

# Marketing Mix For Sustainable Spiritual Tourism In Rishikesh

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## **Abstract**

*This research explores the marketing mix for sustainable spirituality tourism in Rishikesh, focusing on attracting both local and foreign tourists. The present study also identifies factors promoting spiritual tourism; analyze media forms and anticipated or unforeseen experiences of tourists visiting Rishikesh. In the present study qualitative method of data collection is used. Data is collected through interviews of 50 domestic and foreign travelers. In the study convenience sampling method was employed. The purpose of the interview was to learn more about the perceptions, actions, attitudes, and understanding of spiritual tourists.*

*As per study's findings some of the factors encouraging tourists to engage in spiritual tourism include personal and societal incidence, spiritual knowledge, unfamiliar locations, a sense of security, the COVID-19 pandemic, stress relief, Indian culture, healing, and spiritual satisfaction. The study found that spiritual tourists rely on both electronic and non-electronic media for information about their destinations. User-generated content on social media platforms, such as Facebook, Instagram, WhatsApp, and Twitter, significantly influences their decision to visit a spiritual location. The study also highlights anticipated or unforeseen experiences of tourists in Rishikesh. The present study provided a 7Ps marketing mix model (product, price, place, promotion, process, people, and physical evidence) for sustainable spiritual tourism in Rishikesh.*

**Key words:** *Customer satisfaction, 7Ps Marketing mix, Media, Rishikesh, Spirituality tourism*

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## **I. INTRODUCTION**

Tourism has been a major driver of economic growth and livelihood promotion in most of the areas of Rishikesh and Haridwar. Thus, if the number of religious tourist can be enhanced through various motivational/promotional programmers, the revenue earned by the town can be significant increase. The main aim of this research is to present a marketing mix for sustainable spirituality tourism in Rishikesh. This paper might be marketed by implementing a strategy aimed at attracting more local and foreign spiritual tourists in Rishikesh.

Because of the fast-paced, high-stress way of life, a fast expanding "wellness industry" with a strong spiritual component has emerged. Further the spread of COVID-19 global pandemic caused anxiety, tension, and occasionally even grief. As a result, nature-based travel became the most popular type of vacation for spiritual uplift, change, and healing after COVID-19. (Bhalla, R., Chowdhary, N., & Ranjan, A., 2021). Numerous studies have shown that spirituality may foster psychological healing, well-being, and a good outlook on life in addition to enhancing mental health. The drive for self-actualization is another motivation factor for a spiritual journey. Maslow's Need Hierarchy is the main theoretical foundation for the idea of self-actualization.

### **Meaning of spirituality and spirituality tourism**

Self-improvement is the heart of individual spirituality. Getting in touch with one's inner or spiritual self is necessary for self-development. As a means of achieving inner peace or in search of solutions to existential concerns, a person may choose to isolate themselves from other people and external noise. For spirituality "escaping material life." Noise, routine, people, consumerism, bodily material comfort, and inner emptiness are some of the aspects of the escape environment for the desert spiritual traveler (Moufakkir, O., & Selmi, N., 2018).

Depending on the person's culture and upbringing, the actual meaning of spirituality varies from person to person. Spirituality extends beyond religious belief. Religion helps people become more spiritual because it draws them closer to God. Every human being in this world seeks peace of mind and happiness. However, we can't find peace and satisfaction from the outside world or the material world. We must look within to find peace and happiness. We might feel satisfied in our daily routines when our minds are at ease.

Haq & Jackson 2009 define spiritual tourist as “someone who visits a specific place out of his/her usual environment, with the intention of spiritual meaning and/or growth, without overt religious compulsion, which could be religious, non-religious, sacred or experiential in nature, but within a Divine context, regardless of the main reason for travelling.”

