REVIEW OF LITERATURE

Research works are better recognized through the literatures generated. Literatures could be of immense help to a researcher while arriving at the objectives of his study and determining the way for the intended investigation. A methodical look at the relevant literature keeps a researcher abreast with the recent developments in the field of research. It also helps in avoiding duplication, thereby saving scarce resources. An intense review of the available literatures in the domain of the research becomes an integral part of any scientific investigation. Tourism is an age old activity associated with civilized nations. Thus, tourism literature too has a long history. However, there are few areas in tourism which have come to the domain of scientific investigation only recently. Spiritual tourism is one such area in which only a few researchers have started their work in a systematic way. The following sections present an analysis of the available and relevant literatures in the field of spiritual tourism with special emphasis on the Uttarakhand state of India. It was attempted to identify the gaps in the existing literature in order to carry out further investigations in the area.

2.1   INTRODUCTION

Tourism is one of the largest industries in the world. According to the World Travel and Tourism (WTT) Council, tourism and travel have become a global industry and is widely considered to be one of the fastest growing industries (World Travel and Tourism Council, 2006). India is fascinating with its ancient and complex culture, dazzling contrasts and breathtaking natural beauty. With the great potential available and the development initiatives taken by the government, Indian inbound tourism has shown a substantial growth in the last decade which has been the best in the history of Indian tourism. India

has become one of the major international tourist destinations because of its series of marketing initiatives including the current and highly successful 'Incredible India' campaign. In this context Uttarakhand state is a unique tourist destination with excellent opportunities for development of a diverse range of products involving nature, spirituality, adventure, leisure etc. to satisfy a tourist's desire. Uttarakhand state promotes 'spiritual tourism' through its religious diversity and heritage as well as health and well-being techniques such as *yoga*, meditation and *ayurveda*.

Tourism ranks as the largest industry in terms of employment. Tourism industry, regarded as a smokeless one, has been growing and flourishing as an organized industry. Several authors, however, contradict tourism to be an industry, for, 'tourism offers complementary rather than competing products and services'. Accordingly, they prefer to call it as an activity instead of an industry (Ghosh, 1998). Some authors, on the other hand, term it 'tourist system' in place of 'tourist industry' (Negi, 1998). Nevertheless, tourism is primarily about human activity, which involves travel from an originating area to a destination for pleasure or business purposes. This simple phenomenon embraces cultural, economic and social exchanges in the process. As an industry, the impact of tourism is manifold. Tourism industry nourishes a country's economy, stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding.

Tourism has become the second largest foreign exchange earner for the country. In terms of visitor numbers, now India is 11th among Asia Pacific countries. The tourism industry in India has shown healthy signs of growth in the recent years. In 2004, India ranked 47th in the world tourist arrivals with around 3.46 million tourist (Ministry of Tourism, 2007) visiting the country. Moreover, foreign exchange earnings from tourism have been increasing at a gradual rate.

India, a land of diversities, has a varied tourism resource base to offer its visitors. Both domestic as well as foreign tourists have thronged various tourist spots that adorn almost every nook and corner of the country. While some tourist spots have emerged as prime ones, drawing numerous visitors from around the world, it goes without saying that, the country is yet to realize its true potential it has to offer to the visitors. Foreign tourist arrival in the country has been growing steadily for the past few years. Realizing the immense potential that India has to offer, the ministry of tourism has embarked on an ambitious plan to promote India to the foreign tourists. The "Incredible India" as well as "*Atithi Debo Bhava*" campaigns have generated immense success in the recent years.

2.1.1 Tourism and Tourist

International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment (Wheeler, 1995). Tourism, as viewed by Smith (1992), is an activity dependant on three operative elements– discretionary income, leisure time and social sanctions permissive of travels. Leiper (1979) defines a tourist as a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration. Tourists are the focal human element of tourism. The author further divided the tourist activity into two components– "a dynamic element– the journey, and a static element– the stay". Spatially, tourism involves three elements. There is an origin or tourist generating region, the place where tours begin and end (home). There is a tourist destination region or host locality, where tourists stay temporarily. Thirdly, there is a transit region or route which connects the two and through which tourists travel. A basic model of tourism systems proposed by Leiper (1979) is shown in Figure 2.1. It incorporates an arrangement of multiple elements and facets of tourism, viz. geographical, behavioural, industrial and environmental.
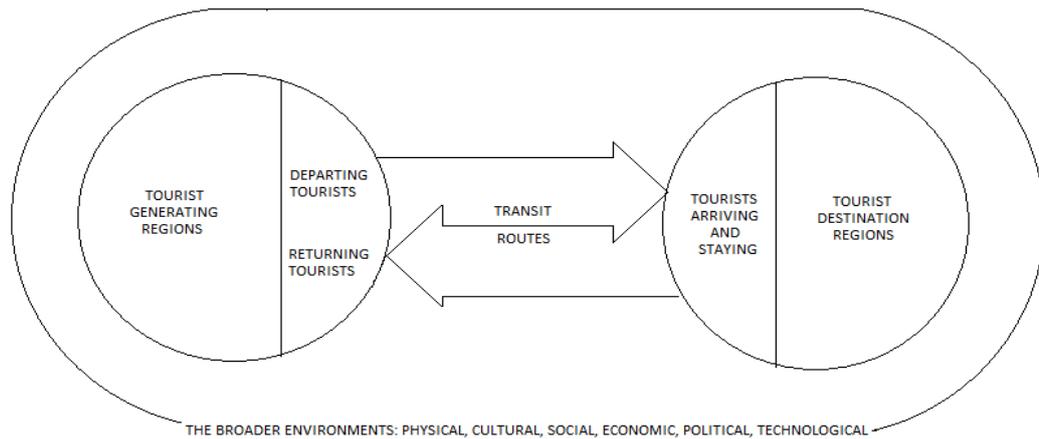
Figure 2.1   The tourism systems (Leiper, 1979)

Tourism covers all tourism related activities like hotel industry, tour and travel operators and transport like air, rail and road. Other industry/services that act as a support mechanism or facilitate service for this target industry also needs to be included. The tourism activities are multidimensional and can be undertaken only with the help of other goods or services. They generate income and employment in the economy. Travel and tourism activity mainly include -

a. Travelling to destination

b. Accommodation at destination

c. Recreational activities

In 1976, Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." Cohen (1979), however, argued against the tendency to over generalize, to propose universal models and to conceive the dynamics of tourism as a unilinear process. Instead, the author favoured a multiplicity of types, different typologies and a multilinear approach to the dynamics of tourism.

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The structure of the industry varies according to the linkage parts of tourism activity. Even a single activity is a part of the tourism industry, e.g. booking agents, tour operators, hotels providing only accommodation, etc. Elements of all types of market can be seen at different points of the tourism activity chain. Planning policies are done according to the type of market structure. Figure 2.2 presents such a tourism activity chain that incorporates important elements of a common tourism system.
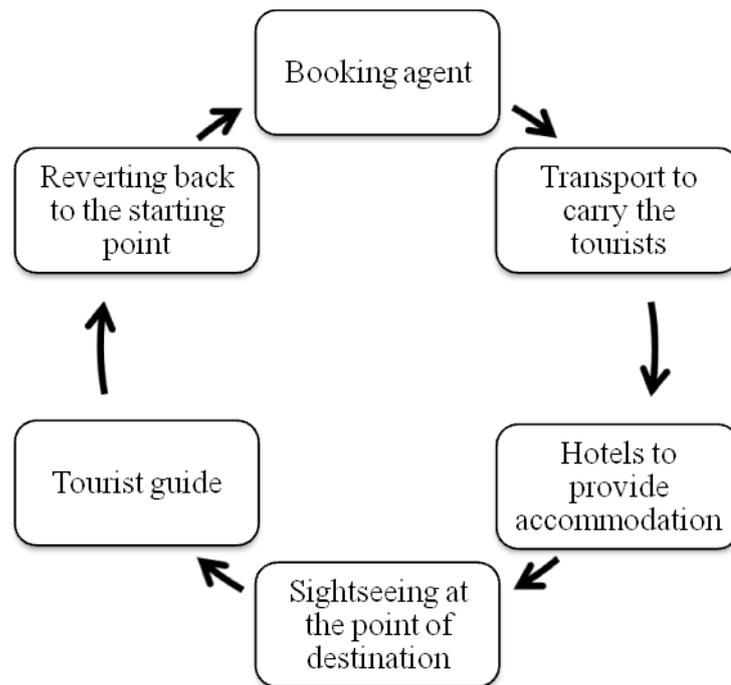
Figure 2.2   Tourism activity chain (*adapted from* Mukhopadhyay, 2007)

2.1.2   Tourism in Uttarakhand

Tourism has become a competitive industry in the Uttarakhand state of India in the recent years. The location of the region and its richness in biodiversity has become a place of attraction for tourism industry. This state has the state-of-the-art infrastructure so as to develop tourism industry to its best. Uttarakhand being the land of hills, mountains, plateaus, rivers, forest and varieties of exotic flora and fauna attracts large number of foreign tourist to this land. According to a report by Dixit (2005), tourists visiting Uttarakhand can be categorized into three major categories. These tourist classes are: (i)

Pilgrims / Religious tourists, (ii) Pleasure tourists / Holiday Makers, (iii) Special interest tourist / Adventure and Nature Lovers.

Ryngnga (2011) focuses on the measures needed to be taken by the Government of India to identify tourism as a priority sector and promote tourism in the different regions of the country. Uttarakhand featured in the eighth position in the top ten states in India in terms of number of domestic tourist visits (in millions) during 2009, a list topped by the state Andhra Pradesh, which incidentally hosts a number of famous spiritual places. The Table 2.1 shows the rank of Uttarakhand state in terms of number of domestic and foreign tourists respectively in the year 2009, according to a survey conducted by the Ministry of Tourism, Government of India. The Table 2.1 indicates that the domestic tourists have better interests toward this state. The state, on the other hand, closely follows the national annual growth rate, it is clearly revealed.

Of the many tourists coming to Uttarakhand a striking figure come for spiritual tourism. The projected forecast for foreign tourist visits by 2012, 2017 and 2020 in Uttarakhand are estimated at 0.227 million, 0.399 million and 0.703 million respectively by a survey conducted by Uttarakhand Tourism Development Board.

