

IMPACT OF RELIGIOUS TOURISM IN INDIA A CASE STUDY OF VARANASI

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Abstract

Religious Tourism is regarded as planning visits to other towns, cities or countries for religious purposes. Religious tourism is increasing now days. India is widely known for exotic religious places. Religious tourism has been one of the reasons of developing India. Many places like Kedarnath, Mahakaleshwar, Jagannath puri, Tirupati, Gangotri, Yamunotri, Badrinath, Omkareshwar, Kashi Vishwanath, etc are most visited religious places in India. Even Foreigners also come to India to visit these places. The Government is very much aware of the importance of religious tourism not only as an economic enabler, but also a tool to make sure community consensus. Religious tourism is one of the strongest implement to develop India. Tourism acts as a prominent empower in facilitating development of basic infrastructural facilities, generates income for the local community as well as the government, balances regional development strategies and stimulate tranquility and socio-cultural cooperation. But there are some challenges in front of government to develop religious tourism. Some issues or negative impact faced in the development of Religious Tourism in the Country. There some places suffer from the short, but exceptional seasons that change the dynamics of the region for the rest of the year. Squander Management, Air Pollution, Monetizing Religion, Lack of inspection of religious trusts are also negative impact. But apart from that can to fend or to allay all negative impact of Religious Tourism through good management and policy farming and developing appropriate Institutional framework to stimulate the growth of Religious Tourism.

Keywords: *Religious Tourism; Pilgrimage; Pollution; City of ghats and temples; Varanasi; River Ganga*

1. INTRODUCTION

1.1. Concepts and Definition of Tourism

Tourism has existed for thousands of years of time, and it is as old as man himself. At the beginning of human existence, man wandered the planet's surface in constant search of food, shelter, security, and a comfortable environment. However, during most of time, such movements became linked to wanderlust. Climatic change, insufficient food, and unfriendly invaders pushed the individuals to evacuate their homes and seek temporary shelter elsewhere roughly 2500 years ago, just as climate change forced the Aryans to evacuate their habitats in Central Asia. It may have consequences in the event of trading, commerce, and business.

During the Hindu and Chinese civilizations, education, culture, and religion began to spread. Christian missionaries, Buddhist monks, and others began travelling far and widely with spiritual teachings, returning with fascinating pictures and peculiar viewpoints. The desire to survive (shelter, food, and safety), as well as the willingness to explore trade and the courage to overcome, were all driving forces behind initial travel. With the advancement of transportation, the desire to transform the vast and unexplored world into a detailed community developed an entire different industry: travel and tourism.

Tourism became the largest and fastest-growing business because of the spread of air traveling, communication, and latest technologies. Travel and tourism has recently emerged as a prominent economic force on the global stage, accounting for nearly 12% of world's total trade and rising at an annual rate of 8%

Spending quality time away from their own habitat in for relaxation, leisure, and pleasure also while using services is what "Tourism" is characterized as. As a result, tourism is said to be the product of modern social systems with Traditional antiquity origins. It all started in the 17th

century in Western Europe. To put it another way, tourism refers to people's behaviors when they travel and stay in places other than their usual surroundings for less than a year (12 months) for leisure, business, or other purposes.

According to WTO (1993) “Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.”

According to UNWTO “people who travel to and stay in a place beyond their habitual surroundings for less than a year for leisure, business, or other purposes not related to the execution of a remunerated activity from within place visited”.

1.2. RELIGIOUS TOURISM

Sacred tourism, often known as pilgrimage tourism, involves visiting religious locations. It could be for religious, missionary, or leisure purposes. “Religious tourism is one of the earliest forms of tourism”, dates back to the beginnings of time. It isn't always a vacation for spiritual travelers, but rather a transformational tour during which new way of thinking are offered, deeper knowledge is gained, new and ancient areas are visited, blessings are received, and healing occurs , and existence is visible with distinct eyes after this tour.

Pilgrims go all over the world to pay respect to holy places and their Gods (or maybe if simply in the country). These sacred or holy sites can also be the site of a founder's (or saint's) births, death, religious enlightenment, or (verbal or nonverbal) connection with the deity, and places where miracles have been performed or/and witnessed, as well as places where a deity is supposed to have resided, or any other location claimed to have special religious significance. Religious value is associated with sites denoted, and according to spiritual explorers, shrines or temples are encouraged for followers to visit for their own religious benefit.

1.3. RELIGIOUS TOURISM IN INDIA

Religious tourism isn't a brand new concept. People have been travelling to spiritual sites for eternities, however usually; this tour became limited to humans from the highest rank of society. These people used to club religion, culture, and entertainment activities to enjoy their tour. Today, spiritual tourism is a niche market, with humans travelling within their country and foreign places to especially visit spiritual locations due to their beliefs. When someone travels to a pilgrimage site based on their spiritual belief, it is referred to as religious tourism. These tourists carry out pilgrimage as a manner to worship and experience salvation. If we talk about Indian context, there are many religions that humans are following and also respecting the other's faith. Every religion has its spiritual place, which additionally offers opportunities to others to understand about their faith and cultural values. It is identified that acceptance internal the Hindu cult and non-Hindu also believe in Hindu tradition. This enables in strengthening the tradition and increase the economy & Infrastructure. There are seven reasons which affect the traveler's motivation. These are as follows “spiritual fulfillment, inner peace, inner healing, religion exploration, congregational togetherness, private fulfillment and religious participation”. Religious tourism is also affected by terrorism and in a number of the locations like Palestine; it had created a completely unfavorable effect. Political adjustments also create unfavorable outcomes on religious tourism. If we talk about Indian context, there are many religions that humans are following and additionally respecting the other's religion. Every religion has its spiritual place, which also offers opportunities to others to understand about their faith and cultural values. It is identified that acceptance internal the Hindu cult and non-Hindu also believe in Hindu way of life. This facilitates in strengthening the way of life and increase the economy & Infrastructor (Okumus et al., 2015). There are seven reasons which affect the traveler's motivation. These are as follows “inner peace, spiritual fulfillment, inner healing, religion exploration, congregational togetherness, private fulfillment and spiritual participation” (Kruger, Saayman, 2014). Religious tourism is also affected by terrorism and in a number of the locations like Palestine; it had created a completely unfavorable effect. Political modifications also create unfavorable consequences on religious

tourism. India is a secular country, which means that everyone has the freedom to practise the religion of their choice.

People travel to a wide variety of religious destinations in India. Temples, mosques, church monuments, and other religious locations relating to all of the country's religions can be found around the country. The most popular type of tourism appears to be religious tourism. The reason for this is that people in the country have strong spiritual beliefs that if they could visit particular spiritual sites, their ambitions would be fulfilled and they would be able to solve their problems. The Golden Temple of Amritsar, Char Dham Yatra, Vaishno Devi and Mathura Vrindavan are all wonderful destinations to visit in India. Spiritual sites can be found all around the country, and both natives and internationals can visit them.

The Golden Temple, the Char Dham, Vaishno Devi, and Tirupati Balaji are some of India's most well-known religious destinations. The Char Dham pilgrimage sites include Dwarka, Puri, Badrinath, Gangotri, Kedarnath, Yamunotri, and Rameswaram. Since ancient times, Haridwar and Varanasi have been popularly known holy sites of India.

1.4. RELIGIOUS TOURSIM IN VARANASI

The term religious tourism can be illustrated by using the city of Benaras (Varanasi) as an example. Benaras is a city located on the banks of the Ganga River. There are about 4000 temples, 3000 heritage sites, and 84 ghats in the city. People in the country, as well as those from other countries, have developed the belief that if they could bathe in the Ganga, they would be able to repent all their sins. In other words, they bathe in the Ganga to obtain forgiveness for their sins or wrongdoings. Praying is one of the most prevalent aspects of religious trips, as everyone believes in the Almighty.

This old city is India's genuine unearthly capital, with amazing theological significance for Hindus and Buddhists alike, as well as many others seeking a picture of celestial mediation. Sadhus, explorers, and worldwide hikers are among the many who visit to this town, Lord Shiva himself is claimed to have built Kashi in search of an unearthly experience. The Ghats on the Ganges River's banks are a physical, philosophical, and supernatural manifestation of deity. Sraddha is achieved in those Ghats, along with gifts and land donations in the name of Brahmans

who perform various rituals. Taking a holy bath in the river Ganga alongside the Ghat is considered a virtuous deed. Many of the Ghats were built while the city was controlled by the Marathas. There are various religious attractions such as Kashi Vishwanath Temple, Dashashwamedh Ghat, Harish Chandra Ghat, Manikarnika Ghat and many more.

1.5. ANNUAL TOURIST VISITS STATISTICS OF VARANASI

Since 2015 till 2019, the following graph depicts the number of domestic and international tourists who visited Varanasi.

S.no.	Year	Indian	Foreigner	Total
1	2015	271570	181305	452875
2	2016	281386	192667	474053
3	2017	301993	206945	508938
4	2018	330132	215279	545411
5	2019	405213	129710	534923

People come to India for meditation and spirituality, especially in Varanasi, from all over the world. In addition, health and spiritual tourism are growing increasingly popular in these areas.

2. LITERATURE REVIEW

Tourism has a great significance for the development of any country. It contributes not only to the profitable development but also important from a social and artistic point of view. In fact, it's multidimensional exertion. In this study, we tried to dissect some available and applicable literature that are detailed below:

NOGA COLLINS-KREINER (2010) One of the most basic and ancient types of human migration is pilgrimage, and it has a wide range of political, social, cultural, and economic effects. Geographic research on pilgrimage is examined in this work, with attention paid to important findings from related disciplines. The main focus of this research is to study about the most significant problems, arguments, and concepts of pilgrimage research. This is done to show how the study of pilgrimage has changed over time. The research will also aim to highlight the differences between the various types of pilgrimage researchers as part of this purpose. The study of pilgrimage has clearly turned towards blurring the lines between tourism and pilgrimage, especially secular pilgrimage and religious pilgrimage.

HASSAN AHMADI, MEHDI POURTAHERI, KHALIL RAHMANI (2012) Rural tourism has grown fast to emerge as an effective engine for financial growth in rural areas. Its impact, on the other hand, is unclear and not often apparent. To investigate these topics, this study conducts an exploratory research of pilgrimage and spiritual tourism in Iran's rural areas, as well as the effects of various types of travel. The data was analyzed in SPSS software, and the questionnaire was delivered to 300 families in the selected area. The economical, social and physical effects of rural household transition are examined in this context. Pilgrims and religious tourists are heavily impacted in these regions, according to the findings. Furthermore, the findings revealed that villages associated with "Religious tourism" had statistically higher impacts than villages associated with "Pilgrimage tourism."

JAFAR JAFARI, NOEL SCOTT (2014) In the Muslim world, tourism research might focus on religious topics like hajj and pilgrimage, but it also includes a lot more. As in Islam religion and secular life are so strongly connected, studying its tourism is also a way of western concepts

of tourism. This literature review introduces non-Muslims to some of the features of Islam and examines literature of tourists to find out the themes and study prospects. A good understanding of the trends and demands of the expanding number of Muslim tourists helps the tourism sector, in addition to research purpose. Examining differences in policy and development decisions in the Muslim world, for instance, could provide new insights and inform tourism by presenting different perspectives.

