



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact Factor: 6.078

(Volume 10, Issue 3 - V10I3-1204)

Available online at: <https://www.ijariit.com>

Analysing Tourism Development in Ayodhya

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ABSTRACT

Ayodhya's eminence for India is multi-faceted. It's not just historically important but holds significant importance culturally, politically and economically. It has been a major source of fascination, especially for Hindus and that interest has risen manifold after the recent construction of the Ram Temple. The current study delved in three major aspects concerning tourism in Ayodhya by discussing the challenges faced by the administration in catering to the tourism industry there, moving to the investigation of the employment opportunities due to increased flocking of tourists and finally the stance of the government amidst all this. It was found that urban planning strategies are paramount to moulding the tourism industry in Ayodhya. The government's efforts in the direction of effective collaborations and working in harmony with the active players present there can work wonders to better the state of the city as well as the profitability of the tourism sector. One of the challenges that Ayodhya faces as a tourism spot is that of security which was also concluded by the paper. Sustainable tourism practices came out to be the highlight reflecting the need to improvise the current practices. The chi-square test was used to form inferences about the same.

Keywords: Ayodhya Tourism, Ram Janmabhoomi, Urban Planning, Sustainable Tourism, Cultural Heritage

1. INTRODUCTION

Ayodhya, a sanctified city nestled in the heart of India, is a treasure trove of history and spirituality. Revered as the birthplace of Lord Rama, it serves as a spiritual haven for devotees worldwide. Embellished with ancient temples, serene ghats, and sacred landmarks, Ayodhya encapsulates its vibrant cultural heritage. The iconic Ram Janmabhoomi holds immense religious significance for Hindus. Visitors can immerse themselves in bustling bazaars, relish regional cuisines, and partake in cultural festivities.

With its divine charm, Ayodhya beckons seekers in search of solace, enlightenment, and a profound connection to Indian mythology and spirituality.

Ayodhya's cultural vibrancy is a hallmark of its identity. Its inhabitants enthusiastically commemorate a myriad of festivals and fairs year-round, including Ram Navami, Diwali, and the Ram Lila festival, which artfully portrays the legendary tales of Lord Rama through captivating performances and age-old customs. Beyond its religious essence, Ayodhya epitomizes the rich tapestry of India's cultural heritage. It serves as a unifying nexus where individuals from diverse religious and cultural backgrounds congregate to pay reverence to Lord Rama and embrace the inclusive spirit of India's cultural mosaic. (Timane & Wandhe, 2024)

In recent times, the Indian government has initiated measures to safeguard the cultural and historical essence of Ayodhya. Transforming the city into a focal point of pilgrimage, concerted efforts have been directed towards promoting tourism in the region. Consequently, Ayodhya boasts a rich tapestry of history and mythology. From its mythical genesis to its pivotal role in the epic Ramayana, the city holds a revered position in Hindu lore. It continues to beckon devout pilgrims and curious travellers alike, underscoring its intrinsic significance in Hindu tradition. Despite grappling with numerous impediments and controversies, Ayodhya endures as a quintessential symbol of Lord Ram's timeless teachings, epitomizing values of righteousness, compassion, and unwavering devotion. (Timane & Wandhe, 2024)

Tourism serves as a cornerstone of the global economy and forms an integral part of Make in India. Since antiquity, India has been a beacon for travellers, showcasing its rich history and cultural heritage. With its diverse regions offering varied landscapes, topographies, and attractions, India presents an array of experiences for visitors. Ayodhya, nestled along the banks of the revered river Saryu in Uttar Pradesh, holds a place of reverence as one of the seven holy cities, further bolstering India's reputation as a land of spiritual significance. As Ayodhya continues to draw substantial inbound tourism due to its antiquity, ensuring infrastructure improvements and advancements remains paramount (Sayan Munshi et al., 2022). Ayodhya stands as one of the principal tourist magnets in Uttar Pradesh, fostering economic vitality through its tourism-centric market sector, which facilitates the retail of locally sourced merchandise. In addition to religious artefacts, Ayodhya's marketplace supplies essential agricultural produce to adjacent regions. The hospitality industry, comprising restaurants and hotels, assumes a pivotal role in providing accommodation and food services, driving a significant portion of the region's economic output.