Table 2.1   Domestic (D) and Foreign (F) tourists in Uttarakhand state during 2007-2009 (Tourism statistics at a glance, 2009)

2007 (million)		2008 (million)		2009 (million)		Annual Growth Rate 2008/2007		Annual Growth Rate 2009/2008		% share in 2009		Rank in 2009	
D	F	D	F	D	F	D	F	D	F	D	F	D	F
19.803	0.096	20.546	0.1	21.935	0.106	0.38	0.41	0.68	0.66	0.34	0.8	8	15

2.2   DEVELOPMENTS IN TOURISM RESEARCH

Today, tourism industry has become a real threat for the core manufacturing sector industries in the recent times. As a result, researches in this area have also been observed to

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be increasing. Hamilton-Smith (1987), proposed a conceptual framework relating tourism to humane leisure. There has been a considerable number of published literature on concepts and scopes of different aspects of tourism. An early seminal contribution to the basic economic analysis and theoretical and applied approach as applicable to the tourism sector is highlighted by Mukhopadhyay (2007). Crouch and Ritchie (1999) studied the link between societal prosperity and tourism using a competitiveness framework. The authors also proposed a conceptual model to demonstrate the links. Crouch (1999) in his study found that each society is faced with the decision of how best to provide for the well-being and quality of life of its citizens. The study also examines the ability of a tourism destination to contribute to the economic prosperity that provides the concept of quality of life.

In an earlier work, Leiper (1979) went one step further and proposed a framework for the general study of tourism that could be applicable for several sectors like academic research, education, business and government arenas of tourism by using economic, technical and holistic approaches. Likewise, Oh *et al.* (2007) proposed a measurement model based on four realms developed by Pine and Gilmore (1999) which is applicable to lodging. The authors demonstrated how the measurement scale can be further refined for adoption by destination marketers. Performance measurement is applied to some extent in tourism research. In a classical work on ethical aspects of tourism, Wheeler (1995) observed that ethical marketing of tourism products advocates promotion of destination to attract larger number of tourists. The concept of 'authentic–seeking', considered within the context of tourism and focusing on the opportunity for Scotland was well discussed by Yeoman *et al*. (2007). While working on a different approach, Tribe (2008) explored new ways of mounting virtual exhibition in tourism art. This new innovative method is called "virtual curating" which is applied to interrogate written texts.

The tourism industry has been analysed in a holistic manner through distribution channel perspectives by various authors (Laws, 1997; Halloway, 1998; Middleton and Clark, 2001; Mill and Morrison, 2002; Yilmaz and Bititci, 2006) in their recently published works. The authors claim 'there is no attempt in the tourism management literature proposing frameworks or models, which can assist the tourism companies, evaluate and control the overall tourism value chain'. They have proposed a value chain model for performance measurement in tourism that would allow various players to communicate and coordinate their processes and activities in a more mature manner. Jurowski and Olsen (1995) used content analysis approach to identify patterns of activity that exist in the context of general environment of the tourism industry and possible trends emanating from this environment which would influence the tourism industry in the near future. The significant trends identified by the authors include- (i) more precise targeting and aggressive marketing, and (ii) greater use of technology in marketing and servicing tourists.

Tourism promotion is considered essential for successful tourism development. The tourist inflow, both domestic and international, for various purposes like pleasure, environmental change, and religious/spiritual purpose has increased significantly in the recent times. Accordingly, there has been a phenomenal rise in the academic research activities on marketing of tourism. Many authors have invariably analysed the psychographic and demographic profiles of tourists and their perception about the performance of various tourism services. It is seen that in tourism research, a considerable emphasis has been focused on marketing of tourism (Haywood, 1990; Middleton, 2001). However, Wheeler (1995) observes that only little attention has been paid towards ethical marketing of tourism products. The author observes 'the trend has been to look at definitional aspects of tourism marketing which has been followed by prescription towards the management processes'. Williams (2006) admits that marketing is clearly essential for successful tourism and hospitality development; however, 'it is often overlooked'.

Calantone and Mazanec (1991), while addressing different marketing management issues, have presented a detailed analysis of role of marketing management in tourism. They have highlighted the need of management and information analysis tasks of the service providers in tourism like various business and government organizations. Hu (1996) have analysed at length the diverse developments that are taking place in travel and tourism marketing and categorized these developments into different themes and sub themes. A summary of the developments in travel and tourism research, as presented by Hu (1996), is illustrated in Figure 2.3. Major themes and trends evolving in the tourism industry have also been reviewed and discussed by Eccels (1995). The author observes tourism development as a way of improving country's economy and social well being and underlines the need to be proactive so as to stop potential tourists migrating to competing destinations. Thus, the organizations must spend more of their business time focusing on marketing, and in particular promotion. The author has attempted to classify the major themes as – destination planning, marketing and promotion, new products, sustainable tourism and transport. He further identified the key challenges faced by the tourism industry that would potentially affect the industry's future operations. In an increasingly complex global market system, it is observed, tourism needs to adopt societal marketing strategies that facilitate regional development (Buhalis, 2000). Issues in national marketing strategies in tourism have also been addressed (McCleary, 1987; Riege and Perry, 2000).

It was reported that tourism became an effective means of earning foreign exchange owing to implementation of their sound marketing plans for tourism. Riege and Perry (2000) have presented different approaches in formulating National Marketing Strategies of a country based on a study carried out regarding marketing of Australia and New Zeland. A general framework for national tourism marketing has been presented by McCleary (1987). The author has provided a 'Step by Step' checklist for marketing a country's tourism. Dutta (1991) had emphasized the importance of tourist product mix planning and identified the

variables for market segmentation. Williams (2006), in a recently published work, has proposed a framework as to how organizations might usefully implement an experiential marketing strategy.
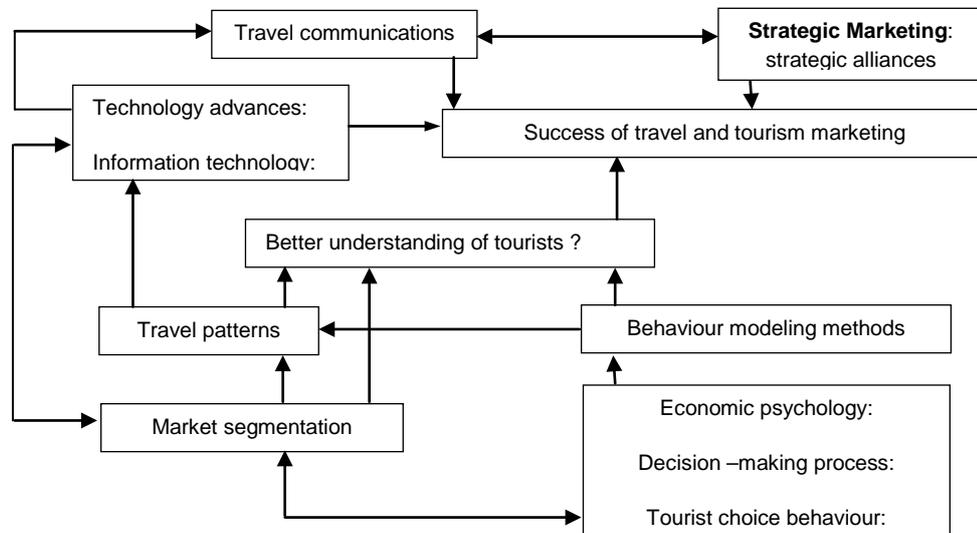

Figure 2.3   Diverse developments in travel and tourism (Hu, 1996)

Different marketing paradigms and response of the Indian firms in the context of changing challenges have also been addressed. An investigation based on studies conducted in the geographic domain of two Indian industrial cities – Coimbatore and Tirupur in Tamilnadu state has been reported by Muthiah (2006). The choice of program orientation is deeply related to the general orientation of a tourist enterprise and with the quality of organizing. Ilieska (2002) studied in details regarding the relationship between the level of marketing organizing and program orientation of a tourist enterprise and developed various promotional tourism activities for strategic marketing management in tourism. Stokes (2008) explored the strategy making concept as applied to planning event tourism.

Papadopoulos (1989a), while presenting a conceptual model on tourism marketing planning, observes that for a national tourist organization to achieve its objectives and meet

conditions in a rapidly changing environment, a well coordinated tourism marketing planning process is vital in order to survive and prosper in the tourist industry. Papadopoulos (1989b) further emphasizes for a holistic view of the many variables affecting tourism marketing, and believes a heuristic approach is necessary to assess the implications, importance and effectiveness of potential tourism marketing strategies and tactics in dynamic situations. Various aspects of tourism marketing and promotion have also been investigated (Morgan and Pritchard, 1998; Buhalis, 2000; Echtner and Prasad, 2003; Hannam, 2004). Many researchers (Chaudhary, 2000; Enright and Newton, 2004; Swain, 2006; Das *et al*., 2007) have reported the importance of tourism destination marketing with the help of domain specific data and relevant analysis. Hannam (2004) further examined the production of destinations and experiences through tourism marketing. The author analyzed the role of communication media including internet for destination marketing. Haywood (1990) examined the marketing concept and suggested revisions underlying philosophy to tourism marketing, organizational strategy and structure. Use of tools and techniques for planning a country's tourism marketing was proposed by McCleary (1987). A general framework for national tourism marketing has been presented by the author.

Calantone and Mazanec (1991) presented Macro-level analysis of management literature philosophies and micro-level analysis for tourism research through application of different analysis tools. Major variables for segmentation in the Indian tourism market were identified more than a decade ago by Dutta (1991) which affords a framework for product mix planning. Postcolonial theory was used as a critical, contextual perspective to interpret the patterns of different marketing images occurring across the destinations (Echtner and Prasad, 2003). The authors outlined the analysis of brochures representing different Third World countries. "Electronic Word-of-Mouth (WOM)" has been coined to describe a potentially cost effective mean for marketing hospitality and tourism by Litvin *et al*. (2008). The authors pointed out its pragmatic importance and proposed a conceptual

model of WOM. The strategy making concept as applied to planning event tourism has been outlined by Poria and Ashworth (2009). The authors also examined the role of heritage attraction sites and experiences for promotion of tourism.

Tourism destination marketing has been considered vital in the changing competitive marketing environment. Chaudhary (2000) has reported its importance with the help of domain specific data and relevant analysis. Wong (2009), focused on the relationship among tourist risk perception, tourist knowledge and hesitation. Camprubı´ (2008) presents a new approach to the induced tourism image formation process focusing on destination relational network. He further presented a conceptual model on image formation process. Theoretical analysis involving different issues in formulating strategies for destination marketing is outlined (Buhalis, 2000). Synthesis of different marketing models and relationship between marketing and planning of destinations and their conflicting and symbiotic relationship was focused. Gallarza *et al.* (2002) focused on concept and measurement of destination image. The study also proposed a conceptual model of tourist destination image within an intra disciplinary marketing perspective.

