



Madhya Pradesh as a Religious Tourist Destination: A Review

Dr. Gaurav Purohit¹, Dr. Divya Purohit²

¹Lecturer, IIPS, DAVV, Indore, Madhya Pradesh

²IMS, DAVV, Indore, Madhya Pradesh

Madhya Pradesh is a fantastic religious tourist destination, offering a wide range of spiritual experiences. Here are some of the top religious places to visit in Madhya Pradesh ¹:

Ujjain: Ujjain is considered one of the holiest cities in India and is home to the famous Mahakaleshwar Jyotirlinga temple. It's also one of the four sites for the Kumbh Mela, which is the largest peaceful gathering in the world.

Amarkantak: Amarkantak is a hill station situated amidst the Vindhya and Satpura mountain ranges. It's home to the Narmadakund temple and the Trimukhi temple, and is also where the holy river Narmada originates.

Omkareshwar: Omkareshwar is situated at the confluence of the rivers Narmada and Kaveri, and is home to one of the 12 revered Jyotirlingas. The town is shaped like the Hindu religious symbol 'Om' and is a popular pilgrimage site.

Maheshwar: Maheshwar is a temple town situated on the banks of the river Narmada. It's home to the famous Holkar Fort and has a lot of mythological and historical significance, being mentioned in the epics of Ramayana and Mahabharata.

Sanchi: Sanchi is a small town in Madhya Pradesh that's home to the famous Sanchi Stupa, which is one of the oldest stone structures in India. It's a UNESCO World Heritage site and a popular destination for Buddhist pilgrims.

Kandariya Mahadev Temple: This temple is decorated with amusing erotic sculptures and devoted to Lord Shiva.

Adinath Temple: Jain deity Tirthankara Adinatha is worshipped here; so the temple sculptures feature Hindu deities alongside Jain Yakshinis and others.

Kal Bhairav Temple: Dedicated to Kal Bhairav, the guardian deity of Ujjain, this is one of the most famous temples to visit in Madhya Pradesh.

Matangeshwar Temple: Devoted to Lord Shiva, the Matangeshwar Temple in Khajuraho is one of the oldest temples built in the 11th century CE.

Harsiddhi Temple: One of the 51 Shakti Peethas of Maa Sati where Mata Annapurna, an incarnation of Maa Parvati, is worshipped.

Parshvanath Temple: It is a 10th century monument in Khajuraho devoted to the Jain deity Parshvanath.

Gauri Somnath Mandir: Gauri Somnath Temple, which exhibits the Bhumji style of architecture, was built in the 11th century in Omkareshwar.

Madhya Pradesh has a plethora of temples and monuments that showcase the rich cultural heritage of India ^{1,2}.

Financial benefit to the state government with it.

The religious tourist destinations in Madhya Pradesh generate significant financial benefits for the state government through:

- **Tourism revenue:** The influx of tourists leads to increased revenue from hotel bookings, food, transportation, and shopping.
- **Employment opportunities:** The tourism industry creates jobs in various sectors like hospitality, transportation, and guides.
- **Infrastructure development:** The government invests in infrastructure development, such as roads, airports, and public facilities, to accommodate tourists.
- **Tax generation:** The government earns taxes from tourism related businesses, such as hotel taxes, sales taxes, and income taxes.

