Chapter 6
Summary, Conclusion and Policy Suggestions and Strategies to boost tourism in Rajouri and J&K
Tourism today has become a mass and highly complicated phenomenon, because of its economic, socio-cultural and political ramifications. Tourism is fastest growing sector across globe. It is this sector which benefits not only the world economy but it is beneficial to the destinations in form of socio-cultural enrichment and eventually it benefits geo-political milieu of globe. It plays an important role in the economic development of the nation, proves to be substantial foreign exchange earner, a potent tool of social integration, and contributes in balances of payment against the uncertain fluctuation in the economy. In fact, tourism is considered to be major contributor to economy of the world and has become one of the valued attributes to most developing countries in terms of export earnings and economic growth. These earning from tourist influx from outside the country contributes to the national income and strengthens the overall financial position of the country cumulatively.

In addition to economic contributions, this sector contributes to regional development of isolated and economically underdeveloped areas, development and improvements of infrastructure and to the social and political understanding. Thus, in last sixty years travel and tourism industry constantly diversified and become fastest growing economic sector in the world. Numerous new locations have come out apart from the conventional destination. India is no exception to get benefitted from tourism boom. It is a single sector earning the largest foreign exchange and it is heartening to note that earning from tourism have been increasing at an encouraging rate. It has won considerable recognition as an activity as it generates considerable income both for State as well as the individuals associated with the industry.

The tourism tag has always placed State of Jammu and Kashmir in the limelight, at the national as well as international level. For instance while referring to pilgrimage
tourism, potential for growth is immense as more than ten million pilgrims visited Shri Mata Vaishno Devi Shrine during 2011 and in the subsequent years the pilgrim influx increased cumulatively as compared to years before 2011. Likewise in order to be more specific statistics reveals in case of Amaranth shrine the influx is seen to be on the rise since 2011. Pertaining to leisure and adventure tourism same trend is reported in terms of tourist visiting Kashmir and Ladakh. With the increasing flow of pilgrims to various prominent Shrines of the State, tourism department with the help of State and Central Government is trying hard to provide the necessary infrastructure and facilities for tourist/pilgrims comfort.

Talking about twin border districts Rajouri and Poonch, this region has yet to find its place on the tourist map of Jammu and Kashmir. The number of incoming tourists has remained less in spite of vast tourism potential in the area. There has been no effort to develop tourist sites and no campaign is undertaken yet to attract tourists. The region has a unique distinction of possessing potential tourist sites for all the three categories of tourism i.e. Pilgrimage tourism, leisure tourism and adventure tourism. The number of Pilgrim influx can increase manifolds in Rajouri and Poonch with the development of tourist facilities in the area as it hosts various Muslim, Hindu, and Sikh pilgrimage sites that include Shahdra Shrief, Chote Shah, Sain Miran, Nangali Sahib Gurdawara (Largest Gurdawara in J&K), Buddha Amaranth, Manglamata, etc. Further, the restoration of Mughal road in 2009 and Poonch Rawalakote road in 2005 has further increased tourist influx prominently as revealed by the statistics in the earlier chapter. This has opened doors and created ample opportunities for mass tourism catering to all categories of tourism in the region. As mentioned this region hosts many pilgrimage destinations, adventure and leisure destinations like Mughal Road, Peer Ki Gali, Noori Chamb, Dera Ki Gali and many more, this region thus has potential for all kinds of tourism besides pilgrimage tourism. Therefore, there is a need to promote and develop tourism for all three categories in Rajouri and Poonch. In fact, as Rajouri and Poonch host many sacred places as mentioned above, shrines can be linked together and a pilgrimage circuit can be developed and which may further help in the development of other forms of tourism as well. Studies have shown that tourism contributes to the economies significantly at international, national and local levels, the same stands true for any poor economies as
well. At regional level, Rajouri and Poonch twin districts of Jammu and Kashmir are no exception to this, as such these poor economies can be developed as well through tourism. Therefore, to advantage Rajouri and Poonch in terms of development of tourism the present study is taken up to analyze the prevailing impact of tourism on the economic development of Rajouri with emphasis on managing pilgrimage tourism.

Thus, this study tries to analyze the impact of pilgrimage tourism in particular Shahdra Shrief Shrine on the socio-economic aspect of the region. To assess the role of pilgrimage tourism on socio-economy is not an ordinary process, as it is based on certain parameters. These parameters include tourist influx, their spending pattern, their duration of stay, their shopping pattern, their preference regarding place of stay and many more. These parameters directly or indirectly have an impact on the economy of a place as the spending of pilgrims becomes income for the people who are associated with the shrine. It further specifies that pilgrims/pilgrimage contributes directly and indirectly to the economy of the area in terms of generating employment and income for the people residing in the area. Therefore, keeping this intention in mind, this study is undertaken for understanding pattern of expenditure of incoming pilgrims on various activities such as transportation, offering donations to the shrine, accommodation, purchasing and all other related activities. This study thus endeavours to find out the impact of tourism on generation of income and employment in the area viz a viz impact of tourism on socio-economic development of the community residing in the vicinity of the area. In addition to it, this also attempts to find trends of existing and present management, administration and governance of the Shrine and accordingly some suggestion for Shrine administration and policy recommendation for implementation has been put-forth. For the current study both on primary and secondary data has been used. The whole of the study is divided into six broad chapters including the present one.