The unveiling of the Ayodhya airport on December 30 coincided with a notable surge in interest in Ayodhya. Subsequent data analysis indicated a remarkable 1806% rise in online searches for Ayodhya across different platforms in India following the announcement of the airport's official opening. Predictions suggest that Ayodhya will host more than three lakh pilgrims daily within the next three to four years, driven by its evolution into a key hub for tourism, commerce, and religious engagements. Ayodhya aspires to attain global acclaim as a premier tourism destination, presenting abundant opportunities for the hospitality industry and associated sectors, with a pronounced emphasis on the spiritual, cultural, and heritage aspects of the locale.

Ayodhya's ascent as a prominent global tourism destination signifies a monumental departure, blending global consciousness with an unwavering resolve to safeguard the city's distinctive cultural and religious ethos. This transition parallels Ayodhya's burgeoning status as a favored tourist haunt. Through an encompassing master plan, Ayodhya endeavors to reinvent its essence while fostering sustainability and economic flourishing. Leveraging insights from successful models implemented worldwide, the plan envisions a trajectory towards Ayodhya's rejuvenation and prosperity.

With an annual pilgrimage influx of around 1.5 million visitors, Ayodhya remains a beacon of religious significance. The city epitomizes how urban culture serves as a central figure in driving sustainable urban revitalization across various dimensions. From its capacity to counter economic stagnation to its political resonance, from its role in promoting social welfare to its contribution to environmental conservation, from its potential as a commercial hub to its symbolic and prestigious value, and from its integration into everyday life, culture in Ayodhya encompasses a diverse array of facets, shaping the city's evolution towards holistic growth. (R. P. B. Singh & Kumar, 2018)

In a bid to foster a holistic vision of tourism and cultural-heritage development that embraces both national and international dimensions, the Ministry of Tourism and Culture, along with the Ministry of Urban Development, Government of India, has spearheaded two pioneering national initiatives. These transformative programs, namely Heritage City Development and Augmentation Yojana (HRIDAY) and Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD), are meticulously designed to harmonize ancient heritage properties, spiritual legacies, and enduring pilgrimage traditions, echoing India's profound cultural heritage. Under the auspices of these initiatives, the Ministries of Culture, Tourism, and Urban Development will converge their efforts to bolster and champion heritage sites and pilgrimage hubs. Their collaborative endeavors will strive to cultivate an eco-friendly and sustainable ambience that seamlessly aligns with the deep-rooted cultural, traditional, and societal mores, thereby enhancing the overall reputation and allure of these sacred locales. (R. P. B. Singh & Kumar, 2018)

Uttar Pradesh's state government took a significant step on March 24, 2017, by forging an agreement with the central government to bolster pilgrimage destinations, including Varanasi, Mathura, Ayodhya, and Gorakhpur. Furthermore, in a recent recommendation dated May 10, 2017, Ayodhya and Varanasi were singled out for special emphasis under the PRASAD initiative, aimed at elevating pilgrimage sites, enhancing access routes, and improving associated infrastructure (S. Kumar & Singh, 2017). By incorporating an "eco-healing approach" into PRASAD, the initiative aims to emphasize the compelling rationale for promoting pilgrimage tourism in ways that are both environmentally sustainable and spiritually enriching.

At the heart of the Make in India strategy lies the pivotal role of the tourism and hospitality industry, acting as a catalyst for economic growth and societal advancement. Central to its mission are socio-cultural imperatives aimed at nurturing cultural exchange, improving local livelihoods, and ensuring the equitable provision of community amenities alongside tourism infrastructure. Through the analysis of tourism data, this study aims to advance these objectives, bringing into focus the transformative potential of tourism in enhancing social cohesion and economic prosperity.

