



A Research Paper On The Current Trend Of Tourism In India: With Special Reference To Religious Tourism.

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Abstract: Tourism Industry is one of the growing sectors in all over the world. due to the internet outbreak and the growth of social and digital marketing people are easily creating awareness regarding different tourist sports. Due to various apps and Internet online booking for transportation, accommodation, VIP lines for darshan, food, etc. is available at reasonable prices. Recently in India, it has been noticed that people are selecting places where they can enjoy their holidays or vacation with full family, and citizens of India are also paying their visits to religious places during their holidays or mini vacations. Here researchers have studied of Current trend in tourism in India with special reference to Religious Tourism. Researchers have collected data through questionnaires. Researchers have used statistical tools for the analysis of the data.

Index Terms – Tourism, Religious Tourism, and Trend.

I. INTRODUCTION

India is its billion people. And it is safe to say that these people define what spirituality is in India. The most prominent religions in the country are Hinduism, Islam, Christianity, Buddhism, Sikhism and Jainism. Besides these, there are several other schools of thought. The country is full of religious destinations that should not be missed by anyone seeking the true Indian experience. These are open and welcome to everyone.

From opulent temples and mosques to magnificent churches, splendid gurudwaras and serene monasteries, India is the home of holiness. It is a trend in India that citizens of India are paying visits to their respective spiritual and religious places and to visit nearby places like; amusement parks, gardens, museums, lakes, beaches, resorts, hotels, and games. Apart from this due to social media family want to show their vacation moment to others and they are making one kind of list that what they have visited so far and what can be next. Every citizen can't visit any other country thus they used to make plans within the country only. Due to qualitative Dharmshala and Guest houses even the common man can do also visit religious places. On the other hand, Indian parents are also interested in developing spiritualism among their kids.

II. CURRENT TRENDS OF TOURISM AND SPIRITUAL TOURISM

India has the potential to capture a significant share of the world tourism market. India is a country for all occasions and all seasons, full of diverse natural resources and a variety of destinations. India has a rich traditional heritage that has produced a great architectural flair, temple towns, and cities with fascinating magnificent monuments. Moreover, India has a long and attractive coastline, history, cultural diversity, natural variations such as hilly areas, sea beaches, deserts, mangrove forests, and many historical and archaeological sites with a huge potential for global tourism. More specifically, India offers 30 world heritage sites and 25 bio-geographical zones. India has a suitable climate, an improving tourism infrastructure, and a tradition of hospitality. India has a diverse portfolio of niche tourism products – cruise, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. In the truest sense, India possesses the essential qualities of ‘Incredible India’ as it is a paradise for all kinds of tourists.

