

A
RESEARCH PROJECT REPORT ON
**ROLE OF RELIGIOUS SITES IN DEVELOPMENT OF TOURISM
INDUSTRY IN INDIA**

SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE
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DECLARATION

I hereby declare that the Research Project entitled “Role of Religious sites in development of Tourism Industry in India” submitted for the Degree of Bachelor of science is my original work and the project has not formed the basis for the award of any degree, diploma, fellowship or similar other titles. It has not been submitted to any other University or Institution for the award of any degree or diploma.

Date: 08/12/2020
Place: Chandigarh

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CERTIFICATE

This is to certify that Ms.Simran Kaur Saini, Roll No. 18BAT1033 (BSCAAM V Semester) has completed the Research Project entitled **Role of Religious Sites in development of Tourism Industry in India** during the period of her study under my guidance.

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EXECUTIVE SUMMARY

Religious Tourism can be defined as travel with the core motive of experiencing religious forms, or the products they induce, like art, culture, traditions and architecture. Being one of the most ancient civilizations of the world, India has been in contact with almost all the major religions of the world, and despite being dominated by Hinduism in the present context, religions like Islam, Buddhism and Christianity have also influenced a sizeable portion of the population, apart from niche religions like Sikhism, Jainism, Vaishnavism, Judaism that grew as an offshoot to the major religious schools of thought.

PERSPECTIVE OF INDIANS TOWARDS RELIGIOUS TOURISM -

There are two distinct aspects to Religious Tourism in India; one, the faith of the domestic tourist, who has a spiritual attachment to the deity/ destination in line with their religious beliefs; the other is the 'foreign' tourist, someone belonging to a different religion, region or country, for whom the destination and the religious practices have the dimension of 'novelty', a spiritual experience different from their own, despite the ethical values being delivered remaining the same.

From the domestic market's perspective, there is a fine line dividing business and belief. Many Temples, Mosques, Churches, Gurudwaras and other major religious centres, in today's socio-economic structures, are tangible assets in terms of infrastructure and the workforce they employ, thereby implying that the institution has to monetize itself in order to be able to meet its everyday survival in societal environments.

CHAPTER 1- INTRODUCTION

1.1 DESCRIPTION OF THE RESEARCH TOPIC AND RELATED FACTORS -

People are travelling from past many years. Some are travelling for leisure activities, some for business purposes, and some are pilgrims visiting to religious sites. Here we are doing a research on the topic role of religious sites in development of tourism industry in India where we will discuss about which are the factors contributing or are beneficial for the religious sites or we can call them as opportunities of religious sites which is one of our objective.

India is a place of many religions, the major ones are - Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism are followed in majority. Indians celebrate numerous festivals such as Diwali, Holi, Id, Christmas etc. throughout the year. With immense faith in their hearts people scale all geographical terrains to seek God's blessings reach the places of religious tourism, then be it the high mountains or valleys they reach the places with great faith in their heart only with a wish that they seek blessings of the god.

People do not mind standing in long queues to just get a glimpse of the deity residing there. With changing times these religious places have become a site for tourism, rather than a mere pilgrimage. Worshipers want safe and comfortable journey. They want security of food, shelter and health as an important part of their pilgrimage and thus to cater to their needs and demands, business houses, individuals, agencies, and even the government have started playing an important role in providing services to the pilgrims, creating a huge industry for Religious tourism.

Religious tourism industry in India is yet to be explored to its full potential. This sector shall give a sea of opportunities to new business start ups and provide a large number of employment in a Country . Religious tourism shall not only be a blessing to business concerns, but would help to develop the local market of the area. Religious tourism would lead to revenue generation and rise in standard of living for the locals. It shall also affect development of the infrastructure of the area, such as road and rail connectivity, electricity, drinking water etc.

According to World Tourism Organization, an estimated 300 to 330 million pilgrims visit the world's key sites every year. India being one of most religiously overwhelmed country, religious tourism plays a very important role in its development. Religious Tourism is travelling to a religious place with not only an intention of seeking blessings from the God but also enjoy the pleasure of travelling, this would include art, culture, traditions and architecture. Based upon the nature of the product, intensity and region of travel, Religious Tourism is divided into the following major categories:

1. Pilgrimages
2. Missionary travel
3. Leisure vacations
4. Faith-based cruising
5. Crusades, conventions and rallies
6. Retreats
7. Monastery visits and guest-stays
8. Faith-based camps
9. Religious tourist attractions

Religious Tourism is regarded as planning visits to other towns, cities or countries for religious purposes. Religious tourism is increasing now days. India is widely known for exotic religious places. Religious tourism has been one of the reasons of developing India. Many places like Kedarnath, Mahakaleshwar, Jagannath puri, Tirupati, Gangotri, Yamunotri, Badrinath, Omkareshwar, Kashi Vishwanath, etc are most visited religious places in India. Even foreigners also come to India to visit these places.

The Government is very much aware of the importance of religious tourism not only as an economic enabler, but also a tool to make sure community consensus. Religious tourism is one of the strongest implement to develop India. Tourism acts as a prominent empower in facilitating development of basic infrastructural facilities, generates income for the local community as well as the Government, balances regional development strategies through 'umbrella' effect and stimulate tranquility and socio-cultural cooperation.

1.2 NEED OF STUDY

As we all know that India is known to be as one of the religious, cultural, and traditional destination for weekends and has enough potential to strengthen the economy besides employment opportunities. It has a different or varied spiritual touch that will not be felt anywhere else. The power or the blend of religious or spiritual beliefs, heritage, different cultures & traditions (such as northern areas have different culture and beliefs, southern areas have different lifestyle), so these kind of different cultures is an advantage to our spiritual land.

Here we are going to find out that how religious sites or religious tourism is helping in our nation's economy; Does it provides benefits to the visitors/pilgrims also. What are the positive and negative impacts of this tourism ,we will find in this research. Sites of special sacred significance have been visited for millennia. What is now important is that these sites need protection, conservation and interpretation. There are few guardians of these special places of worship and visitation and even fewer sources of funds to maintain and manage these sites for present visitors and worshippers. We do make a distinction between worshippers and visitors as the religious sites cater for both as visitors and in roughly equal amounts at some very special places. One of the conflicts that has been noted is between visitors to religious sites and worshippers, while many visitors see the worshippers as part of the experience some of the worshippers do not like the feeling of being observed by the visitors.

The research is important for many purposes such as we have mentioned above that we need to find out the opportunities and challenges of religious tourism and we will also be able to know about the customers satisfaction and how it is influenced by the factors such as accommodation, food & drinks, shops located over these sites / souvenir shops, and many others. We will also be able to broaden the existing knowledge on this field of study and also will be able to improve skills, knowledge and experience in this area.

CHAPTER 2 – LITERATURE REVIEW

2.1 WHAT IS TOURISM?

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

2.2 WHAT IS RELIGIOUS TOURISM?

Religious tourism is an important part of the tourism industry it called special interest tourism, which usually related to the followers of particular faiths who visit locations that are considered as holy sites. Religious sites are not only visited by the pilgrims but also visited by non-religious tourists since they have cultural, historical and religious significance.

Most niche of tourism industry is directly affected by economic instability but this religious tourism is less affected by these economic issues because the reason for travelling is very strong and it plays a very important role in their lives so money does not play a very vital role to stop from visiting a destination. It is difficult to give a specific definition of religious tourism and the reason behind it is that cultural and religious travel is used synonymously. This is because the majority of cultural tourists visit religious destinations as a part of their itinerary and is thus referred to as religious tourists.

Religious tourism is the pioneer form of tourism which has begun almost with the dawn of humanity. From the ancient times religious destinations were not only a part of the cultural landscape but they also had become a vital factor in local marketing and prime parts of the economy of hosted destinations. Some of the religious places such as Mecca in Saudi Arabia, Fatima in Portugal and Lourdes in France attract millions of religious tourists, charity workers, missionaries and humanitarians creating a huge financial transaction in the destination. Religious tourism, in the literature of tourism studies is, often described interchangeably as a cultural heritage tourism, cultural tourism, cultural heritage tourism and spiritual tourism by different authors. The general meaning of religious tourism implies travelling with the prime motive of experiencing religious activities or the products they induce such as art, culture, traditions and architecture.

2.3 RELATION BETWEEN RELIGION AND TOURISM

Religion and tourism are interlinked with each other. The pioneer form of tourism was in the form of visiting religious pilgrimages such as Christians travelling to Jerusalem and Muslims to Mecca. Religious pilgrimages have always been one of the dominant factors for motivating people to travel. Tracing back to the religious history it is found that major religions have globally stimulated tourism as a foundation for spreading their own religious beliefs.

2.4 HISTORY OF RELIGIOUS TOURISM

The founders of the main religions; Prophet Mohammed (Islam), Jesus (Christianity), Moses (Judaism) in addition to Gautama Buddha (Buddhism), have inspired various acts of pilgrimage as a part of their establishment. Beside the above-mentioned religions there are several other religions such as Hinduism, Sikhism and Jainism, which carry their own norms and values. They have their own special religious destinations. For example, Pashupatinath Temple in Nepal the most important pilgrimage destination of Hindus. A significant number of pilgrims travel every year to their particular sacred destinations to accomplish their religious missions.

2.5 RELIGIOUS TOURISM IN INDIA

Religious Tourism is the substructure of society in India and order of Religious culture, heritage, and principles supports to policy, management and development objectives. India each Pilgrimage is also a popular attribute of Indian historic culture with a long history. Indian religious tourism capabilities have been one of the foremost fountainheads for country development especially due to the presence of many religious tourism places in India Economic, environment and social development of local resources.

In India it reflects religious tourism and pilgrimage tourism offer opportunities for diversify revenues India keep strong foundation of ancient culture, 50 religious and 845 languages, over 3 millions Gods, Goddess and historical monuments. There are two distinct facet to Religious Tourism in India; one, the belief of the domestic tourist, who has a spiritual attachment to the divinity/religious beliefs; the other is the 'foreign' tourist, someone belonging to a different religion, place or country, for whom the destination and the religious practices have the aspect of 'newness', a spiritual experience different from their own, nonetheless the moral values being delivered remaining the same.

2.6 GROWTH OF RELIGIOUS TOURISM IN INDIA

Religious Tourism has exponential growth in the modern years in India. According to World Economic Forum, Travel and Tourism accounts for 5% of India's employment. It is also having huge potential for further growth is made visible by comparing the country's 7 million international visitors to China's 55 million. India having diverse resources be it cultural, or natural or intangible heritage or even sports events, plays very significant role in socio-economic development of the Nation. India's relevance as business travel destination is increasing along with its economic growth, it remains a price-competitive destination (8th) and recent changes in its visa regime: not yet reflected in the data rankings—have the potential to boost international arrivals.

For creation of tourism infrastructure, two major schemes have been implemented - Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits) and PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive).

Government Intervention towards promotion of Religious Tourism in India :-

I. PRASAD – Pilgrimage tourism is a matter of trust, beliefs, and devotion. PRASAD (Pilgrimage Rejuvenation and spiritual Augmentation Drive) Scheme's missions to develop pilgrimage tourism, generate employment, economic development, provide facilities & good services to tourist and developed infrastructure. This scheme is proposed to be implemented as a central sector scheme during the 12th Five-year plan and beyond.

II. SWADESH – This Scheme is based on development of circuits in the country. The Government of India, Ministry of Tourism (MOT) launched the Swadesh Darshan Scheme (Central Sector Scheme) – for integrated development of theme based tourist circuits in the country in 2014-15. This scheme's objectives are economic growth, job creation, aware to local communities about importance of tourism and development of tourist facilitation services for their satisfaction.

III. Adopt a Heritage Scheme – The “Adopt a Heritage: Apni Dharohar, Apni Pehchan” Scheme is a step of the ministry of tourism. It was launched in September 2017 on World Tourism Day by president ‘Ram Nath Kovind’. The main objectives of this scheme is to develop the tourist sites, maintaining basic facilities, like drinking water, cleanliness, travel information and guidance, proper sanitation etc. “under the scheme the government has put up a list of over 93 ASI monuments.

ASI protects 3,686 ancient monuments and archaeological sites, including 36 World heritage sites. So far 31 agencies or monument mitras have been approved to adopt 95 monuments/tourist sites.