2. LITERATURE REVIEW

Singh (2021) explored heritage tourism's concept, for assessment of destinations along the Uttar Pradesh Heritage Arc renowned for their cultural significance. Additionally, his objective was to gain insight into the initiatives and strategies implemented by both the Central Government and the Uttar Pradesh government to foster the development of heritage tourism. Crafting comprehensive tourism strategies, budgetary allocations, marketing campaigns to promote various tourism offerings, enactment of tourism-related laws, and fostering infrastructure growth through collaborative endeavors with the private sector have been some measures taken by the UP Government in this direction. Recognized for its profound cultural importance as the birthplace of Lord Rama, the site is slated for redevelopment into a theme park, offering visitors a visually stunning and engaging experience. Sinha (2022) introduced an innovative conceptual model for site planning, based on the principle of placemaking as a means of retrieving memories from the past and imprinting memories for generations to come. Through sustainable management initiatives, the mnemonic landscape of Ram Janmabhoomi can serve as an exemplar for rejuvenating other sites associated with Rama's narrative across India. Furthermore, it can aid in reinstating the forgotten environmental ethos of cohabiting harmoniously with the natural world.

The ongoing development of the Ram Janmabhoomi Temple, signifying the hallowed birth site of Lord Rama, is poised to attract a considerable influx of devotees seeking spiritual solace. Through their qualitative investigation, Sinha & Kamalapurkar (2024) explored how pilgrims perceive the sacred landscape's role in cultivating a collective memory of Ramkatha (the narrative of Rama). According to the research findings, narratives tied to particular places and their cultural symbolism significantly influence pilgrim interpretations of the landscape. In furtherance to it, Fernandes (2024) pointed out that the expected ramifications on the Indian economy are set to be significant. According to the report's findings, initiatives undertaken by the Uttar Pradesh government in conjunction with the recent completion of the Ram temple in Ayodhya could yield an incremental tax revenue of ₹25,000 annually for the state in the fiscal year 2025, attributable to a surge in tourist arrivals. The burgeoning trend of spiritual tourism has brought about a profound transformation in Uttar Pradesh's tourism dynamics, according to the report. This transformation has spurred

advancements in both tangible and virtual infrastructure, resulting in improved linkage and triggering a notable rise in tourism activities.

Verma (2024) proceeded to anticipate that, with estimations pointing towards a remarkable 5 crore annual visitors, Ayodhya is set to outstrip iconic pilgrimage sites like Vatican City and Mecca in terms of yearly tourism. As outlined in a recent SBI publication, the uptick in tourist visits is poised to contribute to tax revenue growth amounting to INR 5,000 crore for Uttar Pradesh in the fiscal year 2024-25, leading to its ambition of attaining a trillion-dollar economy. Betterplace, a human capital management platform, has estimated that the inauguration of the Ram Mandir in Ayodhya may pave the way for the emergence of 150,000 to 200,000 direct and indirect employment prospects in Ayodhya itself and its neighboring settlements and urban centers in the approaching four to five years. Adding to this, Bhattacharyya & Vijayaraghavan (2024) observed that the rising tourist influx is driving up the consumption of bottled water, snacks, and refreshment drinks. Brands are seizing this opportunity to introduce new offerings and promote their products through sampling campaigns, aiming to capitalize on the heightened demand generated by tourists.

In addition to its profound spiritual significance, this monumental endeavor has ignited debates regarding its potential ramifications on the nation's economy. Foremost among the anticipated outcomes of erecting the Ram Mandir is a notable uptick in religious tourism. Dixit (2024) mentioned that anticipated pilgrims from every corner of India and beyond are expected to explore not just Ayodhya but also neighboring religious and historical landmarks. Consequently, local enterprises such as hotels, eateries, and souvenir vendors are primed for increased patronage. Singh & Singh (2024), along these lines, aimed to explore the diverse factors that enhance the allure of Ayodhya as a hub for religious tourism. The research delved into numerous aspects including its historical eminence, cultural heritage, religious traditions, and socio-political background, all of which collectively influence the pilgrimage journey in Ayodhya.

