

## **A Study Of Indian Region Tourism Management And Marketing Business And Marketing Business**

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### **ABSTRACT**

Traveling to a new location for the express goal of worship is sometimes referred to as "religious tourism." The number of people traveling specifically to experience religion is rising. The local population also benefits from tourism since it creates new employment in the area. The opportunities, issues, and difficulties of religious tourism in Puducherry Union Territory were examined, as were the usefulness of both primary and secondary sources. The primary facts, ideas, theories, roles, functions, difficulties, challenges, problems, and prospects of weekend tourism, tourist expectations, and tourist experiences were understood, substantiated, and validated via the collection of secondary data from both published and unpublished sources. Specifically, a Questionnaire was used to collect the information. Tourists of various faiths visiting Puducherry Union Territory are surveyed using a questionnaire designed to elicit their impressions and thoughts on the region's sacred sites. The survey gathered data on religious tourism in the Puducherry Union Territory from 200 people, representing a statistically significant sample size.

**Keywords:** Religious Tourism, local community, policy, Institutional framework, Marketing Mix, India

### **INTRODUCTION**

India's religious tourism industry has exploded in recent decades. Five percent of India's workforce is directly or indirectly involved in the travel and tourism industry, according the World Economic Forum. When compared to China, which received 55 million tourists in 2015, the country's 7 million shows that it has enormous development potential. India's cultural, natural, and intangible legacy as well as its sporting events all play important roles in the country's economy and society. India's rising economic importance makes it a more attractive destination for business travelers. It ranks eighth among the most affordable countries to visit, and recent changes to its visa regime—which have not yet been reflected in the data rankings—may lead to an increase in international visitors.

The term "tourism" was used by the UN World Tourism Organization (UNWTO) to describe the practice of traveling to a foreign location for leisure or business. Travelers spend money in towns and nations all around the globe. The local population also benefits from tourism since it creates new employment in the area. India now sees the potential for this industry to generate significant revenue. India's tourism sector is a fast-expanding and vital economic sector. According to the World Travel & Tourism Council, the tourism industry in 2012 contributed

INR6.4 trillion to the economy or 6.6% of GDP. It was responsible for maintaining 39.5 million jobs, or 7.7 percent of the total. An annualized rate of 7.9% is projected for the industry between 2013 and 2023.

One engages in marketing whenever he or she attempts to convince another person to do anything, such as purchase a product, give money to a cause, vote for a politician, see a play, or go on a date with him or her. In particular, marketing is present in all economic systems, from the most rudimentary to the most advanced, with the exception of situations in which people are economically self-sufficient and there is no trade or exchange. There is no corner of the modern world where marketing doesn't intrude. The foundation of marketing is the premise that the vast majority of human behavior is the directed pursuit of need fulfillment via the medium of trade. For a transaction to take place in marketing, there must be at least two parties, each with needs and one with which to satisfy those needs.

The travel and tourism sector is one of the world's biggest and most vital economic drivers. It's believed that most of the working population of the globe is employed in the tourist sector. It entails going and staying somewhere else as a human being. Today, there are many different kinds of tourism trends, all of which are promoted by marketing strategies based on the needs and expectations of the market in order to maximize the factors and elements that contribute to the improvement of tourist attractions and services, as well as the industry's overall relevance and value even in the absence of competition. As a result, there is a rise in financial resources, possibilities, and so on. In the contemporary period, the importance of tourism can be traced back to the positive impact it has had on the economy. As a multifaceted industry, tourism has far-reaching effects on society. <sup>3</sup> The first kind of tourism that this thesis examines is religious tourism.

