

**A Study of Consumer Behaviour for Religious and Pilgrimage  
Tourism with Special Reference to Amarnath Cave in Kashmir:  
Challenges and Its Social-Economic Impact on Kashmir**

**THESIS**  
SUBMITTED TO  
**BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY**  
**(A CENTRAL UNIVERSITY)**  
**LUCKNOW**

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UTTAR PRADESH, INDIA

**Year 2021**

A pink scroll graphic with a white border and rounded corners. The scroll is unrolled, showing a white background in the center. The text is written in a black, cursive font. The scroll has a small tab at the top left and a small loop at the bottom left.

*Dedicated  
To My  
Parents*

## DECLARATION

I hereby, declare that this thesis entitled “**A Study of Consumer Behaviour for Religious and Pilgrimage Tourism with Special reference to Amarnath Cave in Kashmir: Challenges and Its Social-Economic Impact on Kashmir**” submitted to Babasaheb Bhimrao Ambedkar University in fulfillment for the award of Doctor of Philosophy in Rural Management is my original work. It has not been submitted in part or full for any other diploma or degree of any other University. The indebtedness of the candidate to others has been duly acknowledged at relevant places.

This study is carried out under the supervision of Dr. Abhilash Babu, and Prof. Md. Shakil Khan Department of Rural Management, Babasaheb Bhimrao Ambedkar University Lucknow, Uttar Pradesh, India. This is also to declared that the thesis is essentially free from all kinds of plagiarism.

Place: Lucknow

Date: 25/1/2021

*Mussa Mohammad*  
Signature of Candidate  
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## CERTIFICATE

This is to certify that the thesis titled “A Study of Consumer Behaviour for Religious and Pilgrimage Tourism with Special Reference to Amarnath Cave in Kashmir: Challenges and Its Social-Economic Impact on Kashmir” submitted by Mussa Mohammad in partial fulfillment for the award of Doctor of Philosophy in Rural Management has been carried out under my supervision and no part of the thesis has been submitted for any degree or diploma to any other University.


The Thesis submitted to Babasaheb Bhimrao Ambedkar University; Lucknow satisfies all the requirements as stipulated in the Doctor of Philosophy Ph.D. Regulations- 1999 as amended in 2008/2010/2013 and it is fit for submission and evaluation for the award of the degree of Doctor of Philosophy of the University.

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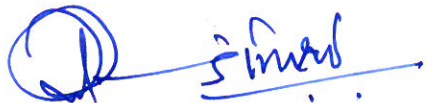


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लखनऊ-२२६०२५

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---

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**Place: Lucknow**

**Date..25/1/2021**

*Mussa Mohammad*  
**Signature of Candidate**  
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*Chapter 1*  
*Introduction*

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# Chapter 1

## Introduction

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### 1.1 Introduction

#### 1.1.1 Tourism: An Economic Activity Across the Global.

These Days there is greater demand of Jobs and employment all over the world. Travel and Tourism is one of the industries which is absorbing and will also cover more jobs in future too. Tourism is like a platform which takes place from various places in rural and urban areas of the world. This industry boosts jobs, exports and imports between the countries. Almost nearly 300 million jobs have been created by Travel and tourism both directly and indirectly by supporting the adjacent sectors in the world Economy. Tourism plays a significant role in empowering the resources of the state and also leads social transformation in the economies. Tourism mostly helps those economies who are totally agricultural driven. Tourism creates opportunities for those areas and leads them to feasible sources of the income. Tourism is one of the leading sectors in promoting the growth of GDP. Tourism has developed the living standard of the people. World Tourism Organisation (UNWTO) Tourism has also helped the air travel very cheap, which has increased the Air travel world. In 1990 the total number of the travellers were 435 million which rose to 675 million in 2000. Similarly, it again rises up to 940 million in (2010). These figures are only the insight of international travelling's if we add it domestic travel it would have mostly probably increased more than 10 times.

#### 1.2 Tourism Influences:

Tourism plays a pivotal role in increasing the sources of income. Development of tourism in a country approaches a trickle-down effect in all other sectors. Tourism directly affects the agricultural sector positively like the agricultural commodities are being demanded by tourists who come from other regions and countries. The demand for these products

employment and also help in growth and development of import export trade. The trickle-down affect develops other sectors of the economy by the rising influences of tourism in the country. Our research is mainly focused on religious tourism, so we would like to check tourism with religious beliefs etc.

### **1.3 Religion and Tourism – Perceptions**

Evolution of religious tourism is very from beginning scientists has explored religious tourism with different theories. The social scientists believed that religious tourism is a motivational belief developed from the religion. In religious tourism we have Pilgrimage to travel a religious place at a given religious time. According to Tuan (1976, in Religion is a symbol of rationality which enshrines unity, peace and brotherhood among the people. But people with different cultural backgrounds practice religion differently. According to Tyler (1990). Now a day's religious has been made a threat by certain groups in our societies like politicians, racial groups, etc. these inextricably defines religion or even countries by religion. If we look India is known as Hindu country where as Thailand know for Buddhism and Christianity for westernization. These issues are big threats to the tourism industry.

Human nature wants to command and approaches ways of knowledge, work etc to live a human life on social grounds. Mankind also learn from struggles and always tries to have peace of mind and also tries to guarantee same for others. That is why he is writing, publishing with great enthusiasm to serve the human kingdom with human passion with a hope to help people of both present and future times. All religious are having one common faith of God and are following various rituals while expressing their devotions. Religion is accepted as a medium of conversation with God. The existence of God is felt by looking at heavy mountains, hills, waterbodies, sun, sky and what not? It is

religion which guides us to live and explore society as per the demands of the society all over the global.

#### **1.4 Theoretical Frame work of Religious Pilgrimage**

##### **1.4.1 Social Scientist Theory:**

According to Tylor & Frazor, (1961). Religion helps people to observe spiritual powers. Sigmund Freud, (1959)<sup>i</sup> Religion helps in balancing the emotional attachments and weakness of human body. Emile Durkheim, (2008). Religion is a practice which unifies us to help each other, living together for the welfarement of the society.

According to Dann, G. M. (2014) Karl Marx said Religion is an illusion among people which provides them an opportunity with an excuse whose chief purpose is to provide reasons and an excuse to keep society functioning as it is the practice of masses with those attachments which are soulless and heartless. Mircea Eliade Religion teaches us sacred things and also keeps us away from Profane activities. Stewart Elliot Guthrie Religion is simply an attribution of human character which differentiates between good and bad.

Theories of religion teaches us social responsibility to deal with unpredictable happening. Religion also makes distribution of power among people. Therefore, religion is an institution whose nature is very complex. The existence of each religion motivates us for sacred beliefs of the life. Past religious reforms of Hinduism like Jainism, Sikhism, Buddhism etc all these reforms demand collective approach towards peace and prosperity. Now, a day's people are attending Yoga events on the bases of religion and are celebrating other festivals. Religion Places are in practice where people are visiting on framed time schedule.

### **1.4.2 Scared Places of religion: Theories by social scientists**

Eade and Sallnow<sup>ii</sup> there are certain shrines in every religion where people are believing of miraculous supposed to be happen to them for visiting these places of pilgrimage. Eliade, (1971)<sup>iii</sup>The site descriptions of Pilgrimage sites involve two types of events one which directly appears to pray God (hierophanic) and the other in which a message is transferred from a religious place to other people, (theophanic). Yi Fu Tuan, (1979)<sup>iv</sup> The factual meaning of holy goes beyond label Like temples and shrines as at the level of knowledge sacred places are following certain routine-based activities. Bowman, (1996)<sup>v</sup> Modern perception of religion pilgrimage has developed individual perceptions among people about holy places and their beliefs.

All these theories are supporting religion tourism both at macro and micro level. Religious scholars like Dalai Lama and his visit to India glorifies the religious tourism across the globe.

### **1.5 Religious Tourism and its Characteristics**

Religious tourism seems quite very difficult to draw some light on it. Academicians and scholars have explained religious tourism in various approaches like cultural tourism, Religious tourism, Spiritual Tourism, and so on. The definition are meanings of visit to pilgrimage sites differs with these approaches

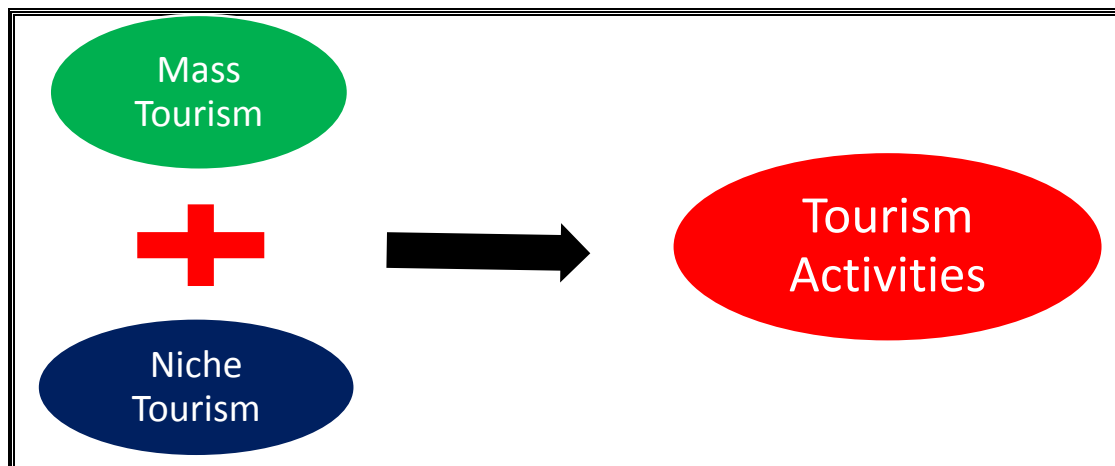
1. Pilgrimage is followed as an act of worship among all religious and people are travelling these places. All religious are having some unique and poplar places where people are visiting these places in larger numbers. The places like Mecca for Muslims people who are well off and financially sound religious demands them to visit that place as a worship.
2. Individuals are facing so many challenges in day today life and these challenges sometimes become more problematic to solve them. Man, as a social animal

tries to share his problems with others and confess his sins etc and at the same time guarantees not to do it again in his life. For these issues he tries to visit scared places to promise and takes oath to perform good things in his/her life.

3. People like to visit religious places to achieve spiritual and social harmony. This is mostly found among Hinduism. Similarly, Buddhists are also following it very keenly and in most of the religions old people are visiting to religious places as a pilgrimage with the understanding that their social life is over, according to them this is the time to get the eternal enlightenment before leaving the world.
4. Every religion is celebrating certain festivals like birth days of their religion preachers in Hinduism they are celebrating Lord Ram Birthday, in Islam Prophet Mohammad (S.A.W) birthday, like wise in Buddhists of Lord Buddha, in Sikhism Guru Nanak Ji etc. those days people are visiting religious places to pray. These days there has developed a trend Political leader are also visiting to offer prayers for state to have peace and prosperity etc.
5. People in modern times are also taking it as entertainment to visit religious places as a tourist pilgrimage to entertain social gatherings with different cultures. So, the above characters are mostly found in every religion. People are feeling pleasure to visit religious places as pilgrimage to satisfy their soul and mind.

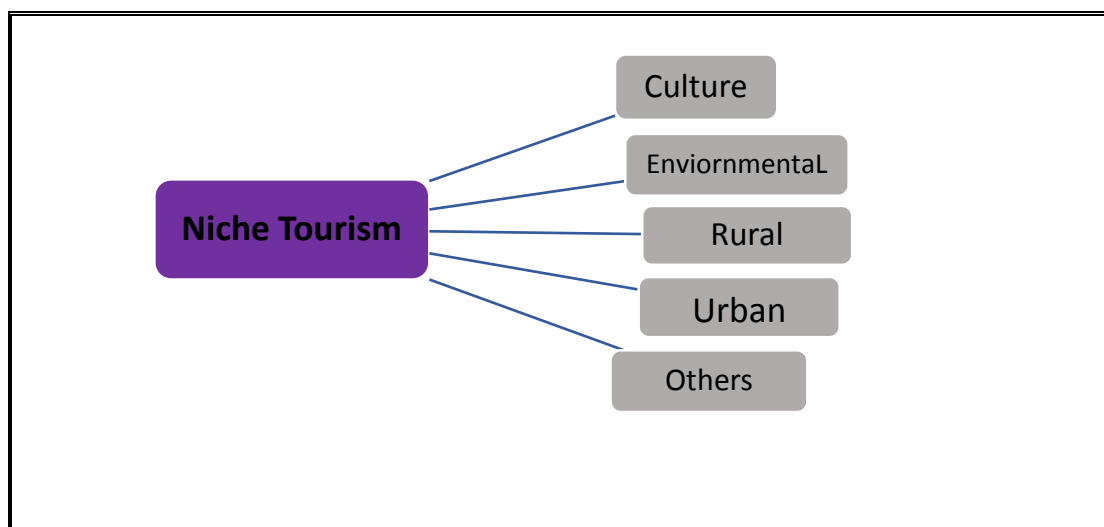
### **1.6 Pilgrimages and Religious Tourism**

According Novelli (2005)<sup>vi</sup> Culture is promoting Religious tourism and is defined in different categories, and the categories are Mass tourism and Niche Tourism. Poon (1993)<sup>vii</sup> said convectional represents large tourist settings while Niche Tourism represents cultural based tourist activities with small settings.

**Figure 1.1** Tourism activities are components of Mass Tourism and Niche Tourism

**Sources:** Poon (1993)

Niche Tourism is defined in five different Categories, the categories are Culture, Environment, Rural, Urban, and others. Further Niche tourism has been sub divided under these five headings and drawn via flow chart figures.

**Figure 1.2** Flow chart of Niche Tourism representation

**Sources :**(Novelli, 2005 in Katri Nieminen 2012).

Religious tourism as an activity represented by culture and Environment. The flow chart of culture consists of Heritage, tribal regions, Religious places and religion itself, educational institutions, Genealogical and research. While Environmental resorts are nature and wildlife, Ecotourism, Adventure, Alpine and Geo-tourism and costal areas.

So, it gives us deep understanding of religious pilgrimage and its routines via different dimensions.

**Figure 1.3 Flow chart of Niche Tourism representation by culture and Environment**

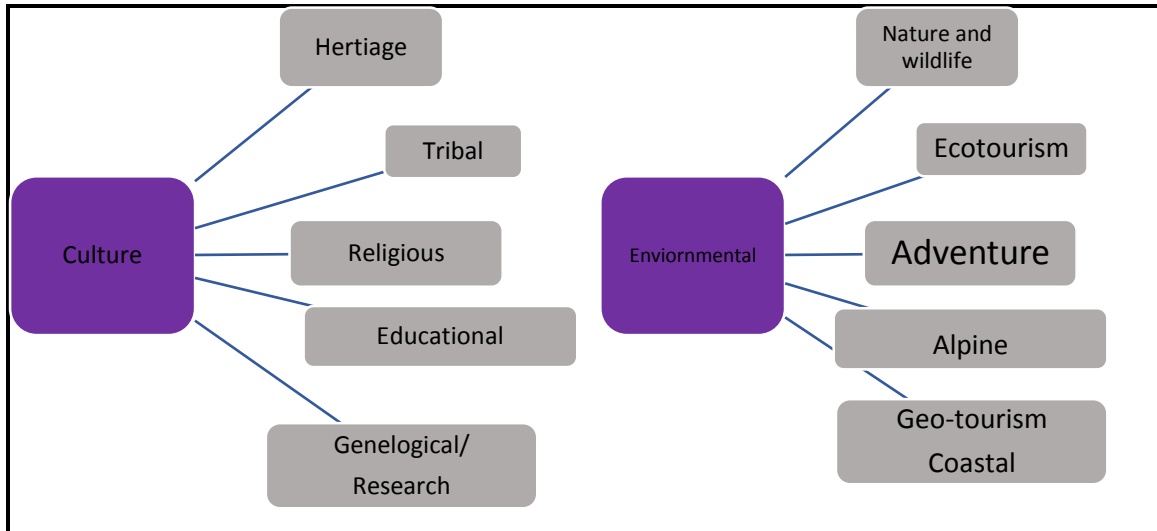


Figure 4 Again, draws our attention on Religion tourism is segregated between regions of Rural and Urban. And the ways of means to these areas are for Rural tourism sites, we can visit Farms and barns, Camping's, Wine/gastronomy, Sport and Festival/events and places of Art and craft.

In Urban areas the visitor can visit for the purpose of Business, conferences, Exhibition, Sports and Art and Gallery.

**Figure 1.4 Flow chart of Niche Tourism representation by Rural and Urban**

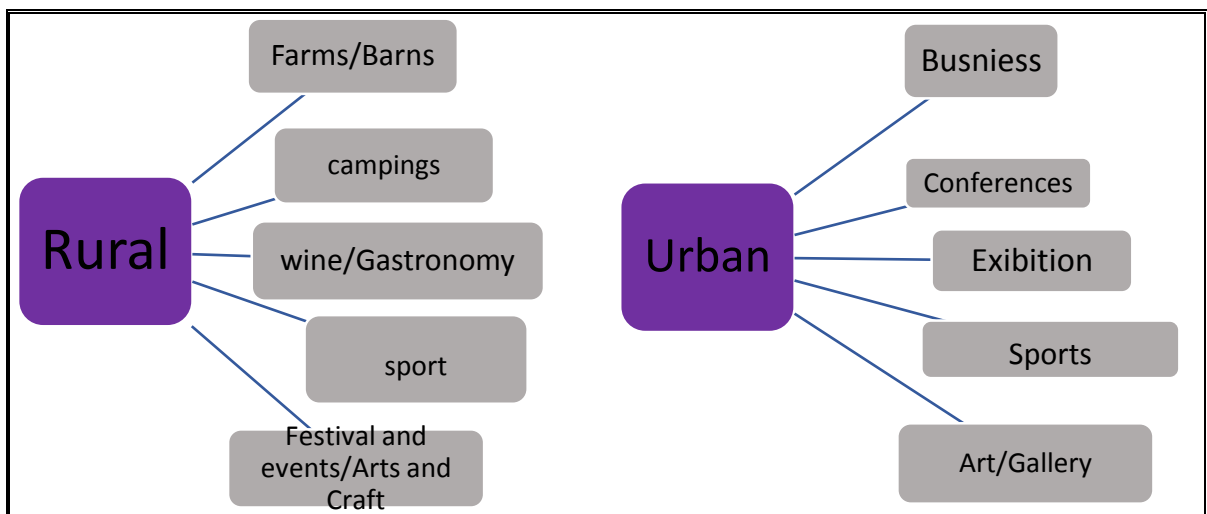
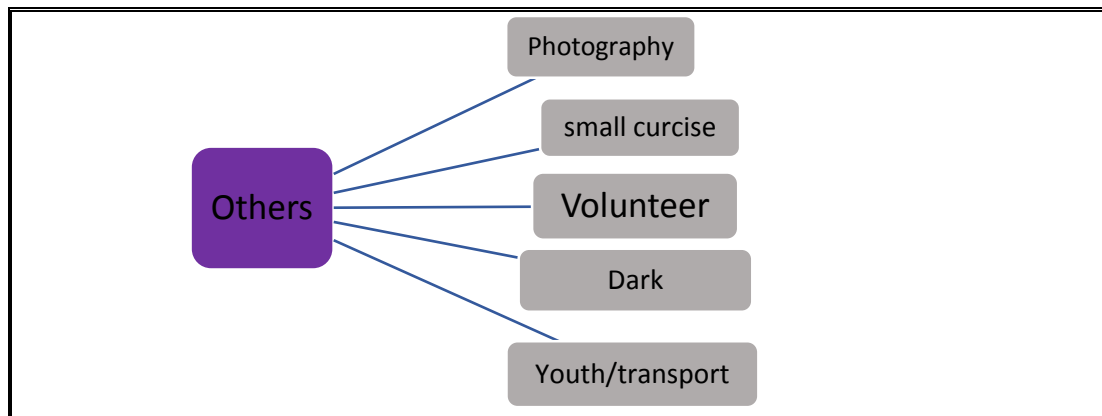


Figure 5 shows Niche tourism with respect of Joint contribution of other variables, which has been mentioned as follows Photography, Small cruise, Volunteer, dark and youth and transport. So, all these above flow charts have explained Niche tourism in five different sub headings.

**Figure 1.5 Flow chart of Niche Tourism representation by Others**



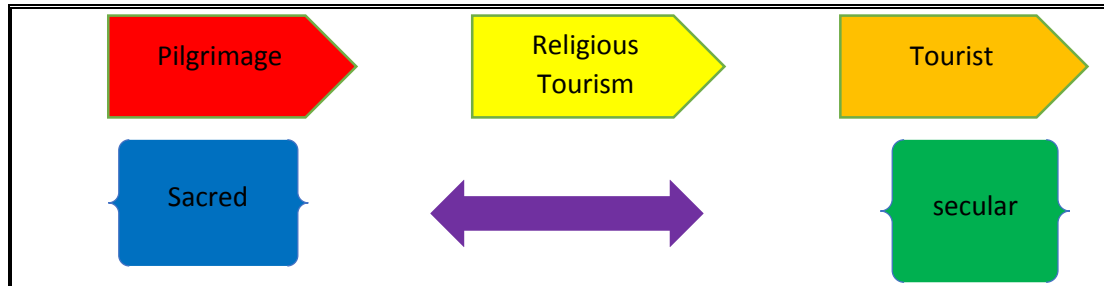
**Source:** Novelli, Marina, “Niche Tourism. Contemporary Issues, trends, and cases Elsevier Ltd, Burlington. 2005, pp. 9

### 1.7 Who is Religious Tourist?

Here arises a question who actually we call religious tourist and what is the difference between Tourist, Pilgrimage and religious tourist. According to Cohen (2001)<sup>viii</sup>, and Katri Nieminen (2012)<sup>ix</sup> Religious tourist are those who are coming for observation and side by side they are also devoting. On the other side Pilgrims are those who are offering prayers as per the religion at the tourist places as spectators and they are not involved. Harb, (2019)<sup>x</sup> An individual who tries to visit some places as a tourist could have to chance to become a religious tourist on his way because of a kind enlightening on his way to the place. The real difference between Pilgrimage tourist and religious tourist is that, Pilgrims only visit holy places and religious tourist tries to go other sites and their mission remains to visit more places.

Digance, (2003)<sup>xi</sup> Motivation of religious tourist is defined by religious faith, and his/her secular mind setup to visit other religious places outside his own religion.

**Figure 1.6 Pilgrimage to Tourist**



**Source:** Simone-Charteris, MariaTeresa & Boyd, Stephen W (2011)

The above figure 6 shows how these days tourist is becoming secular by visiting different shrines, temples and mosques. They went with the motive of Sacred initiation and finally become tourist of secular mindset.

### 1.8 Socio Economic Impacts of Pilgrimage Tourism in Kashmir

First and most obvious impact of pilgrimage tourism is through the visits to the religious site and the visitors contact with the religious institutions. However apart from the religious institutions in Kashmir such as Hazaratbal Dargah Amarnath cave etc. Holy sites are often surrounded by religiously oriented business and facilities, such as travel agencies, hotels and even hospitals, providing employment for the host community. (Evans1998) in particular the sale of religious souvenir items, such as sacred water, icons and candles (Dubish1995) brings in considerable revenue to the locals. Economic Significance: Tourism has major economic significance for a country such as India the receipts from international tourism can provide a valuable source of earnings for many countries both developed and developing visitor spending generates income for both public and private sector besides affecting wages and employment opportunities.

Social Significance: Business and public organizations are increasingly interested in the economic impacts of tourism at national state and local levels.

- 1) Tourism's economic benefit is touted by the industry for a variety of reasons.
- 2) Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general.
- 3) Economic impact analysis provides tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region such as the Kashmir economy.

### **1.9 Famous religious places in Jammu and Kashmir:**

Our research is focused on religious pilgrimage. So, therefore it is necessary to highlight the most famous religious places in J&K where tourists are visiting from different states as well as different countries. The below table shows religion-wise some of the tourist places in J&K. So, from this chapter we came to know various theories of pilgrimage and understand various concepts. In this study we will further grab new insights of pilgrimage by visiting some of the most popular sites of Jammu and Kashmir.

Table 1 Religious places in Jammu &amp; Kashmir

<b>Valley tourist Places</b>		
<b>Hindu</b>	<b>Muslim Religious Places</b>	<b>Sikh Religious Places</b>
Kheer Bhawani, Avantisvami-	Jamia Masjid, Hari Parbat,	Hari Parbat, Awantipura
Vishnu, Awantipora, Martand	Khanqah-i-Muaila, Dargah	Gurdawara,
temple, Shankaracharya temple,	Sharif, Charar-e-Sharief	Chattisingpura
Hari Parbat, Amamath,		Gurdwara
<b>Ladakh Religious Places</b>		
<b>Buddhism</b>	<b>Muslims</b>	<b>Christianity</b>
Shanti Stupa, Temple		
Chokhang Vihara		
Serzang Temple		
Hemis Monastery		
Stakna Monastery		
Alchi Monastery		
Phyang Monastery		
Takthok Monastery		
Rizong Monastery		
Matho Monastery		
<b>Jammu Religious tourist places</b>		
<b>Hindu</b>	<b>Muslim Religious Places</b>	<b>Sikh Religious Places</b>
Raghunath Temple	Baba Ghulam shah Badasha shrine (shahdra sharief)	Nangali Sahib Gurudwara Poonch
Mata Vaishno Devi	Sai Baba Miran Baksh Poonch	Chandi Mata Gurdawar
Sudh Maha Dev-Mantalai		
Bawey Wali Mata		
Shiv Khori		
Bagh-e-Bahu, Bahu Fort		
Pirkho temple		
Peer Kho Cave		
Bhimgarh		

### **1.9.1. Consumer Behaviour**

Consumers have different preferences and choice about the product or services as per according to their needs. Consumer behaviour is the study of individuals, groups, or organizations and the process they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It involved certain decisions activities to satisfy consumer needs and wants. Consumers behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes. A purchase decision is the result of each one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.

Since cultural background is one of the best imperative factors of consumers behaviours “a marketer with imperfect knowledge of culture is doomed (” Engel, Blackwell 1995, p. 145). Indeed, research by Bristow and Asquith (1999) Maheswaran (2000), to name a few, all exposed that consumers from different cultural backgrounds direct certain significant differences of their own, which may permit differential selling efforts. From the perspective, of managerial, a strong understanding of culture and the influence that values of cultural have on consumers’ behaviour and attitudes is a requirement for scheming effective strategies for marketing to consumers of various cultural

backgrounds. Yet due to multiplicity in Race, nationality, religious values, customs, and geography it has become gradually difficult for marketers to practice the similar marketing mix strategies for all consumer groups (Cui 1997). Cultural variety needs marketers to appreciate each group of users including their media usage, basic demographics, store patronage, shopping behaviour, and consumption patterns and to use cultured marketing techniques to reach them. Failure to customise their contributions to cultural differences would also result in the failure of marketing programmes focussed to a precise market segment. From a marketing point of view, the constancy of religion essential consumer behaviour implies the possible of religion as the origin for strategies and market targeting. (Delener1990). This is because considerable information about distinctive consumers is in a state of unrest, that is, the relevancy of positive characteristics to an individual or a group change depending upon time and situation. Certainly, marketers cannot seriously on the implications connected to consumers' basic demographics such as income, attainment, education, age and employment status, as these features change over stage and from one generation to the next, thus hindering marketers in segmenting the market to its full prospective (Burnett, 1990 and McDaniel).

Being able to classify how consumer's behaviour is affected by their religiosity influences is serious to the achievement of marketers, mainly for those who work in multi-religious countries like India. Perhaps the main challenge for them is to recognize the differences and similarities that characterize behaviour of consumer across different religious. Though marketers can use a uniform tactic by directing on basic needs for all consumers, they seem to underestimate the thoughtful inspiration of religious differences among consumers on their choice and behaviours. As such, the benefits of this approach are challenging to gain if consumers with different cultural experiences

are not largely bound by consistent marketing efforts because of their religious. Therefore, in order for marketers to progress effective marketing tactics for a specific culture, a close understanding yet complete knowledge of how behaviour of consumers is continuously affected by their spiritual values is apparently acceptable.

### **1.10 PILGRIMAGE TOURISM IN INDIA:**

Pilgrimage Tourism is a multifaceted activity and geographically complex one as different service is sought and supplied at different stages from the origin to the destination. Pilgrimage Tourism today is an important factor in the world trade with international scope as a component of national income, as a contributor to receipts-expenditures and balance of payments of different countries, as a means of foreign exchange earnings, as a provider of employment, as a powerful factor of development and has been considered as the fourth dimension of modern income. India is a vast country with diverse and ancient civilizations and its religious geography is highly complex. It is important to consider two aspects of Indian life. It's religious and cultural pattern. India is largest democracy in the world. Every human being is treated as equally in spite of cast and religious, means people of India are free to choose their religion and performed their religious, rituals and cultures according to their religious, like in the Hindu religion people go to the holy pilgrimage sites such as Amarnath cave Sri Mata Vishnu Devi in the state of Jammu and Kashmir. While Muslim pilgrimage sites are Jamia Masjid Delhi, Gharib Nawaz, Moin-ud- din Chisti Ajmer, Buddhist usually visit Gava the birth place of Gautam Boudh is so famous monasteries in Ladakh, and for Sikh have Golden temple Amritsar is one of the famous pilgrimage site in Sikhism founded by fourth Guru, Guru Ram Das in 1857, are the some major pilgrimage tourist place in India. Everyone knows about the Consumer behavior they have different preferences and choice about the services as per according to their needs. Consumers

get the information about the destinations and vehicles for travelling to the particular places for consuming the services. In India consumers have different cast, culture, taste, and preferences so they have different ideology and psychology which are related with different pilgrimage destination and motivated by this. So, consumers have different perception and attitude according to their needs, taste and preference the places and culture. But we will focus on study of consumer behaviour for religious and pilgrimage tourism in the area of perception, social, and personnel behaviour evaluate the socio-economic impact in Jammu and Kashmir. Jammu and Kashmir are also known as paradise on earth; because of its unmatched scenic beauty, attractive landscapes are among the most important tourist destinations in the world. Jammu and Kashmir consist of three regions Jammu, Kashmir and Ladakh all these regions are well known for tourism potential all around the world. Jammu also known as “city of temples” is an important destination for pilgrimage tourism. Some of the famous pilgrimage site located here are Vishnu Devi temple, Raghunath temple and Amarnath shrine Hazaratbal mosque Shankaracharya temple which attract spiritual perception from across the India. The Amarnath Cave is a Hindu shrine located in Jammu and Kashmir, which is situated at an altitude of 3,888 meters (12756ft) is about 141 km form Srinagar city, the capital of Jammu and Kashmir and reached through Pahalgam town. The shrine forms an important part of Hinduism is considered to be one of the holiest shrines in Hinduism. The cave is surrounded by snowy mountains. Thousands of Hindu devotees make an annual pilgrimage to the Amarnath cave on challenging mountainous terrain to see an ice stalagmite formed inside the cave.

### **1.11 Socio Economic Impacts of Pilgrimage Tourism in Kashmir**

First and most obvious impact of pilgrimage tourism is through the visits to the religious site and the visitors contact with the religious institutions. However apart from the religious institutions in Kashmir such as Hazaratbal Dargah Amarnath cave etc. holy sites are often surrounded by religiously oriented business and facilities, such as travel agencies, hotels and even hospitals, providing employment for the host community. (Evans1998) in particular the sale of religious souvenir items, such as sacred water, icons and candles (Dubish1995) brings in considerable revenue to the locals.

*Economic Significance:* Tourism has major economic significance for a country such as India the receipts from international tourism can provide a valuable source of earnings for many countries both developed and developing visitor spending generates income for both public and private sector besides affecting wages and employment opportunities.

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**1.12 Review of literature:**

**Zameer Ahmad Bhatt (2013)**-in his journal in pilgrimage tourism state that infrastructures is very necessary for the Jammu and Kashmir to increase the efficiency of tourism sector also referred tourism as life line of Jammu and Kashmir and its necessary to maintain connectivity through arise road by modern infrastructure and it will enhance the creation of more revenue for state.

**Mattila (2004)**-define consumer behaviour can be understanding as they main issue of the tourism industry thrive to the continuous development in economic, social, technological, and other areas. The pattern of consumer behavior changes so the consumer behavior is a dynamic area of tourism.

**Sridher (2008)**-in his article defined the purpose of consumer traveling to a destination is to perform rituals and rites driven by religion and not any activity release in nature a pilgrim tourist and consumer may visit any of the attraction that can classified as natural or artificial and also based on objective made by men even place is not attractive or safe and few the purpose of exploring the cultural or religious, event which is rise or famous in such place only.

**Bradon (1970)**-in his work find the involvement of three factor such as holy places, attraction of individual groups, crowd to that places with specific aim to obtain the spiritual or material peace and some other cognitive benefit.

**Oliver, (1980) Vavra (1997) Pizam (1999) Ibrahim (2005)** defined consumer satisfaction can be define as outcome of the consumer subjective, measurement of the Expectation and achievement. Consumer satisfaction is the post purchase stages of a consumer after consuming the services of the pilgrimage places consumer create

feeling, learning, experiences, expectation, belief, about the services quality of the pilgrimage tourist places.

**Ryan, (1995)** define the perceptions, attitudes, expectations. Of the consumers were important variables in setting tourism goals, influencing consumer behaviour and finally identify the level of satisfaction.

**Mishra (2000)** explain the motivations, experiences, and expectations of the consumers and the behaviour of their hosts. The study based by direct and indirect investigations which identify the problems and prospects of pilgrimage tourism and suggested to a model for better control of pilgrimage tourism. It suggested a coordination of public sector and NGO's to create the infrastructure with respect to increasing visit of pilgrim. The studies on satisfaction from holy place services always analysed the pilgrim's perception about the performance of various services such hospitability, hotel, accommodation, airlines transportation, etc. These studies defined that the effectiveness of satisfaction can be determined in terms of the behavioural change's customers create.

**Witt and Moutinho, (1994)** explain the consumer satisfaction as an emotional response to the successful quality of services has been. He further described it as a process of perception and expectations whereby satisfied consumer experienced a positive change in attitude towards services.

**Kevin (1999)** determined the pilgrim visit to seven main holy cities in India and he advised for better queue management and sufficient hotel services on these places so as to fulfil the religious desire of pilgrims from this holy place. Study also focused on the management of pilgrimage services for better pilgrimage in future.

The pilgrim's visit at holy shrines of shiridi, Tirupati Balaji, was studied by **Raghuraman and Madhvan, (2000)** the study was based on questioners, observation,

personnel, and primary data. The study recommends for the improvement in quality services at waiting time, shrines, management and increasing in visit time and accommodation facility through online.

**Burton, (1995)** studied the concept of tourism its relation to the overall behaviour of consumer and motivation. the study explains the process of consumer development model which proceeded with the understanding of the destination and the potential consumers area, economical push factors motivating visitor to travel.

**Rinschede, (1992)** he states and suggested better strategies in long-term visits of weeks, days, to international and national pilgrimage sites and improvement the betterment of choose of transport, seasonal travel, and social structure.

**Middleton and Hawkins, (1998)** state that success of tourism was evaluated in terms of satisfaction feedback services of performances, happiness, and adventure, imparted to its consumers. It focuses on need for continuous understanding of visitors, the behaviour of a consumer and the product and services of the destination they purchase.

### **1.13. Statement of the Problem**

Religious tourism is different to other tourism. Other tourist destinations may not have journeys undertaken with a spiritual feel in mind. Spiritual travel in India has deep religious roots and may be linked with pleasing a deity or asking for something that one deeply desires, thanks giving or a belief that it will wash away the sins or bonding with the Supreme Power. Spiritual tourism has differences as compared with other tourism. There is large quantity of researches on the management of spiritual and cultural tourism sites and many factors that play a role in influencing the tourist experience.

