

The Study of Impact of Pilgrimage on Tourists Destination - A case study of Ozar Pilgrim Center in Pune District

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Abstract

The economy of the host region benefits greatly from tourism. It is extremely important in terms of economic growth and job creation. Tourism development has its own impact on the host region's economic, environmental, socio-cultural, and political development. It creates an opportunity for development of host country and communities. Tourism is a globally prominent socio-economic phenomenon that has grown to turn into one of the greatest sectors with cultural activities. For tourist destinations, it is very important and integral component of life. Every tourist place has its own unique characteristic such as scenic beauty, heritage monument, healthy climate, renowned architecture, biodiversity, religious importance, etc. Tourism has economic, physical and socio-culture impact on the host population of the destination.

Now a days tourism industry is one of the global, dynamic and largest developing economic sectors. It helps to initiate infrastructure development, foreign currency inflows, introduction of new educational and management experience, etc. This affects the economy positively and contributes to the social development too. Therefore, the present research paper highlights the major impacts of pilgrimage on physical, socio-cultural and economic aspects at Ozar Pilgrim center.

Introduction: - Tourism is one of the most important economic sectors in India. This sector contribution to national income and employment generation is a huge. It is the one of India's fastest growing industries. (Hajare and Hajare, 2013). It is very necessary to give attention towards the impacts of the pilgrimage to avoid and control the disadvantages and harmful impacts of pilgrimage and to promote the advantages and positive impacts of growth in tourism industry. The positive impact contributes to the welfare of the society, whereas negative impact contributes to harmful effect on society. The development of pilgrimage leaves there impact on environment, economic and socio-culture condition of tourist destination, this change is like a double-edged sword.

The relationship between environment and tourism is symbiotic. It will help to sustain tourism for tourist and host. For the future generation, it is essential to reduce harmful effect on environment along with host population. The responsibility of conserving the destination lies with the tourism planners. Tourism planners should ensure that tourism development would not destroy the attractive landscapes and delicate environment through over exploitation. Due to tourism growth two possible situations happens between environment and tourism. One is tourism sustained through harmony with nature, and second is overutilization of the natural landscape and environment by encouraging excessive number of visitors which will affect natural wealth adversely.

Objective: - Major objective of the study is to assess the Physical, Economic and Sociocultural impacts of Pilgrimage at Ozar Vigneshwar Ganpati Temple (One of the eight Ashtavinayak) in Junnar Tehsil of Pune district.

Study Region: - Ozar is situated in Junnar tehsil of Pune district resting on the banks of River Kukadi close to the backwater of Yedagaon dam. Ozar is 85 kilometres in North of Pune and about 9 kilometres north of Narayang Ozar are 85 kilometres north of Pune and about 9 kilometres North of Narayangaon. This place is on Pune-Nasik national highway.

Methodology :- The current research is based on primary along with secondary sources of information. Intensive field surveys were done to acquire primary data. Questionnaire and interview methods were used during field surveys. The Likert scale measures data regarding impacts of religious tourism and analysis is done. For the analysis of the attitude of community towards development of tourism, 151 residents were selected randomly from Ozar. For this measurement scale, total 27 variables are considered which reflects the effect of pilgrimage on locals. Among them 10 variables reflect physical facility impact, 9 variables reflects economic impact and 8 variables reflects socio-cultural impact of pilgrimage on resident. A set of questionnaire was design. Every response was graded on a seven-point "Likert Scale" ranging from - 3 to +3, with zero indicating no affect on the item as a result of the pilgrimage. For each attitude statement, there were seven possible responses. Strongly disagree, moderately disagree, disagree, uncertain, agree, moderately agree, and strongly agree are the options. The resulting seven-point scale (-3, -2, -1, 0 +1, +2, +3) might be used to determine an individual's overall attitude (-3, -2, -1, 0 +1, +2, +3). This technique gives us not only direction (agree - disagree) but also degree of promise to that response (Likert, 1932), (Ramotra, Potdar, 2009). In this research, the analysis of mean and standard deviation methods were used to find out the significant association between the residents attitude about the factor influencing the effect of tourism on selected pilgrims centers.

