

CHANGING DYNAMICS OF TOURISM IN INDIA A STUDY OF PILGRIMAGE TOURISM IN NORTH REGION

Synopsis

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INTRODUCTION

Since the beginning of time the people have been fascinated by travel. There has always been a desire to travel and seek out new environments. All of the epics including “The Ramayana”, “The Mahabharata”, “The Bible “ and “The Quran”. In every area travel has been addressed frequently but only the reasons are different. The government of India's Department of Tourism's "Incredible India" campaign uses the slogan "**Athithi Devo Bhavah**," which means to **The guest is God**'. This shows that India has recognized the importance of tourism. Pilgrimage tourism is also commonly referred as faith tourism. Tourism happens to be one of the developing and constantly evolving industries worldwide. The reason behind its enormous growth is the promising economic advantages and some other contributing factors like- poverty alleviation, employment generation, raising the lifestyle etc. which are fundamental in the growth of any nation. The growth in tertiary sector is also bolstered by the improvement in international tourism. The tourism industry significantly contributes to almost 11% of the total employment and over 10% in global GDP, and this makes it to be the fourth largest industry worldwide, as per the UNWTO, 2022.

The countries which are bestowed with rich heritage, biodiversity, wildlife, natural resources, minerals, diverse climatic conditions, different cultures, religion, music, folk and classical dances and history definitely tend to have an edge in the tourism industry over other countries as these serve as the key attractions for tourism. The last three decades have seen a phenomenal growth in the tourism. The growth in tourism industry can be greased by working on the de serious service like- hotels, roads, high end restaurants, health care facilities, safety and security etc. India has historical wealth, cultural diversity, natural and picturesque destinations and a lot more which allows this industry to grow in a better way, but most of the jobs which are generated in this sector are seasonal in nature and hence couldn't have a continued effect as it might. Tourism is fundamentally working as a catalyst to various other allied industries and sectors like- travel and transportation, hotel and hospitality etc. It also allows to have better circulation of foreign exchange across the globe simultaneously allowing the countries to increase their foreign exchange reserves and developing a good global image. Benefits of tourism are also extended to bringing peace and harmony among the different cultures and countries worldwide by allowing them to maintain good relations with each other.

1.1 Backdrop and Definition

Tourism is neither a new concept nor is something which came in existence a few decades ago; rather the evolution of tourism can be traced back from 17th century. Back then, young nobles, specifically from northern and western Europe countries used to make a trip which was popularly known as ‘Grand Tour’. They used to go through France, Germany, Italy and Greece with the main aim of compiling the art, history and cultural heritage across these places. Back in the 18th century as well, it was a widespread custom among the wealthier classes worldwide. At some parts of the world tourism was prevailing under the name of pilgrimages. Tourism is taken as ‘spending some time far from our native place’. Likewise, many attempts were made to define tourism, some of them are mentioned below-

- **1994- United Nations World Tourism Organization-**

Activities of a person travelling to and staying at a destination outside usual environment for not more than one consecutive year for leisure, business or other purposes may be defined as tourism.

- **Mr. Jawaharlal Nehru-**

Tourism is “Human experience, a social experience, a geographical phenomenon, a resource value, and a business industry, a tool for seeking global collaboration, understanding and peace between the nations.”

1.2 Types of Tourism

Now days the tourist activities are divided in to various sections named as Cultural Tourism, Pilgrimage Tourism, Health Tourism & Medical tourism, Domestic Tourism, International Tourism, Intra- religion Tourism and Inter-region Tourism.

