

1 Preferences for Destination Selection and Fulfillment of Religious  
2 Obligations: A Study of Pilgrimage Tourism Circuit (Velankanni,  
3 Nagore and Thirunallar) in Tamilnadu

4 Dr. S.Vijayanand<sup>1</sup>

5 <sup>1</sup> Pondicherry University

6 *Received: 16 December 2011 Accepted: 2 January 2012 Published: 15 January 2012*

7

---

8 **Abstract**

9 "Pilgrimage tourism; rather it is a form of tourism motivated, partly or wholly by religious  
10 motives closely or loosely connected with holiday making or with journey undertaken for  
11 social,cultural or political reasons over short or long distances".The study would contribute to  
12 identify the need for pilgrimage tourism development in Tamilnadu with special reference to  
13 Velankanni, Nagore and Thirunallar. Tamilnadu has varied tourism destination which satisfy  
14 the needs and demands of almost every class of visitors.This study aims to study pilgrimage  
15 tourist motivators, tourist profile and problem and opportunities with respect of  
16 accommodation, accessibility, attractions and amenities in Velankanni,Nagore,Thirunallar.  
17 The first two holy sites are located in the state of Tamilnadu and the last one is located in  
18 Karikal as one of the enclaves of the UT of Puducerry. This study aims to suggest measures to  
19 make pilgrimage tourism economically viable and suggest appropriate and effective  
20 promotional strategy for promoting pilgrimage tourism inVelankanni,Nagore,Thirunallar.the  
21 analysis part includes anova,chi square,t-test,cross- tabs, friedman mean rank test.results were  
22 shown and interpretations had written in this article. this article explains the Infrastructural  
23 facilities and pilgrimage tourism avenues in Tamilnadu This study aims to suggest measures to  
24 make pilgrimage tourism economically viable and suggest appropriate and effective  
25 promotional strategy for promoting pilgrimage tourism inVelankanni,Nagore,Thirunallar.the  
26 present study has focused upon the three prominent pilgrimage sites in South India, i.e.  
27 Velankanni, Nagore and Thirunallar.

28

---

29 **Index terms**— Pilgrimage tourism, Strategy, Promoting,

30 **1 INTRODUCTION**

31 ourism industry is globally known for its diversity and plurality in terms of the product portfolios. One of  
32 the powerful forms of tourism is pilgrimage that fuels unprecedented demand for the rise of the growth of  
33 domestic tourism worldwide. India is one of the finest countries with having rich civilization and culture and  
34 travelling to the holy shrines is an integral part of the life of the people belonging to all the principal religions  
35 in India. More than 70 per cent of the visitors do pay their trips to the holy places and this critical mass of the  
36 Author : Research scholar, Department of tourism,School of management. Pondicherry university, India. E-mail  
37 : id-vijaynnd886@gmail.com domestic tourism determines the huge movement of people and their travel and  
38 hospitality requirements during their sojourns at the respective sites. Having been inspired with the remarkable  
39 growth of domestic tourism backed largely by the motive for pilgrimage activities, the present study has focused  
40 upon the three prominent pilgrimage sites in South India, i.e. Velankanni, Nagore and Thirunallar. The first

## 7 RESULTS

---

41 two holy sites are located in the state of Tamilnadu and the last one is located in Karikal as one of the enclaves  
42 of the UT of Puducerry.

### 43 2 II.

### 44 3 HYPOTHESES

45 ? H01: On the criterion of preferences of destinations selection and fulfillment of religious obligations, no  
46 significant of mean differences exit between the pilgrims/ tourists who visit ONCE and MORE THAN ONCE  
47 to the pilgrim tourism circuits in Tamil Nadu. ? H02: No significant differences of experience of sample tourist  
48 respondents across the duration of stay on the key destination selection determinants ? H03: No significant  
49 associations are established between the services across the category of accommodations, key communication  
50 network and key amenities and selection of hotel and frequency of visit.