The chapter first Introduction, presents origin and evolution of tourism. Thereafter definition of term tourist and tourism along with various types of tourism has been explained. This chapter also throws light on UNWTO’s mission, objectives and functions. Travel and tourism and its contribution in development of world economy also been discussed here. Moreover, patterns of international tourists visited across the world and country wise receipts of tourists and income generated through tourism has also been
illustrated. Top ten favorite countries and cities of the world for the year 2012 and 2013 also incorporated in this part. In the same section outline of development of tourism in India and its role in the Indian economy is summarized. Comparative analysis of various potential Indian State also happened to be the part of chapter. In addition to this, in the end of first chapter profile of State Jammu and Kashmir tourism has also been described. It can be concluded that it is after eighties that importance of tourism was perceived significantly across all India, and reports suggest that tourism is flourishing and it also is seen to get reflected in the economy of India with a growth of more than 15 percent and creation of more than forty million jobs in the country. Likewise the chapter highlights the economic status of the states across India It is seen that state of J&K carries the highest potential for tourism may it be any form of tourism i.e. Pilgrimage, leisure or adventure tourism. Further, the chapter throws light on the all the types of tourist destinations in Rajouri and Poonch, it makes it evident that this area is hub divine places but partially explored.

Chapter second, Review of Literature, throws light on the studies conducted in the field of tourism across the world, in India and particularly in the state of Jammu and Kashmir with more emphasis on Rajouri and Poonch. The studies reveal that tourism industry though recognised off late in particular pilgrimage tourism but it plays a pivotal role in the socio economic transformation of the country may it be a developed country, under developed or developing country. The studies reflects tourism has still an immense potential and can help economies to grow at a larger scale, the thing is find ways to manage and sustain tourism and diversify in accordance to the need of the tourist/pilgrim. The studies also reveal that there is inclination among people to sightsee better tourist/pilgrim and with the passage of time diversification of tourism have taken place in to niche tourism destination, such as health tourism, sport tourism, MICE tourism as reflected in chapter one well. Further, studies also reveal that tourism and related positive activities that are outcome of tourism has an important role in shaping future of the nation, state for that matter the region. Further studies from the state of Jammu and Kashmir in particular reveal that it is there is lot of potential for tourism in the state may it be pilgrimage, leisure or any other diversified tourism sector. The need of the hour is to highlight and explore all tourist/pilgrim destinations across globe. In case of pilgrimage
tourism, it is seen that Shri Mata Vaishno Devi and Amaranth shrine lures almost millions of tourists/pilgrims across India and globe as also reflected chapter four. In case of other shrines in state and in particular Rajouri no shrine is as famous as Shri Mata Vaishno Devi and Amaranth shrine across India, therefore does not attract pilgrims. Moreover, researches reveal that in particular Rajouri has been neglected by researchers in terms of analysing the area on economic parameters, despite it being rich in natural, historical and spiritual legacy. To fill this void the present study was taken up in the area with an aim to study Pilgrimage tourism with special reference to Shahdra Shrief shrine.

Chapter third, Research Methodology, presents the blueprint of the study in terms of filling the research gap. In accordance with the gap, the objectives and hypotheses have been chalked out. The chapter also throws light on the fact that how data has been collected in consonance to the objectives for conformance of non-conformance of the hypotheses. To achieve objective both secondary and primary data has been used. It also throws light on the development of questionnaires, the sampling techniques used and followed for the study besides augmenting the limitation of the study. Therefore, the present study endeavours to analyze the role of tourism on economic development of district Rajouri with special reference to management of pilgrimage tourism of Shahdra Shrief shrine by examining tourist/pilgrim inflow, their expenditure pattern and overall contribution of tourism towards local as well as and States economy. This also highlights income–employment effect and finally an attempt to identify prospects of tourism development/industry in the area viz a viz revival and impact of Mughal road on the tourism and in particular on pilgrimage.

Chapter Four, Pilgrimage Tourism in the Area of Rajouri, highlights the profile of J&K. It also throws light on the account of Jammu and Kashmir tourism including role of Jammu and Kashmir Development Corporation (JKTDC) in enhancing tourism industry. Further, based on the secondary date patterns and trends of tourists/pilgrims influxes, trackers and pilgrims to Kashmir, Ladakh and to various prominent shrines of State Jammu and Kashmir starting from the year 1950 to 2013 has also been highlighted. Further, sketch of economic profile of district Rajouri along with physical and financial progress made by Rajouri Tourism Development Authority starting from the year 2006-2013 has also been portrayed. Importance of cross border trade and travel has been
highlighted and the impact it has created on the Rajouri has been discussed in length. In the same chapter, status of tourism in the area and in particular pilgrimage tourism in Rajouri district has been highlighted in detail. A brief overview of pilgrimage tourism destination of Rajouri is also presented. The role of Management of Central and State Wakf councils, Aquaf and Aquaf related affairs in managing Shahdra Shrief has been highlighted. In the end of this chapter detailed biography including pedigree of Hazrat Baba Ghulam Shah Badshah is presented. Thereafter, detail of administrative set up of Shahdra Shrief Shrine and its history has also discussed. The whole chapter reveals that tourism industry and in particular Shahdra Shrief Shrine government has a role to play in managing tourism. Further, the chapter highlights that in the recent past there has been increase in the tourist influx across the state. And to sustain and survive management needs to work effectively. The chapter also reflects that state of Jammu and Kashmir is rich in resources and has a potential to cater to the tourism requirements with distinction.

Chapter fifth, *Role of Tourism in Economic Development of Rajouri*, presents the analysis of data both primary and secondary related Shahdra Shrief Shrine and district Rajouri. The secondary data has been collected from the Shahdra Shrief shrine pertaining to Pilgrim influx and the allied activities they performed pertaining to pilgrimage. The secondary was related to pilgrim influx from 1978 to 2013. In terms of financial position of the shrine data highlighting deposits and withdrawals from bank account of Shahdra Shrief Shrine, from 1977 to 2013. The secondary data also focussed on analysing the pilgrim offering to the shrine in terms of Live-stock, grains and eatables besides highlighting the donations in monetary form offered to the shrine from 1980 to 2013. Based on the secondary data it also analysed the yearly earning and the expenditures incurred from 1978 to July 2013. It was reflected from the table pertaining to tourist influx that in year the number of pilgrims visiting the shrine was least but thereafter it was reported that opening of Poonch –Rawlakote in 2005 increased pilgrim influx and still increased with reestablishment of Mughal Road.