The development of the tourist industry strives for maximum profits, expanded market share, and increased visitor numbers. There is a lot of fresh opportunity and difficulty in the tourist sector right now. The tourist industry is always evolving, thus it's important for marketers to adapt their methods accordingly. In this context, "tourism" might mean a number of different things. According to Theobald (1994), the word "tour" comes from the Latin verb "tornare," which means "to turn," and the Greek word "tornos," which means "a lathe or circle; the movement around a central point or axis." In current use, this signifies "one's turn" because of a shift in the English language. Because India is still a developing nation, more efforts from both the federal and state levels are necessary to further expand tourism, which in turn contributes to the country's progress in both monetary and non-monetary ways. Recent research indicates that the recent promotional events and campaigns in Gujarat, as well as the nomination of celebrities such as Amitabh Bacchan in Gujarat and Dharmender and Hema malini in Haryana, have contributed to a significant increase in the state's tourist industry. These elements are crucial to the success of a newly launched or revived product since they spark interest on a global scale. E-media, websites, social networking sites like Facebook, Twitter, and mobile marketing are all examples of cutting-edge forms of advertising.

## LITERATURE REVIEW

**Ram Gopal (2021)** Many people travel for religious reasons. One of the inspirations that might lead to contentment and fulfillment inside oneself is a religious quest. Some visitors visiting a holy place are just curious sightseers interested in learning more, but the vast majority are devout believers on a spiritual quest. A Tirth Yatra is the term used in India to describe such a

journey. These trips might have both good and bad outcomes. The results of the current research demonstrate some of these results in the realm of tourism. Traveling for religious purposes might also have an impact on a person's feelings. Locations in India range from Kurukshetra in Haryana to Vrindavan in Uttar Pradesh and beyond. Even if we limit ourselves to northern India, there are many places of worship that draw visitors seeking spiritual solace from all across the subcontinent. There are some who want a face-to-face encounter with their deity, while others are interested in a sacramental adventure for the first time. Taking a pilgrimage for spiritual reasons is nothing new. It predates even organized religion. Religion has been a driving force for pilgrimages for generations. There are both good and negative aspects of religious tourism. Positive aspects include increased commerce, economic development, entrepreneurship, and satisfaction. Negative aspects include environmental damage, overcrowding, and pollution. Migration may be spurred on by religious convictions as well. Many groups of people from different parts of the globe journeyed great distances to fulfill a religious need. When placed in the context of the existing literature, the current research is a modest addition to the field of religious tourism. Motivation, religion, the economy, religion, and tourism are all relevant concepts.

**Manikanth Sharma (2017)** It is common knowledge that India has an abundance of cultural traditions and varieties. In light of recent developments and technological advancements, it is now possible for a single person to round the globe in a fraction of the time it used to take. India's traditional values and friendliness are what really draw in the crowds of foreign visitors, even though the country's natural scenery and wealth of historic buildings and monuments would be enough to draw in more people on their own. "Atithi Devo Bhav" is more than just a catchy slogan to attract tourists; it's a deeply ingrained part of Indian culture and ethos. The Indian tourism industry, despite its many advantages, has not yet reached its full potential. The focus of this research is on the marketing and advertising initiatives that have been launched in an effort to boost the efficiency of India's tourist sector. Also discussed in this study was the role that tourism had in boosting India's economy.

**Pawan Kumar (2018)** These days, elementary, secondary, and tertiary sectors all make significant contributions to the nation's growth and development. When compared to other industries, the tourism sector in our country is developing at a breakneck pace, on both the national and international levels. This sector is both massive and very varied. Economic, social, and cultural factors all contribute to the tourism industry's ability to bolster a nation's coffers. After the economies have been integrated, more emphasis must be placed on growing the tourist industry so that foreign visitors will be drawn to the country's abundant cultural offerings. Even if a nation has the resources and infrastructure to host tourists, it will fail if its tourism industry doesn't adapt to the modern market. New circumstances call for innovative approaches to marketing in the hotel and tourist industries. Marketers are increasingly drawn to techniques that provide a rapid reaction, and this has prompted the development of advertising and electronic media into powerful and long-lasting marketing instruments.

