

# Study on Identification of Hindu Pilgrimage Circuit Linking various sites in Nepal with Bordering states of India

*Final Report*

*Submitted to*

**Market Research Division  
Ministry of Tourism  
Government of India**



*By*



*February, 2016*

## Contents

Executive Summary.....	3
<b>1.0 Introduction .....</b>	<b>5</b>
<b>2.0 Research Objective .....</b>	<b>6</b>
<b>3.0 Terms of Reference.....</b>	<b>6</b>
<b>4.0 Methodology.....</b>	<b>6</b>
<b>4.1 Research Methodology.....</b>	<b>6</b>
<b>4.4 Operational Methodology.....</b>	<b>7</b>
<b>5.0 Brief on the Hindu Pilgrimage Circuit.....</b>	<b>9</b>
<b>6.0 Hindu Tourism Destinations in Indian States Bordering Nepal and Nepal .....</b>	<b>10</b>
<b>7.0 Stake Holder Inputs and Findings.....</b>	<b>17</b>
<b>8.0 Suggested Hindu Tourism Circuits .....</b>	<b>26</b>
<b>9.0 Existing Infrastructure at the Proposed Circuit – Connectivity .....</b>	<b>36</b>
Connectivity - Siya Ram Circuit .....	36
Connectivity – Shiv Shakti Circuit 1.....	37
Connectivity – Shiv Shakti Circuit 2.....	37
<b>10.0 Existing Infrastructure at the Proposed Circuit –Accommodation .....</b>	<b>38</b>
Accommodation Facilities - Siya Ram Circuit.....	38
Accommodation Facilities – Shiv Shakti Circuit 1 .....	39
Accommodation Facilities – Shiv Shakti Circuit 2 .....	40
Accommodation Capacity - Siya Ram Circuit .....	40
Accommodation Capacity – Shiv Shakti Circuit 1.....	41
Accommodation Capacity – Shiv Shakti Circuit 2.....	42
<b>11.0 Need Gap Analysis &amp; Requirements of the Circuit.....</b>	<b>43</b>
Need Gaps Analysis – Tourist Perspective .....	43
Need Gaps Analysis – Circuit Destinations .....	48
Need Gaps Analysis – Stakeholders’ Perspective .....	51
<b>12.0 Saleability and Marketing / Promotion .....</b>	<b>60</b>
Siya Ram Circuit – Marketing Strategy for Domestic Tourists .....	60
Siya Ram Circuit – Marketing Strategy For Foreign / NRI Tourists .....	61
Shiv Shakti Circuit 1 & 2 – Marketing Strategy For Domestic Tourists .....	63
Shiv Shakti Circuit 1 & 2 – Marketing Strategy For Foreign / NRI Tourists .....	64
<b>13.0 Way Forward / Recommendations.....</b>	<b>65</b>
Siya Ram Circuit .....	66
Shiv Shakti Circuit 1.....	69

---

Shiv Shakti Circuit 2.....	71
<b>14.0 Annexure 1 - Questionnaire .....</b>	<b>72</b>
<b>15.0 Annexure 2 - Tourist Survey Results From Uttar Pradesh.....</b>	<b>78</b>
<b>16.0 Annexure 3 - Tourist Survey Results From Bihar .....</b>	<b>92</b>
<b>17.0 Annexure 4 - Tourist Survey Results From Nepal.....</b>	<b>104</b>

## Executive Summary

Pilgrimage as a form of tourism is very popular in India in case of all religions. Also India, as a single country, can boast of innumerable pilgrimage destinations for all religions of the world. Although pilgrimage destination for all religions are present in abundance in India due to the country's secular nature, Hindus being a majority religious group, the number of religious tourism destinations is almost innumerable in India. Nepal being a Hindu country (recently talks are on Nepal changing from being a Hindu nation to a secular country) also has many landmark Hindu tourism destinations. Moreover Nepal sharing borders with Indian states like Uttar Pradesh, Uttarakhand, Bihar, West Bengal and Sikkim, has made the development of cross country Hindu and Buddhist pilgrimage flourish. Another reason for the increase in tourist flow between Nepal and India is the no visa/ no passport required policy that exists between India and Nepal. Thus it is apt that Hindu tourism circuits involving Hindu tourism destinations in Nepal and India is developed and promoted for tourism improvement between the two countries.

