

## A Study on Impacts of Pilgrimage Tourism with Respect to Annavaram Satya Narayana Swamy Temple in Andhra Pradesh

Dadakalandar U\* and Sujatha P

Department of Tourism Management, Vikrama Simhapuri University, Nellore, India

### Abstract

Tourism is one of the Growing industry in this world as remaining industries. Tourism industry is the major or primary wealth generation industry for so many countries. In India also tourism industry is one of the fastest growing sector and increase its contribution towards countries' economy. It has its own impacts on environment, economic and socio-cultural aspects of people in this country. There are different types of tourism both in the world and in India. But with respect to India pilgrimage tourism is age old type and it is one of the major player in generating income and creating several environmental, economical and socio-cultural impacts in society. The present study address the opinions of pilgrim tourists (Annavaram Satyanarayana Swamy Temple in Andhra Pradesh) regarding the impacts of environment, economic and socio-cultural aspects in that area. For this researcher used structured questionnaire method to collect opinions and used ANOVA & t-test as statistical methods to understand the impacts of pilgrimage tourism.

**Keywords:** Demographic; Pilgrimage tourism; Environmental impacts; Economic impacts; Socio-cultural impacts

### Introduction

Tourism is one of the Growing Sector in Indian Market. It has a wider, scope to expand various Tourism activities and to satisfy The Tourists. In India There are different colourful culture, beautiful land scapes, rich history and breath taking architecture. India was receiving 3 million foreign Tourist arrivals each year. It will be included to 15 million Tourists visiting by 2025. It gives 10 millions of employment opportunities and generating billions of dollars each year.

In 2017, Tourism Industry generated 230 billion in Indian Market. It occupy the 9.4 percent of the country gross domestic product. Tourism and hospitality sector is one of the Top 10 service sector in Indian Economy. India projected to make the world's Top 5 Business Travel markets by 2030 and Its Tourism Industry predicted to generate 490 billion per year by 2028.

Indian Government is attract The International hotel chains and foreign spending in an effort to continue growing The Nation's economy. The Government signed a 40 million loan agreement with the world bank for a Tourism development project. In India 2018-19 budget for the country allots nearly 200 million for the development of Tourist Circuits.

### Pilgrimage tourism In India

Pilgrimage Tourism in India offers Plenty of Tourist destinations which encompassed with Mosques, Temples and churches that are spread Never from Kashmir to Kanyakumari. India is various cultural and religious nation. It is also one of the reason to expand the Pilgrimage Tourism In India.

Pilgrimage Tourism is one of the emerging service in India. It offers various opportunities for generating revenues earnings foreign exchange Pilgrimage Tourism earns over 3.5 Trillion worldwide, India's current contribute to in globe Tourist inflow is only 0.37% and also The social and ecological going of Tourism are also important. It helps in defensive surroundings old Monuments and cultural Manifestations. This Manu Script will discover The Incident of Pilgrimage Tourism.

India's Spirituality is very basic element of the local's everyday life. It is a secular country saves equal importance to all religions and

all communities as for the all religions divinity, karma, for givers, purity and humanity are the major elements. India holds numerous ancient and modern religions spots some of the most visited religions and Pilgrimage Tourism destinations of India are Rameshwaram, Varanasi, somnath, Kanchiuram, Kashmir, Goa, Amritsar, Rishikesh, Delhi, Ajmer, Ladakh.

### Impacts of pilgrimage tourism

The major impacts of pilgrimage tourism in India are:

**Social impacts of pilgrimage tourism:** The social Impact of pilgrimage Tourisms are increasing crime, overcrowding, overloaded Infrastructure, pollution and environmental degradation etc. The participation of local people in Tourism concern activities should be encouraged and alternative Tourism strategies must be designed with the help of local people to reduce negative Impacts and increase positive effects of Tourism.

**Environmental impacts:** It reveals the relationship between Tourism and environment aspects. It are severally Two types, There coexistence and conflictions coexistence relationship presented harmony between environment and Tourism but conflicting relationship between Tourism and environment caused huge problems such as visual pollution, sewage problem water air pollution and ecological problem.