**Maryam I.Y. Suleiman (2022)** Internet marketing, or online marketing, is a kind of advertising and sales promotion that takes place entirely online. The advent of internet-based, real-time networking technology has also helped alter crucial economic sectors like advertising. Since internet marketing is low-priced, quick, and reaches a massive audience all over the world, it has proven to be quite successful for many firms. The benefits of this innovative method should not be overlooked, but neither should the challenges it presents, such as those related to privacy, security, and the absence of personal interaction. This research analyzes several marketing

tactics that businesses might use to reach their goals, with a particular emphasis on the effects that internet-facilitated digital environments have on marketing practices. The article begins with a description of online marketing and an analysis of the historical backdrop of its usage, followed by a discussion of the many approaches to online marketing, the methods used by those approaches, and the many claims made by the authors about those approaches. Next, we'll examine the promotional opportunities that stand in the way of introducing this innovative online venue. Further problems, such as privacy and security concerns, a lack of trust, and so on, are explored as a result of the deployment of virtual spaces in the marketing sector. With an eye toward resolving future issues, we offer forth some hypotheses as to what should be learned from this.

**Wajeda Parveen (2018)** As a result of tourism's status as the globe's fastest-expanding sector, the business is now among the most cutthroat in the world. As more nations vie for tourism dollars and more businesses and nonprofits enter the complex industry of transporting, housing, and feeding visitors, the playing field becomes more crowded. Because tourists still have so many options, the tourism sector need constant advertising just like any other product. New approaches, procedures, and tactics are being used by tourism groups to promote their locations and the goods and services that come with them. Many companies throughout the world have begun using cutting-edge strategies for advertising, one of which is the notion of trip packages. It is now a crucial component in the expansion of the tourist sector in India and throughout the globe. Travel brokers, tour operators, and other public and commercial tourism organizations like the Rajasthan Tourism Development Corporation (RTDC) etc. all play a role in attracting more visitors to the state of Rajasthan by offering various trip packages. The Rajasthan Tourism Development Corporation (RTDC), the state government organization in charge of promoting the state's many tourist attractions, has been hard at work creating new and exciting vacation packages and other tourism items. While the Corporation has made some efforts to get the word out about the state of Rajasthan, many of the state's most beautiful natural attractions remain mostly undiscovered by vacationers. So, in order to achieve its goals, RTDC has to be very careful while developing and enforcing its tourism marketing plans, policies, and strategies for its many tourist goods and services. The state might benefit greatly from the plans, programs, and tactics that are so developed. This study was an earnest endeavor by the researcher to learn more about the promotional tactics used by the Corporation to promote its many different trip packages available to residents of the Indian state of Rajasthan.

## METHODOLOGY RESEARECH

The opportunities, issues, and difficulties of religious tourism in Puducherry Union Territory were examined, as were the usefulness of both primary and secondary sources. Here is a quick rundown of the approaches taken:

**Literary Method:** It was necessary to rely on secondary sources in order to piece together the timeline of religious tourism's growth. When researching different tourism-related facts and programs for development, the following secondary sources were taken into account:

- i) Religion and its Religion tourism reviews of Puducherry Union Territories.
- ii) Five Year Plan of Government of India and Government of Puducherry.
- iii) Statistical reports and its outline of Puducherry Union Territory.

iv) Annual Reports, estimates of receipts, budget and accounts of Government and Puducherry Union Territory.

v) District (regions = Puducherry Capital Region, Karaikal, Mahe, and Yanam) yearly report, Gazetteers for the Puducherry and so on.

Through the use of a questionnaire, we were able to gather primary data from tourists who traveled to the Puducherry Union Territory regions of Puducherry Capital Region, Karaikal, Mahe, and Yanam to learn about their experiences and opinions on the region's tourist attractions, facilities, and challenges and opportunities when visiting various religious and other tourist sites.

