



Impact of Tourist Attractions in Amritsar as a Tourist Destination

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Abstract

One of the global businesses with the highest employment generation and fastest growth rates is tourism. Around the world, a variety of tourism-related industries have emerged, including adventure, cultural, pilgrimage, and leisure travel. Punjab is mostly an agrarian state with a long history of farming as its dominant industry. Amritsar, which lies in Punjab's Majha area, has mostly grown as a pilgrimage destination. A place can experience development, economic transformation, socio cultural transformation, and the reconstruction of its physical environment as a result of tourism. As an industry, it has an impact on the economic and physical landscape, but it also has regional effects on the social structure, local cultures, and local economies. Previously a phenomena limited to one country, tourism is now a worldwide movement. The tourist sector has grown, and the financial resources it generates are included into the national budgets of the many developing nations.

Keywords: Tourism, Amritsar Destination, Attractions, Impact.

Introduction

Established in the fifteenth century by the fourth Sikh teacher, teacher Ram Das. One of India's most historically and spiritually rich places is the heritage city of Amritsar. The word Amritsar originates from the Punjabi word Amrit Sarovar, which, when translated properly, means "pool of nectar." This is where the city's name originates. one of Punjab's biggest cities. India's most calm and humble sight, the Harimandar Sahib, sometimes referred to as The Golden Temple and a place of pilgrimage, is located in Amritsar. Amritsar is proud of the many temples and shrines honoring Sikh culture. In addition to providing spiritual salvation, the city is well-known for its handicrafts, carpets, handloom textiles, and tourism. What Amritsar does not only provide soul-satisfying meals, but also provide really excellent, traditional Punjabi cuisine rooted in history. Come see this magnificent city, which is known for its magnificent temples of worship, eccentric bazaars, lively theatre performances, enthralling folklore, and dynamic festivals like Baisakhi and Diwali.

Top Attractions in Amritsar

The Golden Temple

In addition to being a significant Sikh religious site, the Golden Temple, also known as Sri Harimandir Sahib, is a representation of equality and fraternity among all people. The most revered Sikh temple, known as "The Golden Temple" or Sri Harmandir Sahib, is well-known around the world for its breathtaking grounds and architecture. The temple, which can be found in Amritsar, India, welcomes millions of tourists each year. Though bringing a camera is permitted, please be advised that taking pictures within the shrine is prohibited.

Jallianwala Bagh

Jallianwala Bagh is a public park located next to the well-known Golden Temple that honours the 13 April 1919 massacre, in which British soldiers murdered hundreds of innocent people. The park has an old well that has been restored, a section of wall with bullet marks, and a memorial constructed in memory of all the victims

Gobindgarh Fort

In Punjab's Lohgarh district, the citadel Gobindgarh Fort is a well-liked tourist attraction that features a military museum, performances, food stalls, and a bazaar. It narrates India's history as well as that of Guru Gobind Singh. Open every day from 10 a.m. to 10 p.m.

Shri Durgiana Temple, Amritsar

One of the most significant and well-liked Hindu temples in Amritsar is the Durgiana Temple. With a central building rising from a tank, it is constructed in the same architectural style as the famous Golden Temple. The temple honors Goddess Durga, and it is said that historical events from the 16th century played a role in its establishment.

The Partition Museum - Amritsar District, Punjab, India

The Partition Museum is a museum that uses objects, records, and photos to chronicle the 1947 division of India and Pakistan. It is located in Amritsar's Town Hall. As a component of Amritsar's recently inaugurated Heritage Street, it was created by the Arts and Cultural Heritage Trust (TAACHT). The museum features displays that portray the events leading up to, during, and following Partition from the viewpoints of those who survived it.

Maharaja Ranjit Singh Garden

One of Amritsar's largest and most well-known parks is the Maharaja Ranjit Singh Garden. The park has many areas designated for varying age groups and a hall that may host community gatherings. The garden is an excellent area to spend an afternoon or evening because it has a lot of food sellers.

Punjab State War Heros' Memorial and Museum

The gallantry of Punjabi soldiers who have served in conflicts throughout history is honored at the Punjab State War Heroes' Memorial and Museum. The museum's centerpiece is a 45-meter-tall stainless steel sword, and it also features exhibits detailing all the conflicts Punjab has fought. Additionally, the museum features a 7D theater that lets guests feel what it was like to be in various combat zones.

Sadda Pind Amritsar

The customs and culture of the decades before independence are preserved in this living museum of a typical Punjabi hamlet. Visitors may explore the site's features, which include an outdoor museum including historical items and buildings from the town. The rooms are large and equipped with soft slippers, free amenities in the bathroom, and satellite TVs.

Iskcon Temple

Dedicated to Lord Krishna, the Iskcon temple is a well-liked tourist attraction in Amritsar, Punjab, India. The temple has vibrant flower arrangements and god icons with elaborate decorations. Here, guests may discover true happiness and tranquility in their life. Among the attractions of the temple are Hare Krishna eating prasad, or sacred food, and experiencing Hari katha, or tales about Lord Krishna.

Masjid Khairuddin

In Amritsar, there is a stunning and important mosque called Masjid Khairuddin Ahle-hadees. This location has a fascinating history related to the Indian independence movement and gorgeous architecture. The mosque has a lengthy history and is still a significant place of worship today.

