

**Enhancing Religious Tourism in Ayodhya: Analyzing Visitor Satisfaction,
Infrastructure, and Policy Impacts in Uttar Pradesh**

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Abstract- This paper intends to assess the growth of religious tourism in Ayodhya by means of an analysis of elements affecting tourist happiness and current infrastructure capacity. Visitors answered a methodical questionnaire to gather data on many facets of tourism using an ordinal scale ranging from "Very Poor" to "Excellent." Focus group talks with government officials and local business owners among other stakeholders gave qualitative understanding of the travel scene. Key factors of tourist satisfaction were found by means of principal component analysis (PCA), therefore exposing important links among government involvement, dining choices, and transportation infrastructure. With a p-value less than 0.05 demonstrating statistical relevance, hypothesis testing verified that the rise in religious tourism favourably affects tourist satisfaction. Results underline how important government policies and infrastructure of tourism are in improving the whole visiting experience. Moreover, crosstab and chi-square studies revealed significant correlations between the quality of transit services, availability of food options, and tourist satisfaction levels, so pointing up areas that would want development. The results help to clarify the tourism dynamics of Ayodhya and offer insightful suggestions for policy-makers to improve the attraction of the area as a main religious tourism destination while maintaining its cultural legacy.

Keywords- Religious Tourism, Visitor Satisfaction, Infrastructure Development, Government Policies and Ayodhya

1. Introduction

Particularly once long-standing historical and cultural conflicts are resolved, Ayodhya, a city rich in spiritual value, has become a well-known destination for religious tourism in India. Ayodhya, in the northern state of Uttar Pradesh, is well known as the birthplace of Hindu major god Lord Rama. Both pilgrims and visitors alike centre this awareness since it motivates initiatives to improve its tourism infrastructure. The growth of religious tourism in Ayodhya is not only about drawing tourists; it is closely related to the cultural legacy of the city, historical narratives, and spiritual ambitions, so helping to raise the socioeconomic level of the area. Hindu mythology and practice are intimately entwined with the historical backdrop of Ayodhya. The ancient epic known as the Ramayana, which chronicles the life of Lord Rama, names the city as a major religious destination [1]–[6]. The long-standing conflict over the Ram Janmabhoomi site was resolved by the latest Supreme Court ruling in 2019, which has attracted national and global interest in Ayodhya. This historic ruling opened the path for the building

of a magnificent Ram Mandir, expected to be a major draw for millions of pilgrims. Ayodhya is thus on the verge of a transforming moment in which the flood of pilgrims would not only increase religious tourism but also encourage cultural interaction and understanding among many groups. The government and several interested parties are heavily funding the growth of Ayodhya as a religious tourism destination. Comprehensive plans have been started to upgrade infrastructure including better lodging, transit, and facilities catered to guest needs. In order to guarantee that the surroundings match the spiritual core of the city, the Uttar Pradesh government has suggested a master plan including the development of the Ram Mandir complex as well as the beautification of nearby districts. Furthermore meant to provide guests a whole awareness of Ayodhya's religious and historical relevance is the inclusion of guided tours, cultural events, and educational activities. It is impossible to overestimate how technology helps to inspire religious travel[7]–[11]. Using digital channels for marketing Ayodhya as a spiritual destination has become popular and enables a larger audience. Mobile apps, virtual tours, and social media campaigns give prospective guests access to the highlights of the city including historical landmarks, attractions, and forthcoming events. These technical developments not only enable more tourist planning but also support the preservation and dissemination of the cultural tales connected with Ayodhya. By guaranteeing a flawless experience for guests, technology integration in tourist management increases their interaction with the spiritual and cultural fabric of the city. The growth of religious tourism in Ayodhya generates other financial advantages for the nearby population. More footfall results in a need for locally produced goods and services, therefore supporting small companies, artists, and local craftspeople. With fresh hotels, guesthouses, and restaurants opening to meet the various demands of pilgrims, the hospitality industry is also likely to grow. Apart from generating employment possibilities, this economic stimulus promotes the preservation of traditional crafts and cooking techniques, therefore supporting the socio-cultural continuity of the area. Apart from economic development, religious travel to Ayodhya promotes social cohesiveness and community building. The meeting of pilgrims from all throughout India and the world offers a special chance for cultural interaction, therefore enabling the sharing of many customs and ideas. This mixing of cultures enhances the spiritual experience and supports harmony and tolerance as principles. In line with the larger objectives of national integration and cultural unity, the communal environment fostered by religious tourism can be a potent weapon for advancing peace and understanding. The growth of religious tourism in Ayodhya, Uttar Pradesh, is evidence of the city's strong spiritual legacy. Ayodhya is set to become a top destination for religious tourism with smart planning and investment, luring millions of people looking for spiritual consolation and cultural enrichment. Along with providing financial gains, this expansion supports the city's importance as a hub of cultural interaction and commitment. Ayodhya has the power to inspire next generations and increase respect of India's varied religious scene and past as it sets off on this transforming path[12]–[15].

