

# A SOCIO-ECONOMIC IMPACTS IN PILGRIMAGE TOURISM IN JAMMU AND KASHMIR: A CASE STUDY ON FOREIGN TOURISTS

MUSSA MOHAMMAD,

PhD Research Scholar Department of Rural Management

MAMIL KUMAR

M.Phil Research Scholar Department of Rural Management

School Of Management Studies

Baba Saheb Bhim Rao Ambedkar University (A Central University) Lucknow

## **Abstract:**

Pilgrimage as a type of journey offer an opportunity for the public to vacation holy places and is a characteristic ordinary to less or more whole societies. The earth of Jammu is sacred by the holy continue of a lot of large saints and religious soul. Mata Vaishno Devi, amar nath are the mainly famous holy place located in the lap of Tirkuta hill of Jammu area. Every day lacs of devotees since every corner of the country as well as beginning diverse parts of the earth pay the obeisance at place of worship. The present job is an effort to study the socio-economic impacts of pilgrimage tourism in jammu and its neighboring area and also learn the allocate of this pilgrimage area in the condition of economy. Pilgrimage, whether spiritual or worldly, is experiencing resurrection in the region of the world. This include the motive for pilgrimage, actions during the pilgrimage, and the influence of going to places of interest on it. The result demonstrate that the sightseer people range broadly as of particularly spiritual traditional pilgrims, through "conventional" pilgrim-tourists to worldly tourists. The features of present pilgrims can be represent on a stage that might be describe as worldly versus spiritual, and tourism in opposition to pilgrimage. This typology moreover offer a copy for the growth of the pilgrimage site. The answer emphasize the rising junction of conventional pilgrimage and present tourism, which include a great deal in ordinary. as well as, this explore emphasize the increasing nexus of holy site, humanity, political affairs, philosophy, and culture. This article explain and ropes the thought that the financial impacts of spiritual sightseeing must not be deserted or underestimate, although religious institutions have usually attempted to downplay this in the history. as well, the paper argue that belief and tourism have much in general.

**Key Words:** religious tourism, economic impacts, pilgrimages.

## Introduction:

Tourism is a very important financial activity. this is a cultural and social movement rising its tentacles from originate spaces to receiving places (Nabi, 2000).tourist as a individual or group of people as well as pilgrims visiting the situation from some part of India.Jammu and Kashmir state has incredible for everybody may he be of any religion. Shri vaishno Devi cave, Shri Amaranthcave, Gumpas in Ladakh, Hazartbal, Baba Jitto's place and other places have their hold pilgrimage worth. A huge number of holy places visit these holy places to look for the wonderful blessing. It is confirmed that according to Indian Cultural heritage one has to visit a variety of tirtha or pilgrim center to be paid good worth.The numeral of pilgrims to the holy place is growing with each fleeting year. Presently, 38,000 pilgrims visit the shrine one day, on regular. But this rising number of traveler not only increasing the growth of the economy but directly or indirectly is influencing the atmosphere of the state also,business and community organization are ever more concerned in the trade and industry impact of tourism at national, state, and local levels.on a regular basis hear claim that tourism ropes jobs in an region or that a celebration or special event collected million dollars in sales or profits in a society. Multiplier property are regularly cited to confine minor things of tourism expensing and explain the broad variety of sector in a society that may profit as of tourism's economic profit are touted by the business for a diversity of reason. claim of tourism's economic importance offer the business better esteem amongst the commerce community, civic officials, and the communal in common. This regularly translates into decisions or community policies that are positive to tourism. group of people hold is significant for tourism, as it is an movement that affect the whole society. Tourism business depend lengthily on every other as well as on other businesses, management and people of the local society. financial benefits and overheads of tourism arrive at nearly each one in the area in one way or one more. profitable impact analysis offer touchable estimate of these monetary interdependencies and a enhanced accepting of the function and magnitude of tourism in a county's economy.Tourism movement also involves financial costs, counting the express costs incurred by tourism business, supervision costs for road and rail network to improved serve tourists, as well as jamming and connected costs bear by persons in the population. society decisions above tourism often engage debate among commerce proponents touting visiting the attractions's economic impacts (benefits) and detractors emphasize tourism's costs. noise decisions relax on a fair and point appraisal of together reimbursement and expenses and an thoughtful of who remuneration from seeing the sights and who pays for it.Tourism's economic impacts are so an vital deliberation in position, local and society preparation and cost-effective growth. Economic impact are also imperative factors in promotion and organization decisions. Communities as a result require to recognize the virtual import of tourism to their state, counting tourism's input to economic action in the locale. A diversity of methods, ranging from clean conjecture to multifaceted numerical model, are second-hand to approximation tourism's economic impact. Studies differ lengthily in superiority and correctness, there for which aspects of sightseeing are integrated. practical news frequently are filled with financial conditions and methods that non-economists do not know. On the other hand, media reports of these studies tend to simplify and regularly misunderstand the outcome, exit decision makers and the broad public with a from time to time hazy and partial thoughtful of tourism's economic possessions How

can the normal person understand these studies adequately to divide good studies from awful ones and make knowledgeable choices. The reason of this statement is to here a methodical opening to financial force concept and method. The arrangement is printed for tourism industry analysts and community officials, who would resembling to improved appreciate, assess, or probably behavior an trade and industry impact assessment.