2.7 MOST IMPORTANT PILGRIMAGE PLACES IN RELIGION WISE IN INDIA

1. HINDU PILGRIMAGE

a) AKSHARDHAM

Akshardham could be the famous temple involving “Swaminarayan Sect” that’s the richest sect on the world. It can be a unique cultural complex internal Gandhinagar in storage of Lord Swaminarayan. Encouraged by H. D. Pramukh Swami Maharaj, Akshardham can be a miracle worked from the service and devotion of thousands of volunteers. It is usually an intricately carved, majestic monument of 6000 a lot of pink sand rock awash with faith based stillness. The entire monument had been built without the application of steel. Besides a 7 feet gold leafed idol involving Lord Swaminarayan along with his holy artefacts, there are a few exhibitions on Native indian Culture with light and Sound shows, a multimedia demonstrate and an animatronic demonstration.

b) ANNAVARAM

Annavaram is at a distance of 72 km’s from Rajahmundry, 124km from Visakhapatnam along with 498 kms from Hyderabad and it’s a sacred pilgrim centre on a hill top known as Ratnagiri. The presiding deity at Annavaram is VeeravenkataSatyanarayanaSwamy. It can be believed when completed in the identify of SatyanarayanaSwamy

c) AMARNATH

Amarnath are standing on a high mountain road. How has been cool and wet. Parts of your muscles ache and your current breathing is laboured. You keep walking for this is the walk you possess chosen. And above the next rise, etched against the sky could be the abode of Shiva. Here the eternal ascetic, the Lord on the Dance, the Destroyer, whispered the key of immortality in to the ear of his consort. Here sages have fallen for you to ponder this cosmic, for you to meditate on this divine. Here millions of enthusiasts help make the means annually, walking regarding 15 nights or higher for a faith based experience while using deity. Darshan at Amarnath isn’t simple; but what faith based voyage actually has been?

Terrorist assaults possess extra one more dimensions involving danger to an hard make your way. But nevertheless they're going to that particular imposing pile, of which tranquil cave, of which lingam involving its polar environment. Even now they will be available, for the Adept calls.

d) AYODHYA

Ayodhya – among seven in the holy directory Hindu cities – where history and also legend merge faultlessly, where some occur to purify their souls although some plan hostile clashes. Ayodhya – which suggests ‘that which can't be subdued by war’, in which the turbulence always subsides letting the city return to the original, peaceful holy avatar. Ayodhya – a small, calm city wherever sadhus mingle using pious pilgrims and also the occasional tourist, where even the sunset for the banks of your Sarayu river will work for the soul.

e) ALLAHABAD

Allahabad such the sacred spot for you to Hindus. The mythical river of enlightenment, your Saraswati, is also considered to surface here. It really is believed that your purifying power of any sacred river is strengthened in a confluence. This provides sangam great soul-cleansing properties, and all Hindus anticipate to bathe here at least once in their life time, to wash absent their sins. All around 7 km via Civil Lines, overlooked from the eastern ramparts from the Allahabad fort, wide flood plains and muddy banks protrude for the sacred sangam. At the point where the brown Ganga meets the greenish Yamuna, priests perch with small platforms to complete puja and guide the devout inside their ritual ablutions from the shallow waters. Beaches and ghats are littered with the shorn head of hair of pilgrims who visit offer pind (offerings) for his or her deceased parents. Boats to the sangam, used by means of pilgrims and tourists alike, can be rented with the ghat (steps ultimately causing water) immediately east from the fort, for your recommended government charge of Rs 12 each head. However, most pilgrims pay out around Rs 36 and you'll be charged as much as Rs 150. Official prices for just a whole boat are usually between Rs 100 and Rs 120 yet can soar to more than Rs 250 while in peak seasons.

f) BADRINATH

Cradled inside twin mountain stages of nar and narayan is the holiest of the actual four main shrines, Badrinath along the left bank with the river alaknanda.

With the backdrop, it is definitely an important destination about the sacred itinerary of any devout Hindu. In the event the spot was carpeted using 'badris' or perhaps wild berries and as such was famous as 'badri van vi'. The revered shrine is alive with range legends from mythology. Its sanctity is emphasised inside ancient scriptures as "there are many sacred spots of pilgrimage inside heavens, earth and the nether world, but there was none equal in order to badri, nor shall presently there be." Story has it if the Ganga was asked for to descend to earth to help the suffering human race the earth was unable to withstand the drive of its nice. Therefore the grand Ganga was separated into twelve holy channels. Alaknanda was certainly one of Lord Vishnu or perhaps Badrinath. The temple associated with Shri Badrinathji about the bank of the actual Alaknanda river, goes to the Alaknanda lake, dates back to the Vedic times, based at an altitude associated with 3,133 mts., the existing temple is shown to have been constructed by an expert Shankaracharya – a great 8th century philosopher-saint, which also established a new math here. Also known as Vishalbadri, Badrinath is just about the Panchbadris.

2) SIKH PILGRIMAGE

Anandpur Sahib "Waheguru", a manifestation praising your get good at of the market is around the mouth of each devotee that will relates to Anandpur Sahib. You may instantly feel the good sense associated with calmness that will pervades this 'city associated with divine bliss', one of many some seating associated with guru of the Sikh faith, wherever impressive pure-white gurudwaras beckon pilgrims by afar. Your gurudwara and also forts in this article get experienced some of the most substantial functions throughout Sikh strict record. Your Khalsa Panth had been founded in this article, any local authority or council associated with several smart guys that will governs Sikh strict affairs was initially established in this article, because had been your exercise associated with worshipping your Expert Granth Sahib. Anandpur Sahib may be the best destination for a acquire a great insight in to the essence associated with Sikhism that will governs the life span associated with tough, healthy Sardars by Bhatinda for you to Luton. In the celebrations associated with HollaMohalla (March) and also Baisakhi (April) you'll be able to enroll in the sea associated with supporters whom flock for you to Anandpur Sahib, switching that right into a carnival area overflowing with strict fervour, traditions, history and also gaiety.

a) ANANDPUR

Anandpur Sahib is usually a small village 80 km by Chandigarh. The item lies in your Ropar district associated with north-east Punjab, around the national boundaries together with Himachal Pradesh. One part associated with Anandpur Sahib include the foothills of the towering Shivalik array, around the additional, your water Sutlej. Situated on the Ambala-Sirhind-Ropar-Nangal railroad path and also the Ambala-Nangal street, it is fortyfive km by Ropar and also 22 km by Nangal. Kesar Sahib Gurdwara sits in the middle associated with village and is any several second wander from your coach stand traveling. Concerning Kesar Sahib and also the coach stand sits market together with several chemists.

b) FATEHGARH SAHIB

Fatehgarh Sahib is a town and a sacred pilgrimage site of Sikhism in the north west Indian state of Punjab. It is the headquarters of Fatehgarh Sahib district, located about 5 kilometres (3.1 mi) north of Sirhind. Fatehgarh Sahib is named after Fateh Singh, the 6-year-old son of Guru Gobind Singh, who was seized and buried alive, along with his 9-year-old brother Zoravar Singh, by the Mughals under the orders of governor Wazir Khan during the ongoing Mughal-Sikh wars of the early 18th century. The town experienced major historical events after the martyrdom of the sons in 1705, with frequent changes of control between the Sikhs and Mughals. The town features historic Gurdwaras, including the underground Bhora Sahib marking the location where the two boys refused to convert to Islam and fearlessly accepted being bricked alive. In contemporary times, the town is the site of educational institutions such as the SGPC run Guru Granth Sahib University and Baba Banda Singh Bahadur Engineering College.

c) GOLDEN TEMPLE

The Golden Temple, also known as Harmandir Sahib, meaning "abode of God". It is the preeminent spiritual site of Sikhism. The gurdwara is built around a man-made pool (*sarovar*) that was completed by the fourth Sikh Guru, Guru Ram Das in 1577. Guru Arjan, the fifth Guru of Sikhism, requested Sai Mir Mian Mohammed, a Muslim Pir of Lahore, to lay its foundation stone in 1589. In 1604, Guru Arjan placed a copy of the Adi Granth in Harmandir Sahib. The Gurdwara was repeatedly rebuilt by the Sikhs after it became a target of persecution and was destroyed several times by the Mughal and invading Afghan armies.

Maharaja Ranjit Singh after founding the Sikh Empire, rebuilt it in marble and copper in 1809, overlaid the sanctum with gold foil in 1830. This has led to the name the Golden Temple.

d) HEMKUND SAHIB

Hemkund Sahib (also spelled Hemkunt), formally known as Gurudwara Shri Hemkund Sahib Ji, is a Sikh place of worship and pilgrimage site in Chamoli district, Uttarakhand, India. It is devoted to Guru Gobind Singh (1666–1708), the tenth Sikh Guru, and finds mention in Dasam Granth, a work presumed dictated by Guruji himself, but insufficiently verified, where mythological components exist in the work. With its setting of a glacial lake surrounded by seven mountain peaks, each adorned by a Nishan Sahib on its cliff, it is according to the Survey of India located in the Himalayas at an elevation of 4,160 meters (13,650 feet). It is approached from Govindghat on the Rishikesh-Badrinath highway. The main town near Gobindghat is Joshimath. The altitude of the lake at Hemkund is approximately 13,650 feet.

e) MANIKARAN SAHIB

Situated deep within the Parvati Valley of the famous hill district of Kullu in Himachal Pradesh, the Manikaran Sahib is one of the prominent holy spots in India. Manikaran is located at an impressive altitude of 1760 m. Because of its proximity to the nearby Manali valley, it receives thousands of pilgrims and tourists, particularly in the summer months. Manikaran Sahib is a vital pilgrimage spot for both Hindus and Sikhs. This place has significance in some of the earliest Hindu scriptures that highlight how Manu, the first human on earth, created life and saved this place from a flood. Several mythological tales around the region also document Hindu deities like Shiva, Parvati, and Vishnu. The Sikh religious beliefs surrounding the place have the same richness as their Hindu counterparts.

f) PATN SAHIB

Takht Sri Patna Sahib also known as Harmandir Sahib, is a Gurdwara in the neighbourhood of Patna Sahib, India. It was to commemorate the birthplace of Guru Gobind Singh, the tenth Guru of the Sikhs on December 1666. It was built by Maharaja Ranjit Singh (1780-1839), the first Maharaja of the Sikh Empire, who also built many other Gurdwaras in the Indian subcontinent. The current shrine of Patna Sahib or Takht Sri Harmandirji Sahib was built in the 1950s.

Guru Gobind Singh, the tenth Sikh Guru, was born in Patna, Bihar, on 22 December 1666. He also spent his early years here before moving to Anandpur Sahib. Besides being the birthplace of Guru Gobind Singh, Patna was also honored by visits from Guru Nanak Dev Ji as well as Guru Tegh Bahadur Ji. Patna Sahib railway station, a railway station with same name located nearby, is connected to many metropolitan cities of India by the Howrah-Delhi Main Line.

3) BUDDHIST PILGRIMAGE

a) AJANTA & ELLORA

Beginning with the 2nd century B.C., and continuing into the 6th century A.D., the paintings and sculptures in the caves of Ajanta and Ellora, inspired by Buddhism and its compassionate ethos, unleashed a surge of artistic excellence unmatched in human history. These Buddhist and Jain caves are ornately carved, yet seem quiet and meditative and exude a divine energy and power. About 107 km from the city of Aurangabad in Maharashtra, are the rock-cut caves of Ajanta nestled in a panoramic gorge, in the form of a gigantic horseshoe. A set of 29 caves, Ajanta is among the finest examples of some of the earliest Buddhist architecture, cave paintings and sculptures. These caves comprise Chaitya halls or shrines, dedicated to Lord Buddha and Viharas or monasteries, used by Buddhist monks for meditation and the study of Buddhist teachings. The paintings that adorn the walls and ceilings of the caves depict incidents from the life of Lord Buddha and various Buddhist divinities. Among the most interesting paintings are the Jataka tales, illustrating diverse stories relating to the previous incarnations of the Buddha as Bodhisattava, a saintly being who is destined to become the Buddha. These elaborate sculptures and paintings stand in impressive grandeur in spite of withstanding the ravages of time. Amid the beautiful images and paintings are sculptures of Buddha, calm and serene in contemplation.

b) BODH GAYA

Bodh Gaya is a religious site and place of pilgrimage associated with the Mahabodhi Temple Complex in Gaya district in the Indian state of Bihar. It is famous as it is the place where Gautama Buddha is said to have attained Enlightenment (Pali: bodhi) under what became known as the Bodhi Tree. Since antiquity, Bodh Gaya has remained the object of pilgrimage and veneration both for Hindus and Buddhists.