S. VIJAYANAND (2015) Pilgrimage tourism is defined as tourism that alone or primarily drives visitors to pursue religious attitudes and activities. It can be differentiated into numerous forms and is one of the earliest types of visiting attractions and a global experience in the olden times of spiritual growth. Excursions to local pilgrimage centres or religious conferences are well-known for brief religious sightseeing. The brief refers to travels to national and international pilgrimage sites or conferences that last many days or weeks. This article looks into the concerns and challenges of pilgrimage tourism in Tanjur, as well as its civilisational value. The level of socioeconomic growth during pilgrimage tourism, as well as a study of communications difficulties related to the Tanjur pilgrimage site, is discussed. Religious travellers' degrees of inspiration and prospects are acknowledged as major variables in the state's emerging pilgrimage tourism. The information for this study was gathered from a group of people participating in "pilgrimage tourism" activities. This study investigates the extent to which pilgrimage visitors are involved in the growth of Tanjur's pilgrimage tourism. This study is mostly based on primary data. The secondary data was compiled as needed for this investigation due to the scarcity of reliable sources.

VICTOR MORA, ROCIO SERRANO, HECTOR FAVILA & CAROLINA SERRANO (2016) It is important to include religious tourism techniques to the analysis of Mexican sites in Religious Tourism on the Hill of Tepexpan since so many Mexican shrines attract visitors with a variety of objectives that cannot all be accommodated by regular pilgrimage ways. Nonetheless, each sanctuary presents a unique and unrepeatability. As a result, in order for both theory and research work to progress, theories must guide the investigation of human behavior. Practical experience with this method strengthens the theoretical body, although it is not claimed that the findings are suitable to certain theoretical concepts. Given the lack of distinction between tourists and pilgrims, the tendency toward dedifferentiation is thought to have

significant explanatory potential. Similarly, the study is practical in character and will contribute to the long-term viability of the religious tourism destination. Studies on the similarities, intersections, and dedifferentiation of tourists and pilgrims spots can be beneficial for visitor management of sacred sites, taking into account that sustainability principles must influence all tourist categories. For long-term management of the sanctuary, research can help increase benefits while reducing social and cultural conflicts among individuals with varied interests of the destinations.

KIRAN SHINDE (2018) There are five sections in this study. In one section, it provides the outline of the framework of policy which is relevant to Religious Tourism in India. The next section uses data from several government papers to profile the religious tourism market. The fourth section in this study, the author discusses how contemporary religious tourism evolved from the tradition of pilgrimage to religious tourism sites. The specific insights presented in the two situations – Shirdi & Vrindavan - demonstrating the direct and indirect modes of administration - illustrate more complexities of religious tourism. The author assesses how existing governance mechanisms interface with, in the fifth and final section, we will look at the facts of the matter of religious tourism and the implications for religious tourist destinations.

RAMESH RAJ KUNWAR,NABIN THAPALIYA (2021) Pilgrimage has been performed by people of many faiths for centuries. Pilgrimage is sometimes defined as a travel done for religious reasons physically,both to a holy destination and internally for spiritual objectives as well as inner learning. In Hinduism, pilgrimage is linked to Moksha (freedom), one of the four Purusharthas (morals), along with Artha (wealth), Dharma (righteousness), and Karma (kindness). Pilgrimage tourism is a relatively new concept in the Hindu culture. Pilgrimage tourism is a year-round source of revenue in Nepal, as it is known for the home to some of the world's most important sacred Hindu and Buddhist pilgrimage sites, whereas tourism has largely remained a seasonal industry, Nepal has a free border with India, which holds the world's largest Hindu population. The pilgrimage travellers to Barahachhetra appreciate the distinctiveness of the pilgrimage locations, the welcoming culture, and the peacefulness that pilgrims enjoy all combine to create a wonderful pilgrimage tourism experience. Pilgrimage and religious tourism

both were utilized similarly in this study. Despite the attempts to highlight its significance in the introduction, the authors did not explore spiritual tourism, despite its recent evolution.

3. RESEARCH METHEDODOLOGY

To give an understanding of the research, data will be collected using a mixed method research design. Quantitative data was developed by qualitative data, which was used to provide additional clarification. The majority of the data in this study came from primary and secondary sources. Primary data was collected through a questionnaire, and secondary data was gathered using the internet, magazines, journals, and articles.

3.1. RESEARCH DESIGN: Exploratory and Descriptive Research

3.2. SOURCES OF DATA:

Primary Data

- Collected using a survey conducted through the Questionnaire

Secondary Data

- Articles, Research Papers
- Websites
- Magazines and Newspapers

Software Packages

- MS Excel, Google Forms

3.3. SAMPLE SELECTION:

The findings will be examined using a survey of approximately 500 Varanasi residents and tourists. The 300 people are selected for the queries are the residents of Varanasi and the remaining 200 people selected for the queries are the tourists who visited the city for any purpose.

3.4. SAMPLING TECHNIQUE:

The data would be collected using a technique called non-random sampling. Since it will be easier to influence respondents to fill out the data, convenience sampling is being used. The sample elements in convenience sampling are chosen based on the researcher's convenience. This removes

the element of chance from the sample selection procedure. The availability and efficiency with which data can be collected, data collecting can be facilitated in a short period of time, and it is also cost effective are also all benefits of this sort of sampling.

4. EXPECTED OUTCOME OF THE STUDY:

After conducting study on the topic , “Impacts of Religious Tourism in India – A case study on Varanasi”

- It will analyze the satisfaction level of people from the religious tourism of Varanasi.
- It will try to find out the scope for employment opportunities for the people and promotion of culture and tradition of the city and will contribute to the overall development of the country.
- The main focus should be on the improvement of public facilities and to reduce the damage caused to environment due to various tourist activities.

5. RESEARCH OR EXPERIMENTAL WORK DONE:

I gathered data from secondary sources such as journals, websites, magazines, and research papers.

- I've checked through a variety of secondary data sources to find the information I need for my research.
- I analysed the information published and added just the information that is relevant to my research. I did not include any information that is irrelevant to my research.
- The views of many researchers have been analysed and considered true were included in the research.
- Statistical data has also been collected through secondary source of data available.

6. DATA ANALYSIS AND INTERPRETATION

Age	Below 20	21-30 years	31-40 years	Above 40 years
No of respondents	06	78	10	13

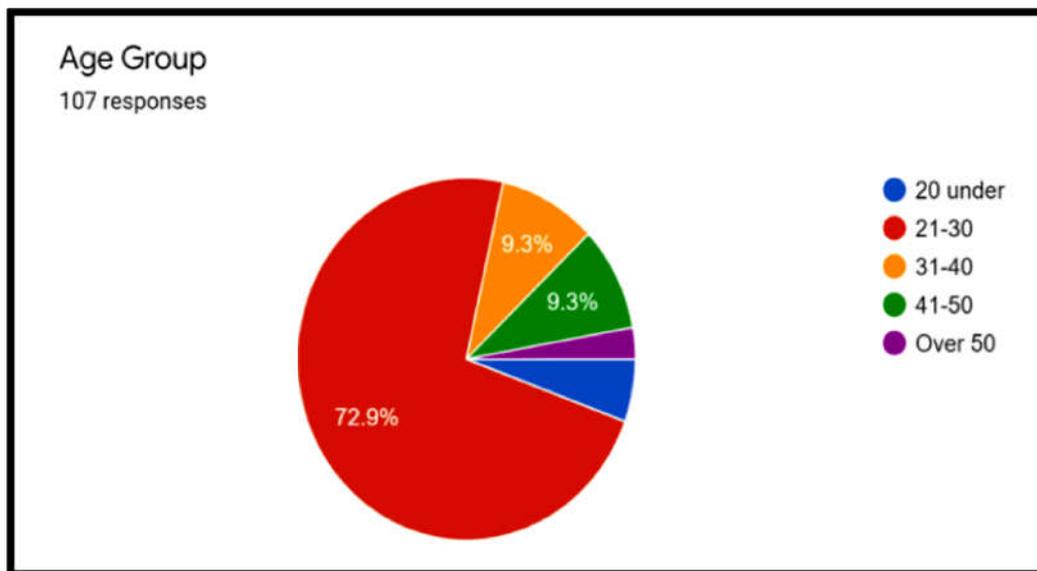


Figure 1: Age group of respondents

Interpretation: The above pie chart shows that the majority of the responses of people who took interest in the survey fall in the category of age group between 21-30 years.

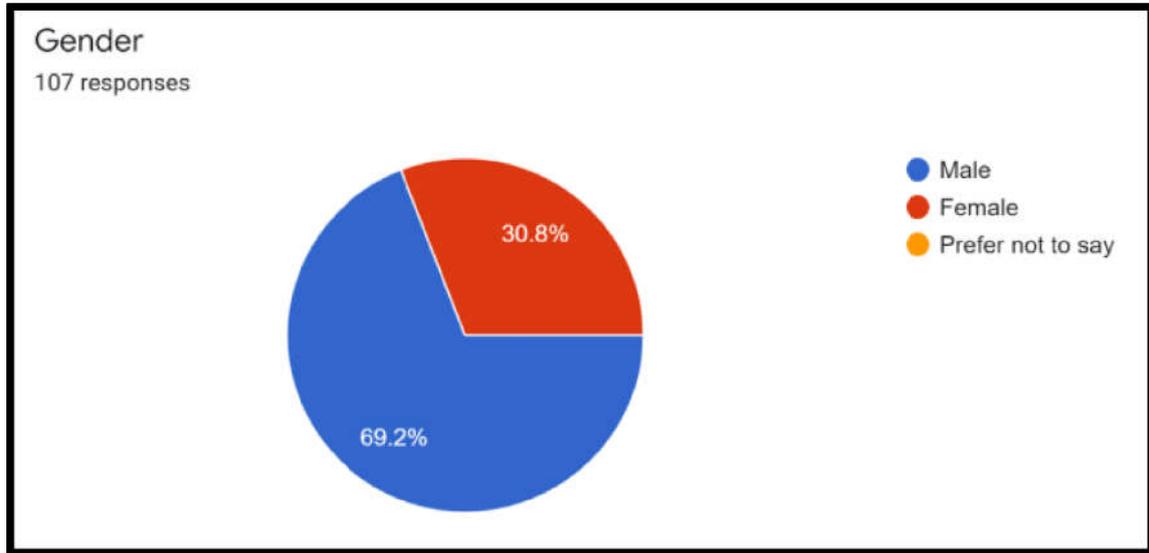


Figure 2: Gender of respondents

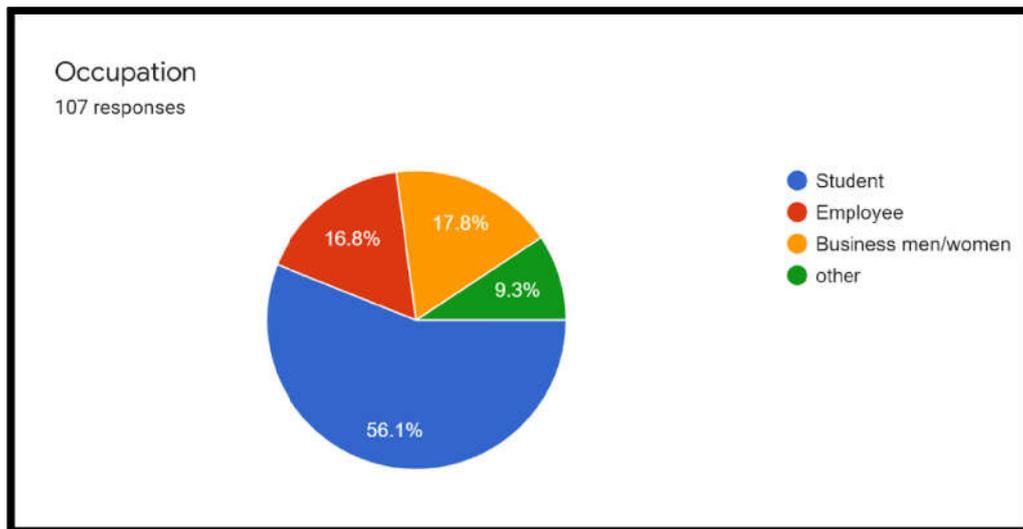


Figure 3: Occupation of respondents

INVESTIGATING THE AWARENESS OF RELIGIOUS TOURISM IN VARANASI:

