



ECONOMIC AND SOCIO-CULTURAL IMPACT OF PILGRIMAGE ON HOST POPULATION OF ALANDI

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INTRODUCTION:

Tourism is an industry which deals with human beings. It is known that tourism is the study of people away from their usual habitat of the establishment which responds to the requirements of the travelers, and of the impact that they have on the physical, economic and socio-cultural well beings of the hosts. It is assumed that tourism has Considerable physical, economic and socio cultural significance throughout the world. It might be a powerful and beneficial agent of both economic and social transformation, at the same time; it may raise questions concerning the social and environmental desirability of encouraging future expansion. Therefore, for the sustainable tourism development there is need to give a thought towards these impacts of tourism keeping adverse impact in control and promoting to favorable impacts.

THE STUDY REGION:

The holy town Alandi a river dead place in Pune district of Maharashtra is situated at 18°40'37" North latitude and 73°53'47" East longitude at the height of 577 meters (1893feet) Above mean sea level covering 6.8 sq.kms area and 28654 persons (2011). It is associated with "Saint Dnyaneshwar, a deity, worshiped by the millions of people of Stated and outside the state. The varkari Sampradya, associated with Alandi and 'Saint Dnyaneshwar' is a unique religious movement, which spread all over Maharashtra, part of Karnataka and Andhra Pradesh. As per Hindu calendar major fairs celebrate at Alandi Besides, a number of devotees visit Alandi annually. Because of this rush of pilgrims during the fair periods, Alandi facing many problems and create physical, economic, socio-cultural impact on host population of Alandi.

DATABASE AND METHODOLOGY:

The attitudinal survey has been the Common method of assessing the impacts. Here, a questionnaire was designed consisting of 44 questions regarding economic and socio-cultural aspects to measure opinions as how pilgrimage affects different domains. There Community groups as residents,

entrepreneurs and public administrators have been selected at the distribution. A total of 750 residents 100 entrepreneurs and 50 public administrators were interviewed. The response to each question was rated on seven point "Likert Scale" ranging from -3to+3 (-3,-2,-1,0,+1,+2,+3) with Zero equaling no effects on item resulting from pilgrimage. The reaction of these three groups in each case is analyzed.

ATTITUDE TO HOSTS TOWARDS ECONOMIC IMPACT:

Tourism has major effect on the economics of the destination areas. It often brings a new and sometime necessary source of capital and income that may supplement to replace traditional sources of earnings at destination. For that purpose, tourism development has often received support from government and local residents. While talking about these economic impacts of tourism, more is known about the economic benefits of tourism than the associated costs. The emphasis on the positive economic impact of tourism has creates the optimism that tourism is stimulating economic development but these economic benefits have been accompanied by a variety of costs, which have been largely ignored. Therefore, for the sustainable tourism development, it is necessary to provide attention towards both the benefits and the costs of tourism development.

Here an attempt is made to assess the economic impact of tourism on host population of Alandi. Nineteen economic indicators are considered for the study of impact of pilgrimage and analysis is made. (Table-1)

5.1 Host's Response to Economic Impact of Pilgrimage:

Mean host's (residents, entrepreneurs and administrators) response to economic impact of pilgrimage on Alandi is calculated as given in the Table-1. Table-1 summaries the resident's entrepreneurs, administrators response to the economic impact of pilgrimage at destination. As can be seen, residents feel that the pilgrimage has higher effect on, increase in the cost of land and housing in the town (+2.786) non-availability of land for housing (+2.032), Increase in lodging and boarding facilities (+1.844), Development of occupational opportunities except pilgrimage (+1.752), Increase in the income of residents (+1.652), Acute shortage of essential goods at the time of pilgrimage fairs and festivals (+1.644), commercialization of traditions and customs (+1.524), commercial attitude towards pilgrimage (+1.560), Degradation of cultural goods and commercial goods(+1.380), on the other hand residents noted very less effect on toll (Entry tax) on development of town.

Table No. 1: Host Response to Economic Impact of Pilgrim on Alandi.