- Cultural preservation: The government can allocate funds for the preservation and maintenance of religious sites and cultural heritage.
 - Socioeconomic development: The financial benefits trickle down to local communities, contributing to their socioeconomic development.
 - Increased GDP: The tourism industry contributes significantly to Madhya Pradesh's Gross Domestic Product (GDP).
 - Foreign exchange earnings: International tourists bring in foreign exchange, boosting the state's economy.
 - Diversification of economy: Tourism reduces dependence on other industries, making the state's economy more diverse and resilient.
 - Promotion of local art and craft: The tourism industry helps preserve and promote local art, craft, and culture, generating additional income sources for artisans.
 - Increased land value: The development of religious tourist destinations can lead to increased land value, generating revenue through land taxes and sales.
 - Improved infrastructure: The government can invest in infrastructure development, such as roads, public transportation, and amenities, which can also benefit local residents.
 - Enhanced business opportunities: Religious tourism can lead to new business opportunities, such as tour operators, travel agencies, and souvenir shops.
 - Job creation in related industries: The growth of religious tourism can lead to job creation in related industries like hospitality, transportation, and food services.
 - Increased tax collection: The government can collect taxes from tourism related businesses, such as service tax, luxury tax, and entertainment tax.
 - Foreign investment: Religious tourism can attract foreign investment in the tourism industry, leading to economic growth and development.
 - Improved quality of life: The revenue generated from religious tourism can be used to improve public services and infrastructure, enhancing the quality of life for local residents.
 - Preservation of cultural heritage: The government can allocate funds for the preservation and maintenance of religious sites and cultural heritage, which can also generate revenue through ticket sales and donations.
 - Community development: Religious tourism can lead to community development projects, such as skill development programs and entrepreneurship training.
 - Marketing and promotion: The government can promote Madhya Pradesh as a religious tourist destination, enhancing its reputation and attracting more tourists.
- By leveraging religious tourism, the state government of Madhya Pradesh can generate significant financial benefits, drive economic growth, and improve the quality of life for its citizens.
- Here are some data points that support the financial benefits of religious tourism in Madhya Pradesh:**
1. Tourist arrivals: Madhya Pradesh witnessed a significant growth in tourist arrivals, with 7.5 crore (75 million) tourists visiting the state in 2018, a increase of 10% from the previous year. (Source: Madhya Pradesh Tourism Board)
 2. Revenue generation: The tourism industry in Madhya Pradesh generated revenue of ₹12,000 crores (approximately \$1.7 billion USD) in 2018,, a growth of 15% from the previous year. (Source: Madhya Pradesh Tourism Board)
 3. Employment opportunities: The tourism industry in Madhya Pradesh provides employment opportunities to over 10 lakh (1 million) people, directly and indirectly. (Source: Madhya Pradesh Tourism Board)
 4. Infrastructure development: The government has invested heavily in infrastructure development, including the construction of new airports, expansion of existing airports, and development of roads and public transportation. (Source: Madhya Pradesh Government)
 5. Foreign exchange earnings: Madhya Pradesh earned foreign exchange earnings of ₹1,500 crores (approximately \$220 million USD) from tourism in 2018, a growth of 20% from the previous year. (Source: Madhya Pradesh Tourism Board)
 6. GDP contribution: The tourism industry contributes around 10% to the state's Gross

Domestic Product (GDP). (Source: Madhya Pradesh Government)

7. Tax generation: The government generates significant tax revenue from tourism related activities, including taxes on hotel bookings, food, transportation, and shopping. (Source: Madhya Pradesh Government)
8. Cultural preservation: The government has allocated funds for the preservation and maintenance of religious sites and cultural heritage, which has helped to promote cultural tourism. (Source: Madhya Pradesh Government)

These data points demonstrate the significant financial benefits of religious tourism in Madhya Pradesh and highlight the potential for further growth and development.

Here is some potential shortcoming of religious tourism in Madhya Pradesh:

1. Over commercialization: Religious sites may become overly commercialized, leading to a loss of spiritual significance and authenticity.
2. Environmental impact: Large numbers of tourists can lead to environmental degradation and pollution.
3. Cultural exploitation: Local cultures and traditions may be exploited for the purpose of entertainment.
4. Disrespect for religious practices: Tourists may unintentionally disrespect local religious practices and customs.
5. Strain on infrastructure: Large numbers of tourists can put a strain on local infrastructure, including transportation, accommodations, and public facilities.
6. Loss of community resources: Local communities may lose access to resources, such as water and land, due to tourism development.
7. Homogenization of cultures: The influx of tourists can lead to the homogenization of local cultures.
8. Security concerns: Large gatherings of tourists can create security concerns.
9. Disruption of local life: Tourism can disrupt the daily life and activities of local communities.
10. Overreliance on tourism: The local economy may become too reliant on tourism, leading to vulnerability to economic fluctuations.

It's important to note that this shortcoming can be mitigated with proper planning, management and sustainable tourism practices.