1.3 Pilgrimage Tourism in India

The pilgrimage is the English translation of Sanskrit word ‘Tirtha’, which means steps to river or river ford. Visiting the holy and sacred places is Tirtha and undertaking such journey is called Tirtha Yatra. Out of faith and belief, almost 70% of people in India go on pilgrimage. As per the recorded fact, in 2022, over 91 lakh people visited the Vaishno Devi Shrine alone. There are numerous other shrines and places of such holy importance in India which results in a robust revenue generation along with creating employment opportunities on a substantial level. Because of the pilgrimage tourism, many

small regions have developed and emerged as big towns. Places like- Banaras, Ujjain etc. are some of the key examples of such places. Although, the facilities which might work as a catalyst in encouraging the pilgrimage tourism in India has always faced challenges like- lack of proper infrastructure, hurdled roads and transportation, inadequate hospitality and hotels, lack of proper safety etc. but, when it comes to belief, Indians don't compromise on their pilgrimage because of these obstacle. The pilgrimage tourism in India not only serves the economic benefits but also allows building a good image worldwide by centering on its roots.

Pilgrimage tourism has a big future in India as it is incredibly rich in historic temples and pilgrimage celebrations. The roots of Indian faiths are also drawing a lot of individuals from other nations since they encourage a global viewpoint -“A Pleasant, inclusive way of living”. Almost all religions have a connection to pilgrimage tourism. India's secularism and culture have captivated people from all over the world. Pilgrimage tourism in India has two main components. (i) The devotion of domestic tourists who, despite their pilgrimage practices, feel a spiritual connection to the deity; (ii) The "foreign" visitor, who comes from a different region, nation, or religion, see the place and pilgrimage rituals as "new," offering them a spiritual experience that differs from their own, even when the ethical ideals being conveyed are the same.

REVIEW OF LITERATURE

For the research propose the researcher reviewed more than 100 research papers, based on different type and discussing the different dimension of tourism. The researcher presents the reviews of worthy papers in different sections.

Tourism-Historical Background

Tourism and its related aspects has become an important field of study among academics, researchers, numerous governments, non-governmental organizations and other stakeholders. There are various dimensions of tourism which contains impact as well as implication of tourism. There are numerous studies covering a various dimensions. Many researchers have explained **Macintosh (1977)** a concept for research in the social sciences, tourism was originally designed during the period between the two world wars. Since then, several definitions of tourism have been put forward. In the process of attracting and hosting these tourists and other visitors, the entirety of the events and relationships

arising from the interaction of tourists, businesses, host governments and host communities is given by Mackintosh. **Mtesz (1976)** explains that the words 'tourist' and 'tourism' aspects where in general, international use in almost all European languages deriving from the English word *tour*, •circuitous. The word comes from the Latin *lonms* "a person who goes on a circuitous journey and returns to his starting point. Day by day years passed by, things started getting changed, tourism started taking its dimensions in experience, information, hospitality, fairness of price, hygiene, amenities, value for money, logistics, food and security. According to **Tiwari (1994)** tried to explain in his book of "Tourism Dimensions" which explains about comprehensive survey of modern tourism. It established that the scope for further growth and expansion of tourism, both domestic and international, is immense which necessitates its integrated planning, development and management. Furthermore, instead of treating tourism as solely as 'industry' the book seeks to lay emphasis on recognizing it as a human activity in the light of Manila Declaration on World Tourism.

A New Dimension of Pilgrimage Tourism

Both local and foreign tourists find pilgrimage to be a popular tourist activity. A major attraction is touring temples and other pilgrimage sites. Much of it is regarded as common place as pilgrimage conceptions of heaven and good fortune. Hindus frequently travel to pilgrimage sites like Amarnath, Vaishno Devi, Badrinath, Kedarnath, Varanasi, Ujjain, Haridwar- Rishikesh, and so on. .many of the researchers have find pilgrimage aspect in different context and perspective. **Barber (1993), Jackowski, &smith (1992)** both have described knowledge-based tourism as people searching for shrines and destinations. According to the outcome identify pilgrimage, "pilgrimage is as externally to a holy destination and internally for spiritual purposes and internal understanding. This journey has existed from the beginning of religions. The original was made during the middle Ages, when making pilgrimages was very popular. Travel back then was dangerous and time-consuming. It could take several years and weren't considered holidays. In the past, pilgrims would frequently travel in groups and spend the night in monasteries. For most individuals today, this has changed from being motivated by pilgrimage beliefs to being motivated by a holy cause. **Vijayanand (2012)** focused on the history and development of pilgrimage tourism management. The study also focused on the evolution of pilgrimage tourism and the roles of pilgrimage tourism as a way to explore concepts of truth, belief,