51 III.

### 52 4 Objectives of The Study

53 The study has made an attempt ? To develop a theoretical background by exploring the relevant gap in the  
54 study; ? To find out the preferences for visiting the pilgrimage sites (Velankanni, Nagore and Thirunallar); ? To  
55 study the relationship between preferences for selecting the destinations and the fulfillment of religious objectives  
56 ? To present the tourist arrivals and its corresponding infrastructure development ; ? To assess the tangible and  
57 intangible attributes of these destinations supporting directly and indirectly to the pilgrimage tourism ; and ?  
58 To suggest ways and means to position pilgrimage tourism as one of the vibrant form in Tamil Nadu.

59 IV.

### 60 5 REVIEW OF LITERATURE

61 Pilgrimage Tourism is a long journey for search of knowledge and enlightenment ??Gill ,1999). Pilgrimage  
62 Tourism in India is almost as old as Indian civilization (Singh, 1977, is motivated by faith or religious  
63 reasons for centuries (Priya, 2001); and becomes the functional and symbolic of traditional religious practices.  
64 Pilgrims are the special tourists whose purpose is to visit the place and get involved in the religious activities  
65 ??Sanjay,1985). Differences in behavioral attributes like perception, attitudes and motives vary according to  
66 the cultural background and personality. Majority of domestic tourists are pilgrimage tourists, whose behaviors  
67 depend on the experience about the pilgrimage sites (Pauline, 1966).

68 There is a close relationship of between religious needs and facilities at the pilgrimage tourism centers (Rathod,  
69 1999). Local hospitality is one of the most important components of pilgrimage tourism and the hospitality  
70 industry thrives on service quality and facilities to ensure customer's satisfaction. ??Tomasi, 2002). Pilgrimage  
71 tourism is a leisure-oriented travel and recreation and religious needs are the elements of pilgrimage tourism  
72 ??Bajpai, 1954). Pilgrim sites tend to deviate from their original purposes ??Tyrakowski, 1994). Pilgrimage  
73 tourism as a form of travel provides opportunities for people to visit sacred places and is a feature common  
74 to almost all societies ??Kiran,1991). The facilities such as accommodation, transportation, darshan, food and  
75 drinking water, shopping are essential at the pilgrimage sites center and the behaviour of the local people with  
76 the pilgrims is also important ??Rathod,1999). Pilgrims do travel to pilgrimage site by taking various modes  
77 of transportation and the selection of transportation depends on the cost, speed and safety ??Pauline,1966).  
78 Hospitality is one of the most important components of pilgrimage tourism industry to satisfy the tourist  
79 expectations ??Sharma, 1998).

80 In many regions, pilgrimage tourism thrives only due to the presence of the hospitality industry ??Aziz,1985)  
81 Pilgrimage to Mecca is increasing due to the travel itinerary, communication network, infrastructure and public  
82 transport ??Rana, 2003). Pilgrimage sites are like any other tourism destinations and they meet the needs of  
83 both religious believers and more general holidaymakers ??SHUO, 1993). Adequate facilities and amenities would  
84 lead to the rise of pilgrimage tourism in Islamic countries (Shakiry, 2001). Religious tourism faces serious hurdles  
85 like poor tourism infrastructure (Nevatia, 2001).

86 V.

### 87 6 METHODOLOGY

88 VI.

### 89 7 Results

90 ? The mean differences on the accommodation services between the two groups of sample tourist respondents  
91 are significantly different in case of selection of accommodation and restaurant, whereas the hypothesis is  
92 not rejected in case of other elements of accommodation services such as reception upon arrival, reservation  
93 procedures, front office staff, personal hygiene and room and food services. ? The hypothesis titled "no mean  
94 differences exist between those pilgrims who visit once and more than once while transportation services are  
95 taken into consideration" is not rejected in case of the components of transport services, such as wellconnected

96 by road transport, operation of government/private bus services regularly, reasonable bus fare, improvement of  
97 rail connectivity, regular buses from major towns and cities of Tamil Nadu and over congestion of buses.