Investigating the relationship between religious tourism and transformations in the cultural terrain, A. Kumar (2024) pointed out that a dearth of awareness poses a significant obstacle to the protection and conservation of heritage sites. Governments must formulate sustainable strategies and overarching visions for the conservation and protection of heritage landmarks, prioritizing community engagement and the provision of necessary infrastructure for future generations.

3. METHODOLOGY

Employing a descriptive approach, this study aims to spotlight the key areas essential for uncovering the real data and statistics regarding tourism challenges in Ayodhya. Through descriptive research methods, it explores the various dimensions impacting relationship marketing. A probability sampling method was utilized to select a sample of 100 individuals, comprising both residents and tourists in Ayodhya at the time of the study. The sample space consisted of people above 18 years of age and who are both English and Hindi speakers.

Utilizing MS Excel, the numerical data collected through questionnaires were transformed into percentages for better comprehension. These percentages were then visually presented using graphical charts and tables via SPSS and Power BI, enhancing the accessibility of the findings. Additionally, the Chi-Square test was applied to conduct further analysis, providing insights into the p-value and likelihood value associated with the subjects.

4. OBJECTIVES

- To highlight the predominant challenges confronting tourism in Ayodhya, covering aspects such as security, livelihood sustainability, and sustainability
- To analyze the trajectory of sectoral growth and review the governmental efforts directed towards positioning Ayodhya as a highly sought-after tourist destination.
- To evaluate employment opportunities within the tourism sector and develop sustainable urban planning initiatives for the city.

- To propose strategies that can be implemented to elevate Ayodhya into a premier tourist destination while enhancing the quality of life for its residents.

5. HYPOTHESIS

H0 – No link is there between respondents' ratings of growth trends and their perceptions of observable shifts in the tourism landscape of Ayodhya.

H1 - A link exists between respondents' ratings of growth trends and their perceptions of observable shifts in the tourism landscape of Ayodhya.

H0 - There is no relationship between respondents' assessments Employment Role and the GDP Contribution in Ayodhya.

H1 - There is a relationship between respondents' assessments of Employment Role and the GDP Contribution in Ayodhya.

H0 - Respondents' perceptions of security measures show no connection to the importance of food safety in Ayodhya.

H1 – Respondents' perceptions of security measures show a connection to importance of food safety in Ayodhya.

H0 - There is a lack of association between respondents' views on Government Efforts and the perceived effectiveness of Environmental Impact Steps in Ayodhya.

H1 – There is an association between respondents' views on Government Efforts and the perceived effectiveness of Environmental Impact Steps in Ayodhya.

6. DATA ANALYSIS

6.1 Analysis employing the Chi-Square statistical test

6.1.1

This analysis sought to examine the connection between respondents' appraisals of recent progressions within the Ayodhya tourist industry and their observations of significant transformations in the tourism environment. The hypotheses pertinent to the mentioned concern are:

H0 - There is no link between respondents' ratings of growth trends and their perceptions of observable shifts in the tourism landscape of Ayodhya.

H1 - A link exists between respondents' ratings of growth trends and their perceptions of observable shifts in the tourism landscape of Ayodhya.

The findings suggest that respondents' perceptions of recent advancements in the Ayodhya tourism industry remain largely unaffected by whether or not they observe alterations in the tourism environment. Respondents who rated recent advancements positively, using terms like 'Excellent,' 'Good,' or 'Moderate,' were more likely to observe changes in the tourism environment compared to those who expressed uncertainty or provided negative ratings. Conversely, a higher percentage of participants who reported no awareness of changes tended to give lower ratings to recent advancements.

Nonetheless, the study highlights indicate a lack of statistically significant association between the ratings of Growth Trends provided by the respondents and their observations of Noticeable Changes. This implies that factors beyond direct observation, such as media portrayals or personal encounters, may exert considerable influence on how individuals perceive recent advancements in the tourism sector in Ayodhya.

The outcomes suggest that effectively understanding and managing the way people perceive and navigate tourism growth in Ayodhya may require a nuanced strategy that considers various factors beyond mere changes in the physical dimensions of the tourism environment. Subsequent research endeavors could delve into these factors in greater depth to gain a more holistic understanding of how perceptions are shaped and their implications for visitor behavior and destination management strategies.