For Buddhists, Bodh Gaya is the most important of the main four pilgrimage sites related to the life of Gautama Buddha, the other three being Kushinagar, Lumbini, and Sarnath. In 2002, Mahabodhi Temple, located in Bodh Gaya, became a UNESCO World Heritage Site.

c) KAUSHAMBI

Kaushambi district is a district in the state of Uttar Pradesh in India. Manjhanpur is the district headquarters, The district was carved from Prayagraj district on 4 April 1997. Manauri bajar connects Allahabad and Kaushambi districts by railway over a bridge on SH-95. Manjhanpur is south-west of Prayagraj on the north bank of the Yamuna river, about 55 kilometres (34 mi) from the city. It is surrounded by Chitrakoot district on the south, Pratapgarh district on the north, Allahabad district on the east and Fatehpur district on the west. Kaushambi is part of Prayagraj division. The nearest railway station, in Bharwari, connects with Delhi, Allahabad, Kolkata, Gaya and Kanpur.

d) KUSHINAGAR

Kushinagar is a town in the Kushinagar district of the Indian state of Uttar Pradesh. It is an important Buddhist pilgrimage site, where Buddhists believe Gautama Buddha attained Parinirvana after his death. It is an international Buddhist pilgrimage centre. The followers of Buddhism, especially from Asian countries, wish to visit this place at least once in their lifetime.

e) LUMBINI

Buddhist pilgrimage site in the Rupandehi District of Lumbini Province in Nepal. It is the place where, according to Buddhist tradition, Queen Mahamayadevi gave birth to Siddhartha Gautama in 563 BCE. Gautama, who achieved Enlightenment some time around 528 BCE, became the Buddha and founded Buddhism. Lumbini is one of many magnets for pilgrimage that sprang up in places pivotal to the life of the Buddha. Lumbini was made a World Heritage Site by UNESCO in 1997.

4) JAINISM PILGRIMAGE

a) PALITANA

Palitana is associated with Jain legends and history. Ādinātha, the first of the Jain tirthankaras, is said to have meditated on the Shatrunjaya hill, where the Palitana temples were later constructed.

The Palitana State was a princely state, founded in 1194. It was one of the major states in Saurashtra, covering 777 km². In 1921 it had 58,000 inhabitants in 91 villages, generating a 744,416 Rs revenue. In 1656, Shah Jahan's son Murad Baksh (the then Governor of Gujarat) granted the village of Palitana to the prominent Jain merchant Shantidas Jhaveri. The management of the temples was assigned to the Anandji Kalyanji Trust in 1730.

b) RANAKPUR

Ranakpur is a village located in Desuri tehsil near Sadri town in the Pali district of Rajasthan in western India. It is located between Jodhpur and Udaipur. 162 km from Jodhpur and 91 km from Udaipur, in a valley on the western side of the Aravalli Range. The Nearest Railway Station to reach Ranakpur is Falna and Rani railway station. Ranakpur is one of the most famous places to visit in Pali, Rajasthan. Ranakpur is easily accessed by road from Udaipur.

Ranakpur is widely known for its marble Jain temple, said to be the most spectacular of the Jain temples. There is also a small Sun temple which is managed by the Udaipur royal family trust.

c) SHRAVANBELAGOLA

Shravanabelagola (*Śravan Belagola*) is a town located near Channarayapatna of Hassan district in the Indian state of Karnataka and is 144 km from Bangalore. The Gommateshwara Bahubali statue at Shravanabelagola is one of the most important tirthas (pilgrimage destinations) in Jainism, one that reached a peak in architectural and sculptural activity under the patronage of Western Ganga dynasty of Talakad. Chandragupta Maurya is said to have died here in 298 BCE after he became a Jain monk and assumed an ascetic life style.

d) UDAYAGIRI & KHANDAGIRI CAVES

Udayagiri and Khandagiri Caves, formerly called Kattaka Caves or Cuttack caves, are partly natural and partly artificial caves of archaeological, historical and religious importance near the city of Bhubaneswar in Odisha, India. The caves are situated on two adjacent hills, Udayagiri and Khandagiri, mentioned as *Kumari Parvata* in the Hathigumpha inscription. They have a number of finely and ornately carved caves built during the 1st century BCE. It is believed that most of these caves were carved out as residential blocks for Jaina monks during the reign of King Kharavela. Udayagiri means "Sunrise Hill" and has 18 caves while Khandagiri has 15 caves.

5) CHRISTIAN PILGRIMAGE

a) GOA

Goa with India's west coastline was once some sort of Portuguese enclave. The legacy connected with Christianity and with the Gothic architectural model popular in Spain during previous hundreds of years, can still be viewed in the church buildings of Goa right now. Many of this significant churches sometimes appears in Old Goa in addition to in Panaji, the capital of Goa. A few of the churches of fascination are - The holy Basilica connected with Bom Jesus, properties the mortal remains of St. Francis Xavier. It's a famous pilgrimage heart among Roman Catholics. Other well-known churches are the Convent and Community center of St. Francis connected with Assisi, Church connected with St. Cajetan, Community center of St. Augustine Ruins, Church and Convent connected with St. Monica, Church of our own Lady of Rosary, Chapel of St. Anthony in addition to Chapel of Saint. Catherine.

b)VELAKANNI

Velankanni is located 12 km southern region of Nagapattinam on the Coromandel Coast, throughout Tamil Nadu. The shrine here's dedicated to Your Lady of Well being, the Madonna of Velankanni and is particularly popularly known while 'Sacred Arogya Matha Church'. Virgin Mary is thought to be have miraculous healing powers. Thousands of pilgrims belonging to various castes in addition to communities flock daily to this 'Lourdes of the actual East'. The church possesses an imposing facade together with tall spires as well as the wings present the contour of a corner. In a niche in the alter is enshrined the statue in our Lady of Well being. In 1560, Virgin Mary is said to have appeared to a shepherd, asking him or her for milk to quench the desire of baby Jesus. When the shepherd came back to his learn, after performing the nice deed, his pitcher kept filling up with milk. For that reason, a small thatched chapel was built on the site. At the conclusion of the sixteenth century, Virgin Mary appeared again before a lame young man, who regained the usage of his limbs. The specific church was constructed following the tradition would be to offer Our Girl of Health, a candle in the shape of the actual respective ailment- a heart in case of cardiac complications, a liver in case of jaundice, lungs in case of tuberculosis and etc. In case from the ailment getting treated, many bring with him or her small gold and silver replicas of body parts that has already been cured to donate for the church.

Sometimes offerings are sent in sealed bottles or maybe big hollow bamboos properly closed and thrown to the sea with the address from the shrine written with them. Such offerings are thought to be reach the holy location. There is a small church museum which has a display of the offerings produced by those whose desires were conceded. A festival is actually celebrated for twenty days from May 28 to September 10 yearly and pilgrims from from coast to coast and even abroad flock for the site, bathe religiously in the sea, have their heads shaved and then walk on their particular knees or rollup to the shrine while rituals.

6) MUSILIM PILGRIMAGE

a) AJMER SHARIF

Ajmer presents India's real tryst with religion, where it is not important whether a saint is a Muslim or a Hindu, a Sikh or even a Christian; where it only matters he was an enlightened man. Ajmer is where only faith matters which faith is represented from the paradoxical delicacy with the threads tied towards shrine of a Sufi saint. Each thread tied is a wish and when it is granted, and the idea inevitably is, the person who tied it profits to untie a thread. The warm desert winds participate in with those strings, the sun leaches them of colour nevertheless the faithful return in order to tie and untie, within a cycle that never usually end. And sure, it is a hot dusty area where acrid winds blow fine dirt into every space and cranny, but that only serves as a reminder of the particular desert origins with the dervish and the particular Sufi Jaipur is Nearest airport.

b) FATEHPUR SIKRI

He decided to make a new start at the place where his son ended up granted to him. And so the particular Mughal Emperor Akbar chose to build FatehpurSikri. This kind of, he hoped, would be a city more in tune regarding his predilections. Here he'd debate theology, indulge in the arts and listen to his vast assortment of books. Here he'd build a structure complex as unorthodox because his court, fusing Hindu and Muslim architectural customs. And then without knowing it, he did actually predict its doom.

c) HAJI ALI

Haji Ali Situated towards the end of a 500m causeway protruding in to the Arabian Sea would be the whitewashed Haji Ali Mosque, containing the tomb of your Muslim saint Haji Ali that is believed to have meditated on most of these very shores.

It is stated that Haji Ali seemed to be a wealthy Muslim product owner who renounced just about all his worldly belongings before starting a pilgrimage in order to Mecca. He died in Mecca and also the casket miraculously drifted and located the spot where the mosque and grave were built through his devotes inside early 19th centuries. The Mosque lies opposite on the famous Mahalakshmi temple and can be approached from LalaRajpatraiMarg.Haji Ali is usually a handsome example involving Islamic architecture located on an island. In truth, this holy spot is visited through many devotees in addition to visitors who are attracted through the beauty of the site.

During high wave the walkway on the mosque is submerged inside sea making the impression that the mosque and this tomb are floating in water. Check the tide times inside local paper previous to visiting.

d) JAMA MASJID

The particular construction work extended for six a long time, ending in 1644. The structure was placed on a high platform making sure that its magnificent facade will be visible from each of the adjoining areas. It is an austere, however, a beautiful building. Just like additional buildings of Shahjahanabad, this was also developed with red sandstone. White marble has been used extensively, specially in the particular three domes and possesses been inlaid together with stripes of African american. The pulpit is one among its best features, being carved out of a single prohibit of marble. Built with a workforce of 5, 000 individuals, the mosque's 3 gateways, four towers along with two minarets are testimony to the fine architecture of the period. The thin minarets grace the particular facade, one with each side, rising into a height of 130-feet. The eastern door was reserved for the Emperor when he employed to arrive here every single Friday and with Id. A stadium like courtyard greets the visitors as they enter this mosque in the Old Delhi location. Wide staircases along with arched gateways include the hallmark of this particular popular mosque. There is a compact shrine within that houses the relic of the Prophet along with the Holy Koran.

Its courtyard carries a capacity to hold nearly 25, 000 worshippers and it is open to the public. The Mosque was based on the plan and design and style of Ostad Khalil, the particular then great Sculptor. Emperor Shahjahan created Jama Masjid at the expense of Rs 10 crore and it can be called as the particular replica of Moti Masjid inside Agra.

2.8 MARKETING OF RELIGIOUS PRODUCTS AND SERVICES

The interconnections of religion and marketing of religious products seem to be ineluctable in our culture with some striking similarities. Religious people see the religious products and services as a means of conveying their faith while sellers see them as a means of spreading faith. Religion and marketing institutions both depend on conveying a message and a willingness of people to believe in what is intellectually unbelievable. Through the means of rituals, practices and myths religions creates their meaning while marketing does the same through advertising and shopping. Similarly, religion is about accepting a belief system and marketing is accepting belief about a product. Religions have faith communities while marketing has brand communities. Religion and marketing have a symbiotic relationship, for example, religion is considered as a product and the products as religions.

2.9 ESSENTIAL COMPONENTS OF RELIGIOUS TOURISM

1. SACRED SITE

The most important unit of religious tourism is the sacred site itself. The stronger its connection with legends and myths anchored to the past greater is its tourist value. Places connected with the birth or arrival of religious men and ‘Avatars’ into this world gives the site a sacred appeal and is an important component. Specific details meticulously preserved and propagated in connection with the lives and activities of religious men justify the sacred worth of a site.

Details relating to the horse stable where Lord Christ had been born, the sacred tree where he attained enlightenment, the legendary garden where he played in his childhood, fought and defeated the evil forces are all essential components that raises interest and inquisitiveness in the minds of tourists and becomes a place of massive tourist attraction and can rightly be considered important components of religious tourism.

2. FAIRS

The secondary attraction that blooms around the religious site are ancillary business and the infrastructural developments connected with the religious site are important components too. Wonderful fairs or locally known as 'Melas' in India is an amazing mix of crowd vendors, amusement rides, clay models and other ingredients depicting the various stages of lives of saints, lords and prophets, eating joints, dips in sacred rivers and lakes, bizarre and yet curiosity inspiring rituals, devotional songs and a lot more arresting features constitute the essential components of religious tourism.

3. PRIEST AND CLERGY

The priest is the key figure. He is supposed to know all about the customary rituals and sacred rites that are the essential features in worship. When it comes to religious tourism, the priest is the ultimate person in charge. He is your friend, philosopher and guide. He is supposed to show you the gates of heaven and make you accomplish your mission with a happy and fulfilling note. Hence the role of the priest constitutes an important component in religious tourism.