**Economic impacts:** Tourism had tremendous potentials of earning foreign exchange, yielding Tax revenue, speculating employment and contributing to the economic growth of the country. The major need of

\*Corresponding author: Dadakalandar U, Department of Tourism Management, Vikrama Simhapuri University, Nellore, India, Tel: 0861-2352377; E-mail: dadakalandar30@gmail.com

Received September 11, 2018; Accepted October 16, 2018; Published October 23, 2018

**Citation:** Dadakalandar U, Sujatha P (2018) A Study on Impacts of Pilgrimage Tourism with Respect to Annavaram Satya Narayana Swamy Temple in Andhra Pradesh. J Tourism Hospit 7: 387. doi: 10.4172/2167-0269.1000387

**Copyright:** © 2018 Dadakalandar U, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

the Tourists are more hotels, resorts, recreation facilities, transportation facilities and other auxiliary services were repined and other problem is unplanned development of Tourism Infrastructure lead to several problems like congestion, overcrowding and pollution etc.

## Review of Literature

In recent years tourism impact has been getting hold of growing concentration in tourism literature [1]. The impact affect economy, environment and socio culture. Tourism comparable to any industry has benefits and costs and each community tends to view and prioritize them differently [2]. If the economic impact of tourism is quantifiable, the social and cultural impacts are additional hidden, invisible, indirect, intangible, and frequently complicated to determine and enumerate. They typically take place gradually over time in an restrained fashion [3]. Mathieson and wall [4] make a note of that there is a no clear dissimilarity involving social and cultural phenomenon. The foremost theorists categorize socio-cultural impact of tourism in a broad context. Social and cultural impacts comprise the furthermost number of experimental impacts consequential from different residents can afford insight into the temperament and degree of tourism impacts to a tourist destination.

Therefore it is mainly astonishing that research on residents attitudes towards tourism improvement continues to be a topic of extensive concentration [5,6]. Host communities attitudes and perceptions toward tourism enlargement and tourists swing constantly flanked by the negative and the positive [7-9], Hernandez et al. [8] quarrel not only that dissimilar neighbourhood may have diverse attitude, but each human being tenant may have undecided attitudes toward tourism. because one of the major goals of just beginning tourism industry in a neighbourhood is to make the most of possible negative impacts thus, it is necessary to observe examine and manage those impacts accordingly.

A number of models have been residential in view of the fact that the early 1960s that describe the progression of tourism from side to side a life-cycle procedure. Among the more well-known are the models advocated by Doxey [10] and Bulter [11]. Doxey [10] states that inhabitants attitudes in the direction of tourists advancement from the preliminary joyful stage to resentment. Bulter [11] proposes that a destination develops via stages of travelling around, participation, enlargement, consolidation, and stagnation, followed by moreover turn down or revival. Both Doxey [10] and Bulter [11] be familiar with the growing concentration of Socio-cultural impacts as the stages of enlargement steps forward.

## History of Annavaram Temple

Annavaram is one of the mainly well-known Holy shrines in India and enjoying moment position behind Tirupati in Andhra Pradesh. The temple is built in the Dravidian style. The splendour and prosperity of Lord Satyadevawas extensively described in Revakhandana of Skandapurana. The presiding deity Lord satyadeva by means of his travel companion sri Anantha Lakshmi on one side and with Lord Siva on the former side took his adobe on Ratnagiri, which is named subsequent to Ratnakara, son of Mera the king of holy mountains. Similar to in all Divyakshetrams as bounded and followed by holy rivers, sri satyanarayana swamy at Annavaram is also followed by consecrated Pampa river moving the feet of the hill.

Lord satyadeva the god of reality is showering his endless blessings on mankind in his gorgeous manifested from of the heavenly Trinity namely Hari Hara Hiranya Garbha Thrimurtyatmak. Consequently

this is the temple that is attracting the pilgrims of both Vaishnava and Siva devotees and thousands of pilgrims from all over the country are worshipping Lord satyadeva ever day forgetting all sectional differences.