Table 1: Test of Chi-Square

| | Value | df | Asymptotic Significance (2-sided) |
|--------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 5.813 ^a | 5 | 0.325 |
| Likelihood Ratio | 5.924 | 5 | 0.314 |
| N of Valid Cases | 100 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.17.

As per the findings of the chi-square test, there exists no statistically significant correlation between the ratings provided by respondents for Growth Trends and their observations of Noticeable Changes in the tourism landscape in Ayodhya. Results from both the Pearson Chi-Square ($\chi^2 = 5.813$, $df = 5$, $p = 0.325$) and the Likelihood Ratio ($\chi^2 = 5.924$, $df = 5$, $p = 0.314$) tests reveal that the p-values surpass 0.05.

The results imply that respondents' assessments of recent advancements in the tourist sector are independent of their awareness of notable changes in the tourism scene. To put it plainly, individuals' viewpoints on the industry's progress do not appear to be influenced by whether they witness significant transformations in the tourism landscape.

6.1.2

Exploring the relationship between respondents' perspectives on the employment opportunities provided by tourism (Employment Role) and their perceptions of tourism's impact on Ayodhya's Gross Domestic Product (GDP Contribution). It aims to establish whether there is a correlation between individuals' views on tourism's role in employment and its effect on the GDP.

The hypotheses concerning the same are:

H0 - There is no relationship between respondents' assessments of Employment Role and the GDP Contribution in Ayodhya.

H1 - There is a relationship between respondents' assessments of Employment Role and the GDP Contribution in Ayodhya.

Per the chi-square test outcomes, there is no statistically significant association between the ratings of Employment Role and GDP Contribution in Ayodhya among the respondents ($p > 0.05$). However, the Likelihood Ratio test reveals a p-value of 0.028, which falls below the 0.05 threshold, indicating a statistically significant correlation. The findings indicate that while the Pearson Chi-Square test failed to detect a significant correlation, the Likelihood Ratio test did. The disparity in results could be due to the differing sensitivity levels of the two tests. Further investigation may be warranted to clarify the correlation between respondents' perceptions of tourism's employment function and its impact on the GDP of Ayodhya.

Examining the cross-tabulation between Employment Role and GDP Contribution reveals divergent perspectives among respondents regarding the impact of tourism on employment and GDP in Ayodhya. Individuals who agreed or strongly agreed with the role of tourism in job creation were more predisposed to acknowledge its significant contribution to the Gross Domestic Product (GDP).

Contradictory outcomes emerged from the chi-square tests. The Pearson Chi-Square test did not reveal a statistically significant relationship between Employment Role and GDP Contribution ($p = 0.095$), whereas the Likelihood Ratio test indicated a significant relationship ($p = 0.028$). This indicates that the association between respondents' assessments of employment role and GDP contribution is unlikely to be purely random. These results suggest that individuals' perceptions regarding the employment dimension of tourism can influence their evaluation of its economic importance. Policymakers can leverage these insights to devise

strategies that maximize the economic benefits of tourism in Ayodhya. However, further investigation is necessary to fully grasp the nature of this correlation.

Table 2: Test of Chi-Square

| | Value | Df | Asymptotic Significance (2-sided) |
|--------------------|---------|----|-----------------------------------|
| Pearson Chi-Square | 28.648a | 20 | 0.095 |
| Likelihood Ratio | 33.728 | 20 | 0.028 |
| N of Valid Cases | 100 | | |

a. 27 cells (90.0%) have expected count less than 5. The minimum expected count is 1.50.

Based on the chi-square test results, it appears that there exists a discernible link between respondents' perceptions of Employment Role and GDP Contribution, although the precise magnitude of this association remains uncertain. While the Pearson Chi-Square test returned a p-value of 0.095, suggesting a lack of statistical significance at the 0.05 level, the Likelihood Ratio test produced a p-value of 0.028, indicating a statistically significant relationship.