98 ? The hypothesis that is "two groups of sample tourist respondents do not significantly differ while experiencing  
99 the basic Services as one of the preferences for destination selection" is rejected in respect of banks and ATM  
100 services with .004 and not rejected in case of other core parts of the basic services such as road condition, road  
101 maintenance, approach roads, parking space, traffic arrangement and health services. ? The hypothesis that is  
102 entitled as there are no significant mean differences between sample tourist respondents who visit once or more  
103 than once when they find the standard of key amenities is not rejected in case of all the key aspects of amenities  
104 determining the experience of the pilgrims at the religious sites. The elements which are rejected include purified  
105 drinking water facilities, provision of rest shed, toilet and wash rooms, cloak rooms, shopping centres, hygienic  
106 and clean, safety & security, police outpost, pleasant place and peaceful place ? The hypothesis is titled as  
107 religious duties as the major driving motivational forces stimulating the religious oriented people to undertake  
108 travel, the mean experience of sample respondents is not

109 The process of research design includes the exploratory study consisting of literature survey and indepth  
110 interview. The sampling method selected for the study is "convenience sample" in the non-probability category.  
111 As many as 500 tourists were interviewed at the sites. The questionnaire has two parts highlighting on the  
112 demographic profiles of the respondents and various dimensions of pilgrimage tourism with regard to Nagore,  
113 Thirunallar and Velankanni. These statements were measured through the five point Likert scales. The sources  
114 of data collection consist of both primary and secondary sources. Data analysis was done by using mean and  
115 standard deviation along with Levine's independent t test, chi-square and Anova test. significantly difference on  
116 each element representing the religious obligations.

117 The significance of the test has rejected all the indicators signifying the fulfillment of religious obligations.  
118 These elements include hospitable and helpful people, rituals as per the tradition and custom, no obstruction of  
119 wearing any modern dress, colourful and eventful festivals, more enjoyment during festivals and delightful local  
120 cuisine or food.

121 ? The hypothesis that is titled as there is no significant differences between the three groups of sample tourist  
122 respondents on experiencing the basic infrastructure is rejected with 0.05 per cent degree of significance. The  
123 elements which are rejected with .045, .001, .000, .012, .000 and .002 include road condition, maintenance, banks  
124 and ATM services, approach roads, parking areas and traffic management . One element health services are not  
125 rejected with the significance level of .663. ? The hypothesis is stated as there is no significant differences across  
126 the sample respondents on the amenities provided to the pilgrims for comfortable and this hypothesis is rejected  
127 in case of all the element of selected amenities at the three respective religious sites , excepting cloak room and  
128 shopping centre facilities.

129 ? The hypothesis is stated as there is no significant differences across the sample respondents on the amenities  
130 provided to the pilgrims for comfortable and this hypothesis is rejected in case of the element of selected amenities  
131 such as purified drinking water, rest shed, toilet and wash rooms and hygienic and clean at the three respective  
132 religious sites , excepting cloak room and shopping centre facilities. ? The hypothesis is titled as "significant  
133 differences of the three groups of sample respondents do not exist on the criterion of law and order as the key  
134 destination selection determinants" . The hypothesis is rejected in case of all the related elements representing the  
135 law and order situations at the religious sites, whereas the hypothesis is rejected the statement "I do not face any  
136 difficulty in moving alone or with family members" ? Differences of experiences between the sample respondents  
137 are not significant while taking religious obligations as one of the criterion for the destination selection. The  
138 hypothesis is rejected with .000, .003, .002, .012 and .004 in case of rituals, no obstruction, festivals and coincidence  
139 with festivals, whereas the hypothesis is not rejected in case of hospitable and helpful people with .390 significance  
140 level. ) made an expenditure of Rs. 5,000 and less during their visit to their respective pilgrim site, that is  
141 followed by 142 (28.4%) with an expenditure of Rs.5001-Rs.10,000 and 35 ( 7 %) with an expenditure of Rs.15,001  
142 and above. ? Majority of the respondents 260 (52.0%) visited their respective holy sites with family and friends,  
143 that is followed by 142 ( 28.4%) and 98 (19.6%) number of respondents paid their visit with their affinity groups.