4. ACCESSIBILITY OF THE RELIGIOUS SITE

The attitude of the locals and the reverence and importance they attach to the religious site located in their country is important. So far as the infrastructural component is concerned, the mode of access to religious sites plays a significant role. Transportation to the sacred locations has a key impact. It should be safe, cozy, regular, and reliable and the trip expenses must be within the means of an average tourist. In a nutshell, it should fit into the requirements of all kinds of tourists belonging to a wide range of economic bracket. Accommodation demands attention as it is equally a significant component as is transport. Needless to say they should be safe and comfortable, and should answer the needs of tourists belonging to different social standings.

5. WEATHER AND LANDSCAPE

Other essential components of religious tourism encompass several aspects like pleasant weather, exquisite landscapes to inspire the secondary desire for sightseeing, local administration, legal redressal cells and tourist safety.

6. BASIC INFRASTRUCTURE

Basic amenities like uninterrupted supply of power and water, general standard of hygiene and the availability of experienced and trusted guides and medical facilities are all essential components favouring religious tourism.

7. TRAVEL COMPANIES AND AGENTS

Travel agents and tour operators constitute chief components of religious tourism. In absence of their valuable service and guidance, the trip to religious site may not be an impossible assignment, but definitely it will be a difficult task. It will be like going on an aimless cruise. The consequence will be a waste of money and time. More importantly, you will never know what to look for. After completion of the religious mission, a realization may strike you that many places, which merits a visit has been left unexplored.

8. CROSS BORDER RELIGIOUS INTERACTIONS

The socio-religious interface and the interaction across the boundary between the tourists and the local residents are important components as well. Literature on religious myths, epics, the Vedic texts, the Holy Bible, the Holy Quran, Bhagavat Gita, Zend Avesta and other informative and illustrative books on religion and the teachings of saints and prophets forms the core of religious tourism. It is true these texts do not necessarily exist only in the religious sites in question, they can be read at leisure sitting back in your home but nevertheless they are the initial sources making you aware of a particular religion and its sacred features. These books instill in you a desire for religious trips and may be included as one of the essential components of religious tourism.

2.10 WHY RELIGIOUS TOURISM MATTERS ?

Religion is one of the most powerful expressions of faith that builds our inner core. People get hurt and seriously offended when confronted with criticisms pointed towards their religion.

Reservations and discriminations based on religion are dangerous and a barrier against unification, a quest for peace and harmony with which different components of a society would operate. It is imperative that we know each other in terms of faith and religion.

Mutual existence with absolute ignorance about our neighbour's religion is undesirable. It is possible that we may inadvertently engage in an act that is detrimental to another religion. It hurts the sentiments and forms a fertile ground for a brewing communal discord. It would just need another act in the same direction for the dormant feelings of hatred and mistrust to flare up. Religious trips are wise steps towards resolving these differences based on faith. Here, of course, cross religious tourism is intended where tourists are from random religious backgrounds, and they similarly select religious destinations at random for a visit and pay respect to the sacred site.

2.11 HOW CAN RELIGIOUS TOURISM SITES STAY COMPETITIVE ?

The importance of networks, grappling with the wider community and perhaps establishing a wider, even global, reach, is appraised as important. In seeking to tap into resources traditionally not employed in managing religious and pilgrimage sites, we elevate the need for an enterprise culture. Emerging good practices for emulation come with sites that are now employing funding managers prepared to manage the risks of increased visitation against the pressures to conserve and protect the ancient sites at the centre of the visitor experience.

CHAPTER 3 - RESEARCH METHODOLOGY

In this section, I present a market profile of religious tourism using the data that are available through survey conducted at national, state, and local level. It is important to note that these data are fragmented, but, can be considered indicative for sketching the contours of religious tourism. This research involves both primary and secondary data.

3.1 RESEARCH OBJECTIVES

1. To find out the opportunities and challenges of religious tourism in India.
2. To find out the possibilities and potential of religious tourism in India.
3. To find out the satisfaction level of pilgrims / visitors.

3.2 POPULATION

The area selected for this research is not a specific place as there were people from different locations of India. Gender was both male and female included in this survey. Those people were selected who like to travel such as tourists visiting these sites, government officials, as they are the ones who can provide relevant information. This survey also provides us information about how many members in a group travel to these sites and for what purpose such as leisure, recreation, worship or went with someone who was going. This research is about the role of religious sites in development of tourism industry in India. So here the population which was included in this survey was all tourists, pilgrims, and also this research is conducted to know about those things or sectors in which it is contributing. Here the population which was included was of different age groups. This research is conducted to know the opportunities or reasons which are beneficial and challenges faced due to the religious sites. Here we will cover about the satisfaction level of pilgrims, and visitors.

3.3 SAMPLE DESIGN

a) Sampling Unit

As we all know that it is not possible to collect data from all sides and all locations so we select a sample for research. So as we have mentioned above that here are people from different sides, of different age groups included in this research.

So the members who were included in this research are professionally some government officials, engineers, doctors, and many of them students studying in various courses but in personal level they are my friends, relatives and known people from different parts of India.

b) Sampling Technique

So we have studied in general there are two types of sampling techniques used in research –

1. Probability Sampling
2. Non probability Sampling

So here we have used Probability Sampling for our research. Because we have included every item which has an equal chance of being included in the sample. Questionnaire method was used in this research and were being distributed to people of different age groups, different locations through simple random sampling and convenience sampling. As the data was distributed to friends and relatives and we have selected some more people on random basis. And I think that in today's covid -19 situation online/digital survey is best so that we can send or mail our surveys online and get the responses and it is easier and safer than the offline surveys.

c) Sample Size

A sample size is basically referred to as how many participants were there who were included in the research. So my total responses for this digital survey are 96 which indicates the sample size of this research report.

3.4 COLLECTION OF DATA

Data collection methods are divided into two categories -

1. Primary method of data collection.
2. Secondary method of data collection.

Here , in this research report we have used both methods for collecting data. For primary method, digital survey is used for this research , Questionnaire was being made to collect information.

It contains total 18 questions which is shared through online platforms to different groups. In secondary method, the secondary sources which were collected are literature review and satisfying our objectives which are as follows –

1. To find out the opportunities and challenges of religious tourism in India.
2. To find out the possibilities and potential of religious tourism in India.
3. To find out the satisfaction level of pilgrims / visitors.

3.5 DATA ANALYSIS TOOLS

There are different kinds of tools used to analyse the data for research project such as charts, tables, diagrams etc. Here we have used the following tools in this project :-

1. Column Chart, Bar Chart
2. Pie Chart
3. Survey
4. Diagrams

QUESTIONNAIRE

Role of Religious sites in development of tourism industry in India -

1. Name

2. Email Address

3. Gender

- Male
- Female

4. Age

- Under 20
- 20 -30
- Above 30

5. Have you visited any religious destination ?

- Yes
- No
- Maybe

6. If visited then how many members in your tour group ?

- Less than 5 in group
- In between 6 -10.
- In between 11 – 15
- More than 15

7. How often do you visit ?

- Within a month
- Within a year
- Not a particular period
- Does not visit

8. How long do you stay at religious sites ?

- More than 24 hours and less than 48 hours
- More than 48 hours and less than 72 hours
- More than 3 days
- Does not stay

9. How do you get satisfied at the religious sites ?

- Availability of tour operator
- Availability of transportation
- Availability of tourist guide
- Availability of good quality accommodation
- Public Convenience
- Eating places
- Information centres
- Souvenir shops
- Entertainment places
- Quality of roads
- Security
- Behaviour of local people
- Shops other than souvenir shops
- Upkeep of tourist sites
- Accommodation tariff
- Quality of information

10. Which of these facilities provide you satisfaction (means you are satisfied with the prices charged by authorities of religious sites) ?

- Accommodation
- Food & Drinks
- Transport
- Shopping
- Recreation, leisure & cultural activities

11. How do you go for the bookings when you are travelling to a religious site?

- Pre - book the package
- Visit the site
- Look for local for yourself

12. Which of the following are the reasons according to you benefits the religious sites due to tourism?

- Proper Security
- Employment Opportunities
- Promote peace, agreeable and congenial atmosphere
- Communication
- Religious heritage
- Spiritual health
- Awareness about culture, traditions, religion

13. Which of the challenges faced by a tourist at these religious sites according to you ?

- Lack of Publicity
- Lack of substructure
- Access & Connectivity
- Monetizing religion
- Infringement of carrying capacity
- Convenience
- Human Resource
- Security & Safety

14. Do you think religious tourism increase economic growth of that particular place.

- Yes
- No
- Maybe
- Depends on number of tourists travelling.

15. Do you think religious tourism enhance the quality of life of residents in tourism dependent destinations?

- Strongly agree
- Agree
- Neither Agree nor disagree
- Disagree
- Strongly disagree

16. What should be the government initiatives to promote this tourism and these sites ?

- Spread awareness about that particular place
- Provide basic amenities free of cost such as transportation, accommodation, food and many others.
- Both of them

17. According to you, out of the following which of these is the most contributing factor for tourism development.

- Transportation facilities
- Historical factors
- Hospitality services
- Popularity of that place

18. Last religious site was visited by you was due to

- Nearby places
- You went with someone who was going
- Leisure time
- Worship

CHAPTER 4 - DATA ANALYSIS & INTERPRETATION

4.1 INTRODUCTION

The purpose of data analysis is to obtain useful information. The analysis, irrespective of whether the data is qualitative or quantitative, may:

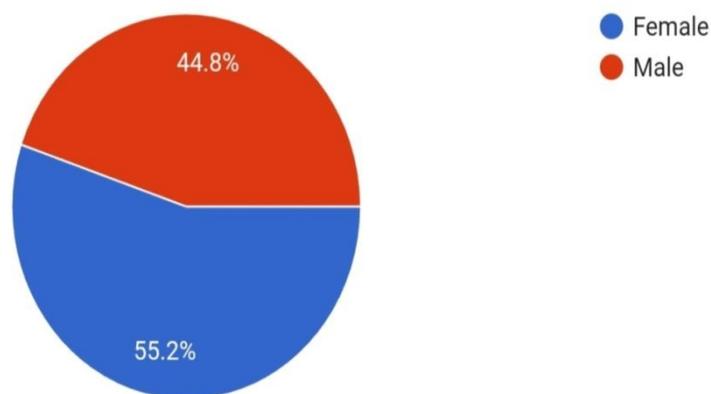
- a) Describe and summarize the data
- b) Compare variables
- c) Identify the difference between variables
- d) Forecast outcomes

Here we will analyze all the responses we have obtained from our digital survey.

4.2 RESPONSE RATE OF SURVEY

In this research, 200 questionnaires were distributed and 96 respondents replied. After detailing and getting results from the survey about the population, sampling and views of different questions asked in the questionnaire. We will now discuss the same here. As we have got 96 responses for our questionnaire. Both male and female were included in this survey.

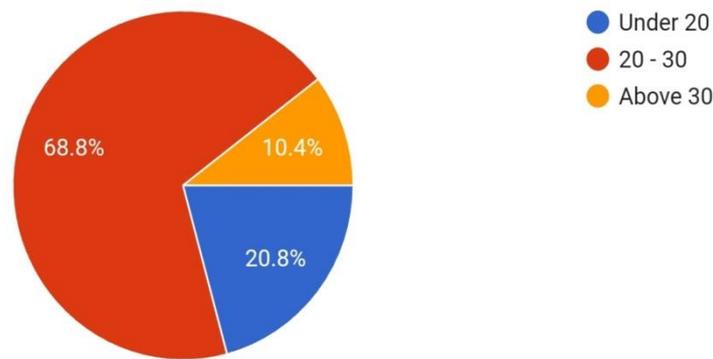
FIGURE 1 - GENDER REPRESENTATION OF THE SAMPLE



The chart above represents the respondents who participated and took part in online survey to analyze the role of religious sites in development of tourism industry in India.