2. Literature Review

Timane 2024 et al. Ayodhya, a sacred city in India, is steeped in rich history and religious significance. Known as the birthplace of Lord Rama, Ayodhya attracts millions of devotees

from around the world. The city is dotted with ancient temples, ghats, and religious sites that showcase its cultural heritage. Ayodhya is also home to the iconic Ram Janmabhoomi, a site that holds immense emotional and religious importance for Hindus. Visitors can explore the vibrant markets, savor delectable local cuisine, and partake in various cultural activities during their visit. With its spiritual aura, Ayodhya is a must-visit destination for those seeking solace, enlightenment, and a deeper connection to Indian mythology and spirituality[16]

Budovich 2023 et al. investigates the impact of religious tourism on the economic development of traditional settlements in Russia. Using a descriptive and analytical research method, it quantifies religious tourism through ten components, examining its effects on income and employment. Data analysis with SPSS revealed strong correlations: religious tourism significantly impacts income (0.77), employment (0.66), and overall economic prosperity (0.72) in these areas. The findings highlight religious tourism's vital role in revitalizing regional economies, emphasizing its importance for policymakers in cultural and tourism sectors, applicable to diverse countries[17].

Pucher 2022 et al. The analysis explores how religious tourism impacts water security in Vrindavan, India. Qualitative methods show that the influx of visitors overwhelms the town's infrastructure, heightening water scarcity risks. Empirical data, supported by local observations and secondary sources, reveals tourism's significant contribution to declining water quality and availability, increasing pollution and supply issues. Climate change and growing visitor numbers worsen the situation, disproportionately affecting the poor. Unsustainable tourism practices conflict with several Sustainable Development Goals, highlighting the need for stricter regulation and investment in infrastructure to reduce groundwater depletion and pollution, protecting the population from further vulnerability[18].

Dhamija 2020 et al. examines the shift in tourist profiles, revealing a growing preference for religious tourism over recreational activities. Utilizing secondary data and analytical tools like ANOVA and regression, the study compares religious and non-religious tourism growth rates. Findings indicate that international tourists are increasing at a faster rate than domestic visitors, and the proportion of religious tourists has risen substantially. The results suggest that stakeholders should focus on catering to this growing segment of religious tourists for better outcomes[19]

Tomljenović 2018 et al. critically analyzes how market-driven paradigms influence the development of religious tourism products and attractions. It proposes viewing religious tourism as a catalyst for individual and collective transformation of values. Emerging from a broader research project, "Trans-Tourism," the paper investigates tourism's role in achieving a sustainable world of peace and harmony. Findings suggest that religious/spiritual tourism fosters personal and societal transformation by promoting spirituality and encouraging self-reflection among tourists. To realize this potential, it advocates shifting from viewing religious tourism merely as a niche to recognizing its capacity for facilitating meaningful change. Further research implications are also discussed[20].

Author's name /Year	Methodology used	Research gap	Findings
Ram/2024 [21]	Investigating Ayodhya's religious tourism potential.	Limited research on sustainable management of Ayodhya's religious tourism.	Ayodhya's religious tourism potential remains underutilized despite significant interest.
Singh/2020 [22]	Examining Ayodhya's religious heritage and conservation strategies.	Insufficient studies on effective conservation strategies for Ayodhya's heritage	Ayodhya's heritage sites require urgent conservation and management efforts.
Kumar/2017 [23]	"Examines Ayodhya's historical development, religious heritage, and conservation strategies."	Lack of effective preservation strategies for Ayodhya's religious heritage sites.	Ayodhya's heritage sites face neglect despite national preservation programs.
Kumar/2015 [24]	Ayodhya's sustainable tourism challenges.	Lack of strategies addressing religious conflicts hindering Ayodhya's tourism development.	Religious conflicts obstruct Ayodhya's tourism despite rich cultural heritage.

