



RELIGIOUS SITES TOURISM AND PERSPECTIVES FOR
DEVELOPMENT IN SOUTHERN MAHARASHTRA

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Abstract-

Pilgrimage is believed to be the earliest type of tourism, therefore religion and spirituality have long been intertwined with it. Many of the world's most famous tourist destinations are religious sites, and many pilgrimage sites are major cultural attractions in certain countries. In addition, the increased need for hotels, infrastructure, and maintenance was a direct effect of the increased number of tourists. This article discusses the possibilities for the development of spiritual tourism in southern Maharashtra. The research discovered both the good and negative impacts of pilgrims and secular visitors on the local population. Talking about trust as a substitute for mass tourism, and as a way to attract visitors all year round, is the purpose of this conversation This study is based on an earlier analysis of the development of religious tourism in various regions, where religious places of worship and objects are the most economical creators of the region. Given a model that has a positive impact on people in the region, they also tend to promote other types of tourism activities.

Keywords: religion, tourism, pilgrimage, development, method, end.

Introduction:

Tourism has long been linked to pilgrimages and secular travel. Religion has traditionally been a primary motive for travel and pilgrimage, dating back to the first organised trip. Tourism and spirituality have been more intertwined in recent decades, with spirituality accounting for a significant portion of tourism in southern Maharashtra. Pilgrimage is a suitable theme for various fields, including sociology, geography, anthropology and history Religious travel can take many forms, and they are of interest to some researchers Furthermore, many studies focus on the differences between travellers and tourists. Tourists

and travellers frequently visit the same locations; however, the surrounding environment and social structure are altered as a consequence of their activities and viewpoints. The religious tourism market can be divided according to the motivations and intrinsic needs of the players. emphasize two religious travellers: Spiritually motivated pilgrims who come for rituals, religious activities or prayers. Motivations of religious tourists are inherently intellectual. Their interests are centred on history, which is why cultural and traditional places are so important. The most correct approach is generally "a visit to the sanctuary for religious reasons both internally and outwardly for spiritual objectives and for inner comprehension."

Pilgrimage is a term used to describe a journey to temples, sacred mountains, or holy spots. They are considered sacred and spiritual places where worshipers make choices, invoke forgiveness, or other forms of personal spirituality. Some tourists come to improve their beliefs, while others focus entirely on learning about their beliefs.

Religious tourism is often regarded as pilgrimage rather than contemporary. It is described as a specific tourist activity with the help of religious culture and a particular environment and cultural environment, which refers to tourism activities such as worship, research, tourist sites and culture. is considered a form of traditional tourism, which some generally consider cultural tourism. In general, participants in these sorts of activities visit a variety of traditional pilgrimage locations, although the aim of their journey is not always religious.

Religious visits during the holidays are considered tourist attractions, but religion is not the primary motivation, according to the author, who claims that most tourists are interested in learning about the Holy Mountains and places of worship, and that many tourists prefer historical monuments to religious sites. Pilgrimage sites are popular tourism attractions, according to several studies. Many temples in southern Maharashtra are very popular heritage sites. Therefore, religious and secular sites are used as a tool to attract tourists.

2. Impact of religious tourism:

Tourism in southern Maharashtra (i.e. Sangli, Satara and Kolhapur) has increased in recent years. It has also contributed to the expansion of tourism and the number of visitors to these locations. Thousands of travellers have registered with the Maharashtra Tourism Development Corporation in recent years. Tourism contributes to these areas' gross domestic product (GDP), resulting in major job possibilities in these industries. Tourism is one of the most exported industries in Maharashtra and is affected by the seasons. The objective of all tourism authorities has been stated to make the state not only into a holy site and mountains, but also into a traditional and cultural tourist destination, with events held throughout the year. The development of religious tourism will serve as an important tool for attracting tourists. As the state has a lot of secular and secular history, it is likely to be the No. 1 destination for religious travel. It's worth thinking about how to build religious tourism as a spiritual destination. Previous research has demonstrated that religion draws a huge number of visitors, resulting in improved infrastructure and economic growth. It also offers numerous hotels and facilities for travellers and tourists, as well as an airport. Religion was the sole source of revenue for the residents of the region, with an estimated 28 million visitors flocking to the Ganges during Hindu festivals. In western Maharashtra, similar findings were seen. Saudi Arabia's dominance is most likely a wonderful illustration of the importance of faith, since Hajj pilgrims made almost \$ 8 billion and transformed the Hajj into Saudi Arabia. The second biggest big industry.

Countries in general, economic contribution is the most important impact because pilgrimage canters offer greater opportunities for local businesses and people. Previous research has noted positive sociocultural implications such as job creation and higher employment. However, communities need to consider some of the negative impacts, such as rising product and property prices as well as environmental impacts such as pollution, congestion and environmental degradation.

3. As an alternative to mainstream tourist, religious tourism:

Alternative tourism is appealing because it has the potential to lower tourism's share of the market - it has risen rapidly in recent years and offers poor returns at the price of natural resources. Private and public sector efforts are needed to attract more tourists and attract the market as a spiritual hub. In the management and planning of tourism development, it is essential to develop product-oriented technology that enhances competitiveness. The transformation of a small town into a spiritual centre is not a phenomena exclusive to cities. However, all stakeholders should keep in mind the negative effects that can be caused by too many tourists and check to mitigate this. The city's activities as a pilgrimage destination will undoubtedly contribute to a higher quality of life and more employment, but the possibility of hope during the summer months should not be disregarded. Religious travel, often known as pilgrimage, is one of the most well-known excursions, and such chances should be promoted, particularly for local tourism. These sites should be regarded the primary focus of the long-term marketing mix since they may have a significant attraction to other Orthodox members.

Spiritual activities must adhere to a set of standards and principles in order to produce a competitive tourist product and interact effectively with locals. Conservation management should be applied to traditional sites and cultural monuments, particularly religious monuments. Tourism is, unsurprisingly, the most significant concern in historic preservation. In most cases, this is not the case when it comes to natural tourism, but rather in the way it is handled by the authorities. Tourists may both contribute value and provide jobs, but they can also have a negative impact on the environment. The following are some recommendations for finding antiques and making an appointment.

Sustainable plans, site-specific standards of behaviour, and fundraising efforts are all examples of public investment in the conservation of cultural assets and heritage. Improved communication between the public and business sectors - People in the region should be aware of the potential for attraction and therefore

clearly articulate the importance of preserving this heritage. Establishment of alternative brands to highlight Southern Maharashtra (mainly Kolhapur, Sangli, Satara) as a spiritual destination - Exhibitions at international events and trade shows, as well as an alternative marketing mix. Invest in curriculum, workshops, and workshops run by the private sector - motivating training agencies, organizing workshops designed to organize events that complement workshops, summer schools and the community's understanding of the positive impact of events. Such function. Four.

Conclusion:

This outline of spiritual tourism and development potential in southern Maharashtra is provided in this short talk. This essay assesses one point of view on tourist potential and adds to the intensity of spiritual resources in these holy regions. There are some beneficial and negative impacts described, and proof is offered in general. Some new insights into further developments in the private and public sectors are discussed and the proposed results are reviewed. Because it has the potential to be a spiritual destination and a pilgrimage centre. This, however, is dependent on the management level and degree of social integration.

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