A spiritual tourist is defined as a traveler who engages in a spiritual practice or pursues spiritual advancement while traveling, typically with the goal of earning spiritual gain. Because pilgrims thought that the gods lived in the mountains, visiting mountains is one of the first manifestations of pilgrimage and a purposeful manner of "becoming closer to the spirits" (Shinde, K. A., 2021). Spiritual travelers may be defined as those who travel with a feeling of valuing or understanding God. Spiritual tourism can contribute to economic growth in developing countries that cannot offer expensive and thrilling tourism but can attract a considerable number of spiritual visitors (Haq, M., & Jackson, A., 2006).

### **Area of Study - Rishikesh**

The 'yoga capital of the world' is a term that is frequently used to describe Rishikesh. It is also known as the gateway to the Char Dham - Badrinath, Kedarnath, Gangotri and Yamunotri. Visitors who are interested in learning yoga and meditation are inundating the area. Rishikesh is a sacred city with several ashrams and is well known for its yoga all over the world. Each year, Rishikesh attract thousands of visitors seeking spiritual solace, peace of mind & sole, learning of yoga & meditation, adventure, and salvation through a dip in the river Ganga. Rishis, Yogies, sages, and sannyasis came to Rishikesh in the past and still so many to practice yoga in this quiet surroundings.

Tourism has been a major driver of economic growth and livelihood promotion in most of the remote areas of Rishikesh. The income earned from tourists by providing various services including transportation, food and, Local Market, beverage, pony and porter services, etc. sustain the livelihood of people of Rishikesh. Thus, if the number of religious and spiritual tourist can be enhanced through various motivational/promotional programmers, the revenue earned by the town can be significant. There are many places in Rishikesh to visit some of them are Ram Jhula, Laksman Jhula, banks of river Ganga, Trivani Ghat Geeta Bhawan, Parmarth Niketan Ashram, Swarg Ashram, Neel Kanth, Various Yoga and meditation Centre.

## **II. REVIEW OF LITERATURE**

Several articles have been written concerning spiritual tourism. This section examines some of the most prominent studies on the sustainable spiritual tourism. These are:

Many tourists are eager to engage in spiritual tourism in certain regions in order to increase their level of wellbeing, adventure, or leisure (Willson, 2016). Haq, F. and Yin Wong, H. (2010), in their study highlights spiritual tourism excursions and activities that religious organizations might strategically take advantage of to advertise Islam. Some religious organizations promoted Islam by using religious events and festivals as spiritual tourist commodities. By marketing them as spiritual tourism products, these organizations brought both Muslim and non-Muslim spiritual tourists to the Islamic locations, meetings, events, and festivals. These groups drew both Muslim and non-Muslim spiritual tourists by marketing Islamic gatherings, events, and festivals as spiritual tourism destinations.

Suri, R., & Rao, J. (2014), find out the reason we struggle to market and sell our spiritual destination is that we have not effectively classified our visitors; just using a demographic-based segmentation will not be effective. We must identify an effective segmentation formula and begin developing our promotion strategies in accordance with it.

Aggarwal, A. K., Guglani, M., & Goel, R. K. (2008), in their study identifies certain fundamental characteristics for yoga and spiritual tourism. The most significant of them is that foreign visitors are not seeking luxury but rather difficult travels to reach the heavenly aim or simple living and technology, which facilitates travel. Author suggests making India the most alluring tourist destination in the world, the government and commercial sector must work diligently and with devotion.

Ashton, A. S. (2018), analyze how visitor happiness and intent to return to a location are influenced by spiritual retreat tourism. The findings indicated that pull factors, particularly authentic experiences, natural environments, peaceful atmosphere, far from the usual places, and historical significance, influence spiritual retreat tourist satisfaction, in turn leading to intention to revisit the same destination while push factors including novelty, transcendence, relaxation, self-esteem, physical attractiveness, and escapism have an impact on how satisfied spiritual retreat tourists are.