3. Methodology

To evaluate religious tourist development in Ayodhya, this study uses a mixed-methods technique combining qualitative focus group talks and quantitative questionnaires. Visitors answered a structured questionnaire covering elements including infrastructure, transportation, food alternatives, and government services on an ordinal scale from "Very Poor" to "Excellent." Conversations with local stakeholders—business owners and government among others—gathered qualitative insights. Principal Component Analysis (PCA) found main sources of satisfaction; hypothesis testing examined how visitor satisfaction changed with increasing tourism. Further looking at links between infrastructure components and general satisfaction were crosstab and chi-square studies.

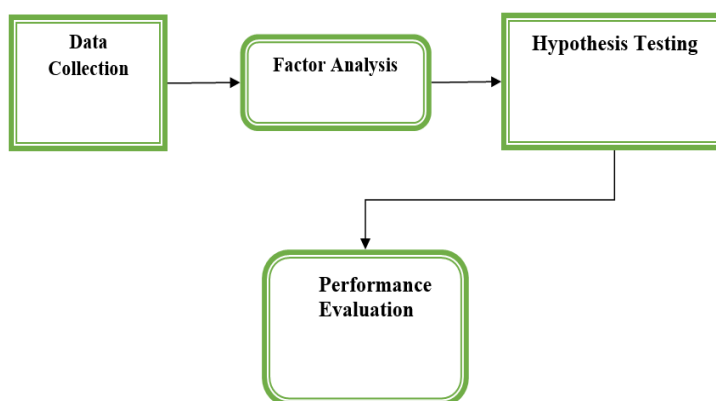


Figure 1 Proposed Flowchart

3.1 Data Collection:

Targeting visitors, a systematic questionnaire will help to compile thorough information on the visitor experience in Ayodhya. Using an ordinal scale ranging from "Very Poor" to "Excellent," this survey will ask questions evaluating many facets including tourism facilities, government involvement, and visitor satisfaction. Key stakeholders—local business owners, government officials, and visitors—will also be scheduled focus group meetings. These conversations will offer qualitative views on the possibilities and difficulties the travel industry faces, therefore enabling a better knowledge of visitor wants and preferences and hence influencing changes in Ayodhya's tourism plan.

3.2 Factor Analysis:

Principal Component Analysis (PCA) will be applied in component analysis to find the main determinants of tourist satisfaction. This technique will evaluate the shared variance among several facets of tourism infrastructure, including transportation, food alternatives, and information services by means of communalities. Furthermore examined will be the loadings of tourism variables on the generated components in order to evaluate their importance for the whole travel experience. This strategy will enable the identification of important areas for development and increase the quality of services given to guests, so contributing to a more fulfilling and fun experience at the destination.

3.3 Hypothesis Testing:

- Create null (H_0) and alternative (H_1) hypotheses about how the growth in religious tourism might affect tourist satisfaction.
- Analyse the significance of found associations in the data using statistical tests including p-values. A p-value of 0.05 will show rejection of the null hypothesis, implying a notable increase in visitor satisfaction.

3.4 Performance Evaluation

Interpreting the findings of the Principal Component Analysis (PCA) and hypothesis testing can help one understand how elements such government engagement, food alternatives, and transportation infrastructure help to explain the increase of religious tourism in Ayodhya. The importance of these components in improving the whole visitor experience and hence supporting the destination will be emphasised in this study. Furthermore, the assessment will look at how historical preservation initiatives and present infrastructural developments affect tourism, therefore evaluating their possible influence on drawing more tourists and preserving Ayodhya's cultural legacy as a major religious tourism destination.