Enriched by the setting up of Sri Mathriathvibhuti Vykhunta Maha Narayana Yantra, Which plays a leading role with the power of magnetism of both Money and Men (Dhana Janakarsha). The peetham of Swamyvaru is extremely adorned with the installation of Panchayatana, be appropriate the splendour and holiness of the divinity. The famous yatra is unique one, the like of which does not exist anywhere else in India.

## Research Gap

About be there revision in Indian circumstance on concept of beginning and appearance, there are few studies of Socio-Economic Impacts in Pilgrimage Tourism [12-15]. Most of the studies focused on secondary sources to explain socio- economic and environmental impacts of pilgrimage tourism. Present study used the primary data to understand the socio economic, Environmental & Cultural impacts of pilgrimage tourism [16,17].

## Objectives

The main aim of the study is to ascertain the Impacts of pilgrimage tourism at Annavaram Temple. from the reviews of literature the pilgrimage tourism impacts can be divided under three headings namely environmental, economic and socio-cultural impacts respectively. Based on these the objectives are drawn as follows:

- To Study the impacts of pilgrimage tourism on Annavaram Temple
- To find out the various Environmental impacts of pilgrimage tourism
- To evaluate the different Economic impacts of pilgrimage tourism
- To analyse the socio-cultural impacts of pilgrimage tourism

## Hypothesis of the study

H<sub>1</sub>: There is significant difference among the tourists opinions with respect to their demographic characteristics regarding the impacts of pilgrimage tourism.

H<sub>0</sub>: There is no significant differences among the tourists opinions with respect to their demographic characteristics regarding the impacts of pilgrimage tourism.

## Research Methodology

Descriptive and cross sectional research has been adopted to conduct the present research. The research was conducted on 100 tourists who are visiting temple in the city by using convenience sampling method. Primary data was collected with the help of structured questionnaire which had the following dimensions: Demographics of tourists, pilgrimage impacts (environmental impacts, economical impacts and socio-cultural impacts). The reliability test has been conducted to verify the internal consistency of the variables obtained in the sample. The cronbach's alpha is found to be 0.826.

## Data Analysis and Interpretation

Based on the objective and hypothesis to understand the pilgrimage tourism impacts with respect to the tourists perspective, ANOVA and t-test were used.

From the Table 1 the researcher identified that the majority (N=67) of the respondents belongs to the age group of 21-35, there is a significance differences { $F(2.736)$ ,  $p(.048) < 0.05$ } exists among different age groups of tourists regarding environmental impacts arises because of pilgrimage tourism at 5% level of significance. The researcher concludes that the tourists the 20 years age strongly agreed and remaining age groups of tourists have just agreed that the pilgrimage tourism have impacts on environmental conditions of that area.

There is a significance differences {(F=5.374),  $p(0.02) < 0.05$ } exists among different age groups of tourists regarding economic impacts occur due to pilgrimage tourism at 5% level of significance. This indicates that the age group below 20 and 21-35 age group tourists agreed and remaining age groups don't have any opinion regarding economic conditions changes due to pilgrimage tourism in that area.

There is a no significance differences {(F=1.604),  $p(.194) > 0.05$ } exists among several age groups of tourists regarding socio-cultural impacts because of pilgrimage tourism at 5% level of significance. That means all tourists have opinion that they agreed that the pilgrimage tourism has several impacts on socio and cultural aspects of that area.

From the Table 2 the researcher identified that the majority (N=51) of the respondents belongs to the educational group of P.G level, there is no significance differences {(F=1.728),  $p(.150) > 0.05$ } among different Education level of tourists regarding environmental impacts exists because of pilgrimage tourism at 5% level. It means tourists have agreed irrespective of their educational levels that there is

environmental impacts existing due to the pilgrimage tourism in that area.