Jammu and Kashmir is a popular tourist destination in India. Amarnath in Jammu and Kashmir draws thousands of pilgrims every year. But, the specific problems such as

strong presence of terrorist activities coupled with extreme weather condition makes this destination a unique one. So, it is pertinent to study the factors that influence the consumer behaviour of the pilgrims who visit Amarnath. The present study will look into the various factors such as socio-economic, cultural, religious, psychological factors that motivate the pilgrims to visit Amarnath. It will also delve deep into their expectations and experiences of their pilgrimage to Amarnath.

#### **1.14 Research Objectives**

The following are the objectives of the present study:

1. To understand the concept of religious and pilgrimage tourism.
2. To examine the consumer behaviour of the religious and pilgrimage tourism in the area of perception, social, and personal behaviour.
3. To understand the challenges before religious and pilgrimage tourism.
4. To evaluate the socio-economic impact of religious and pilgrimage tourism on Kashmir.
5. To understand the post pilgrims, travel level of satisfaction.

#### **1.15 Hypothesis:**

The following proportions are to be tested in the present work through hypothesis:

H0: Consumers behaviour have positive impact on religious and pilgrimage tourism.

H1: Consumers behaviour does not affect religious and pilgrimage tourism.

H0: Socio-economic factors have positive impact on Kashmir.

H1: Socio economic factors have no impact on Kashmir.

H0: Post pilgrim travels, pilgrims are not satisfied.

H1: Post pilgrim travels pilgrims are highly satisfied.

### **1.16 Research Methodology**

This present study based on primary Survey, we mentioned here below in details. The primary data have been collected through structured questionnaire with the respondents. Sampling Method: Purposive sampling will be used to select the respondents.

#### **Criteria for selection of study area**

Universe of the study: The universe of the study will be confined to Jammu and Kashmir illustrative study of Kashmir. The criteria of study area have been selected on purpose to explore Amarnath Yatra pilgrimage and its consequences on religious tourism in Kashmir division and to find out its issues and challenges faced by hosters and tourists.

#### **Sampling Design and size**

With specific intent, Kashmir division have been selected to conduct this intensive study. The Purposive sampling technique have been used to select the sample for this intensive study. We have collected data from 300 respondents of pilgrims and 300 hosters.

#### **Approaches for Data Analysis:**

Both primary as well as secondary sources of data/information have been used in this study. Primary sources of information /data have been collected with the help of the schedule-cum-questionnaire, Various statistical techniques such as averages, Descriptive statistics have been used to draw inferences of the study. The collected data have been processed with the help of the c EXCEL, SPSS packages. This study will be helpful and useful for policy makers, planners, administrators, researchers and students who are engaged in field of the study.

**1.17 Tentative Chapter Format:**

1. Introduction
2. Review Literature
3. Consumer Behaviour of The Religious and Pilgrimage Tourism in The Area of Perception, Social, And Personal Behavior.
4. Issues and Challenges of Religious Tourism in Jammu and Kashmir
5. Socio-Economic Impact of Religious and Pilgrimage Tourism on Kashmir
6. Conclusion and findings



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*Chapter 2*  
*Review of Literature*

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## Chapter 2

### Review of Literature

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#### 2.1 Introduction

This chapter draws light on various studies on religious tourism. Almost all the studies of global level have been reviewed about religious tourism and also the healing touch has been given by studying different studies on national and regional levels. The aim of this literature review is to study that have discovered about the topic in the past. This chapter helps us to develop the knowledge about the conceptual and theoretical research on tourism. Religious tourism has becoming one of the important Industries in the country. Literature Review of the existing studies has helped us to find out research gap and also significance of our study.

#### 2.2 Religious Tourism

Cohen (1992) in his study of Pilgrimage is differentiates between tourists and pilgrimage on socio economic characteristics, those who are having less income are Pilgrims and those with higher income s are tourists.

Din (1993) all the Journeys which are motivated by religious beliefs, comes under religious tourism and its travel differs from shrine to shrine. These types of journeys are also called by sacred journeys.

Selanniemi (1996) tourism is nothing explained on the bases of tourist and pilgrimage but it is actually modern phenomenon which is totally degenerative in nature as per modernity exists.

Vukonic (1998) explained religious tourism as Gods seventh day which has been created for leisure to rest and to visit place which beneath us peace and made your soul happy. So, religion has always key role in the development of modern tourism.

Horner and Swarbrooke (1999) Religious tourism are one of the oldest tourisms in the world which came before Christianity etc. In ancient times people were travelling from one place to other place for promoting their religions which now a days becoming places of culture and history to visit in them across the world.

Tomasi and William H. Swatos (2002) Religious tourism has taken the shape of commercialization in ancient times it was mostly done for scared reasons to fulfil the religious sentiments with devoted souls, now a days mostly it looks like a trend to visit these places without having common intention of the visit to these places. But religion tourism is always having unique position.

Selanniemi (2003) Religious tourism is less explained on the bases of anthropology. One of the pilgrimages is done by foot-walking with the perception of killings sins and purify human soul and body. This time of Pilgrimage is mostly followed in every part of the world especially in India. This supports religious tourism very much as per its growth and development is consider.

Al-Amin (2002), explain types of tourism, one is performed for religious purposes and the other type for knowledge purpose. Country is mostly known by tourist by development of religious places, it is difficult for tourist to know more about the country without having better religious tourism.

Shakiry (2003) Religious Tourism is actually the ethics of human values interdependent on tourism. Which is followed by individuals via Pilgrimage in respective environments.

### **2.3 PILGRIMAGE**

Paulovits (1926) explains the description of Pilgrimage by quoting Papal Pilgrimage in Rome, 1925. The behaviour of traveller's kindness, respect and well dressed and avoiding all other task to enrich soul.

Barber (1993) Pilgrimage is as old as religion, but in medieval ages the means of travelling where hard and risky. People were visiting months to reach such places on foot walk or horse rides. Which now days has totally changed.

Collins-Krelner (2006) refers pilgrimage one of the oldest phenomena in religion and it is present in all the main religions of the world like Hinduism, Islam, Christianity, Judaism and

### **2.4 RELIGIUOS TOURISM AND SPIRITUAL FULLFILLMENT**

Sigaux (1966) religious tourism is perhaps one of the oldest forms of tourism, human migration has been linked to religion from ancient times, which is demonstrated in a multiplicity of touristic-religious action, from longstanding journeys (i.e. pilgrimage)

Ichaporria (1983) Religious tourism helps economies by maximum number of visitors. Different religious places are generating different forms of revenue.

Rinschede (1992) Religion tourism furnishes a motivational belief to the people.

IR.Mishra (2000) in his thesis entitled "Pilgrimage Tourism - A Case Study of Brajmandal" has stated that with the increased mobility of urban class, more and more people are undertaking weekend trips. The study has also highlighted the main problems regarding poor infrastructure and facilities such as accommodation, quality food, shopping areas, public convenience, and communication and cheating and

misguiding etc, faced by. The author has suggested both operational measures like restructuring tourism in accordance with laws, need for systematic approach in managing tourism development, interacting with tourists in a healthy manner and supportive role of non-governmental organizations and operative measures like strategy for tourism development, creation of a Development Board and creation for the region on the line of Vatican City to increase the tempo of pilgrimage tourism.

J.K.Sharma (2000) in his book entitled, “Tourism Planning and Development: A New Perspective” has emphasised on an integrated approach and incremental increase in the quality of service in tourism for an effective management of tourism. He has said that transportation, services, information and promotion, physical environment and tourism organizations are the basic components for planning and developing tourism in a particular region. He has made an attempted to present an alternative plan and development process which is sustainable, for tourism and also suggested for conceptualizing sustainable development the importance of forming concepts.

G.S. Batra and R.C. Dangwal (2001) in their book titled, “Tourism Promotion and Development” have viewed that India has great tourism potential due to its unique cultural and natural attractions. The potential has not been fully exploited and whatever attempt made in this direction has not met the expected”. They have further explored immense vistas in Indian tourism.

H.Wilson and J.Venes (2001) in their article titled, “Factors for Success in Rural Tourism Development” have highlighted the role of rural tourism in the economic development of rural community. They have viewed that rural tourism could develop easily with active participation of local government and people. They have indicated several factors namely tourism package, good leadership, support of local government,

funds, strategic planning, coordination between local people and technical assistance for tourism promotion and so on which are essential for rural tourism development. The authors have also viewed that rural tourism provides income and employment opportunities to local people in rural areas utilizing huge natural resources.

M.R.Biju (2002) in his article on “Global Tourism: The Evolutionary Process”, has viewed that the main reason behind tremendous growth of travel industry is emergence of railways, shipping, motor car and airplane. Moreover, introduction of paid holiday and mass tourism concept also have encouraged travel habits among the people. Further, due to the development of information technology, people could travel to far off places, which are almost inaccessible a few decades ago. The study has concluded that the advancements made in transport and communication systems are the main reasons behind rapid growth of tourism globally.

V. Caprihan and K.Shivakumar (2002) in their article entitled, “Redefining Tourism Marketing Strategies” have observed that tourists’ decisions world-wide are negatively influenced by unfavorable conditions like terrorist attacks, war, epidemics and calamities etc. It reveals that the Indian Government has adopted various measures like subsidies, tax breaks, and shifts in marketing strategies and increased advertising to minimize negative impact of unfavorable conditions. However, India has adopted age old tourism strategies targeting only two countries U.K. and USA. The author has emphasized on the adoption of innovative and customized tourism strategies by Indian Government.

S.Gill (2002) in his book entitled, “Tourism and Hotel Management” has provided information regarding the quality and accountability of hotel services. Today tourism has acquired the status of modern industry. Both government and private sector

consider tourism as an important element in their planning. This study has analyzed the various aspects of hotel management like hotel rate, quality of hotel service and hotel accounting.

S. Singh (2002) in his article entitled, "Tourism in India: Policy Pitfalls" has highlighted the need for managing the impact of tourist and pilgrim mobility in the Indian Himalayas. The study has shown that heavy flow of pilgrims and tourists during the peak season from April to June lead to problems relating to accommodation, catering, sewage, sanitation, water supply, tariff and ecological degradation. The study has suggested the need for travel regulations, education for visitors, marketing of alternative destinations and targeted marketing to get rid of problems arising from mass tourism and pilgrimage.

D. Bar and K.Hattab (2003) in their study on "A New Kind of Pilgrimage: The Modern Tourist Pilgrim of Nineteenth-Century and Early Twentieth-Century Palestine" have stated that tourism and pilgrimage tourism stand at opposite ends of a continuum with wide range of journey within these two ends. They have highlighted five factors of motives, duration, religious affiliation, social background, travelers' reaction and services used by tourists which are differentiated pilgrims from tourists. The authors have revealed that the main reason behind modern tourists' travelling is cultural curiosity, education and desire to enrich themselves with various knowledge and experience. Despite this, they have found that pilgrims prefer to visit holy sites only during religious festivals. The study concludes that while pilgrims most of the time visits only religious places but the modern tourists visit the holy places and secular places equally.

P.O.George (2003) in his article on “Strategic Management in Tourism” has highlighted that tourism involves too many intermediaries like government, semi-government and private organizations providing different hospitality services to visitors. He has emphasized the need for master plan with long term vision including development of basic tourism facilities such as road, railways, airport, walkways, drainage, benchmarking and tourism laws for development of tourism. The author also has recommended a strategic management committee for the administration of the function of tourism.

M.B.Potdar (2003) in his thesis entitled, “Tourism Development in South Konkan” has shown that beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources for tourism. She has analyzed some problems and suggested remedial measures for better development of tourism in south Konkan.

Romila Chawla (2003) in her book entitled, “Tourism in the 21st Century” has emphasized on the important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture to bring about prosperity and sustainable development. She has listed the essential aspects and challenges of tourism in the twenty first century.

A. Bahuguna (2004) in his article on “Tourism in India: Development Perspective” has stated that Tenth Five Year Plan considers enhancing India” s competitiveness as a high tourist destination. Moreover, he has pointed out that the share of India in world tourism is stagnant with only 0.38 per cent. Further, in case of domestic tourism India has a prominent share of 4.3 per cent worldwide. She has concluded that India has vast

potential for different types of tourism like ecotourism, pilgrimage tourism and health tourism, which require proper planning.

S.P. Bansal and P.Gautam (2004) in their study titled, “Heritage Tourism in Himachal Pradesh” have stated that globally 37 per cent tourism is cultural motivated and it is growing at the rate of 15 per cent annually. The authors have described that lack of resources, lack of expertise, lack of ready product, lack of mutual knowledge and minimal marketing are the main reasons affecting heritage tourism in Himachal Pradesh. They suggest the introduction of entrance fees for tourists visiting heritage centers and a separate heritage management board to preserve and promote the heritage sites.

O.P. Kandari and Ashish Chandra (2004) in their book entitled, “Tourism Development Principles and Practices” have noted that planning and assessment are important parts of sustainable development of tourism. They have focused on issues of tourism development, particularly from economic, ethnic and environmental perspectives and also have explained the goals and strategies for effective tourism practices and have identified the key issues of carrying capacity and community participation. He has also stated that role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

R.K. Singh and D.K.Mishra<sup>1</sup> (2004) in their study on “Green Tourism in Mountain Regions- Reducing Vulnerability and Promoting People and Place Centric Development in the Himalayas” have revealed that Manali’s experience about the environmental problems like acute shortage of water, overcrowded roads, heavy traffic, excessive garbage, unplanned growth of illegal constructions and sanitation problems. They have suggested different short- and long-term strategies for accommodation,

transportation, water, sewage, energy and finance. The study has suggested that cautious steps must be taken by the state government to avoid mass tourism and create healthy eco-tourism in Manali.

S.C.Woodward (2004) in his article on “Faith and Tourism: Planning Tourism in Relation to Places of Worship” has opined that the income generated by religious sites can be used for repair and maintenance of those particular sites and other religious sites. The study highlights that most of the world-famous religious sites are not able to accommodate large number of visitors at one time which lead to several accidental damages, noise pollution, overcrowding, theft incidents, littering and parking problems. The author has suggested several remedies like charging for vehicle access and entry fees to religious site and so on to overcome the above-mentioned problems. He feels that there is need for separate planning for those who visit for religious purpose and those who visit only as sightseers.

S.K. Dixit (2005) in his study on “Tourism Pattern in Uttaranchal: Cure for Seasonality Syndrome” has viewed that religious tourists, pleasure tourists, adventure seekers and nature lovers have different behaviour patterns regarding food, transport and accommodation. The study revealed that adventure tourism is the fastest growing sector as compared to religious tourism. Moreover, religious tourism is affected adversely by seasonality syndrome. The author has recommended that adventure tourism, yoga and meditation related tourism can help in overcoming seasonality syndrome. He has also emphasized a close coordination of public, private and local government for expanding tourists“ season.

A. Murugan (2005) in his article on “Challenges and Changes in Indian Tourism” has stated that the main reason behind explosion of domestic tourism in India is the

presence of world-famous pilgrimage sites. Further, till 1980 it was the North India that dominates the Indian tourism industry with 70 per cent market share but now it has declined to 49 per cent. He views that the main reason behind this declining trend is more focused on tourism development in the Southern region. The author has emphasized that Indian tourism industry is facing several challenges like scarcity of hotel rooms, high taxes, sick aviation policies and unnecessary delay in visa and the like.

Saurabh Kumar Dixit (2005) in his study entitled, “Tourism and Economics” has viewed that the tourist seeks to maximize the benefits he expects from travel experience. Firms providing tourist goods and services seek to maximize their profits. The government and host community are trying to utilize the tourist expenditure in their area. He has concluded that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefit the poor where specific measures are taken to recruit and train workers from the poor. Life people are planning religious visits in advance with pre-planned Budget.

Bhatt and B.S. Badan (2006) in their book titled, “Sustainable Tourism” have summarized that as tourism provides enormous opportunities, it also brings serious adverse impacts on the environment, physical appearance, economy, health, safety and social values of the people who live in the tourist destination. In response to these challenges, government has to take steps to create a sustainable and economically successful tourism environment. The authors have suggested that the Government can develop a code of conduct for the use tourist destination by institutions and individuals. It is mainly concerned with the economic and environmental impacts of tourism on the society.

D.S. Bhardwaj, Manjula Chaudhary and S.S.Boora (2006) in their book entitled, “International Tourism-Issues and Challenges” have evaluated the employment potentiality of hospitality industry in India. It should be noted that in the global economy, tourism is expected to be the leading job creator in the next decade and India will have to take serious initiatives to benefit from it. The purchase on Indian goods and handicrafts by tourists has indicated their appreciation of our art and culture. Their appreciation has generated immense benefits to the people and the nation. They have further stated that the performance of the hotel industry is closely linked to the state of economy and the inflow of tourists into the country. The study concluded that the main problem faced by tourism industry is creating customer satisfaction. In some cases, food quality, service and accommodation facilities are not satisfactory in Indian hotels. So it is necessary to improve the services in tourism industry in the country.

M.R.Biju (2006) in his book entitled, “Sustainable Dimensions of Tourism Management” has examined the global, national and regional evolution of tourism sector. The commercial viability of tourism depends upon scientific product planning and development of attractive tourism products. For this skilled manpower is required. The author has stated that in Kerala tourism is recognized as an important sector for the development on account of its potential for generating income and employment.

K. Chakrabarty (2006) in his article on “Unemployment and Development of Tourism Industry” has indicated the tourism industry has created employment especially for hoteliers, restaurant owners, guides, local shopkeepers, merchants and the like. The remarkable feature of the industry is that it employs a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry. He has suggested that the Central Government should allocate huge budgetary allocations for tourism industry.

H. Sud (2006) in his study on “External Tourism and its Positive Impact on Indian Economy” has described that India has huge potential for tourism but problems like lack of airline seats, non-availability of rooms in hotels, and lack of professional expertise to handle tourists discouraged and advertisement for foreign tourists to prefer India as tourist destination. Moreover, tour operators overseas never mention India to their clients because of its poor infrastructure facilities. The study has also highlighted that though India has inadequate tourism infrastructure yet foreign tourists like to visit India because of its rich culture. These foreign tourists directly assist the rural economy by staying in local hotels, eating local food and buying local handicraft.

Motiram (2007) in his study on “Globalization: Potentials and Prospects of Mass Tourism in India” has described the impact of globalization on mass tourism in India that is, Beach Tourism, Mountain Tourism, and Religious Tourism. The study highlights that due to globalization, the tourism industry has generated more employment, and more foreign exchange earnings. Further, it facilitated infrastructure development in the country. The researcher has pointed out that India is the third fastest growing travel and tourism economy in the world after Montenegro and China. The author has suggested that India must develop tourism infrastructure to attract international tourists in large numbers.

J. Vijayan<sup>29</sup>(2007) in his thesis entitled, “Tourism Development and Involvement of Local People at Destination” has found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study, it is found out that the tourism officials have not succeeded in bringing awareness of benefits from tourism to the local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit by tourism development through various types

of programmes. Further, he has suggested that Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

T. Winter (2007) in his study on “In Need of New Environmental Ethics for Tourism” has discussed the present scenario of tourism in Asia. It highlights that within ten years, Asia will have one of the fastest growing tourist population in the world. Despite this, very little attention is received by Asian tourists in Asian countries. The author has highlighted that the Asian countries mainly targeted Western countries for tourism and formulated tourism policies accordingly. Moreover, they have ignored the needs of Asian tourists. The study has suggested that a balanced approach which consider both Asian and Western tourists must be adopted by Asian countries while formulating tourism policy.

A.T. Nzama (2008) in her study on “Socio Cultural Impacts of Tourism on the Rural Areas within World Heritage Sites - The Use of Kwazulu-Natal, South Africa” has stated that tourism development has been accompanied by an increase in positive effects such as solutions to the problem of unemployment, poverty, increased earnings, standard of living and also negative effects such as overcrowding, exploitation of the locals, erosion of local culture, copying the dress code, character and behaviour of tourists by the locals.

N. Rajasulochana (2008) in her article on “A Critical Review of Rural Tourism Policy in Tamil Nadu Context” has viewed that most of the ongoing schemes as well as proposed schemes in Tamil Nadu are concentrating only on religious sites thus reinforcing „temple“ tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism are

ignored. The suggestion has included that Tamil Nadu should learn marketing destination from Kerala and Goa. Innovation is required for destination marketing and Tamil Nadu should recognize the significance of branding, packaging, promoting and positioning of its products.

Girish Prayag (2009) in his study on “Tourists” Evaluations of Destination Image, Satisfaction, and Future Behavioral Intentions – The case of Mauritius” has explained that image of destinations has a direct and indirect influence over future behavior; destination image not only influences pre-visit decisions but also conditions after-visit behavior. Satisfaction and overall image play a mediating role between destination image and future behavior.

Manish Srivastava (2009) in his article on “Assessing International Heritage Tourist Satisfaction in India” has stated that India is now increasingly seen as an exotic destination offering a mix of culture, history and state of arts amenities to the international traveler. According to him, heritage tourism is a fertile ground for exercising creative talents, fostering special kinds of relations between the visitors and the host of population and between the tourists and the environment. While the international tourists are more satisfied with food, hotel and people of India, deep sense of dissatisfaction can be perceived with regard to infrastructure. There is dissatisfaction with respect to bad road conditions, inordinate delays at immigration counters, bad airport facilities, and absence of sign boards, illegal guides and poor maintenance of heritage places. However, the tourists are very much satisfied with guides approved by the government.

TECS (2009) in its survey on “The Pilot Study on Domestic Tourism” has explained that the Union Government requested the Tata Economic Consultancy service (TECS)

to carry out a comprehensive nation-wide survey of domestic tourist traffic. TECS has selected 32 tourists' centres out of 100 major tourist centres in India. The selected centres include three metropolitan cities (Bombay, Delhi, Madras) three business centres (Amritsar, Bangalore and Gauhati) five hill stations (Darjeeling, Simla, Nainital, and Srinagar), two beach resorts (Goa and Kanyakumari), Six pilgrim centres (Gaya, Haridwar, Mathura, Puri, Rameswaram and Varanasi) and three historical cities (Agra, Aurangabad and Jaipur). On the basis of collected data, TECS estimated that the total tourist traffic in 22 centres during 2009 was 5.5 million. From the above, it is concluded that the total tourist traffic for 100 major tourist centres in India would be in the order of about 14 million in the same year. According to one of the major findings of the survey regarding relative position of the different states of India on the basis of their domestic tourists generating character (quality) in the year 2009. In that year, Maharashtra topped the list as the foremost tourist generating state of the country accounting for 15.6 per cent of total domestic tourists. It was followed by West Bengal (11.80percent) Uttar Pradesh (11.30percent), Tamilnadu (10.00percent) Karnataka (6.80percent), Gujarat (5.80percent) Madhya Pradesh (5.40percent) and Delhi (5.00percent) in that order. The rest of India accounted for the remaining 28.3 per cent.

Viju Mathew (2009) in his article on "Sustainable Tourism: A Case of Destination Competitiveness in South Asia" has explained that sustainability is a multidimensional concept that encompasses not just environmental protection but also extends to economic development and social equity. The tourism system is a complex social system and considered as a smokeless industry, which operates within the micro and macro environments considering all factors of competitiveness and sustainability.

Carmen Lordache, Luliana Ciochina and Michaela Asandei (2010) in their study on "Clusters-Tourism Activity Increase Competitiveness Support" have indicated that

tourism represents one of those areas with the greatest potential of global expansion. Tourism development strategy is aimed at maximizing its positive effects on regional economic development. Global economic value is created in regions which are known for particular geographical entities, separated by geographical reasons and not as political-administrative structures. They have concluded that clustering processes serve as a basis for constructive dialogue among various stakeholders. This allows efficient development of mutual relations between them and of management practices.

Edmund Goh (2010) in his article titled, “Understanding the Heritage Tourist Market Segment” has indicated that tourists are motivated differently in deciding to visit heritage sites. Furthermore, functional, symbolic, experiential associations and overall brand attitudes are identified as key brand image associations towards heritage destinations.

Lalith Chandralal (2010) in his article entitled, “Impacts of Tourism and Community Attitudes towards Tourism: A Case Study in Sri Lanka” has pointed out that majority of the local residents hold tourism as a positive effect on the local community. The most important benefits that residents feel improved from tourism are increased employment opportunities, property values, image of the city, appearance, infrastructure of the city and improved pride as residents of the area.

A. Madhavi Chockalingam and Auroubindo Ganesh (2010) in their article entitled, “Problems Encountered by Tourists” have said that tourism is an upcoming and fast-growing industry in developing countries like India. Due to its newness in nature, there are some hurdles that the tourists face. This will affect the national economy and the growth of this industry may get affected. This paper focuses on identifying such problems and their intensity level. This also attempts to study whether there is any

significant difference in the problem faced by respondents based on demographic factors. Convenient samples of 150 respondents have been selected for this study. Suitable statistical tools such as Cluster Analysis, Chi-square Test and Multiple Regressions are used. Hence, it is suggested that they can be attracted to tourist spots mainly by focusing on pollution free and place with peaceful atmosphere. Accommodators adjust to various problems but this will reduce the interest on tour. It is observed that major problems are deviation in the arrangements made for their stay, visit, transport and unexpected expenses. These problems can be addressed by the supportive industry. If they address them with a service mind, this can be minimized. Reducing intensity of tour problems motivates the people to undertake frequent tours to the tour destination that will enable to build a better society and better national economic development than before.

Rakesh Premi (2010) in his study on “Brand Pushkar (Destination Branding on the Planks of Culture and Religious Heritage as USP)” has found that there is no significant promotion or advertisement within and outside the country for tourism. It means that branding of the destination is almost insignificant, if not nil. It also reveals that foreign tourists come to this country in search of peace and to see the true culture of India. Foreign tourists have also suggested that if the places are improved on certain points like cleanliness, behavior of local people and internet facility. So that it can attract a lot of people. They have also suggested polishing in the heritage site.

Ahmed Paud Mat Som, AzizanMarzuki and JamilJusoh(2011) in their article entitled, “A Critical Analysis of Tourist Satisfaction and Destination Loyalty” have pointed out that tourism destinations must ponder over the image factor as this will affect tourists’ satisfaction and their recommendation for future tourists to visit the place or skip it

over. The findings propose that it will be important for destination managers to establish positive perceived images that can satisfy tourists in order to achieve loyalty.

Aijaz A.Khaki and Musadiq A.Sahaf (2011) in their article entitled, “Satisfaction of Visiting Tourists to Kashmir Division” have studied the aim to measure satisfaction level of the tourists visiting the Kashmir Valley. The study reveals that the expectation of tourists especially foreigners is not being met to the expected level. The three critical attributes of tourism satisfaction are slightly satisfactory but at the same time requires due attention by the authorities concerned to enhance satisfaction level of visiting tourists.

KR. Diganta Mudoi(2011) in his article entitled, “Tourism Sector in North East Region of India” has suggested that it is more important to create a peaceful atmosphere so that tourists can enjoy their stay in a tourist area. The study has also stated that keeping in view of the deficiencies of tourism growth and the development potentials of this industry in employment generation; it is high time to take urgent steps by the government of each state to boost the tourism sector in their region.

Noam Shoal and Bob McKercher, Eriical Ng and Amit Birenboim(2011) in their article on “Hotel Location and Tourist Activities in Cities” have concluded that hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. Further, this study has illustrated the impact of geomorphic barriers on tourist movements.

Pazima Othman and Mohammed Rosli (2011) in their article entitled, “Impact of Tourism on Small Business Performance: Empirical Evidence from Malaysian Islands” have found that tourism, as measured by tourist arrivals and tourist customers, has significant positive impact on the financial and non-financial performance of small

businesses. According to them, tourism is an important catalyst for entrepreneurial development and small business performance. It also has lauded the government's efforts in promoting and developing the tourism industry.



## *Chapter 3*

*Consumer Behaviour of The  
Religious and Pilgrimage Tourism in  
The Area of Perception, Social, And  
Personal Behaviour*



## Chapter 3

# Consumer Behaviour of The Religious and Pilgrimage Tourism in The Area of Perception, Social, And Personal Behaviour

### 3.1 Introduction

This chapter examines consumer behaviour and religious perception of the people and their personal behaviour. This chapter has been divided in to three parts. Part 1 Describes socio economic status of the pilgrimages, Part 2 Nature of travel to the pilgrimage places and Part 3 Religion wise Pilgrimage.

### 3.2 Part 1: Describes Socio Economic Status of The Pilgrimages

Table 3.1 shows the percentage wise nationality of the respondents. Tourists from India are 86.3 percent and foreigners are 13.7 percent respectively.

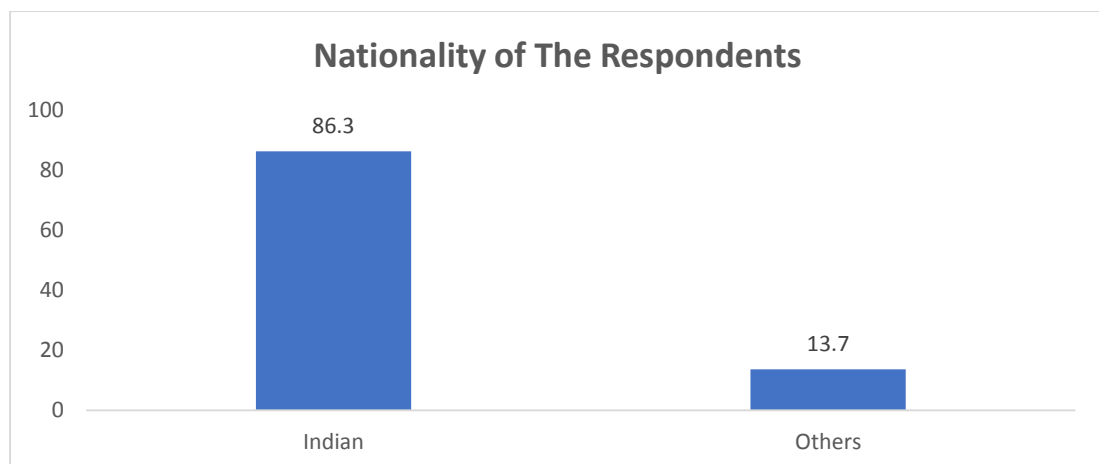
**Table 3.1 Percentage Wise Location of Tourists**

Nationality of The Respondents	Frequency	Percent
Indian	259	86.3
Others	41	13.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.1 Percentage Wise Location of Tourists**



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Table 3.2 shows state wise distribution of tourists is as follows, Maharashtra 6.7 percent, Karnataka 3.3 percent, Uttar Pradesh 9 percent, Delhi 19.3percent, J&K 22.7 percent, Punjab 26 percent and Rajasthan 13 percent.

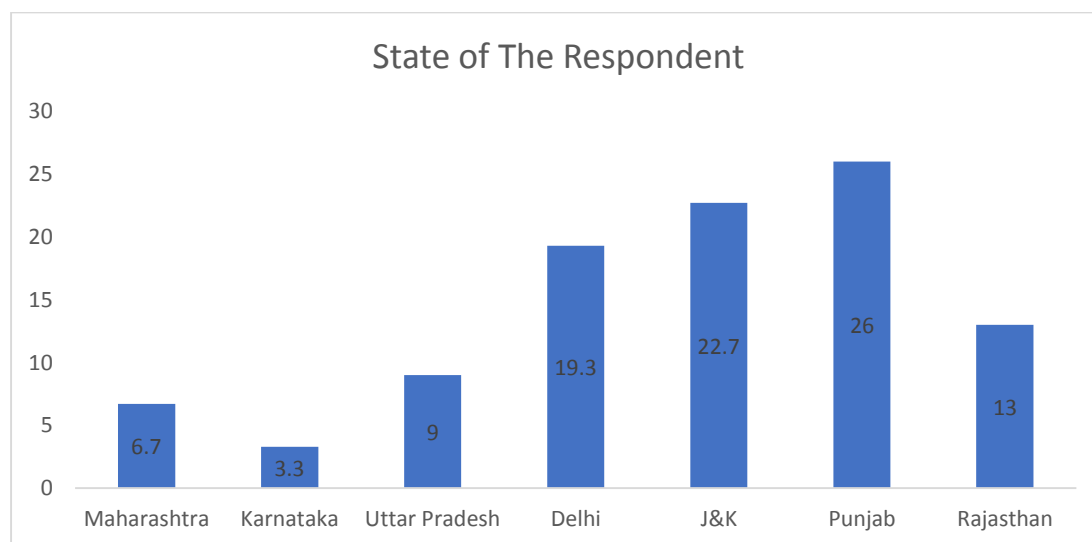
**Table 3.2 State wise distribution of Tourists**

State of The Respondent	Frequency	Percent
Maharashtra	20	6.7
Karnataka	10	3.3
Uttar Pradesh	27	9.0
Delhi	58	19.3
J&K	68	22.7
Punjab	78	26.0
Rajasthan	39	13.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3. 2 State wise distribution of Tourists**



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

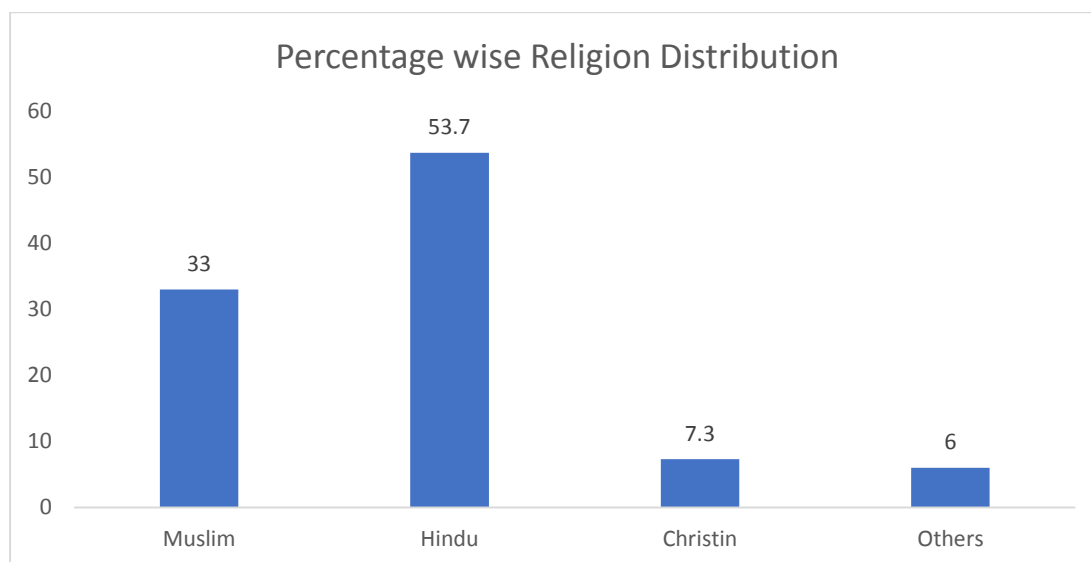
Table 3.3 shows distribution of tourist as per religion. Muslim tourists' 33 percent, Hindu tourists' 53.7 percent, Christin 7.3 percent, and others 6 percent respectively.