144 ? A little more than forty per cent of the respondents 216 (43.2%) stayed in the lodges and guesthouses as  
145 against a little more than one fourth of the respondents 144 (28.8%) preferred to stay in the hotel. On the other  
146 hand, one fourth of the respondents 126 (25.2%) sojourned at the paying guest place and an insignificant number  
147 of respondents 14 (2.8%) could stay with their friends and relatives during their visit.

148 ? Across the three groups on the basis of duration of stay, a little less than half of the sample respondents  
149 241 ( 48.2 %) could stay at the religious sites about 1-3 days as compared to other two groups. A little more  
150 than one fourth 141 ( 28.2%) and a little less than one fourth of them could stay 1-6 days and one week and  
151 more respectively. ? The pilgrims are not satisfied with existing facilities provided at pilgrimage sites, food  
152 and drinking water facilities also. Shopping facilities and about the personal safety the pilgrims seem to be  
153 satisfactory.

154 IX.

## 155 8 Suggestive Measures and Interventions

156 ? It is suggested that reception upon arrival, reservation procedures, front office staff, personal hygiene and  
157 room and food services are some of the critical elements of improving the quality of accommodation services.

## 8 SUGGESTIVE MEASURES AND INTERVENTIONS

---

158 Both the government and private tourism service providers should seriously look into the shortcomings that may  
159 impede the growth of pilgrimage tourism in the tourism circuit. ? It is strongly suggested that the transport  
160 network highlighting on the connectivity, operation, regularity and reasonable fare should be improved round  
161 the year and more specifically, during the festive occasions. It is also suggested that transport tariff should be  
162 reasonable to the pilgrims as majority of them are budget category of tourists. The study has also recommended  
163 that government should evolve some mechanisms to subsidize the cost of visiting these holy pilgrim sites in Tamil  
164 Nadu. More particularly, domestic tourists with the proof of Below Poverty Line (BPL) should be provided with  
165 transport subsidy as there is no difference of experience of the first time and repeat visitors with regard to the  
166 improvement of transport network and other ancillary benefits.

167 ? The findings of the study have suggested for the improvement of basic facilities such as road, parking areas,  
168 traffic and health services. Since there is a strong relationship between preferences for destination selection and  
169 improvement in basic services, efforts should be made at the higher level of the government administration to  
170 help build the infrastructure at all three sites. When these three religious sites have gained visibility worldwide,  
171 the Government of Tamil Nadu can take increase the domestic tourist arrivals by showcasing the pilgrim tourism  
172 circuits. ? The study has also found insufficient provisions for purified drinking water facilities, rest shed, toilet  
173 and wash rooms, cloak rooms, shopping centres, hygienic and clean, safety & security and police and it is suggested  
174 to the Government to gear up with adequate budgetary outlays to make the amenities of the three places more  
175 visitor friendly, thereby making the place more pleasant and peaceful as the symbol of spiritualism. As such,  
176 most of the holy shrines and pilgrimage sites are facing the problem of unhygienic, litter, crime, contaminated  
177 water. Thus, approaches should be made to help the religious sites overcome the problem of maintaining the  
178 amenities with the direct intervention of the PWD, Heath Department, Home Department, etc and the Ministry  
179 of Tourism should take the lead role in bringing all them into one umbrella resolve the chronic problem. ?  
180 Religious duties as the major driving motivational forces stimulating the religious oriented people to undertake  
181 travel, the mean experience of sample respondents is not significantly difference on each element representing the  
182 religious obligations. Thus, the study is very unique in finding the linkage between the religious obligations of the  
183 pilgrims and sanctified atmosphere of the religious sites. Fortunately, all these three places have preserved the  
184 sanctity and purity of the places from the religious perspectives for which a steady stream of visitors are arriving  
185 into these holy places irrespective of several personal and destination related constraints. ? Since the duration-of-  
186 -stay is a critical independent factor influencing the experience of the visitors at the religious sites; the study  
187 has found the differences of experiences of the sojourners on basic infrastructure. Moreover, religious tourists are  
188 generally long-haul visitors and their length-of-stay is relatively more due to their attachment to the religious  
189 places. With this backdrop, the study has suggested to ensure the improvement of infrastructure to help the  
190 pilgrims stay comfortably. ? The study has found the differences of experiences of pilgrims on the amenities at  
191 the three religious sites, it is suggested that the existing provisions of amenities are extremely inadequate and  
192 more provisions should be made to improve the condition of the amenities, thereby making tourists feel at home  
193 and their stay comfort and memorable. ? Law and order is one of the socio-political risk factors that mostly  
194 hamper the tourism business whether it is special interest or common interest tourism. The study has found  
195 out sharp differences of experience of the pilgrims about the law and order situation at these three religious  
196 sites. Thus, it is suggested that the government should be more vigilant in enforcing the law and order when  
197 these three places receive huge number of tourist traffic during the festivals and other auspicious occasions. More  
198 police outpost and the concept of community police should be introduced to help maintain the law and order in  
199 a sustainable way.