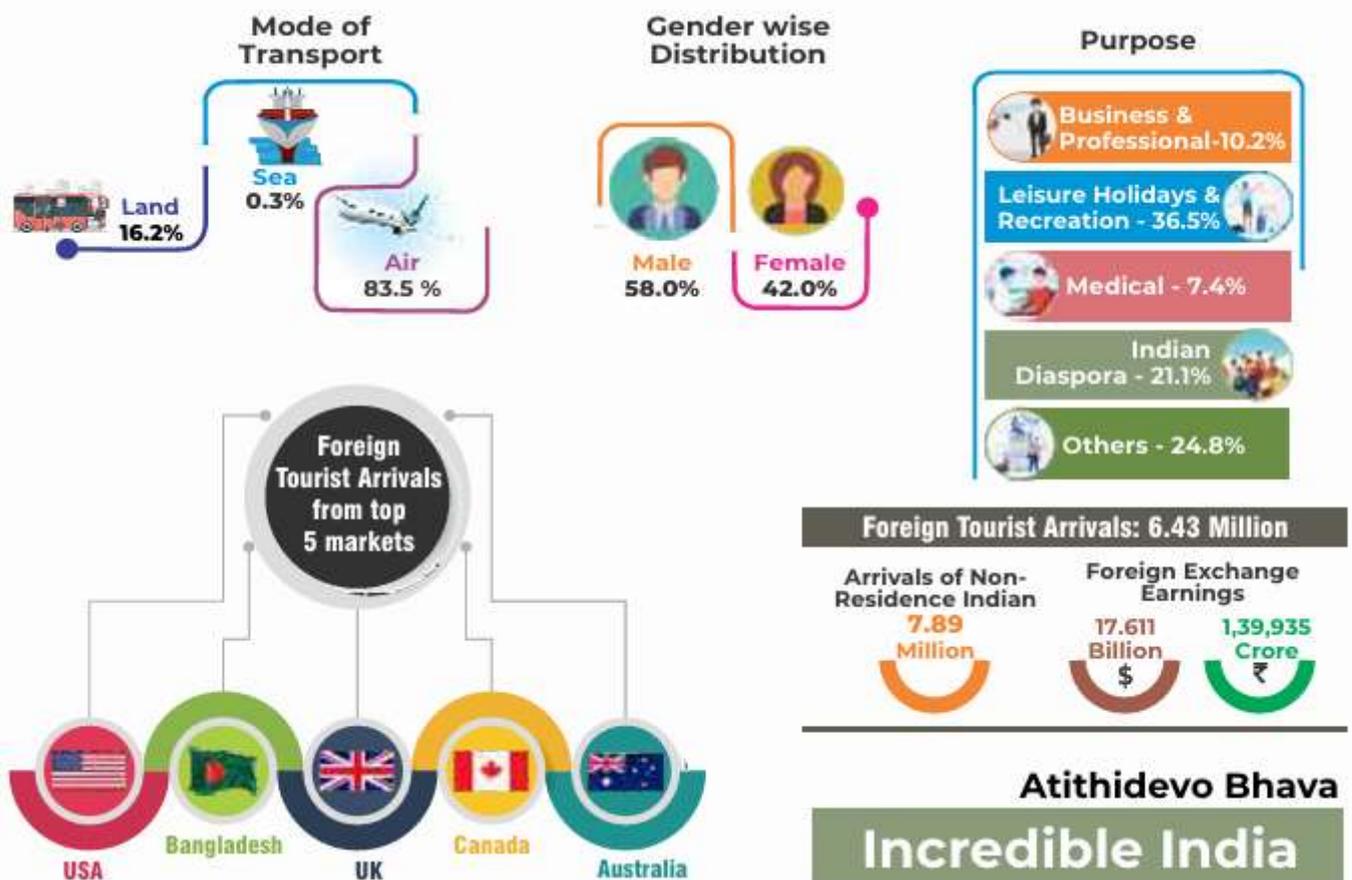
Multiple types of tourism are available, and all types have their challenges and benefits. Types of tourism are as under

Types:

- Leisure Tourism
- Business Tourism
- Adventure Tourism
- Cultural Tourism
- Eco-Tourism
- Culinary Tourism
- Pilgrim/ Spiritual Tourism
- Rural Tourism
- Wellness Tourism



Inbound Tourism in India



(Source: Tourism Statistics of India-2023 By Ministry of Tourism- Government of India.)

The above data from the Ministry of Tourism of India describes the growth in tourism in India for different purposes. From the above statistical data, we can identify Leisure holidays and Recreation (Spiritual/ Religious Tourism) as the highest according to data.

Approximately 1.5 crore people (Up to April, 22,2024.) have paid their obeisance to Ram Lalla at Ayodhya's newly built Ram Janmabhoomi temple since the Pran Pratishtha (consecration ceremony) of the idol on January 22, 2024

III. REVIEW OF LITERATURE

Mukharjee Shubhadeep, Bhattacharjee Soumendra, and Singha Seema (February 2020) have studied Religious to Spiritual Tourism- An Era of Paradigm Shift in India. Researchers have studied that spiritual tourism is one of the growing options in the tourism sector. They have studied various promotional strategies and how they can develop better business opportunities in spiritual tourism. **Nair Bipithalal Balakrishnan and M R Dileep (November 2021)** have discussed Drivers of Spiritual Tourism: A Destination-Specific Approach, they have identified that spiritual tourism has become more relevant than ever before and they have explored the primary drivers for spiritual tourism in India, where the existing theorizations of spiritual, religious, and secular-spiritual tourism has been challenged. To understand the primary drivers of spiritual tourism in India, an ethnographic study has been deployed. Their study explored relevant findings, which suggested the need for contextualization of destination characteristics for determining visitors' key motivations.