**Table 3 .3 Religion Distribution of Tourists**

Religion of The Respondent	Frequency	Percent
Muslim	99	33.0
Hindu	161	53.7
Christin	22	7.3
Others	18	6.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.3 Religion Distribution of Tourists**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

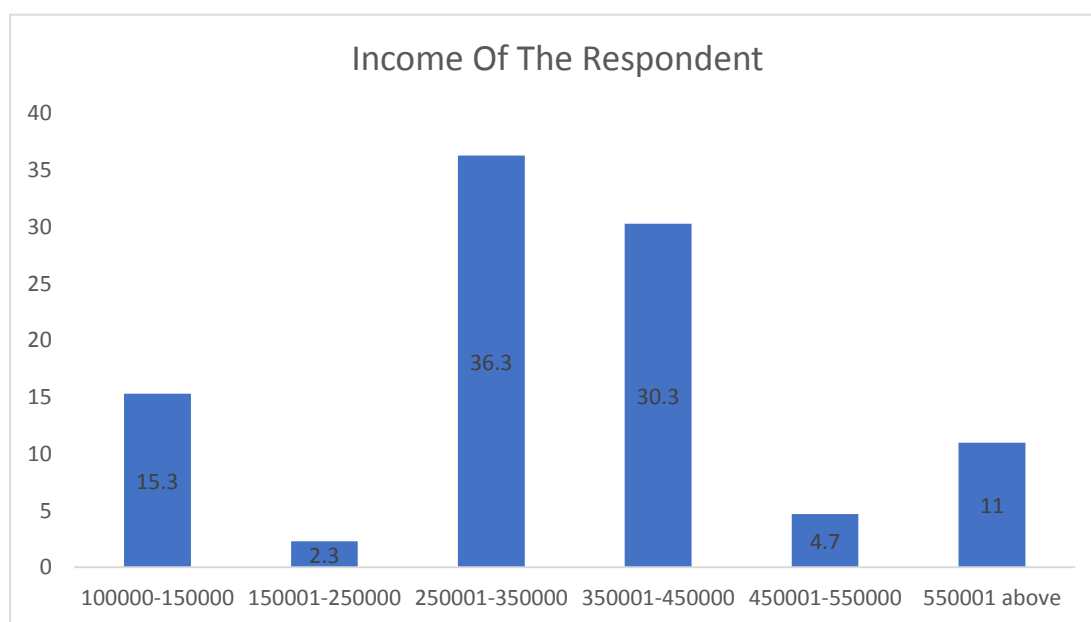
Table 4 shows income of the tourists from one lack to one lack fifty thousand rupees 15.3 percent, one lack fifty thousand one rupees to two lakh fifty thousand rupees, 2.3 percent again, two lakh fifty thousand one rupees to three lakh fifty thousand rupees 36.3 percent, from three lakh fifty thousand one rupees to four lakh fifty thousand rupees 30.3 percent, from rupees to four lakh fifty thousand one rupees to five lakh fifty thousand rupees 4.7percent, and above five lakh fifty thousand one rupee 11 percent respectively. Therefore, the income distribution of tourist shows inequalities. Majority of the tourists have income (250001 to 350000 rupees).

**Table 3.4** Income of the respondents

Income of the Respondent in Rupees	Frequency	Percent
100000-150000	46	15.3
150001-250000	7	2.3
250001-350000	109	36.3
350001-450000	91	30.3
450001-550000	14	4.7
550001 above	33	11.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.4** Income of the respondents

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

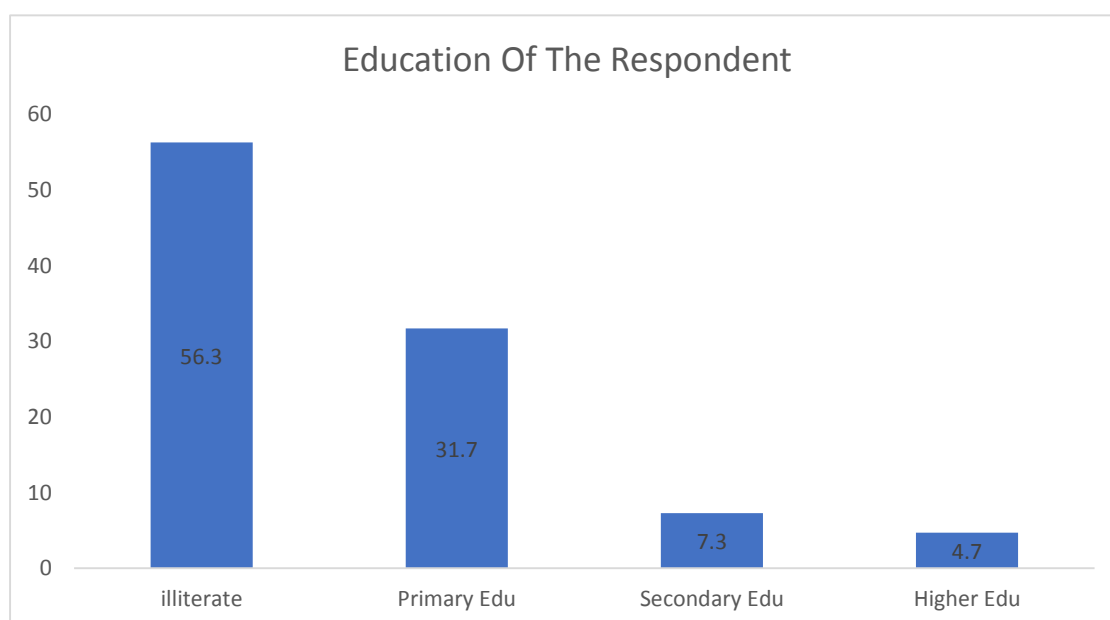
Table 3.5 shows education of the respondents of the tourist's pilgrimage, maximum people was found illiterate with 56.3 percent, Primary Educated were 31.7 percent, Secondary level 7.3 percent, and in higher education we find 4.7 percent people respectively.

**Table 3.5 Education of the respondent**

Education of The Respondent	Frequency	Percent
Illiterate	169	56.3
Primary Edu	95	31.7
Secondary Edu	22	7.3
Higher Edu	14	4.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.5 Education of the respondent**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

The table 3.6 shows us age distribution of tourist pilgrims. Less than 20 years was 1.3 percent, 21-30 years were 23 percent, 31-40 years of age 38 percent, which is the maximum age group among tourists' pilgrimage. And the second highest age group were found 41- to 60 years of the age which contains 37.7 percent. so, from the age group we find that elder people are mostly visited to the pilgrimage sites than younger people.

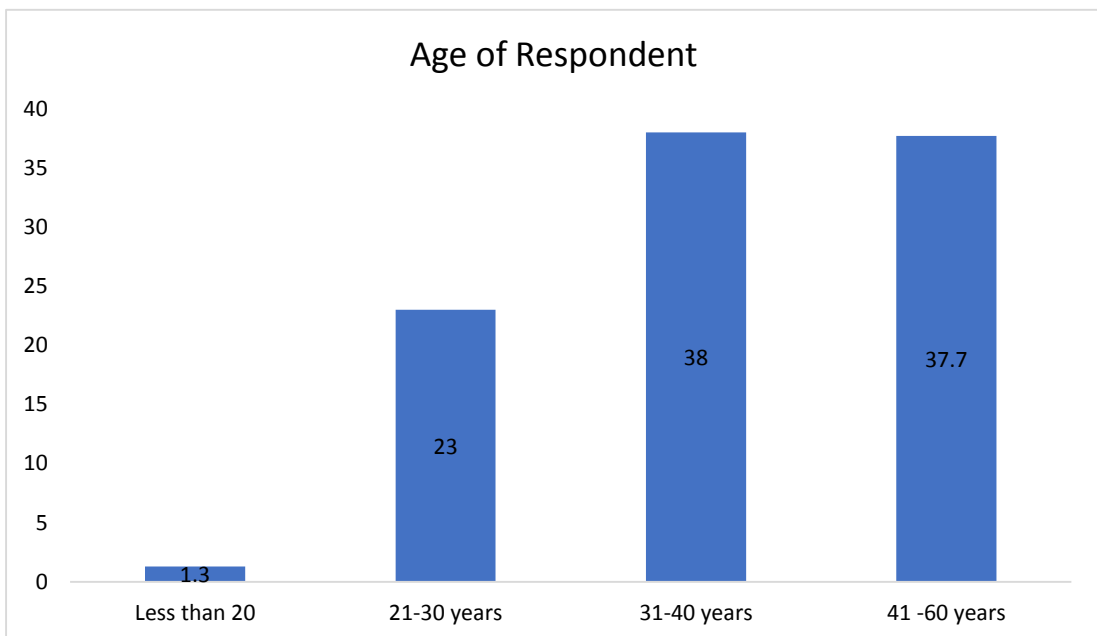
Table 3.6 percentage wise distribution of Age

Age of Respondent	Frequency	Percent
Less than 20	4	1.3
21-30 years	69	23.0
31-40 years	114	38.0
41 -60 years	113	37.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Figure 3.6 Percentage wise age of the tourists



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

### 3.3 Part 2 Nature of travel to the pilgrimage places

Table 3.7 shows place of Visit. Tourists visited Kashmir was 61.7 percent and Tourist who visit Jammu was 38.3 percent respectively.

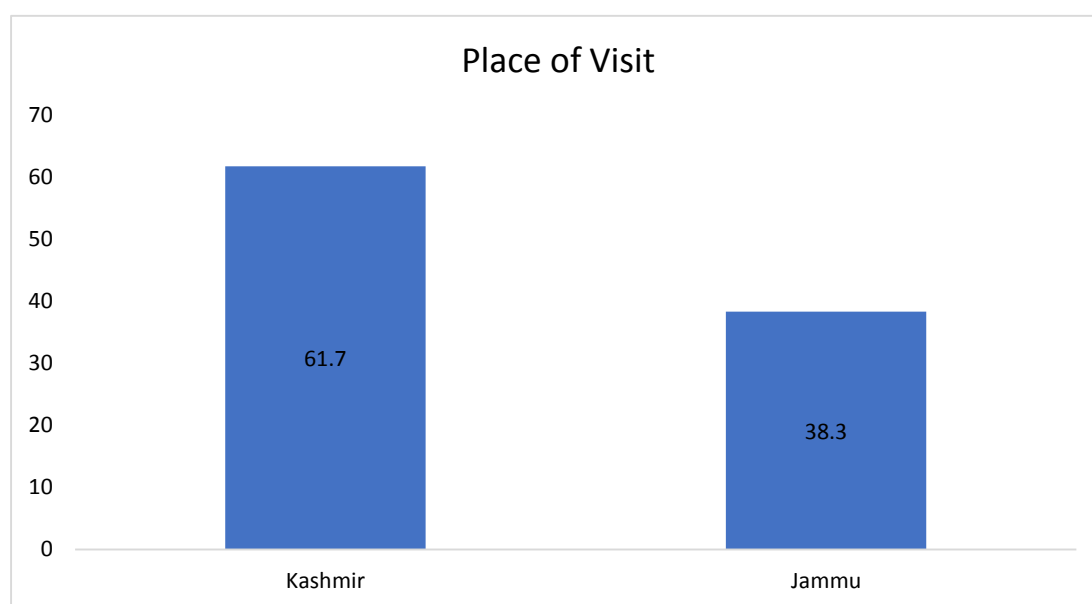
**Table 3.7 Place of Visit**

Place of Visit	Frequency	Percent
Kashmir	185	61.7
Jammu	115	38.3
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.7 Place of Visit**



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

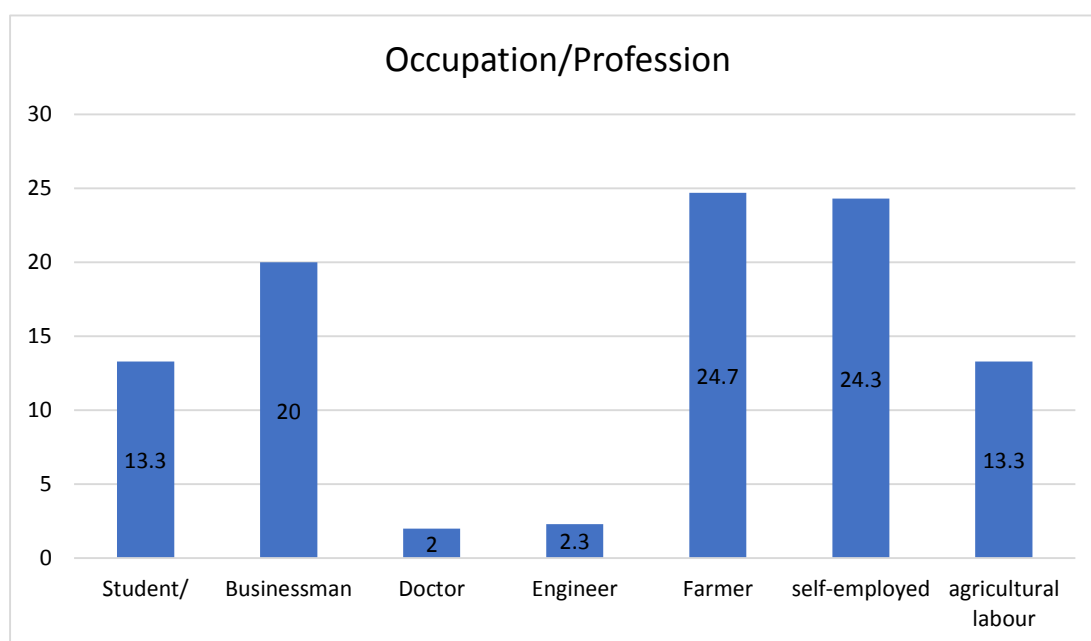
Table 3.8 show occupation of tourist who visited Jammu and Kashmir was student's 13.3 percent, Businessman 20 percent, Doctors 2 percent, Engineer 2.3 percent, Farmers 24.7 percent, Self-employed 24.3 percent, Agricultural Labour 13.3 percent. so, maximum Population are from farmers.

**Table 3.8** occupation of the Respondents

Occupation/Profession	Frequency	Percent
Student	40	13.3
Businessman	60	20.0
Doctor	6	2.0
Engineer	7	2.3
Farmer	74	24.7
self-employed	73	24.3
agricultural labour	40	13.3
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.8** occupation of the Respondents

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

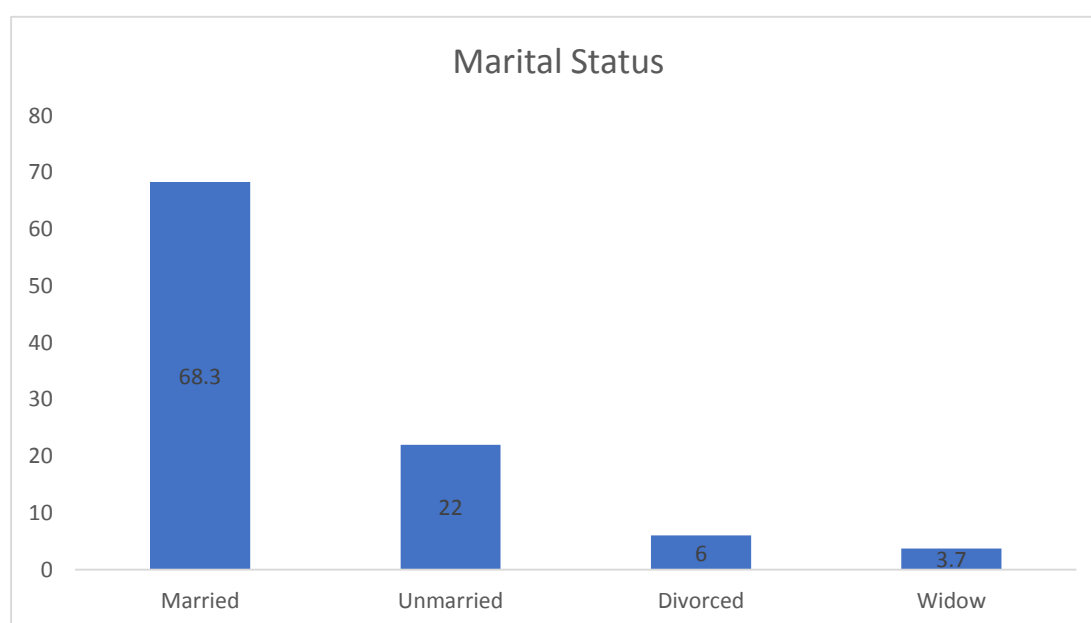
Table 3.9 shows distribution of Marital status of the respondents is as follows. Married 68.3 percent, unmarried 22 percent, Divorced 6 percent and Widow 3.7 percent respectively. So, people who are married are visited tourists more than unmarried people.

**Table 3.9 Distribution of Marital Status**

<b>Marital Status:</b>	<b>Frequency</b>	<b>Percent</b>
Married	205	68.3
Unmarried	66	22.0
Divorced	18	6.0
Widow	11	3.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.9 Distribution of Marital Status**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

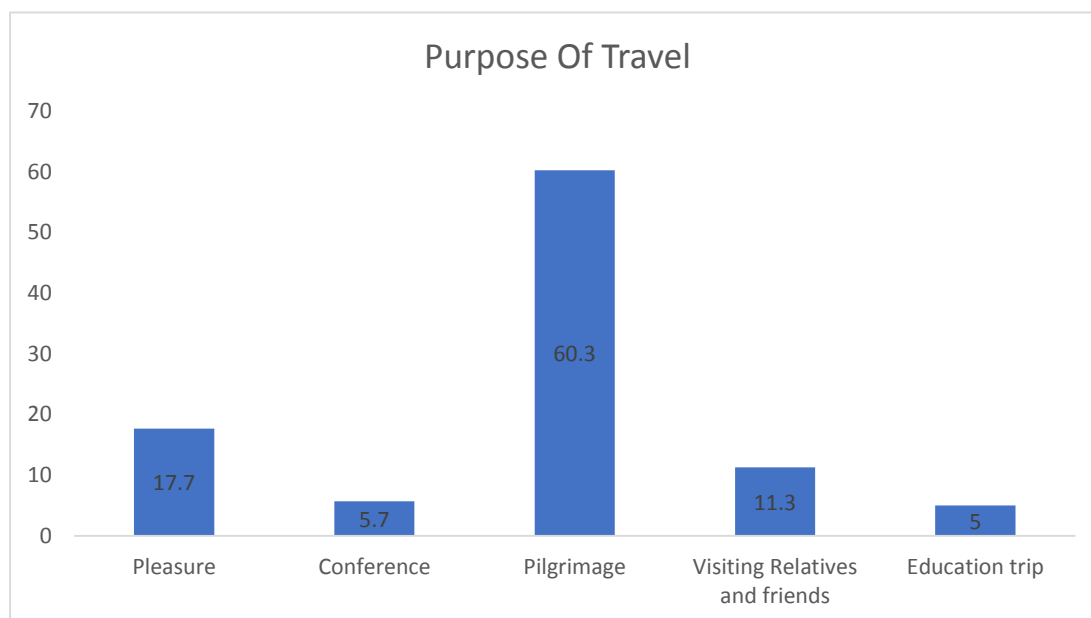
Table 3.10 shows purpose of travel., people who came for pleasure was 17.7percent, for academic and attending conferences 5.7percent, Pilgrimage 60.3percent, Visiting to Relative and friends 11.3percent and for education trip 5percent. Therefore, we find maximum people who visited J & K was coming for the purpose of Pilgrimage.

**Table 3.10 Distribution of purpose of travel**

Purpose of Travel	Frequency	Percent
Pleasure	53	17.7
Conference	17	5.7
Pilgrimage	181	60.3
Visiting Relatives and friends	34	11.3
Education trip	15	5.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.10 Distribution of purpose of travel**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

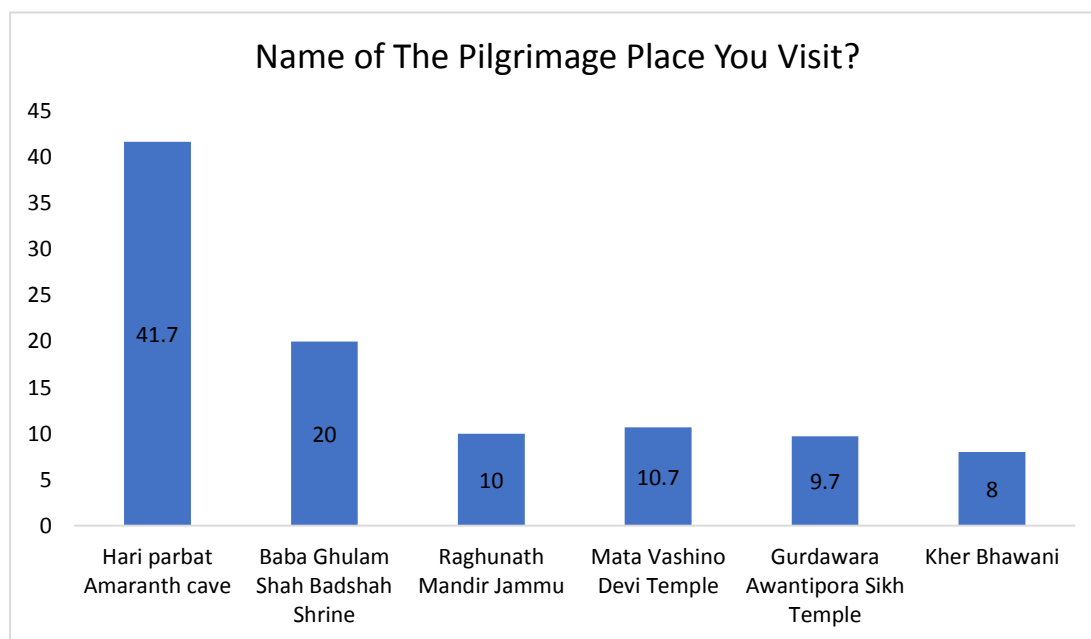
Table 3.11 shows visited places of pilgrimage in Jammu and Kashmir. The distribution is as follows, Hari Parbat Amaranth cave 51percent, Baba Ghulam Shah Badshah Shrine 20percent, Hazratbal Srinagar 10.7 percent, Gurdwara Awantipora Sikh Temple 9.7percent, Kheer Bhawani 8percent respectively. So mostly people who are visiting as pilgrimage in J & K are Hindus.

**Table 3.11 Visited places of Pilgrimage**

Name of The Pilgrimage Place You Visit?	Frequency	Percent
Hari Parbat Amarnath Cave	155	51.7
Baba Ghulam Shah Badshah Shrine	60	20.0
Hazratbal Srinagar	32	10.7
Gurdwara Awantipora Sikh Temple	29	9.7
Kheer Bhawani	24	8.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.11 Visited places of Pilgrimage**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

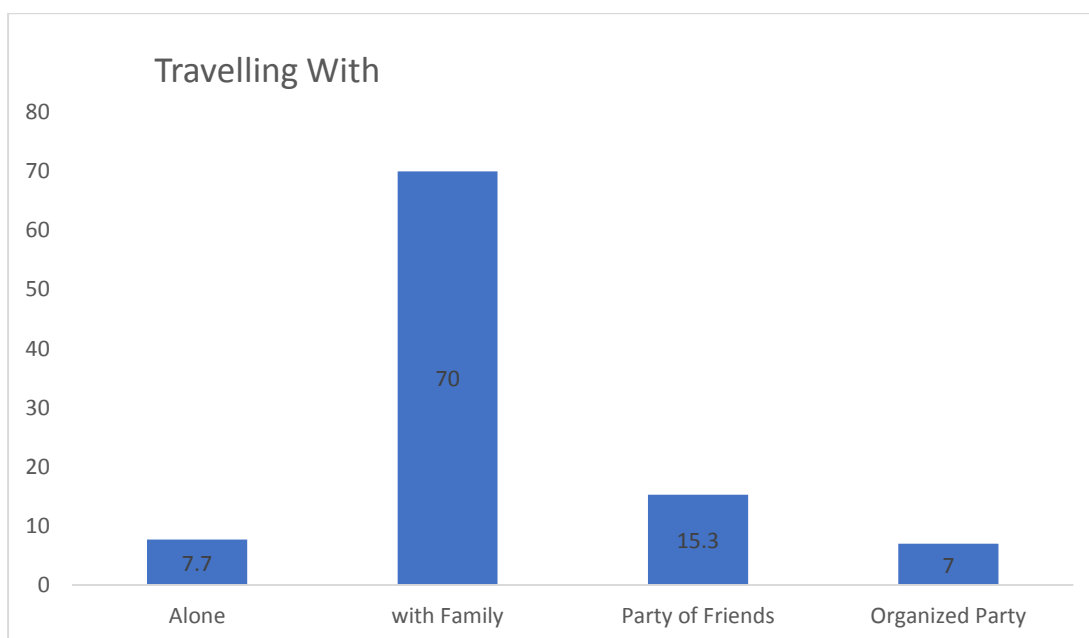
Table 3.12 shows percentage wise travelling and companions. Tourists who was travelling alone 7.7percent, With Family 70percent, With Friends 15.3percent, organized party 7percent. So, most of the people visited with families.

**Table 3.12 Percentage Wise Travelling With**

Travelling With	Frequency	Percent
Alone	23	7.7
with Family	210	70.0
With Friends	46	15.3
Organized Party	21	7.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.12 Percentage Wise Travelling**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Table 3.13 shows Mode of travelling from native place. People are using different means to reach tourist destinations. People who used Bus as a means of transport was 10.7percent, By tempo 21.3percent, By train 49.7percent, two wheelers 13percent and people who used Aeroplane was 5.3percent.

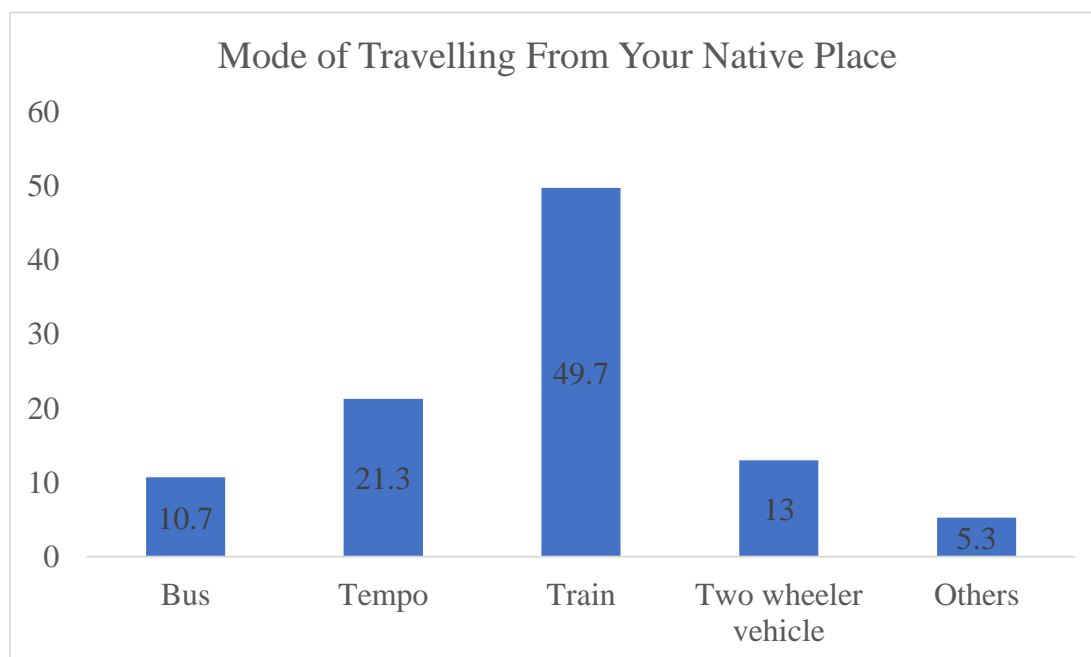
Table 3.13 shows Mode of Travelling from Your Native Place

Mode of Travelling from Your Native Place	Frequency	Percent
Bus	32	10.7
Tempo	64	21.3
Train	149	49.7
Two-wheeler vehicle	39	13.0
Others	16	5.3
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Figure 3.13 shows Mode of Travelling from Your Native Place



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

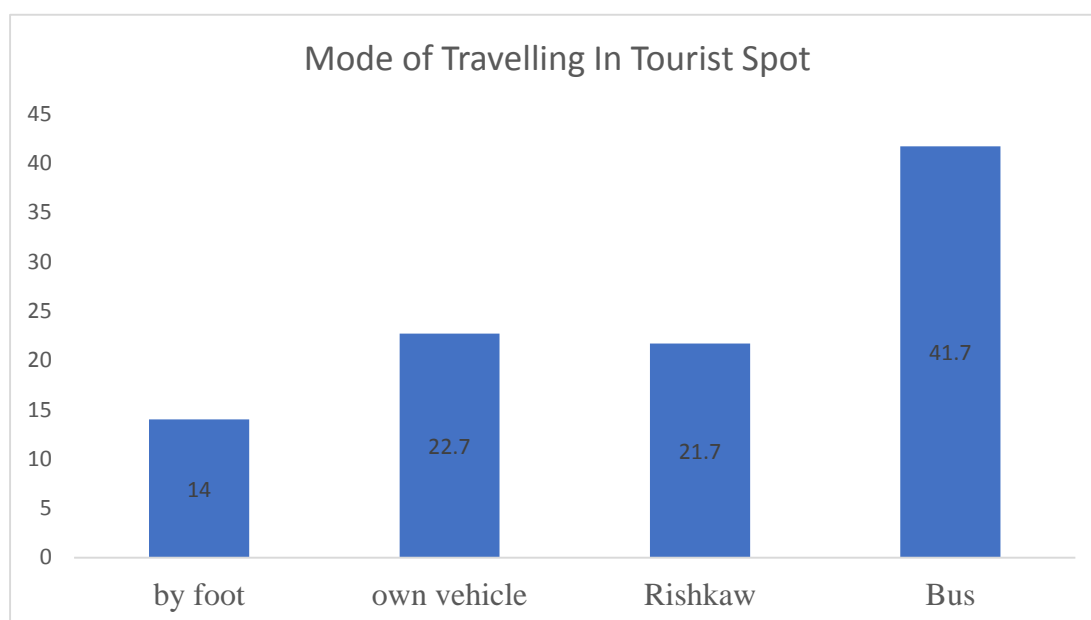
Table 3.14 shows mode of travelling, tourist who visited tourist sites by different means. People who travelled by walk was 14percent, By personal Vehicle 22.7percent, Rickshaw 21.7percent, and by Bus 41.7percent respectively.

**Table 3.14 Percentage wise Mode of Travelling**

Mode of Travelling	Frequency	Percent
By walk	42	14.0
Personal Vehicle	68	22.7
Rickshaw	65	21.7
Bus	125	41.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.14 Percentage wise Mode of Travelling**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

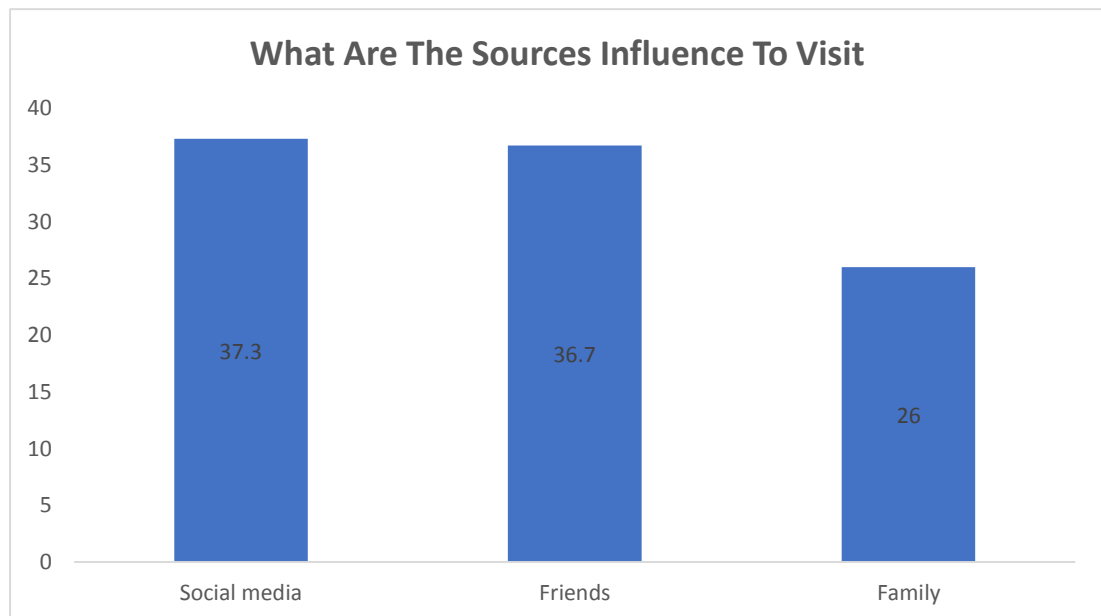
Table 3.15 shows source of influence to visit, every tourist who visits any place is actually influenced by one or other reason. Following are the distribution of sources of influence which are social media 37.3percent, Friends 36.7percent, and Family 26percent. Therefore, we conclude that people are mostly influenced by social media

**Table 3.15 Sources of Influence to Visit**

What Is the Sources Influence to Visit	Frequency	Percent
Social media	112	37.3
Friends	110	36.7
Family	78	26.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.15 Sources of Influence to Visit**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

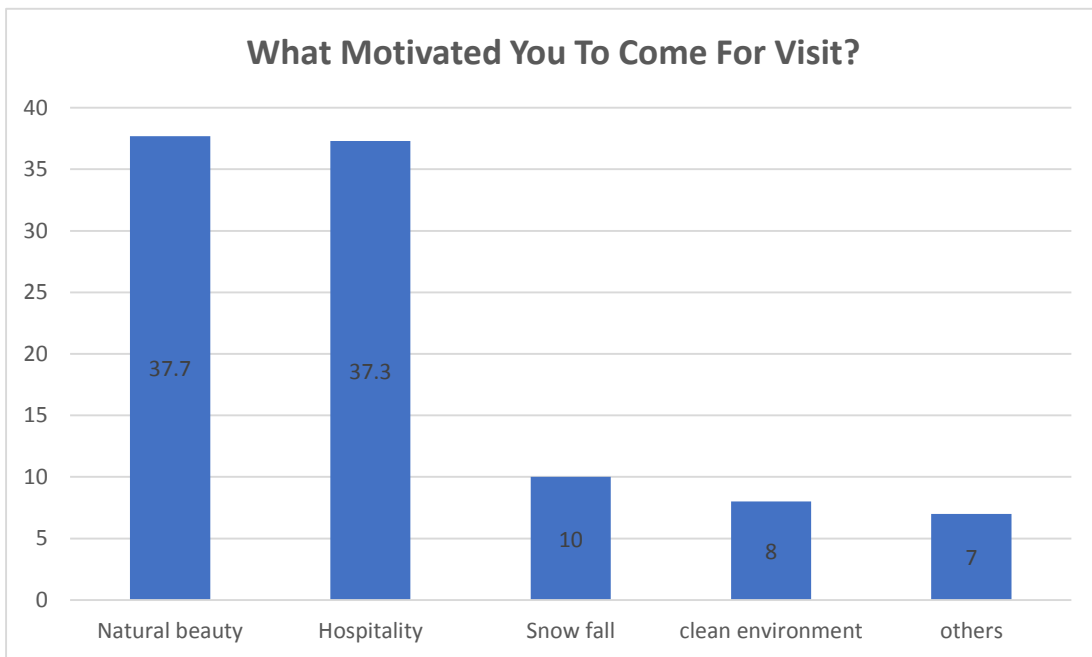
Table 3.16 shows motivation of the people to visit was natural beauty 37.7percent, Hospitality 37.3percent, Snow Fall 10percent, clean environment 8percent and others 7percent respectively. People mostly was motivated by naturally beauty to visit the place.

