

**Kerala Pilgrim Tourism – An Exploratory study with regards to the Economic Development**

**\*Nishad A**

**\*\*Dr. M. Edwin Gnanadhas**

**\*\*\*Dr. Rathiha Edwin**

\*Research Scholar, Dept. of Commerce, MS University, Tirunelveli, Tamil Nadu, India.

\*\*Principal, Scott Christian College, Nagercoil, Tamil Nadu, India

\*\*\*Professor and Research Guide, Dept. of Commerce, Women Christian College, Nagercoil, Tamil Nadu, India.

**Abstract**

In recent years, pilgrimage tourism has become very popular among pilgrims. A pilgrimage is a journey or search of moral or spiritual significance. Typically, it is a journey to a shrine or other location of importance to a person's beliefs and faith, although sometimes it can be a metaphorical journey into someone's own beliefs. Many religions attach spiritual importance to particular places: the place of birth or death of founders or saints, or to the place of their "calling" or spiritual awakening, or of their connection (visual or verbal) with the divine, to locations where miracles were performed or witnessed, or locations where a deity is said to live or be "housed", or any site that is seen to have special spiritual powers. Pilgrimage Tourism constitutes an important component of total tourism in and has contributed effectively to the growth and development of the place. Pilgrimage Tourism is an economic activity that is imposed, or at least grafted, on a pre-existing set of economic activities and traditional ways of life. Pilgrimage Tourism is a product of three main elements; destination, hosts and the tourists. Pilgrimage Tourism is a process which obviously affects various aspects of society and culture. Primarily its impact is of economic nature. Every year around 7 million pilgrims visit Kerala which is influencing the socio-economic environment of the region and the present paper is throwing light on the economic impact of the pilgrimage tourism. This paper is based on the methodology adopted for estimation of economic impact tourism. This article explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated, although religious institutions have traditionally attempted to downplay this in the past. Additionally, the paper argues that religion and tourism have much in common. In the modern world it is hard to ignore the impression that in most places of pilgrimage the profane impacts of tourism are just as important if not more so than the religious.

**Keywords: religious tourism, economic impacts, pilgrimages.**

Tourism in India has received a major boost in the past decade since the Indian Government realized the great potential of tourism of India during vacations. Tourism of India during vacations has grown by leaps and bounds with a great influx of tourists from throughout the world who have been irresistibly attractive to the travelers. India has the right tourism potential and attractions to captivate all types of tourists whether it is adventurous tour, cultural exploration, pilgrimages, visit to the beautiful beaches or to the scenic mountain resorts. Travel through Indian states and cities bring to light, the cultural and the geographical richness of India.

World Wide Tourism Organization defines visitors as “any person traveling to a place other than of his or her usual environment for less than twelve month and whose main purpose of the trips other than the exercise of an activity remunerate from within the place visited”. World Tourism Industry is an industry which is flourishing all over the world. The scenario of the World Tourism Industry is always in a state of flux, ever changing. It is reckoned that end of 2007 will see the world tourism industry generating as many as 234

million job opportunities for the people. It is also assumed that the contribution towards GDP by the world tourism industry will be approximately 10.3%.

### **Nature of Tourism**

The world tourism organization estimated in the year 1990, there were nearly 415 million international tourist arrivals throughout the world. It estimated that in the year 1991 international tourist arrivals would approach the figure of 450 million or an increase of 5 percent over 1990. These tourists spend billions of dollars in the countries visited. All this activity may be described as tourism. A clear concept and a more precise and scientific definition of tourism is necessary for various purposes.

According to the International Organization responsible for tourism, The World Tourism Organization, Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure/business and other purposes not related to the exercise of an activity remunerated from with the place visited. The use of this broad concept makes it possible to identify tourism between countries as well as tourism with in a country. Tourism refers to all activities of visitors, including both 'tourists' (overnight visitors) and 'same day visitors'. Tourism can be classified as follows:

- 1. Pleasure Tourism:**
- 2. Cultural Tourism:**
- 3. Pilgrim Tourism**
- 4. Recreational Tourism:**
- 5. Sporting Tourism:**
- 6. Business or Technical Tourism:**
- 7. Convention or Conference Tourism:**
- 8. Resort Tourism.**

### **Indian Pilgrimage**

Ancient period, India was a known most civilized and culturally developed country, the home of great poets, saints, philosopher, rulers, legendary warriors. Due to rich culture and heritage, the various regions of the world had been originated and flourished in India. From ancient era mystique and mythology in the soil of this country consequences plenty wonderful pilgrimage and worship places, these religious monuments gained a key prominence and evidence of most visited Indian places by locals and overseas tourists. India being versatile and a huge country, is known as divine destination of all kinds of pilgrims following any belief around the world. India has been quite famous all over the world, for its religious, spirituality and tolerance and its secular characteristics, also known as "yogabhoomi" and the gateway to the almighty heavens.