Keeping this objective in mind, the Nielsen team first listed the destinations in Nepal bordering Indian states of Uttar Pradesh, Bihar and Uttarakhand which are important and famous for Hindu Pilgrimage. Also Hindu pilgrimage destinations in Nepal were also listed for the development of Hindu circuits. Post that, tourist surveys at these destinations in Uttar Pradesh, Bihar and Nepal was conducted by the field investigators of Nielsen. Along with the tourist surveys, several rounds of discussions were conducted with Tourism stakeholders like State Tourism Department officials, Community leaders at the destinations, destination management authorities and local populace to gauge the viability of forming Hindu tourism circuits and the circuits that can be formed. The circuits that are possible to develop are as follows:

### **Siya Ram Circuit:**

**Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Uttar Pradesh, India) -> **Buxar** (Bihar, India) -> **Darbhanga** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal)

### **Shiv Shakti Circuit 1:**

**Kathmandu** (Nepal) -> **Pokhara** (Nepal) -> **Mahendra Nagar** (Nepal) -> **Tanakpur** (Uttarakhand, India) -> **Jageshwar Dham** in Almora district (Uttarakhand, India) -> **Haridwar** (Uttarakhand, India) -> **Rishikesh** (Uttarakhand, India) -> **Chardham** (Uttarakhand, India)

### **Shiv Shakti Circuit 2:**

**Varanasi** (Uttar Pradesh, India) -> **Kathmandu** (Nepal) -> **Pokhara** (Nepal) -> **Varanasi** (Uttar Pradesh, India)

It is to be noted that more planning and infrastructure work is required to make these circuits viable and flourishing in the Religious tourism sector of India. Nielsen suggests that tourism infrastructure assessment to be conducted at the selected circuit destinations and then a work plan be formulated for development of the circuits by Indian state/central government and Nepal government. During this study, it was also found that tourists mainly are from UP and Bihar and they take the road route to Nepal and tourists from other states of India fly to Nepal directly for tourism purposes. To popularize these circuits and to make tourists from other states visiting only Nepal to include the circuit destinations in their travel itinerary, tremendous marketing activities are required. There are several need gaps that are present currently in linkages of Hindu tourism destination across India and Nepal. For example, for tourist taking the road transit to Nepal from India or vice versa, there are stretches where there is no transport available and the pilgrims have to walk a distance near the Indo-Nepal border for the next leg of the journey. This factor should be immediately looked into and remedies should be developed on the same.

There are many hundreds of Hindu pilgrims in India and Nepal who are not aware of the existence of the presence of key Hindu tourism destinations in India and Nepal at such a short spans of distance. Promotional activities aiming at inculcating knowledge of these destinations and their closeness in geographical placement is required. Marketing and promotion of these circuits, after developing them with all required tourist infrastructure, need to be done both in India and Nepal to make these circuits flourish and popular amongst Hindu pilgrims. Also the authorities need to incentivize tour operators and travel agents for proposing packaged tours of these circuits to Hindu pilgrims.

## 1.0 Introduction

India is a great country where the practice of pilgrimage is the oldest to be found. The practice of pilgrimage in India is so deeply embedded in the cultural psyche and the number of pilgrimage sites is so large that the entire subcontinent may actually be regarded as one grand and continuous sacred place. The earliest sources of information on the matter of sacred space come from the Rig Veda and the Atharva Veda.

Following the Vedic period the practice of pilgrimage seems to have become quite common, as is evident from sections of the great epic, the Mahabharata (350 BC), which mentions more than 300 sacred sites spanning the sub-continent. By the time of the Puranas, the number of sacred sites had grown considerably, reflecting both the ongoing assimilation of aboriginal sacred places and the increased importance of pilgrimage as a customary religious practice.

Hindus call the sacred places tirthas and the action of going on a pilgrimage is called tirtha-yatra. The word tirtha means river ford, steps to a river, or place of pilgrimage. Tirthas are more than physical locations, however. Pious Hindus believe them to be spiritual fords, the meeting place of heaven and earth, the locations where one crosses the endless cycle of birth, death and rebirth to reach the shore of liberation.

There are many Hindu holy places in India. One of the most famous is the ancient city of Varanasi. Other holy places in India include Kedarnath and Badrinath in the Himalayas, the Jagannath temple at Puri, Rishikesh and Haridwar in the foothills of the Himalayas, Prayag (today Allahabad), Rameshwaram in the South and Gaya in the east. The largest single gathering of pilgrims is during the annual Kumbh Mela fair held in one of four different cities on a rotating basis. Another important "set" of pilgrimages are the 51 "Shakti Peethas," where the Mother Goddess is worshipped, two principal ones being Kalighat and Kamakhya, which are incidentally major points of confluence for practitioners of Tantra and those who seek their guidance. Vaishno Devi, the Shakti temple near Katra, Jammu and Kashmir is the second most visited religious shrine in India, after Tirupati Balaji Mandir.

Despite the popularity of Hindu Pilgrimage in India, there are no definite Hindu Pilgrimage circuits in India with the neighbouring country of Nepal, which again is a predominantly (till very lately a Hindu nation) Hindu populated nation with many renowned pilgrimage sites for Hindus all over the world. To overcome the problem, the Ministry of Tourism, Government of India has approached the avenue for identification and formation pathways for Hindu Pilgrimage Circuits linking Indian States and Nepal through this Request for Proposal.

