

“Role of Pilgrim Tourism Activity in Rural Development: A special reference of Vidarbha” (Maharashtra)”

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Abstract:-

Tourism activity is today's one of the fastest growing activity which plays vital role in income source of the national economy. Increasing Pilgrimages made a socio-economic and cultural impact on religious centers. Pilgrim tourism is one of the most important types of tourism from the ancient days. Vidarbha is one of the ancient famous pilgrim centers not only in Maharashtra but also all over the country. Pilgrim tourism activity is responsible for the development of economic condition of local people. This plays major role in rural development.

Keywords: -Pilgrim tourism, Local stakeholders, Rural development, Pilgrim Center

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I. Introduction:-

Tourism activity is today's one of the fastest growing activity which plays vital role in income source of the national economy. Religious tourism at different pilgrim centers are responsible for changes in morphology of religious tourist's centers. Increasing Pilgrimages made a socio-economic and cultural impact on religious centers. In countries like India tourism activity plays an important role by contributing to a great share of Gross national Income and generating large number of business opportunities. There are various types of tourism in which pilgrim tourism is one of the most important types of tourism from the ancient days. Vidarbha is gifted with tactical location, non-violent and quiet environment, mountain, rivers, lakes, dams, religious temples, historic forts, and historic monuments. These tourist places are important in the view of tourism development in the .

In this research paper an attempt has been made to study an impact of tourism on local people especially Stakeholders at Vidarbha. It is one of the ancient famous pilgrim centers not only in Vidarbha but also all over the country.

II. Objectives: -

Main objective of the study is to understand the impact of pilgrim tourism activity on local people (stakeholders) in the Vidarbha.

Throughout the year pilgrims visit Vidarbha from all over the country. Other activity is a season of great festival, thousands of pilgrims visit to Vidarbha at that festival period.

III. Methodology: -

The present research work is mainly based on Primary data. About 86 local stakeholders having diverse business were randomly selected for study. The data was gathered through questionnaires form various businessmen, like Flower and Prasad sellers, stable Lodge & Hotels, and moving sellers like Lemon Juice & sweet corn Bhuttaseller, milk product seller and medicinal herbs seller. A suitable statistical and cartographic technique was use for analysis.

IV. Discussion :-

1. Age of the stakeholders

Stakeholder's age distribution has shown in figure no 01. It is observed that maximum number of stakeholders (34.88%) come under the age group of 31 to 40 years. Around 31.41% businesspersons are from age group 21 to 30 years. The subsequent set of stakeholders i.e. age group of 41 to 50 years have 10.46% stakeholders. Age groups of 51 to 60 and above 60 years old have 9.3 % and 8.14% of stakeholders respectively. Age wise study

of stakeholders has important demographic factor. It observed that 66.29% stakeholders are age between 20 to 40 years, it means that the younger people are involved in tourism business.