Pilgrimage tourism is being recognized as a prime industry in most parts of the world for the purpose of earning maximum foreign exchange. Social significance of pilgrimage tourism cannot be said of less importance. Tourism industry requires variety as it is very essential capital and India is land of diversity. Pilgrimages are not a destination only for our religious faith but they also strengthen our national unity and promote brotherhoods also. Pilgrimage Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Pilgrimage Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. Pilgrimage Tourism is the third largest foreign exchange earner for India. With a quest of

spiritual and religious knowledge, the nos. of Philosopher, Sandu, Saints and seers and the ancient rulers of this country, had built and developed religious monuments in a lavish and momentous approach viz; Temples, Monasteries, Gurudwaras, Mosques etc., undoubtedly, India is banquet of abundant religion under the same roof. Beside pilgrim places, India is known for plenty of places to worship which are quite popular among devotees for wish fulfillment and eternal powers.

### **Pilgrim Tourism– Kerala**

Kerala, a state situated on the tropical Malabar Coast of southwestern India is one of the most popular tourist destinations in the country. Named as one of the ten paradises of the world by the national Geographic Traveler, Kerala is famous especially for its ecotourism initiatives. Its culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist destinations in the world.

Kerala has several pilgrimage places and famous pilgrim centres consisting of ancient temples and shrines, remote places of worship in villages and on hillocks as well as popular and crowded pilgrim centres spread across the length and breadth of Kerala. The sacred temples of Kerala that lie in different parts of this picturesque coconut country are popular among devotees. Thiruvananthapuram, the capital city of Kerala, is known as the city of temples. There are hundreds of sacred temples in Thiruvananthapuram alone. The land of ayurveda, yoga and meditation, Kerala provides a pure and pristine atmosphere where you can spend your pilgrimage tours in divine prayer, invoking the Almighty by participating in devotional songs, temple festivals and other temple activities. Various fairs and festivals are celebrated all year round in these pilgrimage places, with special sets of religious rituals characteristic to specific festivals. Elephants have a special place in the hearts of the people of Kerala and they play an important role in religious ceremonies at the temples and other sacred places of Kerala.

Kerala has a number of pilgrimage centres of importance to Hindus, Muslims, Jains and Christians alike. Some of the popular destinations comprising temples, churches and mosques are Guruvayoor, Sabarimala, Chottanikkara, Attukal, Bharananganam, Malayattoor, Maramon, Parappanangadi, etc where thousands throng to worship their deities and pay obeisance. Kerala also houses some ancient Jewish synagogues in the island town of Fort Kochi. Besides its famous backwaters, rice paddy fields, coconut grooves, elegant houseboats and figure licking cuisines, Kerala is home to some of the vibrant spiritual places. Kerala has a remarkable collection of historic and contemporary architecture that draws inspiration from a variety of religious dominations. Considered to be the heavenly domain of God, Kerala is evidently home to the most beautiful churches, temples, mosques and Gurudwaras. God is everywhere in Kerala! Spiritual Kerala, rich in holy places, traditions, and rituals, offers much to explore and soak up for those seeking knowledge and awareness. More than just being a beautiful place, however, Kerala is a spiritual center. Kerala is a surprisingly relaxed state that offers plenty in terms of spiritual enlightenment.

### **Temples in Kerala:**

Defying long drawn-out wars and the ruthless passage of time, the remarkable architectures of the temples of Kerala remain in their remarkable shape. Here temples are part of a 2000-year history, but still today first glimpses inside the ancient temples can leave anyone speechless. A spiritual tour to Kerala will take tourist to all the eleven Divya Desams and will bring them closer to tranquility. The traditional architecture and craftsmanship of the temples in Kerala is commendable and hence attract many visitors. Kerala is home to the richest shrine in India, Sree Padmanabhaswamy Temple. The structure of the temple is a true amalgamation of Kerala and Dravidian style of architecture. Kerala has much to offer in terms

of its hoary temple traditions. Kerala provides a pure and serene atmosphere where devotees can chant prayers, invoke the deities and participate in temple festivals.