People find comfort and relaxation when they distance themselves from the stress and turmoil of daily life. Traveling to such locations with the intention of altering one's perspective on life might therefore result in spiritual connectedness. Travelers' continual transcendent interaction with a location, its inhabitants, and the activities they partake in aids them in achieving their spiritual aspirations (Haq & Medhekar, 2017). Currently, a shift from religious toward more spiritual personal development is occurring worldwide (Boley et al., 2018).

### III. RESEARCH METHODOLOGY

#### Data collection

The sample was restricted to 50 domestic and foreign travelers, travel agents, and those working in the tourism industry. Respondents included a variety of socioeconomic and racial backgrounds, as well as a mix of genders to ensure that no one gender predominated the findings. For the purpose of data collection convenience sampling method is used in study. The sample size for this investigation was determined employing the information saturation rules (Gibbs et al. 2007; Lincoln & Guba 1985). When study participants are unable to supply any new information, information saturation happens. After obtaining a thorough picture of varied experiences linked to the study problem, the data gathering procedure becomes saturated. (Gibbs et al. 2007).

In present study qualitative method of data collection is used. Data is collected through interviews. Interviews (Face-to-face) with the tourists took place in hotels, ashrams, Ghats of Ganga River, during Ganga Aarti at Permarth Niketan, and other locations during the month of March 2023. Face-to-face interviews were conducted to improve the depth of knowledge, confidentiality, and customization. All respondents were notified that a code will be provided to each and every respondent for the purposes of secrecy and privacy, i.e. SFT (Spirituality Foreign Tourists) and SNT (Spirituality National Tourists).

The choice of Rishikesh as the location for the interviews was made in order to gather the information needed to develop hybrid spiritual tourism marketing strategies. Secondary data was gathered via a variety of periodicals, books, and the internet.

The point of saturation seems to be achieved with the following numbers of participants as the information collection through in-depth interviews in Rishikesh:

- Spiritual foreign tourists SFT- 15
- Spiritual national tourists SNT – 35

However, since domestic travelers make up a larger portion of the market for spiritual tourism, 35 tourists were questioned as compared to 15 for overseas visitors in order to achieve the information saturation point. The purpose of the interview was to learn more about the perceptions, actions, attitudes, and understanding of spiritual tourists.

### IV. OBJECTIVES OF THE STUDY

1. To identify the factors encourage tourist to engage in spiritual tourism.
  2. To study the media forms encouraged tourist to engage in spiritual tourism.
  3. To study anticipated or unforeseen experiences of tourists visited Rishikesh.
  4. To identify the marketing mix for sustainable spiritual tourism in Rishikesh.
- To fulfill the objectives of the study following research questions have been formed.
1. What kind of factors encourage tourist to go on spiritual tourism?
  2. Which media outlets influenced travelers to take part in spiritual tourism?
  3. Do visitors face any anticipated or unforeseen experiences in Rishikesh?

### V. RESULT AND DISCUSSION

In almost all interviews, the first question asked following introductory and confidence-building questions. Respondents were first asked about the individuals and organizations that inspired spiritual tourism before being questioned about other factors that might inspire spiritual travel. This inquiry was further related to any anticipated or unforeseen encounters they may have had on their spiritual journeys.

*First question: what kind of factors encourage tourist to go on spiritual tourism? We got following answers from respondents for first question:*

- Motivation from one's own religion;
- Reference groups as a source of inspiration;
- Many respondents cited personal and societal incidence that generated their interest in spiritual travel, such as a death, usually of a loved one, or another major incidence;
- Inspiration gained from knowledge of a particular spiritual place;
- A trip to an unfamiliar location generates interest in spiritual tourism;
- A few SFTs replied that they had switched religions and discovered a new path in spirituality and spiritual travel;
- A sense of security, the strong ties that exist between people and nature can be used to explain this feeling of security;
- World pandemic COVID-19, war etc. are awakening interest in spiritual tourism;
- Stress is alleviated because of spiritual gain from such visit;
- The Indian culture & festivals (traditions, music, dancing, etc.) fascinates visitors, and they are eager to experience it.