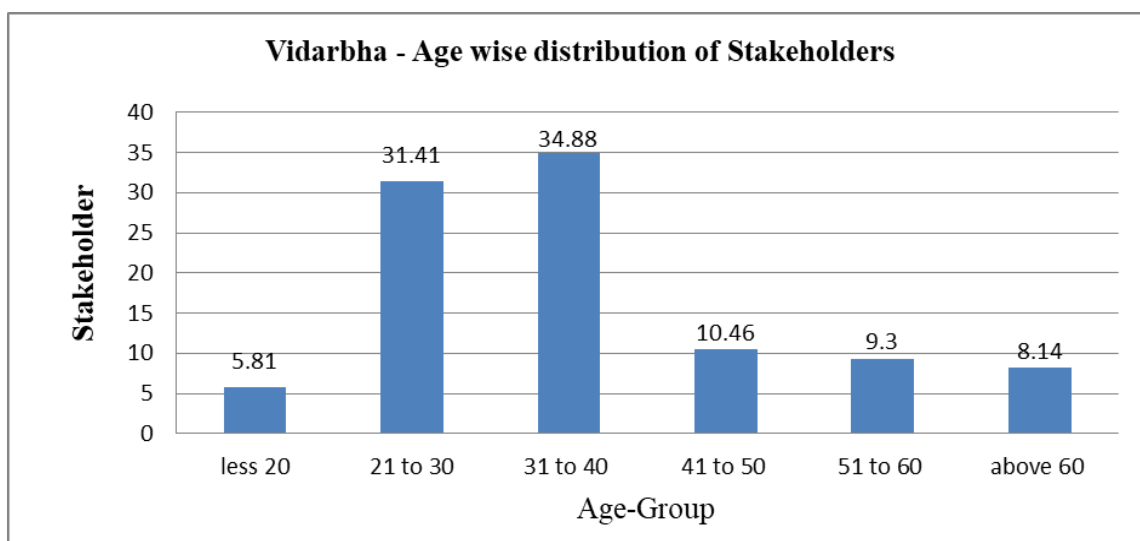


Figure no.1

2. Education wise distribution stakeholders

Education wise distribution of stakeholders has given in the figure no 02. Education plays significant role in the development tourism activity. In the field study, it has noted that great number of stakeholders (46.51%) has educated merely up to Secondary level and 23.26% are getting their basic primary education. Likewise, 13.96 % stakeholders are illiterate. Also, about 15.11% stakeholders have finished their education up to H.S.C and 1.16% stakeholder’s education up to their graduation. It indicates that extreme number of businesspersons (69.77%) has educated up to their S.S.C. level. It underlines the need of improvement in education in Vidarbha .

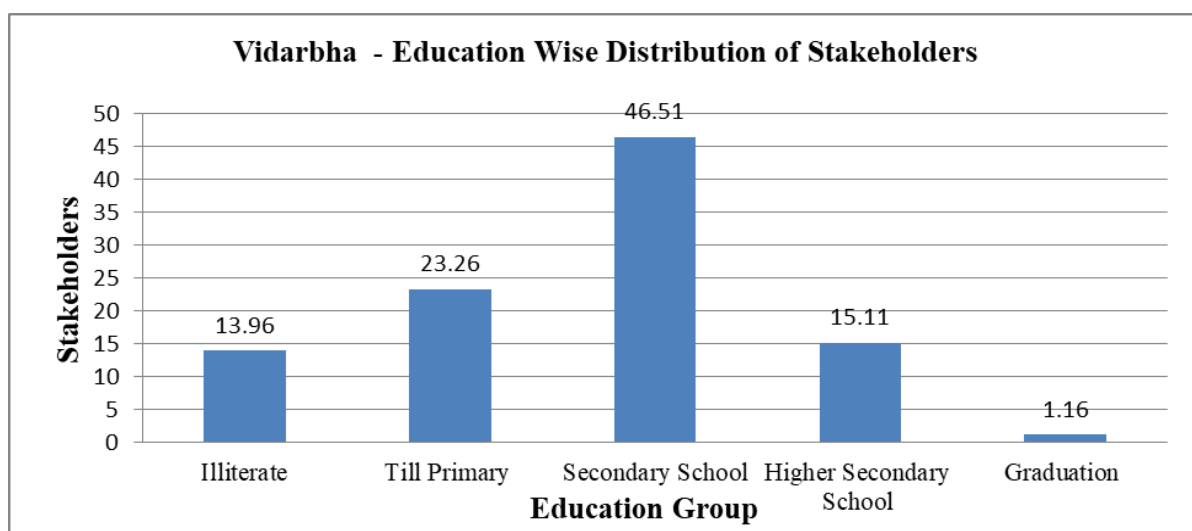


Figure no.2

3. Nature of occupation

It has noted in the study that extreme numbers of stakeholders (68.61%) are permanent type of businesspersons. Permanent Occupations are like Lodges, Hotels, Prasad and Katlary shops etc. Quantity of seasonal type of occupations are about 20.93% it includes businesses like Bel leaves and flower seller, lemon juice and sweet corn bhutta sellers. Around 10.46% stakeholders are movable type of occupations and they are involved in business like transport, tea sellers, ice cream and medicinal herbs sellers etc. It is noted in the study that tourism business is the seasonal business because number of tourists change season to season. To get continuous income local stakeholders prefer tourism as a seasonal occupation. In the rest of the period they may engage in agriculture and other activity.