and morality that are typically either ignored or not agreed upon. Pilgrimage tourism is also a manifestation of the increasing acceptance of individuated formations of personal identity. The study has shed light on the development of pilgrimage tourism, its functions, and its economic impact in south India. The information provided in this paper's statistics points to the potential for the growth of pilgrimage tourism. According to the analysis, it should be able to expand pilgrimage tourism to more areas in the region. **Phukan et al. (2012)** they focused on the development of spiritual tourism in India and examined this development in their study. In the light of growing academic interest in spiritual tourism, a model illustrating a general classification of tourism literature has been presented, according to the study. The study also discovered that general shifts in people's attitudes toward spirituality have led to a tremendous rise in spiritual tourists in recent years. According to the report, this change's cascading effects have also been noted in academic studies. Along with other sector-based tourisms (adventure tourism, eco tourism, medical tourism, wedding tourism, etc.), literature in the area of spiritual tourism has increased dramatically. **Woodward (2004)** in his study he opined to represent pilgrimages as a significant source of income for many of the countries. He discussed that the income produced by pilgrimages could be used for the maintenance of those particular sites and other pilgrimages. The author stressed that most of the world famous pilgrimages were not able to accommodate large number of visitors or tourists at one time which lead to numerous accidental damages, overcrowding, theft incidents, noise pollution, littering and parking problems. The study recommended quite a list of remedies like entry fees to pilgrimage site and charging for vehicle access etc. overcome the mentioned problems. The author felt that there was requirement for special planning for the sightseers along those who visit pilgrimages. **Mu et al. (2007)** with the aid of a particular eco-cultural setting, pilgrimage tourism is defined as "a special tourist activity oriented by pilgrimage culture, and it refers to such special tourist activities as worshipping, study, sightseeing, and culture carried out by both pious believers and casual visitors.

Government's Role in Pilgrimage Tourism

Origin of Tourism policy in India Tourism planning in India was started after Independence. The conscious and organized efforts to promote tourism in India were made in 1945, when a committee was set up by the Government of India under the leadership of Sir John Sargent. The sixth five year

plan emphasizes tourism as an instrument for economic development, integration and maintains social harmony. The government has taken several significant measures to promote tourism industry. Many of the researchers have explained, **Likorish & Jenkins (1997)** said that some governments, particularly in market-oriented industrialised economies, might not have a clear tourist policy. Their political philosophy will forbid any form of State planning, and even strategic action in the commercial and industrial spheres may be strictly limited to instances of "market failure," which is itself a very limited concept. In the absence of policy and political will, action may be uncoordinated and reactive, with issues associated with this type of reluctant action.. The authors came to the conclusion that the national interest is at stake due to ineffective State action and a low priority given to tourism, which is reflected in the absence of proper policies and plans. The author made the case that generally speaking, the government should be concerned at all levels with protecting its residents, providing necessary services, and establishing favourable conditions for the operation of their institutions, including business and trade. The primary responsibilities of the government should be to formulate policy, approve the broad development strategy, regulate, inspect, and protect consumers, provide consultative forums, take fiscal action, provide financial assistance for development, create favourable conditions for growth, provide statistics, economic data, and other technical information, and promote the destination. **Witt et al. (2013)** explains about tourism as one of the fast growing service sector which needs more concentration by government and private sector people so that revenue can be increased and attract more number of tourists to any destination. With the special reference to economic development of a particular destination, it provides an overview of overseas tourism and techniques that can be adopted for managing tourism activities. **Vijaya Babu K (2014)** speaks about the problems of tourism industry with regard to foreign tourists such as Safety and Security to the tourist, infrastructure development and the Government initiative for providing better services to the foreign tourist. Government must be very humble to the tourist and provide professional tourist guides and also introduce special schemes to attract more foreign tourist to the country. **Aniah et al. (2010)** identifies the socio-economic activities within the place and involvement of tourism in achieving the developmental objectives. The role of Government to diversify the

economy of a country by tourism and its benefits to the state particularly within the communities has been highlighted.