- Looking for healing from physical or emotional scars as well as the cure for sickness and disease;
- Inspiration derived from news stories;
- The majority of tourists to Rishikesh believe that spiritual satisfaction and tranquility may be achieved in spiritual surroundings.
- About half of foreign tourists who come to India hold an appreciation for the country's traditions and belief in its religion and culture i.e. worked as motivational factor to visit Indian spiritual sites in future also by foreign tourist;
- Tourists like to visit the Holy Ganges, pray at night on the banks of the Ganga River, visit temples, eat Indian food, hear spiritual leaders interact with others and connect with priests.
- They believe that they are not looking for luxury but rather an uphill battle to achieve the lofty goal of making life simple, meaningful, and satisfying and for that purpose they regularly visit spiritual destination;
- The majority of respondents discussed the financial aspect, the amount spent, and the level of service received when they went on spiritual vacations (especially in case of yoga and meditation center tourist).

*Second Question: Which media outlets influenced travelers to take part in spiritual tourism?* For the second question, we received the following responses from respondents:

- Electronic and non-electronic media were the two primary groups that emerged from the answers to this question. It was noted that almost all of them had, deliberately or unwittingly, allowed some form of media to have an impact on their choices about spiritual tourism. Their decision to travel to a spiritual destination is also influenced by reviews and information that they can find in journals, magazines, books, holy books, friends, hoardings, newspapers, television, movies, radio, different tourism websites run by the government & private sectors (such as hotel & event management companies), websites of different yoga & meditation centers, and so on.
- From the response, a second category—media and non-media sources of information—emerged. Non-media information sources utilized by spiritual tourists include travel agency information brochures, travel agents, and the internet. For information regarding accommodation, travel routes, and activities, tourists rely on non-media sources.
- When picking a place, tourists consider media sources for the best information, but non-media source play their role after choosing destination.
- In order to travel to spiritual locations, they said that they would look for inexpensive travel deals in the media. Another finding was that some spiritual travelers occasionally viewed movies for enlightenment.
- When asked how the media influenced their decision to visit a spiritual location, people specifically mentioned user generated content on different social media platform have significant impact on their decision to choose a destination. In the modern digital world, people all over the world have started using socially linked digital platforms actively such as Facebook, Instagram, WhatsApp and Twitter. These platforms allow travelers to share their experiences and information about events, festivals, cultural activities, yoga & meditation activities with others, held at specific location. In the minds of customers, this type of material evokes pictures and impressions of certain locations. Customers frequently seek blogs and travel advice offered by social media influencers, as well as other web material linked to traveler reviews and comments, before choosing on a place to visit. As defined by (Javed et al., 2020).
- Another finding from the responds was that, in contrast to content provided by governments and organizers of spiritual sites, visitors rely more on user-generated content that is accessible on various social media platforms. Since the explanation provided by the respondent's user-generated content is real, immediate, and direct.

*Third question: Do visitors face any anticipated or unforeseen experiences in Rishikesh?* For the third question, respondents provided the following responses:

Anticipated or Unforeseen Experiences of Tourists Visited Rishikesh

- The majority of travelers claimed that the tour companies misled them about the numerous transportation options, which led to their deception;
- Everyone needs access to safe water to drink. However, there is no free clean drinking water available at public places in Rishikesh. The guests were required to purchase a mineral water bottles each day, resulted in pollution caused by plastic bottles and an additional financial strain on tourists;
- Lacking in essential infrastructure facilities such as lack of cleanliness and sanitary facility; the poor state of the road system are issues. The travel is slow and dangerous because of one-sided road lanes. Lack of vehicle parking facility and high admission parking charges;
- Undesirable behavior by the populace and exploitation by local merchants and service providers;

- Beggars' nuisance and some visitors stated that unlicensed individuals frequently pressured them to give away money at the ghats in the form of donations and assistance. Because of pickpockets and burglars, the majority of tourists felt anxious while riding in busses, Rikshaw, phat-phat sewa, auto or walking on sidewalks.
- Another difficulty that surfaced for the international and national visitors to Rishikesh was the lack of tourist information centers there.
- Another issue they ran across (particularly for visitors from foreign countries) was the poor availability of a guide. Tourists had difficulties owing to the lack of a multilingual guide who could communicate with them in their language, including unfamiliarity with the language of the region and a lack of knowledge.
- Travelers were severely dissatisfied with the accommodation choices made available by various hotels & homestay, and if they looked for a better location to stay, they were charged an extremely high rate.
- Some traveler stated that there ought to have been trained yoga and meditation instructors and centers.