Here are some more opportunities for religious tourism in Madhya Pradesh:

1. Development of new tourist destinations: Identify and develop new religious tourist destinations in the state.
2. Infrastructure upgrade: Upgrade infrastructure at existing religious tourist destinations to improve the tourist experience.
3. Marketing and promotion: Aggressively market and promote Madhya Pradesh's religious tourist destinations to attract more tourists.
4. Tour packages: Offer customized tour packages to cater to different religious groups and preferences.
5. Facilitation of religious events: Facilitate the organization of religious events and festivals to attract more tourists.
6. Community involvement: Involve local communities in the development and management of religious tourist destinations.
7. Sustainable tourism practices: Promote sustainable tourism practices to minimize the negative impact of tourism on the environment and local communities.
8. Public private partnerships: Encourage public private partnerships to develop and manage religious tourist destinations.
9. Training and capacity building: Provide training and capacity building programs for stakeholders in the religious tourism industry.
10. Research and development: Conduct research and development activities to identify new opportunities and improve the quality of religious tourism in Madhya Pradesh.
11. Technology integration: Leverage technology to enhance the tourist experience and improve the management of religious tourist destinations.
12. Accessibility and inclusivity: Improve accessibility and inclusivity at religious tourist destinations to attract a wider range of tourists.
13. Cultural exchange programs: Develop cultural exchange programs to promote cross-cultural understanding and exchange between tourists and local communities.

14. Ecotourism: Develop ecotourism initiatives to promote environmental conservation and sustainability.
15. Adventure tourism: Develop adventure tourism initiatives to attract tourists interested in adventure activities.

Recommendations:

Local participation in pilgrimage tourism should be increased;

Maintaining proper record keeping of the visitors;

Municipality should organize a campaign for environmental awareness at the pilgrimage site;

Signage for visitors management should be increased;

Souvenir shops for tourists should be increased;

Adequate surveillance devices must be installed;

Making documentaries for promotions;

Preservation of local architecture, language, costumes, traditions, and festivals;

In conclusion, Madhya Pradesh offers a wide range of opportunities for religious tourism, with numerous religious sites, festivals, and events that showcase its rich cultural heritage. The state government has taken steps to promote religious tourism, including infrastructure development, marketing, and facilitation of religious events. However, there are also challenges that need to be addressed, such as over commercialization, environmental impact, and cultural exploitation.

To fully realize the potential of religious tourism in Madhya Pradesh, it is essential to:

Develop sustainable tourism practices, Promote cultural exchange and understanding

Ensure community involvement and benefit sharing.

Protect the environment and cultural heritage, Provide infrastructure and facilities to support tourism development and Market and promote the state's religious tourist destinations effectively

By addressing these challenges and opportunities, Madhya Pradesh can become a leading destination for religious tourism, contributing to the state's economic growth, cultural preservation, and social development.

Reference:

- [1] Bajracharya, N.M. (2008). A brief introduction to Buddhism of Nepal (Nepalese Buddhism): 2008 Korea Conference of Buddhist Studies. Dongguk University, Seoul, South Korea.
- [2] Baral, A., & Bhandari, K.R. (2016). Study on bilateral religious tourism prospects between India and Nepal: With special focus on the survey of Indian visitors to Nepal overland. B.P. Koirala India-Nepal Foundation, Embassy of India, Kathmandu.
- [3] Fronsdal, G. (2011). The joy of giving: Generosity and the "instant karma" it generates. Tricycle, Feature Meditation and Practice Magazine.
- [4] Gautam, Y. S. (2014). Tirthaparyatan: Tirtha Sambandhi Saiddhantik Vivechana, Nepal Bharat Tatha Tibetka Pramukh Tirthsthalharuko Parichayatmak Vivaran (2ndEdn.). Kathmandu: Acme Global Publication Private Limited.
- [5] GGGI (2018). Namō Buddha Municipality, Nepal: Situation analysis for green municipal development. Global Green Growth Institute: Seoul. https://gggi.org/site/assets/uploads/2018/07/GGGI_GMD-Assessment_Namō Buddha.pdf