Socio Economics Change

Manhas et al. (2014) Describe how the tourist industry contributes significantly to the global domestic product (GDP) and the creation of jobs, which ultimately gives emerging nations a chance to increase their overall growth. Through its backward and forward connections with other sectors, the tourism sector in India gives other industries momentum. One of the important sectors boosting the expansion of the service sector in India is the tourism and hospitality sector. In order to avoid tourism from degenerating into a negative industry, many nations are now stepping up their efforts to meet the challenge of enhancing tourism resources in their regions force. Unchecked expansion in the tourism industry has negative impacts that have a significant negative influence on both current and future generations. The ultimate goal of sustainable development must be accomplished within a realistic time frame, thus it is necessary to deal with these possible dangers effectively and then include all stakeholders in the Endeavour. **World Tourism Organization (2014)** this survey has made an examination on UNWTO tourism highlights 2014. They reported that tourism is a key driver for the socio economic development through the export revenues, prosperity through the creation of jobs and enterprises and well being through infrastructure development. The study determined that tourism has been growing with a continued expansion and diversification and ever increasing number of destinations have emerged worldwide. The report highlighted that tourism industry is the world's largest and fastest growing sectors. Despite of this, the study also found that international tourist arrivals have been grown virtually from 25 million in 1950 to 278 million in the year 1980, 528 million in 1995 and 1087 million in 2013. **Libison & Muralledharan (2008)** in their study of research they focused the economic benefits of pilgrimage tourism in Shabarimala to the local residents of Pendulum rural area. The article found that the number of pilgrimage tourists or pilgrims visited Shabarimala temple was almost equal to the population of Kerala state. The researchers disclosed that during pilgrimage season, a huge number of economic activities including accommodation and dormitory facilities, petty trading, transportation, food and tea shops etc. took place in Pendulum which provided huge number of socio-economic benefit to the region. They also

identified that during pilgrimage season, the living standard of families based on food habits, saving pattern improved and clothing. The researchers recommended that a development committee including officials from Devaswon Board, Gram Panchayat, Pendulum Executive Committee and local people must be formulated for growth of long term and short term plans to collect maximum benefits from pilgrimage season. **Jadhavi & More (2010)** in their study they made an attempt to evaluate the essential factors to determine minimum expectations of tourists. The study researched on the objectives of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community and also enhancing lifetime value of tourism customers and developing a relationship with profitable customers has become the central focus of Tourism Company's strategy. It is a process of expectations and perceptions whereby a satisfied tourist experience a positive change in attitude towards the service. The study also attempted to explore the purpose of visit, food quality, and accommodation like room cleaning, beddings, ventilations and destination guidance. The study concluded that, every tourist has expectations on food quality, covers all destinations, well acquainted accommodations. Some tour operators are successful by giving such services but other tour operators are not successful in such tourism services. **Bala & Kulshrestha (2013)** analyze the role of the tourism industry in promoting employment and economic growth and whether there is a unidirectional or bi-directional causal relationship between these two variables. The co integration, VAR and Granger causality techniques have been used for this analysis. Rapid growth in the tourism sector has led to the growth of household incomes and government revenues directly or indirectly through multiplier effects, by improving the balance of payments position and leading to government policies that promote tourism. Boosting of economic growth by developing the tourism industry has frequently been adopted as an important economic development strategy by many countries. The results of the co. integration tests show that the variables have a long run equilibrium relationship with each other. The Granger causality tests confirm the existence of long run unidirectional causality running from 63 FTA and FEE to GDP and from GDP to employment. Growth in the tourism industry generates employment by stimulating growth in GDP. This means that if there were an increase in tourist activities, the employment growth rate would improve via an increase in GDP, which in turn, would result from an increase in FTA and

