



PILGRIMAGE TOURISM AS A TOOL FOR DESTINATION MARKETING AND SOCIO-ECONOMIC DEVELOPMENT IN KASHMIR

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Abstract

The present paper examines the perception of local residents about the influence of pilgrimage tourism on their socio-economic development. For this purpose, the Hazrathbal Shrine community located near Hazrathbal Dargah, Srinagar, Kashmir, has been selected. This work is a descriptive cum empirical approach to the host community's Economic and Social impacts on pilgrimage tourism. For this purpose, primary data is collected from 75 local residents with the help of a pre-tested structured interview schedule specially designed for the purpose. The method of purposive sampling has been employed for the selection of sample local residents. The analysis has been done with the help of ten selected variables by employing suitable statistical tools like Analysis of Variance (ANOVA) test.

Key words. *Tourism, Destination Marketing, Pilgrimage, Residents' Perceptions, Socio – economic impact.*

1. Introduction

In recent years, pilgrimage tourism has emerged as an important segment of the tourism industry across the world due to its strong religious, cultural, and economic significance. Pilgrimage refers to travel undertaken to places of sacred or spiritual importance, usually motivated by faith, devotion, and the search for spiritual fulfilment. It is considered one of the oldest forms of human mobility and remains an important component of religious tourism in many parts of the world.

The Government of India has also recognised the growing importance of pilgrimage tourism and has taken initiatives to promote and develop pilgrimage destinations through planned tourism development. Schemes such as PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) reflect the policy importance given to pilgrimage sites in improving visitor experience, destination development, and local economic opportunities. The Ministry of Tourism also acknowledges that pilgrimage tourism plays a major role in strengthening domestic tourism in India.

From a developmental perspective, pilgrimage destinations often become centres of local economic activity, where tourism creates both direct and indirect benefits for residents. It helps generate income through transport, accommodation, food services, retail trade, handicrafts, guiding services, and informal employment. At the same time, the increasing movement of pilgrims can also influence the physical, social, and economic environment of the destination. Therefore, pilgrimage tourism should not be viewed only as a spiritual activity, but also as an important driver of local socio-economic development and destination growth.



In this context, Kashmir holds significant potential for pilgrimage tourism due to the presence of several important religious sites that attract large numbers of devotees and visitors. Such destinations not only hold spiritual importance but also contribute to the livelihood and well-being of the local population. Hence, it becomes important to examine how pilgrimage tourism influences the socio-economic conditions of local residents and contributes to tourism development in the region.

2. Pilgrimage tourism in Kashmir

Pilgrimage tourism is an important part of tourism development in Kashmir, contributing to employment, local income, cultural preservation, and regional growth. The region is home to several important religious sites and attracts a large number of pilgrims and tourists every year due to its spiritual importance and scenic beauty. Among these, the Hazratbal Shrine in Srinagar is one of the most revered Muslim shrines in Kashmir, located on the banks of Dal Lake and known for preserving the sacred relic *Moi-e-Muqqadas*. The shrine attracts large numbers of devotees, especially during Friday prayers and religious occasions, and plays an important role in supporting local economic and tourism activities.

3. Literature Review

Studies show that pilgrimage tourism is not only a spiritual activity but also an important contributor to employment generation, local business growth, and destination development. **Agalappa (1997)** tried to analyze the impact of pilgrimage tourism on natural condition like Air, Water, Noise and land, biological and socio – economic environment. The study reveals that socio- economic structure of the locality gets improved due to pilgrimage tourism. The study found that the quality of life would be improved due to generation of employment opportunities, income and infrastructure facilities.