6.1.3

Exploring the connection between respondents' views on Security Measures, particularly the enhancement of emergency response systems and the augmentation of police presence, and their perspectives on the Relevance of Food Safety in the context of tourism in Ayodhya. The relevant hypotheses are:

H0 - There is no association between respondents' perceptions of security measures and the importance of food safety in Ayodhya.

H1 – There is an association between respondents' perceptions of security measures and the importance of food safety in Ayodhya.

The analysis of opinions on security measures and food safety in Ayodhya's tourism industry reveals a wide array of perspectives among respondents. While many of those who considered food safety essential supported the enhancement of emergency response mechanisms, a significant portion of respondents who valued food safety did not prioritize the improvement of emergency response systems.

Among the different priority levels attributed to food safety, responses concerning the expansion of law enforcement presence exhibited a more balanced distribution. Interestingly, both the 'Not Sure' category for security measures and the 'Not Sure' category for the importance of food safety received substantial responses, hinting at a widespread lack of strong opinions or uncertainty surrounding these matters. A level of agreement is evident among respondents regarding the importance of food safety and security measures, but discrepancies also exist. Addressing these differences could be instrumental for policymakers and tourism authorities in Ayodhya to enhance the overall quality of the tourism experience.

Table 3: Test of Chi-Square

| | Value | Df | Asymptotic Significance (2-sided) |
|--------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 15.315 ^a | 15 | 0.429 |
| Likelihood Ratio | 16.007 | 15 | 0.382 |
| N of Valid Cases | 100 | | |

a. 20 cells (83.3%) have expected count less than 5. The minimum expected count is 2.86.

Upon conducting the chi-square test to explore the significance of food safety and security measures within Ayodhya's tourism industry, the crosstabulation findings suggest an absence of statistically significant association between respondents' views on security measures and their emphasis on food safety.

Both the Pearson Chi-Square test ($p = 0.429$) and the Likelihood Ratio test ($p = 0.382$) yielded p-values greater than 0.05. This suggests that the relationship between the two variables is not statistically significant at the 0.05 level.

Taken together, the results indicate that while there could be an association between respondents' views on security measures and the importance, they place on food safety, this connection lacks statistical significance as it is not sufficiently robust. Additional research employing a larger sample size or alternative methodologies may be warranted to explore this relationship more comprehensively.

6.1.4

Investigating the potential correlation between respondents' perceptions of governmental efforts and the perceived effectiveness of measures taken to mitigate environmental impacts. The hypotheses for the same are:

H0 – There is a lack of association between respondents' views on Government Efforts and the perceived effectiveness of Environmental Impact Steps in Ayodhya.

H1 – There is an association between respondents' views on Government Efforts and the perceived effectiveness of Environmental Impact Steps in Ayodhya.

Should a substantive correlation be uncovered, it may suggest the need for policy revisions or interventions to bolster the perceived efficacy of initiatives focused on environmental preservation. Understanding these perspectives lays the groundwork for devising targeted strategies for sustainable environmental management in Ayodhya that are better poised to achieve their objectives. The acknowledgment of environmental impact actions was more prevalent among respondents who perceived the government's efforts as effective or highly effective. In contrast, opinions on the presence of environmental impact steps were evenly split among those who regarded the government's efforts as entirely ineffective.

Table 4: Test of Chi-Square

| | Value | Df | Asymptotic Significance (2-sided) |
|--------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 7.814 ^a | 5 | 0.167 |
| Likelihood Ratio | 8.043 | 5 | 0.154 |
| N of Valid Cases | 100 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.72.

When examining the results of the chi-square test regarding Environmental Impact Steps and Government Efforts, as revealed by the crosstabulation, it is evident that Ayodhya residents' views on environmental impact measures do not significantly correlate with their perceptions of the government's efforts. With a significance level set at 0.05, both the Pearson Chi-Square test ($p = 0.167$) and the Likelihood Ratio test ($p = 0.154$) resulted in p-values exceeding 0.05. This suggests that the observed association between the two variables is probably not statistically significant. As a result, the conclusion drawn is that there is insufficient evidence to reject the null hypothesis, which asserts no correlation between respondents' perceptions of environmental impact measures and their perceptions of government efforts.