There is no significant difference {(F=1.742),  $p(.147) > 0.05$ } among different Education level groups of tourists regarding economic impacts occur due to pilgrimage tourism at 5% level of significance. This indicates that the tourists agreed that the economic conditions changes due to pilgrimage tourism in that area, across all educational groups.

There is no significant differences {(F=1.827),  $p(.130) > 0.05$ } exists among several educational groups of tourists regarding socio-cultural impacts because of pilgrimage tourism at 5% level of significance. That means all tourists have opinion that they agreed that the pilgrimage tourism has several impacts on socio and cultural aspects of that area.

From the Table 3 the researcher identified that the majority (N=49) of the respondents working as professionals, there is no significance differences { $F(.832)$ ,  $p(.480) > 0.05$ } exists among different professions of tourist's regarding pilgrimage tourism has influence on environmental conditions in that area at 5% level of significance.

There is no significant difference {(F=1.183),  $p(.320) > 0.05$ } exists among different Professional groups of tourists regarding pilgrimage tourism has influence on economic conditions in that area at 5% level of significance.

There is no significant difference {(F=.290),  $p(.833) > 0.05$ } exists among different Professions of tourists regarding pilgrimage tourism

Impacts of Pilgrimage Tourism	Age Groups	N	Mean	Std. Deviation	F	SIG	Hypotheses accepted
Environmental Impacts	< 20	13	2.15	.555	2.736	.048**	$H_1$
	21- 35	67	2.46	.636			
	36 - 50	10	2.70	.483			
	50<	10	2.80	.422			
Economic Impacts	< 20	13	2.23	.599	5.374	.002**	$H_1$
	21- 35	67	2.58	.555			
	36 -50	10	2.90	.316			
	50<	10	3.00	.000			
Socio Cultural Impacts	< 20	13	2.34	.519	1.604	.194	$H_0$
	21- 35	67	2.27	.533			
	36 -50	10	2.40	.316			
	50<	10	2.40	.316			

\*\* Significance at 5% Level

**Table 1:** Tourists response towards Pilgrimage impacts with respect to their age.

Impacts of pilgrimage tourism	Education	N	Mean	Std. Deviation	F	SIG	Hypotheses accepted
Environmental Impacts	<10 <sup>th</sup>	14	2.35	.611	1.728	.150	$H_0$
	12 <sup>th</sup>	5	2.40	.548			
	UG	22	2.23	.550			
	PG	51	2.29	.635			
	ITI	8	2.36	.518			
Economic Impacts	< 10 <sup>th</sup>	14	2.43	.646	1.742	.147	$H_0$
	12 <sup>th</sup>	5	2.40	.548			
	UG	22	2.38	.568			
	PG	51	2.29	.536			
	ITI	8	2.00	.000			
Socio Cultural Impacts	< 10 <sup>th</sup>	14	2.17	.514	1.827	.130	$H_0$
	12 <sup>th</sup>	5	2.00	.000			
	UG	22	2.27	.429			
	PG	51	2.33	.564			
	ITI	8	2.00	.000			

**Table 2:** Tourists response towards Pilgrimage impacts with respect to their Education.

Impacts of Pilgrimage Tourism	Profession	N	Mean	Std. Deviation	F	Sig	Hypotheses
Physical Impacts	Agriculture	16	2.31	.602	.832	.480	$H_0$
	Business	34	2.56	.660			
	Profession	49	2.47	.581			
Economic Impacts	Agriculture	16	2.44	.629	1.183	.320	$H_0$
	Business	34	2.56	.613			
	profession	49	2.69	.466			
Socio Cultural Impacts	Agriculture	16	2.63	.500	.290	.833	$H_0$
	Business	34	2.74	.448			
	Profession	49	2.69	.548			

**Table 3:** Tourists response towards Pilgrimage impacts with respect to their Profession.

Pilgrimage Tourism Impacts	Gender	N	Mean	Std. Deviation	t	sig	Hypothesis accepted
Physical Impacts	Male	69	2.43	.630	1.105	.272	$H_0$
	Female	31	2.58	.564			
Economic Impacts	Male	69	2.59	.551	.428	.670	$H_0$
	Female	31	2.65	.551			
Socio Cultural Impacts	Male	69	2.72	.482	.730	.467	$H_0$
	Female	31	2.65	.551			

**Table 4:** Tourist response to Pilgrimage Tourism Impacts with respect to their Gender.

has influence on socio-cultural conditions in that area at 5% level of significance (Table 4).