Baby (2003) conducted a project work and prepared a report entitled “Economic impacts of Sabari Pilgrimage with special reference to the households in Erumely Grama Panchayat”. The researcher emphasized the importance of Erumely in Sabari pilgrimage. The households of Erumely Grama Panchayat during the off season engaged in Agriculture activities to earn their livelihood. During pilgrim seasons a paradigm shift in the occupation pattern of the households. They become engaged in activities related with pilgrim seasons. From the study the author found that Erumely is an industrially backward panchayat. It is suggested by the researcher that the authorities should give more attention to basic amenities, invite private investment in the development of Roads, hotels, parks etc and create awareness among the devotees about the eco- system. Sabari pilgrimage has the potential in improving the economic condition of the households and agencies.

Libinson (2008) has conducted a study to find how the pilgrimage tourism helps in providing economic benefits to the local residents of Pandalam rural area. The researcher framed an empirical study. The basic aim of the study is to ascertain the economic benefits obtained by the local community from the Sabarimala pilgrimage. The Study also attempted to examine the impact of sabarimla pilgrimage on the standard of living of the people in Pandalam locality. The study is undertaken in two dimensions like pilgrimage and non - pilgrimage seasons. The study revealed that there is an increase in the income level and employment opportunities during pilgrimage seasons. This ultimately leads to higher standard of living.



Nsizwazikhona Simochili (2015) studied the perception and attitude of local community towards the impacts of tourism and its sustainable development. It was clear from study that the local community plays a crucial role in sustainable tourism development. Sustainable development of tourism means, developing the tourism sector without harming the environment. Poverty alleviation is done through sustainable development. The study is exploratory in nature. And a qualitative approach is adopted to collect primary data. Social exchange theory is used by the researcher because the study is social in nature and there is a social interaction. The result of the study reveals that tourism provides ample opportunities for the local communities. But residents have negative attitude towards social economic impact. There is no sustainable tourism development in Empophomeni and the local people were dissatisfied due to this factor lack of proper safety and security is the main issue that disturbed the local community most of the respondents are favorable towards tourism, since it fails to provides socio economic changes in the Empophomeni community.

4. Research questions

The present paper attempts to investigate the following major two research questions.

- What are the perceptions of the Local residents In Hazrathbal Shrine on Socio – Economic due to Pilgrimage Tourism ?
- Does the Local Residents of Hazartbal shrine get benefit due to pilgrimage Tourism?

5. Objectives of the study

The main objective of the paper is to examine the perception of local residents on socio economic due to pilgrimage tourism in Hazarathbal Shrine Srinagar.

6. Hypothesis

H₀: There is no significant difference among the local Residents in respect of their perception towards socio-economic aspects of pilgrimage tourism.

H₀: There is no significant difference among the local residents on the basis of demographic variables.

7. Research Methodology and Database

The present study has been designed as a descriptive in nature. The study made use of both primary and secondary data. The secondary data for the study has been collected from various sources viz. Journals, Articles, Annual reports, Magazines, dissertations, published and unpublished thesis and from various websites. Since most of information necessary to fulfill the objectives is not available from secondary data, the study is mainly based on primary data collected through the sample survey among the Local residents who are staying nearby Hazrathbal shrine using a structure and pre-tested interview schedule.

8. Sample Design

Purposive sampling method was used for selecting the sample Residents for the study. For the study a total of 75 Residents were selected who are staying nearby Hazrathbal shrine.

9. Pretest and Pilot study

Before starting the collection of data a pilot study was conducted among 25 respondents and pretested and effected suitable modifications. Thereafter, the interview schedule was subject to reliability tests also. After the reliability test, certain changes were made and final interview schedule



was drafted. The interview schedule was highly reliable more than .70 of reliability was found according to the test of cronbach Alpha. Most of the information required for the study is qualitative in nature. Five point likert scaling technique was used for quantify various data necessary for the study.

10. Tools for Data Analysis

The data collected from the respondent has been classified, tabulated and analyzed by applying statistical tools and technique like t- test, ANOVA, Mann- Whitney U test, Kruskal- Wallis H test.

11. Variables used for the study

The following the variables have been analysed to accomplish the objectives of the study.