Sr. No.	Variables	Residents		Entrepreneurs		Administrator	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
1	Increase in the income of residents.	+1.652	2.150	+1.700	1.842	2.040	2.265
2	Increasing opportunities for shopping	+1.652	2.105	+1.780	1.825	+1.920	2.320
3	Employment generation	+1.084	1.772	+0.930	1.317	+1.520	1.954
4	Increase in demand for female labor	+0.248	1.936	+0.350	1.421	+0.820	1.316
5	Increase in the cost of land and housing in the town.	+2.786	2.478	+2.800	2.477	+2.840	2.469
6	Non availability of land for housing.	+2.032	2.388	+1.850	2.299	+1.900	2.493
7	Degradation of cultural goods to commercial goods.	+1.380	1.817	+1.640	2.001	+1.540	2.073
8	Rental houses as source of income at the time of fairs and festivals.	+1.360	1.166	+1.960	1.966	+1.940	2.545
9	Acute shortage of essential goods at the time of pilgrimage fairs and festivals	+1.644	2.032	+0.380	1.696	+0.680	1.833
10	Toll (Entry Tax) on development of town.	+0.048	2.062	+0.210	1.944	+0.860	1.655
11	Effect of location of shop on sale	+1.364	2.123	+1.030	1.183	+0.840	2.080
12	Increase in general prices of goods and services	+0.156	1.966	-0.240	1.882	-0.160	1.922
13	Commercial attitude towards pilgrimage	+1.560	2.115	+1.370	2.110	+2.520	2.459
14	Commercialization of traditions and customs.	+1.524	1.994	+1.830	2.354	+1.940	2.117
15	Increase in Development of infrastructural facilities and public utility services in the town.	+1.432	1.321	+1.030	1.878	+0.920	2.271
16	Increase in loading and boarding facilities.	+1.844	2.417	+1.830	2.354	+2.260	2.022
17	Development of Educational facilities in town	+1.056	2.254	+0.350	2.049	+0.220	2.405
18	Daily vital and different religious activities are sources of income.	+1.360	2.375	+1.570	2.432	+0.220	2.209
19	Development of occupational opportunities except pilgrimage.	+1.752	1.765	+1.160	1.618	+1.100	1.997

Source: Compiled By Author.

Entrepreneurs felt that the pilgrimage has a higher effect on increase in the cost of land and housing (+2.800), Rental houses as source of income at the time of fairs and festivals (+1.960), non availability of land for housing (+1.850), commercialization of traditions and customs (+1.830), Increasing opportunities for shopping (+1.780), increase in the income of residents (+1.700), degradation of cultural goods to commercial goods (+1.640), Daily rituous and different religious activities are sources income (+1.570). On the other hand a less effect is shown on Increase in general prices of goods and services (-0.240) and toll (Entry tax) on development of town (+0.210).

Administrators felt that pilgrimage has a higher effect on, increase in the cost of land and housing in the town (+2.840), commercial attitude towards pilgrimage (+2.520) increase in lodging and boarding facilities (+2.260) increase in the income of residents (+2.4.), Rental houses as source of income at the time of fairs and festivals and (+1.940), commercialization of traditions and customs (+1.940), increasing opportunities of shopping (+1.920), Non availability of land for housing (+1.900), Degradation of cultural goods of increase in general prices of goods and services (-0.160).

As soon from the attitude of these there community groups , it is clear that pilgrim concentration at destination creates the problems like increase in the prices of land housing, non-availability of land for housing, degradation of cultural goods to commercial goods. But at the same time, pilgrimage increase the income of residents, accommodation for pilgrims in the houses (rental houses) is a source of income for local people, opportunity for shopping are some of the positive effect is found in increase in general prices of goods and services.

ATTITUDE OF HOSTS TOWARDS SOCIO-CULTURAL IMPACT OF PILGRIMAGE ON ALANDI:

A social impact of tourism refers to the change in the quality of life of residents of tourist destination. On the other hand cultural impacts refer to changes in the elements of cultural resulting from the presence and activities of tourism. Therefore, the social and cultural impacts of tourism are the ways in which tourism is contributing to change in the value system, individual behavior, family relationship, Collective life style, state levels, moral conducts, creative expression, traditional ceremonies, community organizations seasonal increase in the population density resultant physical congestion, experienced in the destination. Therefore, socio-cultural impacts are peoples impact for the study of socio-cultural impacts about twenty five indicators are selected and analysis is made.

Mean of host's (residents, entrepreneurs and administrators) response to socio-cultural impact of pilgrimage on Alandi is calculated and given in table No.2.

From table 2 shows that the residents, entrepreneurs and administrators response to the social and cultural impacts of pilgrimage at the destination. As can be seen from table, residents felt that heavy pilgrim concentration at destination has higher effect on increase in number of beggars (+1.916), a center of religious social and cultural communication (+1.892), awakening general awareness towards presentation of cultural heritage and religious tradition (+1.868), change in density of population in the town (+1.672). On the other hand they felt that it has a very less effect on the increase in plumber that and pick pocketing (-0.360), Break down of community and family cohesion (+0.308).

Entrepreneurs felt that heavy pilgrim concentration at destination has higher effect on increasing in number of beggars (+2.380), awakening general awareness towards presentation of cultural heritage and religious tradition (+2.350), A centre of

Table No.2: Hosts Response to Socio-Cultural Impact of Pilgrimage on Alandi.