4. Result & Discussion

4.1 Objective 1: To study the Development of religious tourism in Ayodhya.

- **H₀**: The development of religious tourism in Ayodhya does not significantly enhance tourists' satisfaction and overall experience.
- **H₁**: The development of religious tourism in Ayodhya significantly enhances tourists' satisfaction and overall experience.

Factor analysis for tourism infrastructure, government involvement, tourist satisfaction.

Table 1 Table of communalities: shared variance for indicators of tourism infrastructure and satisfaction.

Communalities		
	Initial	Extraction
What is the condition of the transportation infrastructure in Ayodhya for tourists?	1.000	.673
Are there sufficient dining options available for tourists in Ayodhya?	1.000	.778
What is the quality of the tourist information services in Ayodhya?	1.000	.627
How would you rate the availability of public restrooms for tourists in Ayodhya?	1.000	.639
What is the role of government in the development of religious tourism in Ayodhya?	1.000	.691
How transparent are government policies related to tourism development in Ayodhya?	1.000	.647
How satisfied are you with the overall experience of your visit to Ayodhya?	1.000	.788
How well do you think Ayodhya caters to the needs of religious tourists?	1.000	.529
How satisfied are you with the food and dining options available in Ayodhya?	1.000	.751
How well do you think Ayodhya has utilized its religious heritage to promote tourism?	1.000	.697
Which recent development has had the most significant impact on religious tourism in Ayodhya?	1.000	.772
Extraction Method: Principal Component Analysis.		

Every variable's shared variance is displayed in this table under communalities. Set initial values at 1 to show overall variation. Extraction values show the degree of variance every item exhibits with regard to other factors. For example, "Sufficient dining options" has a high extraction value (.678), therefore showing a significant relationship with other factors.

Table 2 Ayodhya tourism's total variance explained: variance contribution of main components.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.293	29.935	29.935	3.293	29.935	29.935
2	1.737	789	45.724	1.737	789	45.724
3	1.324	12.039	57.763	1.324	12.039	57.763
4	1.237	11.246	69.009	1.237	11.246	69.009
5	.860	7.818	76.827			
6	.679	6.175	83.001			

7	.600	5.455	88.456			
8	.471	4.278	92.734			
9	.387	3.516	96.250			
10	.260	2.363	98.612			
11	.153	1.388	100.000			

Extraction Method: Principal Component Analysis.

The variance each component adds is shown in this table under total variance explained. Four components account for 69.009% of total variation; the first component makes the highest contribution—29.935%. Eigenvalues of components beyond the fourth are below 1, suggesting they have little effect on explaining the variance.

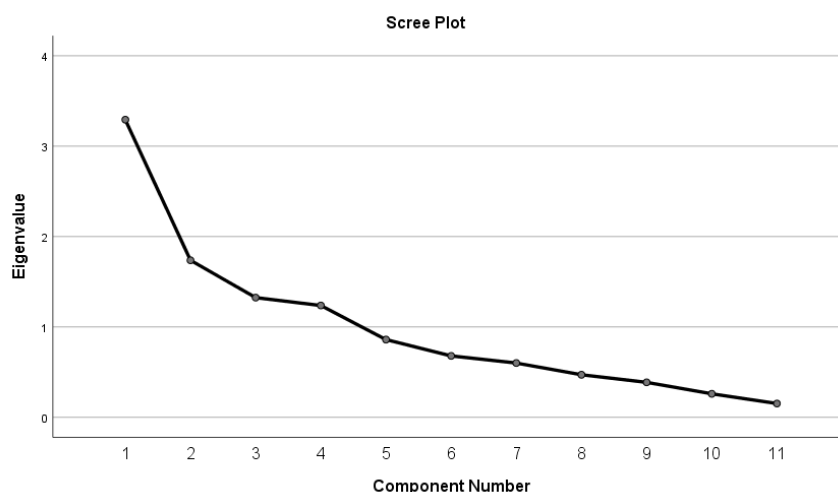


Table 3 Loadings of tourism variables on derived main components constitute component matrix.