### **Marketing Mix For Sustainable Spiritual Tourism in Rishikesh**

For the purpose to develop a strategy for sustainable spiritual tourism in Rishikesh, we use 7Ps marketing mix model (product, price, place, promotion, process, people, and physical evidence). Following 7Ps marketing mix for sustainable spiritual tourism is proposed after interview of the spiritual tourists in Rishikesh:

#### *Product*

In the context of tourism, a product is anything that satisfies a customer's demand, makes the customer willing to pay for it. Innovative, well-planned tourism products are required for the same. The following can be added to tourist products as part of a product strategy to attract more tourists to Rishikesh:

- Ghats on the Ganges River bank are a notable feature of Haridwar and Rishikesh. We should keep ghats clean and maintained and promote awareness about cleanliness. During my most recent visit, the most of the Ghats were quite unclean. In Haridwar and Rishikesh, it was usual practice to witness people spitting near devotional areas, throwing garbage here and there, dumping some of the obstructable harmful solid waste in flowing water. The likelihood of such activities near Ganga Ghats increasing will be decreased by higher penalties and more severe punishment for such offenses. To promote cleanliness of River Ganga, our Honorable Prime Minister's project to clean the Ganga is an illustration of such action. This type of endeavor must be followed by many more.
- Beggars should either be prohibited from entering such tourist places or kept in a permitted way.
- Visitors must be given with adequate medical services.
- In the western countries, yoga attracts a lot of people. They use it to maintain their physical fitness. As everyone is aware, the US and the EU have incredibly expensive healthcare systems. Moreover, chronic illnesses that cannot be cured completely with modern medications. In such circumstances, people seek spiritual healing. Development of yoga and spiritual centers will be a sensible decision if India wants to become a spiritual tourist hub.
- The sacredness of the location is greatly enhanced by a green surroundings, clean, orderly, and well-maintained environment or atmosphere. Furthermore, Building footpaths, providing garbage bins, and solving the parking issue would provide devotees with a pleasurable experience. Strict vigilance and law are required to prevent unauthorized building in Rishikesh and such spiritual places. Projects which are environmentally beneficial should be promote.
- In Haridwar and Rishikesh, there are a many big Ashrams and Dharamshalas. Despite their being a room available, they did not provide it to tourists. The availability of rooms in such Asharms should be listed online, as should room reservations. For example, the Mata Vaisno Devi Bhawan's online dormitory booking system.

#### *Price*

The following may be added to the price strategy in order to increase income while maintaining customer satisfaction and loyalty and attract more tourists to Rishikesh:

- More government guest accommodation and reasonably priced hotels & homestay for pilgrims is needed.
- Low budget airlines.
- Affordable transportation services.
- High-quality travel packages at reasonable price may be provided by reputable tour operators and the government.
- Collaboration with overseas banks and financial institutions to provide ATMs and cash dispensing services locally.

### *Place*

Following discussions with spiritual tourists in Rishikesh, it is recommended that the following be incorporated in the place strategy for spiritual tourism in Rishikesh:

- The majority of our pilgrimage sites lack adequate connectivity. Even bus connectivity is inadequate, let alone airports. We must improve connection in order to attract more tourists.
- Ensure every location is safe and secure. Due to a few recent tragic events and disruptions, including stampede during temple festival, the Uttarakhand Calamity, cloud bursts in Himachal Pradesh, and others, this is a new dimension that must be carefully considered. Any worry about calamity or casualty will affect tourist flow, therefore it is important to implement confidence-boosting measures and publicize them through the media and internet to reassure visitors about the precautions being taken to ensure their safety and security and to give them the confidence they need to organize their trip.

