

IMPACTS OF RELIGIOUS TOURISM IN RAJASTHAN A CASE STUDY ON PUSHKAR

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Abstract

This review paper focus on the impact of religious tourism in Rajasthan specifically in the Pushkar which is famous for Brahma Temple. It attracts tourist from all the parts of world and discuss about the positive and negative impacts of tourism in the area. This review paper also focuses on the need about to switch over sustainable development in order to protect the area from degradation because of large number of tourists. Pushkar has always being the famous religious destination so it becomes very important to create sustainable development plans for its betterment and to maintain its awareness among the tourist. Government of Rajasthan with cooperation of local people is continuously working for the betterment go the region

Keywords- Rajasthan Tourism, Pushkar, Brahma Temple, Sustainable

Introduction

Tourism Industry act as a major contributor to the economy of the country. In India many tourism forms are available. Religious tourism is one of them as India has many sites to visit under religious tourism. One Such site is Pushkar which is situated in the state of Rajasthan. Pushkar is famous all over the world because of Brahma Temple and Buddha Pushkar Lake. Brahma Temple is very ancient Hindu pilgrimage site which is dedicated to Jagatpita Brahma, the temple was built in 14th century. ,it was rebuilt in 1866 CE and with unique decoration of silver coins on marble. Many foreign and Domestic tourist visit Pushkar every year. Due to presence of human activity on such large state and beauty of Pushkar is getting destroyed by each passing day. Government has taken many initiatives to protect the beauty of place and to maintain the social and cultural characteristics of the place without any human hinderance but fail to achieve it in past years as tourist activity in the place takes place on a very large level as brahma temple is famous world-wide and Pushkar Fair is also organised every year which attracts many camel traders to the place. Thousands of camels and horses gather for this annual carnival. This is a seven-day colourful, one-of-a-kind display that draws tourists from all over the world. Apart from animal trading, the fiesta has camel and horse races, cultural performances, exhibitions, magic shows, a competition for the longest moustache, a bridal competition, and

much more. Furthermore, this fair is known for being one of the largest livestock fairs in the world. Pushkar Fair hinders the ecological balance of the place as management of tourist activity is very poor.

Literature Review

- Tourism and Urbanization has emerged as one of the most challenging issues. A form of processes has been located within the various works.
- Tod, Jones (2015 Edition) has written about the physical and geographical characteristics of Pushkar, 1) Ratnagiri Hill of Genes (on which Savitiri Mata Temple is positioned), 2) In the North is Nilagiri Mountain (Blue Mountain), 3) East is Kulchtragir and on the West is soonachuri (Golden). He has additionally mentioned about the starting place and spiritual records of Pushkar.
- Sharma, Smita, Yadav, Rajesh Kr. Saini, yashoda, Shweta (2011), in their article they examined water exceptional status of Pushkar Lake as Primary Data for sustainable development. They have proved the environment of Pushkar lake has changed which has resulted within the lack of biodiversity, siltation, eutrophication and toxic centrifugation, congestion of location across the lake, out of control waft of sewage and waste water, regular services of flower and bone ash. They have suggested proper law, development of proper drainage device, proper city planning and development of feudal lines as to fulfil the water shortage.
- Mathur (1999) throw light on the issues of misuse of Tourist potential through traveller in Pushkar which turned into due to loss of state's hobby. A variety of approaches to check the environmental degradation were counselled besides the methods to strike concord between tourism and ecology in studied region.
- Poonia Anamika (2011) point out that Rajasthan has colossal tourism ability and tourism is growing all the time. She unearths that the increase in vacationer arrival is not main to the increase in tourism services. She recommended the equal with examples of principal vacationer vacation spot of Rajasthan and advocates for the better coverage and making plans to maintain tourism enterprise.
- Spiritual tourism has a new term that comes in the tourism industry. It is a combination of two words spiritual and tourism. Spiritual tourism has a different place due to respondents are motivated for peace reasons (Gupta, 2017)
- Singh & Sharma (2013) talks about the opportunities of tourism for the vendors near Brahm Sarovar, which is situated in Kurukshetra known as one of the holy cities of this state. They mentioned that tourism has a positive impact on the business of the local vendors and even impacted the local culture of this place.