### **Churches in Kerala:**

When it comes to antiquity, every nook and corner of Kerala have a timeless past. As a colonial-era state, Kerala has several historical churches. Tourists can attend Sunday services at oldest of these, the St. Francis Church. It was the first European church in India built back in 1503. The Portuguese certainly left their mark on this part of India, with the grand St Francis Church. Built in 1503, it is believed to be the oldest European church in India.

Churches in Kerala are all about huge alleys, Gothic architecture and collective sound of ringing bells and chirping birds. St. Thomas Syro-Malabar Catholic Church in Ernakulam district has been counted amongst the world heritage churches by Vatican City. The Church is said to have miraculous powers and is believed to save her devotees several times from violent storms. Built in a traditional Gothic style, the cathedral will stun the tourist with ornate Italian architecture and beauty. The serenity here is a refreshing respite from the ever honking and bustling of city life.

### **Gurudwara in Kerala:**

In Kerala, Kochi has the maximum number of Sikhs. Hence, this is the only place in Kerala where a Gurudwara is situated. Gurudwara Sri Guru Singh Sabha in Peumannor is quite close to Thevara, hardly three kilometers away from the heart of Kochi City. Established in the year 1955, the Gurudwara is architecturally a blend of Hindu and Muslim styles. Anybody can walk into a Gurudwara, irrespective of their caste, color and financial status, barefoot and head covered. There is a big eating hall in the Gurudwara Sri Guru Singh Sabha where many pilgrims come to eat after paying a visit to the main shrine. There is neither an idol nor a priest in the Gurudwara. Here Sikhs worship Sri Guru Granth Sahib, the holy text installed on a platform, which they consider as the visual form of the ten Sikh Gurus. Sikh pilgrims flock here at all hours, and devotional songs waft over the compound, adding to the contemplative mood.

### **Mosques in Kerala:**

Mosques are mostly found in the Northern part of Kerala. Cheraman Juma Masjid is the oldest mosque in Kerala. Located 2 km from Kodungalloor town, this mosque resembles a Hindu temple in appearance. Built in AD 629, this is the first mosque in India and the second in the world where Juma prayers were started. Madayi Mosque is yet another ancient mosque in Kerala. The mosque at Madayi, about 25 km from Kannur, is believed to have been constructed by one of the followers of Malik Ibn Dinar. The white marble used in this mosque is believed to have been brought from Mecca. From vast, unique, crowded temple complexes to small churches, the shines of Kerala offer a fascinating experience of a rich and thriving culture. Immerse yourself in India's religious heritage and humanitarian culture on a spiritual tour to Kerala.

### **Pilgrim Tourism and Economic Development**

Economic development is the process by which a nation improves the economic, political, and social well-being of its people. The term has been used frequently by economists, politicians, and others in the 20th century. The concept, however, has been in existence in the West for centuries. Modernization, Westernization, and especially Industrialization are other terms people have used while discussing economic development. Economic development has a direct relationship with the environment and environmental issues. Whereas economic development is a policy intervention endeavor with aims of economic and social well-being of people, economic growth is a phenomenon of market productivity and rise in GDP. Consequently, as economist Amartya Sen points out, "economic growth is one aspect of the process of economic development"

### **Economic impacts in pilgrimage tourism**

The contribution of pilgrimage tourism in gross foreign exchange is 15 to 17 percent and the influence of tourism is also centered in some specific areas only not throughout the whole nation but it does not mean to underestimate the pilgrimage tourism because we know a very little about the multiplier effect of the pilgrimage tourism; we must take account of the foods, vegetables, and fruits that the tourists take as well as the employment plus the crafts that the tourists purchase. Socio-cultural change relates to local quality of life and sense of place. Employment generation and formation of new economic activities raise the income of the people which obviously affects living standard. The jobholders both private and government involve this category. The generations of the jobs in the private sector are due to pilgrimage tourism but they are not paid directly by the tourists.