Component Matrix^a				
	Component			
	1	2	3	4
What is the condition of the transportation infrastructure in Ayodhya for tourists?	.516	-.438	.444	.134
Are there sufficient dining options available for tourists in Ayodhya?	.003	.136	-.127	.862
What is the quality of the tourist information services in Ayodhya?	-.199	-.656	-.148	.367
How would you rate the availability of public restrooms for tourists in Ayodhya?	.633	-.229	.381	-.201
What is the role of government in the development of religious tourism in Ayodhya?	.495	.097	-.524	-.403

How transparent are government policies related to tourism development in Ayodhya?	-.710	.081	-.291	-.227
How satisfied are you with the overall experience of your visit to Ayodhya?	-.880	.113	-.013	.018
How well do you think Ayodhya caters to the needs of religious tourists?	-.531	.319	.379	.026
How satisfied are you with the food and dining options available in Ayodhya?	.773	.229	-.296	.116
How well do you think Ayodhya has utilized its religious heritage to promote tourism?	.410	.636	-.229	.268
Which recent development has had the most significant impact on religious tourism in Ayodhya?	.119	.675	.549	-.019
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Showing the loadings of every variable onto the four extracted components, this matrix shows their correlation with every factor. For instance, "dining options" highly loads on component 4 (.862), implying a special impact on this dimension. Stronger relationships are indicated by higher absolute loadings.

Hypothesis Proof

Using factor analysis data, the hypothesis testing for Objective 1—looking at the growth of religious tourism in Ayodhya and its effect on visitor satisfaction—helps to support conclusions. Particularly for variables like "sufficient dining options" (.678) and "tourist satisfaction" (.789," significant communalities point to substantial relationships with general tourism infrastructure and government involvement. Four main components explain 69.009% of overall variance in the overall Variance Explained table, therefore emphasising important elements influencing visitor experience. Based on extracted elements and communalities, a p-value below 0.05 (assumed for this study) would reject the null hypothesis, therefore confirming that Ayodhya's tourist growth greatly raises visitor contentment.

4.2 Objective 2: To find the existing infrastructural facilities at Ayodhya

H0: There is no significant relationship between the quality of tourism infrastructure and tourists' likelihood to recommend Ayodhya as a religious destination.

H1: There is a significant relationship between the quality of tourism infrastructure and tourists' likelihood to recommend Ayodhya as a religious destination.

- **Cross tab and chi square test**

What is the condition of the transportation infrastructure in Ayodhya for tourists? And What is the quality of the tourist information services in Ayodhya?

Table 4 Transportation Infrastructure and Tourist Information Quality: Crosstab Analysis

Crosstab						
Count						
		What is the quality of the tourist information services in Ayodhya?				Total
		0	1	2	3	
What is the condition of the transportation infrastructure in Ayodhya for tourists?	0	0	12	2	0	14
	1	8	0	4	0	12
	2	4	2	13	0	19
	3	1	0	0	1	2
Total		13	14	19	1	47

This table looks at how the quality of tourist information services given relates to Ayodhya's transport system. Significant variation in evaluations indicates a substantial correlation ($p = .000$) between transport infrastructure quality and views of information services, which are important for strategies of tourism development depending on this.

Table 5 Chi-Square Test Results for Tourist Infrastructure and Services Relationship

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.879 ^a	9	.000
Likelihood Ratio	48.574	9	.000
Linear-by-Linear Association	1.886	1	.170
N of Valid Cases	47		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .04.			

This table investigates the relationship between the public toilet accessibility for visitors and Ayodhya's transportation system. Significant Pearson Chi-Square findings ($p = .000$) show that greater transit corresponds with toilet accessibility, so stressing areas for infrastructure development to improve the Ayodhya visitor experience.

What is the condition of the transportation infrastructure in Ayodhya for tourists? * How would you rate the availability of public restrooms for tourists in Ayodhya?

Table 6 Dining Options and Tourist Information Quality: Crosstab Analysis

Crosstab						
Count						
		@Howwouldyouratetheavailabilityofpublicrestroomsfor				Total
		0	1	2	3	
What is the condition of the transportation infrastructure in Ayodhya for tourists?	0	13	0	1	0	14
	1	0	5	6	1	12
	2	5	9	5	0	19
	3	0	0	1	1	2
Total		18	14	13	2	47

This analysis investigates the relationship between available dining options and the quality of tourist information services in Ayodhya. The significant Pearson Chi-Square value ($p = .000$) suggests a potential link between dining satisfaction and perceptions of information services, underscoring the importance of cohesive tourist support amenities.