## **RESEARCH METHODOLOGY**

Information on the Puducherry (Pondicherry) tourist destination was gathered through a questionnaire, interviews, observations, and discussions with key stakeholders, as well as files made available by the Department of Tourism. The primary facts, ideas, theories, roles, functions, difficulties, challenges, problems, and prospects of weekend tourism, tourist expectations, and tourist experiences were understood, substantiated, and validated via the collection of secondary data from both published and unpublished sources. National and international newspapers, periodicals, databases, books, pamphlets, brochures, reports from both the federal and state levels of government, as well as the World Travel and Tourism Council and the United Nations World Tourism Organization, were the primary sources of secondary data. Using these secondary resources, we were able to collect information on the tourism industry's historical roots, recent expansion, and future prospects, as well as domestic and religious tourism, as well as travelers' and vacationers' hopes, fears, and overall satisfaction. Evaluation Methods: Chart analysis, etc., was used to examine the compiled primary and secondary data. The researcher utilized a questionnaire as a main data collection approach since it provided more valuable insights into the study's topic. The term "Interview Schedule" is used to describe a document that contains a list of questions and responses that were addressed in-person by an interviewer with the responder. In addition, survey takers might complete the forms independently if they choose. Questions of the multiple-choice, yes/no, Likert-scale, ranking, and other varieties were utilized in the research interviews, and statistical tools such as Garrett's ranking score table and others were used for data analysis.

These are the methods of statistical analysis used in this paper. The obtained data is tabulated after analysis. The interpretation of the data is provided after the analysis is shown in tables. Specifically, a Questionnaire was used to collect the information. Tourists of various faiths visiting Puducherry Union Territory are surveyed using a questionnaire designed to elicit their impressions and thoughts on the region's sacred sites. The survey gathered data on religious tourism in the Puducherry Union Territory from 200 people, representing a statistically significant sample size. There were 160 U.S. residents who were considered domestic tourists, whereas 40 were foreign visitors.

### **Table Number: 1**

#### **Problems in Religious Tourism at Puducherry (UT)**

Sl. No	Problems in the Religious Tourism at Puducherry (UT)	SDA		DA		NE		A	SA	
		N	P	N	P	N	P	P	N	P
1	Availability of Dharshan Time	60	30	Nil	Nil	40	20	28	44	22
2	Not Allowing Other religion People	20	10	20	10	Nil	Nil	40	80	40
3	Overcrowding on Festival	Nil	Nil	120	60	42	21	Nil	38	19
4	No Tourist Circuit Bus	Nil	Nil	80	40	80	40	20		
5	No Parking Facility, Package and Non-Season Offer	100	50	100	50	Nil	Nil	Nil	Nil	Nil
6	Poor Road Facility	Nil	Nil	90	45	110	55	Nil	Nil	Nil
7	Quality and Quantity of and Room	Nil	Nil	70	35	100	50	15	Nil	Nil
8	Safety/Security and Medical Facility in accommodation	80	40	80	40	40	20	Nil	Nil	Nil

### Source: Primary Data

As per the Table Number 19.1 the problems of the religious tourism at Puducherry (UT). Some of the problems are inferred below such as:

Among the Problems of Availability of Dharshan time Domestic tourists needed more dharshan time has denoted by 24 (48) Percent respondents of religious tourists to Puducherry

Among the Problems of Not allowing people of Other Religion Domestic tourists needed more all tourist allow has denoted by 32 (64) Percent respondents of religious tourists to Puducherry

Among the Problems of No tourist circuit buses Domestic tourists needed more buses has denoted by 32 (64) Percent respondents of religious tourists to Puducherry.

### CONCLUSION

The contribution of religious tourism to a country's GDP is substantial. According to the World Travel & Tourism Council, the tourism industry in 2012 contributed INR6.4 trillion to the economy, or 6.6% of GDP. Tourism infrastructure and destination-specific characteristics are the two most important determinants of the experiences and outcomes of religious tourists. The

transportation, lodging, destination facilities, cultural and spiritual attractions, shopping, entertainment, water sports, and other tourist amenities all played a role in the happiness of Puducherry's weekend visitors. Fundamental features of religious tourism have been elucidated by the research. The results of this study have helped shed light on the motivations of religious tourists who travel during holidays and festivals, as well as their specific patterns of behavior. The cities of Bangalore and Chennai were the most common points of origin for the religious pilgrims that visited Puducherry. These results should provide enough data for improved advertising techniques targeted at this group of vacationers.

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