200 ? The are differences of experience of the sample tourist respondents on many of the elements signifying the  
201 religious obligations. Therefore, it is suggested that the ultimate purpose of visiting these three sites should be  
202 respected since the performing rituals and offering prayers are some of the activities that most of the pilgrims do  
203 at the sites. Efforts should be made to inspire the people and respect the emotional sentiments and attachment to  
204 the places. ? While rejecting the most of the elements in the hypothesis, the study has strongly suggested for an  
205 effective communication network so as to ensure the operation of the transport more regular, affordable, reliable  
206 and adoptable. ? The lack of association between the service attributes of the accommodation and selection  
207 of the types of hotel has led to providing a critical thought of bring about a radical change in the operation  
208 of the accommodation units at these three religious sites. It is suggested that government should enhance the  
209 capacity of the frontline staff in the hotel by conducting regular training programme. More particularly, soft  
210 skills and personal grooming and etiquette should be the agenda of the training programme, thereby imbibing the  
211 professional culture in the hospitality sector. ? When the results showed no association between the frequency  
212 of visit and primary facilities, it is quite pertinent to suggest that government should take note of this finding  
213 and be proactive in making adequate provisions of primary facilities for the comfort and safety of the pilgrims  
214 visiting the religious sites. ? The Department of Tourism, Govt. of Puducherry and Tamil Nadu should  
215 promote the pilgrim tourism circuit with the aid of travel magazines, brochures/ newspaper. As it seems from  
216 the mean rank results that preference of the visitors to collect travel related information is high. ? Since it is  
217 revealed that timely services is the first rank preference factor with the test of significance, thus, all the service  
218 providers should seriously ponder over and find the ways to make efficient and effective time services at the hotel,  
219 restaurant, bus stand, etc. ? As the sample respondents preferred the easy reservation procedures to reserve the  
220 room, perhaps the present reservation methods are not as effective as it is desired for the industry. Thus, all

221 accommodation operators should take cognizance of it and imbibe professionalism along with technology -driven  
222 into the reservation procedures. ? It is expected that online transfer would be the highest preference for making  
223 the payment for travel services as majority of the visitors are tech-savvy or they get it done through some body.  
224 The process of online transfer services should be encouraged and clients should be given discount when they  
225 make the payment through online. ? Since comfort has become the highest preference for the visitors while  
226 visiting these religious sites, transport service providers should pay attentions to improve the comfort of the  
227 passengers along with other factors such regularity, affordability, safety, behaviour of staff, easy payment and  
228 quick alternative . ? The results of Friedman mean rank has made the fulfillment of long-cherished desire as  
229 the highest preferred mean rank factor, it is in the line of the common understanding of selecting the pilgrimage  
230 center. However, other six factors have also been preferred while selecting these three religious places. Thus, it  
231 is suggested that government administration and private tourism establishment should be serious concerned for  
232 the long-cherished desire that is quite sensitive, emotional and personal.