**Table 3.16 Motivation of Visit**

What Motivated You to Come for Visit?	Frequency	Percent
Natural Beauty	113	37.7
Hospitality	112	37.3
Snow Fall	30	10.0
Clean Environment	24	8.0
Others	21	7.0
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Figure 3.16 Motivation of Visit**

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

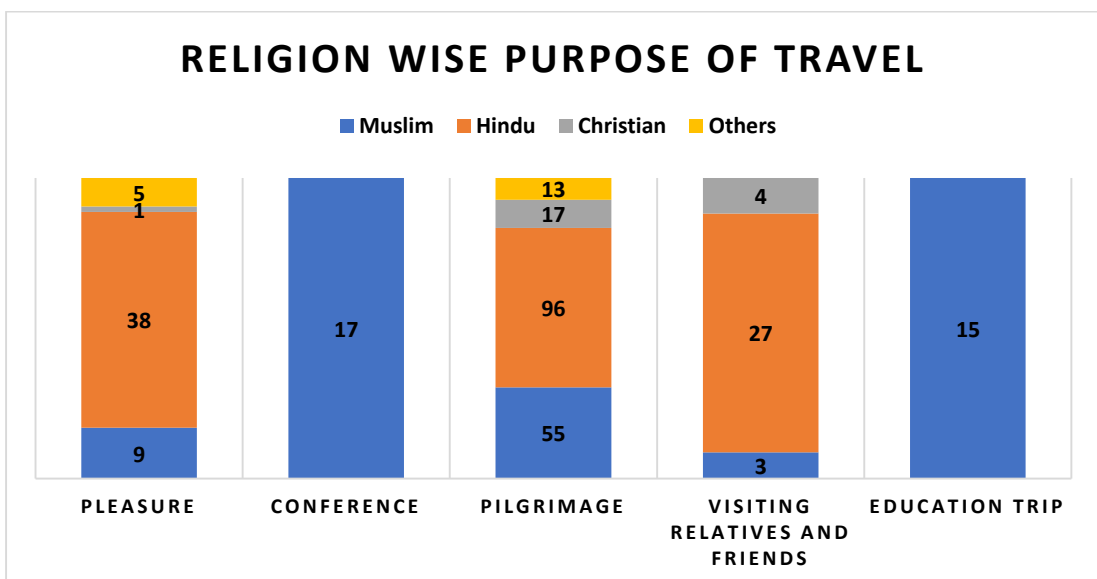
### 3.4 Part 3 Religion wise Pilgrimage.

**Table 3.17 Religion wise Purpose of Travel**

Religion of The Respondent	Purpose of Travel					Total
	Pleasure	Conference	Pilgrimage	Visiting Relatives and Friends	Education Trip	
Muslim	9	17	55	3	15	99
Hindu	38	0	96	27	0	161
Christian	1	0	17	4	0	22
Others	5	0	13	0	0	18
Total	53	17	181	34	15	300

Table 3.17 shows purpose of travel., people who came for pleasure were 53 in number among them 9 were Muslims, 38 Hindus, 1 Christian, 5 others. People who came for academic and attending conferences were 17 in number among them all were Muslims. People who came for Pilgrimage were 181 in number among them 55 were Muslims, 96 Hindus, 17 Christians, 13 others. People who came for visiting to Relative and friends were 34 in total 3 were Muslims, 27 were Hindus, 4 Were Christians. People who came for education trip were 15 in number and all were Muslims. Therefore, we find maximum people who visited J & K was coming for the purpose of Pilgrimage.

**Fig 3.17 Religion wise Purpose of Travel**



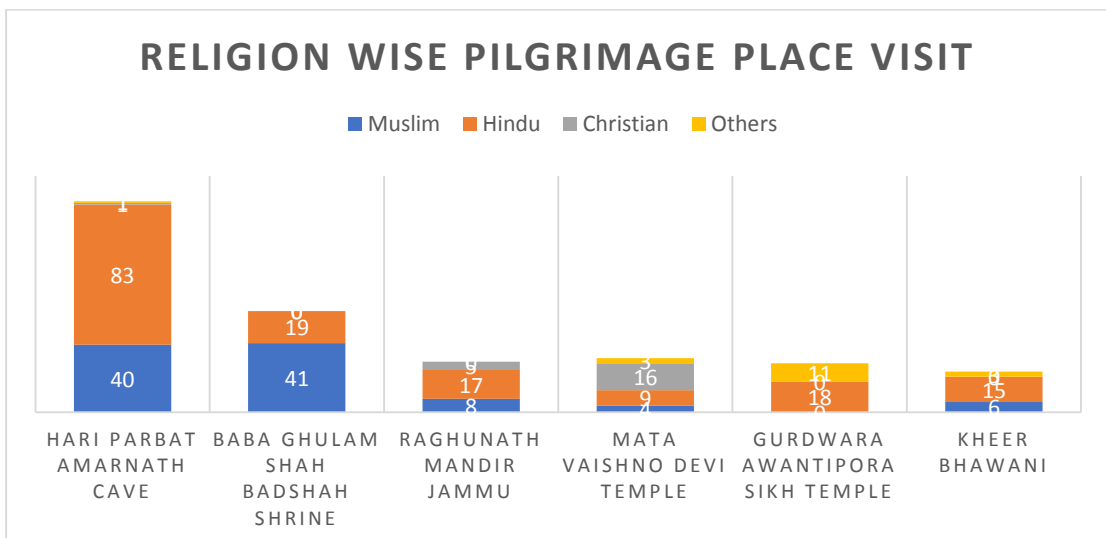
**Table 3.18 Religion Wise Name of The Pilgrimage Place You Visit**

Religion of The Respondent	Name of the pilgrimage place you visit?						Total
	Hari Parbat Amarnath Cave	Baba Ghulam Shah Badshah Shrine	Raghunath Mandir Jammu	Mata Vaishno Devi Temple	Gurdwara Awantipora Sikh Temple	Kheer Bhawani	
Muslim	40	41	8	4	0	6	99
Hindu	83	19	17	9	18	15	161
Christian	1	0	5	16	0	0	22
Others	1	0	0	3	11	3	18
Total	125	60	30	32	29	24	300

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

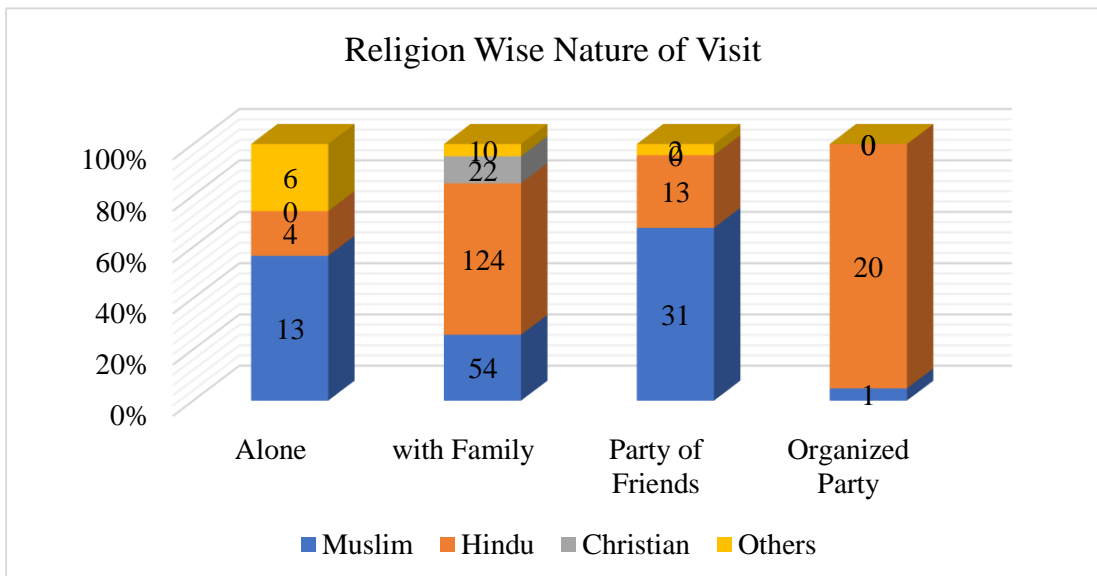
Table 3.18 shows visited places of pilgrimage in Jammu and Kashmir. The distribution is as follows, out of 125 respondents who visited Hari Parbat Amaranth cave 40 were Muslims, 83 were Hindus, 1 Christian and 1 from other religion, in Baba Ghulam Shah Badshah Shrine total respondents visited there is 60, out of them 41 were Muslims, 19 Hindus respectively, Total number of respondents visited Raghunath Mandir Jammu 8 were Muslims, 17 Hindus, 5 Christians, In Gurdwara Awantipora Sikh Temple out of 29 people visited their 18 were Hindus & 11 from other religions, In Kheer Bhawani out of 24 people who visited their 6 were Muslims, 15 were Hindus, 3 from other religions respectively.

**Fig 3.18 Religion Wise Name of The Pilgrimage Place You Visit**

**Table 3.19 Religion wise travel with Alone/with Family/Party of Friends/ Organized Party)**

Religion of The Respondent	Are you travelling with? (Alone/with Family/Party of Friends/Organized Party)				Total
	Alone	with Family	Party of Friends	Organized Party	
Muslim	13	54	31	1	99
Hindu	4	124	13	20	161
Christian	0	22	0	0	22
Others	6	10	2	0	18
Total	32	210	46	21	300

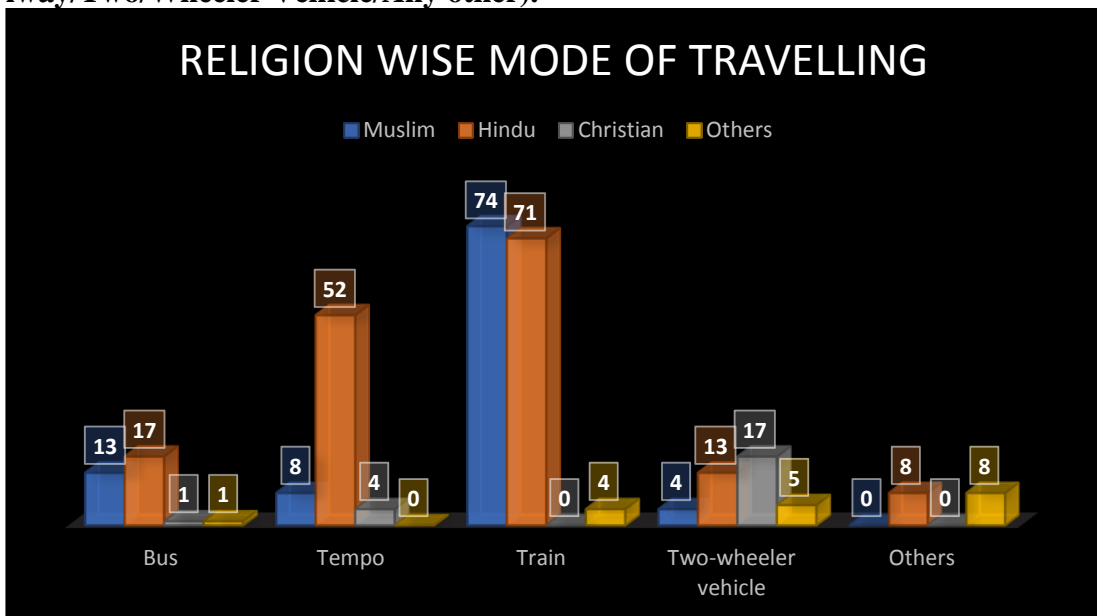
Table 19 shows percentage wise travelling and companions. Tourists who were travelling alone were 32 in number out of them 13 were Muslims, 4 Hindus, 6 from other religions. Tourists who were travelling with Family 210 among them 54 were Muslims, 124 Hindus, 22 Christians, 10 from other religions. Tourists who were travelling with Friends 46 in number, 31 were Muslims, 13 were Hindus, 2 from other religion, Tourists who were travelling with organized party were 21, 1 among them was Muslims, 20 Hindus. So, most of the people visited with families.

**Fig 3.19 Religion wise travel with Alone/with Family/Party of Friends/Organized Party)**

**Table 3.20 Religion wise Mode of travelling from your native place (Bus/Tempo/Railway/Two/Wheeler Vehicle/Any other).**

Religion of the respondent	Mode of travelling from your native place (Bus/Tempo/Railway/Two/Wheeler Vehicle/Any other).					Total
	Bus	Tempo	Train	Two-wheeler vehicle	Others	
Muslim	13	8	74	4	0	99
Hindu	17	52	71	13	8	161
Christian	1	4	0	17	0	22
Others	1	0	4	5	8	18
Total	32	64	149	39	16	300

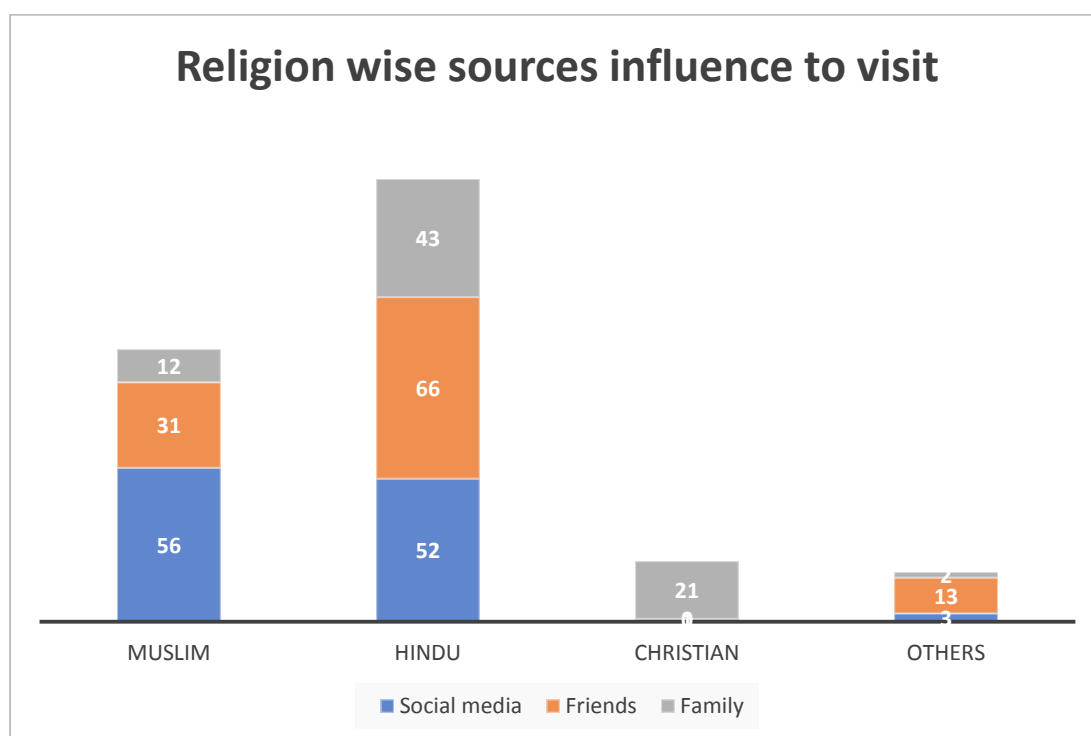
Table 3.20 shows Mode of travelling from native place. People are using different means to reach tourist destinations. People who used Bus as a means of transport were 32 in total among them 13 were Muslims, 17 Hindus, 1 Christian, 1 from another category. People who used tempo as a means of transport were 64 in total among 8 were Muslims, 52 Hindus, 4 Christian. People who used train as a means of transport were 149 in total among them 74 were Muslims, 71 were Hindu, 4 from other.

**Fig 3.20 Religion wise Mode of travelling from your native place (Bus/Tempo/Railway/Two/Wheeler Vehicle/Any other).**

**Table 3.21 Religion wise the sources influence to visit**

Religion of the respondent	What are the sources influence to visit			Total
	Social media	Friends	Family	
Muslim	56	31	12	99
Hindu	52	66	43	161
Christian	1	0	21	22
Others	3	13	2	18
Total	112	110	78	300

Table 3.21 shows source that influenced the tourist most to visit. Out of 112 who were influenced by social media 56 were Muslims, 52 were Hindus, 1 Christian, 3 others. Out of 110 who were influenced by Friends 31 were Muslims, 66 Hindus, 13 others. Out of 78 who were influenced by family 12 were Muslims, 43 Hindus, 21 Christians, 2 others. Table depicts the most were influenced on social Media.

**Fig 3.21 Religion wise the sources influence to visit**

**Table 3.22 Religion wise Motivation to Come for Visit?**

Religion of The Respondent	What Motivated You to Come for Visit?					Total
	Natural Beauty	Hospitality	Snow Fall	Clean Environment	Others	
Muslim	36	51	9	3	0	99
Hindu	71	61	15	9	5	161
Christian	1	0	6	12	3	22
Others	5	0	0	0	13	18
Total	113	112	30	24	21	300

Table 3.22 shows motivation of the people to visit was natural beauty 113 in number among them 36 were Muslims, 71 were Hindus, 1 were Christian, 5 were Others. People to visit for Hospitality were 112 in total 51 were Muslims. People to visit for Snow Fall 30 in total 9 were Muslims, 15 Hindus, 6 were Christian. People to visit for clean environment were 24 in number among 3 were Muslims, 9 Hindus, 12 Christian. People to visit for others reason were 21 in number among them 5 were Hindus, 3 Christian, 13 from other religions respectively. People mostly was motivated by naturally beauty to visit the place.

## 3.22 Religion wise Motivation to Come for Visit?

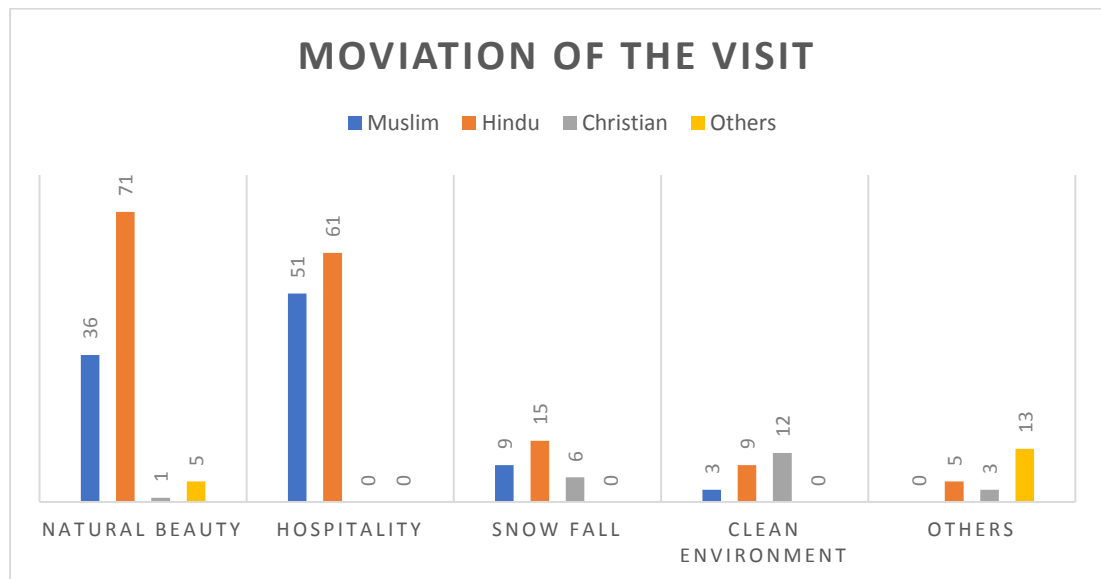


Table 3.23 Religion Wise Sources of Expenditure for Travel

Religion of The Respondent	Have You Come on Your Own Expenditure or Organization Sources		Total
	Self	Others	
Muslim	93	6	99
Hindu	126	35	161
Christian	22	0	22
Others	18	0	18
Total	259	41	300

Table 3.23 shows expenditure source of your trip, out of 259 respondents who visited on own expenditure 93 were Muslims, 126 Hindus, 22 Christians, 18 others,

Respondents who visited other than own expenditure were 41 in total among them 6 were Muslims, 35 Hindus.

Fig 2.23 Religion Wise Sources of Expenditure for Travel

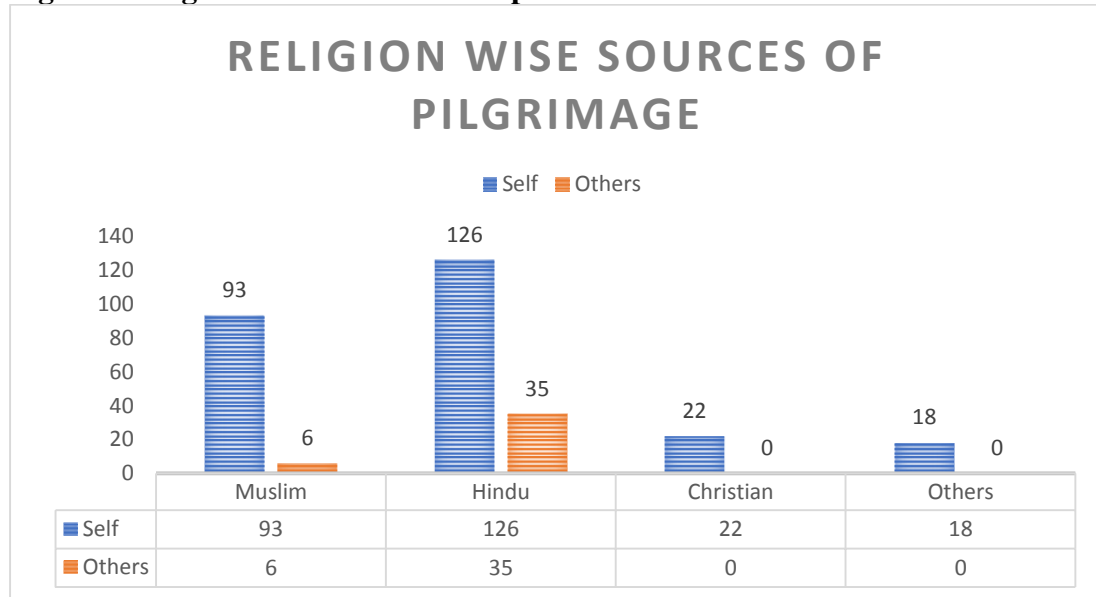


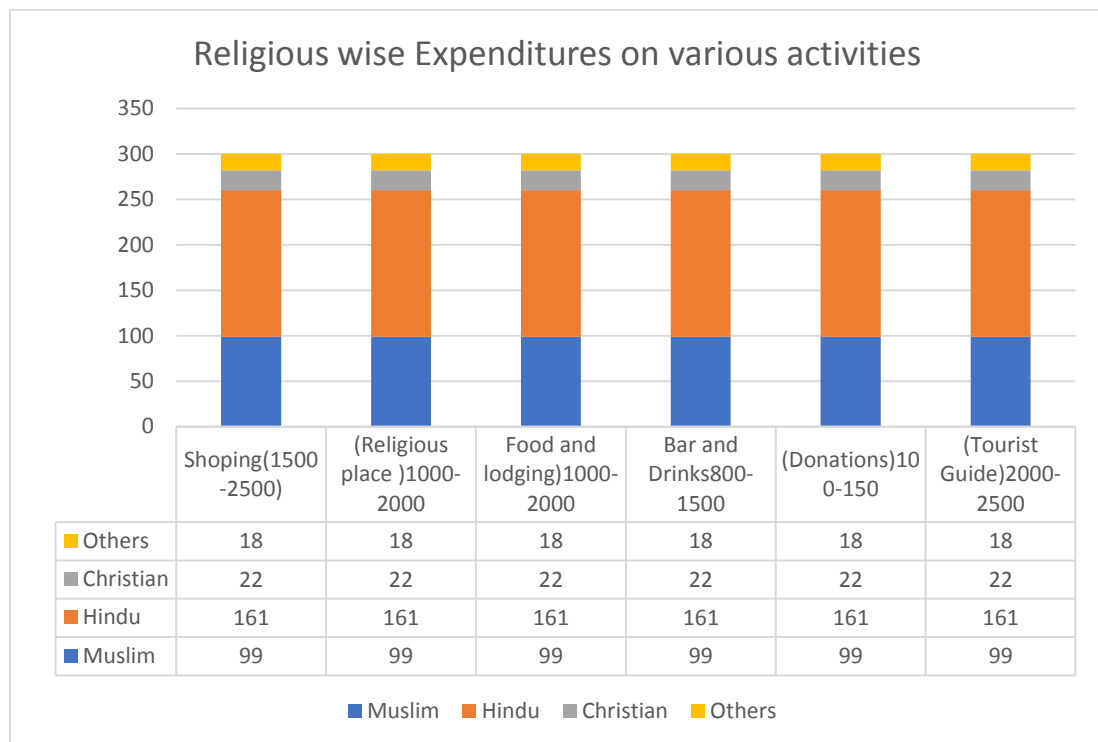
Table 3.24 Religion wise expenditure of travel on various activities

Religion of The Respondent	How Many Rupees Do You to Spend in This Religious Place Per Day for Shopping	How many rupees do you to spend in this religious place per day for travel?	How many rupees do you to spend in this religious place per day for food and lodging?	How many rupees do you to spend in this religious place per day for bar and drinks?	How many rupees do you to spend in this religious place per day for donations?	How many rupees do you to spend in this religious place per day for tourist guide?
	1500-2500	1000-2000	1000-2000	800-1500	100-150	2000-2500
Muslim	99	99	99	99	99	99
Hindu	161	161	161	161	161	161
Christian	22	22	22	22	22	22
Others	18	18	18	18	18	18
Total	300	300	300	300	300	300

Table 3.24 shows Out of 300 Respondents who spend 1500-2500 rupees daily on shopping at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 1000-2000 rupees daily for travelling 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend

1000-2000 rupees daily for food and lodging at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 800-1500 rupees daily for bar and drinks at these religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 100-150 rupees daily on donations at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 2000-2500 on tourist guides at religious 99 were Muslims, 161 Hindus, 22 Christians, 18 Others.

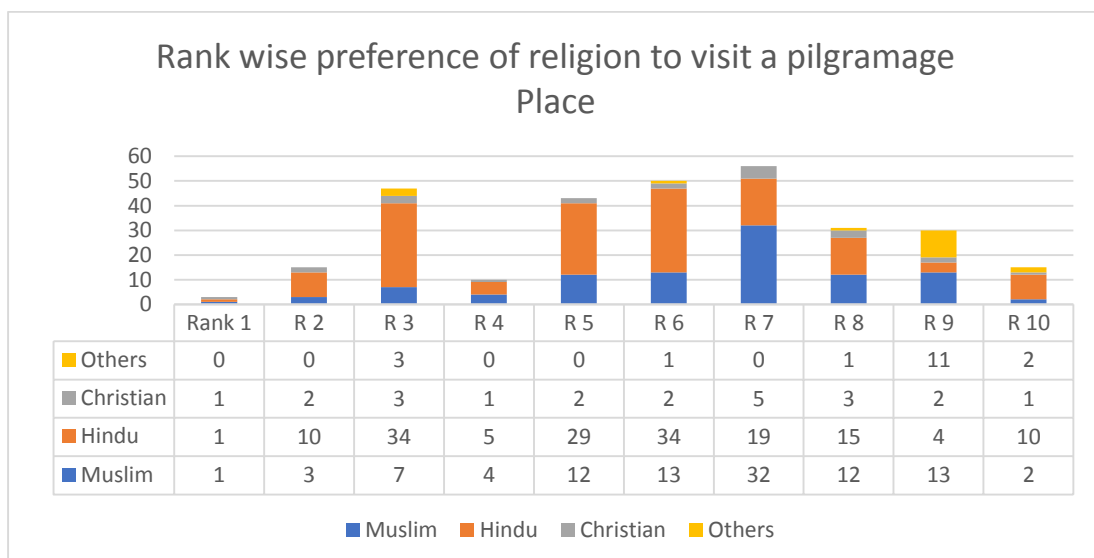
**Fig 3.24 Religion wise expenditure of travel on various activities**



**Table 3. 25 Shows Religious Wise Preference of people to visit a pilgrimage Place**

Religious Importance	Islam	Hindu	Christian	Others	Total
Rank 1	1	1	1	0	3
Rank 2	3	10	2	0	15
Rank 3	7	34	3	3	47
Rank 4	4	5	1	0	10
Rank 5	12	29	2	0	43
Rank 6	13	34	2	1	50
Rank 7	32	19	5	0	56
Rank 8	12	15	3	1	31
Rank 9	13	4	2	11	30
Rank 10	2	10	1	2	15
Total	99	161	22	18	300

Table 25 shows religious preference of respondent to visit a pilgrimage place. The preferences have been recorded on the bases of rank from 1 to 10. Religious as a first priority ranked by 1 respondent in each of the three major religions Islam, Hinduism and Christian. The Colum wise analysis of religion Islam shows that maximum population preferred religion at the 7 rank with 32 people but in Hinduism people with maximum majority of 34 ranked 3 and 29 and 34 ranked at 5 and 6 th positions. While the religion preference by Christian with maximum 5 ranked it the 7<sup>th</sup> position etc. Therefore, we find the tourist pilgrimage with core preference is mostly followed by Hinduism then Islam and least by Christian.

**Fig 3. 25 Shows Religious Wise Preference of people to visit a pilgrimage Place**

### **3.5 Conclusion**

The study showed the pilgrims who visited Amarnath shrine were mostly from India 85 percent and 14 percent from other countries of the world. From India the maximum participants were from Punjab, Jammu and Kashmir, and least were found from Karnataka. Religion wise visitors to Amarnath Shrine are mostly from Hinduism with 53.7 percent, followed by Islam 33 percent and Christian 7.3 percent respectively. Educational Status of visitors showed that people who are frequently visiting are illiterate. The pilgrimage places in Jammu and Kashmir, most of the tourist visited to Kashmir than Jammu. Maximum tourists visited for pilgrimage purpose 60.3 percent and 40 percent with other purposes other than pilgrimage like academic and others etc.



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## *Chapter 4*

# *Issues and Challenges of Religious Tourism in Jammu and Kashmir*



## **Chapter 4**

### **Issues and Challenges of Religious Tourism in Jammu and Kashmir**

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#### **4.1 Introduction**

Tourism and the climate have a very complex relationship which is interdependent. Today, tourism is one of today's world economy's largest industries and is a tremendous source of foreign exchange for many developing countries, whose major assets are their natural resources. At the same time, it is the nature of the atmosphere of a location that will decide the tourism industry's success is the main tourist attraction. There have been plenty of debates over whether tourism is environmentally beneficial or harmful. Most developing countries whose main source of foreign exchange is the tourism industry ignore such drawbacks, such as the fact that they are often unwilling to meet and accommodate so many tourists. I Environmental impacts Tourism may bring great pressure to bear on local resources, such as electricity, food, land and water, which may already be in short supply. According to the Third Assessment of Europe's Climate (EEA, 2003), concentration in space and time (seasonality) greatly influences the immediate local impacts of tourism on people and the environment at destinations. Turner, 1988. The outcome is they. Heavy use of water and land by tourism and leisure facilities b Energy supply and use Changes in the environment resulting from utilities, buildings and facilities development. Air pollution and waste e Soil compaction and sealing (Damage and destruction of vegetation) Fauna and local citizens disturbance (such as noise) The soil (ii) Impacts on biodiversity Tourism can cause loss of biodiversity in many ways, e g by competing with wildlife for habitat and natural resources (Mathieson, 1982) (iii) Strain on water resources Water and especially fresh

water is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water.

(iv) Deforestation and land destruction, the direct impact of the development of tourist facilities, roads and airports on natural resources, both renewable and non-renewable, may be due to the use of land for housing, other infrastructure requirements and the use of building materials (stones). Forests also suffer from the negative effects of tourism in the form of deforestation caused by fuel wood cocoons.

(V) Air pollution and noise the number of tourists and their greater mobility are continuously growing by air and road transport. Tourism currently accounts for more than 30 percent of air travel and therefore accounts for a significant portion of air pollution such as carbon dioxide (CO<sub>2</sub>). Pollutants from shipping, energy-generating pollutants are related to acid rain, global warming and extreme local air pollution.

Noise pollution from aircraft, cars, motorbikes, buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing tourism problem that causes annoyance, stress and even loss of hearing. But in the Kashmir Valley, air pollution is caused only by vehicles and aircraft, as opposed to the other areas of the world, where aeroplanes are having. Although the effect is seen in the main city and surrounding areas of Srinagar. (vi) Water use Hotels are big water users. A tourist staying at a hotel uses 1/3 more water a day than a local inhabitant on average. Energy consumption per m<sup>2</sup> per year by a one-star hotel is 157 kWh (380 kWh in a four-star hotel) (EEA, 2003). The network, however, is not designed to cope with peak periods most of the time. Although in the Valley of Kashmir the Water is in abundance but excess utilization is not good sign. Building hotels, leisure and other facilities also leads to increased pressure on

sewage disposal facilities, particularly as many destinations have several times more people in high season than in low season. Wastewater treatment plants are often not designed to cope with the dramatic increase in wastewater volume during peak time. Wastewater has polluted streams and lakes surrounding tourist attractions, damaging flora and fauna. Sewage pollution can also threaten the health of humans and animals.

(viii) Erosion of the Mountains (McCool 1994). Development of resorts, hotels, and tourist spots after forest clearing can cause changes in mountain physical appearance and cause soil erosion. This is the Kashmir Valley's principal issue. Whenever a tourist visits some religious place that lies mostly in mountainous areas, he makes the way and sometimes takes advantage of domestic animals. Thus, the mountains become eroded by this process.

#### **4.2 Results and Discussion**

Table 4.1 shows change in the density of population due to pilgrimage tourism. The responses of the respondents showed that 92 percent are strongly agree with change in density and 8 percent are simply agree, that pilgrimage is playing negative role in increasing the population at pilgrimage site.

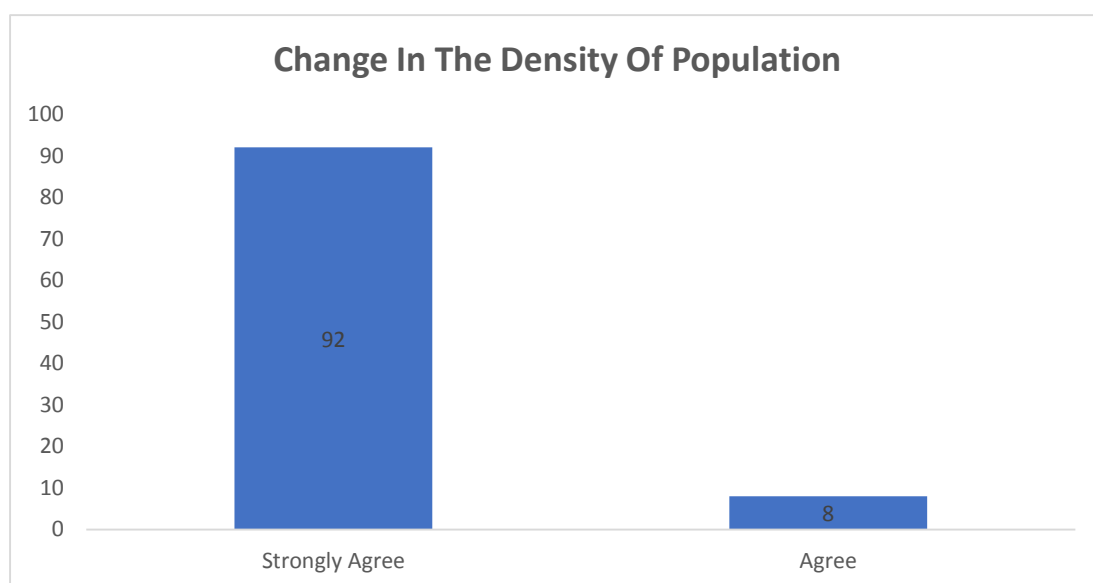
**Table 4.1 Distribution Wise Change in The Density of Population**

Change in The Density of Population	Frequency	Percent
Strongly Agree	276	92.0
Agree	24	8.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.1 Distribution Wise Change in The Density of Population**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.2 shows distribution wise spread of Epidemic Disease, 88 percent people strongly believes that due to pilgrimage tourism diseases are spreading in nearby communities and localities and 12 percent people are also agree with the fact that due to pilgrimage gathering there remains always a threat of epidemic diseases.