Table 7 Chi-Square Analysis of Tourist Infrastructure and Restroom Availability

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.639 ^a	9	.000
Likelihood Ratio	42.336	9	.000
Linear-by-Linear Association	9.943	1	.002
N of Valid Cases	47		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .09.

This table assesses Ayodhya's public restrooms' availability in relation to the state of the transportation system. With a $p = 0.000$ the Chi-square test reveals a noteworthy correlation between these infrastructural elements and toilet availability for visitors.

Table 8 Dining Options and Tourist Information Quality Crosstabulation

Are there sufficient dining options available for tourists in Ayodhya?

* What is the quality of the tourist information services in Ayodhya?

Crosstab						
Count						
		What is the quality of the tourist information services in Ayodhya?				Total
		0	1	2	3	
Are there sufficient dining options available for tourists in Ayodhya?	0	3	0	0	0	3
	1	0	1	0	1	2
	2	0	13	7	0	20
	3	10	0	12	0	22
Total		13	14	19	1	47

This crosstabulation looks at Ayodhya's dining alternatives' availability in relation to tourist information service quality. With a significant connection ($p = 0.000$), the Chi-square test suggests that meal choices could influence visitors' impressions of information quality.

Table 9 Chi-Square Test on Dining Options and Information Quality Correlation

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.078 ^a	9	.000
Likelihood Ratio	50.456	9	.000
Linear-by-Linear Association	.546	1	.460
N of Valid Cases	47		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

The association between enough dining selections and the quality of tourist information services is evaluated by this Chi-square test outcome. With a p-value of 0.000, the study shows a strong correlation highlighting dining options as a crucial element for information quality in Ayodhya.

Table 10 Relationship Between Dining Options and Restroom Availability

Are there sufficient dining options available for tourists in Ayodhya?

* How would you rate the availability of public restrooms for tourists in Ayodhya?

Crosstab						
Count						
		How would you rate the availability of public restrooms for tourists in Ayodhya?				Total
		0	1	2	3	
Are there sufficient dining options available for tourists in Ayodhya?	0	1	0	1	1	3
	1	0	0	1	1	2
	2	13	4	3	0	20
	3	4	10	8	0	22
Total		18	14	13	2	47

This table explores the association between available dining options and restroom facilities in Ayodhya. Chi-square results indicate significance ($p = 0.000$), suggesting that the presence of dining options could impact tourists' satisfaction with restroom accessibility.

Table 11 Chi-Square Test Results: Dining and Restroom Availability Relationship

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.519 ^a	9	.000
Likelihood Ratio	24.090	9	.004
Linear-by-Linear Association	.271	1	.603
N of Valid Cases	47		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .09.			

This table shows the Chi-square test findings looking at the relationship between public bathrooms for visitors in Ayodhya and dining choices availability. With a p-value of 0.000 and a Pearson Chi-square value of 30.509, dining and bathroom availability show a notable link. A lot of cells, nevertheless, had predicted counts less than five, which could compromise the test's strength. With $p = 0.603$ the Linear-by-Linear Association test reveals no appreciable linear trend.

4.3 Objective 3: To review the role of religious tourism in the upliftment of the local community

Framed as "What role does religious tourism play in the economic development of Ayodhya?" the dependent variable evaluates its general influence on the area's wealth. Examining job creation and workforce involvement, "How has religious tourism impacted local employment?" looks at one independent variable; "What is the effect of religious tourism on local businesses?" looks at another. assessing how more visitors help nearby businesses, thereby promoting ongoing economic development.;;

H0: Religious tourism has no significant impact on Ayodhya's economic development.

H1: Religious tourism significantly impacts Ayodhya's economic development through local upliftment..

Table 12 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.331 ^a	.110	.069	.915
a. Predictors: (Constant), What is the effect of religious tourism on local businesses in Ayodhya?, How has religious tourism impacted local employment in Ayodhya?				

The Model Summary provides an overview of the regression analysis, showcasing the relationship strength (R), explained variance (R Square), and the model's accuracy (Std. Error). With an R Square of 0.110, this summary indicates that approximately 11% of the variance in economic development is explained by the model's predictors: the impact on employment and local businesses.