Syamala Garikipati And Kakati Shivam (May 2016) have observed through their research; A Study on Religious Tourism-Potential and Possibilities concerning Shirdi a Place of Religious Tourism. Researchers have noticed various factors like what are the other facilities available nearby temples or religious places like accommodation, transport, food court, shopping, leisure activities, etc. They have collected data from primary sources and have provided their recommendations for the betterment.

IV. RESEARCH OBJECTIVES

- To Study, the Current Trend of Tourism in India.
- To Study, Trends in Religious Tourism in India.

V. RESEARCH METHODOLOGY:

For this research, a Descriptive research design has been used to identify for research, Researchers collected both primary and secondary data. For the primary data, the researcher collected data from 100 respondents. Researchers have collected data from

Analysis and Findings:

Step: - 1 Set the hypothesis

H0: There are Foreign Trips in demand.

H1: There are no Foreign Trips in demand.

Step: - 2 Statistical test

Chi-Square

$$\chi^2 = \sum \frac{(f_0 - f_e)^2}{f_e}$$

Step: - 3 Level of significance

$$\alpha = 0.05$$

Step: - 4 Decision rule

$$Df = (r-1) (c-1)$$

$$= (5-1) (5-1)$$

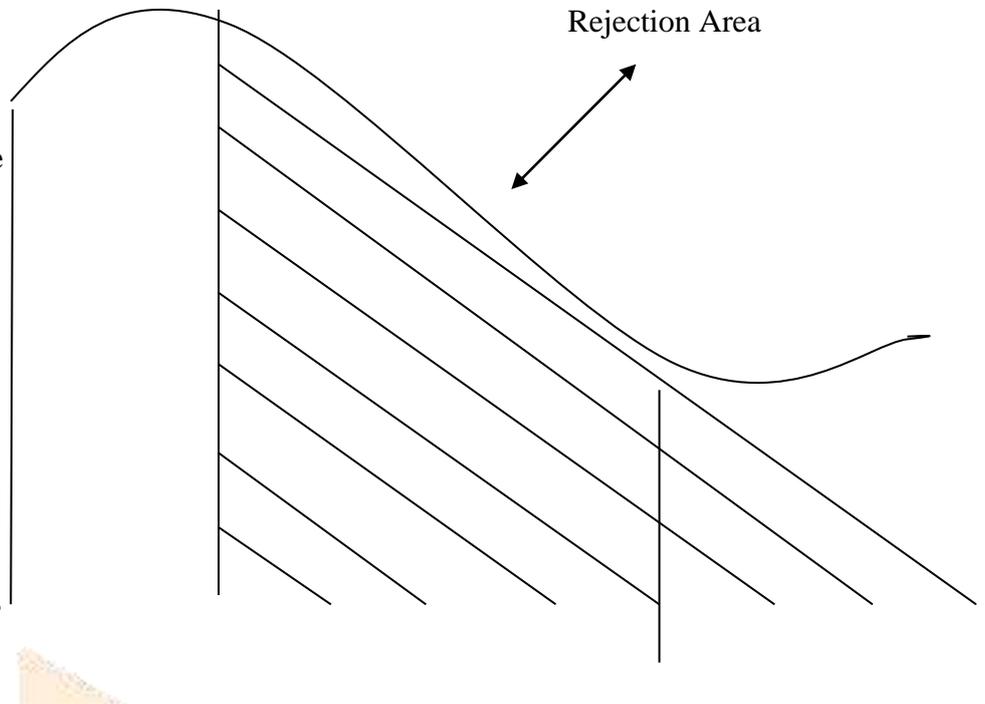
$$= (4) (4)$$

$$=16$$

Calculated value = 323.3185

At 0.05% of significance level,

Tabulated Value = 26.296



So Ho is not accepted.

0 26.296 323.3185

- Due to Financial Issues, many respondents did not choose to move out of India for vacation.
- Many of them are living in joint family and they can't move abroad for holidays due to social responsibilities.
- Many respondents have their own businesses or factories and thus they can't visit foreign countries for vacation purposes.

Step: - 1 Set the hypothesis

H0: Religious Tours are not in demand.

H1: Religious Tours are in Demand.

Step: - 2 Statistical test

Chi-Square

$$\chi^2 = \sum \frac{(f_0 - f_e)^2}{f_e}$$

Step: - 3 Level of significance

$$\alpha = 0.05$$

Step: - 4 Decision rule

$$Df = (r-1) (c-1)$$

$$= (5-1) (3-1)$$

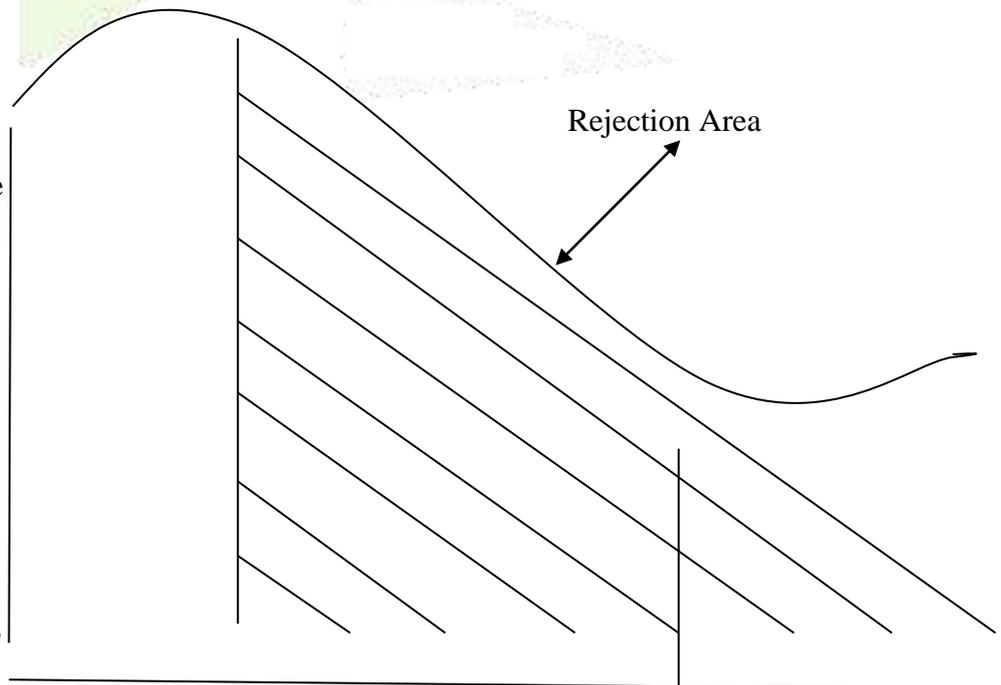
$$= (4) (2)$$

$$=8$$

Calculated value = 694.5236

At 0.05% of significance level,

Tabulated Value = 15.51



So Ho is not accepted.

0 15.51 694.52

- Respondents are more likely to visit religious places as they can go with full family.
- Due to the Development of Different religious places in India, They prefer Religious places to be visited.

VI. RECOMMENDATIONS:

- If the government of India develops more religious places with advancement, tourists may be happier to visit.
- Some of the respondents suggested that nearby religious places if the Government of India develops Game Zones, they will be happy.
- Several factors should be considered for Better Religious Tourism;
 - Cleanliness
 - Proper Queuing
 - Advance Registration
 - Food Facility
 - Game Zone and Food Quart
 - VIP Que
 - Seating Arrangements
 - Dharmshala and Hotels

VII. CONCLUSION:

In India Looking to Spiritual belief and respect for religious places, the Government of India should look forward for the development of religious places. For more religious tourism in India Government should focus on Cleanliness, Proper Queuing, Advance Registration, Food Facilities, Game Zone and Food Quart, VIP Que, Seating Arrangements, and Dharmshala and Hotels. If they do advancement at religious places, tourists may prefer religious places more.

VIII. REFERENCES

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