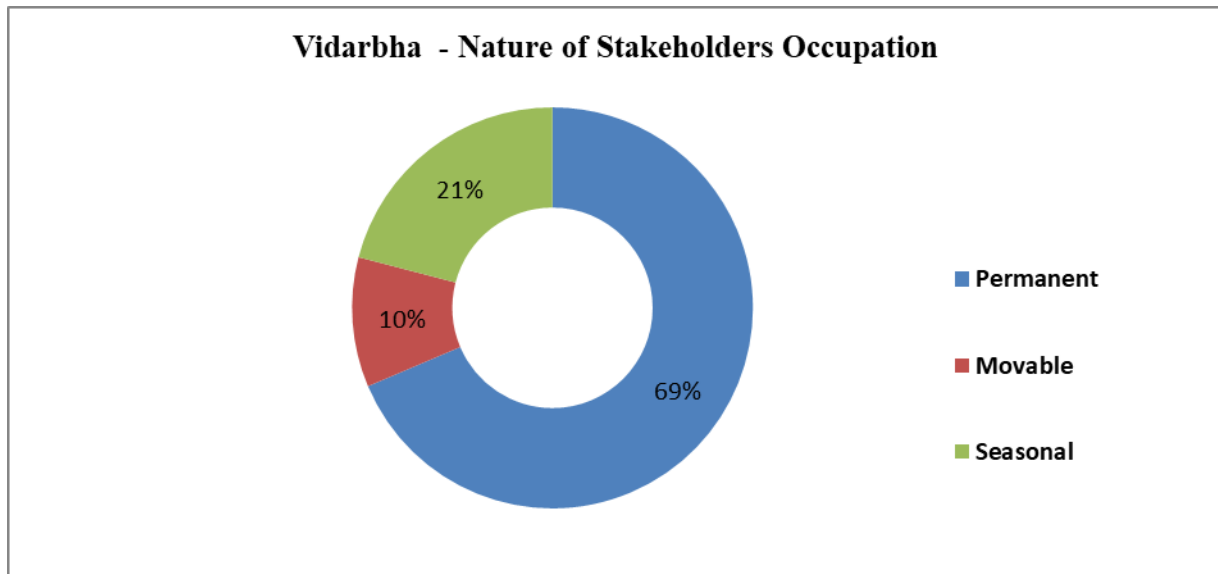


Figure no.3

4. Purpose of stakeholders

The motivation behind starting the tourism related businesses is necessary factor for stakeholder. This is helpful to understand the stakeholder’s approach to the occupation. The figure no 03 shows the information about the purpose of occupation. It was observed that maximum number of businessmen’s (70.93%) have started their business as a major source of income. Ample number of businesspersons (16.28%) mentioned that their motive to begin business is to get supplementary earnings source. About 12.79% businessmen’s stated that they operate occupation as it is ongoing by their ancestors and it gives them adequate income.