Discussion

1. Physical Impacts Indicators of Pilgrimage

Tourism development is dependent on the environment. The goal of tourism development is to conserve and improve the environment in a long-term manner. The natural and man-made environment's quality is used in the promotion and creation of the tourism destination's image. Tourism and the environment get along swimmingly. When the number of tourists and their level of consumption exceed the capacity of the environment, there is a negative influence on the environment. Protecting the environment by raising awareness among tourists, locals, and planners contributes to increased tourism.

Budowski (1976) identifies three different states of tourism's relationship with environmental conservation: "Conflict, co-existence and symbiosis". Middleton and Hawkins (1998) explained that, "on the one side, in terms of environment, the quality of natural resources such as landscape, air, sea, water, fresh water, and flora and fauna need to be conserved, while on the other hand, the magnificence of cultural resources are judged to have intrinsic value and are worthy of conservation".

For the assessment of impact of pilgrimage development on physical environment of the selected case study, the following parameters are taken into account.

1. Tourism damages the natural scenery
2. Tourism causes congestion and over crowding
3. Tourism increases pollution
4. Tourism creates the problem of pure and adequate water supply
5. Tourism causes problem of garbage disposal
6. Tourism causes strain on public services
7. Tourism adversely affects road conditions
8. Tourism creates need of separate parking place
9. Tourism is responsible for increase in numbers of shops
10. Tourism is responsible for the basic infrastructure development

1.1 Perception of Residents Response to Physical Impact of Pilgrimage

According to table 01 the host population of Ozar strongly agreed with statements that tourism creates the problem of pure and sufficient water supply (+2.37) and tourism causes problem of garbage disposal (+2.15). The local people moderately agree with statements that tourism is accountable for increase in numbers of shops (+1.89), tourism is responsible for the basic infrastructure development (+1.82), need of separate parking place (+1.70), tourism damages the natural scenery (+1.29). The local peoples are moderately disagreeing with statements that tourism adversely affects road conditions (-1.94) and tourism increases pollution (-1.19). The local people are slightly agreed with statements that tourism causes congestion and overcrowding (+0.98) and tourism causes strain on public services (+0.86).

Table 01 Views of Local Residents on Physical Impact of Pilgrimage at Ozar

Sr. No	Indicators	-3	-2	-1	0	1	2	3	Mean	SD
1	Tourism damages the natural scenery	1	15	15	0	9	98	12	1.29	1.52
2	Tourism causes congestion and over crowding	2	20	18	5	14	76	15	0.98	1.68
3	Tourism increases pollution	16	51	49	25	0	7	2	-1.19	1.24
4	Tourism creates the problem of pure and adequate water supply	0	3	0	0	3	73	71	2.37	0.82
5	Tourism causes problem of garbage disposal	1	2	2	1	10	80	54	2.15	0.96
6	Tourism causes strain on public services	0	8	28	25	23	48	18	0.86	1.47
7	Tourism adversely affects road conditions	98	16	12	0	4	17	3	-1.94	1.81
8	Tourism creates need of separate parking place	4	5	7	0	16	86	32	1.7	1.36
9	Tourism is responsible for increase in numbers of shops	0	2	2	3	35	69	39	1.89	0.95
10	Tourism is responsible for the basic infrastructure development	0	2	1	2	33	91	21	1.82	0.81

The local people of Ozar have an opinion that increasing number of pilgrims at destination creates various problems like pure and enough water supply, garbage disposal, increase in numbers of shops, parking place, damage of natural scenery, congestion and overcrowding and strain on public services. The residential of Ozar says that the tourism is not

responsible for bad road conditions and pollution and it helps for basic infrastructural development.