### **REVIEW OF LITERATURE**

Kashmir has forever remained the central point of magnetism for the writers whole the world. a lot of book have been printed on dissimilar aspect of Kashmir, like, its geography, history, archeology, art and culture, its tactical place, its government, and on lots of additional aspect. In accumulation to it, articles, negotiations, conference and congresses have also been conducted and many journalism published on the subject of Kashmir, in Kashmir as well as in extra part of the earth, from time to time. So, for ahead on the way into every exclusive part of Kashmir, review of literature of that part is a prime task. in view of the significance of its exceptional religious and Sufi culture, many tasks compiled on the spiritual quality of Kashmir have been gone through. As the revision is worried with the pilgrimage feature of tourism so many books, documents and articles authored in India and overseas concerning pilgrimage going to places of interest have produced a main piece of literature review. For review of Literature, the study tias covered the following works:

N.D. Morpeth'in this book"Religious Tourism and Pilgrimage Management an InternationalPerspective",[2007]believe that principle and faith are universal inspiration for travel around, with a lot of major traveler destination have urban mainly as a result of their relations to holy people, places and events. relating sensible applications, model and case studies, writer during this book provides an insight into the management of religious tourism, covering both ancient holy site and rising destination. It completely explored the pressures on sacred spaces to become commercialized and occasion area, while immobile maintaining their religious and spiritual integrity. Chris Devereux and ElizabethCarneigie^ in this paper,"Pilgrimage: Journeying Beyond Self,[2006]explores how the experience of pilgrimage can contribute towards the succeeding continual alteration of personally and community well being. In doing so it examines four areas. The primary is to copy a theoretical map that emphasize the linkages between pilgrimage and wellness tourism and explores the bigger meaning of the terms "wellness" and "spirituality". The second area focuses briefly on what spirituality and pilgrimage mean. The third area considers two case studies from the pilgrimage experience. The first of these draws on the experiences of those who have traveled overland toSantiago de Compostela in Spain. While the second considers the experiences of public who have undertaken a variety of charity treks as a new form of pilgrimage. The individual experience, drawn from those with religious affiliations and those with none, indicate how a challenging physical and emotional journey often but not forever outcome in not only an improved substantial well being, but also a superior task of self and others.

#### **Objectives :**

The main aim of the study is to ascertain the socio Economic impact of pilgrimage tourism of on the economy of Jammu and Kashmir. In order to achieve this, the following objectives have been set.

- 1.To examine the socio-economic profile of the foreign tourists to the state for pilgrimage tourism.
- 2.To appraise the impact of tourism Industry on Jammu and Kashmir's economy.

3.To find out the main challenges and problems of Tourism Industry in Jammu and Kashmir.

### Research methodology:

The study is mainly based upon the collection of secondary data. The secondary data was collected from various sources of publications such as Magazines, journals, Research articles, Internet and published and unpublished records of Ministry of Tourism Government of India and J&K tourism.

### Potential of Tourism Industry in Jammu and Kashmir

Tourism and travel have been significant common activities of person from olden times. Tourism has become one of the world's major and best growing economic activities. Its increase has impact on service, foreign currency income, equilibrium of payments, and the economy in common. Jammu and Kashmir is famous for its beautiful landscape in the world. Tourism forms an essential part of the state's economy. Tourism being one of the state's main industry has played an significant role for rising the economy, mainly in the Valley and Ladakh region. The industry has given job many people and has generate financial activities in the primary, secondary and tertiary sector in the state, which owes trust to a large size to this industry.

Tourism in Kashmir depends very much on the usual resources that this put has to present for economic productivity. sightseeing provide good food to the local people and income to the State exchequer. The visit from home and global tourists give a helpful source of earning. company spending generate income for both public and private sectors besides implementation wages and employment opportunities. Till the year 2010 there was a negative growth rate in the tourist arrivals. But during 2011-12 there was a significant increase in volume of domestic as well as foreign tourist arrivals in Kashmir.

**Table 1. J&K's Share in Foreign Arrivals to India**

Year	India	J&K	Percentage Share
2004	2537282	7806	0.31
2005	2384364	24330	1.02
2006	3457477	41000	1.19
2007	3918160	44345	1.13
2008	4447167	46087	1.04
2009	5081504	53053	1.04
2010	5356966	55000	1.03
2011	5167699	51255	0.97

Source: M/O Tourism, GOI

### Challenges of Pilgrimage Tourism in Jammu and Kashmir

Katra is the transit point for the famous Mata Vaishnov Devi Shrine but due to lack of any interesting tourist circuit or activities within Jammu, the pilgrims do not generate significant business for the tourism industry there.