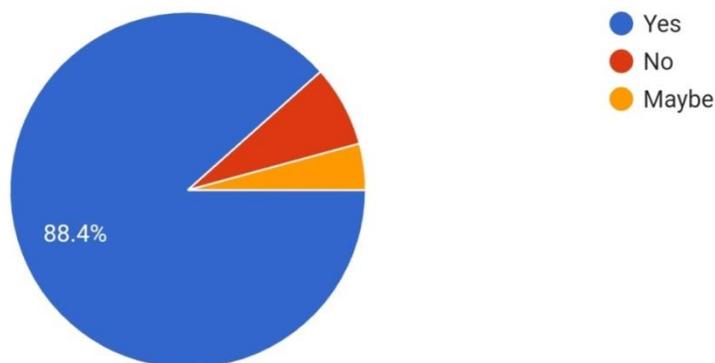
The respondents includes both male and female. The maximum respondents are female with 55.2 % and males are with 44.8%.

FIGURE 2 - AGE REPRESENTATION OF THE SAMPLE



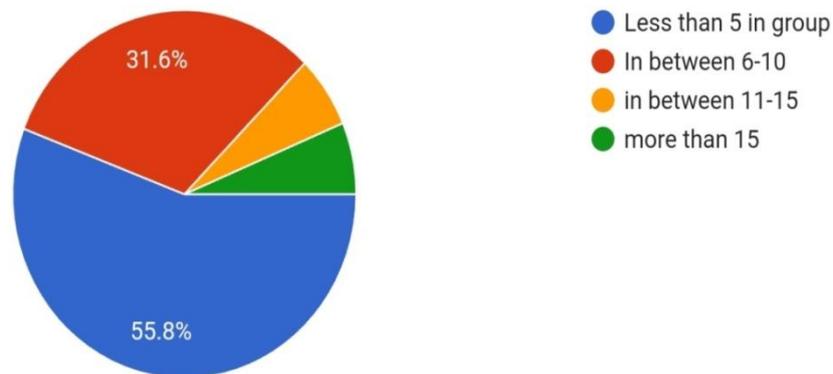
The above pie chart represents the age groups of the respondents who all actively participated in our digital survey. This pie chart describes that maximum participants are from age group 20-30 which is 68.8%, the minimum participants are from age group above 30 which is 10.4% and 20.8% is the age group of under 20. As the survey was conducted on convenience and random basis, and was distributed to 200 people and 96 were answered. So this representation clearly defines the age groups of respondents.

FIGURE 3 - REPRESENTATION OF TRAVELLING TO A RELIGIOUS SITE :-



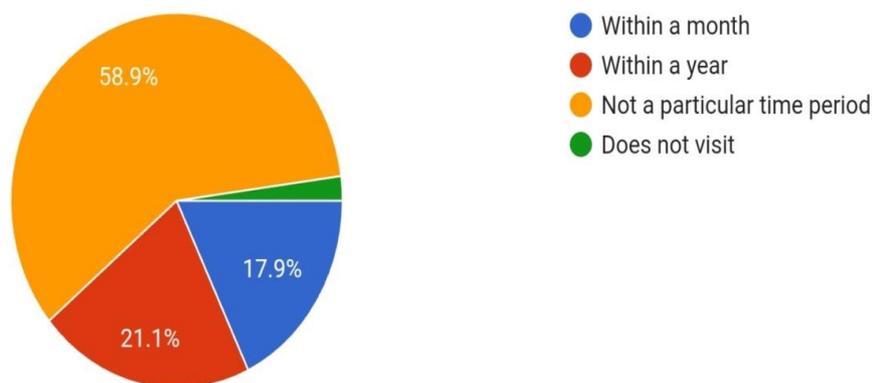
This pie chart describes that maximum participants have been went to the religious destinations i.e. 88.4% says that they went to the religious sites, 7.4% have not been to the religious sites and 4.2% are not sure about this (i.e. the ones who have responded with maybe).

FIGURE 4 - REPRESENTATION OF MEMBERS TRAVELLED IN GROUP



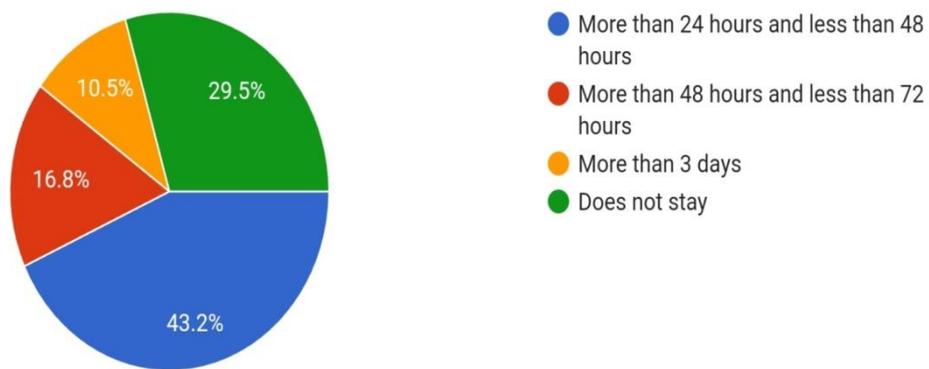
This pie – chart clearly describes about the respondents that they have travelled with how many members in a group. The maximum number of respondents (55.8%) have been to a religious site with less than five members in a group. Then, 31.6% indicates that people have travelled in between 6-10 members in a group then 6.3% respondents have travelled in between 11-15 members in a group and the minimum number of respondents (6.3%) have travelled with more than 15 members in a group.

FIGURE 5 - FREQUENCY OF TRAVEL



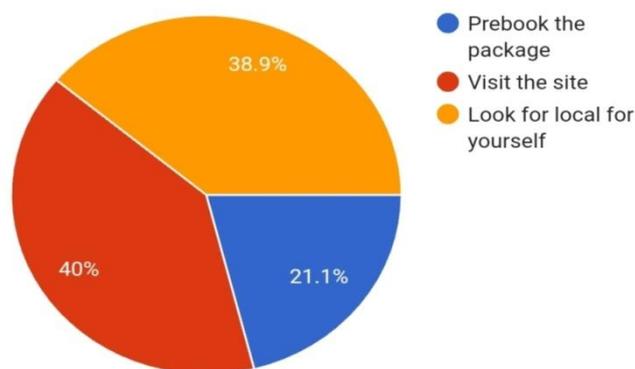
The pie chart above describes the frequency of travel to a religious site that how often the respondents visit to a religious site. So from this we have observed that majority of the participants travel without any specific period i.e. 58.9% of the 96 respondents , 21.1 % of the people are travelling within a year, 17.9% are travelling within a month and then there are some people who does not visit to a religious site i.e.2.1% which is the minimum response rate.

FIGURE 6 - REPRESENTATION OF STAYING AT RELIGIOUS SITES -



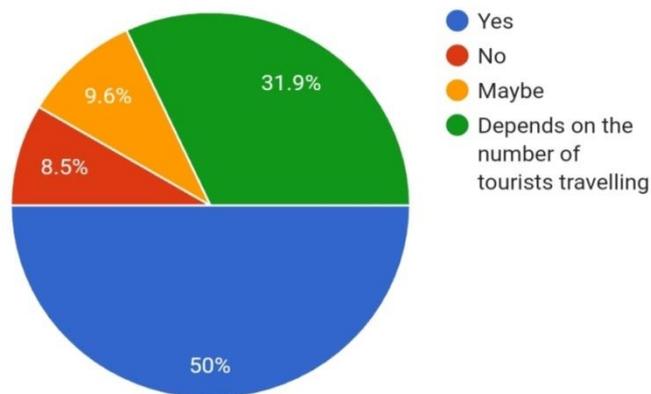
Usually people don't stay anywhere now a days but there are some situations and some religious sites which are away from our home places so we need to stay there, here the representation clearly states that 29.5% people does not stay which means the religious sites are not so far from them where they like to visit but the people who stay there for at least more than 1 day i.e. more than 24 hours but less than 48 hours is 43.2%, then the people staying more than 48 hours but less than 72 hours is 16.8%, whereas the people staying for more than 3 days are 10.5%.

FIGURE 7 - METHOD OF BOOKINGS



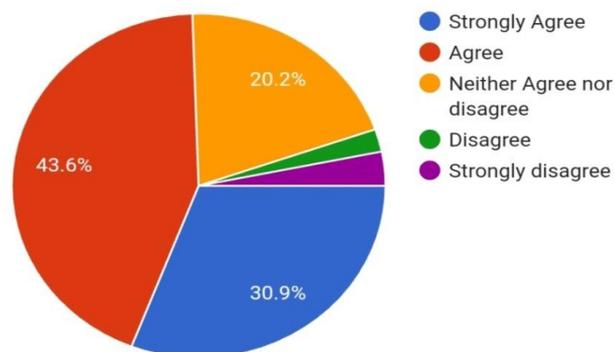
In order to know how the respondents go for the bookings for travelling to a religious sites, then the maximum number of respondents have answered for visit the site as in today's modern world every person prefers the online mode of maximum things i.e. 40% and many of the people like to prefer for local as we have good number of responses for look for local for yourself – 38.9% and 21.1% goes for pre book the package.

FIGURE 8 - IMPACT ON ECONOMIC GROWTH



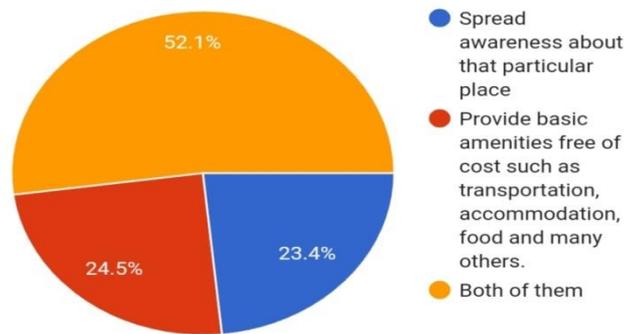
As we all know that religious sites contributes to economy of our nation, and it depends on the number of tourists travelling to those sites and this has been approved by 31.9 percent of the 96 respondents which is a good number but 8.5 % of the population does not agrees with that because everyone has different view/perspective. So overall we can say that 50 percent of the population agrees that religious sites have an impact on Indian economy.

FIGURE 9 - IMPACT ON QUALITY OF LIFE



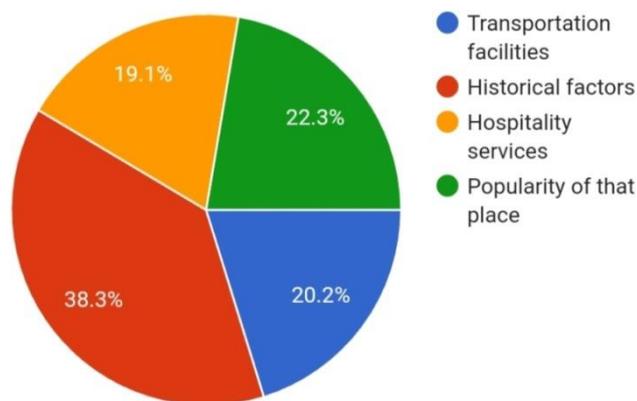
Religious tourism enhance the quality of life of residents in tourism dependant destinations, 74.5% agrees with this statement (agree + strongly agree), 20.2% fall under the category of neutral whereas 5.3% does not agree with it (2.1 disagree+3.2 strongly disagree).

FIGURE 10 - GOVERNMENT INITIATIVES TO PROMOTE TOURISM



According to me, government’s first initiative should be construction of proper roads and proper infrastructure. But here we are having the opinions of respondents – 23.4% wants that government should spread awareness about that place, 24.5% provide basic amenities free of cost and 52.1% agrees to both the statements.

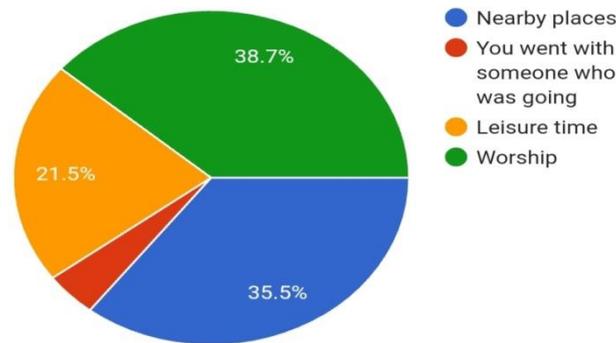
FIGURE 11 - CONTRIBUTING FACTORS



As it is important for us to know in this research that which are the contributing factors of religious tourism , so here we gave transportation facilities, historical factors, hospitality services and popularity of that place.

So 20.2% says that transportation facilities, 38.3% are with historical factors, 19.1% are with hospitality services and 22.3% are saying that popularity of the place is the contributing factor of religious tourism.