## 2.0 Research Objective

The aim of this study was to identify and create Hindu pilgrimage Circuits connecting various sites in Nepal with bordering states of India.

## 3.0 Terms of Reference

The Terms of Reference of the study was as follows.

- i. To identify the Hindu pilgrimage Circuit linking various sites in Nepal, Bihar, Uttar Pradesh and other bordering states of India with Nepal for development and promotion in association with the concerned States of Government of India and Government of Nepal and other stakeholders realizing that a tourist circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city; at the same time they are not separated by long distance, it should have well defined entry and exit points and a tourist who enters the entry point should get motivated to visit all the places identified on the circuit.
- ii. To assess the saleability of the identified circuits
- iii. To identify the basic and tourism related infrastructural gap of the identified circuit to enhance the tourist experience
- iv. To identify the promotional needs of the circuit and suggest appropriate marketing strategies

## 4.0 Methodology

The research methodology and operational methodology is listed in the next two sub-sections.

### 4.1 Research Methodology

The research methodology for this study involved both primary and secondary research. Secondary research was vital for this study as the first-hand knowledge of pilgrimage destinations in the states of Uttar Pradesh, Bihar and other neighbouring India States to Nepal, could only be provided through desk research. This, in turn, helped to formulate not only the questionnaire but also helped to develop the road

map for the circuit location and formulation. Also, secondary research helped in understanding the pilgrimage routes that are popular in the area and the mechanism of connecting pilgrimage areas in Nepal with the Indian pilgrimage sites. Secondary research also helped in developing the questionnaires that were administered to stakeholders of pilgrimage tourism in this study.

4.2 Primary research was conducted after the Inception Report was accepted by the Ministry of Tourism and entailed face-to-face interviews of respondents belonging to all the categories of stakeholders of Hindu pilgrimage tourism in Indian States neighbouring Nepal.

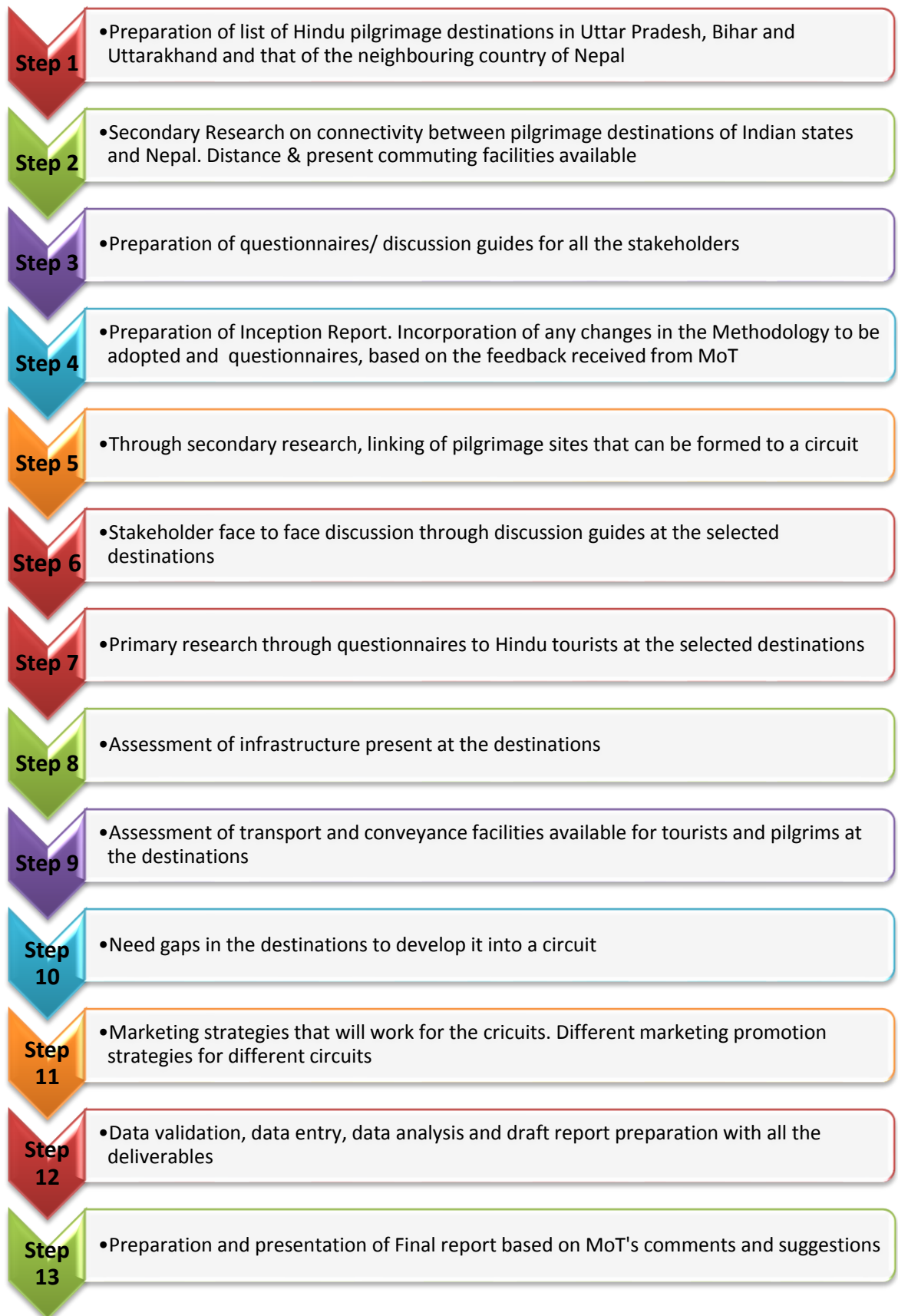
4.3 Need gaps were analysed through the importance and satisfaction level on various services and facilities provided at the destinations visited by the domestic and foreign tourists. A grid was prepared with a list of facilities (broad categories and subcategories) required for tourism along with the level of importance of each subcategory of facility and service and the level of satisfaction experienced by tourists for the same. This grid was present in the questionnaire and information was collected from tourists on the same and need gaps were analysed.