- Business opportunity
- Local product Demand
- Job opportunity
- Income level
- No of Restaurants
- No of Hotels
- Better living Opportunity
- Transport facility
- Price of land and building
- No of Hospitals

12. Results of the Analysis and Discussion

A. Comparison of Social- Economic influence among Local Residents Based on Age group

H₀: There is no significant difference among the local Residents of different Age groups in respect of their perception towards Social Economic Development due to Pilgrimage Tourism.

Table 1: Age wise comparison of Social Economic Influence

Age Group	N	Mean	Std. Deviation	F	Sig. value
20-30	33	26.12	5.716	0.19	0.981
30-40	20	26.35	6.548		
Above40	22	26.41	5.404		
Total	75	26.27	5.783		

Source: Primary Data.
 5% Level of Significance

The above table shows that the descriptive statistics and values of ANOVA results between the different Age groups respondents with their perception towards various social economic development aspects of Hazratbal shrine. The test results shows a significance value of 0.981, which is > 0.05 therefore failed to reject the null Hypothesis. And it is clear that there is no significant difference between different age groups of the respondents with their opinion towards the various social economic development aspects of Hazratbal shrine. The results exhibited in the above table indicates that the respondents belongs to Age group above 40 shows



Mean Value (26.41) which is highest among all the Age groups and standard deviation (5.404) they are agreeing that Pilgrimage tourism is bringing more development in there residents area.

B. Comparison of Social- Economic influence among local residents Based on education Qualification

H₀: There is no significant difference among the local Residents of different Education groups their perception towards Social Economic Development due to Pilgrimage Tourism.

Table 2: Education wise comparison of Social Economic Influence

Education	N	Mean	Std. Deviation	F	Sig. value
SSLC	21	27.76	4.253	1.215	0.311
Plus two	28	25	5.416		
Degree	19	25.79	6.868		
PG	7	28.14	7.647		
Total	75	26.27	5.783		

Source: Primary Data.
 5% Level of Significance

The above table shows the difference among local residents according to their educational qualification with respect to their perception towards various social economic development of Hazratbal shrine. The test results shows that p value is 0.311 > 0.05, therefore the null hypothesis is accepted. Thus it is clear that there is no significant difference between different Education groups of the respondents with their opinion towards the various social economic development of Hazratbal shrine.

C. Comparison of Social- Economic influence of Local Residents Based on Occupation status

H₀: There is no significant difference among the local Residents of different Occupation groups towards their perception towards Social Economic Development due to Pilgrimage Tourism.

Table 3: Occupation wise comparison of Social Economic Influence

Occupation	N	Mean	Std. Deviation	F	p value
Employee	12	23	5.099	2.121	0.105
Business	42	27.52	5.977		
Profession	3	25.33	4.726		
Others	18	25.67	5.292		
Total	75	26.27	5.783		

Source: Primary Data
 5% Level of Significance

The above table reveals that that the p value is 0.105 which is greater than 0.05 therefore the null hypothesis that there is no significant difference among the local Residents of different Occupation groups towards their perception towards Social Economic Development due to Pilgrimage Tourism can be accepted. Thus, it is clear that there is no significant difference among different occupation groups of the respondents regarding their opinion on the various social economic development of Hazratbal shrine.



D. Comparison of Social- Economic influence of Local Residents Based on their Income

H₀: There is no significant difference among the local Residents of different income groups towards their perception towards Social Economic Development due to Pilgrimage Tourism.

Table 4: Income wise comparison of Social Economic Influence

Income	N	Mean	Std. Deviation	Std. Error	F	p value
Up to 1 lakh	17	28.41	7.036	1.707	1.662	0.197
1 lakh to 2 lakh	17	25.06	5.618	1.362		
Above 2 lakhs	41	25.88	5.168	0.807		
Total	75	26.27	5.783	0.668		

Source: Primary Data.
 5% Level of Significance

Table 4 gives the descriptive statistics and values of ANOVA results between the different income groups of respondents with their opinion towards various social economic development of Hazrathbal shrine. The test results show a significance value $0.197 > 0.05$ so therefore accept the null hypothesis and it is clear that there is no significant difference among different income groups of the respondents with their opinion towards the various social economic development of Hazratbal shrine.