### **Factors of Economic Development:**

There are various factors which are responsible for economic development in any country. These vary from country to country. Anyhow following are the important factors which influence the social structure of any country. There are following:

#### **1. Natural Resources:**

Natural resources play an important role in the economic development of any country. Land, rivers, forests, mountains minerals and climate is also included in natural resources. If any country is rich in natural resources, it can improve its economic condition more rapidly. On the other hand in the under developed countries, there is a shortage of natural resources. It is one of the causes for their backwardness. Another problem is that poor countries are unable to utilize these resources properly.

#### **2. Capital Accumulation:**

Capital accumulation means to increase the real assets in the economic development. In advanced countries, the rate of saving and investment is high, so it increases the rate of employment and rate of development in these countries. While in the poor countries due to low per capita income, saving and investment is low, this causes low production and unemployment. Another problem is that capital is less productive in the underdeveloped countries as compared to the advanced countries.

#### **3. Power Resources Energy Resources:**

Energy resources like oil, gas, electricity, coal, and nuclear energy play an important role in the economic development. The importance of these resources has been changing with the passage of time. Energy resources are very useful in increasing the production of various sectors like agriculture, industry, and transport.

#### **4. Labor or Manpower:**

Labor is an important factor for the economic development of any country. If any country birth rate is high and the size of resources it will be an obstacle in the way of development. On the other hand, if country is under populated it is also not favorable for the economy. If the size of population is per the size of natural resources, people are educated honest, efficient, and skilled it will be helpful for economic development.

#### **5. Education:**

Education plays very effective role in increasing the rate of development in the country. Today expenditure on education is considered an investment. Now the governments of less developed countries have realized the importance of education and are allocating a sufficient amount every year for this sector.

## **6. Transport and Communication:**

According to modern economist transport and communication is a key to economic development. Transport means Railways, roads, Air and water transport. While post offices, telephone, telegraph, internet, radio and TV are included in the communication resources. This sector of the country increases the internal and external trade and reduces the cost of production.

## **7. Technology:**

Technology means the use of latest inventions in the production of goods. Technology plays an important role in the economic development. The fewer developing countries are poor because there is a lack of technology and capital. There is also a lack of technical skill and we are using old methods of production. So our national product is very low. Now our government and masses has given more importance to the technology. Now in various sectors we are using the latest machines to improve our production. We also are paying special attention to information technology.

## **8. Social and Cultural Factors:**

If the attitude of the people is positive towards development, then they can made rapid progress. For the economic development, it is the necessary that people should leave the useless customs and they start thinking about their economic conditions.

## **9. Administrative Factor:**

An effective, honest, strong administration can give big push to the economic development. Corrupt, dishonest, and inefficient administration is an obstacle in the way of economic development.

## **10. Political Stability:**

Stable government can play effective role in increasing the rate of development in the country. It can introduce many reforms and can prepare the development plans. In fewer developing countries political instability has also reduced the rate of development in the country. The political unrest is one of the main causes of low rate of development in the underdeveloped countries.

## **Non-economic Factors in Economic Development**

This section tries to identify the main non-economic factors that affect capital accumulation and economic development. The variety of these factors is greater than for the economic ones. Thus, a wide range of views is to be expected on this topic. Some economists or sociologists have indicated several non-economic factors influencing economic development.

### **Culture as a Non-Economic Factor**

The first non-economic factor in economic development to be considered is culture. Social scientists have presented a wide range of definitions for culture but, at this stage, it is not necessary to consider these. For our purpose, it may be enough to choose simply a general definition. A dictionary of sociology described culture as: "The human creation and use of symbols and artifacts. Culture may be taken as constituting the 'way of life' of an entire society, and this will include codes of manners, dress, language, rituals, norms of behavior and systems of belief".

### **Religion as a Non-Economic Factor**

Religion is second important non-economic factor in economic development, though the precise effect of it is not entirely clear. Some social scientists relate economic growth in the

United Kingdom to the Protestant Reformation. In fact, it seems that this event changed religion into being a personal and individual affair.

### **The Role of the Individual as a Non-Economic Factor**

Many social scientists have considered the role of certain individuals in social and economic transformations. This is the fourth non-economic factor considered here. These individuals include entrepreneurs, dynamic persons, marginal persons, deviants, and authoritarian and innovative persons as well as the elite.