2. Economic Impact of Pilgrimage

Tourism activity has a significant impact on a tourist destination's economic development. It changes the economic structure of the tourist destination. Tourists spend their money in tourist destinations to consume and purchase a wide range of commodity and services. In most cases, tourism development has had a positive economic influence on the host population. The tourist industry has a large capacity for both direct and indirect job creation. This activity generates both direct and indirect revenue for the government. It is the largest foreign exchange earning sources of the host country. Tourism development is accountable for increase in basic amenities and it enlarges in the standard of living of local people. Tourism promotes infrastructure development, which aids in the enhancement of the host population's quality of life. The price of land and the local people's gross domestic product may rise because of tourism. Tourism has a favorable impact on the economy and contributes to the overall economic growth of tourist destinations (Venkatesh and Raj, 2016), (Ramotra, Potdar, 2009), (Ashfaq and Parveen, 2014).

For the assessment of Economic impact of Pilgrimage development on residents of the selected case study, the following parameters were taken into account.

1. Tourism development leads to increase in income
2. Tourism development helps to increase shopping opportunity
3. Tourism development helps to increase jobs and business opportunity
4. Tourism development lead to increase in land and housing cost
5. Tourism development affects prices of goods and services
6. Tourism development increase the demand for female labor
7. Tourism development affects the scarcity of goods during festivals
8. Tourism development lead to reduce open land around the temple site
9. Tourism development develops commercial view in local residents

2.1 Perception of Residents Response to Economic Impact of Pilgrimage

The host people of Ozar moderately agree with the statement that tourism development increase the scarcity of goods during festivals (+1.73), tourism development leads to increase in income (+1.71), tourism development lead to increase prices of goods and services (+1.47) and tourism development lead to increase in land and housing cost (+1.39). They also moderately agree with the statement tourism development developed commercial view in local residents (+1.39). They also moderately agree with the sentence that tourism growth helps to increase shopping opportunity (+1.37), tourism development increases the demand of female labor (+1.08) and tourism development helps to increase jobs and business opportunity (+1.07). The host people slightly agree with the sentence that tourism development lead to reduce open land around the temple site (0.64).

Table 02 Views of Local Residents on Economic Impact of Pilgrimage

Sr. No	Indicators	-3	-2	-1	0	1	2	3	Mean	SD
1	Tourism development leads to increase in income	3	4	2	4	22	92	23	1.71	1.17
2	Tourism development helps to increase shopping opportunity	0	10	1	7	47	76	9	1.37	1.13
3	Tourism development helps to increase jobs and business opportunity	7	12	10	4	45	46	26	1.07	1.66
4	Tourism development lead to increase in land and housing cost	4	6	14	7	30	50	39	1.39	1.56
5	Tourism development lead to increase prices of goods and services	1	6	8	9	36	62	28	1.47	1.29
6	Tourism development increase the demand of female labor	1	12	13	9	48	47	20	1.08	1.44
7	Tourism development increase the scarcity of goods during festivals	1	3	2	7	31	79	27	1.73	1.05
8	Tourism development lead to reduce open land around the temple site	3	17	27	9	36	44	14	0.64	1.63
9	Tourism development develops commercial view in local residents	1	2	16	13	16	91	11	1.39	1.22

The host people of Ozar have opinions that the increasing number of pilgrims at Ozar has increased scarcity of goods during festivals, income, land and housing cost, prices of commodity and services, commercial view in local residents, shopping opportunity, demand of

female labor and jobs and business opportunity. They also think that tourism development leads to reduction of open land around the temple site.

3. Socio-Cultural Impact of Pilgrimage

Tourism's socio-cultural influence is interrelated and results from the interaction between two distinct groups of individuals that is the tourist and neighborhood. This interaction may bring about a change in the norms and value of a society. Socio-cultural interaction between tourist and the host people results in a cultural exchange because they are from different cultural background. Socio-cultural differences support the tourism development. Tourism development leads to social alteration between host population and tourists. The social effect of tourism development refers to changes in quality of life of host people of tourist destination.

The socio-cultural effects of tourism on society vary by destination and are dependent on the kind of tourism, the attitude of the hosts, the tourist's background, and the place's strengths and weaknesses.

For the assessment of socio-cultural impacts of pilgrimage development on residents of the selected case study, the following parameters were taken into account.