FEE. The government also needs to implement certain others measures such as outsourcing the maintenance of heritage monuments to organizations in the corporate sector under public-private. **Ministry of Tourism, (2011)** Tourism have to make way for its improvement by both physical and financial resources from Central and State institutions for its infrastructure development of tourist sites. It should also try to understand the inter connections that it has among the other sector of the economy and its development. Usage of IT should be high for attracting more number of tourists. **Singh & Unjum (2016)** highlights the economic significance of tourism to the economy of Jammu and Kashmir and examines its performance from 2004–2005 to 2012–2013. Additionally, there is a reciprocal relationship between economic growth and tourism With OLS regression equations, growth has been studied. Other economic sectors have performed better than the tourism industry because it experienced the slowest development throughout the relevant years. Despite the J&K economy's unsatisfactory performance, trends within the various sectors are somewhat positive because Jammu and Kashmir is seeing an increase in both domestic and foreign tourists. Foreign tourist arrivals increased more slowly than domestic visitors, nonetheless. Domestic visitors made up a sizable share of all tourists visiting Jammu and Kashmir. Econometric research demonstrates a bi-directional causal relationship between economic growth and tourism and proves that, over the relevant period, economic growth significantly influenced the increase of tourism in Jammu and Kashmir

Problem and Prospects

We enjoy tourism because each place provides us with a unique experience and various different facilities like public transportation hotels etc. Booked in advance but with this we come across many problem related to it. Many of the researchers have find like, **Chockalingam & Ganesh (2010)** in their study focused mainly on Problems Encountered by Tourists. The paper analyzed on identifying problems encountered by tourists and their intensity level. This also attempts to study whether there is any significant difference in the problem faced by respondents based on demographic factors. And the study found that the intensity experienced by tourists differs depending on various factors influencing tour environment. Also, the problem intensity differs significantly based on respondents' state such as gender, age, nationality, education, profession, income, geographical location, family size and frequency of tour made. The article recommended situation with the intensity of problems requires

more attention and policy efforts to develop tourism development. **Ajim et al. (2008)** in their paper viewed the major problems like overloaded infrastructure, increasing crime, overcrowding, pollution and environmental degradation etc. The authors have recommended a large list of suggestions providing confidence through special arrangements, attention, protection and safety, collecting feedback, distributing tourism materials, starting more tourist information centres, displaying proper sign boards and road directions, creating more tourism centres with hygiene facilities etc. The study concluded that the greater challenge to tourism industry in Kerala is terrorism in which the most of the victims are of innocent people. **Krishnaiah (2012)** in his study he assessed the problems and prospects of tourism in Andhra Pradesh. The study also highlighted a case analysis of Chittoor district which provides an overall view of the tourist facilities required and facilities available interrelationship in the context of Chittoor district tourism. The study discovered clearly the gap between demand and supply in terms of availability, quality and variety of accommodation, food and transport related facilities and many other allied services. The study revealed that the supply in terms of the various tourist facilities is not only insufficient but also ineffective. However, the researcher found the Problems and prospects of the twelve dominant attraction centres in particular and of the remaining subsidiary attraction centres in specific and future subsidiary attraction centres in general. **Vijaya Babu K (2014)** speaks about the problems of tourism industry with regard to foreign tourists such as Safety and Security to the tourist, infrastructure development and the Government initiative for providing better services to the foreign tourist. Government must be very humble to the tourist and provide professional tourist guides and also introduce special schemes to attract more foreign tourist to the country.

RESEARCH GAP

On the basis of Review of literature, the Researcher has identified the following gaps;

- There have been many studies conducted in this area but after the researcher's extensive Review of literature it have been found that there are very few studies have been conducted on pilgrimage tourism as centre point.
- The researcher did find very few studies in which the increasing tourism has caused the development of infrastructure and facility in that area.

- No study has been traceable, describing the impact of Cultural Revolution, took place in recent years, on tourism and particularly pilgrimage tourism.