To assess the impact of pilgrimage and pilgrimage related activities on economy primary data was exclusively used. In the present study five questionnaires were developed for various stakeholders that include pilgrims, shopkeepers, transporters,
hotel/restaurant owners and for the community members so as to assess socio cultural impact.

The very first questionnaire pertained to pilgrims which tried to evaluate their demographic profile, purpose, motivation, duration of stay, patterns of expenditure on different activities, types of donation, religious activities performed, preferred day and occasion of visit, their experiences and facilities provided to them were analyzed respectively. The second, third, fourth and fifth questionnaire/schedule pertained to Shopkeepers/Way side vendors followed by transporters, Hoteliers/Restaurant owners and Community Members. Objectives First, second, third and fifth were achieved by questionnaire number one that pertained to pilgrims. Remaining objectives fourth, sixth and seventh were fulfilled by four separate questionnaires which were developed for the Shopkeepers, Transporters, Hoteliers and Community members respectively as mentioned above. Therefore with the help of these instruments, income generated, employment generated and potential of pilgrimage tourism on the socio-economic transformation of the region has been worked out.

The analysis of primary data has been done, therefore by collecting data from pilgrims, shopkeepers, transporters, hotels and restaurant owners and from community member as mentioned above. The analysis was done by using basic statistical tools like percentage, frequency distribution, average, and standard deviation and cross tabulation and chi Square test. Factor analysis was also performed for finding out of hidden/latent variables. In short all of these questionnaires were analysed and interpreted for finding out the impact of pilgrimage tourism on socio economic development of Rajouri.

6.1 Summary of Findings and Conclusions

The finding and conclusion of the five surveys conducted for the study as discussed in the previous chapter, disclosed that pilgrimage tourism has contributed directly as well as indirectly to the socio- economy development of Shahdra Shrief and District Rajouri of State Jammu and Kashmir. Every tourist (pilgrimage) activity whatsoever small may it be, but it generates some income and that results into employment. No doubt the generation of employment might be in small proportion and income creation may possibly be very small. As and when the intensity of any pilgrimage
activity enhances, the generation of income goes on improving and likewise employment has an impact in the same direction. In fact analysis reveals that all tourist/religious places are very important for employment and income generation point of view. For example in case of Mecca millions of people visit the holy city Mecca in Saudi Arabia and more than 100 lakhs pilgrims visits to Shri Mata Vaishno Devi Shrine in a year, the need for transportation, requirement for food and accommodation can be anticipated and thus local economy gets boosted. Similarly, when over more than 12 lakhs pilgrims visit a year to Shahdra Shrief Shrine, an impact of income and employment is obvious in the area. Looking into the present scenario of the state and in particular Shahdra Shrief, there has been unemployment in the area, least skilled people, meeting the daily requirements is difficult, pilgrimage to Shahdra provides opportunities to these people to earn their livelihood through business, transportation and hotel industry. Therefore, a large number of people directly and indirectly are benefitted from Shahdra Shrief shrine (Pilgrimage tourism). In fact places adjoining to it like Thanamandi, Rajouri town and many more places get benefitted because of pilgrimage related activities performed by tourists/pilgrims. The pilgrim influx in the area thus generates income (as pilgrims spend on pilgrimage related activities) for the people related directly or indirectly to Shrine in terms of employment through business, worker, or employee in shrine itself. The activities thus related with pilgrimage generates handsome amount of income and of course the employment for local people in the vicinity and adjoining. The following section provides brief account of the total income and employment generated in the area.

6.1.1 Interpretation of Pilgrims

It has been found that Pilgrims visiting to Shahdra Sharief Shrine stay at least for one night at the shrine. This reflects that pilgrims in addition to offering donations to the shrine spend on accommodation, transportation eating, parshad and on purchasing of various items for their acquaintances. On an average it was seen that they spend Rs.100 on purchasing of parshad and tabrook and Rs. 300 each on accommodation, transportation, eating and purchasing. Further, summer season was found to be the preferred choice to visit the shrine and Thursday was found to be the day of choice to visit the shrine. Males were reported to visit the shrine more pre-dominantly within the
age group of 16 to 25 years. Further analysis revealed that expenditure and duration of stay are positively correlated but it was seen that safety and security related issues, control on act of stealing, sanitation measures, quality of meal in mess, eco-friendly practices, health care facilities, necessary skill among staff working were reported as matter of concern.

6.1.2 Economic Impact of Shopkeepers

Numerous shops and commercial establishments which have grown-up significantly by increase in pilgrims influx to Shahdra, is seen to be major contributor towards the development of the Shahdra. These commercial-establishments in Shahdra are seen to cater to the needs of growing pilgrims significantly. This increased influx of the pilgrims to Shahdra is found to be one of the major contributors towards creation of ample opportunities for employment. As increased influx compels these shops and commercial establishments to absorb additional labour in the area, compels them to promote household industries, and therefore results in revenue generation. These shops and commercial establishment, established in Shahdra may it be road side vendors, shop related to handicrafts, ornamental, multi-stores, readymade garments, general store, tea stalls, dhaba’s, restaurant and photographers shops, all are seen to be benefitted from pilgrims as well as from local customers. It was found that average profit earned by of each shopkeeper in a month was approximately Rs. 15,500/. From the survey pertaining to shopkeepers it was found that their business was categorized into three periods viz peak period, lean and average period. During lean period it was reported that out of total customers visiting a shop 15 percent used to do shopping that was purely related to pilgrimage in the lean season while as in peak and average season it was 65 and 45 percent respectively. Therefore, on an average 42 percent of the pilgrims used to exclusively do shopping that only relate to pilgrimage Therefore, every individual establishment owner on an earns Rs. 15,500 in a month of which Rs. 6510 per month resulted from pilgrimage related activities. As there are 62 shopkeepers in Shahdra therefore total income which is generated by all of these shopkeepers in a month was Rs. 9, 61000/- in a month which equals to Rs. 1, 15, 32,000 per year. The employment generated from these establishments was reported to be 135.
6.1.3 Economic Impact of Transporters