1. Tourism development leads to increase in Population
2. Tourism development leads to increase in the quality of police protection
3. Tourism development leads to increase in strain on police protection
4. Tourism development leads to increase in crime rate
5. Tourism development leads to increase in commercialization of traditions and customs
6. Tourism development helps to change the standard of living
7. Tourism development leads to change in occupational structure
8. Tourism development leads to increase in epidemics

3.1 Views of local Residents Response on Socio-cultural Impact of pilgrimage

Table 03 Views of Local Residents on Socio- Cultural Impact of Pilgrimage

Sr. No	Indicators	-3	-2	-1	0	1	2	3	Mean	SD
1	Tourism development lead to increase in population	1	4	11	33	29	50	22	1.15	1.33
2	Tourism development lead to increase in quality of police protection	1	2	23	27	30	56	11	0.97	1.3
3	Tourism development lead to increase in Strain on police protection	4	11	12	74	21	18	10	0.27	1.33
4	Tourism development lead to increase in crime rate	11	21	32	79	5	2	0	-0.65	1.05
5	Tourism development lead to increase in commercialization of traditions and customs	3	4	8	57	15	46	17	0.89	1.38
6	Tourism development helps to increase the standard of living	0	0	0	6	38	83	23	1.82	0.73
7	Tourism development lead to change in occupational structure	0	0	9	12	47	58	24	1.51	1.04
8	Tourism development lead to increase in epidemics	2	20	7	121	0	0	0	-0.35	0.76

According to table 03 local people of Ozar are moderately agree with the statements that tourism growth assists to increase the standard of living (+1.82), tourism development brings changes in occupational structure (+1.51) and tourism development lead to increase in population (+1.15). Local people are slightly agree with the statements that tourism development increases quality of police protection (+0.97), tourism development helps to increase the commercialization of traditions and customs (+0.89) and tourism development lead to increases strain on police protection (+0.27). Local people are slightly disagree with the statements that tourism development increases the crime rate (-0.65) and tourism development increases the epidemics (-0.35).

The local people of Ozar express that the rising number of pilgrims at destination has increased their standard of living, population, quality of police protection, crime rate, commercialization of traditions and customs and strain on police protection. They also express that there is a change in occupational structure caused by tourism development. While they express tourism has very less impact on crime rate and epidemics.

Conclusion

Impact assessment is nothing more than a study of local people's views on the development of a tourist destination and the impact of tourism on their personal lives and on

the destination. Pilgrimage development has physical, economic, and socio-cultural consequences on the people who live in the area.

The impact of pilgrimage development on physical environment was assessed by choosing ten indicators. As per the study, the means of physical environment impact the residents of Ozar (+1.00) indicates that overall ten indicators have showed the moderate impact on physical environment at Ozar. The economic impacts are assessed with the help of nine indicators. As per the study there is a huge economic impact of Pilgrimage Development. As per the study, the means of economic impacts on the residents of Ozar (+1.31) indicate that overall nine indicators show the moderate economic impact. Socio-cultural impacts are assessed by using eight indicators. As per the study the means of socio-cultural impacts on the residents of Ozar (+0.70) indicate that overall eight indicators shows the slight impacts.

As per the impact of pilgrimage development on physical environment, the residents have stated that the increasing number of pilgrims causes the problems like congestion and overcrowding, pure and sufficient water supply, garbage disposal, strain on public services and pollution. As per the opinion of the residents, due to pilgrimage there are positive changes in the basic infrastructural development and numbers of shops at pilgrim destination.

In terms of the economic impact of pilgrimage on locals, it considered, the host population expressed that the increasing number of pilgrims increased their income, shopping opportunity, jobs and business opportunity, commercial view in local residents and scarcity of goods during festivals. As per the host population as a result of tourism cost of land and houses slightly increased. Overall indicator shows the positive impact because tourism boosts the economic expansion of the tourist destination.

In terms of socio-economic impact of religious tourism on host population of pilgrimage destinations if considered, they express their views that the increasing numbers of pilgrims have changes the standard of living, quality of police protection and population at the destination. According to the residents, occupational structure has been change due to tourism while tourism does not have impact on crime rate and epidemics.

Tourism has physical, economic and socio-cultural effect on the local environment of pilgrim destination, so the planners of tourist destination have to play a important role in minimizing the negative impacts.

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