

# Socio-Cultural Impact of Tourism at Pilgrimage Destination: A Comparative Study of Nathdwara & Pushkar (Rajasthan, India)

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**Abstract**— This paper focuses on the impacts of tourism on pilgrimage destinations. It mainly focuses on this study of socio-cultural impacts of tourism host population but it also includes the study of other impacts of tourism. It compares the difference of impacts of domestic tourist and international tourist.

**Key words:** Socio-Cultural Impact, Tourism

## I. INTRODUCTION

Tourism activity plays an important role in the growth and development of the pilgrimage places like Pushkar and Nathdwara. Every year a large number of tourists visit Nathdwara and Pushkar as both the centers have religious importance. The local population at both the centers gets tremendously benefitted from the local as well as international tourism as it has a direct impact on their economic growth. Lots of people come to these places and spend on accommodation and shopping. This significantly helps the local population to earn their living.

## II. LITERATURE REVIEW

Opined that the economic impacts of tourism are generally positive, while the social-cultural and environmental impacts of tourism can be either negative or unclear. It refers to changes, benefits or new situations caused by serious of activities associated with the development of tourism, which may result in positive benefits or negative effects.[1]

Identified the pilgrimage tourists and analyze their purchasing behavior, there is a need to build a typology of pilgrimage tourists. Typology comes from the Greek work "Typus" and describes various types of persons based on his/her behavior and attitudes. The definitive study of typology would help to understand the characteristics and motives of different types of pilgrimage tourists.[2]

Established a relationship between society and pilgrimage and describes that social structure is preserved in pilgrimage.[3]

Praised Indian religious tourism which grew for many years without causing negative environmental, cultural and social impacts. The author viewed that pilgrimage had less burden on environment, benefitted local communities, was seasonal and provided economic benefits to the local community. The author recommended developing such type of modern tourism which benefitted local communities without harming natural environment.[4]

Said that strategic use of information technologies in tourism improved its competitiveness. Further, it helped in boosting staff morale, managerial effectiveness, productivity and profitability of tourism organizations. The study concluded that because of ever increasing use of information technology in tourism sector, future success of tourism organizations and destinations would be determined by a

combination of innovative management, marketing and strategic use of advanced information technology.[5]

Described conflict between tourism and environment with the help of environment audit approach. They highlighted that there were two types of relationships between tourism and environment i.e. coexistence and conflicting. Coexistence relationship presented harmony between tourism and environment. However, conflicting relationship between tourism and environment caused huge problems like visual pollution, sewage problem, water and air pollution, and lastly ecological problem. They viewed that social costs in tourism industry were much more than any other type of industries but these costs were not included in financial report of the tourism industry.[6]

Highlighted eight factors i.e. accessibility, relationship between eco-tourism and other resources, attraction, tourism infrastructure, skill and knowledge, social interaction, degree of acceptance of impacts and type of management for the development of eco-tourism opportunity spectrum (ECOS). Moreover, these eight factors linked decision makers and stakeholders involved in ecotourism management. The authors revealed that ecotourism was dependent upon the quality of the environment and extra care was required by managers to minimize negative tourism impacts on environment. The study concluded that eco-tourism development occurred in more remote areas of the world which required appropriate management and eco-tourism opportunity spectrum (ECOS) was best fitted to it.[7]

Highlighted the main problems like increasing crime, overcrowding, overloaded infrastructure, pollution and environmental degradation etc. faced by the third world countries due to tourism. According to him the third world countries enjoyed very fast growth rate of tourism at the cost of socio-economic and environmental degradation. The author opined that the third world countries must adopt proper tourism planning after consulting local people and tourism related investment and revenue should be used for the benefit of local community. The study suggested that alternative tourism strategies must be designed with the help of local people to reduce negative impacts and increase positive effects of tourism during unfavorable circumstances.[8]

Reviewed from literature and define pilgrimage tourist 'as someone who visits a specific place out of the usual environment, with the intention of pilgrimage - meaning and/or growth, without any overt religious compulsion, which could be religious or non-religious in nature, but within the divine context, regardless of the main reason for travelling'. [9]

During his study mentioned that various authors observed pilgrimage tourism in general has recently become an important subject of research in social and business areas. The interest in pilgrimage tourism has affected a number of

industries around the world including the tourism industry.[10]

Identified several characteristics of pilgrimage tourists', notably, the preference of travelling alone or in groups; and the influence of reference groups and opinion leaders in making travel decisions.[11]

### III. DATA ANALYSIS & INTERPRETATION

It is very important for the researcher to collect primary data to conduct the research successfully. However, just collection of information won't help, it is essential that the collected information should be presented in a presentable manner so that readers can understand the information because the collected data is raw in nature. Thus, in this chapter, all the data collected through structured questionnaire will be analyzed to come up with concrete conclusion. For this purpose, SPSS software will be used. Out of total 200 participants in Nathdwara, 26.0% (n=52) of participants believed that 15% of the city area that has been developed other than the tourist attraction places, 23.0% (n=46) of the participants believed that 10% city area that has been developed other than the tourist attraction places, 25.5% (n=51) of the participants believed that 5% city area that has been developed other than the tourist attraction places, and the remaining 25.5% (n=51) of the believed that <5% of the city area that has been developed other than the tourist attraction places.