Increasing influx of pilgrims to Shahdra Shrief has further raised demand for transportation services as well significantly. Transportation is also seen to be the major contributor in the economy of Rajouri and adjoining. There are various types of passenger vehicles operating in Shahdra which include buses, Matadors, Tata Magic's, Tempos, Taxis, Tata Sumos, and Vans. It has been found during the survey that 17% vehicles owners are from Shahdra and 51% were from Rajouri, it is evident that 67% of the vehicles which operate are from the region. Information from the transport office Rajouri reveals that there are 497 registered passenger vehicles that operate in Rajouri district out of which 67 percent amounting to 333 vehicles earn their livelihood by operating on the route to Shahdra from various destinations. In survey it has been found that every vehicle owner who operates in Shahdra, earns an average of Rs. 15,500 per month, amounting to rupees 51, 61500 per month for 67 percent vehicles. Therefore, transportation generates an income of Rs. 6, 19, 38,000 because of Shahdra Shrief. It also has been found that on an average one person was found to be directly associated with each vehicle, thus found be source of employment for 333 unemployed persons.

6.1.4 Economic Impact of Hotel and Restaurant

Besides transportation and commercial establishment hotel industry is also seen to be a potential source of generating income and employment for the area. From the survey and records obtained from Department of tourism Rajouri, it has been found that there are 27 hotels in the Rajouri which cater to the pilgrims significantly. Out of twenty seven hotels one hotel each is operational near Shahdra and Thanamandi. Statistics reveals that there are total 189 available rooms with a capacity of 369 persons available that include single, double and triple seated with air conditioning and non-air conditioning facility. There are also three guest-houses with bed space for 64 persons available in Shrine premises with thirty two rooms. in these guest houses 19 rooms charge Rs 200 per day while as rest of the rooms charge per day is Rs. 500 except three rooms which charge rupees 100 per day. These hotels and guest houses are also seen to be good source of revenue and employment as 81 and 50 employees are associated with it respectively. Moreover, there are two state tourist reception Centres at Rajouri and Shahdra each.
Tourist Reception Centre (TRC) of Shahdra is outsourced by tourism department again as a source of employment for the local people. However, TRC owns 20 rooms charging @ Rs. 800 per night stay and generating employment for 8 persons of these rooms are available for the stay of pilgrims. Therefore total rooms available in all of these accommodation houses are 243 with a capacity for 473 persons as evident from table 1.1. Total monthly profit generated by each of the 27 hotels was found to be Rs.45, 500, thus the income amounts to Rs. 12, 28,500 in a month and Rs. 1, 47, 42,000 in a year. From three guesthouses and TRC’s, the income generated amounts to rupees 26, 33,760 and 36,28,800 respectively.

**Table 6.1: Overall Statistics related to Accommodation**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Items</th>
<th>Number</th>
<th>Number of Rooms</th>
<th>Numbers of Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hotels</td>
<td>27</td>
<td>189</td>
<td>369</td>
</tr>
<tr>
<td>2</td>
<td>Guest House in Shrine</td>
<td>3</td>
<td>34</td>
<td>64</td>
</tr>
<tr>
<td>3</td>
<td>TRC</td>
<td>2</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>32</td>
<td>243</td>
<td>473</td>
</tr>
</tbody>
</table>

**Table 6.2: Total Annual Income generated in the reference year (2013)**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Annual income generated (Rupees)</th>
<th>Employment Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shopkeepers</td>
<td>1, 15, 32,000</td>
<td>135</td>
</tr>
<tr>
<td>2</td>
<td>Transporters</td>
<td>6, 19, 38,000</td>
<td>333</td>
</tr>
<tr>
<td>3</td>
<td>Hoteliers and Restaurant</td>
<td>1, 47, 42,000</td>
<td>81</td>
</tr>
<tr>
<td>4</td>
<td>Shrine Guest Houses</td>
<td>26, 33,760</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>TRC</td>
<td>36,28,800</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>9,084,5,760</td>
<td>607</td>
</tr>
</tbody>
</table>

Table 6.2 shows that total of Rs.9, 084, 5,760 (nine crore eighty four lakh five thousand seven hundred sixty) is generated in District Rajouri in a year (2013) because of pilgrimage tourism. Further, alone to cater to the pilgrimage tourism has generated significant employment for the 607 locals. This reflects that how important tourism in particular pilgrimage is for the economy as allied support system to tourism gets benefitted by tourism industry as shown in table 1.3.
6.2 Expenditure patterns of pilgrims visiting to Shahdra Shrief Shrine

It has been found that accommodation, transportation, offering donation, parshad, eating and shopping are the major activities, where pilgrims spent their money while visiting to Shahdra. Table 6.3 therefore presents the spending pattern of the pilgrims on an average visiting Shahdra Shrief shrine.

Table 6.3: Pattern of expenditure of Pilgrims visiting to Shahdra Shrief Shrine

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Items (Expenditure patterns of pilgrims)</th>
<th>Expenditure (Average expenditure patterns on each item per visits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accommodation</td>
<td>Rs. 300</td>
</tr>
<tr>
<td>2</td>
<td>Transportation</td>
<td>Rs. 300</td>
</tr>
<tr>
<td>3</td>
<td>Donation</td>
<td>Rs. 300</td>
</tr>
<tr>
<td>4</td>
<td>Parshad</td>
<td>Rs. 100</td>
</tr>
<tr>
<td>5</td>
<td>Eating</td>
<td>Rs. 300</td>
</tr>
<tr>
<td>6</td>
<td>Shopping</td>
<td>Rs. 300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>Rs. 1600</strong></td>
</tr>
</tbody>
</table>

The total expenditure on an average per person per visit amounts to Rs. 1600. It is pertinent to mention here that survey questionnaire comprised of a question that pertained to overall expenditure incurred without mentioning the items on which the expenditure was incurred. It is found to be Rs 1250 per person per visit. To be specific the average of both expenditures was taken that amounted of rupees 1425 per person per visit.

6.3 Economic Impact of Pilgrimage Tourism in Rajouri

It is imperative to mention here to calculate economic impact, one can either follow the income method i.e. the income generated from that sector or expenditure method i.e. the expenditure made by pilgrims on different components while touring. Two methods are used to measure the economic impact of pilgrimage tourism based on expenditure incurred by pilgrims. Method first calculates the economic impact on the basis of average number of pilgrim influx per year, average expenditure incurred multiplied by multiplier. This is based on the reference given by Stynes (1997), as he recommends “for local impacts, tourism spending multipliers between 1.0 and 1.5. If one has no idea of the size of the multiplier, recommend using 1.0. This is easy to multiply by
and refocuses researcher on the direct effects. Tourism sales multipliers are often close to one because the secondary effects of tourist spending (mostly induced) are generally just large enough to offset the spending that is not captured by the local economy”.

**Method I**

\[
\text{Impact of Pilgrimage Tourism} = \text{Total Number of Pilgrims} \times \text{Average Expenditure by each Pilgrims} \times \text{Multiplier}_1
\]

\[
\begin{align*}
\text{Economic Impact of Pilgrimage Tourism in Shahdra (Rajouri)} &= 9,47,074 \times 1425 \times 1 \\
\text{Economic Impact of Pilgrimage Tourism in Shahdra (Rajouri)} &= \text{Rs. 134, 95, 80,450}
\end{align*}
\]

Method II calculates the economic impact on the basis expenditure incurred in the reference year given by Bandu, (1989). It is calculated as average number of pilgrim influx in a reference year multiplied by average expenditure incurred multiplied and average stay of pilgrims.

**Method II**

\[
\begin{align*}
\text{Income through Pilgrimage Tourism at Current prices in the reference year} &= \text{Per Capita expenditure by the Pilgrims at Current prices in the reference year} \times \text{Number of Pilgrims visited the area (shrine) in the reference year} \\
\text{Per Capita Expenditure by pilgrims} &= \text{Per Day Expenditure} \times \text{Average stay of Pilgrims} \\
\text{Per Capita Expenditure} &= \text{Rs. 1425} \times 1 \\
\text{Income through Pilgrimage Tourism at Current prices in the reference year} &= \text{Rs. 1425} \times 941654 \\
\text{Income through Pilgrimage Tourism at Current prices in the reference year} &= \text{Rs. 134, 18, 56,950}
\end{align*}
\]

It can be concluded from the calculations that pilgrimage tourism creates huge economic impact of more than one hundred and thirty four crores a year on an average. Thus it make it evident if pilgrimage tourism is managed properly in Rajouri and
adjoining it can have more positive impact on the economy of Rajouri that will further boost the economy of the state.

6.4 Socio-Economic Impact on Community

In case of analysis of community a separate questionnaire was designed. It was found that besides benefitting community economically, community members agree that pilgrimage tourism has benefitted them socially as well as culturally. It was observed that majority of the community members agree to the fact there has been economic upgradation of area as they derive the livelihood from the shrine may be directly or indirectly. Further, majority of the community strongly believes that pilgrimage has catered to unemployment in the region. Further, it was also reported from the community members that pilgrimage has played positive role in the development of women in the area, development of infrastructure in the area and beautification of the area. On the contrary alarms were also raised in case of Inflation in the local market as they believe because of tourism rates of products and services have increased, pollution in the area, environmental degradation is there and above all trust deficit among the people and the pilgrims prevails. On the basis of exploratory factor analysis five parameters were identified that include Socio Cultural Impact, Economic Impact, Overall Community Participation, Community Services and Environmental Impact. On the whole it can be established that Pilgrimage in Shahdra has an impact on the identified parameters significantly so, for overall sustainable development and prosperity of community living around Shahdra, these factors need to be addressed.

Based on the summary of findings, tourism has made significant contribution to the economic development and upliftment of social status of people living in the vicinity of the shrine. It is evident therefore that pilgrimage tourism presents great scope and offers ample opportunities for socio economic transformation of the region. Further based on the findings of the study suggestions and policy recommendation are given for the sustainable development of tourism in Shahdra in particular and in the State of Jammu and Kashmir in general.
6.5 Observation, Suggestions and Policy Recommendations

Based upon the findings following suggestions/recommendations are strongly advocated below with adequate reasons if any:

- Providing services to the incoming pilgrim is considered as prime responsibility of the Shrine administration but unfortunately pilgrims are not treated as per their expectations. Even sometimes they suffer and face problems as they are not provided rooms and sitting place on need basis. During rainfall and scorching summer days they have to stay and wait under the shades of trees, balconies and stairs. As they have not been provided hall or room for sitting during day time.

- Replacement of obsolete procedure of cooking and dining is required to be modernised. It has been observed that century's old method for cleansing floor and serving meal is rampant there and furthermore scattered food wastes on the floor and slipperiness poses problems to pilgrims while walking on the floor.

  There should be at least wiper and vacuum cleaner for cleanliness of the floor of the kitchen and dining. Improvement of cooking techniques, reducing of wastage and biodegradable scientific waste management method should be prioritized. There are end numbers of success stories of better pilgrim management around the world and in India as well. Therefore, Shrine administration should adopt such successful model which is highly prevalent in Mecca (Saudi Arabia) and Golden Temple Amritsar (India). It will be pertinent to cite an instance of Golden Temple where a machine has been installed in the kitchen of Golden Temple for preparation of hundreds of chapattis in a single stretch. The hygienic conditions of kitchen, dining hall, washrooms/bath rooms and premises are pretty much to the satisfaction of the pilgrims. This model can also be introduced here at Shahdra Sharief Shrine by one time investment while taking into consideration, the needs and convenience of the pilgrims.

- Growing infrastructure in the shrine demands more consumption of the electricity. To save the electricity, solar power plant needs to be installed and moreover location of the shrine is suitable for the installation and procurement of solar energy.
• Washrooms/bathrooms are not adequate in the Shrine premises. The existing washrooms/bathrooms have not been renovated since long.

• Provisions of additional dining hall - As existing dining hall cannot accommodate pilgrims. So, pilgrims face difficulty and congestion while taking meals in the dining hall. There has been manifold increase in the influx of pilgrims to the Shrine since the revival of Mughal road, thus more need is felt for accommodation of pilgrims in dining hall.

• Separate entry and sitting arrangements for males and females in dining hall of the Shrine is imperative. As common entry creates many problems across gender.

• Provision for night stay in the Shrines guest house need to be relooked, as there is a provision that a pilgrims cannot stay in guest house for more than one night.

• Visiting of a female to Shrine is a matter of conflict between various sects of Muslim community and various Islamic Scholars and others. This issue can be addressed by restricting female to main grave of the Shrine. So females can be kept away from the main grave. Therefore, a lot needs to be done in this regard, it can be done by constructing a separate hall near the main grave. The hall should be bifurcated by some semi-transparent/translucent material. So that female pilgrims may sit there and can perform their rituals without any objection. Similarly there should be separate entry and exit for Male pilgrims. During rush hours in the evening and morning or during the day time, old aged pilgrims and female cannot enter properly, if separate entrance would be there, inconvenience to pilgrims can be reduced.

• People visits to a place of religious interest for something revered. So, pilgrims always expect sacred things upon visiting holy shrine. If pilgrims would not get a feel of sacredness in the Shrine premises, in this way, the image of a pilgrimage destination start faded off day by day from the minds of the pilgrims. Thus there will not be any difference between any other normal tourist destination and pilgrimage destination. Consequently, image of these types of pilgrimage destination transform into normal tourist destination. This is not good for the any pilgrimage destination, locality and the area as well. These things happened due
to, flawed strategies, non visionary and biased governance. This is what happening in the Shahdra Sharief Shrine.

- Sitting Arrangement, Problem Solving Time, Grievance Redressal system, Assistance/Guiding while donation, Cooperation from Administration and Staying Rooms facility, Safety and Security, Control on act of Theft/Stealing, Wash Room and Bath Rooms facility, Quality of Meal, Cleanliness and Sanitation Measures, Eco-Friendly Practices, Health care related facilities need special care as these are the factors/ dimensions extracted after applying factor analysis upon pilgrims satisfaction related to service quality within Shrine premises.

- Till date Shrine has not its own website but Shrine management (Administrator) has not approached to BGSB University for the development of the website for the Shrine. In today's contemporary world, website is regarded as the most important asset for the management of these types of Shrine. Every year BGSB university produced hundreds of software engineers and computer technician. During summer training student of these professional courses provide their services to many organizations within and outside the state but nobody bothered about this thing. It was the responsibility of the Shrine in charge, who is so called administrator, should approach University but has not paid attention for the development of website.

- University can establish school of catering and tourism management, which is already in plan. Enrolled student of these courses can complete their internship programme at Shrine by doing front office job, office management, receptionist and catering services in mess by providing their service. This will be a mutualism i.e. win- win situation for both.

- There is no computer literate person employed in the shrine. Account and day to day activities are recorded manually. Which consume plenty of time and it also creates problem in delivering timely information. There is need for maintenance of these accounts by means of using various software like excel, tally etc.

- There is no fax and telephones in the Shrine. The existing connection of the phone is not in working condition.
There is no enquiry counter for the pilgrims at shrine. Many times visitors why visiting to Shrine, have some quires but there is no any window for enquiry, there should be a special enquiry line for convinces of the visitors.

There should be Sufi and Science interface (Shrine and University) cooperation so that Shrine can get the benefit of services of growing institution like BGSB University.

Spiritual centre: Around the premises of the shrine there can be developed spiritual centre for people of many faiths and beliefs. This spiritual centre can facilitate personal and mental wellness by adopting many creative’s techniques which are very much common in all religion.

Establishment of Library: Baba Ghulam Ali Shah was such a dignified person to whom whole the history of the Rajouri and Poonch and State Jammu and Kashmir is, directly or indirectly linked. But unfortunately there is not even a single detailed book available which provides exact and crisp information about the Saint. Though there are some books written in Urdu which repeat same thing but these books lacks clarity. There might be some other books but no attempt has ever been made to preserve these document and literature for the generations. So, there is a need to develop a library within the shrine premises, all books related to biography of Baba RA, historical aspects of Shrine development and other religious and historical book in Hindi, English, Urdu and Arabic can be make available there.

