in heritage and religious weddings	Less marketing and branding	NRIs looking for traditional wedding experiences	Stringent environmental and religious regulations

5. Challenges and Constraints

Sangam, Prayagraj has a lot of potential as a destination for religious wedding tourism, but there are a few obstacles that need to be overcome for it to be implemented successfully. These difficulties fall under several general categories, including infrastructure and logistical problems, environmental considerations, religious and regulatory sensitivity, and rivalry from well-known wedding locations.

5.1 Logistical and Infrastructure Challenges

Compared to well-known locations like Udaipur, Jaipur, and Varanasi, Sangam, Prayagraj lacks contemporary, wedding-specific infrastructure, which is one of the main barriers to its development as a hub for wedding tourism.

- Few Expensive Wedding Locations
- Insufficient Venues for Banquets and Events
- Problems with Accessibility and Transportation
- Weather and Seasonal Limitations

5.2 Sustainability and Environmental Issues

Because of heavy traffic and poor waste management, religious places frequently experience environmental degradation. The ecological balance must be taken into account while introducing large-scale weddings at Sangam.

- Waste Management and River Pollution
- Air pollution and noise
- Eco-friendly travel and eco-wedding methods

5.3 Regulatory and Religious Issues

The viability of Sangam, Prayagraj as a wedding tourism destination may be impacted by the stringent laws and cultural sensitivities associated with religious weddings.

- Limitations on Huge Events at Places of Worship
- Ritual and Temple Restraints
- Permit and Legal Concerns

5.4 Competition from Other Wedding Destinations

Established heritage and religious wedding locations, many of which already have robust tourism and wedding infrastructure, present a challenge to Sangam, Prayagraj.

- Competition from Other Locations for Religious Weddings
- Heritage Wedding Destinations' Competition
- Restrictions on Marketing and Branding

Although Sangam, Prayagraj has a lot of potential as a picturesque and spiritual wedding location, there are a number of logistical, environmental, legal, and competitive issues that must be resolved. It may establish itself as a top option for Hindu religious weddings with the help of strong marketing, regulatory permissions, sustainable wedding practices, and strategic infrastructure development.

6. Policy Recommendations and Strategies for Development

A comprehensive plan including marketing initiatives, community involvement, policy backing, and infrastructure improvement is necessary to turn Sangam, Prayagraj into a leading wedding tourism destination. A road map for sustainable development in this industry is offered by the suggestions that follow.

6.1 Improving Infrastructure and Hospitality Services

- Creation of Specialized Wedding Locations
- Improving Lodging Facilities
- Enhancing Connectivity and Transportation
- Initiatives for Sustainable Wedding Tourism

6.2 Promotion and Marketing Strategies

- Prayagraj's branding as a "Sacred Wedding Destination"
- Social media and digital marketing
- Setting up roadshows and wedding tourism fairs
- High-profile and Celebrity Weddings to Increase Visibility
- Combining Packages for Religious Tourism

6.3 Involvement of Local Communities and Businesses

- Development of Skills and Training for Local Employees
- Promoting Local Vendors and Artists to Establish Wedding Tourism Cooperatives
- Increasing Community Involvement in Eco-Friendly Weddings

6.4 Role of Government and Private Sector in Boosting Wedding Tourism

- Government Programs for Wedding Tourism and Public-Private Collaborations for the Development of Infrastructure
- International Cooperation to Promote Destinations
- Creating a Unique Authority for Wedding Tourism

Sangam, Prayagraj can become a top location for religious and spiritual weddings with targeted policy implementation, smart branding, and sustainable tourism efforts. This location can effectively position itself in the worldwide wedding tourist industry by enhancing infrastructure, interacting with local communities, utilizing digital marketing, and guaranteeing government backing.

7. Conclusion and Future Prospects

By leveraging its distinct spiritual and cultural significance, the study on Sangam, Prayagraj, demonstrates its unrealized potential as a leading wedding tourist destination. Sangam is the perfect place for traditional Hindu weddings because of the confluence of the holy rivers Ganga, Yamuna, and the legendary Saraswati, as well as its historic temples and heritage monuments. Even though the area is well-known throughout the world for religious celebrations like the Kumbh Mela, it still has difficulties like poor luxury infrastructure, environmental issues, and legal limitations. The report suggests strategic development through public-private partnerships, sustainable tourism practices, and strong digital marketing to draw in domestic, NRI, and foreign customers in order to get past these obstacles.

Going forward, there will be major socioeconomic and cultural advantages to Sangam's conversion to a wedding tourism destination. In addition to encouraging eco-friendly wedding practices, improved infrastructure and hospitality services are anticipated to increase local employment, revitalize traditional arts, and spur economic growth. Additionally, to improve the model and guarantee that wedding tourism grows in accordance with the region's ecological and cultural sensitivities, specific policy support and additional research—such as market feasibility studies, environmental impact assessments, and the investigation of digital and MICE tourism avenues—are crucial.

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