Sr. No.	Variables	Residents		Entrepreneurs		Administrators	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
1	Change in density of population in the town	+1.672	2.220	+1.390	2.258	+2.060	2.488
2	Spread of Epidemic Diseases	+1.228	1.768	+1.790	2.081	+1.320	2.071
3	Increase in Mental Stress	+1.108	1.892	+0.930	2.069	+1.500	2.260
4	Quality of police protection	+1.212	1.799	+1.010	1.802	+0.500	1.880
5	Strain on Police protection	+1.132	1.389	+1.560	2.162	+0.340	1.819
6	Increase in number of beggars	+1.348	1.898	+1.530	1.951	+1.420	1.537
7	Increase in number of beggars	+1.916	2.308	+2.380	2.334	+2.140	2.272
8	Occurrences of Vandalism	+0.376	1.343	+0.370	1.701	+0.460	1.522
9	Increase in Plumber, theft and pick pocketing	-0.360	1.406	-0.080	1.801	-0.320	1.347
10	Break Down of community and Family cohesion	+0.308	1.509	+0.340	1.671	+0.080	1.314
11	Active participation of local social organizations towards the facilities of pilgrim	+1.436	2.255	+1.140	1.711	+0.780	1.687
12	Increase in dual pricing system and attitude towards bargaining	+1.428	1.618	+1.120	1.985	+1.400	1.306
13	Performance of religious ceremonies for monetary gain	+1.152	2.168	+1.900	2.323	+1.880	2.248
14	Change in Value, Norms and customs	+1.156	1.904	+1.060	1.893	+1.260	1.551
15	Commercialization of traditions and customs	+0.840	1.737	+1.360	1.867	+1.660	1.916
16	Awakening general awareness towards presentation of cultural heritage had religious tradition	+1.868	2.532	+2.350	1.670	+2.380	2.488

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17	Improved standard of living.	+1.164	2.093	+0.950	1.656	+0.880	1.
18	Change in quality of public education	+1.372	1.831	+1.040	1.516	+1.220	1.984
19	A centre of religious social and cultural communication.	+1.892	2.378	+2.060	2.364	+2.420	2.445
20	Over dependence on pilgrimage for lively hand.	+1.076	1.823	+0.420	1.660	+0.840	1.609
21	Over dependence on pilgrimage for lively hand	+1.120	2.289	+0.950	2.394	+1.300	2.233
22	Over dependence on pilgrim effects the attitude of people.	+0.808	1.867	+0.150	1.895	+0.280	1.971
23	Increased co-ordination between devasthan committee and residents of towards education the development of town	+0.372	1.841	-0.470	2.205	+0.740	2.03
24	Pilgrimage rejuvenation old cultural tradition and customs.	+1.516	2.359	+1.290	1.819	+1.740	1.995
25	Effects of pilgrims of pilgrims customs and traditions on the people of the town.	+0.848	2.036	+0.580	1.823	+0.020	1.597

Source: Compiled By Author.

Religious Social and Cultural communication (+2.060), performance of religious ceremonies for monetary gain (+1.880). At the same time it has very less effect on increase in plumber that and pick pocketing (-0.320), increased co-ordination between devasthan committee and residents of town towards the development of town.

Administrators felt that it has higher effect on a centre of religious social and cultural communication (+2.420) Awakening general awareness towards presentation of cultural heritage and religious tradition (+2.380), increase in number of beggars (+2.140), change in density of population in the town (+2.060), performance of religious ceremonies for monetary gain (+1.880). But very less effect on increase in plumber, theft and pick pocketing (-0.320), effects of pilgrims customs and traditions on the people of the town (+0.020), Break down of community and family cohesion (+0.080).

As soon from the attitude of these three community groups, it is clear that pilgrims concentration at Alandi through the year has created some social problems like, tremendous increase in the number of baggers in the town, attitude of local people of perform the religious ceremonies for monetary gain commercialization of traditions and customs, change in the value, norms of customs of the people. But at the same time it created the impression about the town as it is a centre of religious social and cultural communication and creates

awareness among the people towards the preservation of cultural heritage and religious traditions.

CONCLUSION:

The foregoing analysis reveals that there is an impact of pilgrimage tourism on economic and socio-cultural activities of Alandi, the analysis of economic impacts reveal the higher positive effect of pilgrimage on destination, by increasing the income of the residents, but degrading the quality of the goods and services provided to the tourists. The study of socio-cultural impact clearly shows that pilgrim concentration at Alandi has created many socio-cultural problems, like increase in number of beggars, commercialization of religious ceremonies traditions and customs etc. But it is evident that pilgrims created an image of the Alandi as a centre of religious, social and cultural communication.

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