### *Promotion*

It is suggested that the following be included to the promotion strategy for spiritual tourism in Rishikesh:

- The significance of each location's spirituality should be thoroughly investigated, documented, and shared with the public through various media channels for everyone's awareness.
- Encourage international and national university research initiatives on Indian religions and spirituality.
- Many citizens of India and foreigners like meditating for spiritual reasons as well as to relieve pain and illnesses of the body and mind. Many religious and spiritual organizations provide meditation retreats. If those camps are sponsored and marketed on a national and worldwide level, more spiritual tourists will come to the region. Such as numerous meditators from all over the world are drawn to Vipassana meditation center.
- India's festivities are popular among visitors from abroad. The celebrations of Diwali and the kite festival (held on Makar Sankranti) attract large crowds of tourists to Jaipur. For the purpose of bringing in more visitors, we must expand the quantity and caliber of religious and spiritual events in Rishikesh and nearby areas. These events should be communicated to public through different media channels.
- Besides web directories, we may also use resources like digital photos, videos, and audio CDs to promote the architectural and artistic merits of our monuments (temples, churches, gurudwaras, mosques, shrines, etc. It is worthwhile to digitalize our libraries' ancient manuscripts and sacred texts utilizing Digital Library of India (DLI).
- The development of web-based directories for our religious sites, the temples, shrines, centers for yoga and meditation, etc. It would be preferable to have a government platform that allows people, religious trusts, and organizations to submit events, festivals, and other things for tourism attractiveness will be very beneficial.

### *Process*

Kannan, Srinivasan (2009) state that "Process in Tourism include, (a) trip planning and anticipation, (b) travel to the site/area, (c) recollection, (d) trip planning packages. The trip planning packages include, maps, attractions en route and on site, information regarding lodging, food, quality souvenirs and mementoes". The following marketing strategies may be used in process strategy:

- Tour packages should contain all pertinent information, such as price, routes, maps, attraction and on-site information, meals, hotel, and high-quality mementos and souvenirs.
- Publishing information in all main languages (both domestic and foreign) and making them available on various tourism websites so that visitors arriving from different parts of the world may access and enjoy such areas easily.
- In such regions, there are no appropriate information centers. Information centers must be established to give tourists with information on the significance of the location, surrounding places to visit, temple schedules, tickets and pricing, hotels and lodges accessible, local hospitals, and adjacent police stations and many more. Visitors might also be provided with site maps.

### *People*

The following are some recommendations for making tourist-friendly conditions in the locations:

- It is sometimes observed that locals in tourist areas do not care about visitors; they only perceive them as money-making machines. The most important factor in drawing tourists is being pleasant & friendly. We must educate the general public about "Atithi Devo Bhava" and teach our authorities accordingly.
- Offering short-term programs for Hindi language, Indian food, Indian classical music and folk dance and impart knowledge about Indian traditions to tourists will attract more tourists on such destinations.
- The accessibility of knowledgeable tour guides who speak many languages.

*Physical Evidence*

As per Kannan, Srinivasan (2009) "In Tourism the physical evidence is basically depends on travel experience, stay, and comfort." We should focus on physical evidence in such a manner that when travelers return home, they will have lifetime recollections of that site. In addition to the aforementioned point, there are other things we can do to build lifelong memories and physical evidence, such as Maintain and strengthen each place's spirituality in such a way that would renew tourists' spiritual awakening without compromising the purity of the site. It is necessary to take action to improve the spiritual awakening at popular tourist destinations and nearby areas. Such as Shri Mata Vaishno Devi Yatra Bhajan is played on the Mata Vaisno Devi Katra Mandir track to foster a spiritual atmosphere.