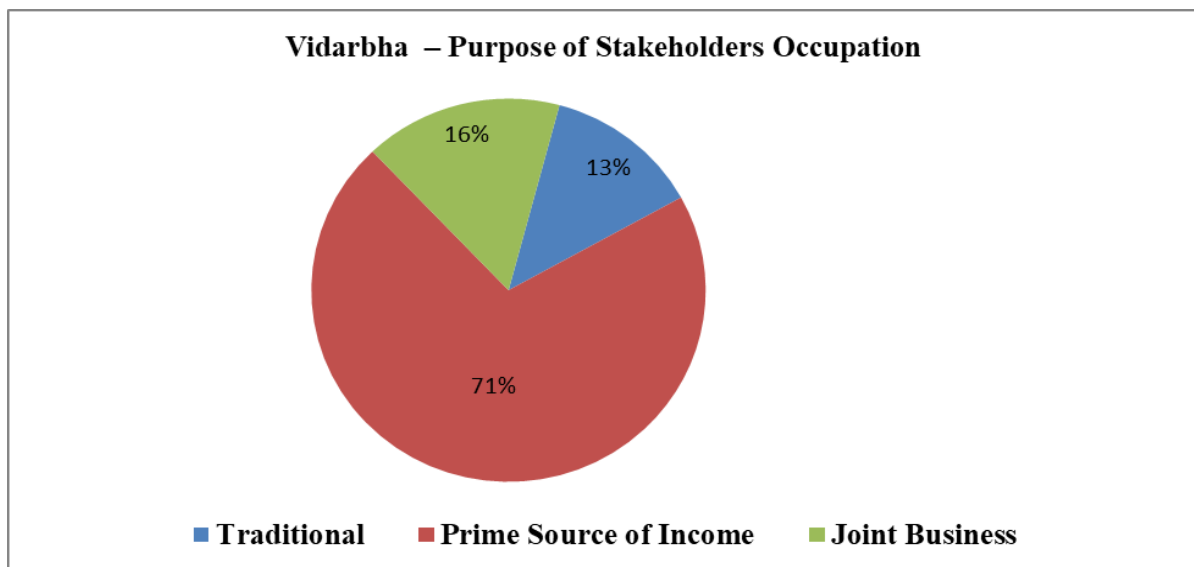


Figure no.4

5. Beginning year of occupations in Vidarbha

The figure no.04 shows the starting year of the business. The beginning year of the occupation is helpful for understanding growing status of pilgrim tourism at Vidarbha. It has observed that 41.86% stakeholders specified that they initiated their business before 1999. It shows constant development in businesses after 2006. About 8.14% stakeholders stated that they began their occupation 2000 to 2005. About 20.9% stakeholders stated that they began their occupation 2006 to 2010. In addition, 29.1% stakeholders stated their occupation after 2010. It has perceived that 50% of stakeholders stated that they instigated their occupation after 2005. Which indicates the growing tourism activity in Vidarbha.

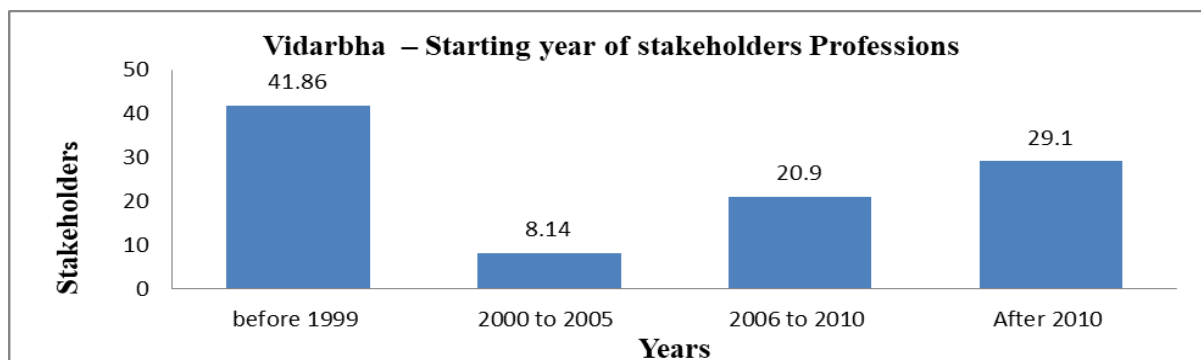


Figure no.5

6. People engaged in Occupations

Figure no 06 shows the information about people engaged in occupation. About 40.7 % stakeholders have precise that they run their business solely. They are leaves and flower seller, lemon juice and sweet corn bhutta sellers. Around 37.21% businessmen have stated that they operate their occupation with the assistance of two persons from a family. About 13.95% of stakeholders stated that they run their business with the support of 3 and 4 people from family respectively. Around 8.14%, stakeholders stated that they run their occupations with the assistance of more than five people from the family or villagers. This type of study gives the idea about job potential in tourism activity.