233 X.

## 234 **9 Conclusion**

235 The data presented in this chapter indicate the potential for pilgrimage tourism development in Velankanni,  
236 Nagore and Thirunallar.

237 .although development to date has been limited to few major sites,the analysis shows that it should be  
238 possible to spread the development of pilgrimage tourism to more parts of the region.particularly taking into  
239 account the potential for combining pilgrimage tourism with cultural and the potential for developing new  
240 age or pilgrimage tourism it should be possible to use the major anchor sites identified to stimulated regional  
241 development. Realizing this potential will clearly require a high level of inter municipal co-opreation given the  
242 extent of the pilgrimage tourism religions identified.in addition the importance of pilgrimage tourism supply  
243 factors identified in the research shows the need for extensive collaboration between the public sector,which is  
244 responsible for policy and promotion the church which manages most of the sites, and the tourism sector which  
245 provides the supporting facilities this underlines the impotance of net working in the future development of  
246 pilgrimage tourism in Velankanni, Nagore and Thirunallar.At present however there is a clear distinction between  
247 a more local pilgrimage tourism currently stimulated by pilgrimage motives and more globalized pilgrimage  
248 tourism.these two have very different motivations and different needs as well as different patterens of activity in  
249 the destination.in many respects the local pilgrimage tourism offers relatively little scope for further pilgrimage  
250 tourism development,particularly as the current generation of pilgrims ages and the enthusiasm for traditional  
251 religion wanes among young people.in developing new products and new markets there fore the pilgrimage tourism  
252 attractions of the region should think more seriously about the pilgrimage tourism elements of current demand  
253 and in particular the development of new products of emerging niches suchn as pilgrimage tourism. <sup>1</sup>

? There are no significant associations between quality of services, reception of upon arrivals, prompt in settling the bills, personal hygiene and experience traffic and types of hotels selected by the sample tourist respondents. The results of Pearson Chi-Square test do reject the hypothesis in case of quality of services, reception, reservation procedures, prompt in settling bills, personal hygiene and expensive tariff and its association with the preferences of selecting types of accommodation.

? There are no significant associations between road condition, Road Maintenance , Banks and ATM, Approach Roads, Parking , Parking Arrangement, Health Services and frequency of visit. The test results of Pearson Chi-Square test have not rejected the association of frequency of visits with road condition, maintenance, banks and ATM, parking areas, parking arrangements and heath services.

The results further explained that pilgrims are obliged to travel to these religious sites irrespective of all this factors. ? There are no significant associations between drinking water , rest shed , toilet & wash rooms, cloak services, shopping centre , hygienic & clean and frequency of visit . The hypothesis is not rejected since the frequency of visits is independent of the amenities at the religious sites as Pearson Chi-square test results revealed. ? The test results of the Friedman mean rank revealed that the difference of the mean rank values is validated hypothetically and news paper article has become the highest mean rank factor with the mean rank 3.66. Thus, asymp. Sig. is less than 0.05, the Friedman test results support the differences of rank value of all the six sources of collecting information while making travel plan to these religious sites. ? The Friedman mean rank results showed that all the elements have influenced the preference for selection of accommodation . However, easy reservation with the mean rank value 3.36 becomes the highest rank that maximum influences the preference for the selection of accommodation. The significance of the results is further validated with the symp. Sig. .000 that is less than 0.05. ? VII. Findings ? As many as 368 male tourist respondents were interviewed for the study as against 132 female respondents. Across the three groups of respondents on the basis of age consisted of 168 ( 33.6 %) of below 25 year, 251 (50.2 %) of 26-50 years and 81 ( 16.2 %) . ? Out of the sample respondents, majority of the respondents 341 (68.2 %) were married, followed by 111 (22.2%) were unmarried and 48 (9.6%) were bachelor and spinster respectively. ? Monthly income of the three categories of respondents clearly reflected that 223 ( 44.6%) had sum of rupees 10,000 as monthly income, followed by 166 (33.2%) with a range between Rs. 10,001 and Rs. 20,000 monthly income and 111 (22.2 %) with a monthly income of Rs.20,001 and above. ? Across the three categories of sample respondents, majority of them 266 ( 53.2%

*[Note: ? The experiences on the communication network that were derived by the pilgrims/ tourists while visiting the pilgrim tourism sites are not significantly different.]*

Figure 1:

---

254 [Elsner ()] 'A Greek Pilgrim in the Roman World'. John Elsner . *Past & Present* 1992. Oxford University Press.  
255 (135) p. .