A number of budget travelers do not even use the hotels or restaurants, preferring to cook their own food and travel by a hired bus. To encourage the pilgrims to stay longer Jammu must develop its potential alternative religious circuits like Shiv Khori- Machail. Kailash Parvat in Bederwah and Pingla Devi in Ramnagar to name a few. Improving the condition of the roads, regular state transport buses, helicopter services and budget hotel would be useful interventions. In case of Ladakh a Buddhist circuit covering the monasteries would be an attraction to tourists from Japan, China and south Asia countries. Moreover if the Kailash Mansarovar yatra through the Damchuk route could be opened the region would benefit significantly from the tourist influx. This would need diplomatic consultations with China. Kashmir has a number of Mosques and Darghas located at the sites of great historical significance that need to be developed and promoted. The pilgrim circuits would in addition to other infrastructure also require capacity building of the youth to act as khadims/shrine guides- a potential employment generator.

#### **CONCLUSION :**

Tourism is the primary resource of income in Jammu and Kashmir and each and every one probable efforts require to be undertaken for retaining, maintaining and supporting it. Tourism opens up new opportunities for resources, both savings creation and revenue generation most important to employment creation as well as socio-economic development of the home public. The tourism communications like wider and silky roads, transport including provision for Airlines and Rail services, up gradation of hotels, development of tourist places in Jammu and Kashmir should be strengthened. There is dire need to build alternative roads in some places to ensure better connectivity. The State, sparsely populated and spread as it is, needs more airports and better air connectivity as well. Steps should be taken to restore the ancient splendor of the monuments. The religious sites in all the three regions of Jammu and Kashmir need a very special focus for the development of basic infrastructure to attract pilgrims in huge numbers.

**REFERENCES :**

- 1 Nabi, G., Socio-Economic impact of Tourism, Pointer Publisher, Jaipur, 2000
  2. Sharma A and Raina,A. “Environment Impact of Tourism in Katra Town (J&K)”, IJRSET, ISSN: 2347-6710, 2014.
  3. Koundal V., “Impact of Pilgrim Tourism in J&K Economy: A Case Study of Shri Mata Vaishno Devi Pilgrimage”, GRT Vol.2,Issues 2, , ISSN: 2231- 5063, August, 2012
  4. Ahmad, I. (2007) Kashmir Heritage Tourism. Gulshan Books, Srinagar Kashmir.
  5. Briedenhann & Wickens, (2004):“Tourism routes as a tool for the economic development of rural areas – vibrant hope and impossible dream?” TourismManagement 25 (2004)
  6. Harris. R, Griffin.T and Williams, P 2002, Aspects of the Sustainable Tourism Debate from a Natural Resources Perspective, Sustainable Tourism: A globalPerspective, Butterworth- Heinemann, MA, USA.
  7. Lu, Jiaying and Nepal, K. S. (2009) Sustainable tourism research: an analysis of papers published in the Journal of sustainable Tourism.
  8. Mahapatra, A.D. Shekhawat,S. (2008) The Peace Process and Prospects for Economic Reconstruction in Kashmir. Peace and Conflict Review, Volume 3, Issue 1, ISSN:1659-3995.
  9. McIntosh. R.W, Goeldner. C. R and Ritchie .J. R. B 1995, Tourism and Environment, Tourism: Principles, Practices and Philosophies, John Wiley & Sons, NY, USA.
  10. Michael J.Enright and James Newton(2005), “determinants of tourism destination competitiveness in Asia Pacific:Comprehensiveness and universality”.
  11. Sati, N. and Mansoori, I.K. (2012) Pilgrimage Tourism. Mittal Publications, New Delhi.
  12. Tiwari, M. (2012) Making of Indian Tourism in 21st Century: Challenges and Prospects. IJPSS, Volume 2, Issue 5, ISSN: 2249-5894
  13. Verma, V. (2011) Tourism Management. Centrum Press, New Delhi.
  14. Chaudhary, P. (2002): Religious Terrorism-The Latest Threat (Juxtaposition of Jammu’s Heritage)-Living and Vibrant versus Dead and Decaying’.
  15. Dr. R and Rajan, P. (2006) "Impact of Terrorism on Jammu and Kashmir ‘Tourism" Kalpaz Publications.
  - 16 Dube, Rajiv, Tourism In The economy of Madyapradesh, New Delhi, Daya Publishing House, 1987.
  - 17 Final report of 20 year perspective plan for sustainable development of tourism in Jammu and Kashmir by Santek Consultants Private Limited, Delhi.
  - 18 Government of Jammu and Kashmir, Economic Survey (2010-2011), Directorate of Economic and Statistical Planning, J&K
- Annual Reports**
19. International Labour Organization (ILO), Sectoral Activities Programme, GDFHTS/2010: Developments and Challenges in the hospitality and tourism sector.
  20. Indian Brand Equity Foundation (IBEF April 2010): Jammu and Kashmir.
  21. Ministry of Tourism, Govt. of India, New Delhi: 20 Years Perspective Plan for sustainable development of Tourism in J&K.
  22. Ministry of Tourism, Govt. of India, New Delhi: Annual Report 2011-2012.