Analysis in a Nutshell

The insights gathered from the respondents underscore a widespread belief in the importance of capacity building and urban planning efforts in Ayodhya. While acknowledging positive experiences, respondents offered constructive feedback aimed at refining the visitor experience. Moreover, a majority emphasized the pivotal role of tourism in facilitating job creation for the local community.

The consensus among the majority of respondents is that the government's priority should be capacity building and urban planning. Many argue that a well-planned city will not only attract hoteliers to invest in the food and accommodation sector, thereby boosting

revenue, but this sentiment is widely echoed. Merely establishing an airport is deemed insufficient; there is a strong call for the restoration of local communication infrastructure, as highlighted by the majority of respondents.

While the local populace expressed satisfaction with the waste management and sewage system of the city, there were contrasting views among some foreigners. Respondents suggested that the government should implement stricter security policies to enhance tourist safety in India. The majority emphasized that cultural warmth, culinary offerings, and diverse activities would influence their decision to revisit Ayodhya. Notably, both Indian and foreign participants were inclined to recommend Ayodhya's tourism to others.

7. FINDINGS

It has been identified through the study that capacity building and urban planning are key determinants shaping the current tourism dynamics in India.

- **Infrastructure Enhancement:** Focus on bolstering physical infrastructure could entail upgrading roads, transportation systems, accommodations, and critical facilities to meet the needs of the expanding tourist population.
- **Tourism Infrastructure Enhancement:** Developing visitor centers, information hubs, rest stops, and similar amenities can enrich the tourist experience and optimize the management of tourist flow.
- **Fostering Sustainable Tourism: Environmental Protection:** Capacity building programs can disseminate knowledge about sustainable tourism practices, encompassing waste management, energy efficiency, and the safeguarding of natural ecosystems and cultural heritage.

Furthermore, the application of urban planning strategies can contribute to the advancement of tourism by:

- **Enhancing Aesthetic Appeal: Urban Architecture:** Strategic urban design and architectural choices can enrich the visual appeal of a destination, leading to picturesque and memorable streets, public areas, and landmarks.
- **Sustaining Cultural Heritage: Heritage Conservation:** Preserving the essence and allure of the destination, urban design might prioritize the conservation and rehabilitation of historic landmarks, monuments, and cultural heritage sites.
- **Dynamic Urban Evolution & Entertainment and Recreation:** Vibrant mixed-use developments can catalyze urban vitality, fostering active tourist destinations with diverse offerings such as dining, retail, entertainment, and cultural activities.

8. CONCLUSION

Ayodhya presents ample opportunities for community development, cultural engagement, and economic growth spurred by its flourishing tourism sector. The city's consistent surge in tourist numbers is underpinned by its rich historical and religious heritage, continual infrastructural enhancements, and proactive marketing campaigns. However, this growth trajectory poses several challenges that necessitate resolution to ensure the sustainable progression of tourism and the conservation of Ayodhya's ecological and cultural assets. Effective collaboration among governmental bodies, local authorities, tourism stakeholders, and the community is paramount in addressing these challenges. By working together, Ayodhya can harness the opportunities arising from tourism expansion while safeguarding its cultural heritage, enhancing visitor experiences, and promoting the welfare of its residents through coordinated interventions. With concerted efforts, Ayodhya has the potential to emerge as a beacon of sustainable tourism, offering transformative experiences to visitors while preserving its sacred heritage for posterity.

9. LIMITATIONS

- **Bias in Sampling:** Although random sampling methods were employed, the sample may lack a complete portrayal of Ayodhya's visitor demographics, potentially leading to underrepresentation in certain areas or segments.
- **Narrow Scope of Generalization:** The study's conclusions are constrained to Ayodhya's tourism environment and may not be broadly applicable to regions or states with diverse socioeconomic or cultural settings.

- Temporal Boundaries: The study's short time-frame had chances to impede breadth & depth of data retrieval and evaluation. A lengthier research endeavor could have enabled a more thorough investigation.

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