FIGURE 12 - REASON OF VISITING LAST SITE



There can be various reasons of visiting religious site, so here we were not able to place all the options, here we have added some general options which are clearly visible in the above pie chart. 35.5% have visited due to residing nearby, 38.7% goes to worship, which is my personal perspective even. 21.5% went due to leisure time, and 4.3% went with someone who was going.

1. OPPORTUNITIES AND CHALLENGES

A) OPPORTUNITIES (The reasons which are beneficial for the religious tourism).

Religious Tourism will promote Indian economic revenue and will pave the path of sustainable economic development. Religious Tourism will improve people's spiritual health because now a day's people are being more materialistic which is leading them towards stress, anxiety, and crime. This sort of tourism will be helpful in this way. Religious Tourism will be wonderful opportunity for our highly technical gazette friendly new generation to know about our own culture, traditions, religion. Religious Tourism will make India a global icon for its rich cultural and religious heritage. Religious Tourism involves a great deal of communication with the individuals, within as well as outside the places of worship.

The communication normally takes places with the religious leaders as well as the individuals, who possess strong viewpoints and perspectives regarding faith.

There are some religious places within the country, where individuals feel that all their needs and desires would get fulfilled. Hence, for this purpose, they are involved into effective communication with religious leaders and another aspect of communication is enhancement of knowledge. The religious tourism generates employment opportunities. The development of tourism would act as stimulate in building entrepreneurship, small business enterprises and economy diversity. The individuals, who are interested in working in this area, are provided with the opportunities to develop their capability, skills and abilities, so that they are able to important contribution in improving the socio-economic benefits. There are numerous religious places in India that have been established since ancient times.

These religious places have their significance. Hence, what is of utmost significance on the part of the individuals is to ensure that their authenticity and original character is maintained. In most cases, when the devotees make an entry into the religious place, then there is a security check. They are required to keep their valuables outside and then are permitted to go inside to offer their prayers. It is vital to ensure that their authenticity and original character is maintained. The religious authorities ensure that proper rules and policies are formulated and individuals follow them appropriately.

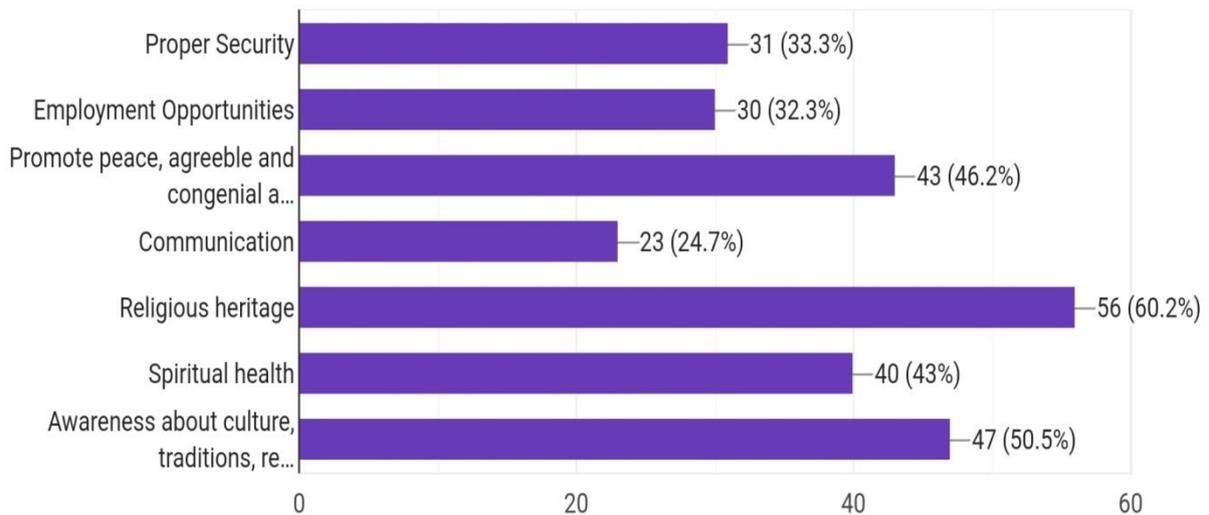
In India, individuals normally possess the viewpoints that religious tourism would be beneficial to them in the promotion of peace and harmony and resolution of conflicts and disputes. In every household, among the family members or in their employment, individuals do sometimes get involved into occurrence of conflicts and disputes. This in most cases in unfavourable and disappointing. Therefore, in order to promote peace, agreeable and congenial atmosphere and relationships among the individuals, one plans religious tourism. Therefore, it can be stated that promoting of peace and harmony is also one of the important characteristics of religious tourism.

FIGURE 13 - OPPORTUNITIES OF RELIGIOUS TOURISM (SOURCES)



This diagram represents the basic opportunities of religious tourism. Now we will discuss about these opportunities with the help of our survey. As we have asked in our questionnaire to know our audience’s reviews so here we will mention the percentage of different age groups, that what they are thinking which among these is more beneficial to religious tourism.

FIGURE 14 - OPPORTUNITIES (RESPONDENTS VIEWS)



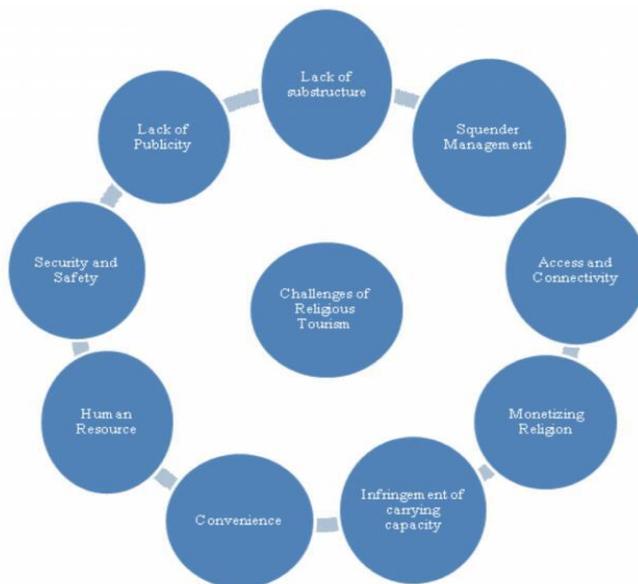
The above bar graph represents the views of people that what people think , are the benefits of religious tourism or what we can call it as opportunities of religious tourism. Our total number of respondents were 96, so 60.2% (majority) says that religious heritage is the most significant benefit of religious tourism.

Then 50.5% think that Awareness about culture, traditions, is beneficial, 43% believe that spiritual health is important, followed by 33.3% are with proper security, 32.3% says that employment opportunities, then the last 24.7% agrees with communication.

So the conclusion here we have got that maximum number of participants agrees with religious heritage, but we can also observe in the bar chart/graph that all these things are providing benefits to the religious tourism.

(B) CHALLENGES

FIGURE 15 - CHALLENGES OF RELIGIOUS TOURISM (ACCORDING TO SOURCES)



1. Deficiency of proper substructure – A big challenge in front of government to fulfil the deficiency of proper substructure. Substructure needs for the travel and tourism range from corporeal substructure such as roads, electricity, water supply, telecommunications etc. Because of the poor infrastructure the international tourist hesitate to come. It has been a vital cause why the international tourist has been skipping the country. Squander Management – In part a derivative of the problem of carrying capacity, the squander management problem has aggravated as science and technology grew to usher us into the ‘Plastic era’.

2. Access and connectivity – To harness India’s tourism efficacy, various endeavour are being taken for opening new destination and exploring alcove section.

However basic facilities such as air, road connectivity and hospitality services at these destination and the connecting cities are insufficient. This is utmost obstacle for the development of tourism.

3. Monetizing Religion – In the race for developing as many niches as possible, there is oftentimes the issues of religion being ‘monetized’, as the host community gets increasingly driven by the ‘profit motive.’

4. Infringement of Carrying Capacity – Most of the religious places within the country, major or minor, experience short term, but intense seasons that modify the dynamic forces and the changing aspects of the region for the rest of the year. The Char Dham Yatra in Uttarakhand is one such example. It begins from May until November and puts a severe pressure upon the transport infrastructure of the Garhwal region. When there is occurrence of monsoons and a lot of road construction is still under progress, then the region also experiences landslides. Hence, environmental issues, such as occurrence of landslides impose detrimental effects within the course of development of religious tourism (Shanthakumari, 2017).

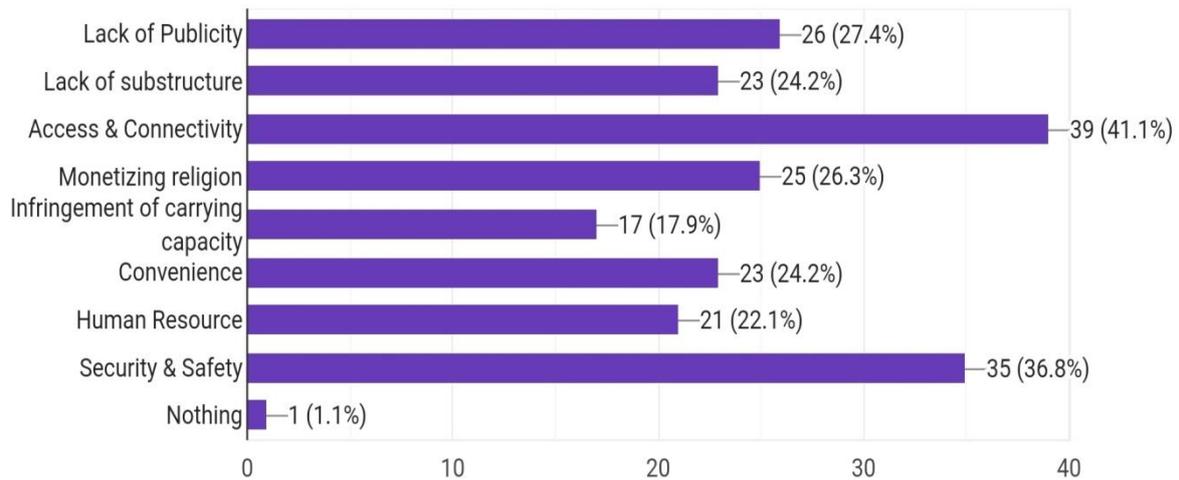
5. Convenience – Convenience at various tourist locations and route need to be improved basic convenience such as drinking water, well maintained and clean waiting rooms and toilets, first aid etc.

6. Human Resource – Availability of skilled manpower is a utmost challenge faced by the travel and tourism industry, to blemish growth in the travel and tourism industry, trained manpower or workforce is required. If manpower increased, travel and tourism industry will defiantly improve.

7. Security and safety – In India there is lack of security and safety. The major reasons being the internal community riots and also the terrorist attacks faced from time to time. The country is highly unsafe for females and there is poor discipline as well as political instability in the country.

8. Lack of publicity – Lack of publicity for good tourist destinations among the travelers and also lack of good education to the locals on receiving guests and hosting them. Also, lack of publicity on cuisines and cultures.

FIGURE 16 - CHALLENGES (RESPONDENTS VIEWS)

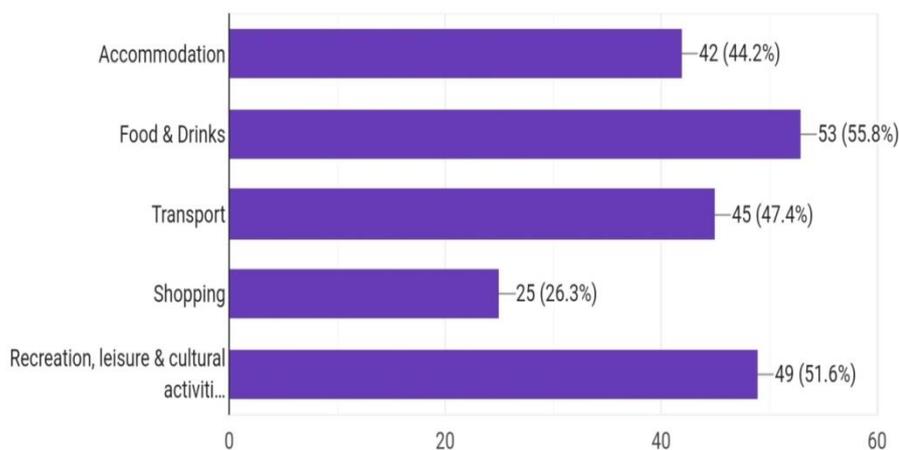


41.1% means that majority of the respondents says that Access & Connectivity is the major challenge, 36.8% are saying that security & safety is the challenge then 27.4% agrees with lack of publicity, 26.3% is the monetizing religion, 24.2 % are saying lack of substructure and also convenience, 22.1% are with human resource, 17.9% says infringement of carrying capacity and then the last 1% says that nothing among these is a challenge.