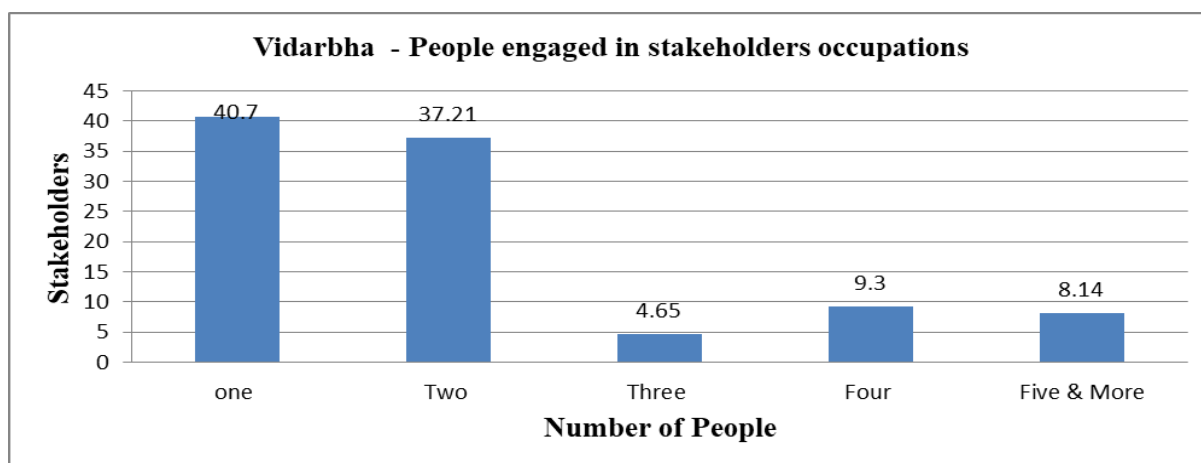


Figure no 06

7. Earnings from occupation to stakeholders

Income from the occupation indicates the financial status of businesspersons. The earnings of the businessmen are categorized into five types, It has revealed in the figure no 08. It is seen that nearly 45.35% of stakeholders get earnings averagely between fifty thousand to one lakh, and around 27.92% stakeholders receive less than fifty thousand per year from their business. Followed by 16.29% of businessman average income ranges between one lakh to two lakh yearly. About 3.45 % stakeholders declared that they earned income between two lakh to three lakh. And 6.99% stakeholders earn more than three lakh annual income. It is noted that about 73.27% stakeholders earning less than one lakhs per year from their business, which consider as a poor. About 19.74% stated that they get income one lakh to three lakh per year from tourism activity, which is Subsequent group of earning group. Only 6.99% stakeholders earning more than three lakhs per year from their business. It is noticeable from above that stakeholder who get earning more than one lakh may be the permanent stakeholder.