E. Comparison of Socio - Economic influence of Local Residents Based on Period of stay

H₀: There is no significant difference among the local Residents of different Period of Stay groups towards Socio - economic Development due to Pilgrimage Tourism.

Table 5: Period of Stay wise comparison of Socio- Economic Influence

Tenure stay	N	Mean	Std. Deviation	Std. Error	F	p value
Below 10 years	19	25.84	5.439	1.248	3.288	0.043
10 to 20 years	15	23.27	6.041	1.56		
Above 20 years	41	27.56	5.532	0.864		
Total	75	26.27	5.783	0.668		

Source: Primary Data.
 5% Level of Significance

The results of the ANOVA test depicted in the table 5 reveals that the Significance value of p is 0.043 which is less than 0.05 therefore the null hypothesis is rejected. This indicates that significant difference exist among the different tenure stay groups of the respondents with their opinion towards the various socio- economic development of Hazratbal shrine.

The opinion on Socio- economic development aspects due to pilgrimage tourism based on different aspects has been collected. The weighted index (WI) for each Variable has been calculated and ranked the one with maximum WI as the top ranked statement. For calculating WI, weight 1 is assigned. It is shown in Table 6.



Table 6: Ranking on various Socio- Economic Development Aspects

Statement on economy	WI	Rank
Increased job Opportunity	2.01	5
Rise in the household income	2.05	7
Provide better living opportunity	1.93	9
Rise in price of goods and services	2.04	6
Increased number of hotels and restaurants	1.99	8
Increased number of buildings and flats	2.2	3
Increased retail outlets	1.8	11
Increased demand for local products	2.09	4
Improved transportation facilities	1.75	10
Development of real estate business	2.39	2
Increases in business opportunities	1.99	8
Increase in price of land and housing	1.47	12
Employment of local youth	2.56	1

Source: Primary Data

The Table 6 exhibits the results of analysis regarding ranking of the perception of residents on various variables of social economic development aspects. Employment of local youth ranked first with the highest weighted index (2.56). The table exhibits that II rank item is Development of real estate business (WI score 2.39). III rank goes to increased number of building and flats with WI (2.2) followed by increased demand of local products weighted index (2.08). Increase in the price land and building ranked the last.

F. Comparison of Socio- Economic influence of Local Residents Based on Gender

H₀: There is no significant difference among local Residents in respect of their perception towards Socio - Economic Development due to Pilgrimage Tourism according to Gender.

Table 7: Socio- Economic Influence among Local Residents Based on Gender

Economic factors	Gender	N	Mean Rank	Z(M-W)	P value
Increased job opportunity	Male	71	38.55	-0.997	0.319
	Female	4	28.25		
Rise in the household income	Male	71	37.94	-0.106	0.916
	Female	4	39.00		
Provide better living opportunity	Male	71	39.06	-1.907	0.057
	Female	4	19.25		
Rise in price of goods and services	Male	71	37.59	-0.751	0.452
	Female	4	45.25		
Increased number of hotels and restaurants	Male	71	38.68	-1.221	0.222
	Female	4	26.00		
Increased number of buildings and flats	Male	71	38.51	-0.922	0.357
	Female	4	28.88		
Increased retail outlets	Male	71	37.37	-1.141	0.254
	Female	4	49.25		
Increased demand for local products	Male	71	38.07	-0.127	0.899



	Female	4	36.75		
Improved transportation facilities	Male	71	39.27	-2.35	0.019*
	Female	4	15.50		
Development of real estate business	Male	71	38.80	-1.403	0.160
	Female	4	23.75		
Increases in business opportunities	Male	71	37.78	-0.39	0.696
	Female	4	41.88		
Increase in price of land and housing	Male	71	38.35	-0.682	0.495
	Female	4	31.75		
Employment of local youth	Male	7	31.75	-0.589	0.556
	Female	4	32.13		