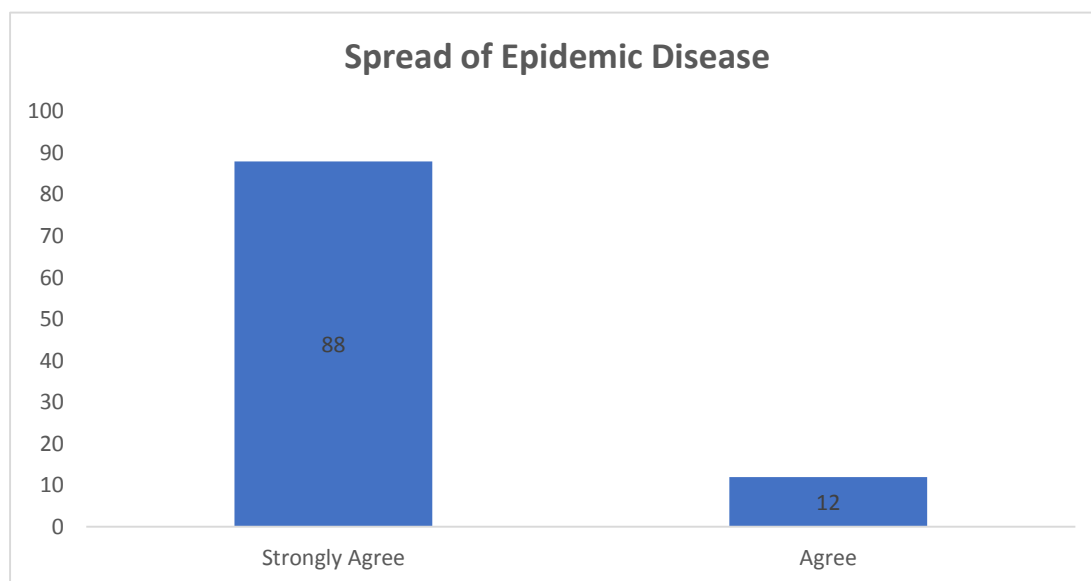
**Table 4.2 Distribution wise Spread of Epidemic Disease**

Spread of Epidemic Disease	Frequency	Percent
Strongly Agree	264	88.0
Agree	36	12.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.2 Distribution wise Spread of Epidemic Disease**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.3 shows increase in mental stress. People who are residing near pilgrimage sites are facing challenges of mental stress due to crowdedness of people towards their localities. People are facing seasonal challenges of traffic, pollution and other essentials of the life. 84 percent people strongly agrees/favours that these are the causes of mental stress and 16 percent also agree that people are getting mental stress.

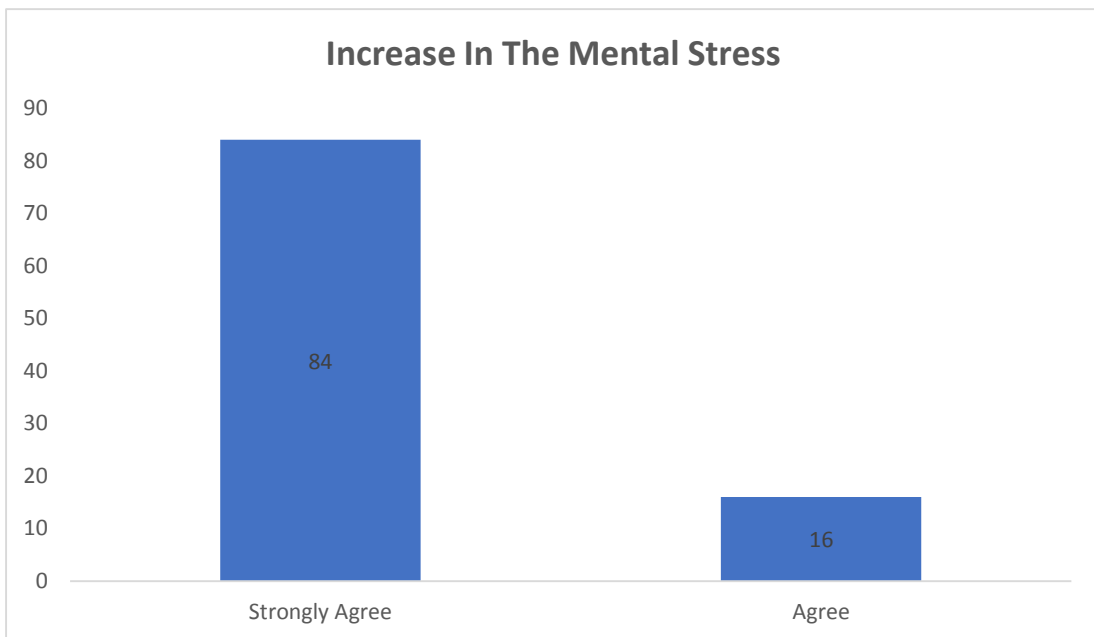
**Table 4.3 Increase in The Mental Stress**

Increase in The Mental Stress	Frequency	Percent
Strongly Agree	252	84.0
Agree	48	16.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.3 Increase in The Mental Stress**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.4 shows increase in crime rate due to pilgrimage tourism. People are believing that due to pilgrimage visit to different sights their also increase crime which is supported by 76 percent of respondents strongly and 24 percent are also agree with it

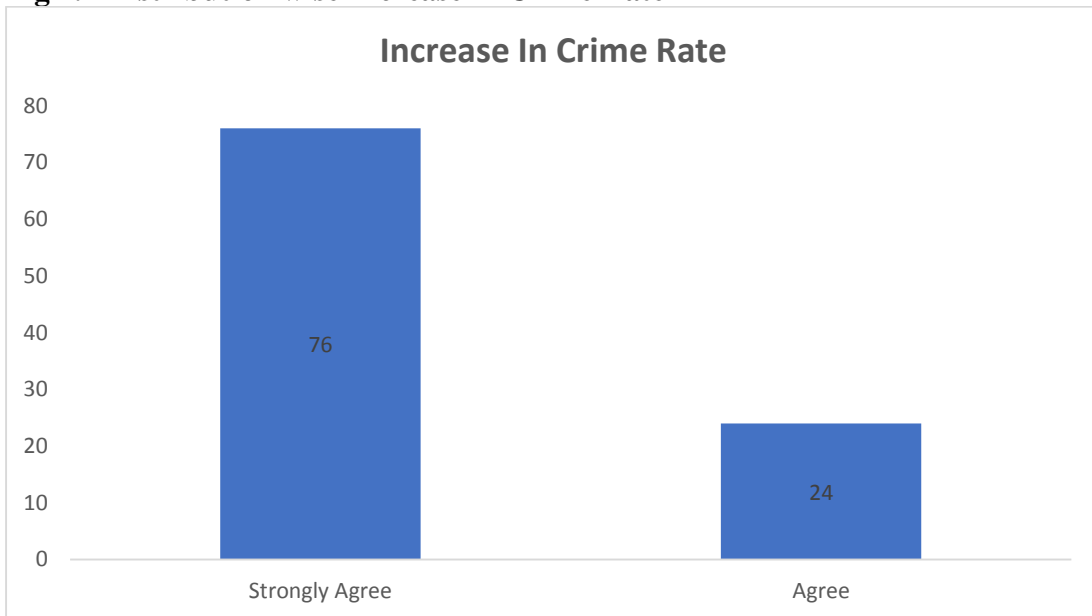
**Table 4.4 Distribution wise Increase in Crime Rate**

Increase in Crime Rate	Frequency	Percent
Strongly Agree	228	76.0
Agree	72	24.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.4 Distribution wise Increase in Crime Rate**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.5 shows distribution wise quality of police protection, due to increasing in crime rates authorities has increased the police protection largely near tourist sights 82 percent are strongly agree and 18 percent are agreeing.

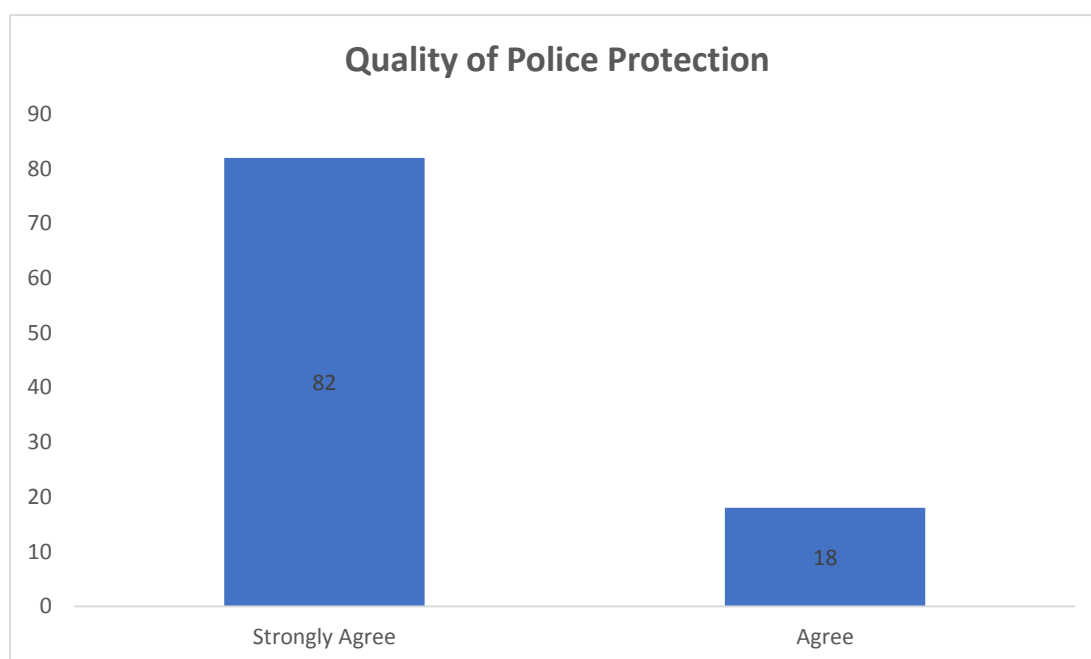
**Table 4.5 Distribution wise Quality of Police Protection**

Quality of Police Protection	Frequency	Percent
Strongly Agree	246	82.0
Agree	54	18.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.5 Distribution wise Quality of Police Protection**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.6 shows distribution wise strain on police protection, again pilgrimage visits in Kashmir during the schedule timing increase stress on the police protection because of having so much risk due to various other security reasons which sometimes become problematic for pilgrimages too. Therefore, we have taken response from the people on five-point Likert scale and the response just stuck to only two options which are 78 percent are strongly agree and 22 percent are just agree that police personal as well as the pilgrimage are getting much stress due to the security problems.

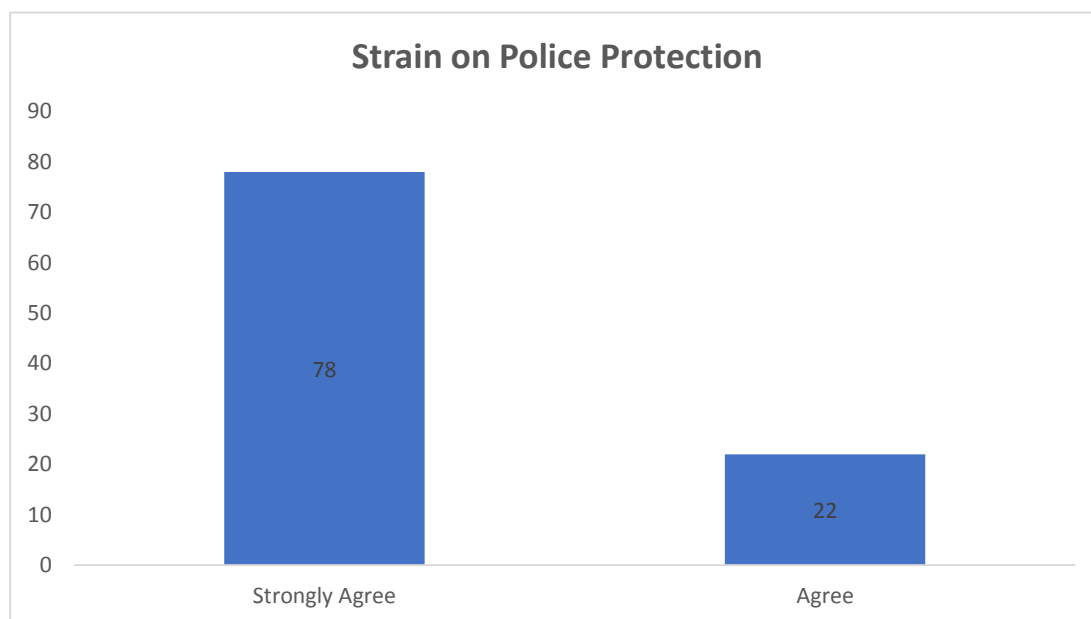
**Table 4.6 Distribution wise Strain on Police Protection**

Strain on Police Protection	Frequency	Percent
Strongly Agree	234	78.0
Agree	66	22.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.6 Distribution wise Strain on Police Protection**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.7 Highlights the problem of increasing begging at the pilgrimage sites. Poor people are mostly found near religious places and asking for food, money etc from tourists, which is considered one of the serious issues for the authorities to tackle with it. Again, the respondent has selected only two options to respond and which are showing that yes begging is increasing due pilgrimage. 82 percent people are strongly agreeing and 18 percent are agreed that begging is a problem faced by tourist/pilgrimages.

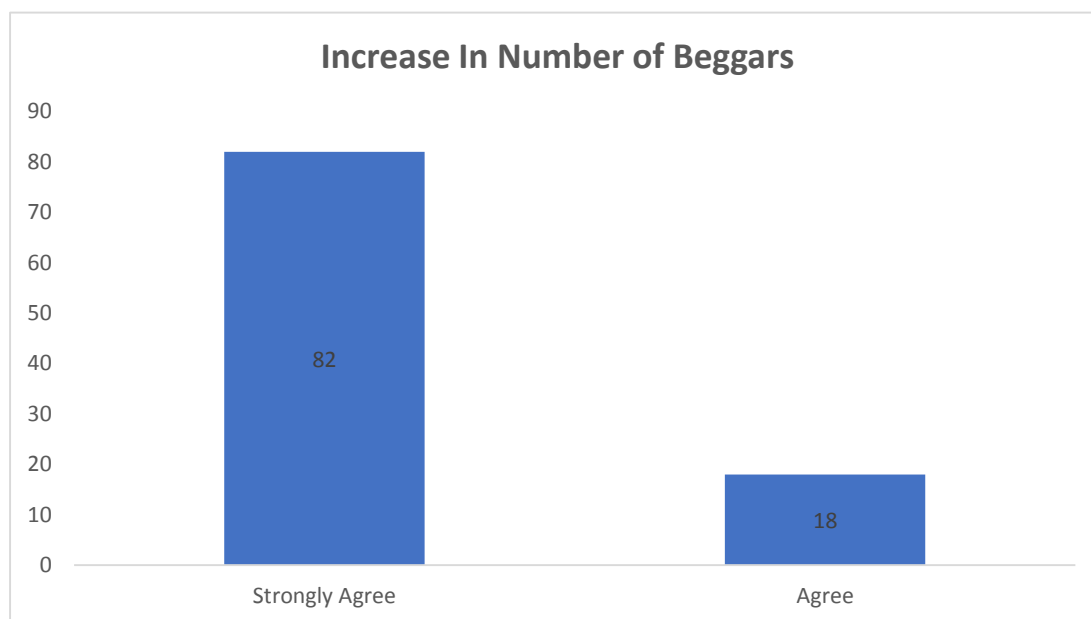
**Table 4.7 Distribution wise Increase in Number of Beggars**

Increase in Number of Beggars	Frequency	Percent
Strongly Agree	246	82.0
Agree	54	18.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.7 Distribution wise Increase in Number of Beggars**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.8 shows increase in the occurrence of Vandalism and the response are 88 percent are strongly agreeing and 12 percent are also agreeing.

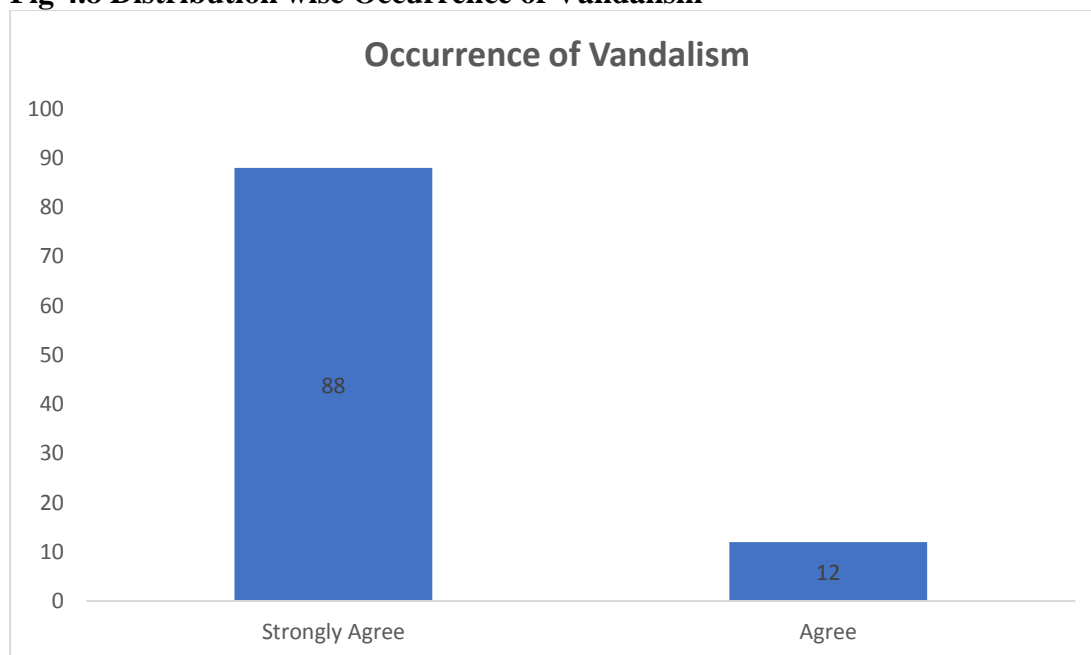
**Table 4.8 Distribution wise Occurrence of Vandalism**

Occurrence of Vandalism	Frequency	Percent
Strongly Agree	264	88.0
Agree	36	12.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.8 Distribution wise Occurrence of Vandalism**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.9 Distribution wise increase in the activities of Drug Abuse and Gambling, 87.3 percent are strongly agreeing and 12.7 percent are agreeing that due to pilgrimage there is huge increase in drug abuse and gambling.

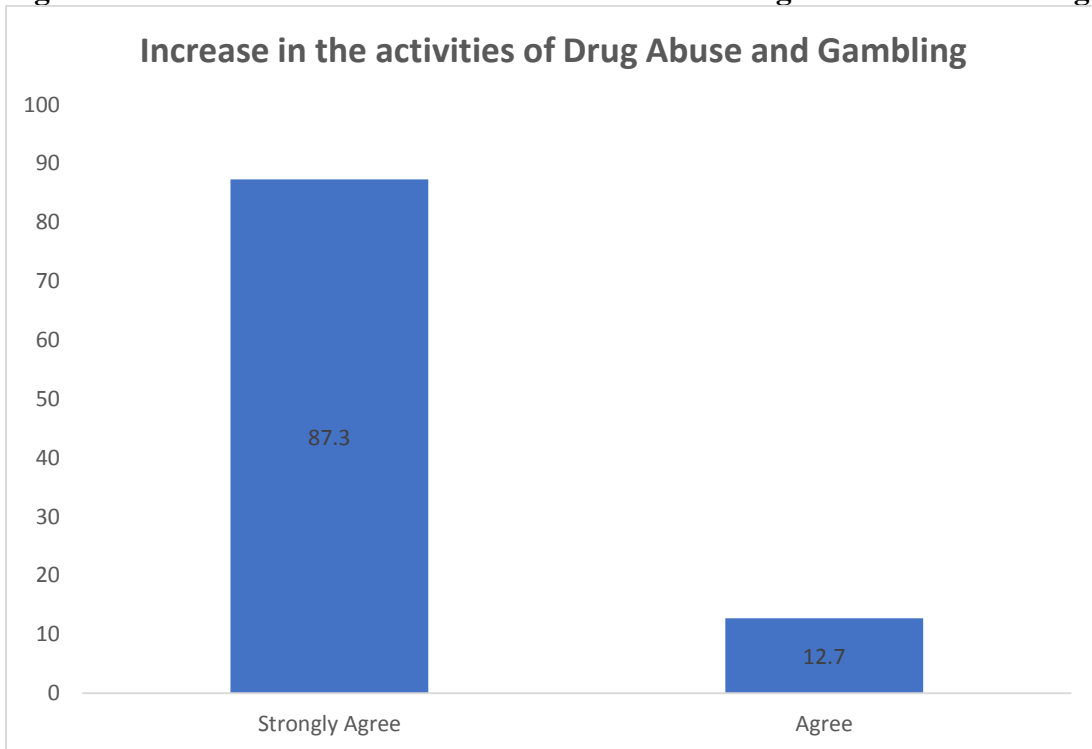
**Table 4.9 Distribution wise Increase in The Activities of Drug Abuse and Gambling**

Increase in The Activities of Drug Abuse and Gambling	Frequency	Percent
Strongly Agree	262	87.3
Agree	38	12.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Fig 4.9 Distribution wise Increase in the activities of Drug Abuse and Gambling**



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Table 4.10 shows that due to higher pressures of pilgrimage it has demanded active participation of local social organization towards the facilities of tourists. 92 percent people are strongly agree and 8 percent are agree on Likert scale responses.

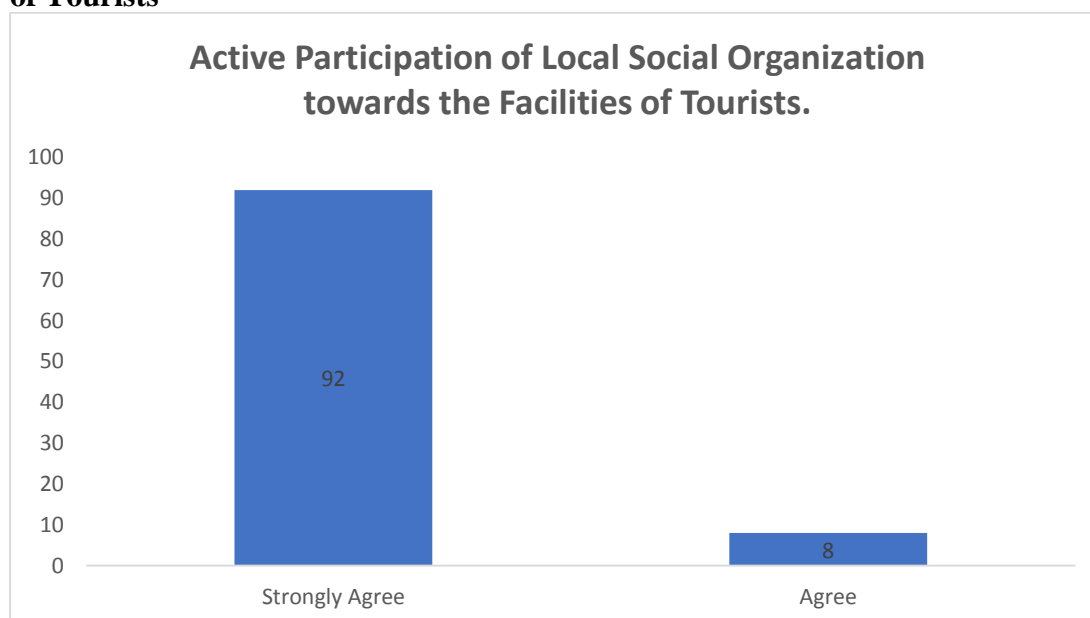
**Table 4.10 Active Participation of Local Social Organization towards the Facilities of Tourists.**

Active Participation of Local Social Organization towards the Facilities of Tourists.	Frequency	Percent
Strongly Agree	276	92.0
Agree	24	8.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.10 Active Participation of Local Social Organization towards the Facilities of Tourists**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.11 shows Dual Pricing System and Attitude towards Bargaining. 88 Percent are strongly agree and 12 percent are agree. People are highly agreed that people are charging double prices to the tourists which is very unfortunate and sometimes shopkeepers and Businessman are cheating pilgrimages by selling default things. Which is a greater concern of the people to safe guard such problems.

**Table 4.11 Dual Pricing System and Attitude Towards Bargaining**

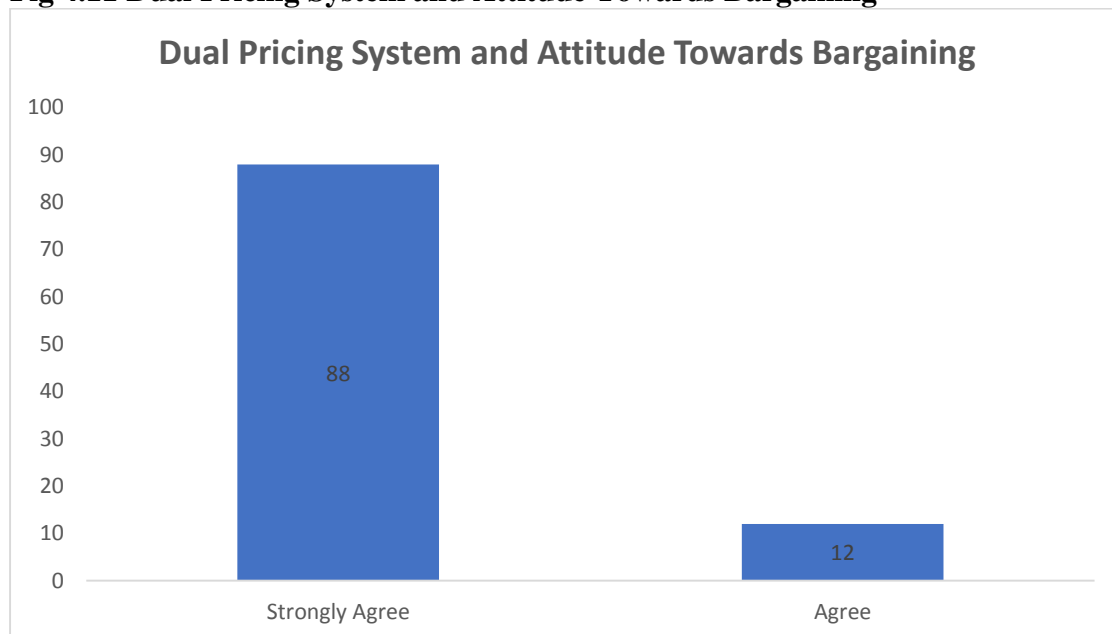
Dual Pricing System and Attitude Towards Bargaining	Frequency	Percent
Strongly Agree	264	88.0
Agree	36	12.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.11 shows dual pricing system attitude towards bargaining. The negative attitude of people who are running business are charging double prices to the pilgrimages during their travel, 88 percent are strongly agree with it and 12 percent are agree that people are charging more prices than the usual one. Therefore, it is one of the negative things which discriminates pilgrimages.

**Fig 4.11 Dual Pricing System and Attitude Towards Bargaining**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.12 shows Commercialization of Tradition and Customs, the pilgrimages sites are becoming more commercial during the traveling of the tourists which makes the life of local people expensive and hectic for them to tackle with higher prices and live a

challenging life. It creates lot of pressures on the local people, communities and over all area in aggregate in total. 94 percent are strongly agreeing about these problems and 6 percent people also agree about the problem of commercialization.

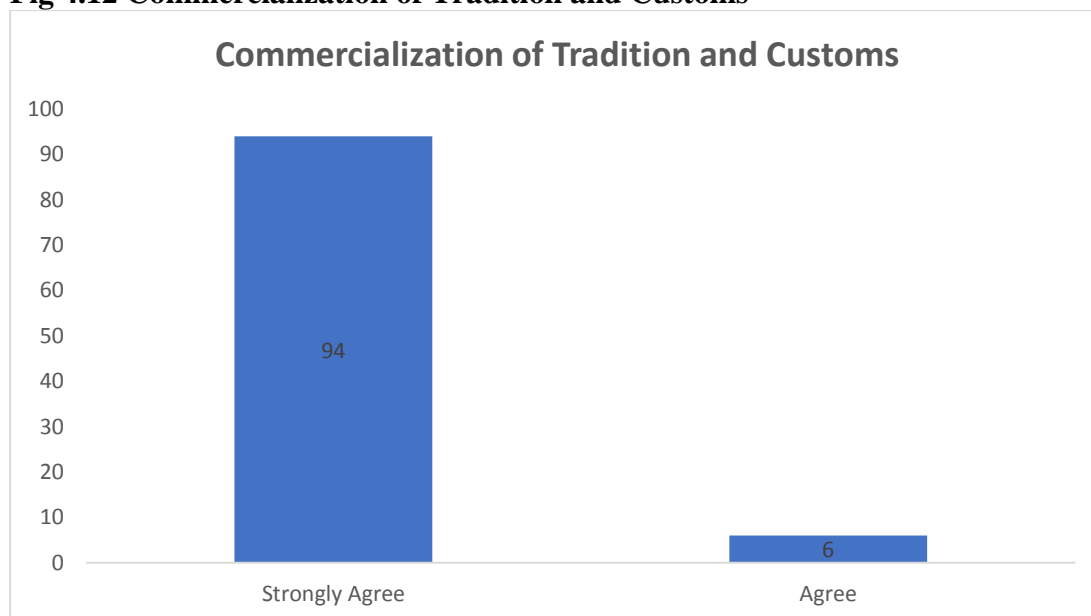
**Table 4.12 Commercialization of Tradition and Customs**

Commercialization of Tradition and Customs	Frequency	Percent
Strongly Agree	282	94.0
Agree	18	6.0
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.12 Commercialization of Tradition and Customs**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.13 shows General Awareness towards the Preservation of Religious Tradition and Cultural Heritage. 90.3 percent strongly agrees that pilgrimage aware people about religion and 6 percent jus agree but 3.7 percent neither agree and nor disagrees. So, in conclusion most of the people believes that pilgrimage helps and aware about religion beliefs.

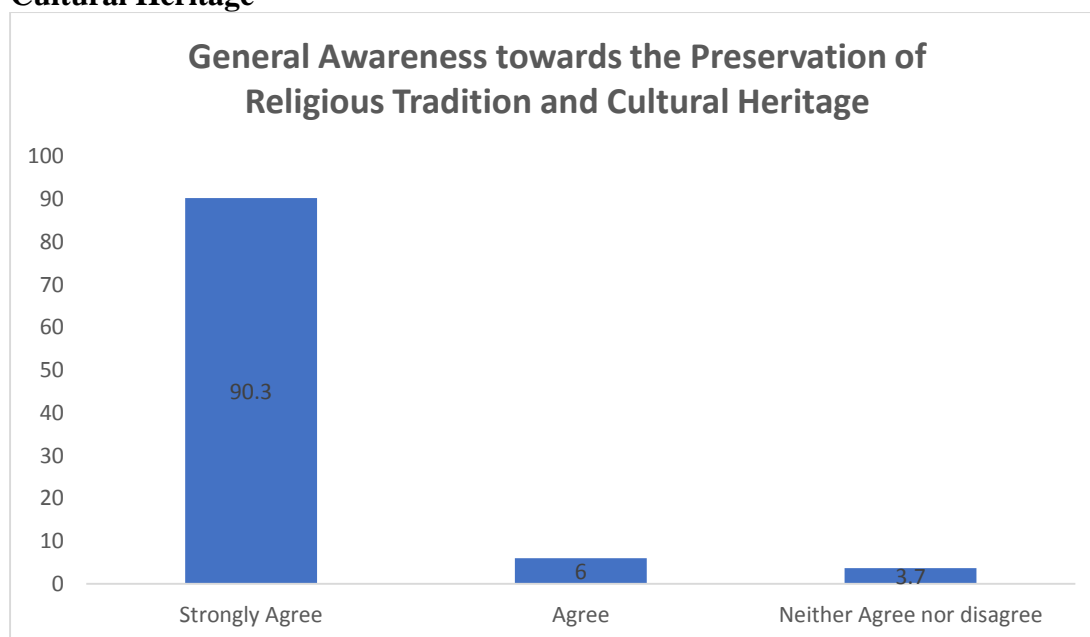
**Table 4.13 General Awareness towards the Preservation of Religious Tradition and Cultural Heritage**

General Awareness towards the Preservation of Religious Tradition and Cultural Heritage	Frequency	Percent
Strongly Agree	271	90.3
Agree	18	6.0
Neither Agree nor disagree	11	3.7
Total	300	100.0

Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

**Fig 4.13 General Awareness towards the Preservation of Religious Tradition and Cultural Heritage**



Source: Estimated from Field Survey

Note: Figure in parenthesis are percentage in Total

Table 4.14 Shows Change in Quality of Public Pilgrimage 86.7 percent people are strongly agree about the increasing change in the quality of public pilgrimage and 13.3 percent are also witness and are agree about the changes occurring in quality of pilgrimage.

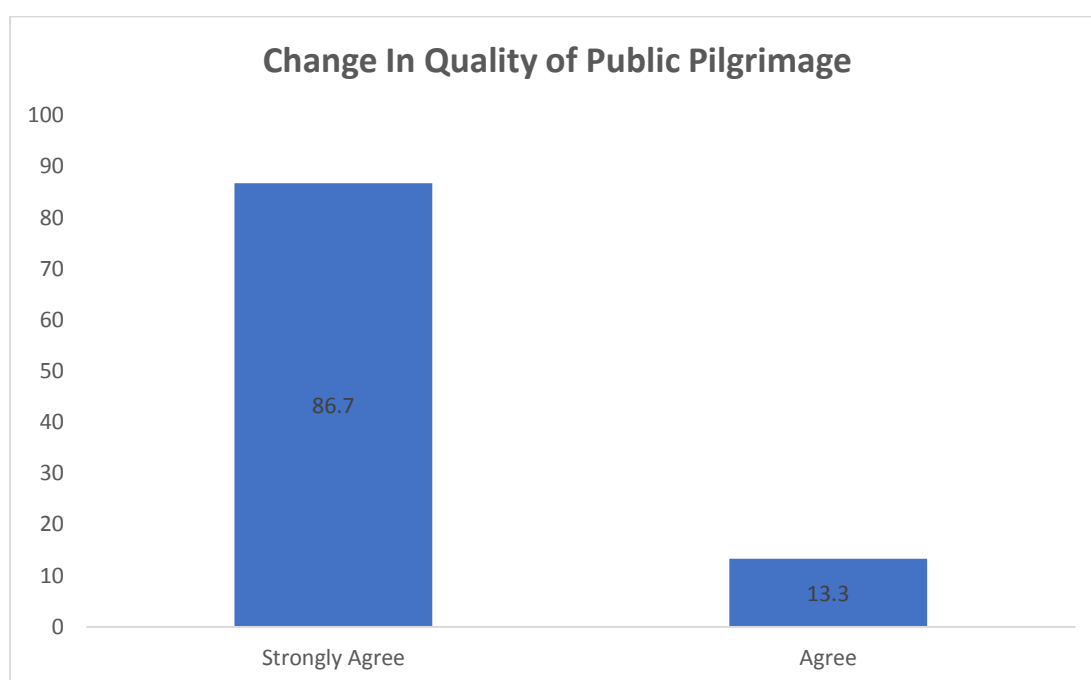
**Table 4.14 Change in Quality of Public Pilgrimage**

Change in Quality of Public Pilgrimage	Frequency	Percent
Strongly Agree	260	86.7
Agree	40	13.3
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.14 Change in Quality of Public Pilgrimage**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.15 shows over all dependence on pilgrimage 95.7 percent are strongly agree and 4.3 percent are agree that people at pilgrimage places are mostly dependent on pilgrimage. Their occupation and earning are full determined by pilgrimage

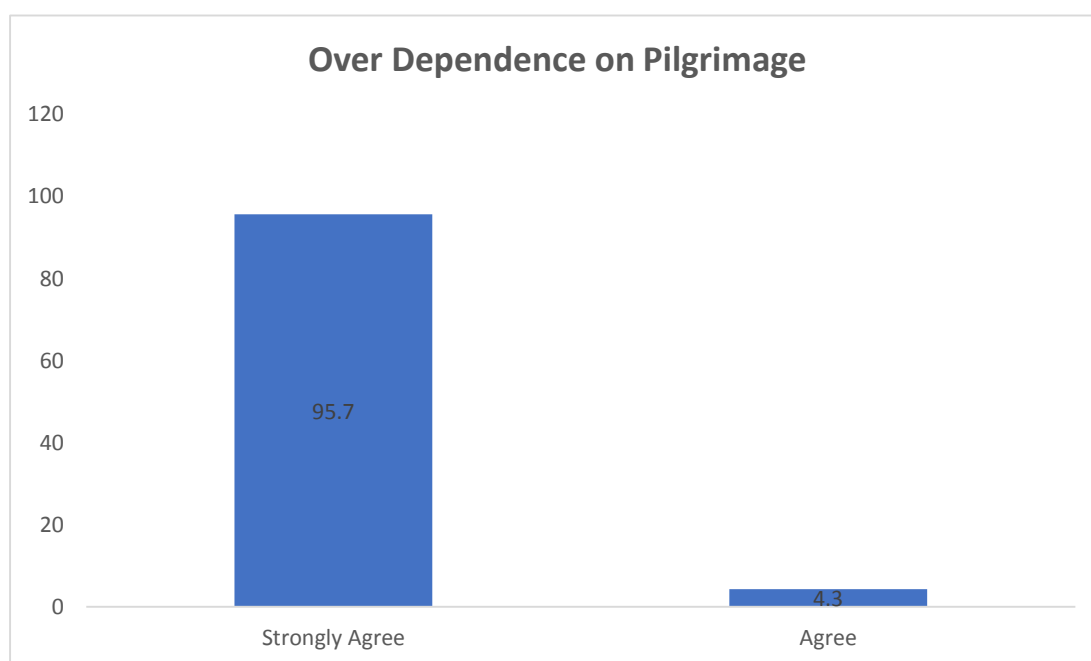
**Table 4.15 Over Dependence on Pilgrimage**

Over Dependence on Pilgrimage	Frequency	Percent
Strongly Agree	287	95.7
Agree	13	4.3
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.15 Over Dependence on Pilgrimage**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.16 shows Improved standard of Living 89.7 percent are strongly agree and 10.3 percent agree that their standard of life has increased by pilgrimage. Therefore, we can conclude that pilgrimage can make development of the people by providing them employment and generates income of the people.