Beerli and Martin (2004) go hand in hand to develop a model that explains the post visit image of a destination. Enright and Newton (2004) proposed a model on 'Tourism Destination Competitiveness' based on studies performed in the city of Hong Kong. Cracolici and Nijkamp (2008) attempted to assess the relative attractiveness of competing tourist destinations on the basis of individual visitor's perception regarding a holiday destination. The authors also highlighted the need to use micro and macro data to analyse tourist attractiveness. Dey and Sharma (2007) adopted a factor-cluster segmentation approach for segmentation of tourists while Franch *et al.* (2008) have presented new approaches for established destinations to offer in an innovative and sustainable way. Dwyer *et al.* (2009) on the other hand identified five global drivers of tourism change and studied their influences on changes in the tourist values and attitudes. The relationship

between involvement and place attachment was examined by Gross and Brown (2008) based on a survey conducted in five South Australian tourism regions. The study also developed and tested a structural model that measures predictive relationships between the constructs of involvement and place attachment. Jamrozy (2007) developed a sustainable tourism marketing model which focuses on sustainability, economic viability, social equity and environmental protection. The author suggests a shift in the tourism marketing paradigm away from economic profit priorities toward sustainability. Song and Li (2008) analyses the published studies on tourism demand modeling and forecasting since 2000 and commented that there is no single model that consistently outperforms other models in all situations.

Mohsin (2005) attempted to correlate tourists' attitude and destination marketing. The study was conducted based on responses of tourists regarding Australia's Northern Territory and Malaysia. An investigation on the significance of transport infrastructure as a factor in destination development, showing it to be part of the classical demand for international tourism functions was carried out by Khadaroo and Seetanah (2007). The authors have also cited the infrastructure base of a country as a potential determinant of the attractiveness of a destination. A neural network based approach for content analysis was used to measure destination image from a phenomenographic post-positivist perspective in an online survey (Govers *et al.*, 2007). Hsu *et al.* (2009) have presented a case based study which identifies the factors that influences the tourist's choice of destination. Authors proposed a 4-level Analytical Hierarchy Process (AHP) model and used fuzzy set theory for evaluating and ranking the destinations.

The measurement of customer service is one of the most important variables that a company has to manage. While accurate measurement of customer service is important, of even greater importance is making the measurement effectively, so that results can be used to improve business operations. Baggs and Kleine (1996) developed a number of

measurement methods for measuring customer satisfaction which has become an increasingly important factor for successful business operation today. Service quality, customer satisfaction and value are three elements that many managers in service firms would gladly profess to be striving to provide to their customers. Caruana *et al.* (2000) identified instruments to determine whether value plays a moderating role between service quality and satisfaction. The authors developed a model and hypotheses of the interrelationships and identified measures for it; results were reported, discussed and directions for further research indicated. Camarero and Rojas (2008) analysed a specific aspect of marketing applied to cultural tourism, art and cultural exhibitions, and focused on the formation of visitor satisfaction.

Nicoulaud (1989) stated that given the rapid growth of the service sector, there always exists a need for research due to the characteristic difference in services and the needed changes are always planned in the light of changing market expectation and buying behavior. Ruston and Carson (1989) felt that the service marketing practitioners are uncertain and unsure about certain aspects of marketing operations because the customer's evaluation opinion regarding the service quality is not available in advance before its conception. Therefore, a regular survey of service quality has been suggested for updating the service.

2.2.1 Forms of Tourism

Different types of tourism have been identified from the point of view of individual preferences, likings and differences. Tourists represent a heterogeneous group with different personalities, preferences and inclinations, having different attitudes, aptitude and interests. They love, relish and admire different situations and are at variance in likings. Based on the forms, nature, preferences, purposes, etc., tourism can be divided in the categories as discussed below.

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i) **Domestic Tourism and International Tourism:** Tourism is classified world wide as domestic and international based on the nationality, citizenship and geographical distinctions. Travelling of people within the boundaries of the country of their nationality or citizenship refers to domestic tourism. There are no passport and visa requirements, and there are hardly any currency and language implications in domestic tourism. In contrast, travelling of people outside the country of their nationality or citizenship is referred to as international tourism. This form of tourism entails passport, visa, language and currency implications. However, because of liberal policies adopted by some countries, domestic and international tourism is becoming indistinct in many parts of the world. Compulsions in respect of passport, visa, etc., have been waived between the member countries of the British Commonwealth, European Economic Community and between America and Canada. Similarly, citizens of some European countries and Japan do not need visas to enter USA. This largely depends upon the friendly, diplomatic and economic relationships developed by the countries.

ii) **Independent Tourism and Inclusive Tourism:** Based on the attitudes and preferences of tourists, tourism has been identified as 'independent tourism' and 'inclusive tourism'. In independent tourism, the tourist moves on his own, lining up his travel, accommodation, etc., fixed by himself or by his travel agent. In contrast, the inclusive tourism, better known as package tours, involves travelling in a group. In inclusive tourism, a tourist buys a trip to a certain destination inclusive of all expenses with regard to transport, accommodation, meals, sightseeing, etc., except the expenditure made by him on his personal interests. Inclusive tourism facilitates tourist travel economically.

iii) **Long-haul Tourism and Short-haul Tourism:** Keeping in view the length factor of the journey, tourism is divided into two types, which are termed as long-haul and

short-haul tourism. Travelling comprising more than 5,000 kilometers is said to 'long-haul tourism' and below that it is known as 'short-haul tourism'.

iv) **Mass Tourism and Small-scale Tourism**: Tourism has also been classified as mass tourism and small-scale tourism. 'Mass Tourism' refers to participation of a large number of people in tourism, which refers to the level and type of interaction of tourists with the destination, having a major impact upon it because of the sheer scale of the industry and the nature and size of the consumer. In contrast, small-scale tourism implies smaller participation of people having a reduced impact upon the destination.

v) **Leisure Tourism and Professional Tourism:** From the point of view of the purposes of visit, tourism has been categorized as leisure or recreational tourism and business or professional tourism. Leisure or recreational tourism comprises travelling to enjoy holidays, sports, cultural pursuits, visiting friends and relatives. Business or professional tourism includes travelling connected with meetings, conferences, business and specific missions. Other tourism comprises travelling associated with study, health and for rejuvenation purposes.

vi) **Other categories of Tourism:** In the recent years, different other categories of tourism have also been reported. These include: (a) Ethnic Tourism, (b) Cultural Tourism, (c) Historical Tourism, (d) Eco-Tourism, (e) Environmental Tourism, (f) Recreational Tourism, (g) Rural Tourism, (h) Rail Tourism, (i) Wellness Tourism, (j) Pilgrim Tourism, (k) Medical Tourism, (l) Sex Tourism, (m) Spiritual Tourism, (n) Business tourism, (o) Health tourism, (p) Rural tourism, (q) Nature tourism, (r) Adventure tourism, (s) Sustainable tourism, (t) Golf-tourism, (u) Agro-tourism, (v) Space tourism, (w) Village tourism, (x) Wedding tourism, (y) Airline tourism and (z) Volunteer tourism.

2.2.2 Classification of Tourism Literature

Most of the literatures in the area of tourism studies are geo-specific (case study based). Many aspects of the area are yet to be explored well. Many authors have presented detailed reviews of tourism literatures and classified them from different perspectives. Few typical classifications as reported by various authors are presented.

A review of different literature appearing in the 'Journal of Tourism Management' (during the period 1989 – 1994) focusing on five prime themes has been presented by Eccles (1995). The author has attempted to identify the trends evolving in the tourism industry and hence classified the tourism research into five major themes, namely – (i) destination planning, (ii) marketing and promotion, (iii) new products, (iv) sustainable tourism and (v) transport. Hu (1996), on the other hand, has identified five main themes in the research of tourism. These five basic themes– economic psychology, market segmentation and travel patterns, strategic marketing, technological advances and travel and tourism communications have been categorized based on a detailed review of literatures on developments in travel and tourism marketing appearing in the 'Journal of Travel and Tourism Marketing' over a period of four years (1992 – 1995). In an analysis of 174 research articles published in the issues of 'Travel and Tourism Analyst' published during the period from1989–1994, Costa (1995) has identified four main themes based on their importance and recurrence during the period of analysis. These themes include (a) Airline industry studies, (b) Hotel sector studies, (b) Outbound travel studies, and (d) Tourism industry studies. The author has also highlighted the issues for further research in the areas. Hing and Dimmock (1997) have classified the literatures that appeared in three major tourism journals in the Asia Pacific region, namely-'Journal of Tourism Studies', 'Tourism Recreation Research' and the 'Asia Pacific Journal of Tourism Research' from 1989 to 1996 including both the years into five major themes. These themes are – Tourist

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markets, Tourist Flows, Tourist Development, Sustainable Tourism Development, and Social, economic and cultural impacts of tourism.

The tourism industry has been witnessing remarkable changes with the changes in the social system. This has been reflected in the types of researches and related publications from time to time. The industry has evolved into such a broad sector that, today, even health-care related travels, religious travels etc. are recognized as some of the most promising tourism sectors. Considering the classical approaches, and with a view to accommodate the emerging areas of tourism, an overall classification of the literature and development in the areas can be made as presented in the Figure 2.4.
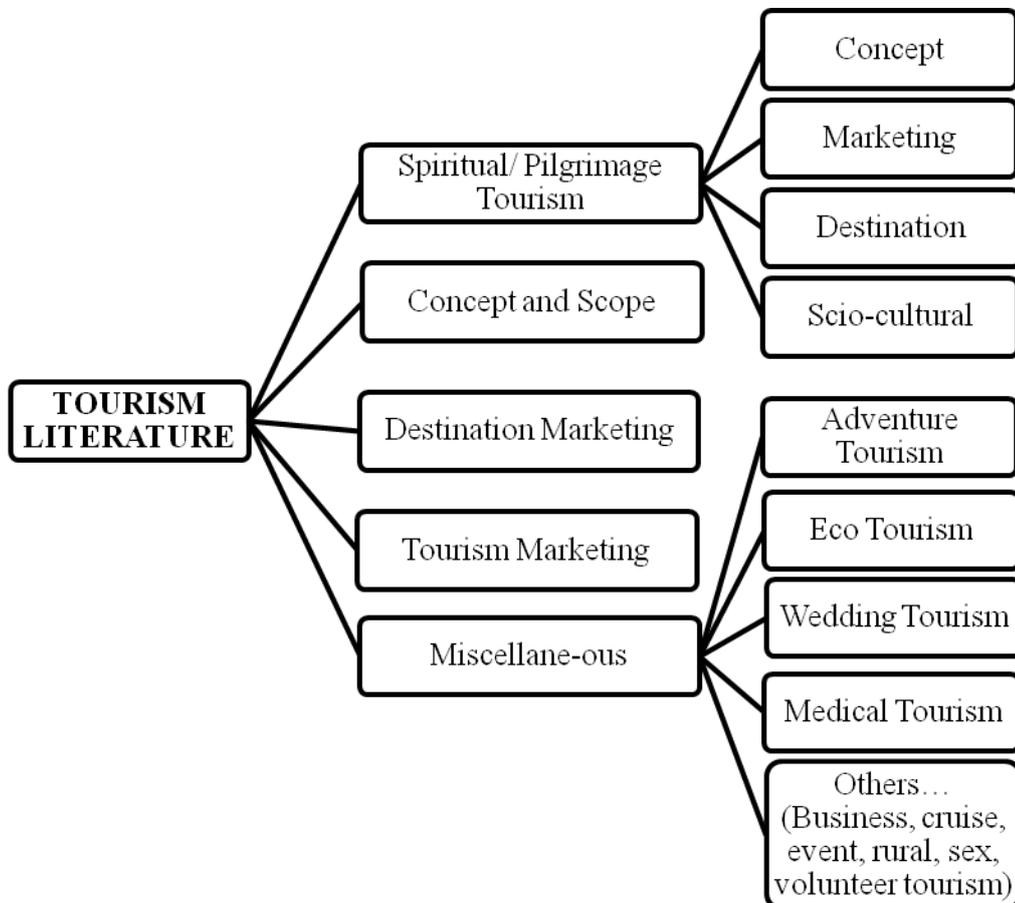

Figure 2.4   A general classification of tourism literature.