From the above Table 4 more number (N=69) of the respondents are Male and females are N=31. There is no significant differences  $\{(t=1.105), p (.272) > 0.05\}$  among male & female tourists regarding environmental impacts exists because of Pilgrimage tourism at 5% level. It means tourists have agreed irrespective of their gender levels there is environmental impacts existing due to the pilgrimage tourism in that area.

There are no significance differences  $\{(t=.428), p (.670) > 0.05\}$  among Male & Female tourists regarding economic impacts at 5% level. It means tourists have agreed irrespective of their gender levels, there is economic impacts existing due to the Pilgrimage tourism in that area.

There is no significant difference  $\{(t=.730), p .467\} > 0.05\}$  among Male & Female tourists regarding Socio-cultural impacts exist because of Pilgrimage tourism at 5% level. It means tourists are agreed irrespective of their gender levels there is Socio-cultural impacts existing due to the Pilgrimage tourism in that area.

## Conclusion

The results of the forgoing study have clearly showed that pilgrimage tourism is playing an important role in changing societies. The Present study reveals that there is a impacts of pilgrimage tourism on environmental, economic and socio cultural aspects of people in that (pilgrim) particular area.

## References

- John AP, Crompton J (1993) Residents Strategies for Responding to Tourism Impacts. J Travel Research 32: 47-50.
- Cook RA, Rale LJ, Margua JJ (1999) Tourism the Business of Travel. Prentice Hall, New Jersey.
- Swarbrooke J (1999) Sustainable Tourism Management. CAB international, Wallingford, New York.
- Mathieson A, Wall G (1982) Tourism: Economic, Physical and Social Impacts. Longman House, Harlow.
- Teye V, Sonmez S, Sirakaya E (2002) Resident Attitudes toward Tourism Development. Annals of Tourism Res 29: 668-688.
- Weaver DB, Lawton LJ (2001) Resident Perceptions in the Urban -Rural Fringe. Annals of Tourism Research 28: 439-458.
- Pizam A, Mailman A (1984) The Social Impacts of Tourism. UNEP Industry and Environment 7: 1-14.
- Hernandez SA, Cohen J, Garcia HL (1996) Residents Attitudes towards an Instant Resort Enclave. Annals of Tourism Res 23: 775-779.
- Shapley R, Telfer DJ (2014) Tourism and Development: Concepts and Issues. Channel View Publications, UK.
- Doxey GV (1975) Accusation theory of visitor residents: Methodology and research inferences. In Travel and Research Association Sixth Annual Conference Processing (PP.195-198). San Diego, September.
- Bulter RW (1980) The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources. Canadian Geographer 24: 5-12.
- Vijayanand S (2012) Socio-Economic Impacts in Pilgrimage Tourism. ZENITH International Journal of Multidisciplinary Research 2: 329-342.
- Ashfaq MD, Parveen S (2014) Socio Economic Impacts of Pilgrimage Tourism: A Geographical Enquiry of Matavaishno Devi. Int J Scientific and Research Publications 4: 1-16.
- Nayak PN, Narayan B, Prabhu M (2015) Socio Economic Impacts on Pilgrimage Tourism with reference to udupi Sri krishna Temple, Karnataka. The Int J Business Management 3: 41-50.
- Gupta V (1999) Sustainable Tourism: Leading from Indian Religious Tradition. International Journal of Contemporary Hospitality Management 11: 91-95.
- <http://annavaramdevasthanam.nic.in/>
- Crompton J, John AP (1994) Development of a Tourism Impact Scale in the Host-Resident Context. Research Enhancement Program Final Report Texas: Department of Recreation, Parks and Tourism Sciences, Texas A & M University.