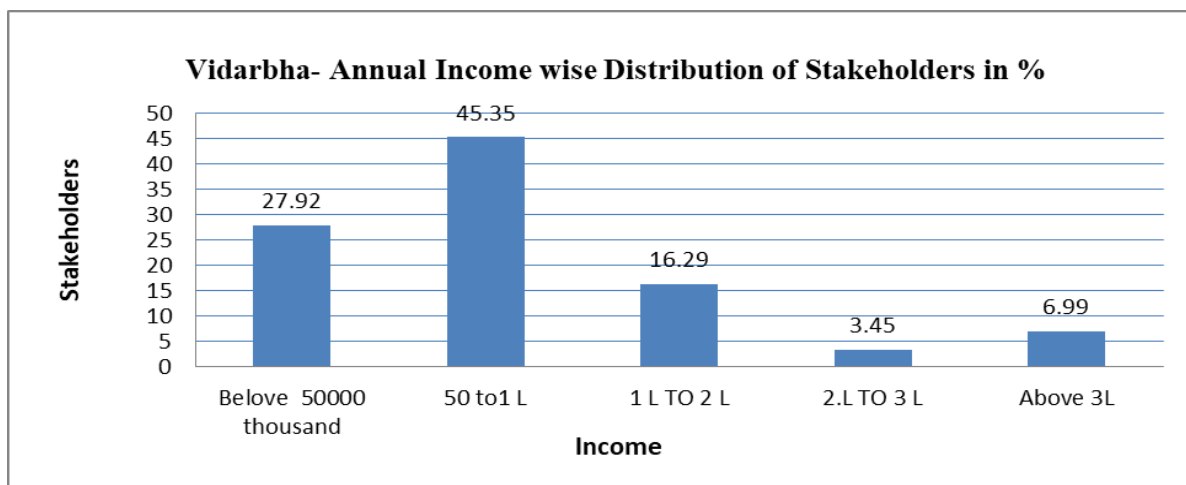


Figure no.7

8. Agricultural Land Holding of Stakeholders

Beside the income sources from tourism, it becomes essential to understand the status of agricultural land holding to know the economic condition of stakeholders. Figure no 10 indicates the land holding status of stakeholders. It is noticeable that maximum number of the stakeholders (46.5%) has no Agricultural land. It indicates that about 46.5% stakeholders are busy only in the tourism business. Around 15.1% stakeholders specified that they have less 1.0 acres agricultural land. Around 29.1% stakeholders have agricultural land two to five acres and only 9.3% stakeholders have more than five acres agricultural land. It is illustrious that the landless and less agriculture holder’s stakeholders are engaged in tourism business throughout the year.

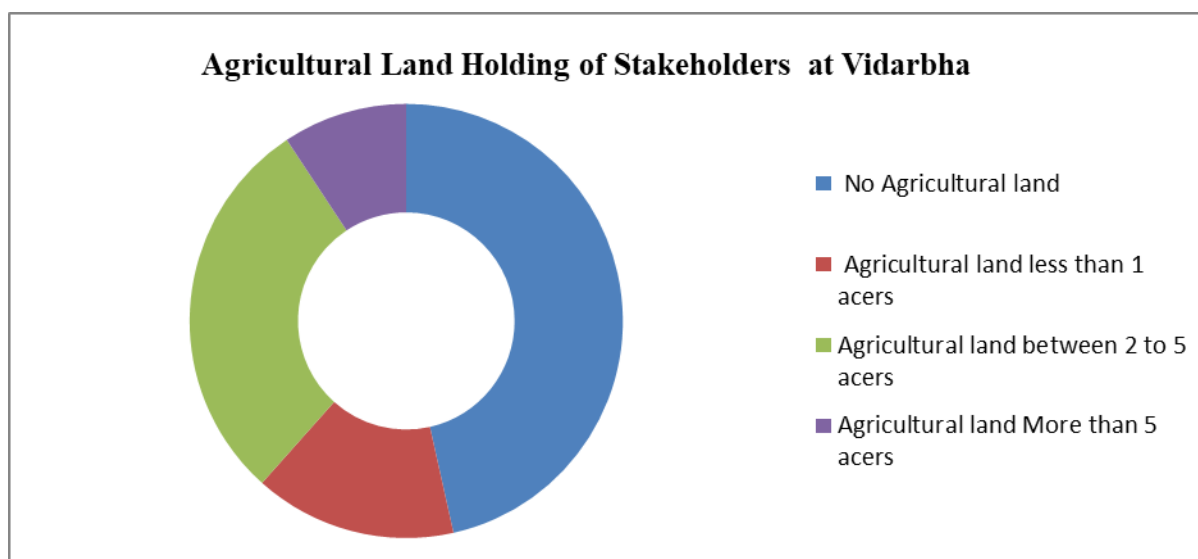


Figure no.8

V. Conclusions:-

1. Pilgrim tourism plays active role in economic development of stakeholders.
2. In Vidarbha younger people are involved in tourism business, 66.29% stakeholders are 20 to 40 years old.
3. There is 13.96 % stakeholders are illiterate and 69.77% stakeholders has educated up to S.S.C. level. The educational status of stakeholders is low.
4. It was observed that maximum number of businessmen’s (70.93%) have started their business as a major source of income.
5. In Vidarbha 50% of stakeholders stated that they instigated their occupation after 2005. Which indicates that tourism activity is supportive for development of rural economy.
6. In Vidarbha 73.27% stakeholders earning less than one lakhs per year from their business.
7. Seasonal stakeholder’s income from tourism is very low.
8. Landless and less agriculture holder’s stakeholders are engaged in tourism business throughout the year.

9. The annual income from tourism and income from agriculture is less. This means that local stakeholders earning due to tourism just meet the needs for their survival.

VI. Suggestion:-

Study highlights that the most of the stakeholders are land less farmer and tourism is the seasonal business, there requirement of another economic activity for development of the Vidarbha .

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