### **Political Dependency as a Non-Economic Factor**

Political dependency<sup>7</sup> which is one of the main characteristics of Third World countries is a fifth non-economic factor in development. After World War II, despite the end of the colonization period, dependency of weak countries on powerful countries continued but in a different way. **Social and Cultural Dependency as a Non-Economic Factor**

Nowadays, the rapid spread of communication and transportation technologies has resulted in many social and cultural values in developed countries being transferred to underdeveloped countries. These values constitute a sixth non-economic factor.

### **The Role of Government in Economic Development as a Non-Economic Factor**

Rapid technological progress during recent decades caused major differences in today's world, compared with previous centuries. Global interdependence is a conspicuous difference that now is an important characteristic of the modern epoch. One of the most important consequences of this interdependence is the attempt of powerful countries to form a new order under their rules.

### **Distinguishing Criteria to Separate Non-economic and Economic Factors**

An absolutely critical matter for this thesis and realistic discussion involves distinguishing noneconomic and economic factors. Three suggestions can be presented for the purpose of the thesis and its fieldwork.

**Analysis and Inferences**

**Table 1**

**Demographic Profile of the Pilgrim Tourists**

<b>Demographic distribution</b>		<b>Number of Respondents</b>	<b>Percentage</b>
<b>Gender</b>	Male	42	52.50%
	Female	38	47.50%
Total		80	100.00%
<b>Age</b>	Less than 25 years	12	15.00%
	26 – 35 years	16	20.00%
	36 – 45 years	14	17.50%
	45 – 60 years	22	27.50%
	Above 60 years	16	20.00%
Total		80	100.00%
<b>Marital status</b>	Single	28	35.00%
	Married	52	65.00%
Total		80	100.00%
<b>Occupation</b>	Employee	24	30.00%
	Professionals	10	12.50%
	Businessmen	22	27.50%
	Retired	24	30.00%
Total		80	100.00%
<b>Income Category</b>	Rs.60,000 – Rs.1,00,000	12	15.00%
	Rs.1,00,000 – Rs.3,00,000	24	30.00%
	Rs.3,00,000 – Rs.5,00,000	26	32.50%
	Rs.5,00,000 and above	18	22.50%
Total		80	100.00%
<b>Educational qualification</b>	School	13	16.25%
	Intermediate	26	32.50%
	Higher secondary	8	10.00%
	Graduation	15	18.75%
	Post-graduation	10	12.50%
	Technically qualified	8	10.00%
Total		80	100.00%

**Inference:** Out of the 80 respondents the men and women are almost equal in numbers, 22 percent of the devotees are coming under the age group of 45 – 60, 52 percent devotees are married, 24 percent of pilgrim tourists are Employees and Retired person, 32.5 percent devotees are coming under the income category of Rs.3,00,000 – Rs.5,00,000, 32.5 percent of tourists are educational qualification of intermediate.



**Table 2**

**Analysis of relationship between economic development and the economic factors**

Sl No.	Factors of Economic Development	SA	A	N	D	SDA	Total Score	Mean Score
1	Natural Resources	100	200	15	4	3	322	4.03
2	Capital Accumulation	175	120	24	8	3	330	4.13
3	Energy Resources	120	136	36	12	4	308	3.85
4	Labor	165	124	30	8	2	329	4.11
5	Education	140	160	21	6	2	329	4.11
6	Transport and communication	140	164	21	6	1	332	4.15
7	Technology	145	148	15	10	4	322	4.03
8	Social and cultural factors	175	92	36	14	3	320	4.00
9	Administrative factor	95	112	60	16	5	288	3.60
10	Political stability	140	120	27	14	6	307	3.84

\*SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SDA – Strongly Disagree

**Interpretation**

As per the analysis the economic factor which is having more impact on the economic development is ‘Transportation and Communication’ with the highest mean score of 4.15 and the economic factor which having least impact on economic development is ‘Political stability’ with the least mean score of 3.84.

**Table 3**

**Analysis of relationship between economic development and the non-economic factors**

Sl No.	Non economic factors	SA	A	N	D	SDA	Total Score	Mean Score
1	Culture	205	104	21	10	1	341	4.26
2	Religion	140	144	30	4	4	322	4.03
3	Class, Family and Tradition	160	128	24	6	5	323	4.04
4	Role of the Individual	90	156	36	14	4	300	3.75
5	Political Dependency	175	92	36	14	3	320	4.00
6	Social and Cultural Dependency	150	152	21	6	2	331	4.14
7	Role of Government	165	108	42	8	2	325	4.06

\*SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree, SDA – Strongly Disagree

**Interpretation**

As per the analysis the non economic factor which is having more impact on the economic development is ‘Culture’ with the highest mean score of 4.26 and the economic factor which is

having least impact on economic development is ‘Role of the Individual’ with the least mean score of 3.75.