2. POSSIBILITIES AND POTENTIAL OF RELIGIOUS TOURISM :-

This study made an attempt to know the price charged by authorities of the religious sites and the factors considered for the price level were accommodation, food and drinks, transports, shopping and Recreation, leisure and cultural activities.

FIGURE 17 - VISITORS SATISFIED BY PRICES CHARGED BY AUTHORITIES



a) Accommodation

44.2% of the sample respondents have rated accommodation as their budget price. The accommodation availed by the visitors from authorities, majority being various trusts are rated as cheaper. Generally, it has come to light that Trusts provide accommodation facilities from INR 100/- per day/person (dormitories) to higher rates for AC Rooms which are lot cheaper than the tariffs in the private hotels and motels.

b) Food & Drinks

55.8% of the sample respondents have rated food and drinks. Basically per meal cost/person for visitors are made available at INR 25/- to INR 30/-, which is an unbeatable price for private restaurants and other eating places. The price so low is probably due to economies of scale, as 27000 visitors are served per day. Some of the temples such as Sikh Gurdwaras provide free meal services to visitors.

c) Transport

47.4% of the sample respondents have rated transport. There are mostly two reasons behind the transport being rated as low cost, for example Shirdi Saibaba Sansthan had been running a free bus service from Gate no. 1 to Bhakta Niwas and secondly, availability of State run buses also being at a low cost.

d) Shopping

26.3% of the sample respondents have rated shopping. Shopping from the shops under the religious sites has been cheaper, as they keep the prices under control by keeping a check on it. Souvenir shops are mostly to be found around these sites. This shop mostly sells religious books and deity statues to the pilgrims.

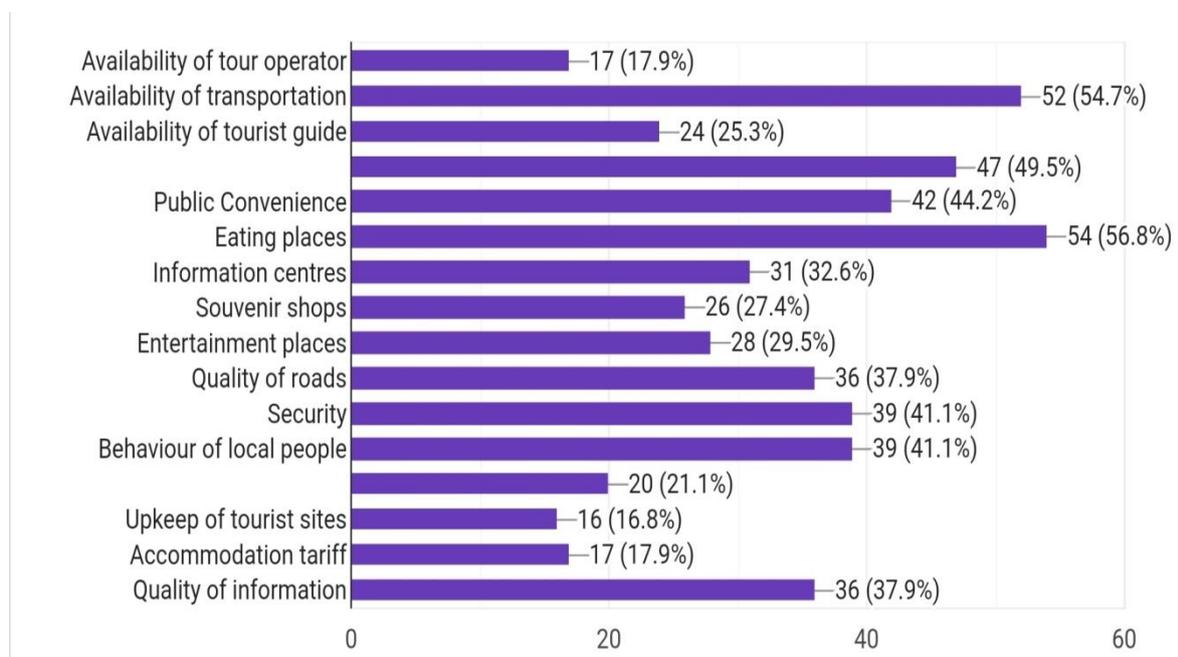
e) Recreation, Leisure & Cultural Activities

51.6% of the sample respondents have rated Recreation, Leisure & Cultural Activities. The visitors are mostly pilgrims who have come here for devotion and inner peace, prayer sessions are conducted by the temple authorities which are free of charge.

3. SATISFACTION LEVEL OF VISITORS

The analysis was done in order to understand the satisfaction and dissatisfaction rate of visitors to temples as religious tourism place. The factors considered for satisfaction and dissatisfaction were availability of tour operators, availability of transportation, availability of tourist guide, availability of good quality accommodation, public convenience, eating places, information centers, souvenir shops, quality of roads, security, behaviour of local people, up keeping of tourist sites and quality of information provided. Representation of the same (i.e. respondents views) are continued further.

FIGURE 18 - REPRESENTATION OF SATISFACTION OF VISITORS



a) Availability of Tour Operator

Although tour operators like makemytrip.com, yatra.com and many other online and brick & mortar are competing in the market, there has not been a huge profit for either of them. 17.9% are satisfied by this service.

b) Availability of Transportation

54.7% of the sample respondents are satisfied by the availability of transportation. There are many buses and trains to specific pilgrimage places or temples.

c) Availability of Tourist Guide

25.3% are satisfied by a tourist guide. A guide for temple is a rare sight. Many of the places is so well organized that the visitors do not feel the necessity to avail a guide.

d) Availability of good quality accommodation

There are two types of accommodation, one provided by authorities of religious sites and other provided by private players. Accommodations provided by temple authorities are very cheap, airy and hygienic. Hence 49.5% of the respondents have been satisfied by the quality of accommodation.

e) Public Convenience

Public convenience has been rated as satisfaction by 44.2% of the sample respondents. Although authorities have done a commendable job, the government has been lagging behind to provide such facilities to the visitors.

f) Eating Places

Eating places has been given a high weightage of satisfaction level i.e. 56.8% . The regional authorities provide cheap and good quality of food and on the other hand private players charge a higher rate.

g) Information Centers

There are various information centers inside the religious sites. Hence, 32.6% are satisfied by this service.

h) Souvenir Shops

The souvenir shops are well placed all across the city. The visitors can avail various statues of God and Goddess , devotional books and other local souvenir product. 27.4% of the sample respondents is satisfied with the quality of souvenir shops.

i) Entertainment Places

There are water parks and other parks and play ground. Sample respondents have an average review on the satisfaction level of entertainment places i.e. 29.5%.

j) Quality of Roads

The roads have been under construction in recent years. Government has been trying to improve the quality of roads since many past years. 37.9% of the sample is satisfied by the quality of road. This shows dedication of the government to improve religious tourism.

k) Security

41.1% of the sample population is satisfied with the security. There are cases of theft many a times. The temple is surrounded with good security.

l) Behavior of Local People

41.1% of the sample respondent tourists have been satisfied by the behavior of local people. A bias treatment favoring mother tongue speaking people could be clearly seen.

m) Upkeep of tourist sites

There has been again below average review in this factor i.e. 16.8% of the respondents are satisfied by this factor. Through personal observation it could be said that there has been only low level of up keeping of the tourist site.

n) Accommodation tariff

The accommodation tariffs of religious authorities are very low, which has been the major reason for satisfaction in this sector. On the other hand, tariff of private hospitality sector charges high due to the objective of profit maximization. 17.9% of the respondents are satisfied from this factor.

o) Quality of Information

37.9% of the sample respondents have given a review that they are satisfied the quality of information provided by the authorities, internet and other sources.

From the above data interpretation and analysis following observation can be made:

a) Satisfied Sectors

The visitors are satisfied with the services such as availability of transportation, good quality of accommodation, eating places, Public convenience, , quality of roads, security, behaviour of local people and quality of information which are mostly provided by the authorities or the government.

b) Dissatisfied Sectors

The visitors to are dissatisfied with the services such as availability of tour operator, availability of tourist guide, souvenir shops , information centers, entertainment places, upkeep of tourist site, accommodation tariff. Hence, the government should work on providing more information centers, take due care of the tourist site to aid the tourist.

CHAPTER 5 – CONCLUSIONS & SUGGESTIONS

5.1 CONCLUSION

The purpose of this research was to know the role of religious sites in development of tourism industry in India. The research included various methods such as the questionnaire method which we have distributed to people through online platforms as it was not possible to do research physically due to covid-19 pandemic. The survey was distributed to approximately 200 people but we got 96 responses. The survey consisted of the people, who often travel to religious sites. Majority of the results , we have got from the age group 20-30, members less than 5 in group , who travel without any particular period .

The research was mainly conducted to know the factors which are contributing to the religious tourism, what are the basic aspects where pilgrims are satisfied and what are the facilities required by them. The researcher also came to know about what are the opportunities , challenges of religious tourism, how it benefits the economy of the nation, how it impacts the residents of the tourism dependant destinations. In the beginning of this research, we also came to know about different religious sites of different religions. We also came to know that how government is promoting religious tourism and in our survey also we came to know that government should promote the religious tourism as it is related to heritage, culture , traditions and we know that foreign tourists come to India and gain a pleasant, peaceful and unique experience.

Religious tourism also requires marketing , which will anyhow impact our nation's economy. The characteristics of religious tourism is to perform pilgrimage, it is an act of worship which is proved by our survey also that many of the respondents go to religious sites for worship. Here in this tourism people feel a special spiritual salvation , it also helps to enhance knowledge about the history of various sites, people also believe that it generates employment, this research also develops a special interest in the tourism products. This ensures peace and harmony.

This project has addressed many of the hidden aspects of the religious tourism such as it is based on those respondents whose journey is seriously motivated by religious factors. This research also proves that for many of the people religious practices, beliefs and benefits are not only a minor part of their motivation but is the core of their pilgrimage. Thus, it may be concluded that religious tourism can be considered as a significant point of the development of our nation.

5.2 SUGGESTIONS

The issues that are experienced in the development of tourism industry in India due to religious sites are infringement of carrying capacity, waste management, pollution , monetizing religion etc. Hence in order to promote this tourism, it is necessary for the individuals to possess the essential norms, beliefs, and values. They should be able to identify the traits of morality and dedicate themselves towards rendering services to the humanity.

It can also be said that in India, people possess religious viewpoints/ perspectives and believe that this tourism would provide them solutions to their problems and promote their well being. We came to know that the pilgrims expectations regarding the facilities like transportation, accommodation, safety & security, etc needs to be analyzed periodically as it is necessary to keep in mind about the ever changing expectations or the demand of the pilgrims .

Religious tourists satisfaction factors such as attractions, accommodation, entertainment facilities, service quality and other facilities should be addressed more systematically.

In India religious tourism can provide a special experience to the observer of faith and culture i.e. the people who come here to worship. The identification of basic necessities of facilitating products and some challenges which we have mentioned in our data analysis part needs to be recovered or developed so that the nation can become a very attractive place for tourists.

1. Developing Infrastructure - Infrastructure is a key point for the religious tourism as many people like to come to the nation due to historical factors and indirectly historical factors related to the infrastructure, because many of the people like to visit the sites because of history of that particular place which is published on many sources like magazines, newspapers and many online websites . so developed infrastructure would gain more publicity, and would definitely increase this tourism.

2. Maintain the ecological balance - This is one of the most important point being the natural balance in an ecosystem should be maintained. An improper ecological balance puts negative impact on tourists. Obtaining this as a source of livelihood from tourism in the field of environment management can be a good approach .

3. Inspection of religious trusts - Trusts are very important part of religious tourism. There should be a check on evaluating the financial status as there are many people in this country who keep the money in their pockets before and try to spend on these sites afterwards. So this practice would help the religious sites to grow themselves. Because in today's world there are some trusts of India which are the richest in the world.

4. Maintain the impact of globalization – Now a days India has been affected with globalization. Religious Tourism is based on the values, norms, customs, practices, traditions, and beliefs of a particular region, which has to be maintained. It is only by conserving these local values, traditions and customs that one can provide an original tourism product.