NEED OF THE STUDY

After 2014, a new cultural and pilgrimage revolution has started. During the process, the belief of the Sanatan dharm are being promoted and in this course of action the forgotten pilgrimage places have been restored like Kashi vishwanath temple in Varanasi , Mahakal temple in Ujjain, Ram Janam Bhoomi in Ayodhya, and so on. This process give the new life has been noticed in tourism and especially to pilgrimage tourism in the Indian society.

The proposed study will work to find out the socio-cultural aspect of pilgrimage tourism on selected places and change in pilgrimage and social behaviour of people at large.

RESEARCH QUESTION

The following research questions have been raised in the proposed study to find out the adequate answers:

- Is there any impact of ameliorates infrastructure and facilities on the development of selected area?
- What are the changes in government policies for tourism sector in India?
- Is the Inclination toward pilgrimage and spiritual value increasing among the people due to cultural and pilgrimage tourism?
- Does restoration of pilgrimage sanctities of forgotten/ unnoticed pilgrimage places have a positive impact on the tourism sector of selected areas?

STATEMENT OF THE PROBLEM

The proposed study outlines the research problem as:

“The restoration of sanctities of ancient forgotten pilgrimage places and their developments create a positive impact on development of those cities and adherence to spiritual value among the people”

OBJECTIVES

In the proposed study, research objectives are as follows: -

- To study the policy of government for development of tourism sector in India in general and religious tourism in particular.
- To study the ameliorated facilities (like infrastructure, safety, and security, health, transportation, crowd management) provided by local authorities at selected places for the development of tourism in their respective area.
- To study the impact of pilgrimage tourism on the adherence of people toward the pilgrimage and Spiritual values.
- To study the impact of restoration of pilgrimage sanctities of forgotten/ unnoticed pilgrimage places on tourism and area development.
- To prepare the action plan for management of pilgrimage places based on public reaction.

RESEARCH DESIGN AND METHODOLOGY

8.1 Hypotheses

During the research following hypothesis will be tested to draw a valid conclusion.

- **H₀**- There is no significant change in the government policies for tourism as a whole and pilgrimage tourism specially.
- **H₀**-There is no significant impact of improvise Infrastructure and superior facilities on development of selected areas.
- **H₀**- There is no significant relationship between cultural and pilgrimage tourism with the Inclination of people toward cultural and pilgrimage value.
- **H₀**- There is no significant impact of restoration of pilgrimage sanctities on the several dimension of tourism.

8.2 Variable of the Study

In the proposed study, the researcher presents the table below consisting of number of variables that are categorised into dependent and independent.

Table No. 1.1: Variable of the Study

Independent Variable	Dependent Variable
Change in government policy Restoration of pilgrimage sanctities Development of pilgrimage places	Inflow of tourist Development of Infrastructure facility Employment creation of selected city

8.3 Universe Sample of the Study

Kashi vishwanath, Ujjain, Mathura- Vrindavan, Vaishno devi have been selected as sample area because these are recently developed by the government of India in pilgrimage tourism and it would be economical (cost, time, energy) for researcher to collect data regarding these places.

8.4 Sample Area and Size of the Study

The population from which sample need to be drawn is infinite. Therefore, the sample size has been calculated using the sample size formula for the infinite population through precision rate and confidence level approach to be arriving at a representative number of respondents (Godden, 2004).

Where, SS= Sample size for the infinite population

Z= Z Value

P= Population proportion

C= Margin of Error at 5% (0.05)

$$SS = \frac{Z^2 \times (P) \times (1-P)}{C^2}$$

To minimize the bias and obtain a realistic sample size, scenarios are evaluated-

1. Estimating 10% of population with 6% of Margin of Error
2. Estimating 30% of population with 5% of Margin of Error
3. Estimating 50% of population with 4% of Margin of Error

Table No.2.1: Calculation of Sample Size

Scenario	Population Proportion	Value of Z (95% Confidence level)	Margin of Error	Sample Size Calculation	Sample Size
I.	10%	1.96	0.06	$= \frac{1.96^2 \times 0.1 \times (1-0.1)}{0.06^2}$	96
II.	30%	1.96	0.05	$= \frac{1.96^2 \times 0.3 \times (1-0.3)}{0.05^2}$	323
III.	50%	1.96	0.04	$= \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.04^2}$	600
				Total	1200
				Average	340 (1200/3)

Source Computed by means of using Godden formula (equation-1)

Hence, the sample size for the study will be 340.

