Age vs. Faith Tourism

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ABSTRACT

Term travel which is now somehow called tourism, remain the fascination for mankind since inception of human civilization. But faith related travel and tourism which is booming now a day's across the world is a recent phenomenon. It has also seen that faith is related to travel and not confined within the walls of religion. It's a different occurrence which is now somehow surpasses all kinds of tourism. Therefore, this study tries to unleash the hidden motivation of tourism across various age groups, thus tries to know age vs. faith tourism

Keywords: Travel, Faith, Tourism,, Age Group

INTRODUCTION

In the subject of marketing management and service marketing, it has been observed that in every generation and within specific generation particular age group has different characteristic features. Specific age group behaves differently to a particular situation as they have specific temperament, mindset and motivation to a particular situation. Is this applicable in case of travel and tourism industry or not therefore, this study is design by incorporating different type of situation across various age groups.

OBJECTIVE

1. To correlate age vs. faith travel.
2. To Study purpose of visit across various age groups.

HYPOTHESES

Age has not a factor for particular travel related activity.

METHODOLOGY

A balance questionnaire was developed and tested on 734 respondent were recorded during their visit to Shahdra Sharief Shrine, Rajouri. Data is analysed by using very basics statistical tool frequency distribution and cross tabulation with the help of SPSS and Excel.

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REVIEW OF LITERATURE

Religion, Faith and Spirituality are seen to be closely related as no demarcation line is drawn between the three. UNWTO (2011) argue that a well-made gap is imperative between these three aspects of tourism, so as to understand the role of religious/pilgrimage tourism in Asia.

Ritter (1989), study the differences between the travel behavioural pattern of Muslims and Arabs and those of their European counterparts. Din (1989), investigate the Islamic notion of tourism and Graburn (1997), undertake study of sacred goal of obedience for the ways of God contrary to commercial goals. Houellebecq (2001), study the pattern of travelling of pilgrims during Hajj season. After 1970s, travel and tourism had grown into a key global industry, thus attention was being towards consequences of tourism development (Mathieson and Wall, 1982).

Norman (2004) in study discusses spiritual tourism in context with non-spiritual travels. The study explores various reasons and motivation behind spiritual travel in length viz a viz regular tourism. A study conducted by Phukan, Rahman and Devdutt (2012) shows that in the recent past there has been a significant increase of spiritual travelers travelling to sacred places. Review of above studies shows that in this area not much study is conducted therefore, this study is undertaken.

ANALYSIS

Cross tabulation between Age and Purpose of travel

Table 1.00 shows that 90% of the pilgrims when visiting shrine of Shahdra Sharief with mere motivation of faith.

Table 1.00: Cross tabulation between Age and Purpose of Visit

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>Cross Tabulation</th>
<th>Purpose of Visit</th>
<th>Total</th>
<th>Chi-Square Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Faith</td>
<td>Recreation</td>
<td>Vacations/Leisure</td>
</tr>
<tr>
<td>1-15</td>
<td>89.70%</td>
<td>2.60%</td>
<td>5.10%</td>
<td>0.00%</td>
</tr>
<tr>
<td>16-30</td>
<td>72.80%</td>
<td>11.00%</td>
<td>4.80%</td>
<td>6.70%</td>
</tr>
<tr>
<td>31-45</td>
<td>84.30%</td>
<td>7.90%</td>
<td>3.10%</td>
<td>3.10%</td>
</tr>
<tr>
<td>46-60</td>
<td>86.40%</td>
<td>1.70%</td>
<td>1.70%</td>
<td>3.40%</td>
</tr>
<tr>
<td>&gt; 60</td>
<td>89.10%</td>
<td>4.30%</td>
<td>2.20%</td>
<td>4.30%</td>
</tr>
<tr>
<td>Total</td>
<td>77.80%</td>
<td>8.90%</td>
<td>4.10%</td>
<td>5.30%</td>
</tr>
</tbody>
</table>

Only 4% pilgrims visited for touring, 5% were on visited for other purposes including visit to friends and relatives. It is also shown in the table that majority of all pilgrims of all age groups undertake journey to shrine because of underlying faith. Chi square test as shown in above table reveals that there is an correlation of different age group with regard to faith although 1-15 Year and above 60 years were the pilgrims who undertake faith related tour. Besides this it has also been observed that the age of the pilgrims also has a relation with purpose of visit to Shahdra Sharief Shrine.

Cross tabulation between Age of Tourist and activities performed by them

Table 2.00 shows that majority of the pilgrims i.e. 38% of all age groups visits to Shrine Shahdra Sharief to have glimpses of the holy Shrine.
Table 1.00: Cross tab. between, Age of visitors and Religious Activities Performed

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>Not specifically for pilgrimage</th>
<th>Just to catch glimpses</th>
<th>Wish</th>
<th>Donation</th>
<th>All of these</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-15</td>
<td>5.10%</td>
<td>66.70%</td>
<td>0.00%</td>
<td>20.50%</td>
<td>7.70%</td>
<td>100.00%</td>
</tr>
<tr>
<td>16-30</td>
<td>6.90%</td>
<td>36.90%</td>
<td>13.20%</td>
<td>23.30%</td>
<td>19.70%</td>
<td>100.00%</td>
</tr>
<tr>
<td>31-45</td>
<td>15.00%</td>
<td>29.90%</td>
<td>14.20%</td>
<td>31.50%</td>
<td>9.40%</td>
<td>100.00%</td>
</tr>
<tr>
<td>46-60</td>
<td>3.40%</td>
<td>42.40%</td>
<td>16.90%</td>
<td>25.40%</td>
<td>11.90%</td>
<td>100.00%</td>
</tr>
<tr>
<td>&gt; 60</td>
<td>13.00%</td>
<td>45.70%</td>
<td>10.90%</td>
<td>19.60%</td>
<td>10.90%</td>
<td>100.00%</td>
</tr>
<tr>
<td>Total</td>
<td>8.30%</td>
<td>38.30%</td>
<td>12.80%</td>
<td>24.50%</td>
<td>16.10%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Besides them large number of pilgrims i.e. 24% visits to for donations. Peoples belong to age group 31 to 45 year donate maximum followed by 46 to 60 of age group. As chi square value is 42.90 (df=16, N=734), p=0.000 is significant at 16 degree of freedom, showing that there is significant difference in age of pilgrims and activates performed by them during their visit to Shahdra.

CONCLUSION
It has been observed in this study when travel undertaken for the purpose of pilgrimage, pilgrimage does not the sole purpose. It may include other like leisure, sight seen, exploring etc. It has also been find out that specific age group has different motivation for travel vs. faith. Although it difficult to draw clear-cut demarcation between them.

REFERENCES