Out of total 200 participants in Pushkar, 26.0% (n=52) of participants believed that 15% of the city area that has been developed other than the tourist attraction places, 26.0% (n=52) of the participants believed that 10% city area that has been developed other than the tourist attraction places, 30.0% (n=60) of the participants believed that 5% city area that has been developed other than the tourist attraction places, and the remaining 18.0% (n=36) of the believed that <5% of the city area that has been developed other than the tourist attraction places.

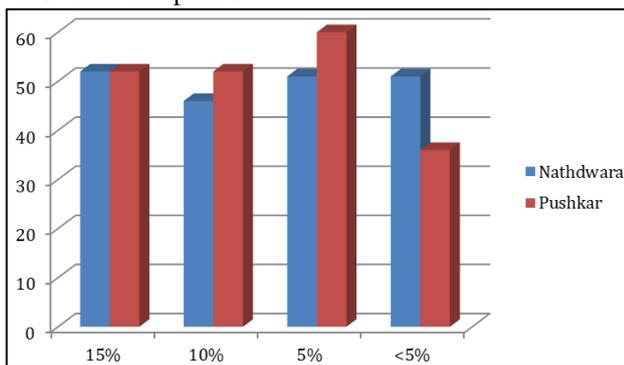


Fig. 1:

Out of total 200 participants in Nathdwara, 24.5% (n=49) of the patients strongly disagree that all businessmen have benefitted from the growing pilgrim tourism, 23.0% (n=46) of the participants disagree that all businessmen have benefitted from the growing pilgrim tourism, 23.0% (n=46) of the participants are neutral towards all businessmen have benefitted from the growing pilgrim tourism, 15.0% (n=30) of the participants agree that all businessmen have benefitted from the growing pilgrim tourism and the remaining 14.5%

(n=29) of the participants strongly agree that all businessmen have benefitted from the growing pilgrim tourism.

Out of total 200 participants in Pushkar, 21.0% (n=42) of the patients strongly disagree that all businessmen have benefitted from the growing pilgrim tourism, 21.0% (n=42) of the participants disagree that all businessmen have benefitted from the growing pilgrim tourism, 19.5% (n=39) of the participants are neutral towards all businessmen have benefitted from the growing pilgrim tourism, 22.0% (n=44) of the participants agree that all businessmen have benefitted from the growing pilgrim tourism and the remaining 16.5% (n=33) of the participants strongly agree that all businessmen have benefitted from the growing pilgrim tourism.

Out of total 200 participants in Nathdwara, 20.0% (n=40) of the participants strongly disagree that tourism has grown over the years, 20.5% (n=41) of the participants disagree that tourism has grown over the years, 22.0% (n=44) of the participants are neutral that tourism has grown over the years, 18.5% (n=37) of the participants agree that tourism has grown over the years and the remaining 19.0% (n=38) strongly agree that tourism has grown over the years.

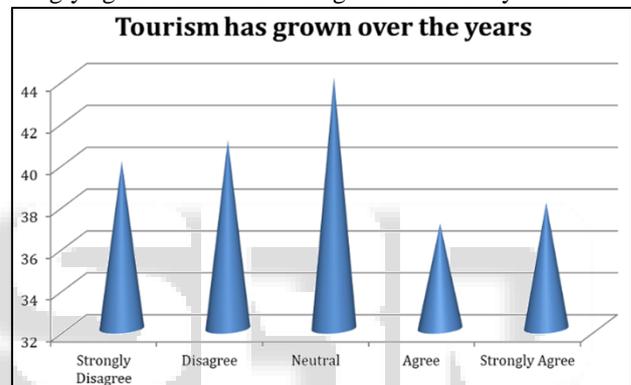


Fig. 2: Tourism has grown over the Years

Out of total 200 participants in Nathdwara, 18.0% (n= 36) of the participants believed charity to be economic and social activities for the welfare and development, 23.0% (n=46) of the participants believed NGO to be economic and social activities for the welfare and development, 20.0% (n=40) of the participants believed that Women Empowerment to be economic and social activities for the welfare and development, 17.5% (n=35) of the participants believed that Empowering Girl Education and Literacy rates to be economic and social activities for the welfare and development.

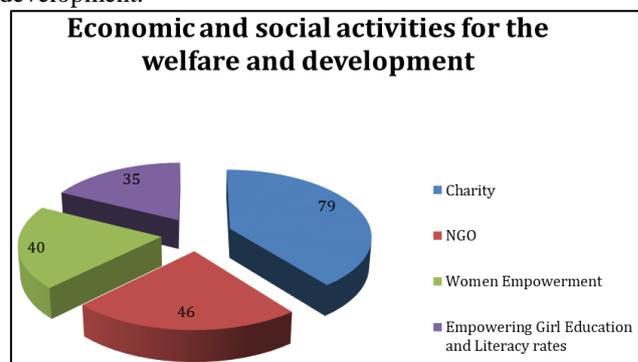


Fig. 3: Economic and social activities for the welfare and development

#### IV. CONCLUSION

This study concluded that there is no statistically significant difference in positive impacts of pilgrimage tourism on Nathdwara and Pushkar. That is, both Pushkar and Nathdwara are equally benefited from the tourism. The main reason behind this is that both the cities are pilgrimage centres and have strong social culture. Also, it has been found that tourism does not have any statistically significant negative impact on Nathdwara and Pushkar. Thus, it can be assumed that tourism only have positive impact on the economic growth and development of the two cities.

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