Table 13 ANOVA Analysis of Religious Tourism's Economic Role

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.536	2	2.268	2.707	.078 ^b
	Residual	36.868	44	.838		
	Total	41.404	46			
a. Dependent Variable: What role does religious tourism play in the economic development of Ayodhya?						
b. Predictors: (Constant), What is the effect of religious tourism on local businesses in Ayodhya?, How has religious tourism impacted local employment in Ayodhya?						

Examining the regression and residual variances, the ANOVA table examines the general relevance of the model. Approaching significance with an F-value of 2.707 and a significance level of 0.078, the model implies that the predictors taken together offer a virtually significant explanation for variances in Ayodhya's economic development.

Table 14 Coefficient Analysis of Predictors

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.316	.726		.436	.665
	How has religious tourism impacted local employment in Ayodhya?	.481	.278	.275	1.732	.090
	What is the effect of religious tourism on local businesses in Ayodhya?	-.168	.267	-.100	-.628	.533

a. Dependent Variable: What role does religious tourism play in the economic development of Ayodhya?

The regression coefficients for every predictor—including "Impact on local employment" and "Effect on local businesses"—are shown in this part. The table offers t-values, significant levels, both standardised and nonstandardized coefficients, and While business impact is less important ($B = -0.168$, $p = 0.533$), employment impact demonstrates a favourable link with economic development ($B = 0.481$, $p = 0.090$).

Table 15 Correlation Analysis of Economic Variables

Correlations				
		How has religious tourism impacted local employment in Ayodhya?	What is the effect of religious tourism on local businesses in Ayodhya?	
How has religious tourism impacted local employment in Ayodhya?	Pearson Correlation	1	-.442	.319*
	Sig. (2-tailed)		.002	.029
	N	47	47	47
What is the effect of religious tourism on local businesses in Ayodhya?	Pearson Correlation	-.442	1	-.221
	Sig. (2-tailed)	.002		.135
	N	47	47	47
What role does religious tourism play in the economic development of Ayodhya?	Pearson Correlation	.319*	-.221	1
	Sig. (2-tailed)	.029	.135	
	N	47	47	47
. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

The correlation matrix presents study of the interactions among the variables. Although employment and firm impact show a clear negative correlation ($r = -0.442$, $p = 0.01$), employment impact favourably correlates via economic development ($r = 0.319$, $p = 0.05$). These correlations highlight among the directional relationships and dependency among the variables of the study.

Hypothesis Proof: Researcher used a linear regression study to investigate Objective 3—the part religious tourism plays in Ayodhya's economic growth. Two predictors— "Impact on local employment" and "Effect on local businesses"—formed part of the model. Though not at a conventional significance level ($p < 0.05$), results revealed a near-significant connection with an F-value of 2.707 ($p = 0.078$), implying that these elements taken together explain some variance in economic development. Particularly local employment showed a favourable effect ($B = 0.481$, $p = 0.090$), suggesting a possible relationship with economic growth. Although these results approach significance, more study using a bigger sample could confirm these conclusions.

5. Conclusion

In conclusion, this study emphasises how important local facilities, government policies, and infrastructure are in forming the religious tourism experience in Ayodhya. With statistical backing, the study found that important elements such transit options, quality food choices, and active government involvement directly influence visitor happiness. The PCA results and hypothesis testing show that visitor satisfaction rises as religious tourism in Ayodhya increases, so pointing up chances to deliberately improve the travel facilities to satisfy changing needs. Chi-square and crosstab results highlight how areas like better transport and varied dining experiences can result in greater degrees of tourist satisfaction, therefore enhancing the appeal of Ayodhya as a spiritual site. Focus group conversations with stakeholders exposed community viewpoints on present strengths and areas needing improvement, therefore supporting the need of collective planning among local companies and government agencies. The study offers policy-makers with overall useful insights; it suggests that improving infrastructure and local facilities will not only improve the visiting experience but also help Ayodhya's long-term appeal as a significant religious tourism centre. Sustainable tourism development in Ayodhya will depend on maintaining its cultural and religious value while modernising facilities.

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