

To Explore the Impact of Travelling Time & Availability of Information About the Place on Tourists in Srisailam Pilgrimage



History

KEYWORDS : Tourism, Srisailam, Travelling time, Availability of Information

G.Tirumala vasu deva rao

Research Scholar, History department, SriVenkteswara University, Tirupati, AP, India.

ABSTRACT

Tourism is the industry where the different cultures can be exchanged with enormous employment opportunities, but also leaves some disadvantages as children participate in economic activities. In India tourism is mostly of pilgrimage, in the present study Srisailam, Kurnool district of Andhra Pradesh was taken as it has both pilgrimage and natural tourism. Srisailam is one of the three "Shiva-Shakti Peetahs" in India, with the temples of the God Mallikarjuna swamy Jyotirlinga and the Goddess Bhramaramba, also popularly known as "The Kailash of the south". This present investigation is on tourists who have visited to Srisailam, about how far they came and information availability about the place.

INTRODUCTION:

India is one of the fastest growing tourism industries in the world. 'ATITHI DEVO BHAVA' means "Guest is God" is a Sanskrit verse, taken from an ancient Hindu scripture which became part of the "code of conduct" for Hindu society. Atithi devo bhav regards a procedure of the Host-Guest relationship and this is the way to treat tourists in India from age back. Tourism promotes people - to - people contact, cultural understanding, mutual appreciation and co-operation and thereby promoting peace. The development of tourism depends on the various factors such as attraction, accommodation, transportation, recreation, restaurants, shopping, hospitality, safety and security, attitude of host community, tourist destinations and so on. In India, tourism has been gaining popularity with the active involvement of Government and other promotional agencies. Sinclair, Blake and Sugiyarto (2003) argue that research in tourism economics has been dominated by demand analysis, while little attention has been paid to the determinants of tourism supply, including different forms of tourism business integration.

Dwyer et al. (2006) have reported as tourism plays a key role in global economics. In India many research areas were touched for the development of tourism, but mainly in South India a limited data was available instead of many historical spots which are having both Pilgrimage and heritage. Mallikarjuna Swamy Temple, is one of the momentous and historical shrines in Srisailam, Kurnool district in Andhra Pradesh, popularly known as Dakshinakashi. The present study is based on Srisailam.

OBJECTIVES OF THE STUDY:

- To Examine the travelling time taken by tourists to reach the tourist spot.
- To Study the information availability about the place by tourists in pilgrimage.

METHODOLOGY:

The data was collected from the tourists who have visited Srisailam, through specially designed schedule by personal interview method. In the present study randomly 400 tourists who have visited to Srisailam were selected, the data was collected, analysed and interpreted.

RESULTS:

Table 1:Results of travelling time and availability of information

Objectives	Travelling time of tourists					Availability of Information		
	0-6 hrs	6-24 hrs	1-2 days	2-3 days	> 3 days	Yes	Moderate	Not much
No of tourists	23	179	103	81	14	52	205	143
% of tourists	5.75%	44.75%	22.75%	20.25%	3.5%	13%	57.25%	35.75%

Figure 1: Travelling time taken by tourists visited to Srisailam

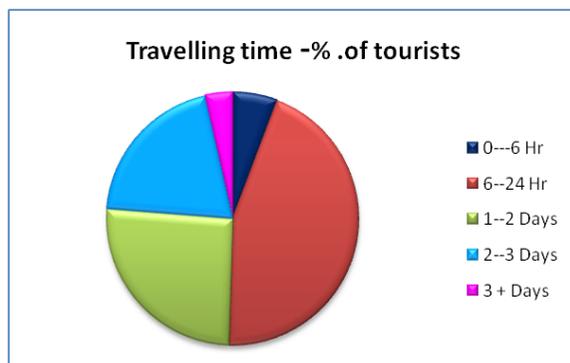


Figure 1 consists of time taken by tourists visited to Srisailam who were selected through this study. Among 400 selected tourists, below six hours were of 5.75%, between six to twenty four hours were 44.75%, between one day to two days were 25.75%, between two to three days were 3.5% and above three days were 3.5% of selected tourists.

Figure 2: Information available to tourists who visited to Srisailam



Figure 2 consists of availability of tourists visited to Srisailam who were selected through this study. Here the availability of information was selected through questionnaire. Among 400 selected tourists, The availability of information was on the whole available to 13%, moderately available to 57.25%, not available to 35.75%, of selected tourists.

DISCUSSION:

Tourism plays a vital role in the rapid growth of developed and developing countries' economy. It has strong relevance to eco-

conomic 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. The tourists were interviewed after the questionnaire given about travelling time and availability of information. After analyzing the data, the below findings of the study were interpreted as Among tourists, who took between six to twenty four hours were 44.75%, between one day to two days were 25.75% visited to Srisailam are around. Here we can see Pilgrims enjoy is spiritual satisfaction and comfort. Pilgrimage is a voluntary act where we can see people enjoying spiritual satisfaction at sacred places.

Majority of tourists took about seven to twenty four hours which means below one day to the surprise tourists took to come here up to three days which is a long period in travelling. In this study we found that tourists travel more than three days also contribute around 3.5% of total tourists. which the interest of pilgrimage despite of long distances. The main motivation of tourists to visit the place is only to visit temple and the second priority is to visit the project. Availability of information plays a major role in all types of tourism. Here in this study we found only 13% of them had good information about this place and 57% had moderate availability of information and there are persons who doesn't have any information available of this place, just they came as they know about the temple are 35%. Here the availability of information plays an important role for the pilgrims to come to this place. As this information is more than the number of pilgrims may be increased and also the pilgrims may visit the nearby shrines and places like project. If the information is available freely about the shrines, gateways related to this temple and their legends may increase the number of tourists. Pilgrimage tourism reveals many perspectives in culture and economy, exploring and developing religious land marks and facilities would lead to the rise of pilgrimage tourism. There is another tourist destination in Srisailam, the project and also wild life sanctuary which can hold and attract many tourists. If the availability of information is more, the number of tourists will be increased due to clarity of tourist place. Here many tourists came to visit the main shrine only and go to their places, their stay may be increased by tourists may get satisfaction through tourism. The importance of pilgrimage becomes more significant, if the number of tourists increase, the pilgrimage tourism industry has managed to become a significant provider of employment, thus improving the economic situation of the people. In addition, revenue generated from pilgrimage tourism will enable Govt. to allocate pilgrimage resources, for improving pilgrimage tourism. Tourists also suggested to improve the information regarding the temples, and also about infrastructure, accommodation.

SUGGESTIONS:

- ✓ Families in different economic strata need facilities like bus, cars, trains to their destinations. Sufficient facilities exist and additional facilities should be made for the same based on requirements.
- ✓ Information about the tourist places should be provided through newspapers, magazines and through many web-sites.
- ✓ Information about the routes to come to the destination place should be given within the websites and also in the bus stand of Kurnool and Srisailam.

CONCLUSIONS:

1. The pilgrimage is an age back tourism in India where people travel long distances for their spiritual satisfaction.
2. The pilgrimage depends on various factors as availability of information, travelling time taken by the tourists, accommodation, infrastructure etc. In this study the researcher have taken into account of information availability and travelling time and researcher found both are playing a key role in tourism.
3. Travelling time also plays a major role as more the travelling time less the tourists. Tourists may be increased by increasing different transport modes.
4. If the availability of information is more the tourists may be also interested and their stay may also be increased which influences economic growth of the tourist spot.

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