5. Infringement of Carrying Capacity - Most of the religious places within the country, major or minor, experience short term, and the changing aspects of the region for the rest of the year. The Char Dham Yatra in Uttarakhand is one such example. It begins from May until November and puts a severe pressure upon the transport infrastructure of the Garhwal region. When there is occurrence of monsoons and a lot of road construction is still under progress, then the region also experiences landslides. Hence, environmental issues, such as occurrence of landslides imposes detrimental effects within the course of development of religious tourism . In the case of hilly regions, individuals make use of transportation facilities as well as walk , which is also mentioned previously in the challenges.

6. Waste Management–Waste management is regarded as an important aspect that has generated awareness among the individuals in terms of various areas, such as recycling, and it has guided the individuals into the era of plastic.

7. Pollution – Pollution is regarded as an important issue that has been experienced in the development of religious tourism. There are four different types of pollution that imposes impediments, these are air pollution, water pollution, land pollution and noise pollution.

i) Air pollution is when gases or smoke or other harmful substances pollute the air. The areas, where there is air pollution, the individuals would encounter problems in its development.

ii) Water pollution is the pollution of rivers, lakes and other water bodies. In India, the Ganga is regarded as the sacred river and it is polluted on a large scale.

The main causes of water pollution is lack of support from the religious authorities, corruption, lack of technical expertise, and poor environmental planning. Water pollution has imposed detrimental effects primarily upon the individuals, who are dependent upon the water bodies.

iii) Land pollution is caused due to dumping waste materials on the land. When the roads and the land areas are dusty and polluted, then the individuals do experience problems in the development of religious tourism.

iv) Noise pollution is caused due to loud noise, it may be from industries, factories, construction sites, particularly, when individuals are making use of machines or other equipment.

Based on the findings of this research, following recommendations are made in order to increase the number of tourist arrivals, to increase the economy of the nation and to provide comfort and satisfaction to our visitors. Recommendations are made with respect to four important components of tourism such as Attractions, Transport, Accommodation and other Tourist facilities.

1. Provide furniture to sit and relax along the open and rural religious sites.
2. Basic tourist facilities such as tourist information centres, safe drinking water facilities, seating arrangements, kiosks, clean and hygienic rest rooms, and adequate parking place need to be provided.

CHAPTER 6 – LIMITATIONS & FUTURE SCOPE OF THE STUDY

6.1 LIMITATIONS

6.1.1 CONSTRAINTS DURING THE RESEARCH

1. Covid-19 Pandemic

One of the major limitation in this research is that we were not able to move outside for our research due to this pandemic. So we have completed this research by sharing an online survey through digital platforms. As this corona virus has widespread reach over the entire world , so this research has been completed through online mode of survey.

2. Required more time for this research

This research requires more time , but due to lesser time we were not able to work more efficiently .

3. Lesser number of responses

As we have mentioned previously that we have distributed the questionnaire to approximately 200 people, but we got only 96 responses for our research, as people were not able to give time to fill up the questionnaire.

6.1.2 LIMITATIONS OF THE STUDY (IN RELATION WITH RELIGIOUS TOURISM)

1. Expenses is a major limitation in every field

Religious tourism increased costs for a town; Expenses on cleaning garbage collection, marketing ,water disposal lighting,, and promotion can impact on the Local economy. Increase in the price of real states; Prices of land increase; competition ; poor section of the population have to shift out of the town. General price increases; Suppliers and retailers increase the cost of goods services

2. Safety & Security

In India recent years Issues relative to security and safety, assistance and insurance for religious travel and pilgrimages are taking on greater importance than effect with local people.

3. General Awareness needs to be implemented

The general attitude of tourist visiting is leisure and weekend visiting based therefore a concentrate effort to visit the religious centres is yet to become famous. Along with the general lack of data and information regarding this special aspect of tourism, historical religious sites are poorly managed, maintained and interpreted. There has been little support or encouragement for archaeological research which would contribute to the fund of information and interpretation. Most importantly, the industry lacks set itineraries that could enhance and attract tourists and pilgrims to these sites.

4. Seasonal effects

Environmental conditional in some areas has high amount of Cyclonic monsoon during November and December months of the year, this environmental condition overlaps with the general tourism season of India namely November to February. Since some areas such as Pondicherry was under French rule and the neighbouring states (Tamil Nadu, Kerala and Andhra Pradesh) were in British rule the general cultural Practices are also varying. This leads to certain limitations in organizing religious Tourism.

5. Religious Conflicts

There are conflicts regarding doctrine and interpretation between Muslims, and of course deep political conflicts between Christians and Jews concerning the status and interpretation of the Holy Land. These religious and political conflicts present a set of challenges which are not within the range of the tourism industry to address. Promoting religious tourism as a product, especially the various Hindus, Islamic and Christian holy sites, would lead to an increase in national income from tourism. The common religious heritage between the three monotheistic religions in the holy sites can be a factor in promoting dialogue and positive relationships between these religious traditions. Religious tourism is a great Opportunity for the entire nation. India with unique tourism potential can make use of the religious harmony commonly prevailing to develop Religious Tourism

6. Facilities needs to be analyzed periodically

Neglect of proper services and facilities provided to the tourists adversely affects the growth of the tourism industry; concomitantly, development of facilities and services for tourists would contribute to increase growth in the industry.

6.2 FUTURE SCOPE OF THE STUDY

The scope of this study is to find out the factors contributing to the development , impacts of religious tourism (opportunities , challenges), as the topic was to identify the role of religious sites in development of tourism industry in India.

Religious tourism organization employs in India. If people from the community have jobs in the tourism industry this will improve their economic situation and also create the hard feelings towards tourists. If organizations work with the local community and hire local residents it opens employment opportunities up to people to whom opportunities are rarely available. It offers them motivation to learn and to develop their skills and gives them the opportunity to build a better life for themselves.

The bottom line is, it gives them hope. Local people make perfect guides. They know the area they live in. They may know more about the plants in their backyard than a university educated botanist would. They can imitate birdcalls and track animals. . There is a well between tourism and religious tourism. At first a community is keen on bringing tourists into the area. They see it as easy money. But too many religious tourists into a place to local economy will improve. As long as the benefit of the local people, creating facilities for tourism can benefit the local population as well.

Religious Tourism development brings money to the region and also forces improvement of local facilities like water supplies,roads and future project. These two things together can easily help to develop the infrastructure of an area. Religious Tourism can create for local people new recreational or health systems, entertainment facilities, public spaces or restaurants. The longer that Religious tourism thrives in the area, the more improvements that will be made.

In the Concept of Religious Tourism, the practice of religious tourism is visiting more than one religious sites. To learn the practices of cultural activities, habitat, entertainment, enjoyment, and so on. Some of the points of the concepts of religious tourism are: It is more than pilgrimage, seeing changes for the religious harmony, and the opportunity for the promotion of destinations and it is livelihood of them.

CHAPTER 7 – REFERENCES

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CHAPTER 8 – ANNEXURE(S)

11/27/2021:44:51	Rajvinder Kaur Saini	123456@gmail.com	Female	Age 30	Yes	In between 6-10	Within a month	Does not stay	Availability of transportation, Availability of good quality accommodation, Eating places, Information centres, Quality of roads	Accommodation, Food & Drinks, Transport	Look for local for yourself	Employment Opportunities, Communication, Religious heritage, Awareness about culture, traditions, religion	Access & Connectivity, Convenience, Human Resource	Depends on the number of tourists travelling	Agree	Both of them	Historical factors	Worship
11/27/2021:51:53	Harmant Singh	hbhorla64@gmail.com	Male	Age 20-30	Yes	In between 6-10	Not a particular time period	More than 24 hours and less than 48 hours	Availability of transportation, Availability of good quality accommodation, Eating places, Entertainment places, Behaviour of local people, Upkeep of tourist sites	Accommodation	Visit the site	Proper Security	Infringement of carrying capacity	Yes	Strongly Agree	Both of them	Hospitality services	Nearby places
11/27/2021:53:56	Vikramjeet	vikramjeetdimp@gmail.com	Male	Age 30	Yes	Less than 5 in group	Within a year	More than 24 hours and less than 48 hours	Behaviour of local people	Food & Drinks	Visit the site	Religious heritage, Spiritual health	Security & Safety	Yes	Neither Agree nor disagree	Spread awareness about that particular place	Historical factors	Worship
11/27/2021:58:06	Aashna Beri	Aashnab2000@gmail.com	Female	Age 20-30	Yes	Less than 5 in group	Not a particular time	Does not stay	Souvenir shops, Behaviour of local people,	Food & Drinks	Visit the site	Promote peace, agreeable and congenial	Human Resource	Depends on the number	Strongly Agree	Both of them	Popularity of that place	Worship

						up	peri	ay	Shops other than souvenir shops, Upkeep of tourist sites, Quality of information			atmosphere, Religious heritage, Spiritual health, Awareness about culture, traditions, religion		of tourists travelling				
11/27/2020 22:00:55	Pulket	Pulketsaini3@gmail.com	Female	20-30	Yes	Less than 5 in group	Not a particular time period	572 hours	Availability of transportation, Availability of good quality accommodation, Public Conveniences, Eating places, Quality of roads, Security, Behaviour of local people	Accommodation, Recreation, leisure & cultural activities	Prebook the package	Proper Security, Religious heritage, Spiritual health, Awareness about culture, traditions, religion	Lack of Publicity, Access & Connectivity, Security & Safety	Depends on the number of tourists travelling	Agree	Spread awareness about that particular place	Transportation facilities	Worship
11/27/2020 22:04:20	Aishwarya	aishwarya.agarwal2018@gmail.com	Female	Under 20	Yes	more than 15	Within a year	3 days	Availability of good quality accommodation, Public Conveniences, Eating places, Information centres, Souvenir shops, Quality of roads, Security, Behaviour of local people, Shops other than souvenir shops, Accommodation tariff	Accommodation, Food & Drinks, Recreation, leisure & cultural activities	Visit the site	Proper Security, Employment Opportunities, Communication, Religious heritage, Spiritual health	Lack of Publicity, Convenience, Human Resource, Security & Safety	Yes	Strongly Agree	Spread awareness about that particular place	Historical factors	Worship

11/27/2022:07:00	Gulshan	Simmid80@gmail.com	Female	20-30	Yes	Less than 5 in group	Not a participant	More than 24 hours and less than 48 hours	Availability of transportation, Eating places, Souvenir shops, Security	Accommodation, Food & Drinks, Recreation, leisure & cultural activities	Visit the site	Religious heritage, Spiritual health, Awareness about culture, traditions, religion	Access & Connectivity, Human Resource	Depends on the number of tourists travelling	Agree	Both of them	Historical factors	Leisure time
11/27/2022:08:19	Tanzil Khan	tanzilakhan2295@gmail.com	Female	20-30	Yes	Less than 5 in group	Not a participant	Does not stay	Public Convenience	Food & Drinks	Look for local for yourself	Awareness about culture, traditions, religion	Lack of Publicity	Maybe	Neither Agree nor disagree	Spread awareness about that particular place	Hospitality services	Leisure time
11/27/2022:11:31	Nehali	ozanehali23@gmail.com	Female	20-30	Yes	Less than 5 in group	Not a participant	More than 24 hours and less than 48 hours	Availability of good quality accommodation, Public Convenience, Eating places, Souvenir shops, Security, Upkeep of tourist sites	Accommodation, Food & Drinks, Transport, Shopping, Recreation, leisure & cultural activities	Visit the site	Employment Opportunities, Communication, Religious heritage, Spiritual health, Awareness about culture, traditions, religion	Lack of substructure, Access & Connectivity	Depends on the number of tourists travelling	Agree	Spread awareness about that particular place	Popularity of that place	Nearby places
11/27/2022:14:08	Amanjot Kaur	Null	Female	Under 20	Yes	In between 6-10	Not a participant	More than 24 hours and less than 48 hours	Availability of tour operator, Availability of transportation, Availability of tourist guide, Availability of good quality accommodation, Public Convenience, Eating places, Information	Accommodation, Food & Drinks, Transport, Shopping, Recreation, leisure & cultural activities	Visit the site	Proper Security, Employment Opportunities, Promote peace, agreeable and congenial atmosphere, Communication, Religious heritage, Spiritual health, Awareness	Lack of Publicity, Lack of substructure, Access & Connectivity, Monetizing religion, Infringement of carrying capacity, Convenience	Yes	Agree	Provide basic amenities free of cost such as transportation, accommodation, food and many others.	Popularity of that place	Nearby places