Source: Primary Data

* Significant at 5% Level

It is evident from the Table 7 that significant difference exists between males and female category of residents in the case of variable ‘improvement in transportation facility’. In this case the mean rank is 39.27 among male residents and 15.50 among female group. As the p value is .019 which is less than 0.05, we can reject the null hypothesis. But no significant difference exists between male and female residents in the case of other variables since the p value is more than 0.05 and hence the null hypothesis may be accepted.

G. Comparison of Socio- Economic influence of Local Residents Based on Education Qualification

H₀: There is no significant difference among the local Residents of different Education levels regarding their perception towards Socio-economic Development due to Pilgrimage Tourism.

Table 8: Socio- Economic influence among Local Residents based on Education

Economic factors	Education	N	Mean Rank	Chi-Square	P value.
Increased job opportunity	SSLC	21	43.88	11.104	.011*
	plus two	28	28.25		
	degree	19	41.92		
	PG	7	48.71		
Rise in the household income	SSLC	21	38.43	2.231	.526
	plus two	28	36.68		
	degree	19	35.79		
	PG	7	48.00		
Provide better living opportunity	SSLC	21	37.74	5.427	.143
	plus two	28	32.21		
	degree	19	42.76		
Rise in price of goods and services	PG	7	49.00	4.237	.237
	SSLC	21	32.79		
	plus two	28	42.41		
	degree	19	40.24		
Increased number of hotels and	SSLC	21	45.14		



restaurants	plus two	28	37.61	4.768	.190
	degree	19	31.32		
	PG	7	36.29		
Increased retail outlets	SSLC	21	40.40	4.595	.204
	plus two	28	36.50		
	degree	19	32.76		
Increased number of buildings and flats	PG	7	51.00	5.440	.142
	SSLC	21	43.90		
	plus two	28	40.23		
Increased demand for local products	degree	19	30.05	2.021	.568
	PG	7	32.93		
	SSLC	21	38.83		
Development of real estate business	Plus, two	28	40.45	4.803	
	degree	19	32.45		
	PG	7	40.79		
Increases in business opportunities	SSLC	21	37.31	5.840	.120
	Plus, two	28	39.00		
	degree	19	34.26		
Increase in price of land and housing	PG	7	46.21	3.953	.267
	SSLC	21	45.19		
	Plus, two	28	31.25		
Employment of local youth	degree	19	39.00	12.455	.006*
	PG	7	40.71		
	SSLC	21	49.76		
	Plus, two	28	30.75		
	degree	19	39.66		
	PG	7	27.21		

Source: Primary Data

* Significant at 5% Level

The results of the Kruskal-Wallis test depicted in table 8 reveals that the statistical value of p is 0.011 which is less than 0.05 and hence we can reject the null hypothesis for the variable increased job opportunity. It means that significant difference exists between the different formal education groups. Mean ranks for SSLC (43.38), Plus two (28.25), degree (41.92), and PG (48.38), plus two categories are in more agreement than the other education categories. Subsequently significant difference was identified in the case of 'employment of local youth' between education levels; PG categories are in more agreement than other education categories. The p value is 0.006 which is < 0.05 . Therefore, the null hypothesis can be rejected. In the case of other variables, the null hypothesis can be accepted.



H. Comparison of Socio-Economic influence of Local Residents Based on Income wise

H₀: There is no significant difference between among the local Residents of different income Groups towards Social Economic Development due to Pilgrimage Tourism.

