



ANALYZING MONEY SPENT BY TOURISTS DURING THEIR PILGRIMAGE IN SRIKALAHASTI

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ABSTRACT

Tourism is the fastest growing industry in modern world, which is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people. Much of its growth is due to higher disposable income, increased leisure time and reduction of costs of travel. Tourism is a valuable sector, contributing significantly to the economy. In the present study we have analysed the money spent by tourists in pilgrimage tourism at Srikalahasti.

KEYWORDS : Tourism, Money spent, Srikalahasti.

INTRODUCTION

Tourism is one of the world's fastest and growing industries as well as the major source of foreign exchange and employment generation. Tourism in India is emerged most booming industry. The reason is that first, the upward trend observed in the growth rate of Indian economy has raised middle class incomes, promoting more people to spend money on vacations abroad or at home. Secondly, India is glowing in the information Technology industry and has become the IT center. Thirdly, aggressive advertising campaign "Incredible India" by the Govt. has also had in changing India's image from that of a land of snake charmers and sparking new interest among foreign travelers.

Tourism plays a vital role in the rapid growth of developed and developing countries' economy. It has strong relevance to economic development and employment generation. It creates huge employment opportunities; provides equitable distribution of wealth, help to acquire the much-needed foreign exchange, bring out a speedy development & improvement of infrastructure facilities. In India, Tourism creates huge employment opportunities and provides equitable distribution of wealth to local community. Hence, it is significance role-play in economic development and employment generation. India has a very strong mythological background and is also known as the land of gods and goddesses. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Srikalahasti is a holy town in Chittoor district of Andhra Pradesh in India. Lord Shiva in his aspect as Vayu is worshiped as Kalahasteswara. As the legend goes, this siva-lingam was discovered by three animals- a spider, an elephant & a snake. Each of them pray to Lord Siva in their own manner. The Srikalahasti Temple is one of the important ancient Shiva Temples of Southern India. The temple is also regarded as *Rahu-Ketu kshetra and Dakshina Kasi*. Two major shrines within the temple complex dedicated to Lord Shiva and Parvati. Lord Siva exists in the form of Linga facing West. The Linga bears the name Srikalahasteswara. Parvati is in the standing posture facing East and is called by the name Gnana Prasunamba. There is a small shrine dedicated to Dakshinamurthy at the entrance of the temple who is regarded as one of the forms of Lord Shiva. Other than these there are many deities and idols dedicated to lord Venkateswara, Vinayaka, Nataraja, Subramanya, Surya Narayana and also replica of Lingas of other famous Shiva temples all over India. Here in this study, we had analysed the money spent by tourists during their pilgrimage.

METHODOLOGY:

The present study had sample size of about 200 randomly selected tourists who have visited Srikalahasti. The tourists were interviewed and noted their data.

RESULT:

Table:1 Parents occupation of school dropouts

S.No	Expenditure of tourists	No. of tourists	% of tourists
1	0 - 500	16	8
2	501 -1000	42	21
3	1001 -2000	58	29
4	2001 - 3000	40	20
5	3000 above	44	22
Total	200	100	

Table 1 consists of money spent by tourists visited Srikalahasti. Among selected 200 tourists spent below five hundred rupees are 8%, between five hundred and thousand rupees were 21%, thousand and two thousand rupees were 29%, two thousand and three thousand rupees were 20% and above three thousand rupees 22%.

DISCUSSION

Today, tourism is one of the largest and vigorously developing sectors of external economic activities. Its high growth and development rates, considerable volumes of money inflows, infrastructure development of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Tourism is also a boon to the local people to know about all the cultures, attitudes and about new developments in all fields of society at one place. The quality and availability of tourism infrastructure and services are essential as tourists are increasingly conscious of value for money in selecting distinctive holiday experiences. Factors to consider include the number of beds available in different categories of hotels and other accommodation, and the availability of tourism attractions, services and products, including sports facilities and tours.

Most of the tourists visited lord Shiva as their first priority and money spent from 1000 to 2000 rupees when visited Srikalahasti. Most of the money spent by them was to buy articles related to god, to stay in hotels. So the economic flow is steady by the tourists. The tourists are staying in Srikalahasti, which generates employment for the local people as hotels, food and commodities. The local craft people are also benefitted by the tourists. Skill development facilitates employment opportunities. Learning opportunities must be open to the poor and groups such as women and ethnic minorities who often face discrimination. Additionally, skill development interventions do not need to focus only on direct employment in the hospitality industry. One of the most promising areas for poverty reduction is through the strengthening of the supply chain that serves the tourism sector. The production of quality food, for example, coupled with on-time delivery can multiply the economic benefit of tourism without relying on increased tourist arrivals.

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional

positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism can have particularly beneficial role in regeneration of economically depressed urban environments. Tourism is a manpower intensive activity and increasingly provides direct and indirect employment both in the skilled and unskilled categories through various services. The tourism industry covers a combination of various economic activities and industries like hospitality, transportation industry, travel arrangements and the like. It provides opportunities of employment to traders, craftsmen, musicians, artists, hoteliers, waiters, porters, and transport.