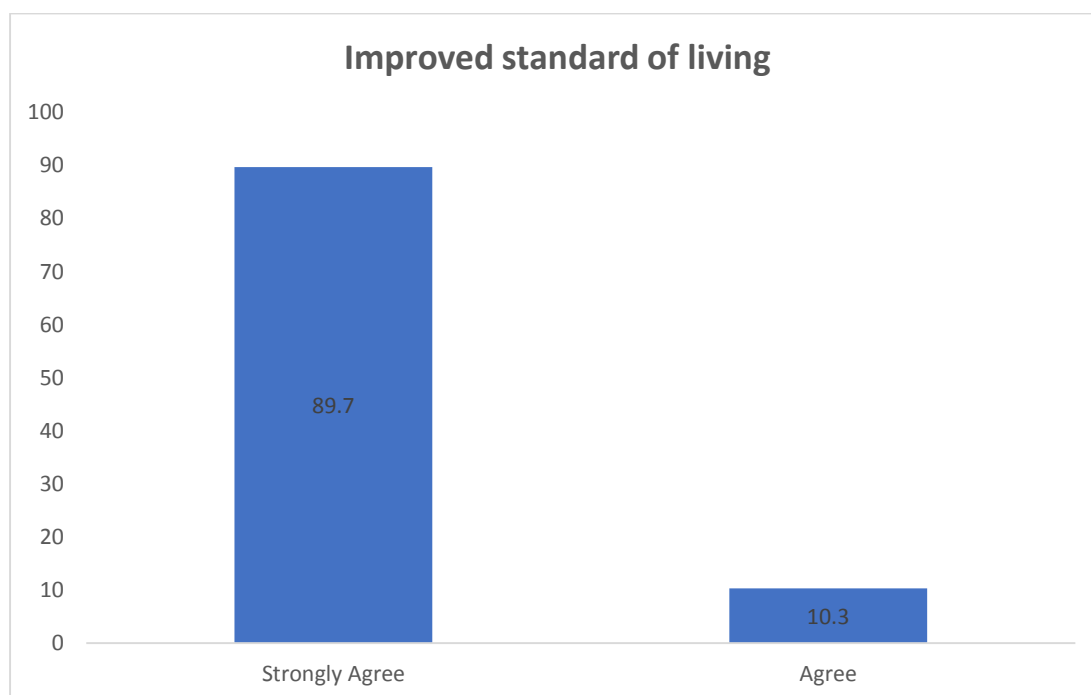
**Table 4.16 Improved standard of living**

Improved standard of living	Frequency	Percent
Strongly Agree	269	89.7
Agree	31	10.3
Total	300	100.0

**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

**Fig 4.16 Improved standard of living**



**Source: Estimated from Field Survey**

**Note: Figure in parenthesis are percentage in Total**

Table 4.17 shows A Center of Religious, Social and Cultural Communication, 94.7 percent are strongly agree and 5.3 percent are agree that pilgrimage can develop communication about various religious and it also aware us about cultural heritage and gives us knowledge about religion. Pilgrimage develops moral values in people and spreads peace, love and concept of cooperation among the people to live a happy life.

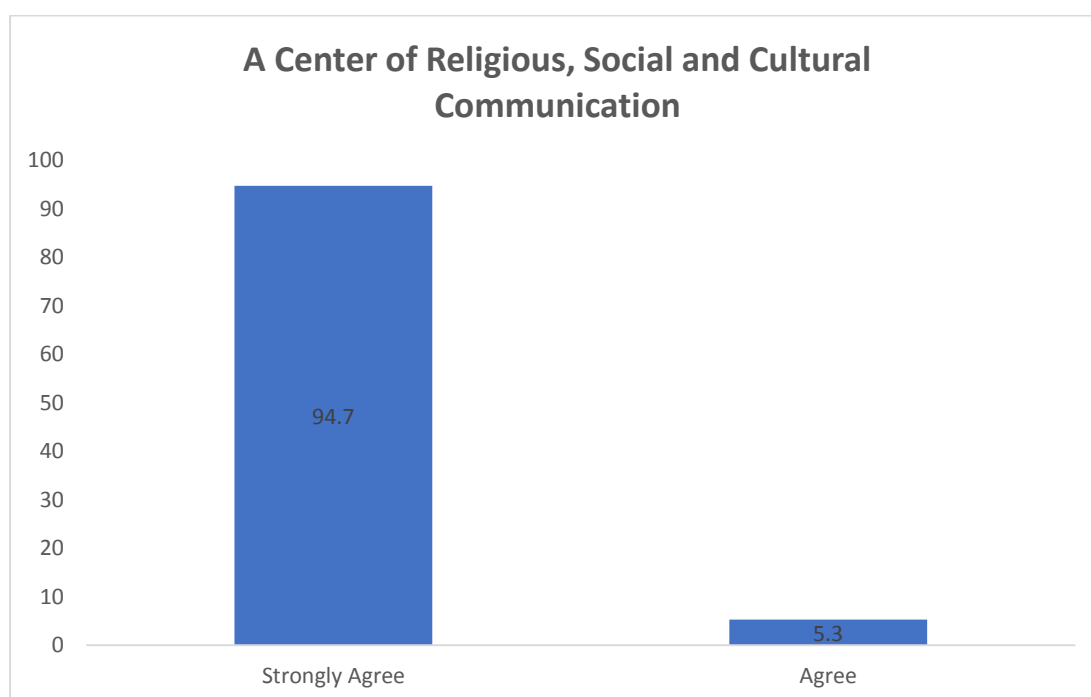
**Table 4.17 A Center of Religious, Social and Cultural Communication**

A Center of Religious, Social and Cultural Communication	Frequency	Percent
Strongly Agree	284	94.7
Agree	16	5.3
Total	300	100.0

**Source:** Estimated from Field Survey

**Note:** Figure in parenthesis are percentage in Total

**Fig 4.17 A Center of Religious, Social and Cultural Communication**



**Source:** Estimated from Field Survey

**Note:** Figure in parenthesis are percentage in Total

### 4.3 Conclusion:

Tourism one side provides employment, income and other developments but on the contrary it is one of the increasing and dangerous threat to the environment. The increasing challenges has made life of the people hectic as they are facing the problems of population density, mental stress. The common people are overwhelmed with rising prices at pilgrimage sites and commercialization. The pollution of environment, road and transport are the main issues and challenges to the people who are residing near by

the pilgrimage. Therefore, in short the need of the hour is to provide sustainable approaches to host the pilgrimage activities so that people can live a smooth life without any problem.



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## *Chapter 5*

# *Socio-Economic Impact of Religious and Pilgrimage Tourism on Kashmir*



## Chapter 5

# Socio-Economic Impact of Religious and Pilgrimage Tourism on Kashmir

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### 5.1 Introduction

Kashmir has been considered one of India's highest lands for decades. In ancient India, it was a Parvati land, and later became Rishi Bhumi. Lastly, after adopting Islam, the land became "Peer Veer" meaning "An abode of Saints." The different religions in Kashmir, namely Buddhism, Hinduism, Sikhism and Islam, interacted harmoniously and Kashmir absorbed the better aspect of each religion in itself. However, that absorption led to the development of a tolerant culture in the Kashmir Valley. An adaptation concept was set in and people believed that they would accept everything new and progressive. It is because of this depth of Kashmir's religious character that all facets of a Kashmiri's life are interwoven and mixed together. Thus, the temple, whether Hindu, Islamic, Buddhist or Sikh, is a place not only for worship or the fellowship of adherents of a particular religion, but for all the society's religious groups. Pilgrimage tourism sites of different religions spread over the entire length and breadth of the valley. Parihaspora, Panderathan, Harwan, etc., are Buddhists' revered pilgrimage spots spread in this gulistan (garden) far and wide. Amamathji Cave, Kheer-Bhawani Temple, Mattan Temples, Shankaracharya Temple, and so on are among the Valley's major Hindu Pilgrimage sites. Sikhism's pilgrimage spot, such as Chatti Padshahi, Chhevin Patshahi Param Pillan, Patshahi Pehli, etc., is often visited by Sikhs from outside and within India. The revered places of pilgrimage are for the Muslims Hazratbal Shrine, Charar-e-Shareef Shrine, Baba Rishi Shrine, etc. However, there are many legends attached to some religious sites in the Kashmir Valley and much more to

be explored. The Valley is full of potential for pilgrimage which needs to be highlighted and harnessed effectively.

This chapter has been divided in to three parts 1 introduction, section two Physical Impact During Pilgrims, section three Economic Impact of Pilgrims and conclusion

Table 5.1 shows religion wise distribution of hosters in Kashmir. Muslim 72.7 percent and Hindu 26.7 percent and 0.7 percent Christian.

**Table 5.1 Religion wise Distribution of respondents**

Religion of the respondent	Frequency	Percent
Muslim	218	72.7
Hindu	80	26.7
Christian	2	.7
Total	300	100.0

**Fig 5.1 Religion wise Distribution of respondents**

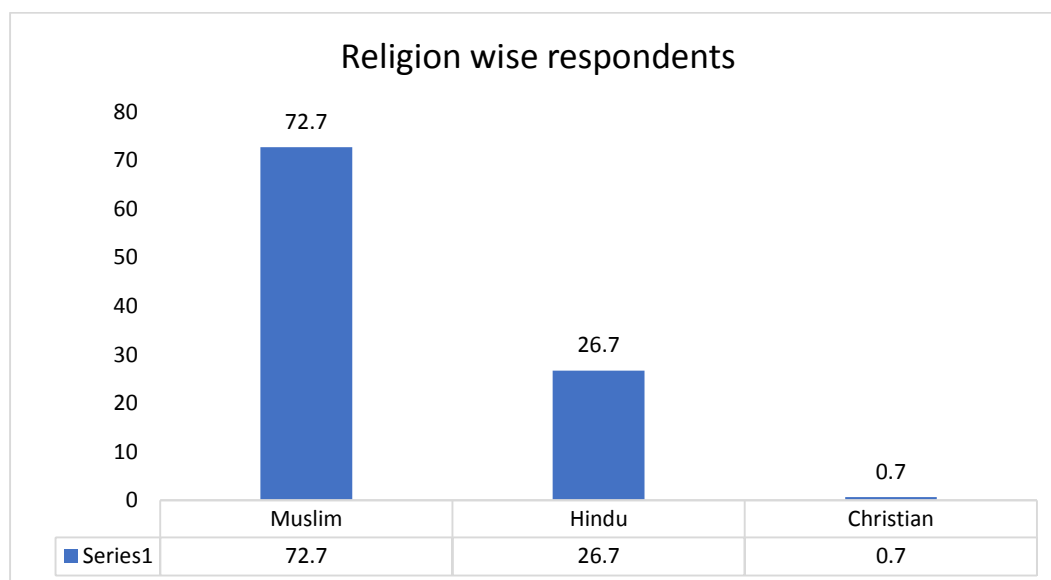


Table 5.2 shows income distribution of the hosters is as, from 100000-150000 rupees 11 percent, 250001-350000 rupees 47 percent, 350001-450000 rupees 31 percent 450001-550000 rupees 3.3percent and 550001 above 7.3 percent.

**Table 5.2 Percentage wise Income of the Tourist Hosters**

<b>Income of the respondent</b>	<b>Frequency</b>	<b>Percent</b>
100000-150000	33	11.0
250001-350000	142	47.3
350001-450000	93	31.0
450001-550000	10	3.3
550001 above	22	7.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

**Fig 5.2 Percentage wise Income of the Tourist Hosters**

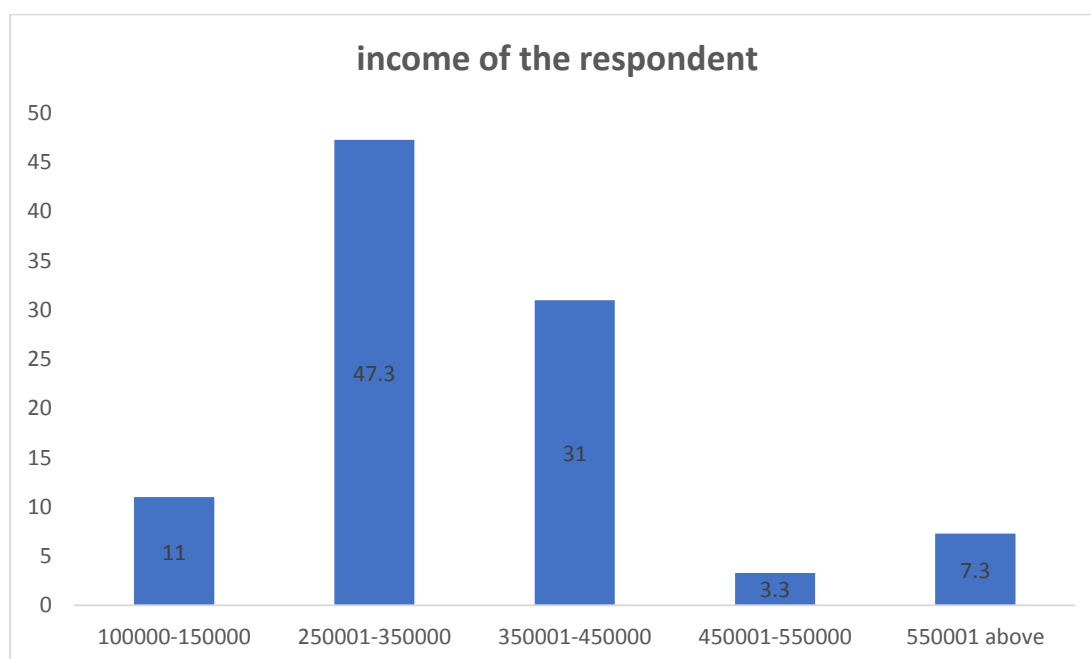


Table 5.3 Education status of hosters is as follows. Primary Education 12 Percent, Secondary Education 78.3 percent and Higher Education 9.7 percent respectively.

**Table 5.3 Education Distribution of Hosters**

Education of The Respondent	Frequency	Percent
Primary Education	36	12.0
Secondary Education	235	78.3
Higher Education	29	9.7
Total	300	100.0

**Fig 5.3 Education Distribution of Hosters**

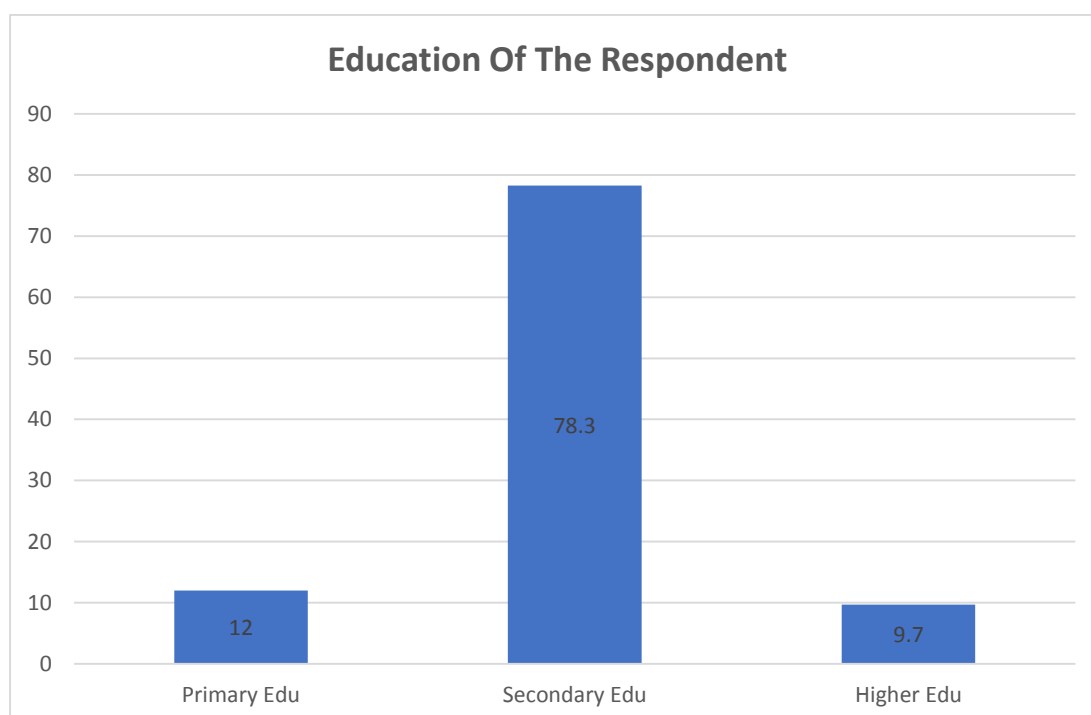
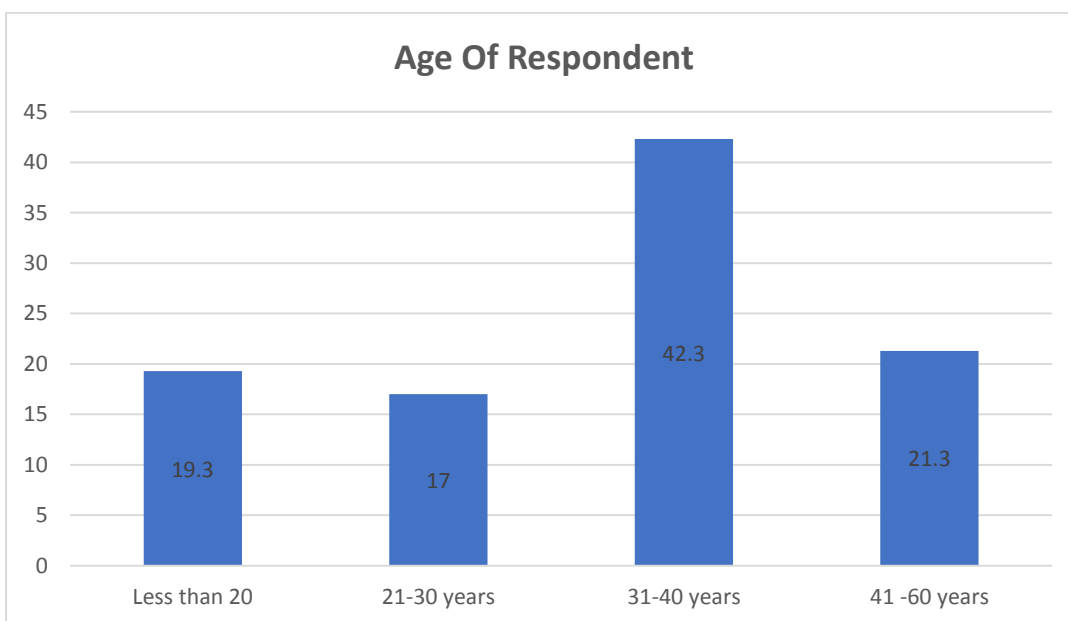


Table 5.4 shows distribution wise age of the hosters. In the age group of less than 20 years 19.3 percent hosters, from 21 to 30 years 17 percent, 31 to 40 years 42.3 percent and 41 to 60 years 21.3 percent respectively.

**Table 5.4 percentage wise Age of hosters**

Age of Respondent	Frequency	Percent
Less than 20	58	19.3
21-30 years	51	17.0
31-40 years	127	42.3
41 -60 years	64	21.3
Total	300	100.0

**Fig 5.4 percentage wise Age of hosters**



## **5.2 Section 2: Physical Impact During Pilgrims**

Table 5.5 shows responses of hosters about overcrowding and congestion by pilgrimage visit to the particular tourist places 42.3 percent gave strongly agree response, 39 percent agree and 18.7 percent are neither agree nor disagree. Therefore, maximum hosters said due to pilgrimage it creates the problem of overcrowding and congestion.

**Table 5.5 Distribution wise responses on overcrowding and congestion by hosters on Pilgrimage**

Overcrowding and Congestion	Frequency	Percent
Strongly Agree	127	42.3
Agree	117	39.0
Neither Agree nor disagree	56	18.7
Total	300	100.0

**Fig 5.5 Distribution wise responses on overcrowding and congestion by hosters on Pilgrimage**

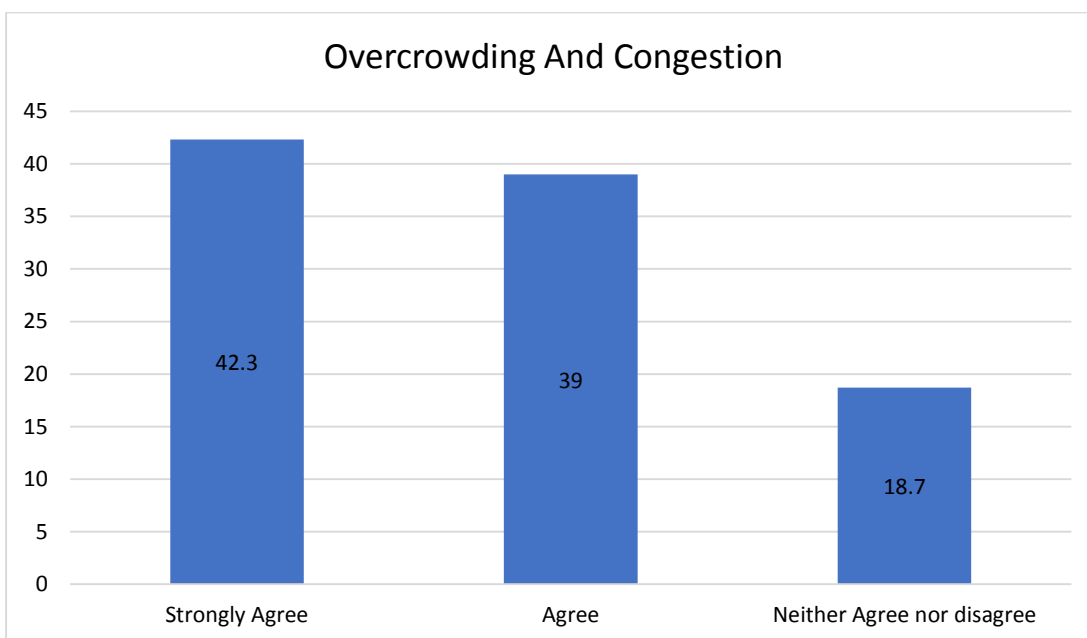


Table 5.6 shows responses of hosters about noise and air pollution. Hosters claimed that 29 percent hosters are strongly agree that noise and air pollution is increased by pilgrimage, 47.7 percent agree and 14 percent are disagreed.

**Table 5.6 Distribution wise responses on Noise and Air Pollution by Hosters**

Noise and Air Pollution	Frequency	Percent
Strongly Agree	87	29.0
Agree	143	47.7
Neither Agree nor disagree	28	9.3
Disagree	42	14.0
Total	300	100.0

**Fig 5.6 Distribution wise responses on Noise and Air Pollution by Hosters**

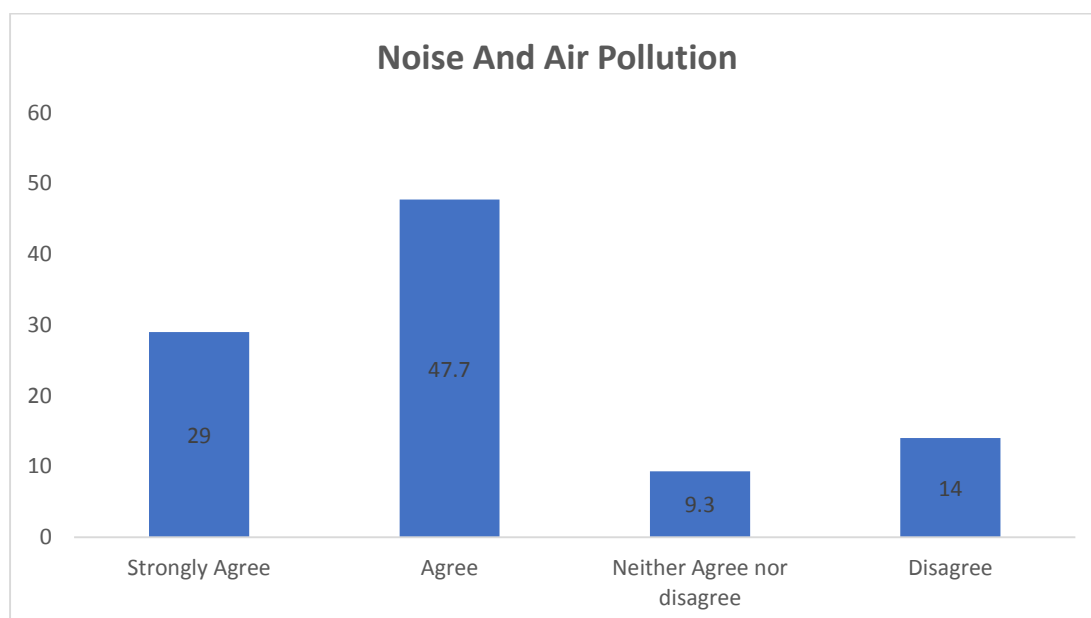
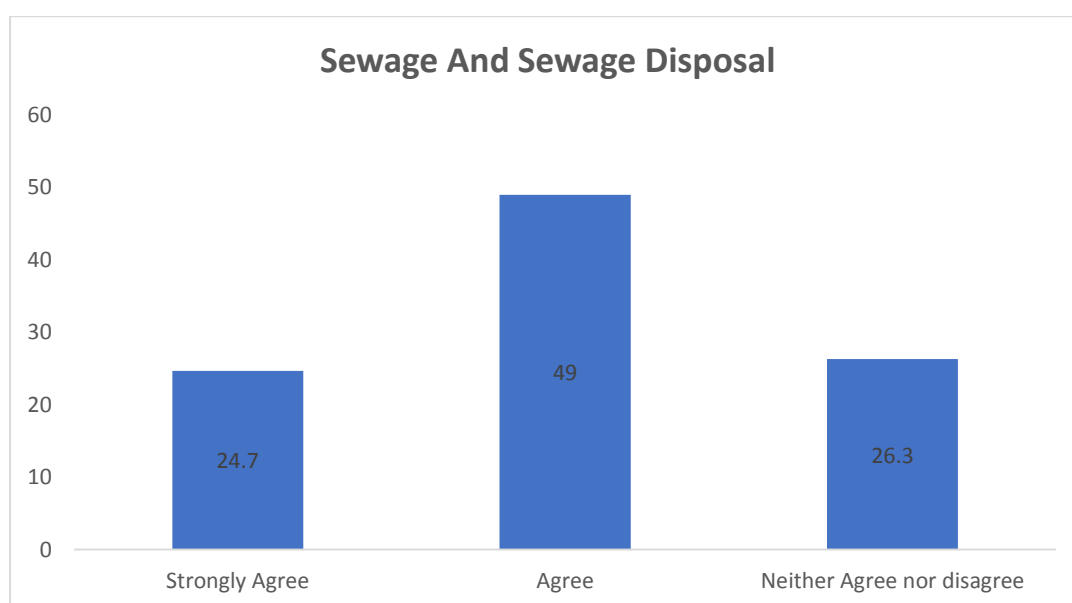


Table 5.7 shows distribution wise sewage and sewage disposal problems because of pilgrimage and the responses of the hosters are 24.7 are strongly agree that it worst the sewage disposal problem, 49 percent are also agreeing about the problem and 26.3 hosters said they are disagreeing.

**Table 5.7 Distribution wise Sewage and sewage Disposal**

Sewage and Sewage Disposal	Frequency	Percent
Strongly Agree	74	24.7
Agree	147	49.0
Neither Agree nor disagree	79	26.3
Total	300	100.0

**Fig 5.7 Distribution wise Sewage and sewage Disposal**



Hosters said it strongly affect the water supply during pilgrimage period Table 5.8 shows percentage wise responses of hosters about road quality of various pilgrimage places. 94 percent said road quality in Kashmir is worst and they are strongly agreed with this only 1 percent hosters remained neutral and 5 percent said roads are good by replying that they are disagree about the negative physical impact of pilgrimage on road quality in the region.

**Table 5.8 Distribution wise remarks about Road conditions**

Quality of Road Conditions	Frequency	Percent
Strongly Agree	282	94.0
Neither Agree nor disagree	3	1.0
Disagree	15	5.0
Total	300	100.0

**Fig 5.8 Distribution wise remarks about Road conditions**

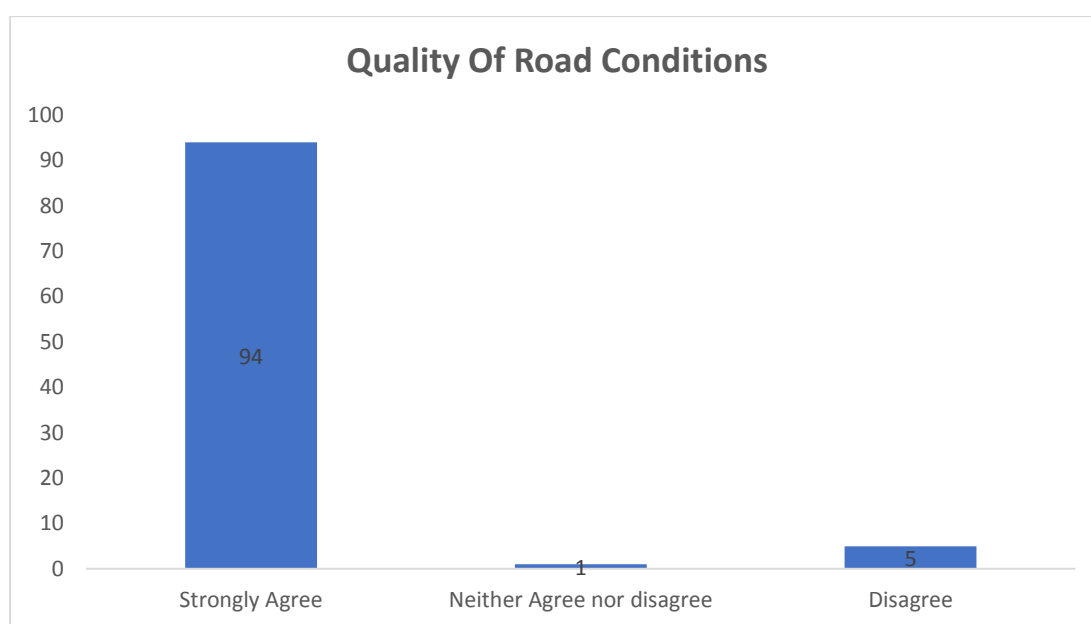


Table 5.9 shows impact of Pilgrimage tourism on increasing the number of hotels in the region. The claims of hosters said that there is 2.7 percent increase, 95 percent are also agreed, 0.7 percent neither agree nor disagree, 0.3 disagree and 0.7 strongly disagree respectively.

**Table 5.9 Distribution wise increase in number of Hostels**

Increase in The Number of Hotels	Frequency	Percent
Strongly Agree	8	2.7
Agree	287	95.7
Neither Agree nor disagree	2	.7
Disagree	1	.3
Strongly Disagree	2	.7
Total	300	100.0

**Fig 5.9 Distribution wise increase in number of Hostels**

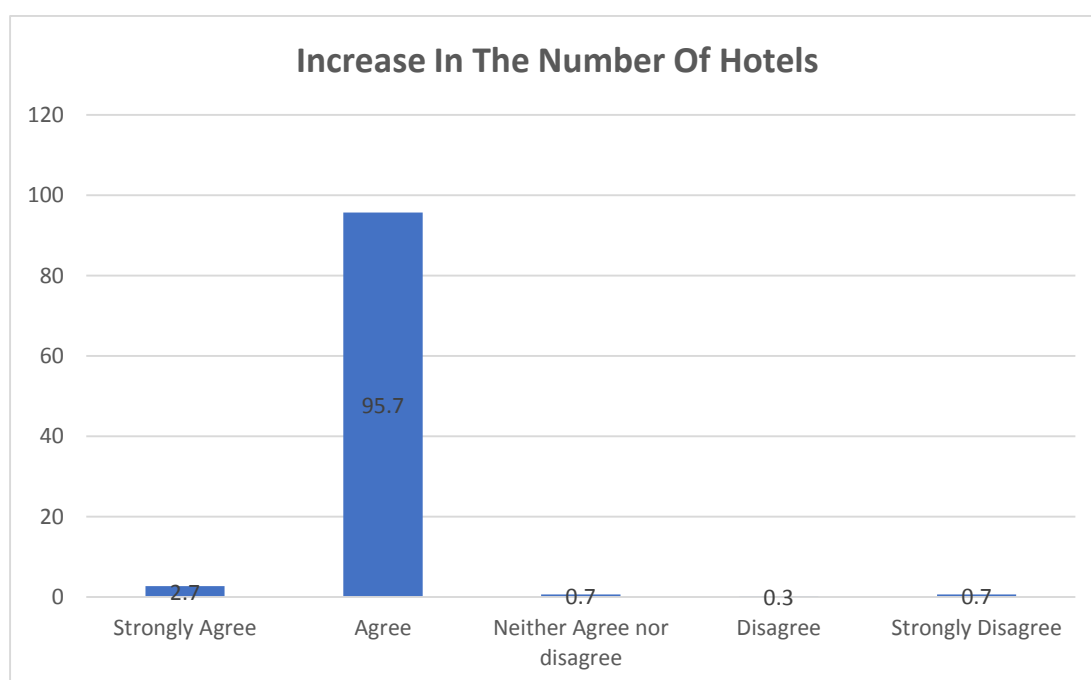


Table 5.10 shows distribution wise claims of need of sperate parking places for pilgrimage visit, 82.7 strongly agree, 11.3 percent agree, and 6 percent neither agree nor disagree respectively.