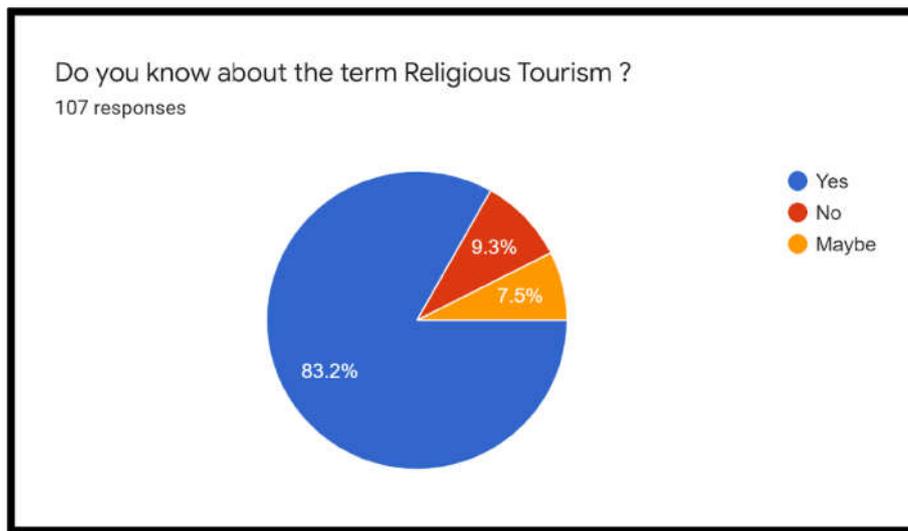


Figure 4: Knowledge of respondents

Interpretation: The chart above shows that the majority of the responders who took interest in the survey have a basic knowledge of the term “Religious Tourism”.

Religion as Motivation of Tourism	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	31	24	18	21	13

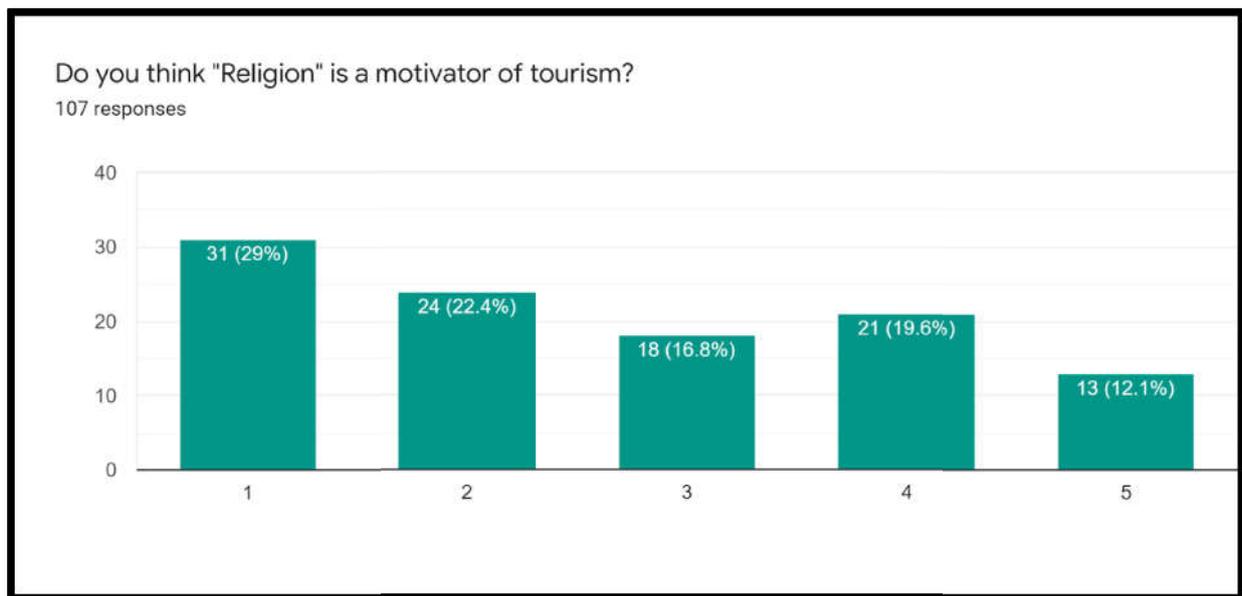


Figure 5: Perspective of respondents

Interpretation: The bar graph represents the fact that the majority of respondents who took interest in the survey are agreeing that Religion acts as a motivator for Tourism.

Varanasi as a religious tourism destination	Yes	No	Other
No. of respondents	105	01	01

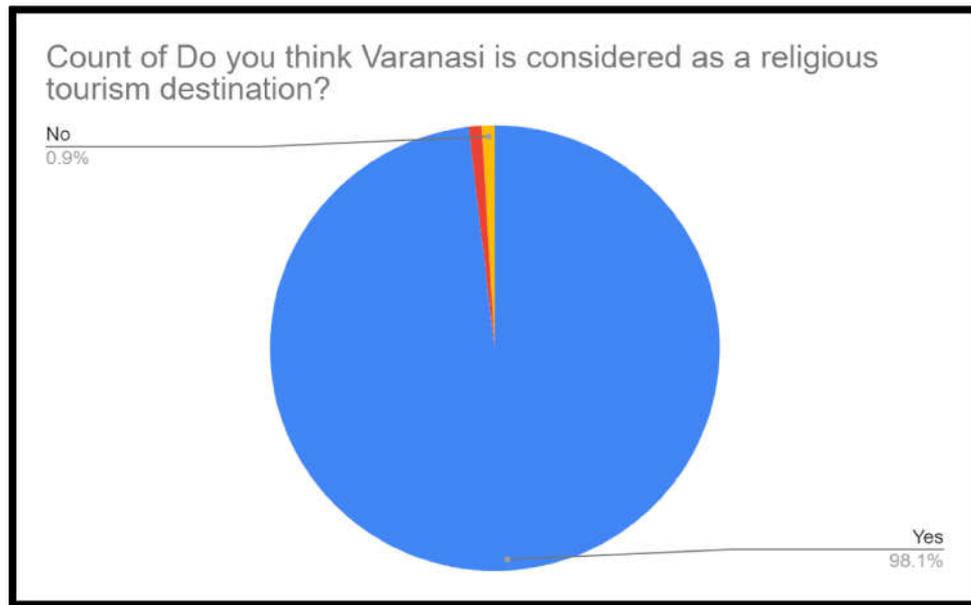


Figure 6: View point of respondents

Interpretation: According to the bar graph, the majority of respondents who took interest in the survey are considering that Varanasi is a Religious Tourism Destination.

POSITIVE IMPACTS OF RELIGIOUS TOURISM IN VARANASI

Increasing employment opportunities	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	49	46	11	0	0

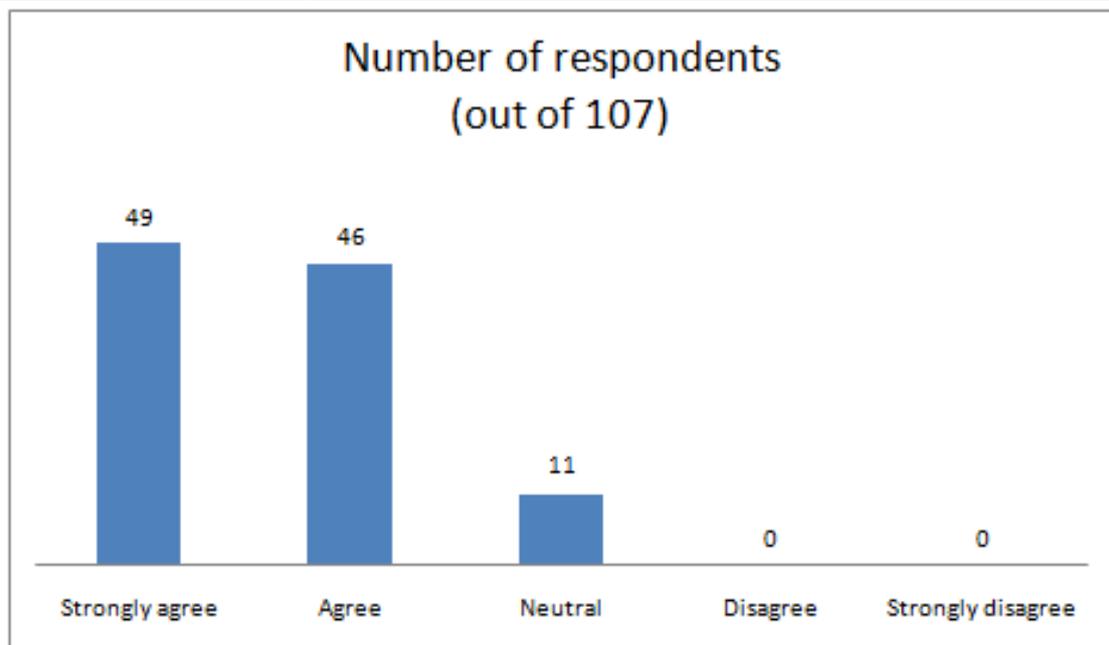


Figure 7: Increasing employment opportunities

Interpretation: From the above chart, it is shown that most of the respondents who took interest in the survey are strongly agreeing that employment opportunities are increased due to the religious tourism in Varanasi.

As local shops and vendors are getting more customers due to the tourism and the need for new employees has become necessary as per the requirements.