There has been a substantial growth in the tourism industry in the last two decades (Aggarwal *et al.*, 2008). Tourism industry got benefited by the increasing interest and number of tourists in diversified activities which were hardly known to be associated with tourism. Although, it is a century old practice that people across the globe travel for pilgrimage and/or spiritual activities, however, only during the last few decades, these activities were recognised as part of the tourism industry. In the recent years, people have started travelling vigorously for purposes like getting treatment elsewhere, getting married at a place of their choice, or to enjoy the thrills associated with adventures. Such sector-based activities are on the rise substantially. Obviously, such activities create business opportunities in the place of happenings and have proved to be significant revenue earners. Consequently, research works and analysis of different aspects (infrastructure, marketing, economics etc.) associated with such activities have also been reported. This has resulted in few highly potential segments in tourism research. These segments include adventure tourism (Weber, 2001; Williams and Soutar, 2009), cruise tourism (Kwortnik, 2008), eco-tourism (Stoneman *et al.*, 1995), event tourism (Getz, 2008), medical tourism (Connell, 2006; Michelle, 2009), sex tourism (Oppermann, 1999), special interest tourism (Trauer, 2006), volunteer tourism (Sin, 2009), wedding tourism (Johnston, 2006), cultural tourism (Mehta, 2005) and rural tourism to name a few. However, researches in these areas are still in infancy. As the major focus of the present research is spiritual tourism, further discussions on the above mentioned areas of tourism have been avoided here.

2.3 SPIRITUAL TOURISM

Spirituality has been on the rise globally. Consequently, travels associated with this activity have surfaced as a major boom to the existing tourism industry. Spiritual tourism as an area of organized research is in its infant stage. In the recent times, a significant increase in the research literature in the area of spiritual tourism has been observed. India is

considered as one of the most spiritually enriched places on earth and has been the cradle of spirituality for over 4,000 years (Pandey, 2010). India is the land of the *Vedas* and temples. Its people, its infrastructure, and, in fact, its very soil, encourage and nurture spiritualism, allowing religions to thrive, flourish and prosper. Spirituality generally concerns itself with aligning the human will and mind with that dimension of life and the universe that is harmonious and ordered. It is a fact that every major religion in the world, as well as many of their off-shoots and facets, get support and nourishment in India. Many of these religions such as Hinduism, Jainism, Buddhism and Sikhism were conceived in India, and others sought refuge in India after being persecuted in their own countries. Apart from religions, numerous sages, philosophers and founders of religions also sought and received sanctuary and enlightenment in India's soil and spirit. The trend continues even today after so many years, the reason being as the people across the world veer towards the capitalistic way of life, the quest for spirituality becomes even more urgent. Spirituality encompasses intellectuality and a spiritual orientation based on faith, and it is also an attitude towards life causing one to search for a meaning in life.

An analysis of published literatures in the broad area of spiritual / pilgrimage tourism has been presented in Figure 2.5. It is observed that there has been a steep rise in published literatures during the latter half of the present decade (2006–June 2010) indicating the emergence of a potential area of research. Early research thrusts were observed to be mostly concentrated on developing conceptual frameworks concerning 'spirituality', 'spiritual travel', 'pilgrimage', and 'religious travel' as seen by the higher publications during the period 1992-1995 in the Figure. In the last few years, the major research focus was shifted towards development of marketing strategy, drivers of spiritual tourism, development of typology model and analysis of tourists' perspectives and attitudes. It has been observed that both 'religious tourism' and 'pilgrimage' are often included within the broad umbrella of 'spiritual tourism'. Delbecq (2009) reflects on the

evolution of spirituality and suggests areas of increasing understanding. The author also emphasizes on the need for future development. Haq and Jackson (2009) contributed towards the theory on spiritual tourism and marketing of spiritual tourism, by focusing on *Hajj* as both an outstanding spiritual journey and a product/service. Different research developments in spiritual tourism as reflected in published literatures have been presented in Table 2.2. Major research focuses have been highlighted in the Table. It is observed that the literatures analysed in the present work (1992 – June 2010) can further be categorised into four groups based on the theme of the publications. These categories include literatures on themes like conceptual, marketing, destination of spiritual tourists, and socio-cultural issues. There has been a significant interest in marketing aspects of spiritual tourism. However, investigations into the socio-cultural aspects of the spiritual/pilgrimage tourism indicate diverse research interests. Further, it was also found that destination related studies are relatively less.
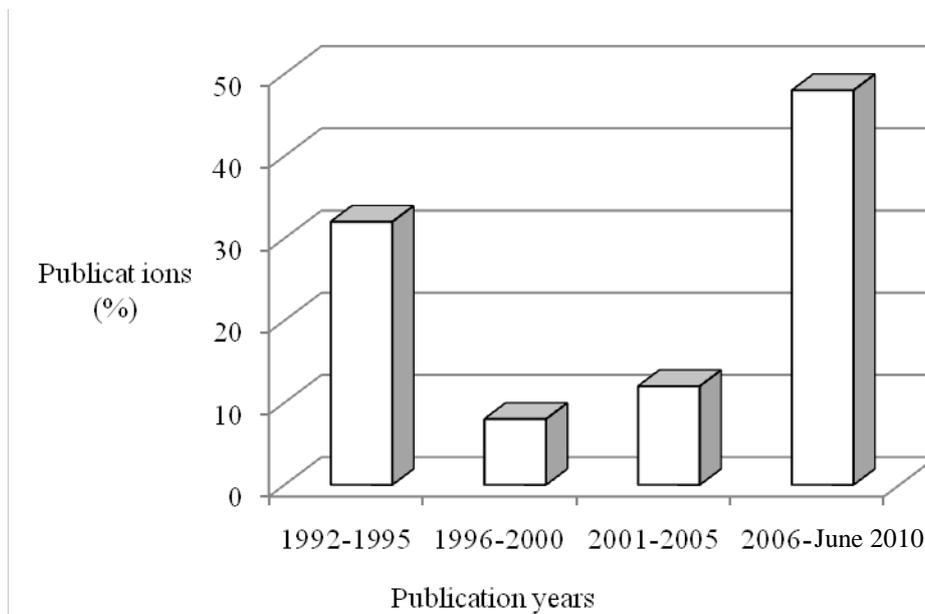

Figure 2.5   Trends in publication of spiritual/pilgrimage tourism literature.

Table 2.2   Major focuses in spiritual / pilgrimage tourism research.

Sl. No.	Author(s)	Major focus	Gaps Identified / Remarks
A.		**Spiritual / Pilgrimage Tourism**	
1	Cohen (1979)	Author illustrated the tendency to over generalize, to propose universal models and to conceive the dynamics of tourism as a unilinear process; instead, the author favoured a multiplicity of types, different typologies and a multilinear approach to the dynamics of tourism. The author commented that there is no sociology of tourism.	Socio-cultural and socio-economical issues were not addressed. Business aspects were not explored. Gap needs to be filled between abstract theory and empirical research in tourism.
2	Cohen (1992)	A comprehensive discussion on Pilgrimage centers. Examines the concept of pilgrimage "center as an excentric" as proposed by Victor Turner.	No systematic study of the various pilgrimage centers was conducted. Economic impact on the country's economy is also not analysed.
3	Eade (1992)	Explores various meanings and practices concerning "pilgrim" and "tourist" at a popular pilgrimage shrine in France.	Proper interpretation between pilgrimage tourism is lacking.
4	Hudman and Jackson (1992)	Examines pilgrimage related tourism among members of the Mormon church by tracing the development of the church associated pilgrimage destination.	The study is limited to one site only and hence more data is required for further analysis.
5	Jackowski and Smith (1992)	A detailed study on pilgrimage in Poland, highlighting the developments, and impact of pilgrimage on infrastructure. The study predicts that future of Poland depends upon economic revitalization of both industries and service sectors	No proper methodology for data collection was defined. The study is more of conceptual in nature.
6	Nolan and Nolan (1992)	Authors examine the problems related to the conflicting interests of pilgrims and	No analytical study was carried out to examine the problems

		tourists; discusses management strategies to minimize such conflicts.	related to the pilgrims and the tourists.
7	Rinschede (1992)	Religious tourism has been discussed at length by categorizing into 'short term' and 'long term' religious tourism. Characteristics of organizational forms of religious tourism have also been explained.	Analyses a concept.
8	Smith (1992)	Pilgrim-tourist path has been redefined as two parallel, inter-changeable lanes – (1) the secular knowledge-based route of Western science, and (2) the sacred road of faith and belief. The guests, as the author observes, could travel either lane, or switch them, depending on their personal need or motivation, and as appropriate to time, place and cultural circumstances.	A case based study.
9	Vukonic (1992)	An attempt to relate religious belief and tourism based on the study of experience of a little known place Medjugorje in Yugoslavia. The study reveals that religious tourism would become increasingly individualized.	The study is based on a small place in Yugoslavia and more of descriptive in nature. Research is not properly focused.
10	Gupta (1999)	Examines some of the popular traditions existing in the Indian religious places that attracts quite a good number of tourists and explores the possibilities of using such traditions for making tourism sustainable.	Methodology of the study was not clear.
11	Garrod and Fyall (2000)	Discusses the findings of a Delphi survey of owners and managers across the United Kingdom. Investigated the major constraints and imperatives relating to the long-term management to built	No new management philosophy and practices were adopted in the study.

		heritage attractions. Three issues were assessed to consider the significance in assessing potential strategies for moving heritage tourism toward sustainability.	
12	Jewell and Crotts (2002)	Analysis of the study revealed that most respondents were looking for a satisfying leisure experience where pleasure and learning are complementary. Hierarchical value method was used to gain insights into the underlying psychological of visitors any why they visit a particular site over another.	The sample was small and was limited to visitors to a single site during a limited ten-day period. The findings were derived from the motives of visitors to the heritage site and thereby provided no insights as to the important non-visitor markets.
13	Poria *et al.* (2003)	Challenges the idea that heritage tourism is simply represented by tourists at heritage attractions. Relationships among four groups of variables (personal characteristics, site attributes, awareness, perceptions) and behavior (before, during, and after) were investigated.	The study is limited to a few sites/locations. Moreover the study was confined to holy books and Jewish faith as a result the study was related to only religion.
14	Mazumdar and Mazumdar (2004)	Authors claim that religion can play an important role in place attachment and they developed a conceptualized model on religious place attachments. The authors also discussed integrating the complex issues of religion, place, identity and attachment.	Research paper is based purely on secondary data and no analysis is carried out.
15	Schmidt and Little Donna (2005)	Reports on an exploration of the existence and nature of spiritual leisure experiences. A phenomenological approach was adopted in this study to explore individual's lived experience of spiritual leisure.	Focus was made only on time and space which played a leading role to engage the human soul for spiritual works.
16	Mawa (2005)	Reported a scientific study to evolve a suitable marketing strategy for	It is purely a case based study of Shri Mata Vaishno Devi

		pilgrimage tourism. The study is based on Shri Mata Vaishno Devi Shrine in India. The author has studied the marketing effectiveness and customer satisfaction in respect to pilgrimage tourism services.	Shrine in India.
17	Sharpley and Sundaram (2005)	Explores the possibility of categorizing the tourists based on their motives of journey. Indentifies the continuum of spirituality inherent in tourism based on a study carried out in the Sri Aurobindo Ashram located in South East India.	The work is based only on exploratory study.
18	Culliford (2005)	Author focuses on the concept that Mental health is much more than the absence of mental illness.	No noticeable analysis has been carried out in this aspect.
19	Howard (2005)	The author in his report discusses the practice of sacred travel in the Himalayan region. The study involve considering the evolution of the practice – from the elementary forms of wandering ascetics to institutionalized pilgrimage, to contemporary spiritual tourism.	It focuses more on descriptive view of research. As such no research methodology has been discussed.
20	Dasgupta *et al.* (2006)	The authors highlight the impact of pilgrim tourists at Gangasagar Island of Sundarban Biosphere and also projected the role of myth centering around it and being one of the repository of great Indian Cultural heritage.	The study is descriptive one.
21	Smith and Kelly (2006)	Author's research suggests that those people who avail themselves of the plethora of experiences available appear to be not only on a tourist journey of physical movement, but also on a tourist journey towards greater self-awareness	No research methodology was discussed and no mention of instruments for data collection was mentioned.

		and contentment.	
22	Xiao and Smith (2006)	Number of trends in the growth of tourism knowledge was observed in terms of subject coverage over a span of 30 years; two meta-categories or knowledge domains were also observed to have emerged.	This analysis is based on a single journal, which limits the generalizability of the findings.
23	Haq and Jackson (2006)	Proposed a new composite and integrated Venn-diagram model of spiritual tourist based on various typologies from the theory of tourism.	Purely based on theoretical concept.
24	Haq and Jackson (2007)	Explores the relevance of Porter's matrix to the marketing of spiritual tourism in Pakistan. The authors also observed differentiation in strategy for inbound and outbound tourists on the part of the Government of Pakistan while analysing Government's control over the tourism industry.	Only Porter's matrix was discussed and as such no detailed research design discussed.
25	Belhaseen *et al.* (2008)	Enriches the theoretical debate on the concept of authenticity, being one of the key themes in the academic literature of tourism by examining the relevance to the experiences of pilgrims.	The work is more of subjective in nature.
26	Gonzalez (2008)	Examines the relationship between existential intangible tourism and personal identity.	Research methodology defines a proper framework of the study still many areas were untouched.
27	Bandyopadhyay *et al.* (2008)	Presented a comparative study of India's heritage representation by the Indian Government and popular tourism media. The study gives an insight into how tourism is interconnected with the socio-political dynamics governing India's contemporary state and society.	It is a case based study with no concrete methodology.

28	Haq *et al*. (2008)	Presents study on the marketing strategies for spiritual tourism based upon the views of the tourism operators in Pakistan. A significant finding of the study was that the Pakistani tourists prefer to travel with families or friends for a spiritual purpose which could be a critical consideration while formulating product or promotion strategies.	Quantification of qualitative data has to be carried out and interviewing the spiritual tourists and other stake holders will help in better comparisons.
29	Haq *et al*. (2008)	Explores the relevance of marketing strategies by Ansoff to the typology model proposed earlier by Haq and Jackson in 2006. Emphasized that 'market development' and 'product development' strategies are critical for making interested customers involved.	The study is qualitative in nature; hence the findings of the study cannot be quantified
30	Sharma *et al.* (2008)	Explores the marketing potentials of spiritual tourism in India vis-à-vis traditional health care methods existing in the country.	No research methodology was discussed and no analysis has been done.
31	Willson (2008)	Explores the conceptual essences of spirituality by reviewing the meaning of spirituality across diverse disciplines and investigates the relationship between tourism and spirituality in a 'reductionist' manner. Author further argues that 'spiritual' is a different concept to 'religious', and that as tourism is 'another way we do life'.	A qualitative study.
32	Srivastava (2009)	Study attempts to understand the satisfaction indicator among the international travelers relating to the heritage sites of India. Findings suggest that past travel experiences significantly influence future destination selection.	Parameters regarding the satisfaction level need to be analysed in detail.

33	Poria and Ashworth (2009)	Challenges the idea that heritage tourism is simply represented by tourists at heritage attractions and suggests that perceptions more properly lie at its core. Investigates the relationships among four groups of variables - personal characteristic, site attributes, awareness, perceptions and behavior.	A research note; no research design were focused.
34	Cochrane (2009)	Examines the relevance of Javanese spirituality for tourism. The author observes a spirituality-driven strong motivating factor in Javanese people for visiting sacred sites. It was observed that the domestic tourism in Asian countries receives little research attention, whereas such movements within the country are significantly higher than overseas visits.	A case based study.
35	Collins-Kreiner (2009)	The transformations undergone in the research of pilgrimage and tourism have been investigated. Opined that in the 21st century, the differences between pilgrims and tourists are fading. The author observes that the literature on pilgrimage and tourism does explore several key themes in spite of incoherency in research.	Research on this issues is not sufficiently coherent, much of the literature on this subject does not explore several key themes.
36	Haq and Jackson (2009)	The work focuses on theory on spiritual tourism and marketing strategy aspects of spiritual tourism with reference to *Hajj* segmenting the Pakistani Muslim tourists into Pakistanis residing in Pakistan and those in Australia.	The study is concerned with only the outbound markets of Australia and Pakistan. A qualitative study based on exploratory and explanatory data administered on a particular community. Semi structured questions were used. No statistical analysis has been presented.

37	Lakshmi and Ganesan (2010)	Study was conducted in the context of Tirupati Thirumala Balaji Devasthanam, the most visited temple in the world, to study the customer delight in tourism as influenced by destination image and perceived value. The work is unique in its type and focuses on spiritual tourism.	It is a case based study and research methodology and design is not carried out.
38	Kanika Gupta and Anju Gulla (2010)	Authors identified the role of internet/web services in spiritual tourism and the challenges faced in internet deployment and how they could be overcome. Structured questionnaires/interviews with open-ended and closed-ended questions was used for analysis. The study focuses on the growing needs of internet in spiritual tourism in India.	More focused on the IT Infrastructure. Analysed the implementation of IT in spiritual tourism.
39	Haq and Wong (2010)	Paper suggests a new dimension in Islamic marketing and investigates spiritual tourism as a new strategy for marketing Islam as a religion.	Quantification of the findings of this study needs to be done.
40	Vinnie (2010)	The author reviews the question on how consumer experience be enhanced for spiritual and cultural tourism in India.	Case based study.
41	Vinnie and Gunjan (2010)	The work discusses the tourism potential for selected spiritual and cultural sites and gives an overview of the approach followed to assess consumer experience at the locations.	Case based study and analyses on the spiritual tourism concept..

42	Willson (2010)	The thesis aims to explore spirituality and travel; specifically, the role of travel in facilitating life purpose and meaning in the lives of individuals. This study takes a journey through a range of conceptualizations and thinking about spirituality amongst scholars.	The study is more of descriptive nature.
B.	**Spiritual Tourism in Uttarakhand**		
1	Dixit (2005)	Categorization of tourists visiting Uttarakhand has been reported. Effect of seasonality in formulating the marketing strategy has been highlighted.	Strategy with respect to marketing of spiritual tourism has not been discussed.
2	Husain (2007)	Promotional aspects of marketing strategy of tourism industry in a tourist-rich state in India have been analysed. The study reveals that the tourists are significantly influenced by the package incentives offered by tour operators.	Product, price, branding of location, infrastructural aspects have not been discussed. Economic analysis associated with spiritual tourism has not been presented.
3	Aggarwal *et al.* (2008)	Developed various marketing strategies to boost tourism in Rishikesh, India. The work highlights the role of yoga and spirituality in Indian tourism. The authors also attempted to bring out the motives of foreign tourists behind visiting ashrams.	The economic analysis due to spiritual tourism in Uttarakhand has not been included. Study on infrastructure issues was totally excluded in the article.
4	Karar (2010)	Discussed the importance of Haridwar as a potential spot for attracting tourists to the state. Analysed at length the historical and mythical aspects related to Haridwar and why the place is being considered as a sacred city.	Mostly a historical issue-based publication that never looked into the economical aspects associated with tourism, or, in particular, spiritual tourism. No statistical analysis related to spiritual tourism was presented.

2.3.1   Spiritual Tourism in India

India is spread with several spiritual destinations. A visit to them is considered essential if one is on the path of self spiritual discovery. Actually, spiritual tours of India enable one to nurture the spirituality within oneself by developing deep into the rich spiritual history of the country. Spiritual tours of India take one on tours to several spiritual destinations of the country which are much renowned for their religious and spiritual significance. Scattered all over India, these places give the tourists the bliss and peace that may have eluded them for long and which may have inspired them to visit the spiritually and religiously rich India. Places and shrines like Golden Temple and Anandpur Sahib (Amritsar); Varanasi, Mathura, and Vrindavan (Uttar Pradesh); Somanth (Gujarat); Dargah Khwaja Saheb (Ajmer); Rishikesh and Haridwar (Uttrakhand); Pushkar (Rajasthan); Jagannath Puri (Orissa); Tirupati (Andhra Pradesh); and Bodh Gaya (Bihar) are just some of the many top religious and spiritual destinations of India that inspire the religiously inclined people from far off places to go on spiritual tours and discover the meaning of their life and physical existence.

Spiritual tourism has extended the conventional concept 'the harder the journey, the better the reward', to a wider concept of a desire for a change, relief from the dull daily life and enthusiasm and divine nature for a common man. Accordingly, academic interests in analysing different aspects of spiritual tourism as a new segment have been gaining momentum. Spirituality has become an increasingly significant area in social, health and business research (Haq *et al.*, 2008). Travels to spiritual places have recorded a phenomenal increase in the recent years. Believe in spirituality has caused people to travel since long even with poor travelling and communication infrastructures. However, scientific study on marketing aspects of spiritual tourism is very limited. Most of the studies are case-based or demographic.