## **VI. CONCLUSION**

This research aims to present a marketing mix for sustainable spirituality tourism in Rishikesh, focusing on attracting local and foreign tourists. The fast-paced, high-stress lifestyle has led to a growing "wellness industry" with a strong focus on spirituality, which can foster psychological healing, mental health, and self-actualization. The study reveals factors that encourage tourists to engage in spiritual tourism, including personal and societal events, spiritual knowledge, unfamiliar locations, a sense of security, the COVID-19 pandemic, stress relief, Indian culture, healing, and spiritual satisfaction. Tourists often seek tranquility in spiritual surroundings, and about half of foreign tourists appreciate the country's traditions and beliefs. They enjoy visiting sacred sites, praying at night, and connecting with spiritual leaders. The majority of respondents focus on making life simple, meaningful, and satisfying, rather than luxury.

The study found that spiritual tourists rely on both electronic and non-electronic media for information about their destinations. They rely on reviews, reviews, and information from various sources such as journals, magazines, books, and websites. Non-media sources, such as travel agency brochures and the internet, are also used by spiritual tourists. They look for inexpensive travel deals and occasionally watch movies for enlightenment. User-generated content on social media platforms, such as Facebook, Instagram, WhatsApp, and Twitter, significantly influences their decision to visit a spiritual location. Visitors often seek blogs and travel advice from social media influencers and traveler reviews before choosing a destination.

The study also highlights anticipated or unforeseen experiences of tourists in Rishikesh. Most travelers reported misinformation from tour companies about transportation options, lack of clean drinking water, poor infrastructure, and unsanitary conditions. Tourists also faced issues with unlicensed behavior, beggars, lack of tourist information centers, poor availability of guides, dissatisfaction with accommodation choices, and the need for trained yoga and meditation instructors.

The marketing mix for sustainable spiritual tourism in Rishikesh is based on the 7Ps marketing mix model (product, price, place, promotion, process, people, and physical evidence). The product strategy should include maintaining clean ghats on the Ganges River bank, promoting cleanliness awareness, prohibiting beggars, providing adequate medical services, and developing yoga and spiritual centers. The price strategy should include more government guest accommodation, affordable hotels & homestays, low-budget airlines, affordable transportation services, high-quality travel packages, and collaboration with overseas banks and financial institutions. The place strategy should address inadequate connectivity at pilgrimage sites and ensure safety and security. Confidence-boosting measures should be implemented to reassure visitors about the precautions being taken to ensure their safety and security. The process should involve collaboration with overseas banks and financial institutions to provide ATMs and cash dispensing services locally. The promotion strategy for spiritual tourism in Rishikesh should include investigating the significance of each location's spirituality, encouraging international and national university research initiatives on Indian religions and spirituality, and promoting meditation retreats. Expanding the quantity and quality of religious and spiritual events in Rishikesh and nearby areas, digitalizing libraries' ancient manuscripts and sacred texts, and developing web-based directories for religious sites, temples, shrines, and centers for yoga and meditation can attract more tourists. Marketing strategies for trip planning include providing comprehensive information, publishing information in all main languages, and establishing information centers to provide tourists with information on the location, surrounding places to visit, temple schedules, tickets, hotels, lodges, local hospitals, and nearby police stations. To make tourist-friendly conditions, educate the public about "Atithi Devo Bhava" and educate authorities accordingly. Offering short-term programs for Hindi language, Indian food, classical music, and folk dance, and providing knowledgeable tour guides who speak multiple languages can attract more tourists. By implementing these strategies, Rishikesh can become a spiritual tourism hub, attracting more tourists and enhancing the overall experience for locals.

To conclude, Satisfaction of customer is the key of success of every business. To achieve customer satisfaction we need to know about what the customer want. Customer satisfaction should be the first concern for anyone working in the tourism sector, and the study's results will be useful to everyone involved in creating an effective strategy to attract more and more tourists to Rishikesh and other holy places.

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