256 [Harishrai ()] *A Holy pilgrimage to Brihadeshwara temple in the state of TamilNadu in South India*. Sun  
257 Publishers. 12. Harsh Nevatia, M Harishrai . 2007. 1999. p. . (Urban Tourism and pilgrimage)

258 [Bar Doron and Cohen-Hatta ()] 'A New Kind of Pilgrimage: The Modern Tourist Pilgrim of Nineteenth Century  
259 and Early Twentieth Century Palestine'. Bar Doron , Kobi Cohen-Hatta . *Middle Eastern Studies* 2003. 39  
260 (2) p. .

261 [Shakiry ()] *Ashram Sprituality and religion*, Shakiry . 2001. p. . (sun publishers)

262 [Liebelt ()] 'Becoming Pilgrims in the 'Holy Land': On Filipina Domestic Workers' Struggles and Pilgrimages  
263 for a'. Claudia Liebelt . *The Asia Pacific Journal of Anthropology* 2010. 11 p. .

264 [Pravin ()] *Behavioural perspective of pilgrims and tourists in Banaras, India*, Pravin . 2003. p. . (Present)

265 [Mcwilliams ()] *Buddhist Pilgrim Buddhist Exile: Old and New Images of Retired Emperor Kazan in the*, Mark  
266 Mcwilliams . 1995. The University of Chicago Press. 34 p. .

267 [Collins-Kreiner et al. ()] *Christian Tourism to the Holy Land: Pilgrimage during Security Crisis*, N Collins-  
268 Kreiner , N Kliot , Y Mansfeld , K Sagi . 2006. Ash gate.

269 [Dallen et al. ()] J Dallen , Timothy , H O Daniel . *Tourism, Religion and Spiritual Journeys. London and*, (New  
270 York) 2006. Routledge.

271 [Samir ()] *Dissemination of cultural heritage and impact of pilgrim tourism at Ganga sagar Island*, Samir . 2006.  
272 p. . (mary publications)

273 [Libson and Muraleedharan ()] *Economic benefits of pilgrimage tourism, a case study of with special reference to*  
274 *Tanjur in TamilNadu*, K B Libson , K P Muraleedharan . 2002. Prince Publishers.

275 [Terry and Slater ()] *Encountering God: Personal Reflections on 'Geographer as Pilgrim*, R Terry , Slater . 2004.  
276 Blackwell Publishing: Area. 36 p. .

277 [Hunt Singer and Fernández-Giménez ()] Lynn Hunt Singer , María Fernández-Giménez . *Spiritual Pilgrims at*  
278 *Mount*, (Shasta, California) 2000.

279 [Arnab ()] *Impact of pilgrim tourism at Haridwar*, Arnab . 2010. p. . (hindustan publishers)

280 [Kamla-Raj ()] Kamla-Raj . *Impact of Pilgrim Tourism at Haridwar*, 2010. 2 p. .

281 [Inés Hernández-Ávila ()] *Mediations of the Spirit: Native American Religious Traditions and the Ethics of*  
282 *Representation*, Inés Hernández-Ávila . 1996. University of Nebraska Press. 20 p. .

283 [Ivakhiv ()] 'Nature and Self in New Age Pilgrimage, Routledge publications'. Adrian Ivakhiv . *Journal of*  
284 *Culture and Religion* 2003. 4 (1) p. .