Review of literature

Akama and Kieti (2003) found that tourist satisfaction contributes to tourist loyalty, which in turn helps economic goals being realized, such as an increased number of tourists and revenues. And this increased number of tourists has as a result an increased long-term economic success for the destination or activity.

In 1993, Oliver developed a model that is often used in research about satisfaction, the cognitive-affective model. (Rodriguez Del Bosque and San Martin, 2008) This model shows that satisfaction is influenced by cognitive evaluations, such as expectations and disconfirmation, and by affective evaluations, such as emotions. Various researchers have used this model and used aspects of the model in their research. Bigné et al (2005) and Ryan (1995) used the model to show that this approach is of great value, since emotional responses are essential components of the destination experiences. Van Dolen et al (2004) emphasized that both cognitive system and emotional states are playing an important role in the forming of a level of satisfaction. Van Dolen et al (2004) (in Rodriguez Del Bosque and San Martin, 2008, page 554) state that “the higher mental processes of understanding and evaluation

would be performed by the cognitive system, whereas emotions would be related to the individual's feelings towards the service". Both the cognitive as the affective part are responsible for the formation of satisfaction.

Alegre and Garau (2010) state that a one dimensional concept of satisfaction could be insufficient. The one dimensional concept tries to explain satisfaction by making a single factor which generates both satisfaction and dissatisfaction. However other research has shown (Kano, 1984; Kano et al., 1984) that if a certain factor generates satisfaction, the absence of this factor does not automatically lead to dissatisfaction and the other way around.

Simao and Mossa (2013) in their study on „Residents Perception towards Tourism Development: The Case of Sal Island“ shows that the residents of Sal Island have well perceived the positive and the negative impacts of tourism. The positive impacts include the economic growth and the participation of women in tourism activities and the negative perception include excessive dependence on tourism, and the absence of locals“ participation in the decision making. Residents believe for the effective tourism development residents participation is must.

Saygian et al. (2015) in their study on „Residents Attitude and Perception towards Tourism Development in Safranbolu“ states that the perception of residents regarding tourism development is divided into positive and negative. The positive perceptions includes the generation of employment, growth of economy, increase in the production of traditional goods and the improvement in the local culture whereas the negative perception includes the unorganized urban planning, pollution, inequality of income and the traffic congestion.

Objectives

1. To examine the impact of facilitators on the satisfaction of tourists.
2. To emphasize the resources that profoundly influences the satisfaction of tourists.

Research Methodology

This research paper is entirely base on secondary data. In this paper, the environmental, socio-cultural, and economic impacts have been exploring as key drivers. Within each of the three components, different data searches from various literatures, such as journals, books, printed and electronic media, were explored to substantiate the potential future scenario further. There were two main reasons to choose the secondary data in this study: firstly, the topic was too broad and secondly, the sensitivity of the study area. For example, The Golden temple is main target for terrorist attacks in Punjab, and to research their prior permission from the SGPC is required (PUDA, 2012; Paul, 2019).

Positive Impacts of tourism as a tourist point of view visiting Amritsar as a tourist destination

It's essential to be aware of these factors to make informed choices and contribute to responsible tourism practices.

Cultural Exchange

Exposure to the rich cultural heritage of Amritsar, including its historical sites, religious places, and traditional art forms, can lead to a deeper appreciation and understanding of the local culture.

Preservation of Heritage

Increased tourism often leads to a greater emphasis on preserving and maintaining historical and cultural sites, ensuring their longevity for future generations

Community Development

Tourism revenue can be reinvested in local infrastructure, education, and healthcare, thereby enhancing the overall well-being of the community.

Cultural Awareness

Tourists can gain a broader perspective by interacting with locals, understanding their way of life, and developing cultural sensitivity, fostering mutual respect and understanding.

Economic Boost

Tourism can significantly contribute to the local economy by creating job opportunities, supporting local businesses, and generating income for the community.

Negative Impacts of tourism as a tourist point of view visiting amritsar as a tourist destination

Cultural Erosion

Over commercialization and mass tourism can sometimes lead to the dilution or distortion of local cultures and traditions, as businesses cater to tourist preferences.

Environmental Degradation

The influx of tourists may contribute to environmental issues, such as pollution, deforestation, and damage to natural habitats, particularly if sustainable practices are not in place.

Congestion and Overcrowding

Popular tourist sites can become overcrowded, leading to congestion, long queues, and a diminished experience for both tourists and locals.

Social Disruption

Rapid tourism development can bring about changes in local communities, potentially leading to social issues, including gentrification and a strain on resources like water and energy.

Loss of Authenticity

As destinations cater to mass tourism, there may be a loss of authenticity, with commercialized attractions overshadowing the genuine local way of life.

Pressure on Infrastructure

A sudden surge in tourism can strain local infrastructure, such as transportation, waste management, and utilities, leading to challenges in maintaining quality services for both residents and tourists.

Conclusion

We may sum up by stating that there are advantages and disadvantages to tourism. The positive effects in Amritsar included the opening up of more leisure options for the locals, the creation of jobs for the youth, improved opportunities for the locals, and the city's appropriate planning. The negative effects included rising prices for goods and services, the commodification of culture-that is, the selling of culture for profit-and the extinction of customs, among other things. However, the current survey shows that the benefits of tourism outweigh the drawbacks, and people are content with the benefits that tourism has brought about.

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