- According to Ramgopal, Manpreet Singh, Sushil Kalra On the topic of REVIEW OF RELIGIOUS TOURISM IN INDIA(A SPECIAL REFERENCE TO HARYANA) (2020) they have described Religious tourism has two different faces positive and negative. Its positive face shows the bright side of the tourism industry, regional economic growth and destination development.
- According to Seshadri and Ganesh (2011), religious tourism has a dark side that will affect the future of many other segments of the tourism industry. They stated that many sacred destinations are located within India's protected areas, and all roads leading to these special places can have a significant impact on the flora and fauna of these areas.
- Religion also drives migration, with millions of people migrating around the world solely for religious reasons, a trend that has accelerated in recent decades (Jackowski, 2000)
- People follow a variety of religions while also respecting the beliefs of others. Every religion has a religious site, which allows others to learn about the religion and cultural values of that religion. It has been established that non-Hindus have faith in Hindu culture, as well as within the Hindu cult. This contributes to the strengthening of culture as well as the expansion of the economy and infrastructure (Okumus et al., 2015)

Research Methodology

The present study is based on secondary data sources (internet, journals, newspapers, books, articles from published documents).

This study is based on tourism in Pushkar, Rajasthan a famous religious tourism destination in the world having Brahma Temple and holy Sarovar Buddha Pushkar.

Analysis and Discussion

1.1 Study Area

Pushkar is placed within the Ajmer district of the Rajasthan province of India, about 10 km northwest and 150 km southwest from Ajmer, at the western of the Aravalli Mountains. It lies among north range 26°29'02"300 and east longitude 74°33'03".

1.2 Climate

The climate of the town is semi-arid with dry and hot summer and cool winter. The hottest months are May and June with maximum temperature of around 45°C, while in winter the maximum mean temperature is 25°C. During summers, strong winds prevail resulting in the formation of sand dunes. The prevailing wind

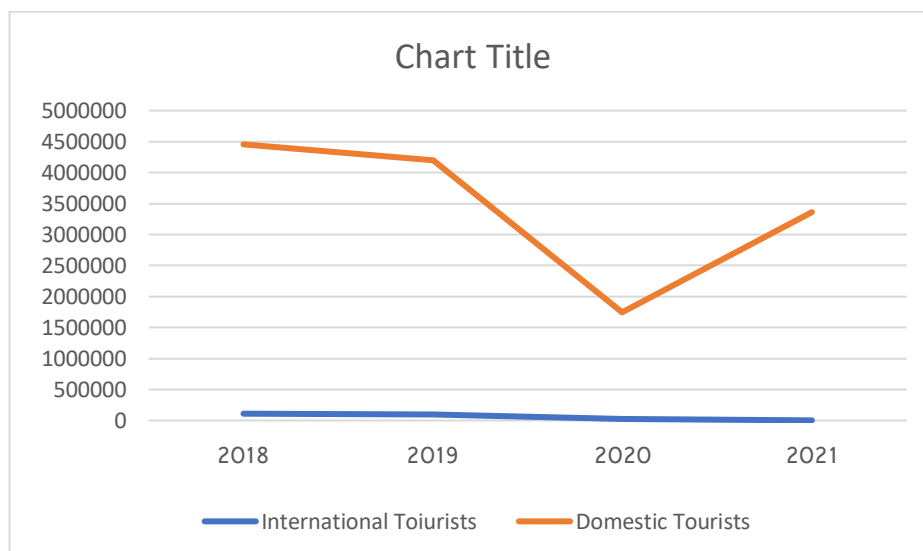
direction is south- west to north-east. The monsoon season is relatively short from July to August with average rainfall ranging from 400.

1.3 Brahma Temple

Brahma Temple is a totally cultural and pilgrimage site located at Pushkar. It is the only temple in India which is devoted to the Creator of the Universe, Jagatpita Brahma, constructed in the 14th century. In 1866 CE, it became re-built the usage of marble and embellished with silver coins. There is likewise a silver turtle (Vahan, the mount of Brahma) on the ground of the temple. The Shikhar (pinnacle) of the Brahma temple suggests many smaller Shikharas which complements the splendor of the temple. Built on a high platform, there are a number of marble steps that cause the doorway of the holy Brahma Pushkar temple that's decorated with pillared canopies. After the entry gate comes the pillared out of doors corridor referred to as Mandapa and then the main sanctum sanctorum referred to as Garbhagriha which is devoted to Lord Brahma and his second spouse, Gayatri. The image of hamsa (Swan), the mount of Brahma Ji, at the principal access gate, and the 70 toes excessive pink shikhara (pinnacle) are distinct and outstanding functions of the temple.

1.4 Buddha Pushkar Lake

It is the richest cultural node of Rajasthan. The snake hill (Nag Hill) separates it from Ajmer city. Budha Pushkar lake occupies the significant valley that's formed between the parallel and high levels of Gurumba – Sungiri and Naghills (elevation range of 650-856m) running in southwest and northwest direction respectively. It is considered as one of the most spiritual places for the holy bath for Hindu.



Domestic and International Tourist Arrival in Pushkar.

Source- Department of Tourism Rajasthan

The above graph explains the number of International and Domestic tourist visited the place from last four years 2018-2021. It can be evaluated that International Tourist visiting the place is very low in number where as a large group of domestic tourist are visiting the place but it also shows the decline in the number of domestic tourist during 2020n which is due to spread of covid 19 virus in the country.