285 [Poensgen ()] *Neue Entwicklungen des spirituellen Tourismus -Beispiele, Trends, and Orientierungen. Was it*  
286 *Spiritueller Tourismus Oder spirituelles Reisen?* In: *Ministerial für Wirtschaft und Arbeit von*, H Poensgen  
287 . 2006. p. .

288 [Josan ()] *Pilgrimage -A rudimentary form of modern tourism*, Ioana Josan . 2009. 4 p. .

289 [Priya ()] *Pilgrimage tourism; a sacred journey. The case study of ashram tourism*, S Priya . 2001. South India.  
290 p. .

291 [ ElanaC ()] *Promotion and development of cultural and pilgrimage tourism*, ElanaC . 2001. (Routledge)

292 [Shinde Kiran ()] *Quest for good governance; contribution and potential of religious institutions as stake holders*,  
293 A Shinde Kiran . 1999. p. .

294 [Religious Tourism and Pilgrimage Management. An international Perspective ()] *Religious Tourism and Pil-*  
295 *grimage Management. An international Perspective*, 2007. Cabi Publishers. p. .

296 [Murray ()] *Religious tourism and pilgrimage tourism management regional on South Indian perspective*, G  
297 Murray . 2002. p. .

298 [Rountree Goddess ()] Kathryn Rountree Goddess . *Pilgrims as Tourists: Inscribing the Body through Sacred*  
299 *Travel*, 2002. Oxford University Press. 63 p. .

300 [Bussing ()] *Spirituality ät, Krankheit und Heilung -Bedeutung und Ausdrucksformen der Spiritualität in der*  
301 *Medizin*, A Bussing . 2006. Frankfurt. California.

302 [Sommer and Saviano ()] *Spiritueller Tourismus: Religiöses Reisen in Deutschland*, A Sommer , M Saviano .  
303 2007. Berlin: Oxford University Press. 63 p. .

304 [Ostermann and Bussing ()] *Spiritualität and Gesundheit: Konzepte, Operationalising*, T Ostermann , A Bussing  
305 . 2007. Studienergebnisse, Vandenhoeck & Ruprecht.

306 [Cynthia ()] *Temples, donors, and gifts patterns of patronage in nineteenth century South India*, T Cynthia . 1996.

## 9 CONCLUSION

---

307 [Friedland and Hecht ()] *The Bodies of Nations: A Comparative Study of Religious Violence in Jerusalem and*  
308 *Ayodhya*, Roger Friedland , Richard Hecht . 1998. The University of Chicago Press. 38 p. .

309 [Subtelny ()] ‘The Cult of Holy Places: Religious Practices among Soviet Muslims’. Maria Eva Subtelny . *Middle*  
310 *East Journal* 1989. 43 (4) p. .

311 [Naithani ()] *The impact of pilgrim influx on Himalayan ecosystem?*, Naithani . 2002.

312 [ Aziz ()] *The journey; An overview of tourism and travel in the Arab/Islamic context*, Aziz . 1985. (Penguin  
313 publications)

314 [Jayashree and Gokhale ()] ‘The Sociopolitical Effects of Ideological Change: The Buddhist Conversion of  
315 Maharashtrian Untouchables’. B Jayashree , Gokhale . *The Journal of Association for Asian Studies* 1986. 45  
316 (2) p. .

317 [Timothy and Olsen ()] ‘Tourism, Religion and Spiritual Journeys, Routlegde Contemporary Geographies of  
318 Leisure’. Timothy , D Olsen . *Tourism and Mobility* 2006. 63 (4) p. .

319 [Rathod ()] *Tourism, Religion and Spirituality*, ; ? Rathod . 1999. Routledge Publications. p. .

320 [Paulla and Ebron ()] ‘Tourists as Pilgrims: Commercial Fashioning of Transatlantic Politics’. A Paulla , Ebron  
321 . *American Ethnologist* 1999. Blackwell Publishing. 26 (4) p. .

322 [Peter ()] ‘Volunteer tourism post modern pilgrimage in TamilNadu’. P D Peter . *Journal of Tourism and Cultural*  
323 *change* 2005. p. .