Table 9: Social Economic Influence among local residents based on Income

Economic factors	Income	N	Mean Rank	Chi-Square	P value.
Increased job opportunities	up to 1 lakh	17	38.00	1.127	.569
	1 lakh to 2 Lakh	17	31.76		
	above 2 lakh	37	37.03		
Rise in the household income	up to 1 lakh	17	42.09	2.486	.288
	1 lakh to 2 Lakh	17	35.12		
	above 2 lakh	37	33.61		
Provide better living opportunity	up to 1 lakh	17	40.21	4.604	.100
	1 lakh to 2 Lakh	17	27.50		
	above 2 lakh	37	37.97		
Rise in price of goods and services	up to 1 lakh	17	39.71	2.176	.337
	1 lakh to 2 Lakh	17	30.53		
	above 2 lakh	37	36.81		
Increased number of hotels and restaurants	up to 1 lakh	17	39.62	2.074	.354
	1 lakh to 2 Lakh	17	30.50		
	above 2 lakh	37	36.86		
Increased retail outlets	up to 1 lakh	17	46.26	6.372	.041*
	1 lakh to 2 Lakh	17	32.18		
	above 2 lakh	37	33.04		
Increased number of buildings and flats	up to 1 lakh	17	38.59	.411	.814
	1 lakh to 2 Lakh	17	34.82		
	above 2 lakh	37	35.35		
Increased demand for local products	up to 1 lakh	17	40.26	3.869	.144
	1 lakh to 2 Lakh	17	40.97		
	above 2 lakh	37	31.76		
Improved transportation facilities	up to 1 lakh	17	37.74	1.314	.519
	1 lakh to 2 Lakh	17	31.47		
	above 2 lakh	37	37.28		
Development of real estate business	up to 1 lakh	17	37.44	.347	.841



	1 lakh to 2 Lakh	17	37.44		
	above 2 lakh	37	34.68		
Increases in business opportunities	up to 1 lakh	17	40.06	1.075	.584
	1 lakh to 2 Lakh	17	35.91		
	above 2 lakh	37	34.18		
Increase in price of land and housing	up to 1 lakh	17	43.06	4.777	.092
	1 lakh to 2 Lakh	17	29.76		
	above 2 lakh	37	35.62		
Employment of local youth	up to 1 lakh	17	34.76	.093	.955
	1 lakh to 2 Lakh	17	36.59		
	above 2 lakh	37	36.30		

Source: Primary Data

*Significant at 5% Level

The test results of the Kruskal-Wallis test in Table 9 show that in the case of variable namely, increased retail outlet the statistical value of p is 0.041 which is less than 0.05. This means that significant difference exists among different income groups of respondents with income level of above 1 lakh are agreeing than others that pilgrimage tourism is bringing more retail outlets which helps in development residents area. Therefore, null hypothesis is rejected. In the case of other economic aspect variables the statistical value of p is > 0.05. Hence it can be concluded that the mean scores of various determinants of perception of residents are same for different income groups of residents. In other words, null hypothesis can be accepted.

I. Comparison of Social- Economic Development of Local Residents Based on Period of Stay.

H₀: There is no significant difference among the local Residents based on Period of Stay towards Social Economic Development due to Pilgrimage Tourism.

Table 10: Social Economic Influence based on Period of Stay

Economic factors	Time of Stay	N	Mean Rank	Chi-Square	P value
Increased job opportunities	below 10 years	19	40.61	5.689	.058
	10 to 20 years	15	26.93		
	above 20 years	41	40.84		
Rise in the household income	below 10 years	19	37.58	4.799	.091
	10 to 20 years	15	28.73		
	above 20 years	41	41.59		



Provide better living opportunity	below 10 years	19	44.55	5.024	.081
	10 to 20 years	15	28.93		
	above 20 years	41	38.28		
Rise in price of goods and services	below 10 years	19	40.03	.278	.870
	10 to 20 years	15	36.83		
	above 20 years	41	37.49		
Increased number of hotels and restaurants	below 10 years	19	31.32	3.701	.157
	10 to 20 years	15	36.00		
	above 20 years	41	41.83		
Increased retail outlets	below 10 years	19	43.50	3.070	.215
	10 to 20 years	15	31.23		
	above 20 years	41	37.93		
Increased number of buildings and flats	below 10 years	19	32.84	1.901	.387
	10 to 20 years	15	37.43		
	above 20 years	41	40.60		
Increased demand for local products	below 10 years	19	38.24	.844	.656
	10 to 20 years	15	33.83		
	above 20 years	41	39.41		
Improved transportation facilities	below 10 years	19	41.82	1.303	.521
	10 to 20 years	15	39.27		
	above 20 years	41	35.77		
Development of real estate business	below 10 years	19	35.71	5.241	.073
	10 to 20 years	15	28.53		
	above 20 years	41	42.52		
Increases in business opportunities	below 10 years	19	33.58	3.492	.175
	10 to 20 years	15	32.67		
	above 20 years	41	42.00		



Increase in price of land and housing	below 10 years	19	38.53	.022	.989
	10 to 20 years	15	38.00		
	above 20 years	41	37.76		
Employment of local youth	below 10 years	19	31.63	10.129	.006*
	10 to 20 years	15	27.60		
	above 20 years	41	44.76		

Source: Primary Data.

*Significant at 5% Level

Table 10 exhibits the Kruskal-Wallis test results on the perception of local residents towards pilgrimage tourism. It has been found that there is significant difference in perception about ‘employment of Local youth’ according to the stay duration, mean score of below 10 years (31.63), 10 to 20 years (27.60), above 20 years (44.76), those who are staying 10 to 20 years are more favorable than others. Here p value is calculated 0.006 which is <0.05 and hence null hypothesis can be rejected. In the case of other variables it is found that the p value is $<$ than 0.05 and therefore the null hypothesis is accepted.

Conclusion and Implications

- The pilgrimage destination of Hazrathbal Shrine now became an established pilgrimage centre. It has gained social importance in the sense that it creates a feeling of unity and promotes communal harmony among followers of different religion. It creates numerous direct and indirect employment opportunities to the local residents. Further, the local residents nearby Hazratbal shrine have different socio economic background.
- It is found that most of the aspects regarding the socio- economic development of residents’ perception on Pilgrimage tourism show a positive approach. It clearly indicates that pilgrimage tourism helps them in improving their socio- economic aspects by the way of providing more jobs, business opportunities, household income is being increased in the residential area, improvement in the Infrastructure such Roads and others amenities etc. of Hazratbal Shrine area.
- There is no significance difference between male and female local residents in respect of their perception towards socio - economic influence due to pilgrimage tourism in Hazrathbal shrine.
- The comparison of residents based on age, education qualification, occupation, annual income with respect to their perception towards socio - economic development due to pilgrimage tourism in Hazrathbal shrine revealed that there is no significant difference in age, education, occupation, and annual income wise perception towards socio – economic influence.
- The analysis of ranking of various socio - economic aspects of local residents, employment of local youth ranked the first (Weight index 2.56), followed by development of real estate business (WI score 2.39), increased number of building and flats (with WI 2.2) and increased job opportunity (WI 2.01).



- On the basis of above stated findings, the following implications are presented for improving the present situations in Hazrathbal shrine.
- While framing new strategies and policies in planning and development of pilgrimage tourism by the Government authorities, the local Residents in the Hazrathbal shrine spot should be allowed to participate, so that they can bring new ideas, support and influence the decision and in turn be part of it. In Hazrathbal shrine the facilities like bathroom, toilets, Drinking water facilities, sanitation, etc. may be improved by introducing modernization.
- The Hazrathbal shrine authorities should undertake activities for local residents' benefits by promoting the sale of local products, popularizing local arts and crafts, providing employment opportunities. Such initiatives create a positive attitude among the local residents. The system of feedback from the residents can be collected and steps may be taken to measures to minimize their grievances. It will motivate the residents to express their feeling or problems easily.

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