8.5 Sample composition

According to Godden's formula, there were 340 responders, which were approximately equivalent to the next 100 customers, or 400, assuming that now the response rate in this case was 33%. In order to collect the primary data, the researcher will administer the questionnaire to 1200 respondents, distributed equally in chosen locations.

Table No.3.1: Sample Design

S.NO	STATES	PLACES	SAMPLE SIZE (INDIAN+INTENATIONAL)
1.	Uttar Pradesh	Mathura- Vrindavan Varanasi Ayodhya	175+25= 200 175+25= 200 175+25= 200
2.	Uttarakhand	Kedarnath & Badrinath	175+25= 200
3.	Madhya Pradesh	Ujjain	175+25= 200
4.	Jammu	Vaishno Devi Temple	175+25= 200
	TOTAL- 04	06	1,200

8.6 Collection of Data

Primary data: Primary data will be collected through the questionnaire from the selected sample of the universe from the chosen tourist's hotspots to fulfil some of the objectives.

Secondary data Concerning the dynamic of nature of the research will be collected from Uttarakhand tourism data sites, Uttar Pradesh tourism data sites, Madhya Pradesh tourist data sites and Jammu & Kashmir tourist site, tourist committees etc.

8.7 Statistical Tool and Technique

In the proposed study the research work will be categorised as both qualitative and quantitative. To analyse the collected data both type of statistical technique i.e., Descriptive and Inferential statistics will be used for obtaining the best reliable results and inferences. Chi-Square test, Test of significance, Regression model and other tests as per the requirement of the research work in proposed study will be undertaken and applied.

8.8 Research Methodology

The following research questions have been raised in the proposed study to find out the adequate answers:

Table No.4.1: Objective wise methodology

S.No	RESEARCH OBJECTIVE	RESEARCH METHODOLOGY
1.	To study the policy of government for development of tourism sector in India in general and religious tourism in particular.	In response to achieve this objective, researcher will review different policies of government of India, declared time to time for the development of tourism in country in general and pilgrimage places in particular.
2.	To study the ameliorated facilities (like infrastructure, safety, and security, health, transportation, crowd management) provided by local authorities at selected places for the development of tourism in their respective area.	To fulfill the said objective the researcher will analyse the secondary data collected from the State Tourism Development corporation based on the selected tourist hotspots. .
3.	To study the impact of pilgrimage tourism on the adherence of people toward the pilgrimage and spiritual values.	This data will be collected by the questionnaire through the primary survey from the visiting tourists of selected places..
4.	To study the impact of restoration of pilgrimage sanctities of forgotten/unnoticed pilgrimage places on tourism and area development.	Both primary and secondary data will be used for this. Primary data are required to ascertain the purpose of visiting and cultural awareness of tourists as well as secondary data is required to know the growth rate of national and international tourists.
5.	To prepare the action plan for management of pilgrimage places based on public reaction.	Problems will be reported in an action plan with the best possible outcomes based on conclusions, findings, and final analysis from the study.

IMPLICATION OF THE STUDY

The present study will show the social impact of tourism by creating religious and spiritual values in people along with its economic implication. Tourism is the major source of imparting knowledge and spreading awareness about the culture in our country. The study will also give an insight about the upliftment being served to the handicraft and handloom industries. This will be a flagship study reflecting the change in public opinion towards pilgrimage tourism.

CHAPTER PLAN

The structure of the proposed research will be as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Analysis and Result

Chapter 5- Conclusion and Suggestion

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