**Table 5.10 Distribution of Need of separate Place for Parking**

<b>Need of Separate Place for Parking</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	248	82.7
Agree	34	11.3
Neither Agree nor disagree	18	6.0
Total	300	100.0

**Fig 5.10 Distribution of Need of separate Place for Parking**

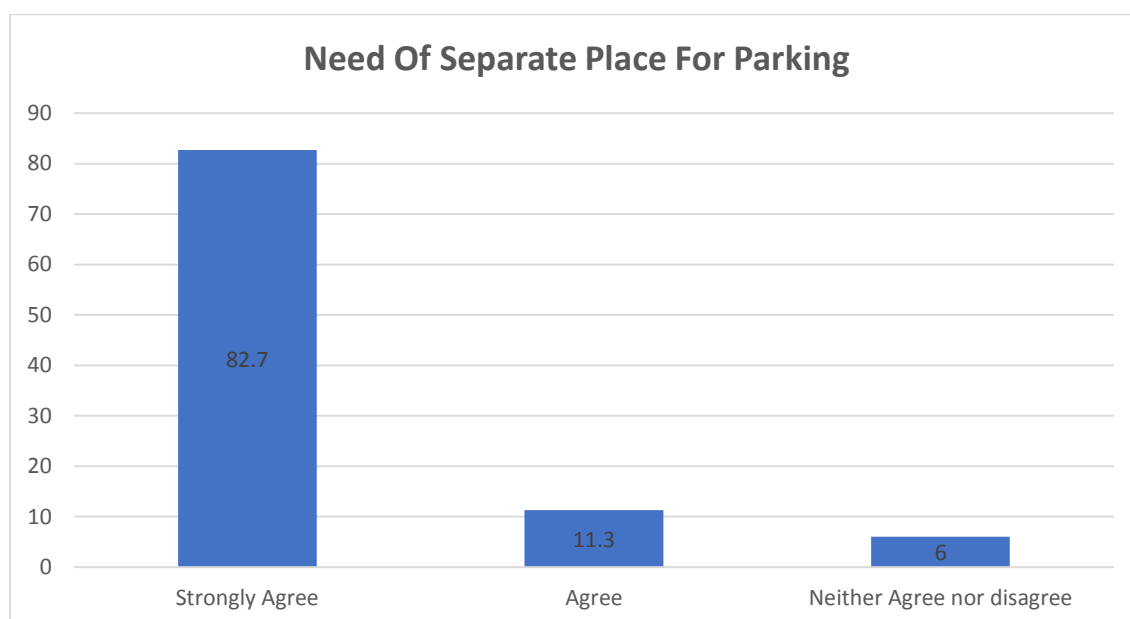


Table 5.11 shows effect of open place on Darshan Facility, 99.7 percent said it affects the open tourist places very badly and they are strongly agreed and 1 percent hosters are also agree about negative effect of open Darshan.

**Table 5.11 Distribution wise effect of open place on Darshan Facility**

Effect of Open Place on Darshan Facility	Frequency	Percent
Strongly Agree	299	99.7
Agree	1	.3
Total	300	100.0

**5.11 Distribution wise effect of open place on Darshan Facility**

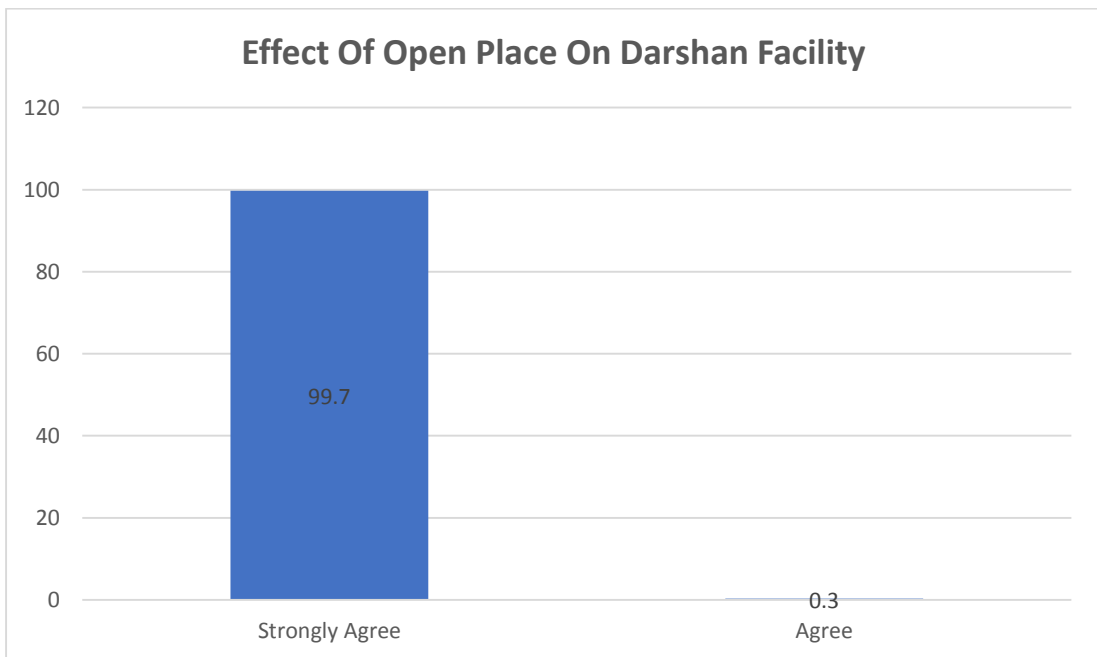
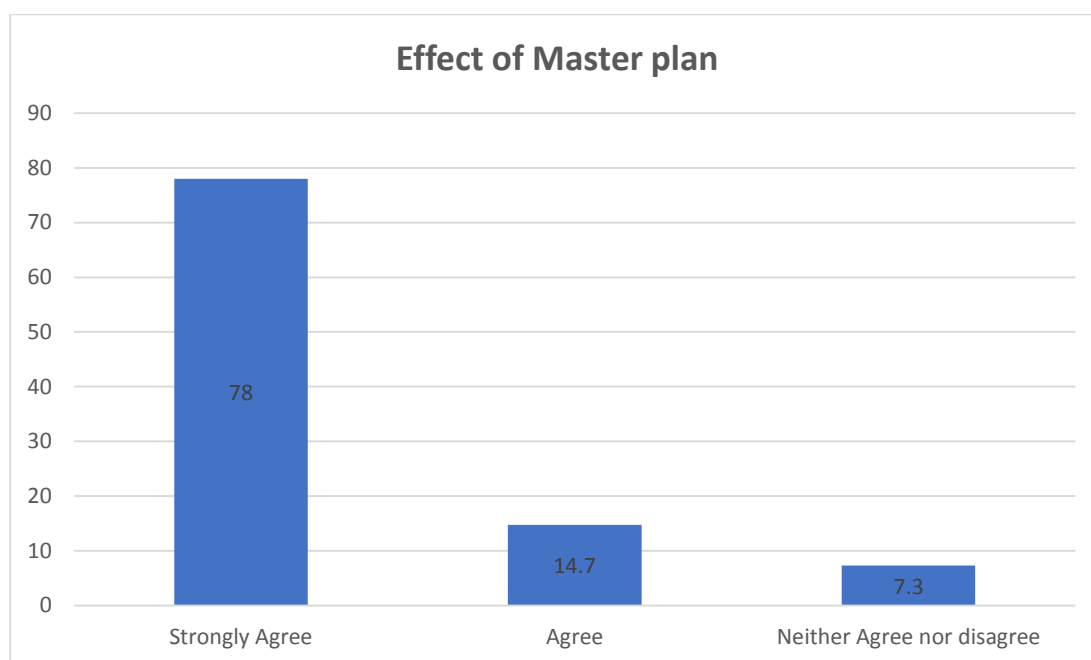


Table 5.12 shows effect of master Plan on tourist place. 78 percent of the hosters said it affects it negatively and they responded strongly agree, 14.7 percent agree and 7.3 neither agree nor disagree.

**Table 5.12 Distribution wise remarks on Effect of Master Plan**

Effect of Master plan	Frequency	Percent
Strongly Agree	234	78.0
Agree	44	14.7
Neither Agree nor disagree	22	7.3
Total	300	100.0

**Fig 5.12 Distribution wise remarks on Effect of Master Plan**



### **5.3 Section 3 Economic Impact of Pilgrims**

Table 5.13 shows distribution wise increase in the income of hosters from Kashmir while take care of Amarnath Pilgrimage. The hosters said due to Amarnath pilgrimage our income has increased 81 percent responded that they are strongly agree about the increase of income, 15 percent said yes, they are agreeing too but 4 percent said they are neither agree nor disagree about increase in income due to Amarnath Pilgrimage.

**Table 5.13 Distribution wise increase in the income of the Hosters**

Increase in the income of residents	Frequency	Percent
Strongly Agree	243	81.0
Agree	45	15.0
Neither Agree nor disagree	12	4.0
Total	300	100.0

**Fig 5.13 Distribution wise increase in the income of the Hosters**

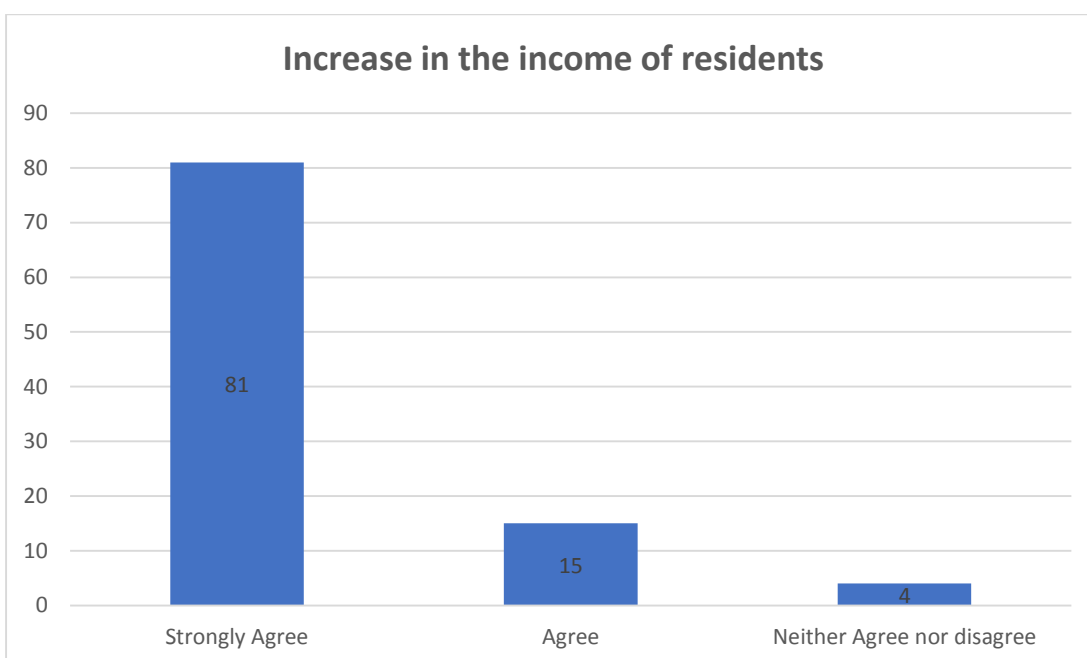
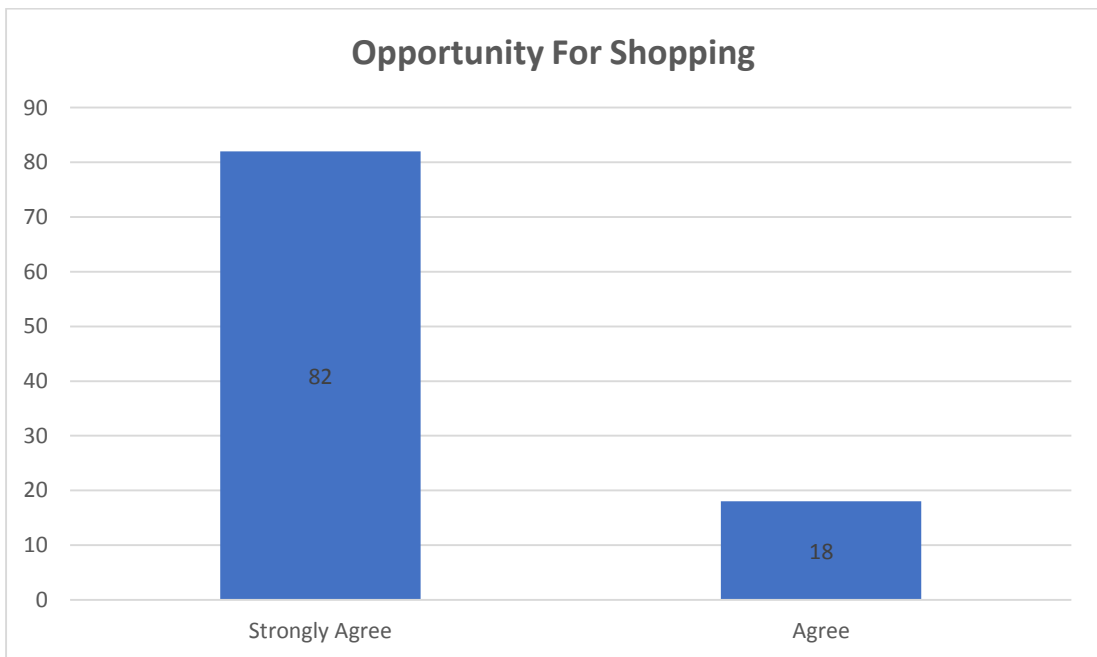


Table 5.14 shows the opportunity for shopping due to pilgrimage tourism. 82 percent respondents are strongly agreed that pilgrimage tourism promotes opportunities for the local people to develop shopping business and other 18 percent are agree that it will create opportunity to open new business.

**Table 5.14 Opportunity for Shopping**

<b>Opportunity for Shopping</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	246	82.0
Agree	54	18.0
Total	300	100.0

**Fig 5.14 Opportunity for Shopping**



Tale 5.15 shows opportunity for jobs I Kashmir due to pilgrimage tourism, the responses were taken on five-point Likert scale and the responses are 82 percent are strongly agreed that pilgrimage tourism helps in increasing jobs and 18 percent are also agree that it has help in opening new job opportunities.

**Table 5.15 Opportunity for Jobs**

<b>Opportunity for Jobs</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	246	82.0
Agree	54	18.0
Total	300	100.0

**5.15 Opportunity for Jobs**

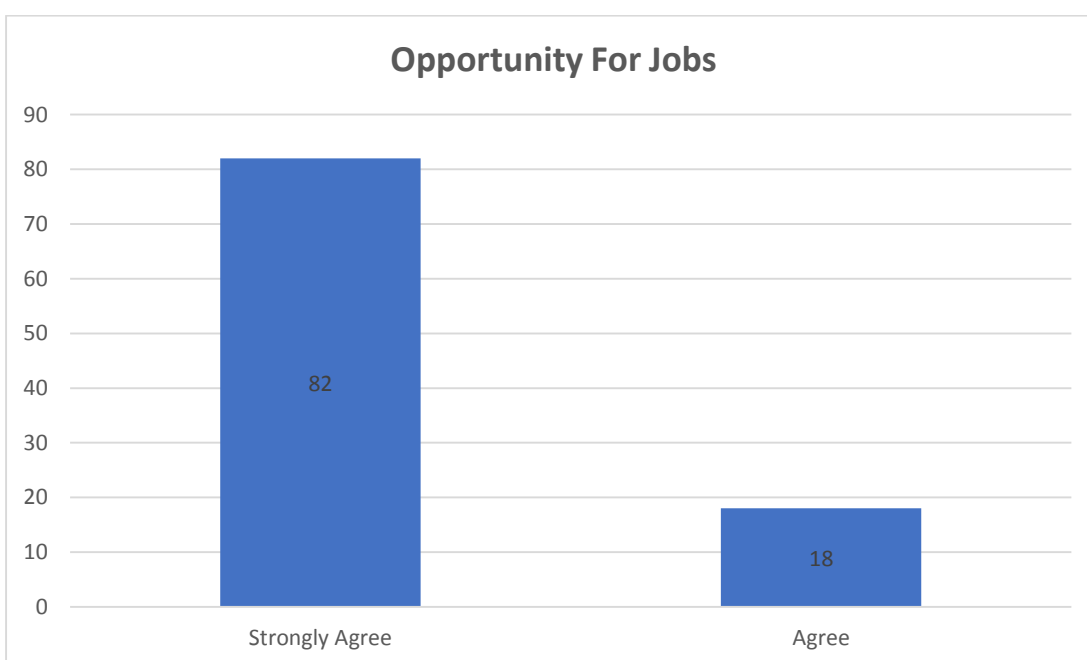


Table 5.16 shows demand for increase in number of labours, 78 percent said tourism has increased demand for labours at tourist sights and 22 percent are agree too that demand of labour has increased due to pilgrimage.

**Table 5.16 Demand for Labours**

<b>Demand for Labours</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	234	78.0
Agree	66	22.0
Total	300	100.0

**Fig 5.16 Demand for Labours**

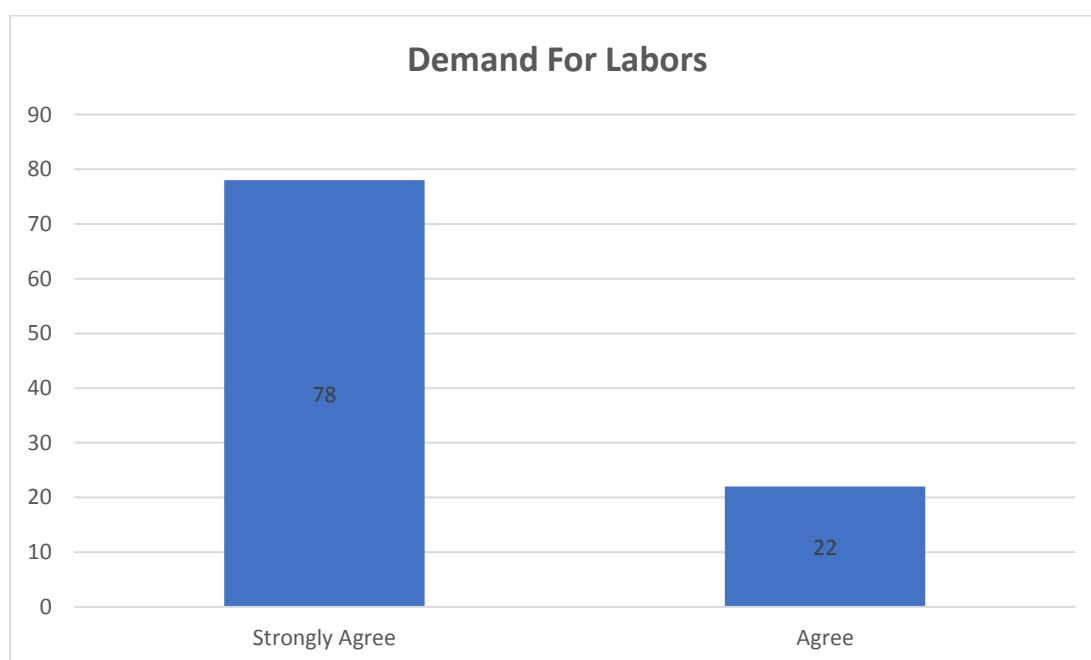


Table 5.17 shows increased cost of land and Housing. Pilgrimage tourism has increased the cost of land and Housing 92 percent people are strongly agree that tourism has increased both cost and housing density of the areas 8 percent people are also agreed for the same.

**Table 5.17 Increased cost of Land and Housing**

Increased Cost of Land and Housing	Frequency	Percent
Strongly Agree	276	92.0
Agree	24	8.0
Total	300	100.0

**Fig 5.17 Increased cost of Land and Housing**

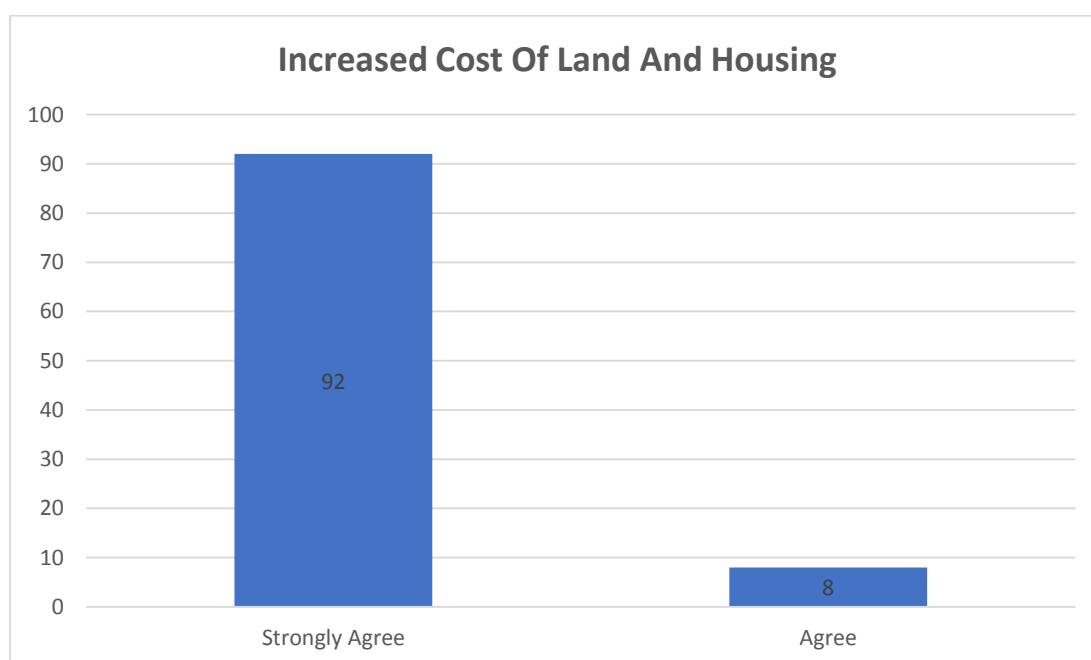


Table 5.18 shows increase in general price, goods and services by pilgrimage. 96 percent people strongly agree and 4 percent only. Therefore, it shows significant increase in prices of goods and services.

**Table 5.18 Increase in General Price, Goods and Services**

<b>Increased in General Price, Goods and Services</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.18 Increase in General Price, Goods and Services**

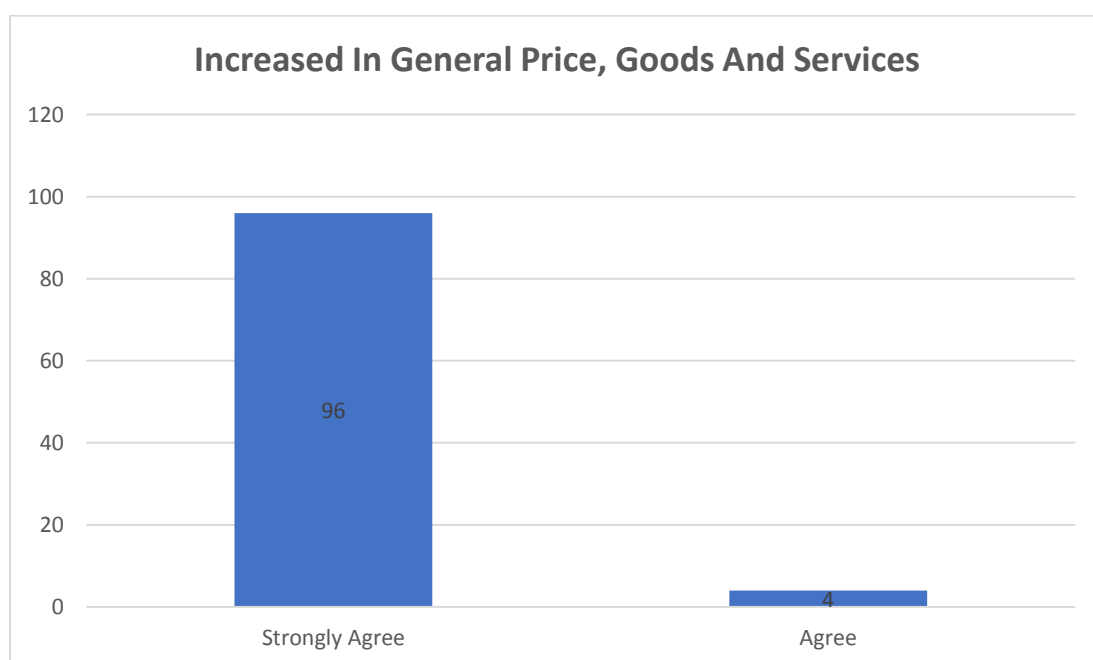


Table 5.19 shows sources of income from rented houses. 92 percent people got benefited from pilgrimage and are strongly agree. 8 percent are also clamming they got benefit from sources of house at pilgrimage sights.

**Table 5.19 Source of Income from rented Houses**

<b>Rental Houses as a Source of Income</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	276	92.0
Agree	24	8.0
Total	300	100.0

**Fig 5.19 Source of Income from rented Houses**

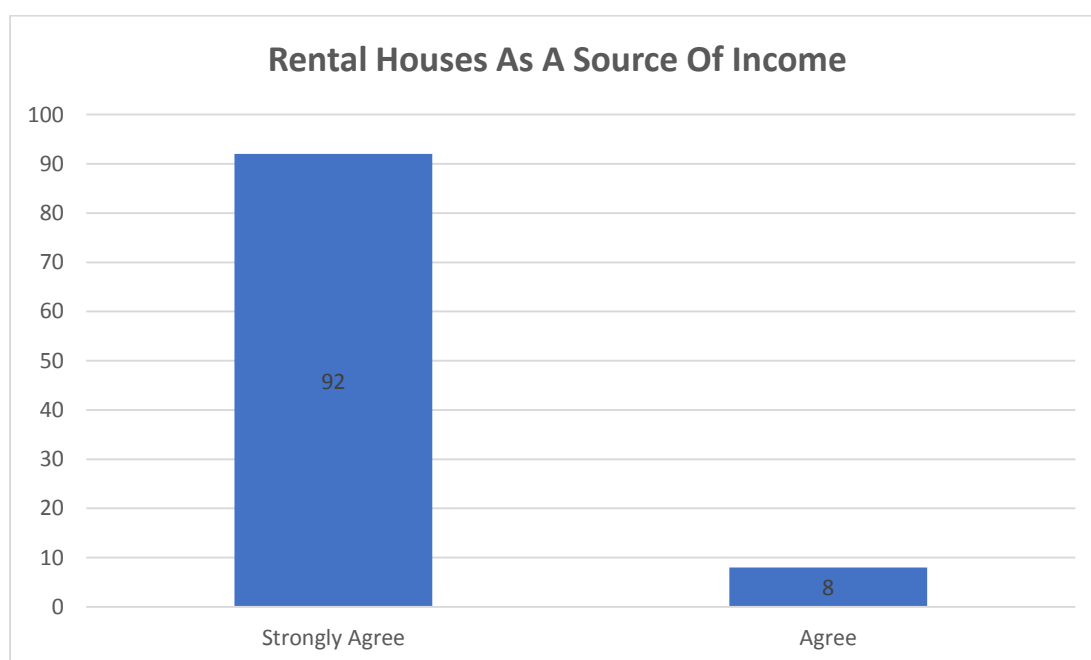


Table 5.20 shows Scarcity of essential goods during festivals. Pilgrimage tourism affects availability of essential goods during peak seasons like festivals 98 percent are strongly agree with it and 2 percent people are agree that there is scarcity of essential goods during the festivals at pilgrimage places.

**Table 5.20 Scarcity of Essential Goods During Festivals**

Scarcity of Essential Goods During Festivals	Frequency	Percent
Strongly Agree	294	98.0
Agree	6	2.0
Total	300	100.0

**Fig 5.20 Scarcity of Essential Goods During Festivals**

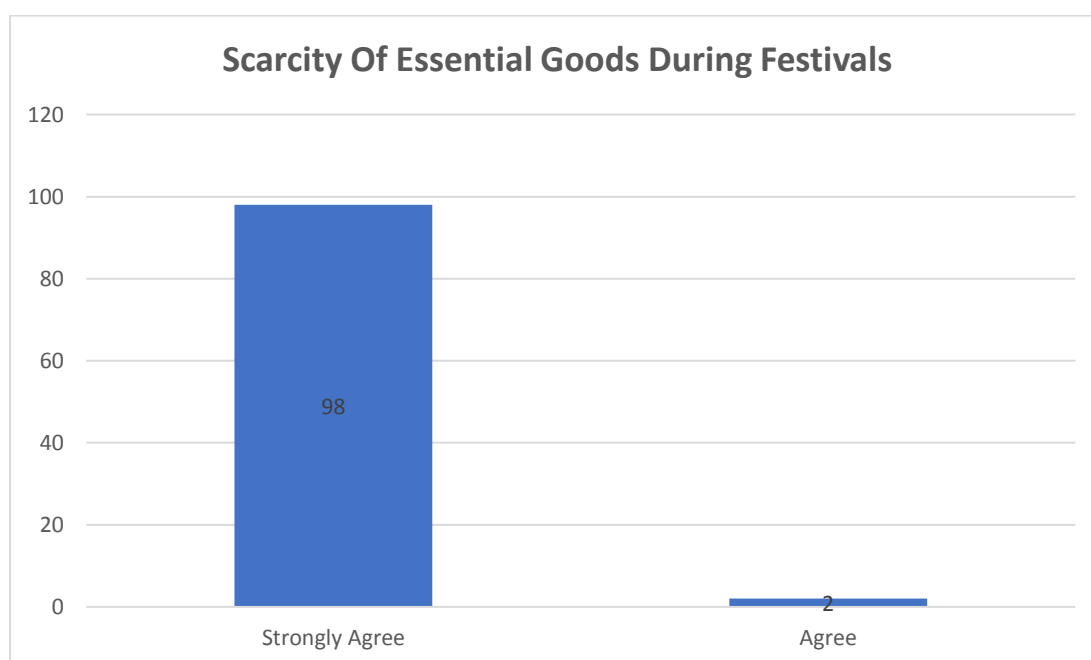


Table 5.21 shows reduction of land around the temple site, 96 percent said they are strongly agreeing that land area near to the temples has declined due to commercialization of pilgrimage tourism and 4 percent are also agree with the fact that land has declined near temple sites.

**Table 5.21 Reduction of land around the temple site**

<b>Reduction of Land Around the Temple Site</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.21 Reduction of land around the temple site**

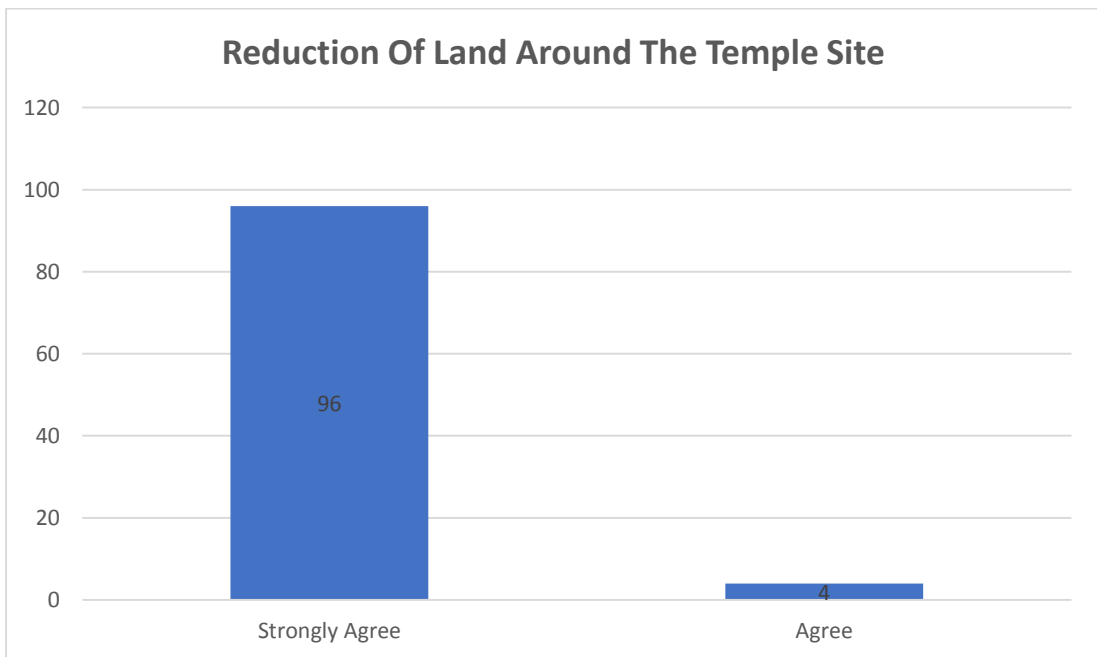
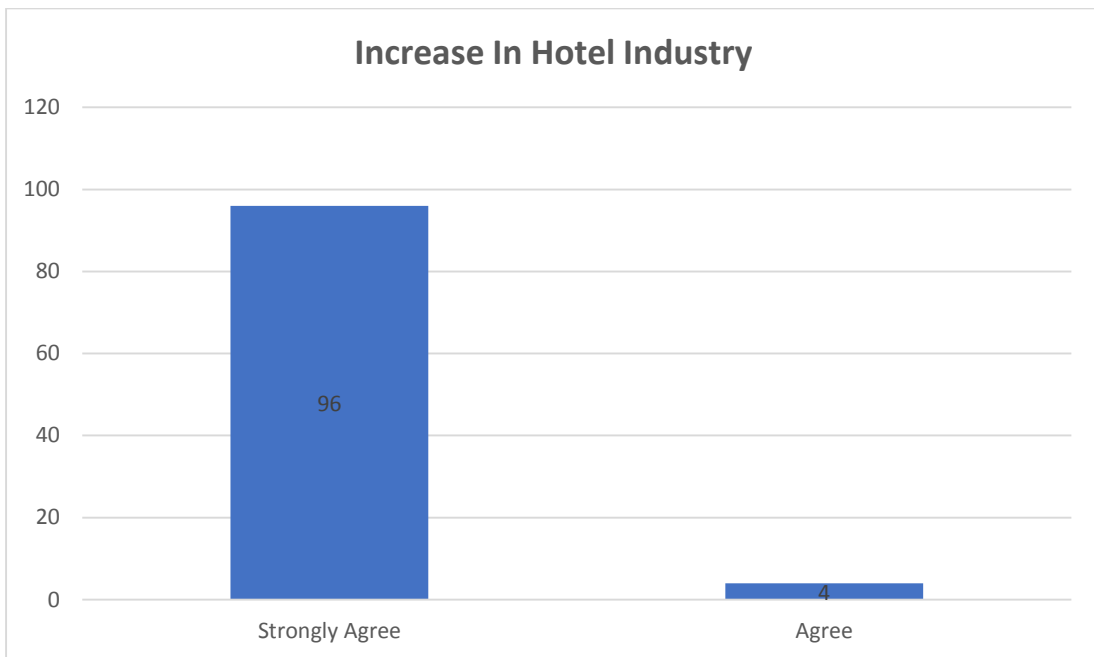


Table 5.22 shows increase in the hotel industry due to Pilgrimage tourism 96 percent said they are strongly agreeing with this and 4 percent are just agreed that tourism has boosted hotel industry very much.

**Table 5.22 Increase in Hotel Industry**

<b>Increase in Hotel Industry</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.22 Increase in Hotel Industry**



The table 5.23 shows how much pilgrimage tourism contributed in your income and are satisfied with it, 96 percent people are strongly agreeing that the income earned by pilgrimage has benefited us much and we are satisfy with it the other 4 percent are also agree that the income is sound for our family support.