Madarsa: There should be establishment of Madarsa in Shrine, so that children of the areas, who usually go outside the state like Bareilly, Doeband and Meerut for higher Islamic education, it can be provided here within the Shrine.

Story tellers: During survey, it has been found that some pilgrims were very much desirous to listening stories about miracles of Baba Ghulam Ali Shah Badshah and holy Shrine. Thus, there is a need to appoint a person who tells stories of Shrine to pilgrims. This thing can provide a unique image to the Shrine.

Provision of keeping shoes outside the Shrines main grave. It can be done establishing shoes racks near at appropriate place. Earlier people used to take off their shoes near first gate. But now a day’s people bring their shoes to the main
Shrine. This thing erodes the hygienic condition and sacredness of the Shrine. So in this way people forget the worthiness of a pilgrim destination. As it has been adopted very successfully in Golden Temple (Gurdawara) in Amritsar. In Golden Temple, visitors are provided token after keeping their shoes in racks by volunteers. Then visitors have to dip their feet in water and thereafter they are instructed to cover their head before entering into Shrine. This way visitor gets entry in that Gurdawara. In this way Gurdawara maintain its hygiene and visiting people return with unique and fresh feelings of sacredness.

- It has also been reported by members of the community and by others that, now a day's some people visits Shrine by wearing dress like skirts and halve sleeves to Shrine which is considered as an objectionable act by them. They think that these types of things dilute the belief and faith of more than 200 hundred years old sanctity of the Shrine.

- Restoration of evergreen plants by taking help of experts - During survey it has been found that there were many pilgrims who especially visit to Shrine to catch the glimpses of this evergreen (Sadhabahar) tree which is there in the Shrine. However, it has been seen that due to some unknown reason the tree start withering down. Thus there is a need to preserve this ever green tree.

- Research and development in our country, government organizations are not extending their hand for getting benefit of academic research in developmental work in the country. This is the reason that we are still tagged as under-developed, developing and third world region. In case of Shahdra, till date, Shrine has not outsourced and sponsors any study which could address their problem for better pilgrimage management. Administration still adopted hundred year old practices which are no more applicable in present scenario, no doubt these practice create scope for mismanagement, time lag and corruption. Shrine should undertake/sponsor some project for the all-round development of the Shrine.

- Professionalism among staff - In the Shrine while discussion with pilgrims. It has been found that the action and reaction of some of the working staff /employees was questionable. There is lack of courtesy among them; some of them like guest house sweeper cum receptionist are very much rude and impolite. Likewise their
behaviour and conduct of some of other dealing staff is not fit as per said parameters of tourism and hospitality industry, which is worldly known for soft and warm welcoming nature. Therefore, these employees need training and development; otherwise additional capable staff may also be engaged for the existing positions. Similarly, provision of development of staff through periodic in-house and outdoor training programme may be initiated. So, that office and day to day physical and financial record may be maintained efficiently.

- Separate executive agency - Aquaf is not doing much for the Shrine and there has been reported that there is lot of corruption and confusion in Auqaf and Wakf Trust. Thus this Shrine should be free from Auqaf department of State Jammu and Kashmir. As this Shrine being an abode of faith of many poor devotees who offer their grains, milk, livestock here, deserve special attention. So, there should be a separate executing agency / independent development board for Shahdra Shrief Shrine under the supervision of Governor. As Ministry of Hajj and Aquaf could not handle it efficiently, still there are more than half of the shrines of the state are working under wakf trust in Kashmir and their money is utilized by the trustees for their own purposes. So these things point it out that there need a separate independent Shrine board on the pattern of Shri Mata Vaishno Devi Shrine Board.

- Lack of promotional activities - As mentioned that this Shrine is very sacred shrine but very limited people know about it. Only people of Rajouri, Poonch and few from other areas of State Jammu and Kashmir are familiar with this Shrine. As, tourism department and Aquaf have not yet adopted any promotional campaign for this region and for Shrine. It can has been found that the pamphlets which are used by the J&K tourism for the promotion of various categories of tourism in the State J&K, name of Shahdra Shrine was not anywhere on pamphlets. On the other hand there has not even a single campaign in print and electronic media, undertaken by any of concerning agency. As Shrine has no website and any telephonic connection. So, it remains cut-off and hidden from the preview of potential tourists and pilgrims. Therefore there is need to undertake a promotional campaign.
- Sign boards in Urdu, Hindi and English - It has been found that there are very few sign boards, that too in Urdu language only. There is a need to have additional sign boards at suitable locations in Hindi and English languages as well.

- Periodic audit of all activities of Shrine - For keeping proper check on the developmental activities. There is need of proper audit by government, quasi government or by civil society members (community) of physical and financial reports and progress of the Shrine. This may create transparency, accountability and responsibility in the system.

- Participation of Local People - Throughout the world it has been proved that all types of tourism activities, may it be cultural tourism, eco-tourism, pro-poor tourism or pilgrimage tourism contribute a lot for the development of the community residing around that tourist destination. Therefore involvement, participation and cooperation of local member of the community in decision making, development activates is very necessary. In case of Shahdra Shrief all the people had not been taken into confidence and they are not very much satisfied. Their involvement in developmental activities may help to improve their overall socio economic activities. As it also, has been shown by using factor analysis that the socio cultural impact, overall community participation, economic impact, community services and environmental impact are the factor which needs to be address for the sustainable development of the area by the involvement of community living in the vicinity of the Shrine.

- Evacuation of Shrine Building occupied by J&K police- Jammu and Kashmir police has occupied a building of Shrine within Shrine premises. As there is already less space for the stay of pilgrims during the peak season. Therefore, it should be evacuated. So that it may be used for providing more facilities to pilgrims. The building which is near the main entrance of the Shrine is used police personal. This building can be used for the development of indoor facilities like cafeteria, high end restaurant like KFC, Mc Donald types of facilities for high end tourists/pilgrims.

- Pilgrims face problem of petrol pump as there is no petrol pump around 10 km circumference of Shrine. There should be a petrol pump nearby Shrine.
• The road which connects Rajouri to Thanamandi and Bufliaz to Thanamandi is in very bad condition. There is hue and cry among local and pilgrims about these two branches of road. Therefore, local member legislative assembly should look these things on priority basis keeping interest of people and Shrine in view.

• Development of Pilgrimage circuit in Rajouri and Poonch - There are various Muslim, Hindu, and Sikh Pilgrimage site in Poonch and Rajouri viz Chote Shah, Sain Miran, Nangali Sahib Gurdawara, Buddha Amaranth, Manglamata, Sain Gangai etc. These shrines can be linked together and a pilgrimage circuit can be developed for these Shrines.

• Rail, Road and air connectivity is missing in the area. So this is another cause of concern.

• The TRC which is within the Shrine primes, recently constructed by J&K tourism. Tourism department (outsourced it) has given on contract to a private party. It has been found that there was no set pattern of room rent at TRC, the staff of the contractor sometimes cheats pilgrims, during peak season they charges very high to pilgrims. Thus the pilgrims face inconvenience due to these things. J&K tourism, Rajouri tourism development authority, Shrine admin and concerning district administration should check these matters and should fix a standard room rent for a specified period. Moreover, there are two rooms which are reserved for VVIPs in TRC; as a result these two rooms remain idle almost entire year. These rooms should also make available for pilgrims.

• Autonomous Hill Development Council - It is pertaining to mention here that Rajouri and Poonch have geographically some location disadvantages. Thus for overall development including tourist sites, this region require the status of autonomous hill development council on the pattern of Ladakh Hill Development Council.

• Above all, there are some other issues related to Jammu & Kashmir tourism department and Aquaf as there is confusion between Aquaf and Wakf trust in the State Jammu and Kashmir. So there is a need to relook into it. There is also very much confusion in the role, responsibilities of all “20 Autonomous Development Authorities” included Rajouri and Poonch Tourism Development Authorities and
Director Tourism Jammu, Director Tourism Kashmir, JKTDC and Jammu and Kashmir Tourism Department. As J&K tourism department has not full control upon these authorities as officers of these development authorities depute officer on term basis from allied departments. Thus, they assume these authorities as a good place for earning/corruption. In this way they enjoyed power, position and money and flew away. It is pertain to mentioned here that crores of rupees were released by central government to these authorities but this money has not been utilised judiciously. The money which is easy to digest they utilize it, and remaining amount remains unspent and thus gets lapsed in the end of financial year. For example from last couple of years crores of rupees is released by government for the restoration of Poonch forts but till date no change and improvement took place in this fort. These types of examples explain grave irregularities in utilization and implementation of public fund.

- J&K Tourism department lacks professionalism; this department is also deficient in required skilled working force. Almost all officers who are working in J&K tourism have not studied tourism or even have not the concept of tourism at all. Moreover, J&K is not enlisted in top ten Indian States in term of tourism arrival, receipts and also has not positioned well in the minds of high end potential tourist due to lack of knowledge about modern world tourist expectations. So these things should be addressed properly.

- Ecology and Environment conservation always remain the concern of the tourist destination, but Jammu and Kashmir is lacking in this sphere.

- Pilgrimage and politics should be separated - Politicising pilgrimage tourism and pilgrimage destination is not a good thing for overall sustainable development of tourism viz. a viz. society.

Few Success stories where from Shahdra Shrief can take inspiration to manage shrine effectively:

There are few Shrines in India and around the world, where in pilgrim influx is huge but it is managed effectively by them. For example in case of Pilgrims, who undertake the Hajj pilgrimage, on their arrival are given heartily greeting in Mecca, and they are provided with best facilities by keeping their comfort in view.
Second is, Dargah Sharif of Khwaja Gharib Nawaz RA, Dargah of Ajmer is the only Dargah in India which is being managed by a nine member Dargah Committee nominated by the Central Government under an Act of Parliament enacted in 1955. The Shrine management works effectively for providing facilities to pilgrims. Besides this, there are some programmes adopted by Shrine management committee for the welfare of society, stakeholders and the community associated to it. These include development of technical institutes, schools, scholarship programmes, darul uloom, pilgrims facility centres, arrangement of hot water for ablution during winters, managing the Darul Uloom Moiniya and Khwaja Model Secondary English Medium School, Free Spoken English coaching classes, Free Personality Development classes, Maintaining, repairing, cleaning of the Dargah premises and its various buildings, Running charitable Unani, Homoeopathy and Allopathic, dispensaries at the Dargah providing medicine free of cost, Development of ‘Vishram Sthali’ in 230 bighas of land on Ajmer Jaipur Road for free stay arrangements of around 60,000 pilgrims and parking of around 5000 buses.

Another well managed Sikh Shrine which is popularly known as Golden Temple. Pilgrims experience memorable moments and enjoys hygienic food and drinks. This Shrine has a very good and modernized kitchen and also implemented measures for proper sanitation. Visitors also experienced very neat and clean wash room and bathrooms fitted with sensor tab. overall one can feel pleasant atmosphere there at Golden temple, as the management has maintained in a very excellent manner.

Therefore, various, know-how’s and success stories from these Shrines can be barrow for the effective management of pilgrimage; and if possible can be adopted here (Shahdra Shrief Shrine). So that the problem areas can be well managed and issues related to pilgrim facilities and renovation and expansion of sustainable infrastructure programme can also be addressed.