2.3.2 Spiritual Tourism in Uttarakhand

Uttarakhand nourishes a diverse and rich culture and monuments of historical importance. Uttarakhand is truly a paradise on earth for tourists, not only for its scenic beauty, fresh air, pure water, and chilling snow, but also for being the home of a number of well-known spiritual places. While, it has been attracting tourists with its century old spiritual places like Gongotri, Yamunotri, Haridwar etc., it is rapidly becoming a place of interest for some spiritual gurus operating from the state with huge followers worldwide. Consequently, the state as a place of spiritual activities is gaining importance everyday and a well structured tourism marketing planning could provide a huge impact in the state's economy. Uttarakhand state is a home of different religions including the famous Hindu's *Char Dham* (Four Pilgrimage Destinations for Hindus) i.e. Gangotri, Yamunotri, Kedarnath, Badrinath and the sacred Sikh pilgrimage of Hemkund, Lokpal, Nanakmata, Meetha Reetha Sahib and Piran Kaliyar have attracted seekers for spiritual fulfillment to this religious state. Uttarakhand state is known for fascinating tourist destinations in the world, wherein millions of tourists and pilgrims come for religious and recreational activities round the year.

2.3.3 Haridwar and Rishikesh as Spiritual Destinations

Uttarakhand nourishes a rich and diverse culture and houses monuments of historical importance. An encouraging number of tourists both international and domestic visit this state. Consequently, the state as a place of spiritual activities is gaining importance everyday and a well structured tourism marketing planning could provide a huge impact in the state's economy. Thus, it is certain that branding Uttarakhand as a spiritual destination will help its treasury get inflated by attracting more tourists to the state.

Haridwar is situated at the foothills of the Himalayas, at the point where the sacred river Ganges (called '*Ganga*') reaches the plains. Haridwar is a holy city situated at the base of Shivalik ranges of high Himalayas. The place, a district head quarter, can be termed as the 'spiritual capital' of the state. The place is deeply encapsulated in to the threads of Indian culture and civilization. Haridwar is the ultimate heaven for spiritual solace and peace of the believers in Hinduism. It is one of the most ancient pilgrimage centers in India that has been held in admiration from times immemorial. A visit to this holy city, Haridwar is like stepping into a celestial world of admirable temples and ashrams. It is the gateway to the Lord (*Hari-Dwar*), as the point of entry of *Devbhumi* and *Char Dham* (four holy places – Badrinath, Kedarnath, Gangotri and Yumunotri in the state) and hence acquires it name Haridwar. Millions of devotees and pilgrims flock here from all over the world to take a holy dip in the river Ganga, which is believed to wash away their sins or *karma*. Many Indians consider it a must to have a dip in the Ganga at Haridwar in their life time. Karar (2010) has analysed at length the potentials of Haridwar of being a tourist destination and its importance. The author mentioned the important shrines/spots in and Haridwar and important festivals those attract tourists. Figure 2.6 illustrates the continually increasing number of tourists during the years 2006 – 2010 at Haridwar as estimated by the state Tourism Department. In particular, during the last two years of the period under consideration records a higher increase in the number of tourist as can be observed from the Figure 2.6.

Rishikesh represents the gateway to the Himalayas in the Garhwal region of Uttarakhand. Rishikesh, the 'place of sages', is an important pilgrim and spiritual centre on the right bank of holy river *Ganga*. It also attracts a large number of people interested in meditation, yoga and other spiritual aspects. It is also an important base for many adventure sports including rafting and trekking. The temples here are visited by millions of devotees from across the world. International Yoga Festival is held here every year which

attracts participation from across the world on the banks of the river Ganga. Thus, these two places alone play an important role in the process of earning state's revenue. The major places of tourists' attraction in the two spiritually important places (Haridwar and Rishikesh) are listed in the Table 2.3. Festivals like *Kumbh Mela* and *Kawar Mela* in Haridwar are some of the periodic but important events that attracts tourist in huge number within a short span of time. A profile of both domestic and international tourists visiting Rishikesh has been presented in Figure 2.7. A study conducted by the Department of Tourism, Government of India, reveals that even the overnight tourists in these two places during the period April 2005 – March 2006 stand at 41,099 (in Haridwar) and 24,818 (in Rishikesh) respectively (Government of India, 2008).
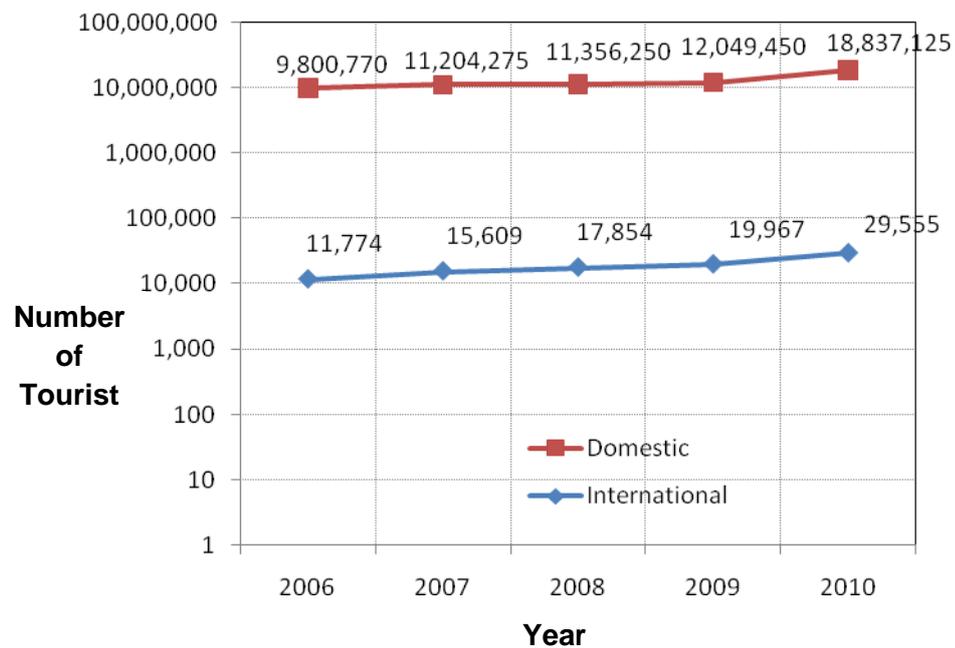

Figure 2.6   Profile of tourists visiting Haridwar during 2006 – 2010 (*Data source: UTDB, 2011*).

Table 2.3   Important places and events in and around Haridwar and Rishikesh

| Attributes	Haridwar	Rishikesh
Places of Importance	Har ki Pauri, Mansa Devi Temple, Chandi Devi Temple, Sapt Rishi Ashram, Pavan Dham, Bharat Mata Temple, Lakshmi-Narayan Temple, Daksha Mahadev Temple, Sati Kund, Bhimgoda Tank, Parad Shivling, Gurukul Kangri University, Anandmayi Ashram, Canal Centenary Bridge, Rajaji National Park (Chilla), Patanjali Yogpeeth.	Triveni Ghat, Laxman Jhoola, Ram Jhoola, Bharat Mandir, Kailash Niketan Temple, Kunjapuri Temple, Shatrughan Temple, Vashisht cave.
Events of Interest	Festivals like- Khumb mela, Kanwar mela, Somwati Amavasya, Kartik Purnima etc.	International Yoga festival
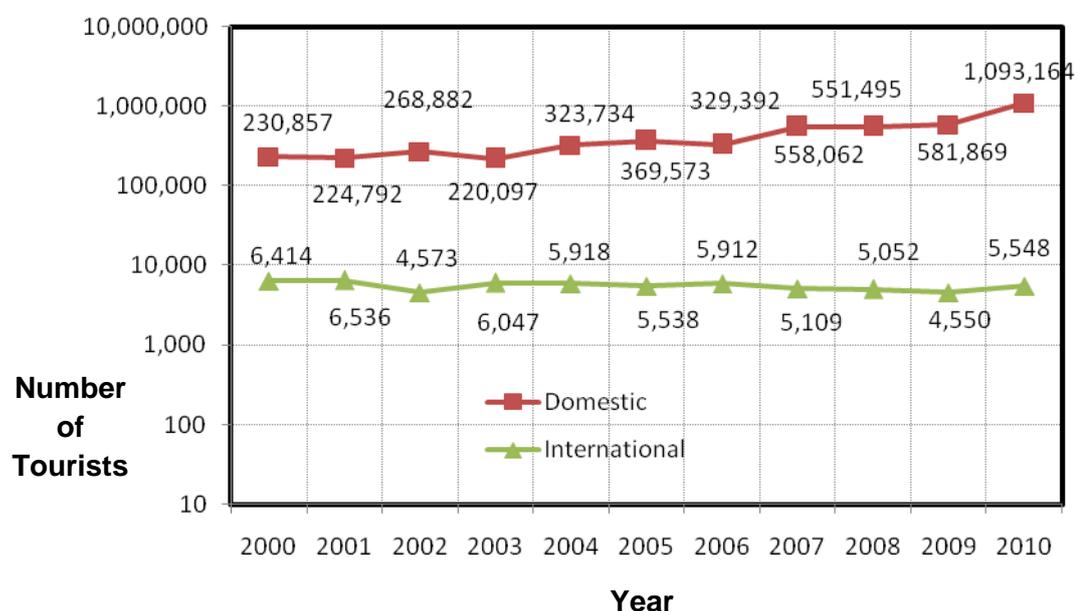
Figure 2.7   Profile of tourists visiting Rishikesh during the last decade (*Data source:* UTDB, 2011).

2.4   TOURISM AND ECONOMY

Tourism can be seen as a strong potential contributor to economic recovery in the post global economic downturn. There is an urgency and necessity of cooperation to

realize mutual prosperity of the tourism industry in the region. Tourism is a simple phenomenon that embraces cultural, economic and social exchanges. In India, many states are formulating policies and programmes to cater to the growing demand of inbound tourism. However, there are still infrastructural inadequacies that are constraining the growth of tourism in India. Uttarakhand state is also known as the adventure and spiritual capital of India, which are the other causes of attraction for the tourists to this place. The number of tourist's arrivals in India had shown a steady growth in the last decade.

India has been maintaining its identity as the hub of spirituality in spite of inevitable changes in the society owing to phenomenal advancements in science and technology globally. In the recent years, tourism has made people feel about its many fold impacts, particularly on a state/country's economy. Of late, tourism and its associated economic impacts have taken place within a wider context of globalisation of the world economy. However, there are still infrastructural inadequacies that are constraining the growth of tourism in India. Further, tourism development needs to be pursued with a focus on sustainability. The state of Uttarakhand, regarded as the *'Devabhoomi'*, offers a plethora of highly sought after places of spirituality. Consequently, lion's share of the state's tourism revenue is related to spiritual tourists. The growth rate of tourism sector of India has been way above the world average in the last few years. The year 2006-2007 is the fourth consecutive year of high growth in foreign tourist arrivals and foreign exchange earnings from tourism. By the year 2020, tourism in India could contribute ₹ 8, 50,000 crore to the GDP (World Travel and Tourism Council, 2006). In Uttarakhand, the number of tourists to the state, both inbound and outbound, has been increasing; although, the rate of growth is very marginal. Table 2.4 shows the number of tourists visiting the state during the period 2001 – 2006. The annual growth rate of domestic tourist visits in Uttarakhand during the period 2001 – 2006 was 12.9% as against 14% growth at the national level. Further, the international tourist growth rate achieved by Uttarakhand was 12.0% as

against 16.0% growth at the national level. It was found that 58.2% of the international tourist's visits were for holiday/ sightseeing, 21.9% for health/yoga, and about 19.4% for pilgrimage/ religious functions. For domestic tourists, on the other hand, the main purpose of 44.2% of the tourists' visit was pilgrimage/religious while that of 43.6% was holiday/sightseeing (Figure 2.8). The facts do indicate a significant influence on the state's economy and call for adopting appropriate strategies to attract tourists to the state.

Table 2.4   Tourist profile in Uttarakhand during 2001 – 2006 (Mittal *et al*. 2008)

Year	Number of tourists (in millions)		
	Domestic	**International**	**Total**
2001	9.55	0.04	9.60
2002	10.61	0.05	10.65
2003	10.84	0.06	10.89
2004	11.72	0.06	11.78
2005	14.22	0.08	14.29
2006	19.36	0.10	19.45

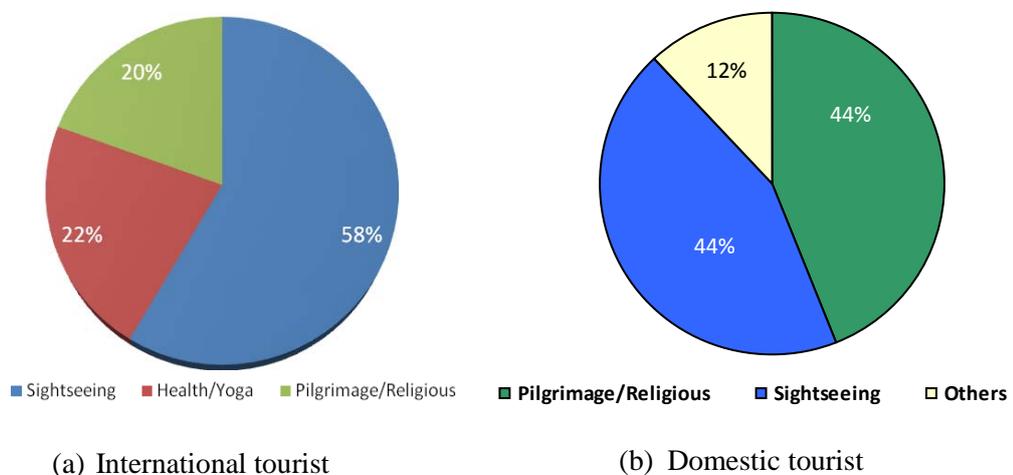   (a) International tourist   (b) Domestic tourist

Figure 2.8   Segmentation of tourists according to the motivation of visit (*Data source:* UTDB, 2011).

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Spiritual tourism is the largest tourist sector in India as more than 70% of the domestic tourists come for religious purposes and 20% of the revenue in tourism industry is generated by religious tourism (Cox and Kings, 2008). In the recent years, tourism has made people feel about its many fold impacts, particularly on a state/country's economy. Tourism industry is one of the major segments of the Indian economy. It provides employment to millions directly and indirectly and acts as a vehicle for infrastructure development. Recognising the importance of the tourism industry, the Government of India has taken many policy measures such as Tourism Policy 1982, Tourism plan of action 1992 and Tourism Policy 1997. Through these policies, the government called for effective coordination of public and private participation to achieve synergy in the development of tourism.

2.4.1 Impact of Tourism on Indian Economy

The economic impact of any country or region is generally assessed in terms of its contribution to foreign exchange earnings, value addition, employment generation in the economy, and tax revenue to the government. Indian tourism has been experiencing considerable lift during the last few years. According to a survey report of the Uttarakhand Tourism Development Master Plan 2007–2022 (Ministry of Tourism, 2007), it was reported that the international tourist traffic to India was 4.45 million in 2006 as against 2.54 million in 2001. The average annual rate of growth was 11.9 percent during the above period which is quite significant. Consequently, the average spending per tourist by international tourists also improved from US$ 1198 in 2001 to US$ 1476 in 2006. Further, as reported by the same agency, there has been a phenomenal increase in the domestic tourist visits also during last few years. Department of Tourism maintains that approximately 461.16 million domestic tourist visits were recorded in accommodation

establishments during 2006 as against 269.9 million in 2002, an encouraging increase of approximately 71%.

The economic significance of tourism in the national economy was studied by the NCAER for the year 2002-03 on behalf of the Central Ministry of Tourism. The study reveals that about 2.78 percent of the Gross Domestic Product (GDP) is contributed by tourism. The contribution of tourism to GDP increases to 5.83 percent if indirect effects are also taken into account. The direct employment generated by tourism in the economy is about 4.59 percent. The share increases to 8.27 percent if indirect employment generation is also considered.

2.5   MARKETING PRACTICES IN SPIRITUAL TOURISM

Haq and Jackson (2009) studied the importance of marketing strategy perspective on *Hajj* ('once a year Muslim Pilgrimage to Mecca') and examined the perceptions of Muslims taking part in this significant spiritual activity. The study also identified the use of modern marketing concepts and tools which were very helpful in providing a better perspective of the enormous business aspects of *Hajj*. Brooksbank (1991) provided the marketing practitioners with a "checklist" of all those marketing practices which have been found to be commonly associated with high performing companies. The author designed a model of the marketing process consisting of six key stages which are considered to be very effective in marketing. Leng *et al.* (1989) conducted a Delphi survey in Singapore and presented the future scenario of tourism industry of the country. The authors discussed about the marketing implications prevailed at that period and recommended certain suggestion for tourism development in the country for more attraction of inbound and outbound tourists. Co´rdoba and Tepelus (2005) talked about the feasibility of creating recognition schemes that could address not only the ecological implications, but also the social and economic impacts of tourism activities. They tried to create voluntary

instruments such as eco-labelling schemes and codes of conduct for tourism which has been characterized by a strong environmental focus for up gradation of tourism industry in the country of Costa Rica. Cochrane (2009) worked out in details about Javanese domestic tourism and analysed that the strong motivating factor influencing the Javanese for visiting sites such as caves or mountains peaks was their intention to pray or meditate. The author also examines the relevance of Javanese spirituality for tourism. Ruston and Carson (1989) had carefully addressed the problems relating to the internal and external environment of the tourism market and opined that present marketing tools are adjusted according to the new concepts of marketing for having effective management of such market. Adapting to competition in the market, the strategy aims at image evolution of the marketers, their product/service planning, positioning, presentation and promotion (Mawa, 2004). According to the author, these are the central issues for a greater market share, customer satisfaction and over-all marketing effectiveness, which have become vital for the success and survival of the tourism industry. The marketers of such tourism industry need to pay more attention to understand and satisfy consumer because today's consumer has more information about products and services, more alternatives to choose from, than ever before. Adding a new domain in the literature, Haq and Wong (2010) had suggested 'Islamic marketing' and investigated spiritual tourism as a new strategy for marketing Islam as a religion.

2.5.1 Marketing Strategies

Toor (2009) listed some key practices of marketing strategies and its implementation in the fast technological world. The growth of International Tourism and the marketing role of National Tourism Organizations (NTO) focus on research on varieties of areas. Chandra and Menezes (2001) identified and portrayed multivariate techniques most relevant to marketing research related to the key components of the

marketing strategy of NTOs. They emphasized on the areas for future research in this context. Emphasizing the effect of seasonality in formulating the marketing strategy, Dixit (2005) observes that the products and services of Tourism Industry in Uttarakhand face seasonal fluctuations of demand. The problem of seasonality is resulted mainly due to climatic conditions, public holidays and attitude of tourism operators and tourists towards the destination. The author concluded that the public sector and private sectors both have to cooperate with each other to tackle the problem of seasonality. Some of the effective marketing practices to attract number of tourists include the following marketing strategies: Product strategies, Pricing strategies, Promotional Strategies and Place Strategies.

2.5.2 Identification of Marketing Practices of Spiritual Tourism in Uttarakhand

Travels to spiritual places have recorded a phenomenal increase in the recent years. Belief in spirituality has caused people to travel since long even with poor travelling and communication infrastructures. However, scientific study on marketing aspects of spiritual tourism is very limited. In Indian context, sufficient literature is not available regarding marketing strategies covering all the spiritual places. In a recently published work, Mawa (2004) has reported a scientific study to evolve a suitable and effective marketing strategy for pilgrimage tourism. The study is based on Shri Mata Vaishno Devi Shrine in India. The author has studied the marketing effectiveness and customer satisfaction in respect to pilgrimage tourism services. Karar (2010) has discussed in his report regarding the potentiality of Haridwar as a spiritual tourist spot in Uttarakhand.

It is generally seen that Domestic tourism receives little research attention, yet movements within the people's own country far outnumber overseas visits. The significance of many sites pre-dates modern religions, and they are linked to continuing awareness of a spiritual dimension of everyday life. Aggarwal *et al.* (2008) developed

various marketing strategies to boost tourism in Rishikesh, India. The work highlighted the role of yoga and spirituality in Indian tourism. The authors also attempted to bring out the motives of foreign tourists behind visiting ashrams. The study identifies some basic features for spiritual and yoga tourism. Most important of these features are that the foreign tourists are not looking for luxury but arduous journeys to meet the divine goal or simple life, which makes traveling easier.