Improving tourism infrastructure	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	35	45	17	08	01

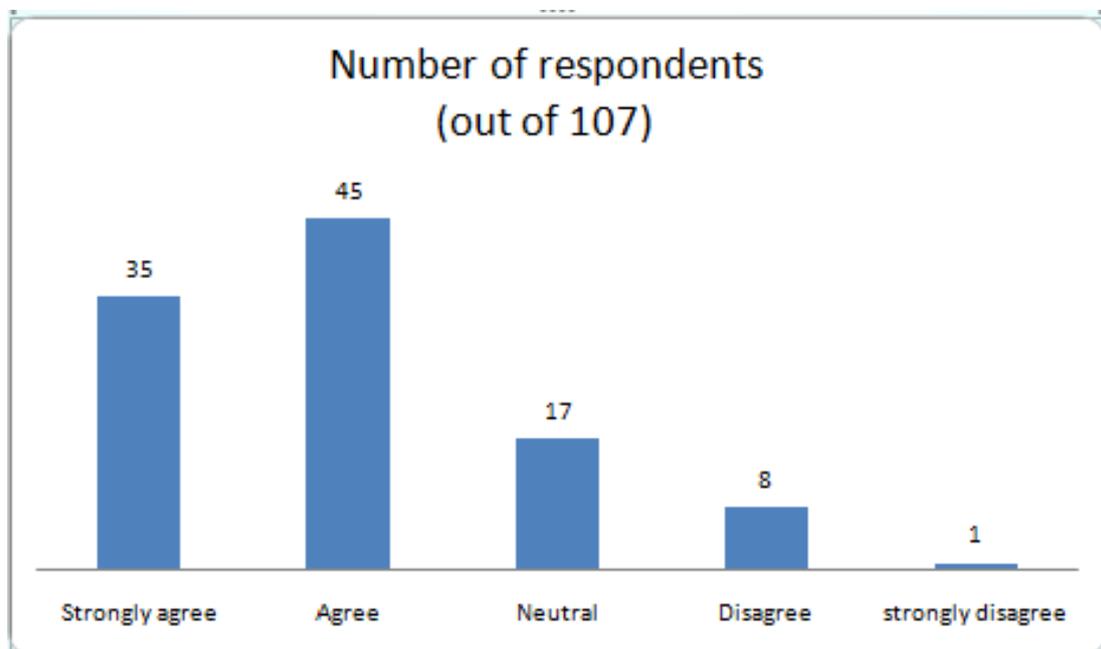


Figure 8: Improving tourism infrastructure

Interpretation: The graph above shows that the majority of the participants who took interest in the survey are agreeing that Tourism infrastructure of Varanasi city is being improved due to the religious tourism.

As the city is getting more and more tourists which has lead to improvement of the buildings, roads, and monuments etc.

Promoting local communities	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	43	46	15	02	0

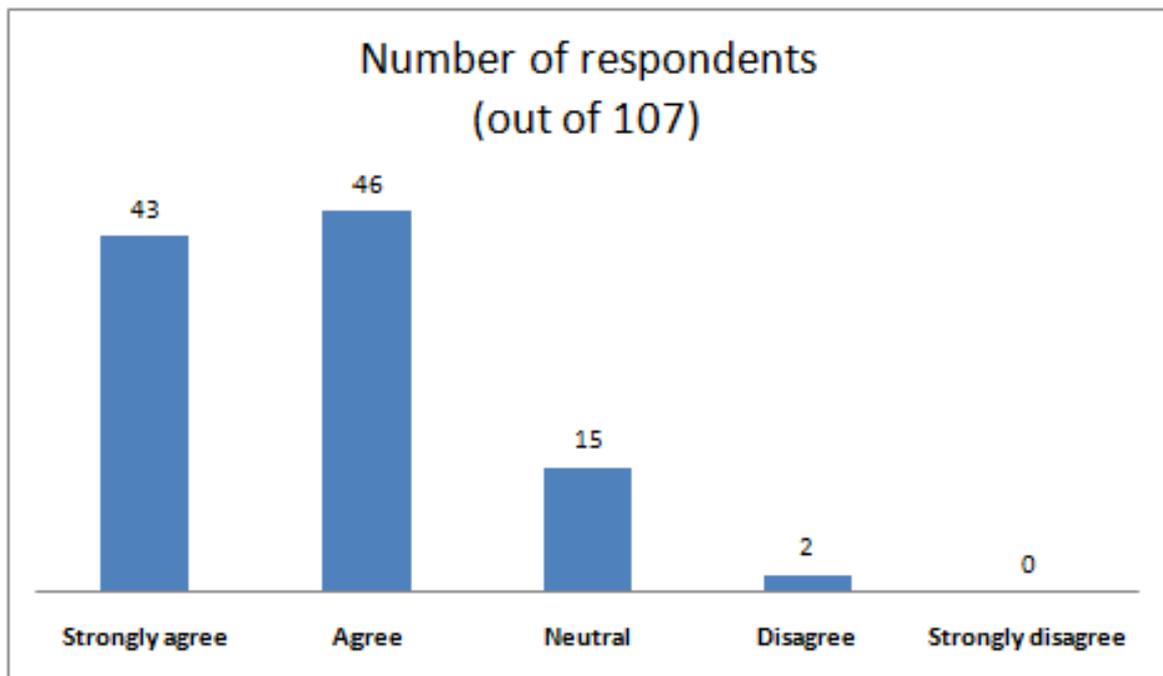


Figure 9: Promoting local communities

Interpretation: From The graph above shows that the majority of the participants who took interest in the survey are agreeing that Religious tourism plays an important part in promoting the local communities of the city.

As tourism is increased in Varanasi, the local communities are getting more promotions such as small businesses which were unrecognized by the local people but due to the Religious Tourism its being promoted.

Development of health and medical infrastructure	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	37	43	21	05	0

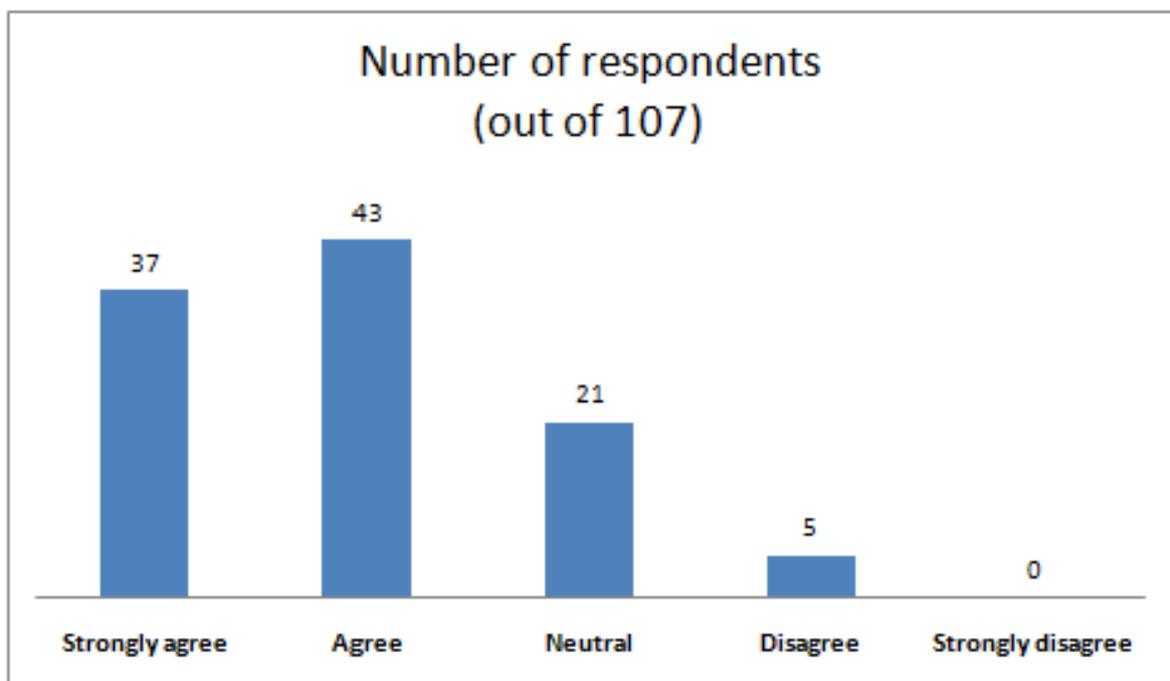


Figure 10: Development of Health and Medical infrastructure

Interpretation: The graph above shows that the most of the interviewees who took interest in the survey are agreeing that Religious tourism plays an important part in development of health and medical infrastructure of the city.

As religious tourism also promotes the natural way of health and medical treatments and Varanasi is known for its spirituality the increase in tourists for health and medical is also increased which has lead to development of Health and Medical infrastructure also.

Promotion of Tradition and Culture	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	25	30	35	15	01

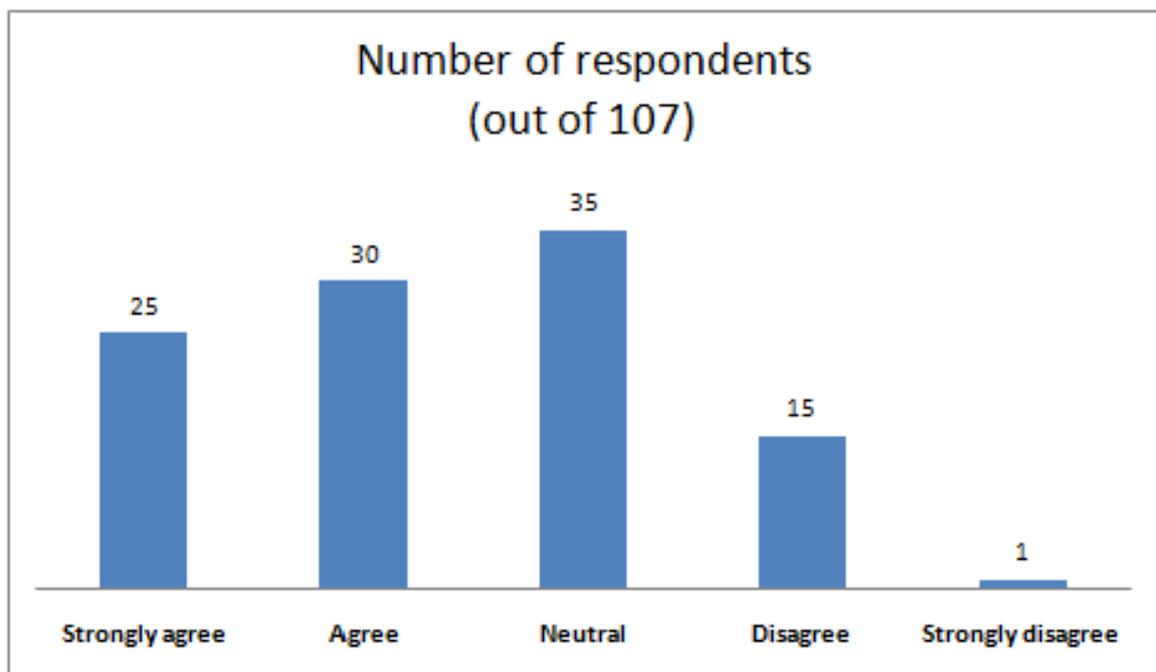


Figure 11: Promotion of Tradition and Culture

Interpretation: The graph above shows that the most of the interviewees who took interest in the survey are not agreeing nor disagreeing that Religious tourism plays an important part in promotion Tradition and Culture of the city.

As Varanasi is known for its ancient history and culture and is one of the most old cities, the traditions and culture of the city is being promoted to the tourists which leads to promotion of the tourism in Varanasi.

Development of protection policies	STRONGLY AGREE	AGREE	NEUTRAL	DISAREE	STRONGLY DISAGREE
No. of respondents	48	24	26	08	0

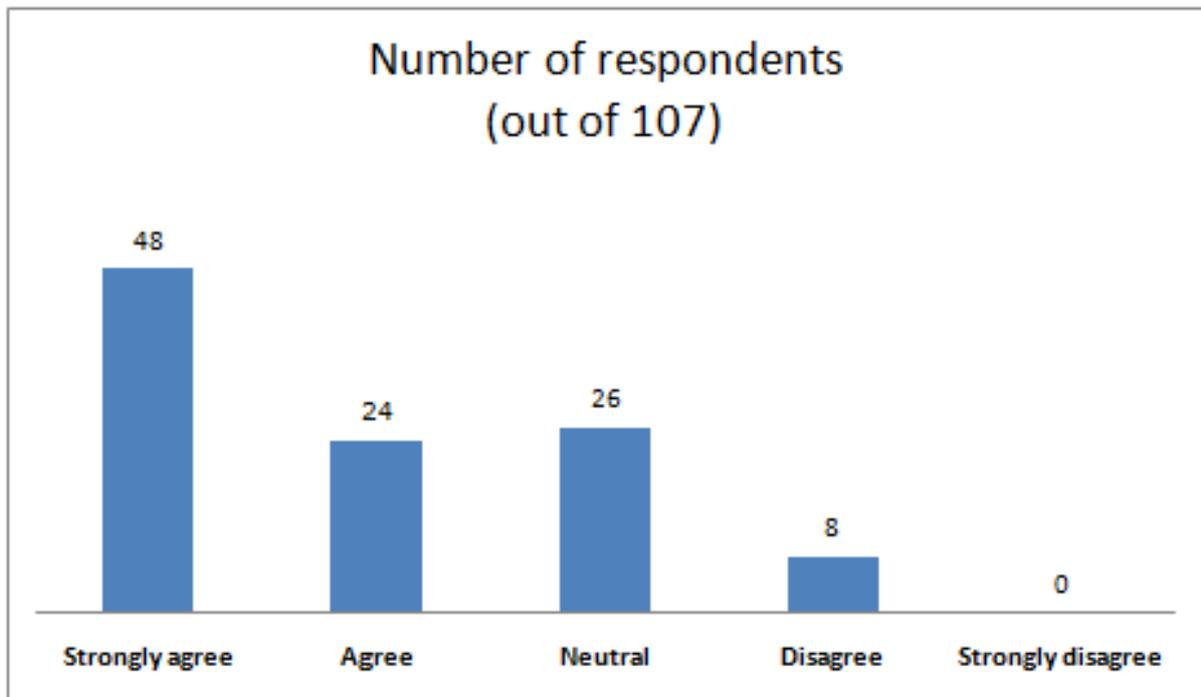


Figure 12: Development of protection policies

Interpretation: The figure shows that the most of the volunteers who took interest in the survey are strongly agreeing that Religious tourism plays an important part in Development of protection policies of Varanasi.

As tourism is increased in the city the need for protection policies is also increased which has lead to development of the protection policies for the tourists as well as the local people.

Maintenance of public facilities	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	20	37	33	14	02

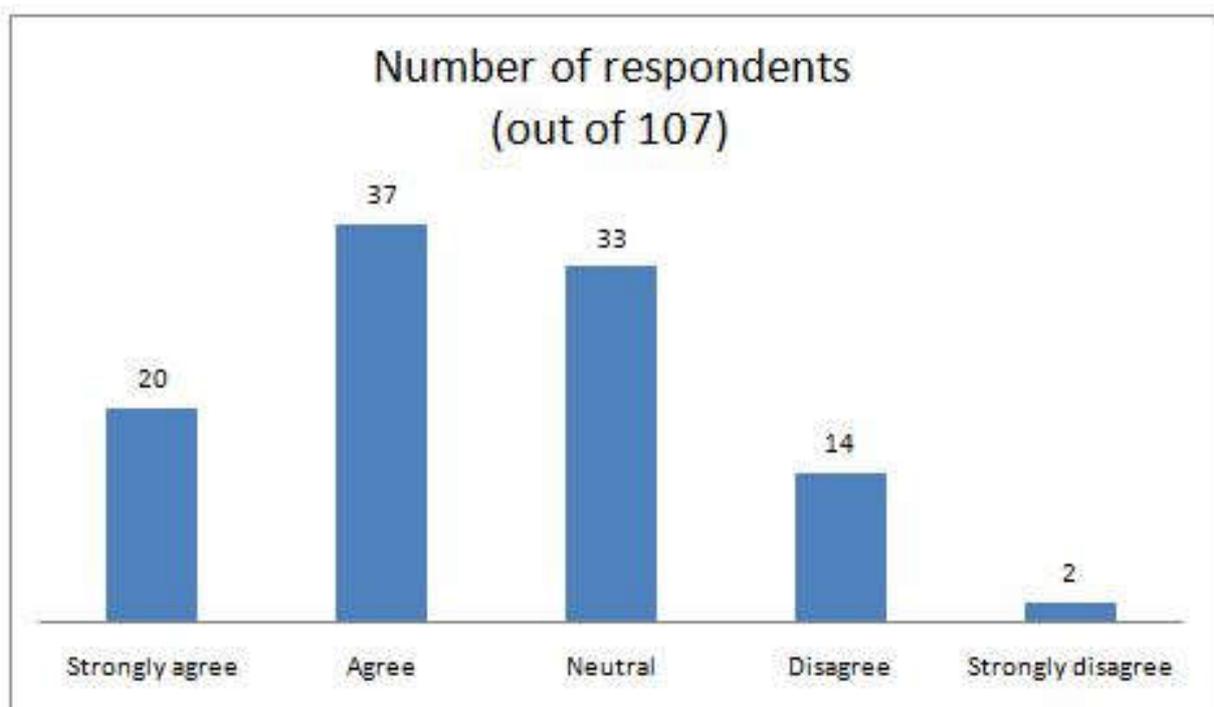


Figure 13: Maintenance of public facilities

Interpretation: From the figure shown the majority of volunteers who took interest in the survey are agreeing that Religious tourism plays an important part in maintenance of public facilities of Varanasi.

As tourism is increased in the city the maintenance of the public facilities such as public restrooms, parks, temples etc is also increased.

Experience of unique culture and tradition	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	19	44	25	17	01

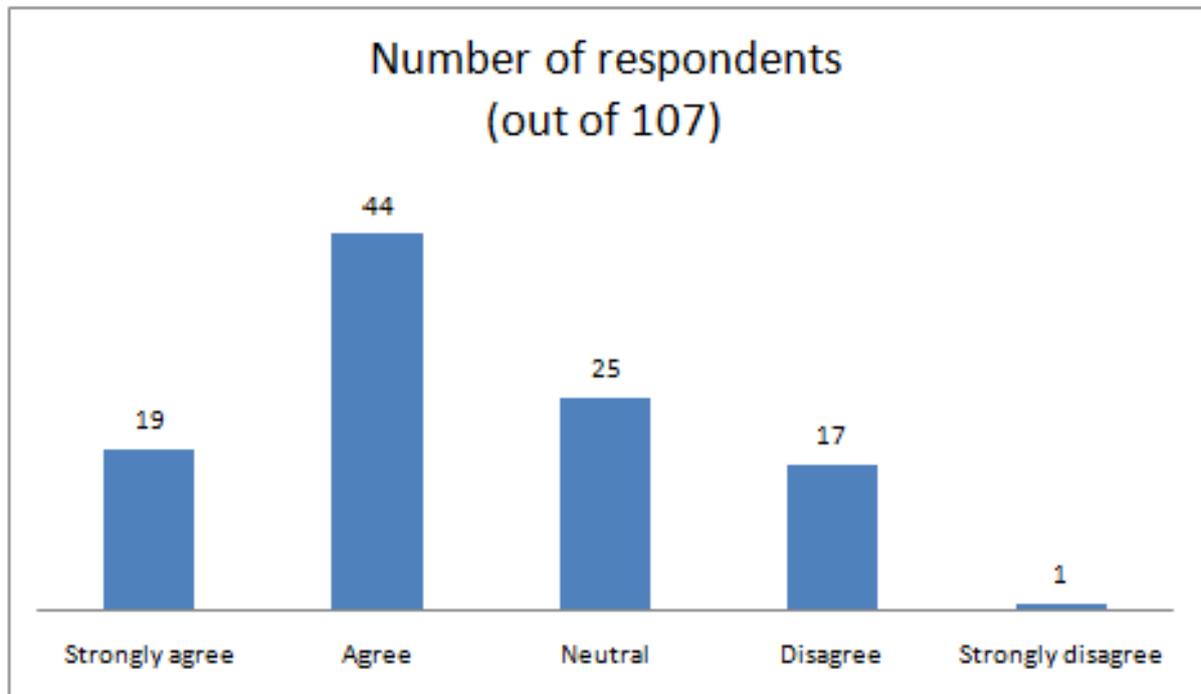


Figure 14: Experience of unique culture and tradition

Interpretation: From The figure shows that the most of the responses in the survey are agreeing that Religious tourism gives them an unique experience of the culture and tradition of Varanasi. As Varanasi is known for its oldest ghats and temples so it provides the best experience of the Indian culture and traditions which is the main reason to attract the tourist.

Promoting local cuisine	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	33	32	28	13	0

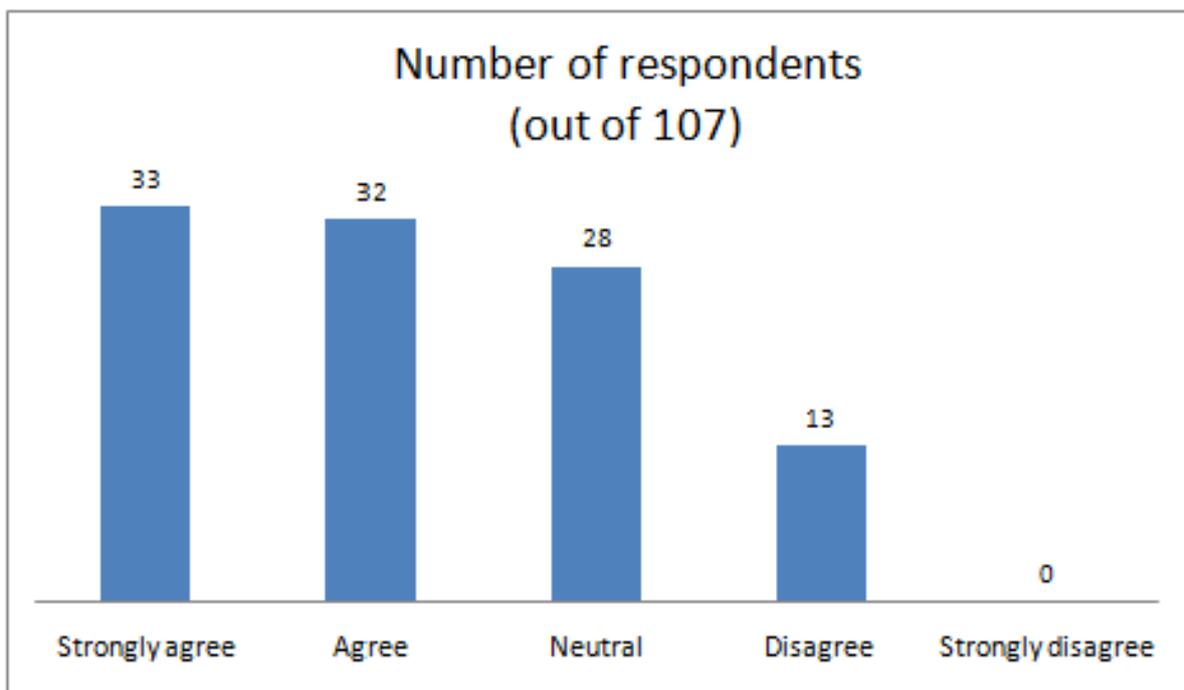


Figure 15: Promoting local cuisine

Interpretation: From the above bar diagram, it is shown that most of the people who took interest in the survey are strongly agreeing that Religious tourism plays an important part in promoting the local cuisine of Varanasi.

As India is known for its unique culture so unique culture comes with unique taste of food and cuisine and religious tourism of Varanasi gives opportunities to promote local cuisine.

NEGATIVE IMPACTS OF RELIGIOUS TOURISM IN VARANASI

Water pollution	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	66	24	12	02	02

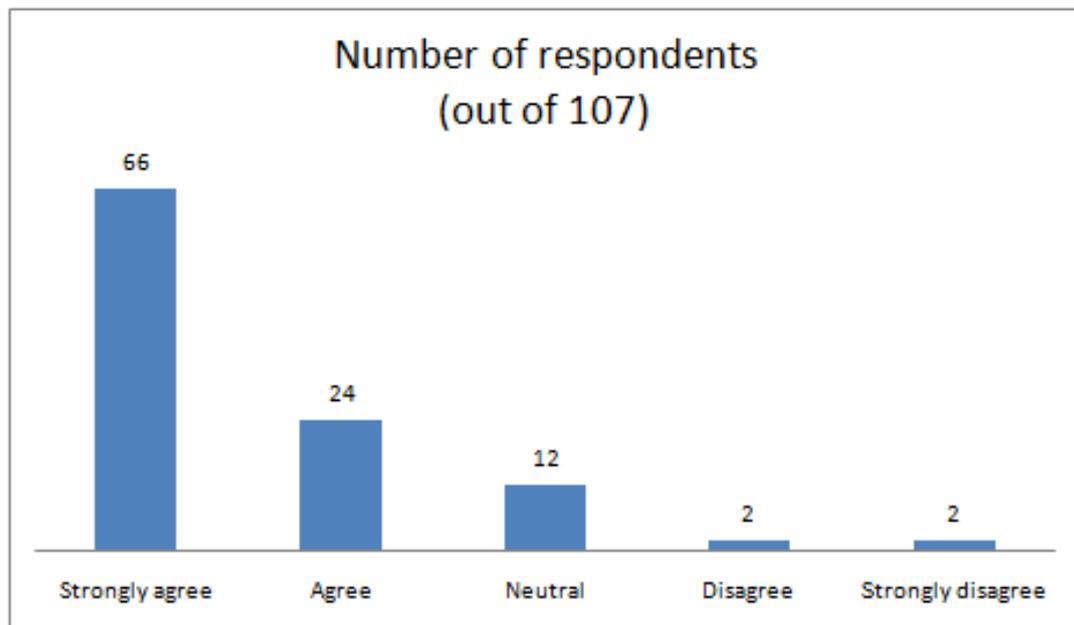


Figure 16: Water pollution

Interpretation: From the above figure, it is shown that most of the participants who took interest in the survey are strongly agreeing that the river Ganga is being polluted due to the religious activities for religious tourism.

As pollution being a very important factor of global warming there are various types of pollution which is effecting the environment and nature as well. Due to industrial waste, garbage dumps, cattle washing and especially religious activities the river Ganga is being polluted.

Environmental quality affected by tourists	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	44	36	17	07	03

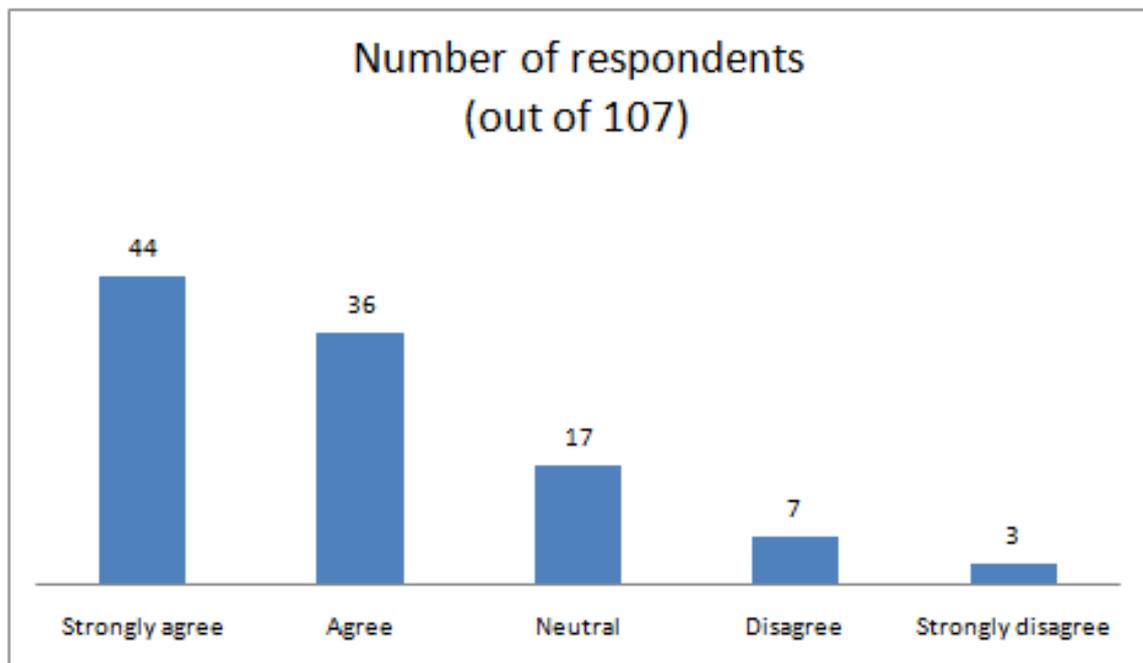


Figure 17: Environmental quality affected by the tourists

Interpretation: From the chart, it is shown that most of the responders who took interest in the survey are strongly agreeing that the environment is being affected by the activities of tourist activities.

Due to the increase in air, water pollution and solid waste the environmental quality is also affected by the tourists.

Air pollution	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	42	41	17	04	03

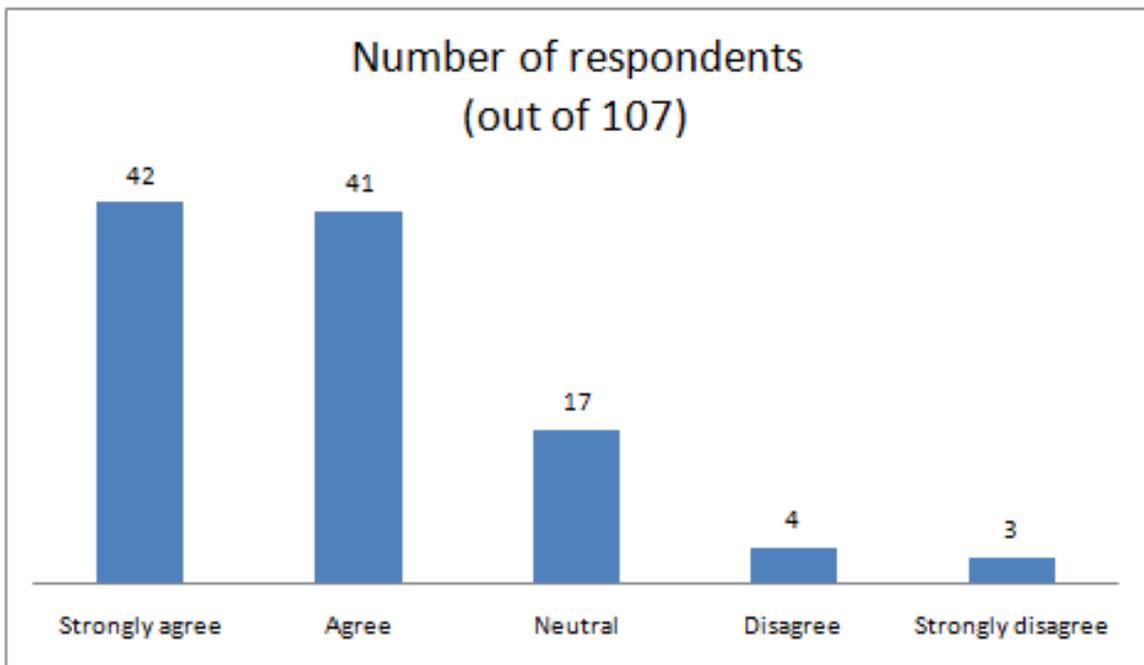


Figure 18: Air pollution

Interpretation: The graph demonstrates that the most of the responses in the survey are strongly agreeing that the air pollution caused by vehicles is increased in the city.

Due to the increase in tourism the use of vehicles and transportation is also increased which has lead to air pollution in the city.

Excessive tourist waste	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	28	45	24	08	01

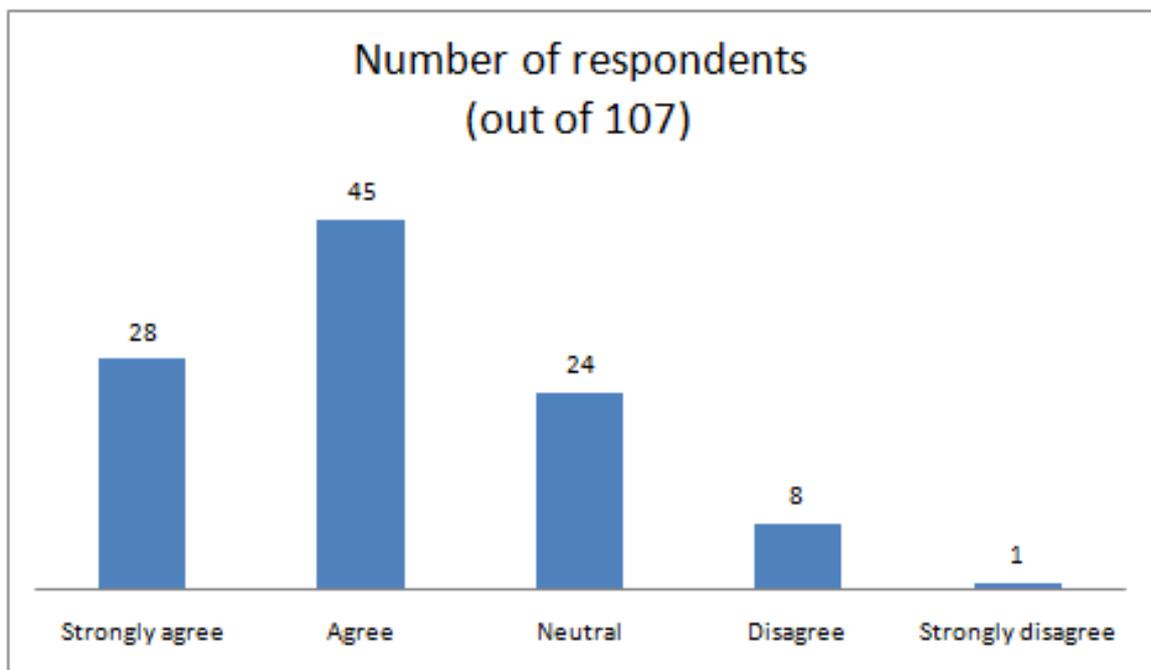


Figure 19: Excessive Tourist Waste

Interpretation: The graph represents that the most of the interviewees who took interest in the survey are agreeing that waste production caused due to tourist activities is increased in the city. With the increase in number of tourists the production of solid waste and garbage is also increased due to which pollution in the city is also increased.

Degradation of local culture	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONLGY DISAGREE
No. of respondents	13	28	43	14	06

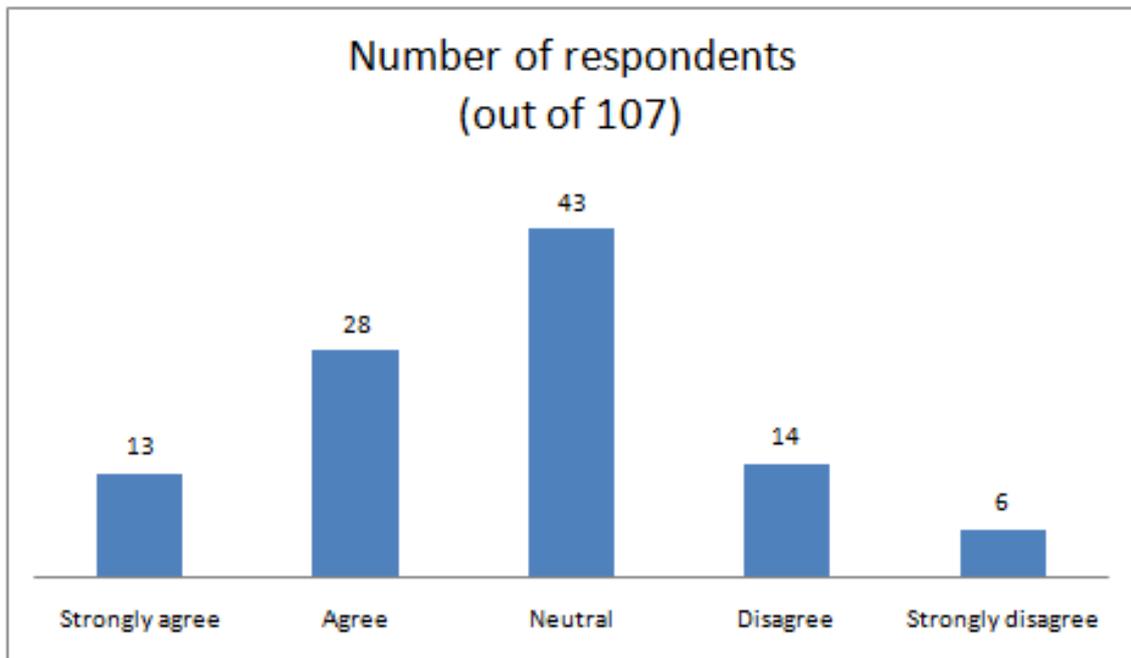


Figure 20: Degradation of local culture

Interpretation: The chart illustrates that the large percentage of interviewees who took interest in the survey are neither agreeing nor disagreeing and are neutral that the quality of local culture is being degraded.

As shown in the table most of the people who are being neutral think that local culture of Varanasi is not being degraded by the tourists who come for the religious activities.

Historical property damage caused by tourist	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	16	28	37	19	05

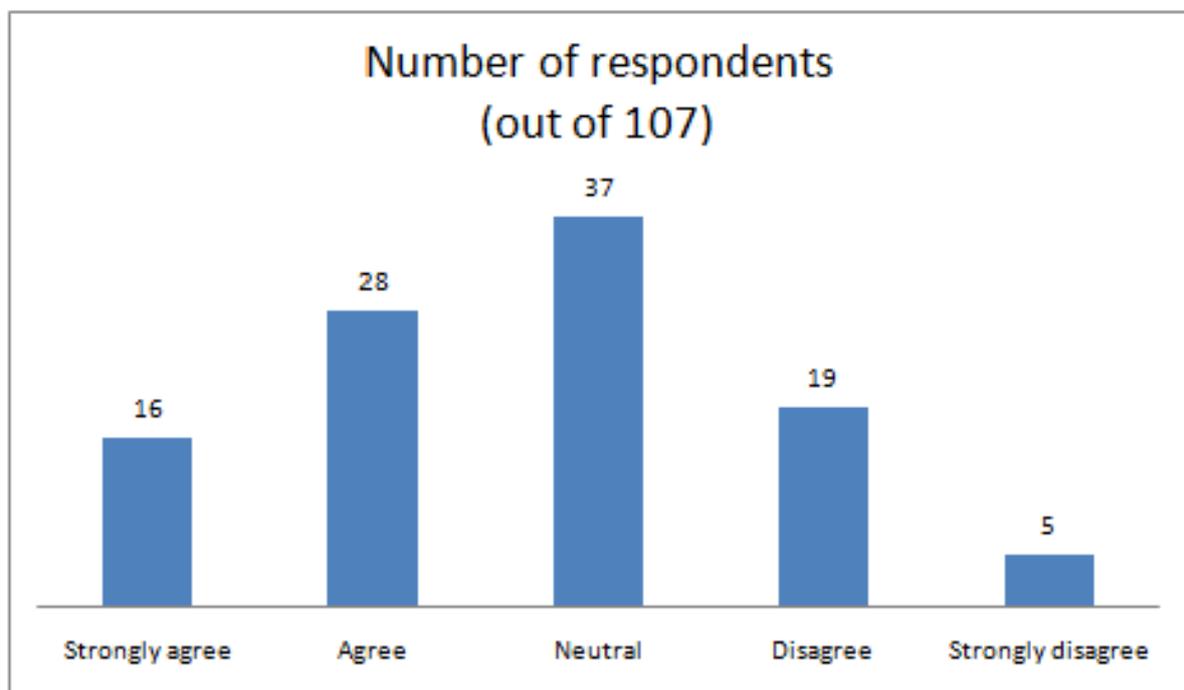


Figure 21: Historical property damage caused by tourist

Interpretation: The graph indicates that the large percentage of participants who took interest in the survey are neither agreeing nor disagreeing and are neutral that the historical properties are being damaged by the tourists.

As shown in the table most of the people who are neutral think that the historical property of Varanasi is not being damaged by the tourists.

Damage caused to the culture by anti socialists	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	23	26	40	15	03

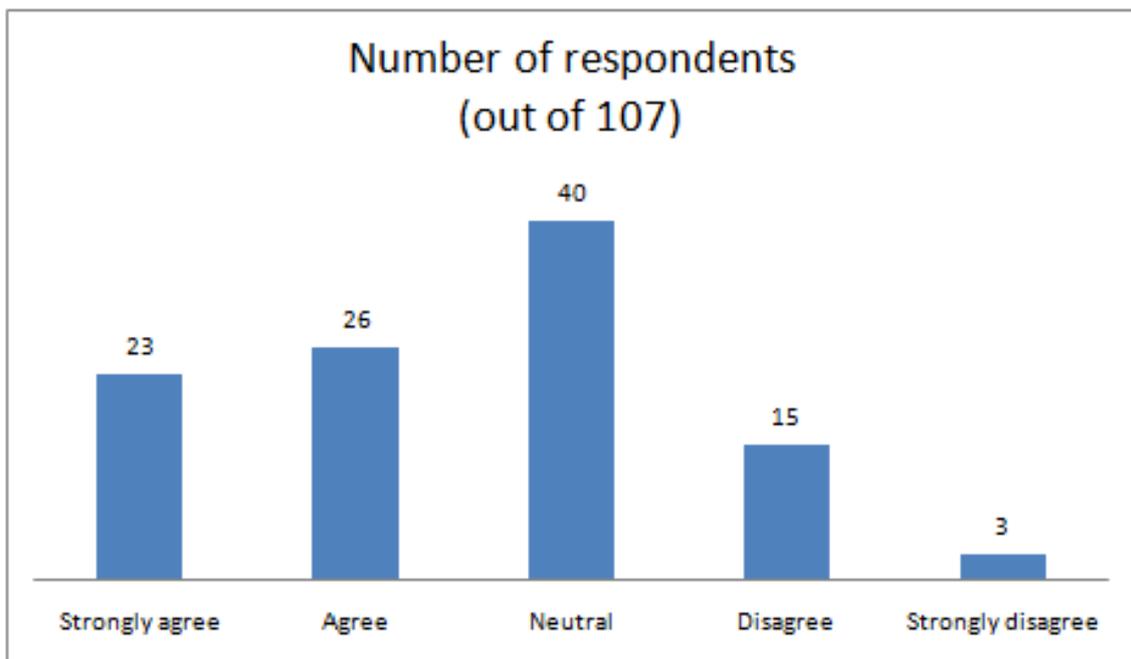


Figure 22: Damage caused to the culture by anti socialists

Interpretation: The graph shows that a large number of people actively participated in the survey are neither agreeing nor disagreeing and are neutral on damage caused by the anti socialists in Varanasi.

Increasing traffic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	37	32	29	06	02

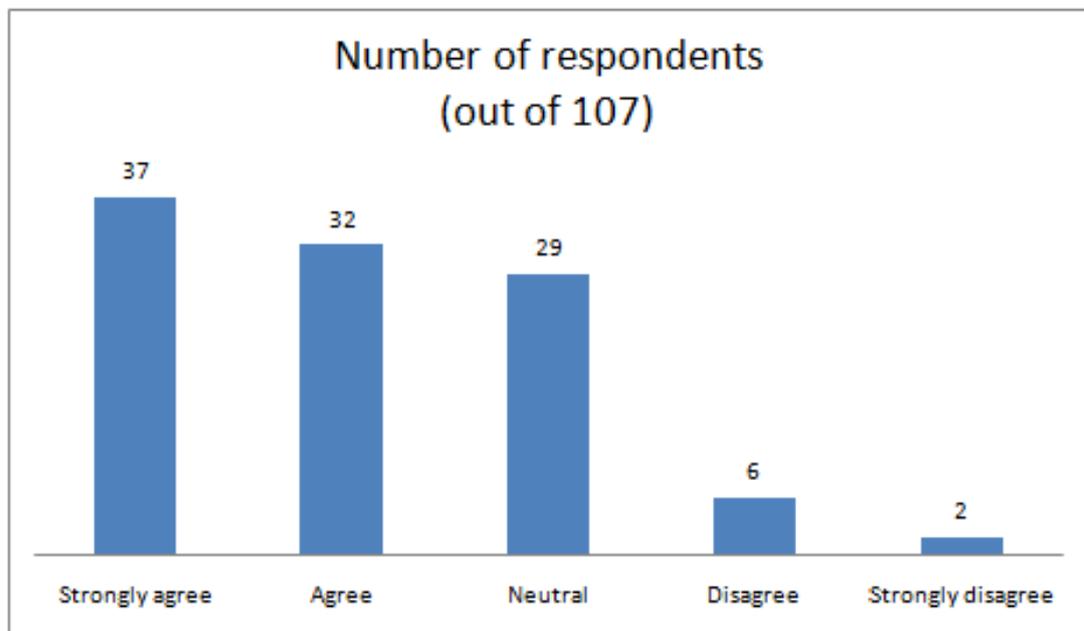


Figure 23: Increasing traffic

Interpretation: The chart shows that a large number of people actually participated in the survey are strongly agreeing that the traffic in the city is increased due to the tourism of Varanasi.

Due to the increasing tourist in the city the traffic due to transportation is also increased which is causing problems to the people.

Adaptation of foreign culture	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	07	26	29	35	08

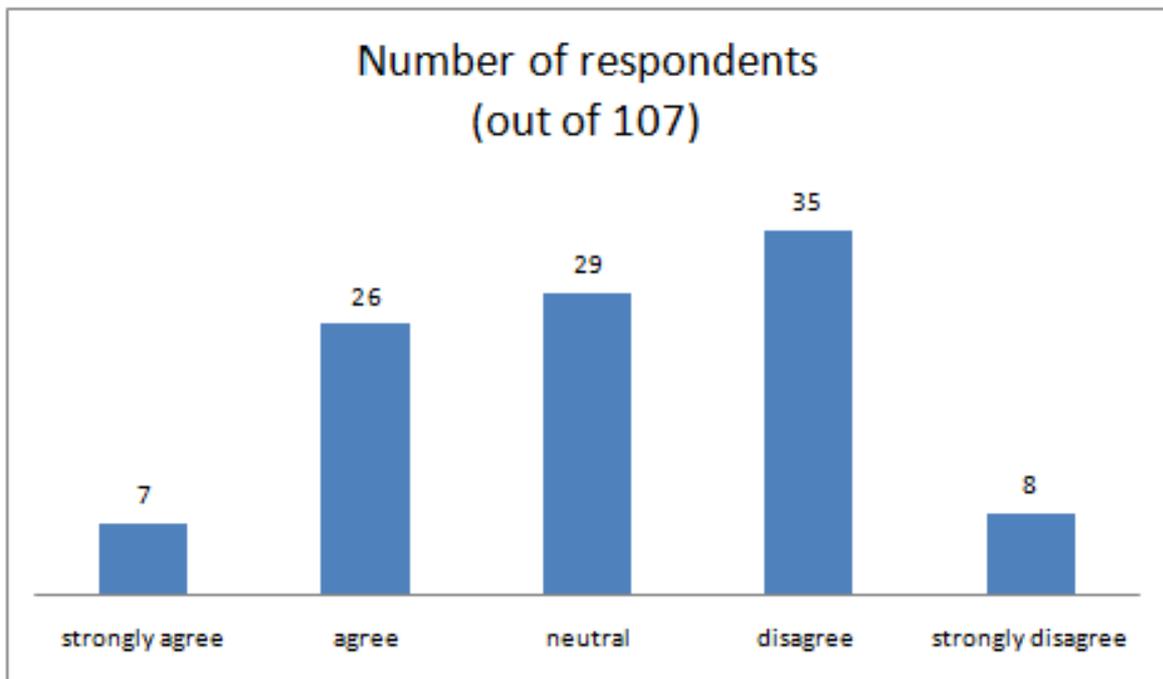


Figure 24: Adaptation of foreign culture

Interpretation: According to the graph, a big number of people took part in the survey are disagreeing that the people of the city Varanasi are adapting the foreign culture.

As shown in the table it is shown that people of Varanasi are not adapting the foreign culture.

Tourism helps in Commercialization	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	22	29	29	16	10

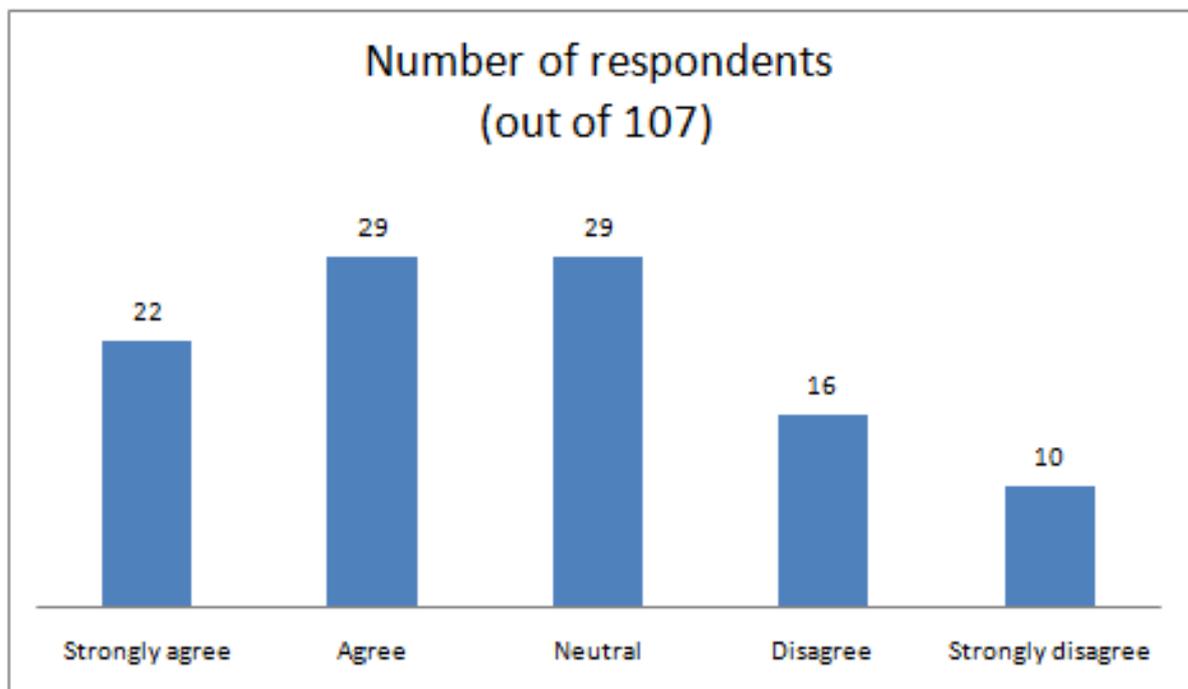


Figure 25: Tourism helps in commercialization

Interpretation: From As per the figure, a large number of people participated in the survey are equal for either agreeing or are neutral that tourism helps in commercialization of Varanasi.

Implementation of government policies	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
No. of respondents	26	24	25	21	10

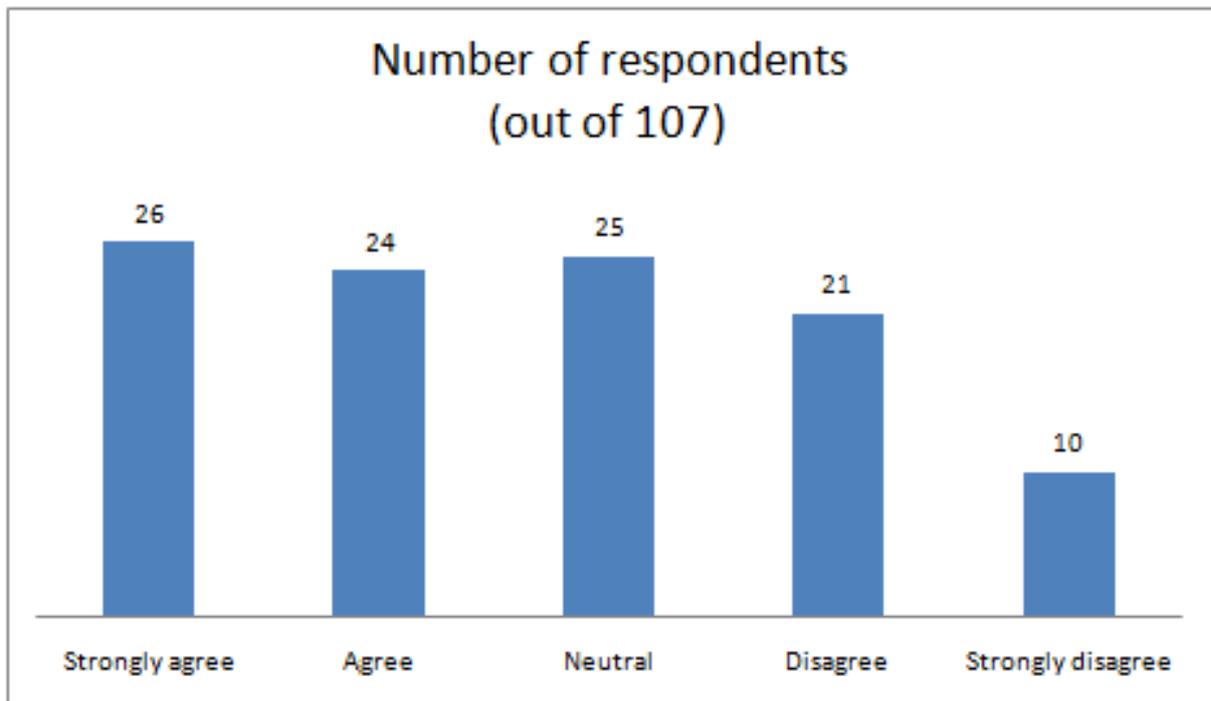


Figure 26: Implementation of government policies

Interpretation: From the above chart, it is shown that most of respondents who took interest in the survey are agreeing that the government should make more policies to promote Religious Tourism of Varanasi.

7. CONCLUSION

After all the findings, it can be concluded that Religious tourism has two different faces positive and negative. Its positive face shows the bright side of the tourism industry, regional economic growth and destination development. For example in Varanasi during Dev Diwali mahotsav the government gives the shops to different vendors these shops are built on the banks of river Ganga and vendors trade many different souvenirs representing the culture and traditions. These kinds of activities promote regional tourism as well as it creates the scope for religious tourism. But the negative face of religious tourism creates many questions in the mind due to mass tourism in the particular place the natural resources get affected very dangerously.

The main issue in Varanasi's cultural heritage city is that the Ghats are rapidly becoming a dumping centre for industrial effluents, household sewage, waste from religious acts performed by tourists, and human cremation according to Hindu traditions. As a result, pollution in the Ganga River has increased. This is a major concern because the river is the people's only source of food. In contrast, the Ghats, which are a culturally significant place, are being polluted at the same time.

Religious tourism is growing as a result of the creation of religious tourism circuits using a hub and spoke concept, which provides travellers with a comprehensive tourism experience. It is vital to ensure that the environment surrounding holy sites is clean and well maintained.

Varanasi, according to Hindu mythology, frees the soul from the body and leads it to the ultimate. Varanasi's Ganga Ghats are a perfect accompaniment to the concept of divinity. Thus, culture, science and technology, political processes, and a nation's people must interact for the country's balanced growth, where diverse educational institutions and professional bodies must take the lead, whether in river cleaning, environmental protection, or other sectors. A new start should be made on the project of cleaning the Ganga in Varanasi, using appropriate technology that is low-cost and engages the general public. India's cultural history must be preserved.

10. LIMITATIONS OF THE STUDY:

The study of the research work is only restricted to the religious tourism of Varanasi, Uttar Pradesh and there are a number of other destinations which is known for religious tourism in India as well as all around the globe.

The destination used in the research for study is an Indian place but there are other places all around the world which serves as religious tourism destination for people.

Also, due to the Novel Corona Virus Pandemic 2020– 21 declared by W.H.O. and Government regulations, the sample size was shortened from 400 to 156 due to lack of availability of respondents.

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