**Table 4**  
**Analysis of Indicators of Development**

<b>Sl No.</b>	<b>Particulars</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SDA</b>	<b>Total Score</b>	<b>Mean Score</b>
1	Per capita income	75	220	12	8	2	317	3.96
2	Decadal growth rate	155	140	18	12	2	327	4.09
3	Reduction of social conflicts in the village	125	132	36	12	4	309	3.86
4	Friendly communication with nearby villages	130	124	51	6	3	314	3.93
5	Increase of social interaction with pilgrims and tourists	125	172	24	6	1	328	4.10
6	Increase of sense of security	160	148	18	6	2	334	4.18
7	Enhance the quality of housing	135	148	15	12	5	315	3.94
8	Create commercial and retail centers	160	104	30	14	5	313	3.91
9	Increase of land price	100	108	60	20	3	291	3.64
10	Handicraft development	110	124	42	16	5	297	3.71

**Interpretation**

The result obtained from 80 respondents had been thoroughly analyzed and the output of the result had been clearly explained in this section with regards to view point of pilgrim tourists towards the economic development. As far as view point of pilgrim tourists to economic development ‘Increase of sense of security’ and ‘Increase of social interaction with pilgrims and tourists’ are the most satisfying factors. The least considering factors are ‘Increase of land price’ and ‘Handicraft development’.

**Findings**

- As per the study it is found out that the main economic factors which will affect the economic development in regards to the pilgrim tourism are Transport and communication, Capital Accumulation, Education, Technology and Natural Resources.
- The main non-economic factors which are directly affecting the economic development in regards to pilgrim tourism are Culture, Social and Cultural Dependency, Role of Government and Class, Family and Tradition.
- According the analysis of the data which is collected from the respondents the prime indicators of pilgrim tourism economic development are Increase of sense of security, Increase of social interaction with pilgrims and tourists, Decadal growth rate, Per capita income and Enhance the quality of housing.

### **Suggestions**

1. The main economic factors which is to be considered for the improvement are Administrative factor, Political stability, Energy Resources and Social and cultural factors.
2. Non-economic factors which need special attention in regards to the pilgrim tourism economic development are Role of the Individual, Political Dependency and Religion.
3. On the basis of Analysis of Indicators of Development, it is suggested that the indicators like Increase of land price, Handicraft development, Reduction of social conflicts in the village, Create commercial and retail centers and Friendly communication with nearby villages are needs the special attention.

### **Conclusions**

Pilgrimage tourism itself as a peaceful phenomenon can be well linked in no time, once it has firmly started it has been attracting and accommodating pilgrimage tourists from different parts of the world from many years and furthermore this trend is increasing. It can be straightforwardly confirmed that the pilgrimage tourism industry has become a job generator; both service oriented and product oriented. In addition the diversification of various new economic activities can lessen the big social problem of unemployment. People of the area welcome pilgrimage tourism as they have realized its importance, particularly from the economical aspect. Pilgrimage Tourism has facilitated the development of the sense of place among the people. They are conscious about the pilgrimage that has been preserved from many years. The locales have slowly but surely come to be aware of the secret which is of interest for the people around the world. Consequently more care and protection is supplied to the cultural heritage collectively by them. Such a joint effort not only improves the attraction of the destination but also unites people together.

This article explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated, although religious institutions have traditionally attempted to downplay this in the past. Additionally, the paper argues that religion and tourism have much in common. In the modern world, it is hard to ignore the impression that in most places of pilgrimage the profane impacts of tourism are just as important if not more so than the religious. In recent years, pilgrimage tourism has become very popular among pilgrims. Pilgrimage Tourism to Shrine constitutes an important component of total tourism in and has contributed effectively to the growth and development of the place. Every year around 7 million pilgrims visit the Shrines in India which is influencing the socio-economic environment of the region and the present paper is throwing light on the economic impact of the pilgrimage tourism. This paper is based on the methodology adopted for estimation of economic impact tourism.

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