1.5 Positive Impacts of Tourism in Pushkar

1)Development of Local Handicraft Industry

Demand of Rajasthani Handicrafts among tourist visiting Pushkar and Rajasthan has increased in last years which gave rise to the employment opportunities for the local people.

2) Awareness about Local Culture

Many local people were not presenting their local and traditional folk culture and were shy about it. In recent years the people got perfect stage and platform to showcase their art and talent which is possible only because of increasing tourism in the area.

3) Development of infrastructure

To accommodate and provide facilities to tourist, infrastructure development took place on large extent. This small region of Rajasthan has many beautiful % star properties accommodating high class tourist which is eventually increasing the employment in the region (Meena, V.K.,2020)

1.6 Negative Impacts of Tourism in Pushkar

1) Decline in purity of Holy River

Decline in purity of river is taking place due to discharge of untreated water into river and ashes.

2) Hinderance with the natural landscape

Tourism in the area caused development of various modern constructions which eventually lead to decline in the holy and purity of the region. Due to construction open area also started declining which was previously used for agriculture etc.

3) Co-existence

During the truthful, and additionally other festive activities, the resident populace of Pushkar not handiest has to place up with the effects of such congestion, unknown at some stage in the rest of the 12 months,

however additionally need to alternate its way of lifestyles completely (quicker work pace, an extra career, and so on.) and to stay with humans of a completely extraordinary orientation

4) Problems to the local community

During the peak tourist season the local people face much difficulty one such problem can be high prices in the region which impacts the living style of local people as they face difficulty to get daily need items at valid prices. (Mathur,P and Chowdhary,N.,1999)

1.7 Approach to Sustainable Development

A nicely notion-out eco-improvement plan, primarily based on agro forestry machine, social forestry programmes, animal husbandry, various financial tourism centered sports with eco pleasant technologies, non-traditional energy generation (sun,wind) will all must be integrated into a complete Pushkar Valley Development Plan. Without such an approach the nearby population is progressively growing strain on herbal sources (past its wearing capability) to fulfil their ends. This is harming Pushkar valley the most. It could be truthful to expect that the economic benefits arising out of tourism improvement ought to first percolate to the instantaneous surroundings, inside the valley itself. Such a method might contribute to the people's participation in environmental safety and control within the valley (Kumar, R.,2013.)

1.8 Role of Government to promote Sustainable Development

- 1.Ensure that every one agency worried in tourism are briefed at the concept of sustainable improvement.
2. Ensure that national and neighbourhood tourism development agreements stress a policy of sustainable tourism development.
3. Include tourism in Land planning.
- 4.Undertake region and sector-specific studies into the environmental, cultural and financial results of tourism.
5. Support the development of financial models for tourism to help outline suitable degrees and sorts of tourism for natural and urban regions.
6. Develop requirements and guidelines for environmental and cultural impact evaluation. Monitoring of present and proposed tourism developments and ensuring that sporting capacities defined for tourism destinations reflect sustainable ranges of improvement and are monitored and adjusted appropriately.
7. Apply sectoral and/or local environmental accounting systems to the tourism enterprise.

8. Create tourism advisory board that involve all stakeholders (the public, enterprise NGOs and so on.) and layout and put into effect system to involve all stakeholders. In tourism associated selections.
9. Design and implement educational and recognition programmes to sensitize humans to sustainable tourism improvement issues.
10. Regulate and manage tourism in environmentally and culturally touchy areas. (Kumar, R.,2013)

Conclusion

Brahma Temple is one of the most important religious destinations for Hinduism in India and it is in sudden need for attention as sustainable development is only option to protect the region. Government and local people are much aware of it now these days after understanding and evaluating the effects of tourism in area which is exceeding the capacity. According to some scholars, religious tourism is evolving into mass tourism. To save natural resources, it must be transformed into sustainable tourism. The positive side of this type of tourism is that it generates economic growth and employment. In many religious places, people are becoming entrepreneurs and launching new business ventures. Religious tourism is one of the most wonderful types of tourism, and if it is handled properly, it may provide a wealth of future chances. This industry has been always looking for new consumer segments and strategies to improve competitiveness in the current competitive environment.

Religious tourism, for all of its benefits, also has the potential for negative consequences. Too much exposure to a sacred site puts a huge burden on the surrounding resources, particularly lands, food grains, and vegetables. The rise of the hospitality industry creates a great demand for land, and the movement of many types of workers and traders to the rapidly emerging religious centre adds to that need. As a result, the price of land and rent in the area skyrockets, giving rise to a slew of social problems. Similarly, due to the demand-supply imbalance, food costs have risen dramatically.

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