**Table 5.23 Satisfied on income by Pilgrims**

Satisfied on Income by Pilgrims	Frequency	Percent
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.23 Satisfied on income by Pilgrims**

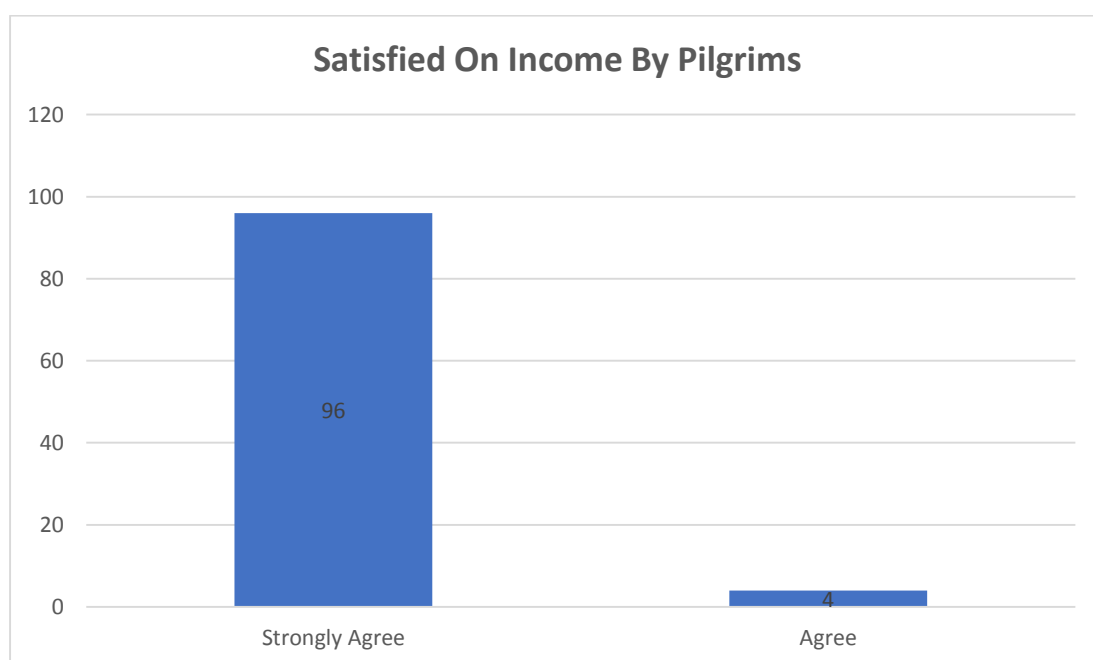


Table 5.24 shows commercial view point of local people again 96 percent people said there is a development of commercialization due to pilgrimage and other 4 percent are also agree with the change.

**Table 5.24 commercial view point of local people**

<b>Commercial View Point Of Local People</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.24 commercial view point of local people**

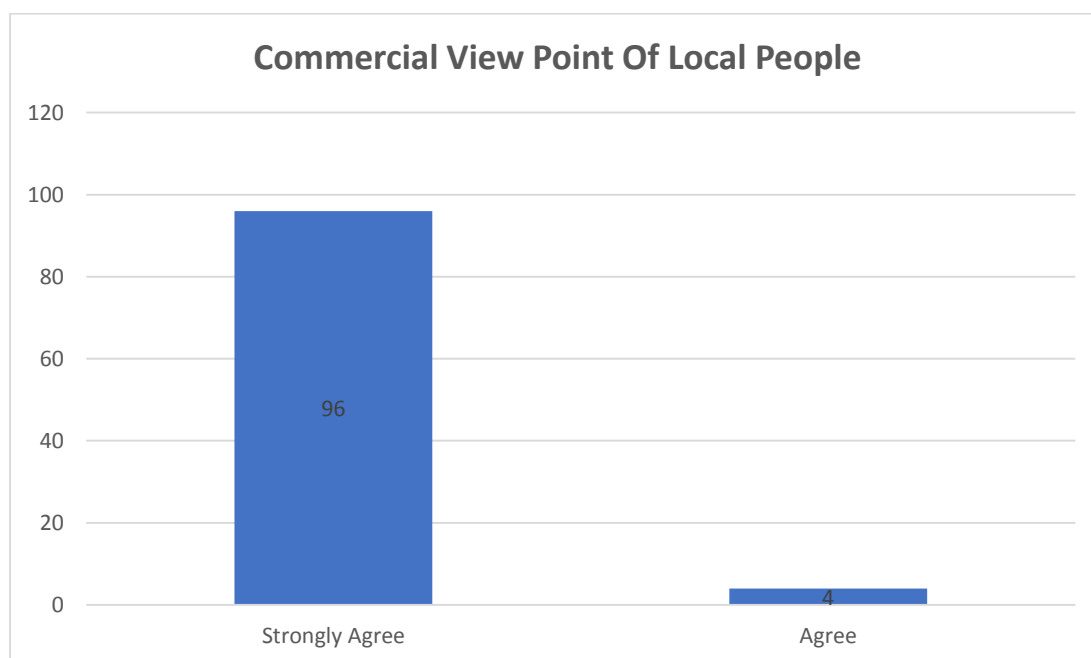
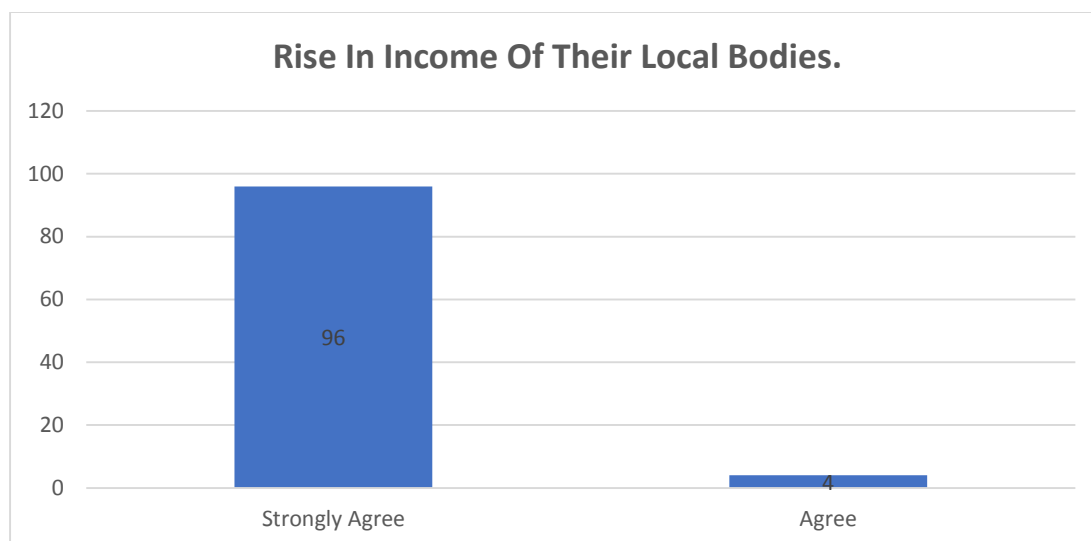


Table 5.25 shows income rise in local bodies due to pilgrimage tourism, almost 96 percent said that it has improved the income of local bodies and 4 percent said that they are agree with the income increase of local people.

**Table 5.25 Rise in income of their local bodies**

<b>Rise in Income of Their Local Bodies.</b>	<b>Frequency</b>	<b>Percent</b>
Strongly Agree	288	96.0
Agree	12	4.0
Total	300	100.0

**Fig 5.25 Rise in income of their local bodies**



#### **5.4 Conclusion**

The respondents who are hosting Amarnath Pilgrims are more than 70 percent Muslims and 26.7 percent Hindus. The educational Status of hosters mostly lie in the category of Secondary Education with 78.3 percent. Maximum hosters are young people who are engaged with pilgrimage activities. Overcrowding problem have been demonstrated one of the increasing issues in pilgrimage activities which indulges environmental problems like air and noise pollution, at pilgrimage sites/ tourist places the increasing routine problems are sewage disposal, problem of drinking water supply and so on.

Pilgrimage tourism besides all the issues also help people in development due to increasing demand pilgrimage new hotels have been constructed, generation of income, development of new business, job creation and have made life more commercial near tourist/ pilgrimage sites.



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*Chapter 6*  
*Conclusions, Findings and*  
*Recommendations*

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## Chapter 6

### Conclusions, Findings and Recommendations

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#### 6.1 Conclusions

The study showed the pilgrims who visited Amarnath shrine were mostly from India 85 percent and 14 percent from other countries of the world. From India the maximum participants were from Punjab, Jammu and Kashmir, and least were found from Karnataka. Religion wise visitors to Amarnath Shrine are mostly from Hinduism with 53.7 percent, followed by Islam 33 percent and Christian 7.3 percent respectively. Educational Status of visitors showed that people who are frequently visiting are illiterate. The pilgrimage places in Jammu and Kashmir, most of the tourist visited to Kashmir than Jammu. Maximum tourists visited for pilgrimage purpose 60.3 percent and 40 percent with other purposes other than pilgrimage like academic and others etc.

Tourism one side provides employment, income and other developments but on the contrary it is one of the increasing and dangerous threat to the environment. The increasing challenges has made life of the people hectic as they are facing the problems of population density, mental stress. The common people are overwhelmed with rising prices at pilgrimage sites and commercialization. The pollution of environment, road and transport are the main issues and challenges to the people who are residing near by the pilgrimage. Therefore, in short, the need of the hour is to provide sustainable approaches to host the pilgrimage activities so that people can live a smooth life without any problem.

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of Secondary Education with 78.3 percent. Maximum hosters are young people who are engaged with pilgrimage activities. Overcrowding problem have been demonstrated one of the increasing issues in pilgrimage activities which indulges environmental problems like air and noise pollution, at pilgrimage sites/ tourist places the increasing routine problems are sewage disposal, problem of drinking water supply and so on.

Pilgrimage tourism besides all the issues also help people in development due to increasing demand pilgrimage new hotels have been constructed, generation of income, development of new business, job creation and have made life more commercial near tourist/ pilgrimage sites.

## **6.2 Findings of the Study**

Chapter 3 the percentage wise nationality of the respondents. Tourists from India are 86.3 percent and foreigners are 13.7 percent respectively. state wise distribution of tourists is as follows, Maharashtra 6.7 percent, Karnataka 3.3 percent, Uttar Pradesh 9 percent, Delhi 19.3percent, J&K 22.7 percent, Punjab 26 percent and Rajasthan 13 percent.

Tourist as per religion. Muslim tourists' 33 percent, Hindu tourists' 53.7 percent, Christin 7.3 percent, and others 6 percent respectively. income of the tourists from one lack to one lack fifty thousand rupees 15.3 percent, one lack fifty thousand one rupees to two lakh fifty thousand rupees, 2.3 percent again, two lakh fifty thousand one rupees to three lakh fifty thousand rupees 36.3 percent, from three lakh fifty thousand one rupees to four lakh fifty thousand rupees 30.3 percent, from rupees to four lakh fifty thousand one rupees to five lakh fifty thousand rupees 4.7percent, and above five lakh fifty thousand one rupee 11 percent respectively. Therefore, the income distribution of tourist shows inequalities. Majority of the tourists have income (250001 to 350000

rupees).

Education of the respondents of the tourist's pilgrimage, maximum people was found illiterate with 56.3 percent, Primary Educated were 31.7 percent, Secondary level 7.3 percent, and in higher education we find 4.7 percent people respectively age distribution of tourist pilgrims. Less than 20 years was 1.3 percent, 21-30 years were 23 percent, 31-40 years of age 38 percent, which is the maximum age group among tourists' pilgrimage. And the second highest age group were found 41- to 60 years of the age which contains 37.7 percent. so, from the age group we find that elder people are mostly visited to the pilgrimage sites than younger people.

Place of Visit. Tourists visited Kashmir was 61.7 percent and Tourist who visit Jammu was 38.3 percent respectively.

Occupation of tourist who visited Jammu and Kashmir was student's 13.3 percent, Businessman 20 percent, Doctors 2 percent, Engineer 2.3 percent, Farmers 24.7 percent, Self-employed 24.3 percent, Agricultural Labour 13.3 percent. so, maximum Population are from farmers. Distribution of Marital status of the respondents is as follows. Married 68.3 percent, unmarried 22 percent, Divorced 6 percent and Widow 3.7 percent respectively. So, people who are married are visited tourists more than unmarried people.

Purpose of travel, people who came for pleasure was 17.7percent, for academic and attending conferences 5.7percent, Pilgrimage 60.3percent, Visiting to Relative and friends 11.3percent and for education trip 5percent. Therefore, we find maximum people who visited J & K was coming for the purpose of Pilgrimage.

Visited places of pilgrimage in Jammu and Kashmir. The distribution is as follows, Hari

Parbat Amaranth cave 51percent, Baba Ghulam Shah Badshah Shrine 20percent, Hazratbal Srinagar 10.7 percent, Gurdwara Awantipora Sikh Temple 9.7percent, Kheer Bhawani 8percent respectively. So mostly people who are visiting as pilgrimage in J & K are Hindus.

Shows percentage wise travelling and companions. Tourists who was travelling alone 7.7percent, With Family 70percent, With Friends 15.3percent, organized party 7percent. So, most of the people visited with families.

Mode of travelling from native place. People are using different means to reach tourist destinations. People who used Bus as a means of transport was 10.7percent, By tempo 21.3percent, By train 49.7percent, two wheelers 13percent and people who used Aeroplane was 5.3percent.

Mode of travelling, tourist who visited tourist sites by different means. People who travelled by walk was 14percent, By personal Vehicle 22.7percent, Rickshaw 21.7percent, and by Bus 41.7percent respectively.

Of influence to visit, every tourist who visits any place is actually influenced by one or other reason. Following are the distribution of sources of influence which are social media 37.3percent, Friends 36.7percent, and Family 26percent. Therefore, we conclude that people are mostly influenced by social media

Motivation of the people to visit was natural beauty 37.7percent, Hospitality 37.3percent, Snow Fall 10percent, clean environment 8percent and others 7percent respectively. People mostly was motivated by naturally beauty to visit the place.

Purpose of travel., people who came for pleasure were 53 in number among them 9 were Muslims, 38 Hindus, 1 Christian, 5 others. People who came for academic and

attending conferences were 17 in number among them all were Muslims. People who came for Pilgrimage were 181 in number among them 55 were Muslims, 96 Hindus, 17 Christians, 13 others. People who came for visiting to Relative and friends were 34 in total 3 were Muslims, 27 were Hindus, 4 Were Christians. People who came for education trip were 15 in number and all were Muslims. Therefore, we find maximum people who visited J & K was coming for the purpose of Pilgrimage.

Visited places of pilgrimage in Jammu and Kashmir. The distribution is as follows, out of 125 respondents who visited Hari Parbat Amaranth cave 40 were Muslims, 83 were Hindus, 1 Christian and 1 from other religion, in Baba Ghulam Shah Badshah Shrine total respondents visited there is 60 , out of them 41 were Muslims, 19 Hindus respectively, Total number of respondents visited Raghunath Mandir Jammu 8 were Muslims, 17 Hindus , 5 Christians, In Gurdwara Awantipora Sikh Temple out of 29 people visited their 18 were Hindus & 11 from other religions , In Kheer Bhawani out of 24 people who visited their 6 were Muslims, 15 were Hindus, 3 from other religions respectively.

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Percentage wise travelling and companions. Tourists who were travelling alone were 32 in number out of them 13 were Muslims, 4 Hindus, 6 from other religions. Tourists who were travelling with Family 210 among them 54 were Muslims, 124 Hindus, 22 Christians, 10 from other religions. Tourists who were travelling with Friends 46 in number, 31 were Muslims, 13 were Hindus, 2 from other religion, Tourists who were travelling with organized party were 21, 1 among them was Muslims, 20 Hindus. So, most of the people visited with families.

Mode of travelling from native place. People are using different means to reach tourist destinations. People who used Bus as a means of transport were 32 in total among them 13 were Muslims, 17 Hindus, 1 Christian, 1 from another category. People who used tempo as a means of transport were 64 in total among 8 were Muslims, 52 Hindus, 4 Christian. People who used train as a means of transport were 149 in total among them 74 were Muslims, 71 were Hindu, 4 from other.

Source that influenced the tourist most to visit. Out of 112 who were influenced by social media 56 were Muslims, 52 were Hindus, 1 Christian, 3 others. Out of 110 who were influenced by Friends 31 were Muslims, 66 Hindus, 13 others. Out of 78 who were influenced by family 12 were Muslims, 43 Hindus, 21 Christians, 2 others. Table depicts the most were influenced on social Media.

motivation of the people to visit was natural beauty 113 in number among them 36 were Muslims, 71 were Hindus, 1 were Christian, 5 were Others. People to visit for Hospitality were 112 in total 51 were Muslims. People to visit for Snow Fall 30 in total 9 were Muslims, 15 Hindus, 6 were Christian. People to visit for clean environment were 24 in number among 3 were Muslims, 9 Hindus, 12 Christian. People to visit for others reason were 21 in number among them 5 were Hindus, 3 Christian, 13 from other

religions respectively. People mostly was motivated by naturally beauty to visit the place.

Expenditure source of your trip, out of 259 respondents who visited on own expenditure 93 were Muslims, 126 Hindus, 22 Christians, 18 others, Respondents who visited other than own expenditure were 41 in total among them 6 were Muslims, 35 Hindus.

Out of 300 Respondents who spend 1500-2500 rupees daily on shopping at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 1000-2000 rupees daily for travelling 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 1000-2000 rupees daily for food and lodging at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 800-1500 rupees daily for bar and drinks at these religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 100-150 rupees daily on donations at religious places 99 were Muslims, 161 Hindus, 22 Christians, 18 Others. Out of 300 respondents who spend 2000-2500 on tourist guides at religious 99 were Muslims, 161 Hindus, 22 Christians, 18 Others.

Religious preference of respondent to visit a pilgrimage place. The preferences have been recorded on the bases of rank from 1 to 10. Religious as a first priority ranked by 1 respondent in each of the three major religions Islam, Hinduism and Christian. The Colum wise analysis of religion Islam shows that maximum population preferred religion at the 7 rank with 32 people but in Hinduism people with maximum majority of 34 ranked 3 and 29 and 34 ranked at 5 and 6 th positions. While the religion preference by Christian with maximum 5 ranked it the 7<sup>th</sup> position etc. Therefore, we find the tourist pilgrimage with core preference is mostly followed by Hinduism then

Islam and least by Christian.

Change in the density of population due to pilgrimage tourism. The responses of the respondents showed that 92 percent are strongly agree with change in density and 8 percent are simply agree, that pilgrimage is playing negative role in increasing the population at pilgrimage site.

distribution wise spread of Epidemic Disease, 88 percent people strongly believes that due to pilgrimage tourism diseases are spreading in near by communities and localities and 12 percent people are also agree with the fact that due to pilgrimage gathering there remains always a threat of epidemic diseases.

Increase in mental stress. People who are residing near pilgrimage sites are facing challenges of mental stress due to crowdedness of people towards their localities. People are facing seasonal challenges of traffic, pollution and other essentials of the life. 84 percent people strongly agrees/favours that these are the causes of mental stress and 16 percent also agree that people are getting mental stress.

Increase in crime rate due to pilgrimage tourism. People are believing that due to pilgrimage visit to different sights their also increase crime which is supported by 76 percent of respondents strongly and 24 percent are also agree with it

distribution wise quality of police protection, due to increasing in crime rates authorities has increased the police protection largely near tourist sights 82 percent are strongly agree and 18 percent are agreeing.

Distribution wise strain on police protection, again pilgrimage visits in Kashmir during the schedule timing increase stress on the police protection because of having so much risk due to various other security reasons which sometimes become problematic for

pilgrimages too. Therefore, we have taken response from the people on five-point Likert scale and the response just stuck to only two options which are 78 percent are strongly agree and 22 percent are just agree that police personal as well as the pilgrimage are getting much stress due to the security problems.

Highlights the problem of increasing beggaring at the pilgrimage sites. Poor people are mostly found near religious places and asking for food, money etc from tourists, which is considered one of the serious issues for the authorities to tackle with it. Again, the respondent has selected only two options to respond and which are showing that yes begging is increasing due pilgrimage. 82 percent people are strongly agreeing and 18 percent are agreed that begging is a problem faced by tourist/pilgrimages.

Shows increase in the occurrence of Vandalism and the response are 88 percent are strongly agreeing and 12 percent are also agreeing.

Distribution wise increase in the activities of Drug Abuse and Gambling, 87.3 percent are strongly agreeing and 12.7 percent are agreeing that due to pilgrimage there is huge increase in drug abuse and gambling.

That due to higher pressures of pilgrimage it has demanded active participation of local social organization towards the facilities of tourists. 92 percent people are strongly agree and 8 percent are agree on Likert scale responses.

Dual Pricing System and Attitude towards Bargaining. 88 Percent are strongly agree and 12 percent are agree. People are highly agreed that people are charging double prices to the tourists which is very unfortunate and sometimes shopkeepers and Businessman are cheating pilgrimages by selling default things. Which is a greater concern of the people to safe guard such problems.

Dual pricing system attitude towards bargaining. The negative attitude of people who are running business are charging double prices to the pilgrimages during their travel, 88 percent are strongly agree with it and 12 percent are agree that people are charging more prices than the usual one. Therefore, it is one of the negative things which discriminates pilgrimages.

Commercialization of Tradition and Customs, the pilgrimages sites are becoming more commercial during the traveling of the tourists which makes the life of local people expensive and hectic for them to tackle with higher prices and live a challenging life. It creates lot of pressures on the local people, communities and over all area in aggregate in total 94 percent are strongly agreeing about these problems and 6 percent people also agree about the problem of commercialization.

General Awareness towards the Preservation of Religious Tradition and Cultural Heritage. 90.3 percent strongly agrees that pilgrimage aware people about religion and 6 percent jus agree but 3.7 percent neither agree and nor disagrees. So, in conclusion most of the people believes that pilgrimage helps and aware about religion beliefs.

Change in Quality of Public Pilgrimage 86.7 percent people are strongly agree about the increasing change in the quality of public pilgrimage and 13.3 percent are also witness and are agree about the changes occurring in quality of pilgrimage.

over all dependence on pilgrimage 95.7 percent are strongly agree and 4.3 percent are agree that people at pilgrimage places are mostly dependent on pilgrimage. Their occupation and earning are full determined by pilgrimage

Improved standard of Living 89.7 percent are strongly agree and 10.3 percent agree that their standard of life has increased by pilgrimage. Therefore, we can conclude that

pilgrimage can make development of the people by providing them employment and generates income of the people.

A Center of Religious, Social and Cultural Communication, 94.7 percent are strongly agree and 5.3 percent are agree that pilgrimage can develop communication about various religious and it also aware us about cultural heritage and gives us knowledge about religion. Pilgrimage develops moral values in people and spreads peace, love and concept of cooperation among the people to live a happy life.

Religion wise distribution of hosters in Kashmir. Muslim 72.7 percent and Hindu 26.7 percent and 0.7 percent Christian.

Shows income distribution of the hosters is as, from 100000-150000 rupees 11 percent, 250001-350000 rupees 47 percent, 350001-450000 rupees 31 percent 450001-550000 rupees 3.3percent and 550001 above 7.3 percent.

Education status of hosters is as follows. Primary Education 12 Percent, Secondary Education 78.3 percent and Higher Education 9.7 percent respectively.

Distribution wise age of the hosters. In the age group of less than 20 years 19.3 percent hosters, from 21 to 30 years 17 percent, 31 to 40 years 42.3 percent and 41 to 60 years 21.3 percent respectively.

Responses of hosters about overcrowding and congestion by pilgrimage visit to the particular tourist places 42.3 percent gave strongly agree response, 39 percent agree and 18.7 percent are neither agree nor disagree. Therefore, maximum hosters said due to pilgrimage it creates the problem of overcrowding and congestion.

Responses of hosters about noise and air pollution. Hosters claimed that 29 percent hosters are strongly agree that noise and air pollution is increased by pilgrimage, 47.7

percent agree and 14 percent are disagreeing.

Distribution wise sewage and sewage disposal problems because of pilgrimage and the responses of the hosters are 24.7 are strongly agree that it worst the sewage disposal problem, 49 percent are also agreeing about the problem and 26.3 hosters said they are disagreeing.

Hosters said it strongly affect the water supply during pilgrimage period Table 5.8 shows percentage wise responses of hosters about road quality of various pilgrimage places. 94 percent said road quality in Kashmir is worst and they are strongly agreed with this only 1 percent hosters remained neutral and 5 percent said roads are good by replying that they are disagree about the negative physical impact of pilgrimage on road quality in the region.

Impact of Pilgrimage tourism on increasing the number of hotels in the region. The claims of hosters said that there is 2.7 percent increase, 95 percent are also agreed, 0.7 percent neither agree nor disagree, 0.3 disagree and 0.7 strongly disagree respectively.

Effect of open place on Darshan Facility, 99.7 percent said it affects the open tourist places very badly and they are strongly agreed and 1 percent hosters are also agree about negative effect of open Darshan.

Effect of master Plan on tourist place. 78 percent of the hosters said it affects it negatively and they responded strongly agree, 14.7 percent agree and 7.3 neither agree nor disagree.

Distribution wise increase in the income of hosters from Kashmir while take care of Amarnath Pilgrimage. The hosters said due to Amarnath pilgrimage our income has increased 81 percent responded that they are strongly agree about the increase of

income, 15 percent said yes, they are agreeing too but 4 percent said they are neither agree nor disagree about increase in income due to Amarnath Pilgrimage.

The opportunity for shopping due to pilgrimage tourism. 82 percent respondents are strongly agreed that pilgrimage tourism promotes opportunities for the local people to develop shopping business and other 18 percent are agree that it will create opportunity to open new business.

Opportunity for jobs I Kashmir due to pilgrimage tourism, the responses were taken on five point Likert scale and the responses are 82 percent are strongly agree that pilgrimage tourism helps in increasing jobs and 18 percent are also agree that it has help in opening new job opportunities.

Demand for increase in number of labours, 78 percent said tourism has increased demand for labours at tourist sights and 22 percent are agree too that demand of labour has increased due to pilgrimage.

Increased cost of land and Housing. Pilgrimage tourism has increased the cost of land and Housing 92 percent people are strongly agree that tourism has increased both cost and housing density of the areas 8 percent people are also agree for the same.

Increase in general price, goods and services by pilgrimage. 96 percent people strongly agree and 4 percent only. Therefore, it shows significant increase in prices of goods and services.

Sources of income from rented houses. 92 percent people got benefited from pilgrimage and are strongly agree. 8 percent are also clamming they got benefit from sources of house at pilgrimage sights.

Scarcity of essential goods during festivals. Pilgrimage tourism affects availability of essential goods during peak seasons like festivals 98 percent are strongly agree with it and 2 percent people are agree that there is scarcity of essential goods during the festivals at pilgrimage places.

Reduction of land around the temple site, 96 percent said they are strongly agreeing that land area near to the temples has declined due to commercialization of pilgrimage tourism and 4 percent are also agree with the fact that land has declined near temple sites. Shows increase in the hotel industry due to Pilgrimage tourism 96 percent said they are strongly agreeing with this and 4 percent are just agreed that tourism has boosted hotel industry very much.

shows how much pilgrimage tourism contributed in your income and are satisfied with it, 96 percent people are strongly agreeing that the income earned by pilgrimage has benefited us much and we are satisfying with it the other 4 percent are also agree that the income is sound for our family support. Commercial view point of local people again 96 percent people said there is a development of commercialization due to pilgrimage and other 4 percent are also agree with the change.

Income rise in local bodies due to pilgrimage tourism, almost 96 percent said that it has improved the income of local bodies and 4 percent said that they are agree with the income increase of local people.

### **6.3 Recommendations**

1. Development of tourist resorts should be reformed on sustainable grounds for the safe guard of environmental concerns like deforestation, global warming and increasing pollutions.

2. Use of eco-friendly technologies should be used at pilgrimage-sites for the enforcement of tourist development.
3. Employment development should be encouraged by providing feasible support to the tourist industry at rural areas of Kashmir division like government tourist guides, should be available at pilgrimage place with all essential needs and requirements.
4. Pilgrimage tourist should be allowed as per the capacity of tourist place because overcrowding damages environment very badly which results in air pollution and water pollution.
5. Pilgrimage tourist resorts should be focused more, so the people attached in this industry set all benefits to develop their socio-economic life styles comfortably.
6. Availability of internet facility, security should be provided to the pilgrim during their visit.
7. Government should also provide awareness to the outsiders/pilgrims about the place and should advertise the places to attract more pilgrimage tourist.

#### **6.4 Limitations of the Study:**

Every research has its limitations such that when any further research is conducted the limitations given below may be taken into consideration.

1. The study has been restricted only to the Kashmir division.
2. The sample size is too small to generalize the overall results.
3. The population of the study is inconsistent in their response. Mostly they are unaware about the issues and problems related to pilgrimage tourism

4. Some of the results may be spurious due to in appropriate information given by the respondents.
5. Analysis of the study is based on sample observation and we have make use of Descriptive statistics only



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# *Appendices*



## Appendices

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### **A study of Consumer Behaviour for Religious and Pilgrimage tourism with special reference to Amarnath Cave in Kashmir: Challenges and its social-economic impact on Kashmir**

#### **8.1 QUESTIONNAIRE FOR PILGRIMS**

(Tick or fill the appropriate answers to the questions)

1. Name: -----
2. Nationality: -----State-----Region----- income-----
3. Educational Qualification: -----
4. Age in years: -----
5. Are you Urbanite/Retaliante?
6. Religion:Hindu/Muslim/Christians/Others
7. Occupation/Profession:  
(Educationst/Student/Scientist/Technologist/Businessman/Executive/Doctor/La  
wyer/Engineer/Consultant/Farmer/Other)
8. Marital Status: Married/Unmarried/Divorced/Widow
9. Purpose of Travel:
  - a) Pleasure
  - b) Conference
  - c) Pilgrimage
  - d) Visiting Relatives and friends
  - e) Education trip
  - f) Health
  - g) Business trip
  - h) Marry Making trip etc.
  - i) Sports j) Culture.
- 10 Name of the pilgrimage place you visit? -----
10. Are you travelling with? :-( Alone/with Family/Party of Friends/Organized Party)
11. Mode of travelling from your native place: - (Bus/Tempo/Railway/Two/Wheeler  
Vehicle/Any other).
12. Mode of travelling in tourist spot: - (Foot/Cycle/Own  
Vehicle/Tanga/Rickshaw/taxi/Bus)
- 14 What are the sources influence to visit? -----
- 15 What motivated you to come for visit? -----
- 16.Accommodation available at the tourist places: -  
(Hotel/Dharmashala/Tourists/Dackbanghalow/Friends/Relatives/Rental  
house/others.
- 17Are you going to stay here? And where? Yes/No  
(Relatives/ Friends/Hotels/Government Rest house)
- 18How much expenditure for accommodation? Rs. -----
- 19Do you want to take the help of guide in this pilgrimage place? Yes/No

20.Recreation available in this tourist’s place: -

(Cinema/Club/Music/Dance/Games/Borating/Swimming/Other-----)

21.Who motivate you in making your decision to visit to this holy place: -

(Friend/Relative/Previous Experience/Tourist  
book/Newspapers/Journals/Magazines/Government of India tourist office/ Self-  
induced/Published literature)

22.Have you come on your own expenditure or organization sources? -----

23.How many rupees do you to spend in this religious place per day:

Purpose	Expenditure (Rs.)	Purpose	Expenditure
Shopping		Travel	
Food & Lodging		Bar/Drinks	
Donation		Miscellaneous	
Tourist Guide		-	

24.What is the main interesting activity during travel? Give preference number)

Activity	Ranks	Activity	Ranks
Food & Drinking		Photography	
Observation of Historical Monuments		Swimming	
Observation of Wildlife		Sports	
Observation of Flora		Horse Riding	
Mountain Peak Climbing		Religious Importance	

27How many religious places you visit in Kashmir region and name in the desending order-

I-----II-----III-----IV-----  
-----V-----VI-----VII-----  
-----VIII-----

28How many times you visit this place? (One/Two/Three/Four and more time)

29 Do you like for come again and again to this religious place? (Yes/No)

30.Which season best for visit this place? (Winter/Summer/Rainy)

31.Do you face the language problem? (Yes/No) your mother tongue-----

32.Pilgrimage holy places of Kashmir Region: (Clean/Unclean)

33.Which destination impressed you the most-----

34.Standard of pilgrim’s services facilities in Kashmir Region.

Sr.No.	Particulars	Not Satisfactory	Satisfactory	Good	Excellent
1.	Telephone	4	1	2	3
2.	Post and telegraph				
3.	Tour guide				
4.	Accommodation Facility				
5.	Food Quality				
6.	Transport Facility				
7.	Shopping Facility				
8.	Sanitation Facility				
9.	Parking				
10.	Tourism Information Center				
11.	Cleanness				
12.	Behaviours of Businessman				
13.	Behaviour of Tourists				
14.	Behaviours of Local People				
15.	Tourism Safety				
16.	Preservation of Historical Monuments				
17.	Disposal of waste material				

35.. Your suggestions for the improvement of quality of Pilgrimage in Kashmir Region.

-----  
 -----  
 -----  
 -----

Name of Pilgrim -----

E-Mail-----

Signature-----

## 8.2 QUESTIONNAIRE FOR HOST

1. Name \_\_\_\_\_  
 Religion \_\_\_\_\_ Caste \_\_\_\_\_  
 Age \_\_\_\_\_ Education- \_\_\_\_\_ Profession \_\_\_\_\_  
 income.....

### 2. Physical Impact during Pilgrims

Sr. No.	Indicators	1	2	3	4	5
1.	Overcrowding and Congestion					
2.	Noise and air pollution					
3.	Sewage and sewage disposal					
4.	Supply of drinking water					
5.	Strain on public utility services and recreational facilities					
6.	Quality of Road conditions					
7.	Increase in the number of Hotels					
8.	Need of separate place for parking					
9.	Effect of open place on Darshan facility					
10.	Effect of Master plan					

(Weighted Index: 1=Strongly Agree, 2=Agree, 3=Neither Agree nor disagree, 4=Disagree, 5= Strongly Disagree)

### 3. Economic Impact of Pilgrims

Sr. No.	Indicators	1	2	3	4	5
1.	Increase in the income of residents					
2.	Opportunity for shopping					
3.	Opportunity for jobs					
4.	Demand for labors					
5.	Increased cost of land and housing					
6.	Increased in general price, goods and services					
7.	Rental houses as a source of income					
8.	Scarcity of essential goods during festivals					
9.	Reduction of land around the temple site					
10.	Increase in hotel industry					
11.	Satisfied on income by Pilgrims					
12.	Commercial view point of local people					
13.	Rise in income of their local bodies.					

(Weighted Index: 1=Strongly Agree, 2=Agree, 3=Neither Agree nor disagree, 4=Disagree, 5= Strongly Disagree)

#### 4. Socio-Cultural Impact of Pilgrims

Sr. No.	Indicators	1	2	3	4	5
1.	Change in the density of population					
2.	Spread of epidemic disease					
3.	Increase in the mental stress					
4.	Increase in crime rate					
5.	Quality of police protection					
6.	Strain on police protection					
7.	Increase in number of beggars					
8.	Occurrence of vandalism					
9.	Increase in the activities of drug abuse and gambling					
10.	Active participation of local social organization towards the facilities of tourists.					
11.	Dual pricing system and attitude towards bargaining					
12.	Commercialization of tradition and customs					
13.	General awareness towards the preservation of religious tradition and cultural heritage					
14.	Change in quality of public pilgrimage					
15.	Over dependence on pilgrimage					
16.	Improved standard of living					
17.	A center of religious, social and cultural Communication					

(Weighted Index: 1=Strongly Agree, 2=Agree, 3=Neither Agree nor disagree, 4=Disagree, 5= Strongly Disagree)

Date: -----/-----/-----

signature

Place: