

## EMERGENCE OF A NEW MARKET IN THE ECONOMY THROUGH SPIRITUAL TOURISM

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### ABSTRACT

*The Indian culture is comprised of its people, customs, tradition, heritage, cuisines, languages, music, literature, art and whatnot everything is special in this 'land of gods'. The Indian culture is quite different from that of western. In Indian culture we give emphasis to personal relationship, family, respect, giving, spiritualism, team spirit, marriage. The Indian culture from ages is preaching dharma, karma, moksha, Artha.....it makes us believe and apply the values in our regular phenomenon. The Indian families on any part of the world would respect and will follow the Indian value. Also our Indian managers though being on the higher position will apply the preaching's of Bhagwad gita, Bible, Kuran, Guru Granth Saheb into the corporate world as well. The Indian culture is acclaimed by western countries. The foreigners are mostly impressed by the Indian culture and most of them once visited any pilgrimage, decided to settle down there. This paper emphasizes on understanding how "spiritual tourism" is helping in building vibrant & strong international cultural relationships with other countries.*

*Keywords: Spritual, tourism, religions.*

### Introduction:

Spiritual tourism is a tourism that is motivated by faith or religious reasons has been in evidence for centuries (Sharply and Sundram, 2005). In more recent times, however, it has been suggested that modern tourism has become the functional and symbolic equivalent of more traditional spiritual practices, such as festivals, pilgrimages, yoga and holy places.

Even under the world recessionary days India stood strong and faced the challenge with her grace. India took years to establish herself economically and to shift her image from a poor nation to rich nation. And this shift is mainly because of the growing Tourism Industry. Once during chief minister conference held on October 30<sup>th</sup> 2001, Mr.Atal Bihari Vajpayee stated- "Tourism is a major engine of economic growth of any country. Tourism has great capacity to generate employment of diverse nature to unskilled and skilled labor". And that was the

time when India needed it the most. The international culture relation of India is major dependent on “TOURISM”.

**Objective of Study:**

1. To understand the role of tourism in establishing international cultural relation of India.
2. To find out the limitations for the same.

**Research Methodology**

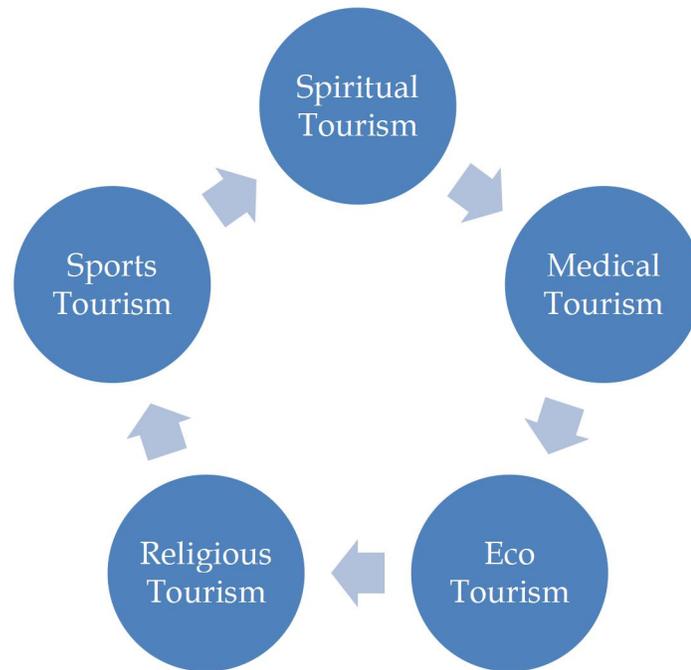
The study is completely based on secondary data and observation of tourists visiting India for Spiritual purposes.

**Tourism:**

Spiritual holidays seek to address the interdependence of physical, emotional, mental and spiritual, often referred to as ‘mind, body and spirit’. Inextricably connected, dynamic balances of all three are seen as essential for wellbeing. Spiritual tourism is a more abstract, multi-faith and eclectic one in which tourists seeks meaning, engagement and peace through According to FHRAI, there has been the consistent growth in international arrivals and travelers visiting India. According to World Tourism Organization (WTO), international tourist inflow in India is expected to grow 6.5% CAGR, which means increase in tourist arrivals to 6.0 mn in 2010 and 10mn by 2020.

Tourist in India visits for various reasons. To promote tourism various areas are considered. Previously foreign tourists used to visit India only for its monuments, heritage and pilgrimage but now the tourism in India has reached to the higher levels. The tourism in India has got its edge more because of the above new areas of tourism.

**The contents of Tourism in India are:**



Sources: From a book on Health, Spiritual & Heritage Tourism

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### **Medical Tourism**

The growing medical facilities, technology advancement, treatment through naturopathy are what more fascinates foreign tourist.

### **Sports Tourism**

The sports tourism is also the new areas of tourism. Tourists visit India to watch matches, cheer their favorite teams in different sports IPL cricket, Common Wealth games, Football matches and now Formula one.

### **Eco-tourism**

Eco tourism is mainly the flora, fauna, cultural heritage are the main attraction. Ecotourism includes which includes program which minimizes the adverse effects of tourism on natural environment.

### **Religious Tourism**

Religious tourism is a very old area of tourism where people travel individually or in groups for pilgrimage. Religious tourist visits holy cities and holy sites to visit the shrines.

### **Spiritual Tourism**

Spirituality is a refined state of mind. Spirituality means having deep feelings & belief including a person's sense of peace, purpose, connection to others, and beliefs about the meaning of life. Spirituality includes introspection. Spirituality comes within. And due to today's difficult and complex lifestyle people are more adhering to spirituality. Spirituality doesn't mean to be superstitious. Spirituality even differs from religion. A person could be spiritual but not necessarily religious. Spirituality helps to bring the integration between mind & body, helps to develop the positive attitude towards others as well as toward one self. In India most of foreign tourist finds that peace of mind. In India there are lots of spiritual centers which help in attaining salvation (moksha).

### **Yoga, Meditation & Spirituality**

The word yoga means union. Yoga unites our soul with the supreme power. Yoga is the ancient technique used by sages, gurus to keep their mind and body pure. To stay fit and healthy they used to practice yoga. Yoga uses different postures using hands and legs, breathing exercises. Yoga helps individual to develop a sense of physical, mental & emotional as well as spiritual well being. As the true origin of Yoga is from India hence the foreign tourist visits India the most for Spirituality. Meditation is concentration. By mediation they can face life in a better manner because then their mind will be balance, harmonious. The mind will be purified and balanced one, full of love, compassion, healthy detachment, goodwill & joy.

### **Yoga in Indian Tourism**

India is known to be as Yoga Bhoomi and the gateway to heaven. For more than thousand years now the yoga & meditation helped in healing & medicinal practices through naturopathy, ayurveda. People from all over the world are turning to India for guidance towards a more spiritually satisfying way of life.

## **Conclusion:**

Religion has been an integral motive for undertaking journeys and is usually considered oldest form of non economic travel (Jackowski & Smith, 1992). Every year millions of people travel to major pilgrimage destinations around the world both ancient and modern origin (Timothy & Olsen, 2006). There is small but important literature that focuses on the characteristics and travel pattern of religiously motivated tourists. Spiritual tourism faces challenges related to authenticity, practice, regulation and management, as well as definition problems and categorisation challenges. Consumers and the industry alike currently experience confusion as to what spiritual tourism is. In the short term, its true meaning is unlikely to become any clearer, as 'spirituality' becomes a commercial buzzword, and hotels get into the game. They caution that finding a balance between provisions of care, economic development, and meeting the needs of a diverse set of consumers in an erratic world will prove an enormous challenge. The study had helped to understand that India inspite of all odds like terrorist's attacks, Indo-Pak relations, and the country is still the hot spot destination for tourist. The India's international relationship is going strong mainly because of tourism which is at the same time helping country to be economically more strong and stable. India now emerged as most vibrant economy in the world.

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