

**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**

**Abstract of  
THESIS**

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# Abstract

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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 plate form 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 leas social transformation in the economies. Tourism mostly helps those economies who are totally agricultural driven. Tourism creates opportunities for those areas and lead 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 rise 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 demotic travel it would have mostly probably increased more than 10 times.

### 1.2 Tourism Influences:

Tourism plays pivotal role in increasing the sources of income. Development of tourism in a country approaches trickledown effect in all other sectors. Tourism

directly affects agricultural sector positively like the agricultural commodities are being demanded by tourist who came from other regions and country. The for these products demands 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) 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 unpredict happening. Religion also makes distribution of power among people. Therefore, religion is an institution who 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 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) 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) 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) 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.

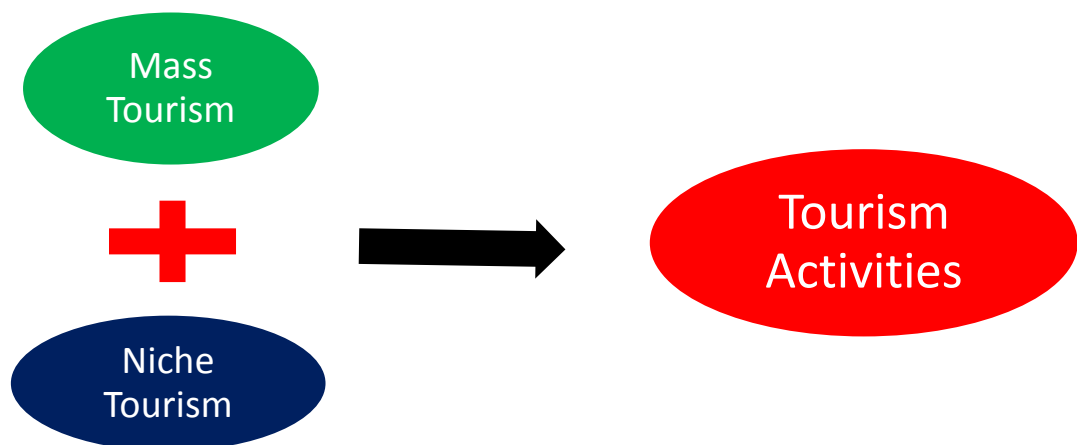
2. Individuals are facing so many challenges in day today life and these challenges sometimes become more problematic to solve them. Man, as a social animal tries to share his problems with others and confess his sins etc and at the same time guarantees not to do it again in his life. For these issues 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**

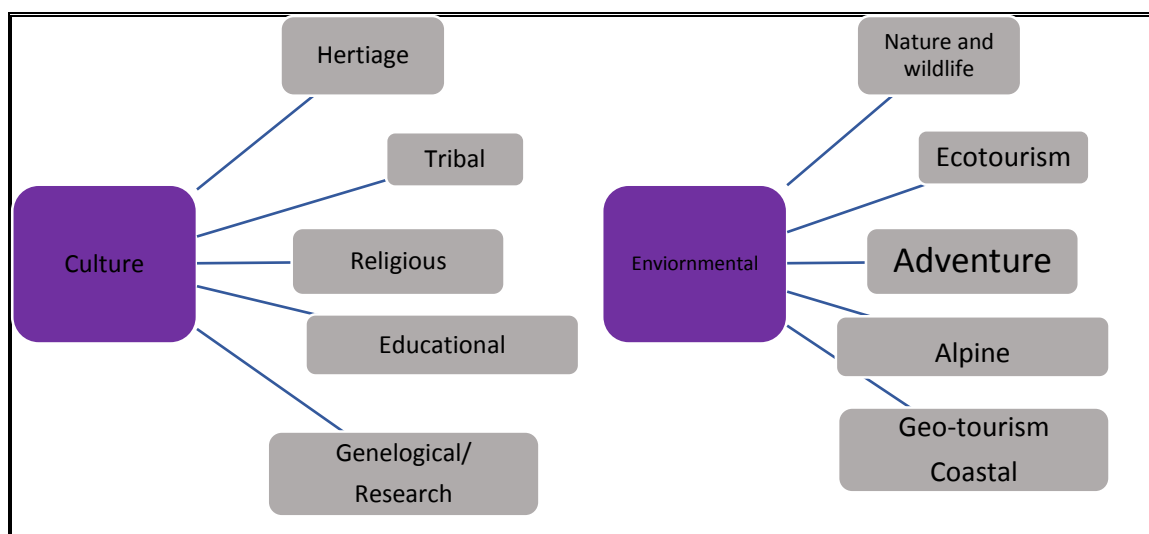
According Novelli (2005) Culture is promoting Religious tourism and is defined in different categories, and the categories are Mass tourism and Niche Tourism. Poon (1993) said convectional represents large tourist settings while Niche Tourism represents cultural based tourist activities with small settings.

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

### 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 visits Amarnath. The present study will look in to the various factors such as socio-economic, cultural, religious, psychological

factors that motivate the pilgrims to visit Amarnath. It will also delve deep in to 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 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 and Recommendation

## **Conclusions, Findings and Recommendations**

### **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.

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.

## **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 19.3 percent, 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, Christian 7.3 percent, and others 6 percent respectively. Income of the tourists from one lakh to one lakh fifty thousand rupees 15.3 percent, one lakh fifty thousand rupees to two lakh fifty thousand rupees, 2.3 percent again, two lakh fifty thousand rupees to three lakh fifty thousand rupees 36.3 percent, from three lakh fifty thousand rupees to four lakh fifty thousand rupees 30.3 percent, from rupees to four lakh fifty thousand rupees to five lakh fifty thousand rupees 4.7 percent, and above five lakh fifty thousand rupees 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 were 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 Mulims,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 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.

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 just 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 over crowding 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.

**LIMITATION OF THE STUDY.**

Every research has its limitation such that when any further research is conducted the limitation 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 result may be spurious due to inappropriate information given by the respondents.

5 Analysis of the study is based on sample observation and we have make use of descriptive statistics only.