Marketing turns out to be a science of manipulation. All the tools and techniques of Brand Building and Consumer Behavior turn out to be instruments of manipulation. Yadav (2007) had put an effort to apply spiritual principles in society and day to day life. He analyses that true happiness is not to be found in objects but within. The author points out that modern consumer culture are not the product of inner integration but of inner fragmentation. Mawa (2004) had opined that spiritual tourist social background, their specific time for travel to spiritual destinations and their economic constraints determine the need for transport, accommodation, food, catering, shopping etc during their journey to the spiritual places. Thus a pilgrimage destination and religious centre, according to the author, ought to have all such facilities and religious requirements which not only meet the pilgrim's religious and spiritual needs but keep generating a desire in them to visit the destinations time and again with an increase in the average length of their stay. Such a pilgrimage destination generates immense market potential for the aforesaid tourism service related businesses. The marketing strategy for spiritual tourism is a continuous process of planned action for the development, improvement, maintenance, diversification, monitoring and promotion of business in such goods and services as are required by the spiritual tourists during the whole of their journey so that the spiritual tourist's word of mouth prove to be a sound channel of marketing communication and feedback for ensuring further time and cost effective tourism services to them. Such a marketing strategy has become very challenging, competitive and forward–looking due to fast improvement in the

services by the industry in the light of fast changes in the nature and extent of tourist requirements backed up by ongoing substantial increase in their purchasing power and conceptual reinterpretation of the spiritual tourism. A correct strategy well in time and adjustable to the turbulent and changing external and internal environment is essential for excelling in this pilgrimage tourism market and ideal for staying ahead of the game (Doyle, 1995). Marketing of goods and services in and around the pilgrimage destination focuses on the customer, environmental sensitivity and relative competition in the pilgrimage tourism market (Mawa, 2004). Therefore, every visitor being different in socio-cultural background needs to be served with tailor-made services, which ought to be regularly evaluated and improved upon in terms of customer feed-back (Moutinho, 1993).

The nature of spiritual tourists to the spiritual places in Uttarakhand like Haridwar, Rishikesh, *Char Dham* etc. reveals that these destinations not only attracts purely religious visitors but also non-spiritual visitors who have different requirements, tastes and preferences with respect to different services provided while traveling to the these religious places. The marketing of such services and the related customer satisfaction plays a very important role in the development of business in the pilgrimage destination. No doubt, these spiritual and non-spiritual visitors have different expectations while visiting the destinations and in return they interpret their experience and satisfaction as per their own considerations and visualizations. If they are satisfied, their positive word of mouth generates more potential visitors, if not, they will speak negative and shatter the image of services at the destination thereby affecting its business.

Very recently, pilgrimage destinations are being considered an important part of tourism market and thus they are in the process of development for the generation of more income and employment in the area. The service providers at these particular destinations have to take into consideration the religious and non-religious requirements of the visitors while marketing their products and services. Although religious motives always make the

tourists from all over the country to visit the holy land *Devbhoomi*, the non-spiritual visitors also need to be motivated by the continued marketing. This can be achieved by maketing of services and products, maintenance, diversification and promotion of the destinations and their surroundings. All these developments and marketing exercises have to be carried out keeping in view the type of travel trend received reroute to these different holy sites. Thus the marketing strategy for Uttarakhand has to be focused mainly on its visitors, their travel motive, the time of visit, the services and products required by them during their travel. It has to be forward-looking and adjustable to the fast changing environment and changes in the tourism industry with reference to the spiritual tourists. In a joint investigation by the Government of India, Government of Uttarakhand, United Nations Development Programme (UNDP) and World Tourism Organisation (WTO), identified the following broad issues in the marketing of Uttarakhand as a tourism destination (Government of India, 2008):

1. Lack of awareness of Uttarakhand as a tourism destination,

2. Ineffective branding of the state,

3. Lack of marketing strategy and expensive annual campaigns which are not sufficiently focused,

4. Weak statistical system, and

5. Development and operational issues.

In the light of the aforesaid discussion, the major focus in pilgrimage tourism marketing strategy is on customer satisfaction (Bonoma, 1984) with respect to pilgrimage related products and services like accommodation, food services, transportation, recreation and delivery of resident-oriented products and services like infrastructure facilities. In order to retain the present customers and attract potential visitors, the marketers at such destination work upon the objectives like – 'how important a visitor/pilgrim/tourist is?', 'What are the main services regarding the journey to the spiritual places?', 'What are the

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changing expectations in the spiritual tourism market?', and thereby, assessing and developing the required strategy of customer relationship (Middleton, 2001; Nicolaud, 1998). Therefore, 'tourist' and 'spiritual tourism services' like accommodation, transportation, retailing, infrastructure, information technology etc. (Gronross, 1989) are the major aspects for developing the spiritual tourism market.

It is in this context that study has been undertaken for formulating a marketing strategy on the basis of the present experience of the spiritual tourists about the various goods and services they buy during their visits so that the tourists continue to enjoy better services adequate with the prices charged by the service – providers.

2.6   BARRIERS IN SPIRITUAL TOURISM

Many authors (Jafari, 2003; Sharpley and Sundaram, 2005; Haq *et al.*, 2008; Aref *et al.*, 2009) and reports (Government of India, 2008) have analysed the possible barriers in the growth of the tourism industry in general. Issues highlighting the barriers in spiritual tourism, in particular, are not available with reference to the state of Uttarakhand. However, in the context of the literature review presented in the above mentioned sections and the feedback and perceptions of the tourists interviewed during the course of the investigation, few major barriers in the growth of spiritual tourism in the state of Uttarakhand can be summarized in the Table 2.5. An attempt has also been made to categorise these barriers in some broad segments as presented in the Table.

2.7   RESEARCH POTENTIAL IN SPIRITUAL TOURISM

Tourism research is considered as a matured area of research which has received adorable attention from the researchers. Several authors have reported works on different aspects of tourism research including many geo-specific, sector-specific case-based studies and theoretical models. In this section, a review of research carried out in various areas in tourism, and published in some of the leading journals and conference proceedings has

been presented. But it was found out from the available literature that research aspect in Marketing strategy of spiritual tourism still lays in its infancy.

Table 2.5   Barriers in spiritual tourism with special reference to Uttarakhand.

Sl. No.	Probable Barriers	Segment
1	Lack of proper road, rail, ropeway, air ports, helipads etc.	Infrastructure
2	Lack of proper travel means (high speed/luxury bus/taxi services, quality train services, frequent air connectivity, hired air taxi services etc.)	
3	Lack of good hotels, guest houses, dormitories, restaurants, hygienic foods etc.	
4	Lack of awareness about the spiritual spots in the state	Information /Communication
5	Lack of advertisement and media coverage	
6	Lack of proper telephone, internet, FAX facilities	
7	Lack of Branding	Commercial
8	Lack of well-organised tourism network (tour operators at every places, package tours, associated sight-seeing facilities etc.)	
9	Not easily accessible locations	Geographical
10	Extreme weather conditions	
11	Language (use of local languages)	Cultural

2.8   GAPS IN LITERATURE

Innovation research in tourism is a young phenomenon and (Hjalager, 2010) issues are only gradually being elaborated in theory and illuminated by empirical evidence. Tourism has been recognized as one of the major industries of many countries. Importance of tourism marketing and promotion has been established. As observed by many researchers tourism marketing strategy and tactical planning activity is multifaceted and require an interdisciplinary and integrated approach. Formulation and implementation of effective national marketing strategy for tourism is a significant step that yields to a country's economy. India being rich in its cultural heritage, also a place of diverse

spirituality becomes a natural home for spiritual tourism. The state Uttarakhand, which is naturally blessed with locations considered ideal for spiritual activities, is in fact home to many spiritual activities and consequently known as 'Devabhumi'. This state attracts tourists from every part of the world. However, hardly any literature is available on spiritual tourism. A systematic study in this area will, thus, help understanding the present status of spiritual tourism in India and will contribute in formulating a suitable marketing strategy. Some of the notable gaps in the existing literature can be summarised as follows:

- Marketing of tourism in India as a subject of scientific research is in its infancy.

- There is hardly any literature focused on spiritual or pilgrimage tourism.

- There is no structured and scientific literature available on analysis of potentials of spiritual places in Uttarakhand state of India as places of tourists' interest.

- Reports on product mix strategy in tourism marketing also lack in identifying spiritual tourism as one of the entities.

- Destination marketing has been recognized worldwide as one of the important aspects in marketing of tourism. Some studies have been reported about India as a whole, Varanasi (India) and Northeastern region of India. In spite of having enormous potential, no scientific approach has been seen regarding destination marketing of various spiritual places in Uttarakhand.

- Literatures are available establishing effectiveness of tourism planning, national marketing strategies for tourism. However, the data and frameworks are published in context of countries other than India. No study has been reported on Uttarakhand.

- Tourism marketing planning models specific to places other than India have been proposed, however, no such attempts has been reported based on Indian spiritual tourism.

Thus literature covering different phenomenon of Concept and Scope of Tourism, Tourism Marketing, Marketing Strategies in Tourism, Service Marketing and Spiritual Tourism Marketing has been reviewed to identify the research gap to be bridged by the study. The studies covered services and tourism marketing in general and spiritual tourism marketing in particular. Different tourism services, viz. hotels, food & beverages, transportation, hospitality, shopping, airlines, tour and attraction, its infrastructure etc. have been studied by different authors but no study has taken these services together as a full package for the formulation of both service-wise marketing and the strategy for the whole spiritual tourism service package.

Keeping in view the above analysis on research gap, the present study has been designed to analyse the marketing strategy for spiritual tourism in Uttarakhand based on the data of Haridwar and Rishikesh. Emphasis has been given to some aspects of marketing strategies, promotion, in particular, considering the operational scopes of the study.

2.9   SUMMARY

Tourism is an activity inherently associated with the growth of human civilization. The economic and commercial aspects of it have been realized and put into practice much later. Today, tourism has been even the major revenue earning sector in many countries across the world. There has been a phenomenal increase in spiritual travelers in the recent years owing to generic changes in the people's attitude towards spirituality. Ripple effect of this change has also been observed in the state's economy as well as in academic research. Literatures in the field of spiritual tourism, along with other sector-based tourisms (adventure tourism, eco tourism, medical tourism, wedding tourism etc.), have been on rise significantly. A higher trend in reporting case-based studies (geo-specific, shrine specific etc.), rather than on general approach, have been observed. The current study presents a brief review of literatures concerning tourism research, in general, and

with a focus on spiritual tourism. Major thematic classifications in tourism research presented by different authors have been analysed. A new model depicting general classification of tourism literatures including spiritual tourism has been proposed. Growth of spiritual tourism as a promising research domain has been discussed with the available literatures. Gaps in the available literature, with reference to Uttarakhand state of India, in particular, and research potentials in the area have been indicated. No study has been carried out regarding the marketing aspects of spiritual tourism. Infrastructure has been reported as one of the important aspects in spiritual tourism marketing. Detailed analysis on economic implications of spiritual tourism in Uttarakhand has not so far been presented. The review concludes by drawing attention to the needs for challenging explorative and qualitative researches in the area of spiritual tourism. Case study based investigations will reveal further facts about the specific spiritual activity centers and will help formulating tourism management strategies. Major conclusions of the present review of literature can be summarised as:

- Researches in the sector-based tourism are increasing significantly in the recent years.

- There is a remarkable economic implication associated with the growth in spiritual tourism in the Uttarakhand state of India.

- There has been a substantial increase in research interest in the area of spiritual/ pilgrimage tourism, especially, in the current decade. Increase in the published literature in the second half of the current decade is almost four times that of the first five years.

- Spiritual tourism as a subject of scientific research is still in its infancy. Many aspects like infrastructural development and requirement, destination analysis, segmentation of destination, demographic segmentation of tourists are yet to be explored well.