#### 4.4 Operational Methodology

- Preparation of list of Hindu pilgrimage destinations in Uttar Pradesh, Bihar, West Bengal and Uttarakhand and that of the neighbouring country of Nepal
- Current status of connectivity between pilgrimage destinations of Indian states and Nepal. Distance & present commuting facilities available
- Face to face discussions with tourism stakeholders
- Linking of pilgrimage sites that can be formed to a circuit
- Assessment of infrastructure present at the destinations
- Assessment of transport and conveyance facilities available for tourists and pilgrims at the destinations
- Need gaps in the destinations to develop it into a circuit
- Marketing strategies that will work for the circuits. Different marketing promotion strategies for different circuits

The operational methodology for this study is presented step by step subsequently.





## 5.0 Brief on the Hindu Pilgrimage Circuit

Nepal and India both being predominantly populated by Hindus, there are numerous Hindu pilgrimage sites in both the countries. There are many circuits already present in India promoting various Hindu tourism destinations. The mapping of new Hindu tourism circuits between India and Nepal will not only bolster the tourist flow to the two countries but also increase inflow and outflow of tourists within these two countries.

The Hindu tourism circuit mapping and development between India and Nepal can only be possible if the Hindu tourism destinations in Nepal bordering Indian states like Uttar Pradesh, Bihar and Uttarakhand are connected to Hindu pilgrimage destinations in Nepal. Linkage of Hindu tourism destinations in other Indian states not bordering Nepal and that of Hindu destinations in not impossible but it is possible only through air linkage. Linkage of destinations only through air will restrict Hindu circuit tourism only to the affluent class of tourists and hence will restrict the potential of development.

The states bordering Nepal are Uttar Pradesh, Bihar and Uttarakhand amongst a few others. These states already have several Hindu tourism circuits already present and most of them are very famous among tourists. The circuits in Uttar Pradesh, Bihar and Uttarakhand are as follows:

- Bundelkhand (Bithoor-Chitrakoot-Jhansi-Kalinjar-Mahoba) – Uttar Pradesh
- Braj (Agra-Mathura-Vrindavan) – Uttar Pradesh
- Vindhya-Varanasi (Varanasi-Chunar-Vindhyachal) – Uttar Pradesh
- Ramayana Circuit – Bihar
- Char Dham Yatra (Gangotri-Yamunotri-Kedarnath-Badrinath) – Uttarakhand
- Panch Prayag (Vishnu Prayag-Nand Prayag-Karn Prayag-Rudra Prayag-Dev Prayag) – Uttarakhand

It would benefit Indian Tourism as well as Nepal Tourism if these circuits can be linked to Hindu tourism destinations in Nepal. To check the possibility of the above, discussions with tourism stakeholders in Uttar Pradesh, Bihar, Uttarakhand and Nepal was conducted by Nielsen investigators along with tourist surveys in these Indian states and Nepal. The findings are presented in the following chapters.

## 6.0 Hindu Tourism Destinations in Indian States Bordering Nepal and Nepal

There were many Hindu tourism destinations in the states of Uttar Pradesh, Bihar and Uttarakhand that could be linked to Hindu tourism destinations in Nepal. Several of them could not be linked due to geographical constraints and connectivity constraints. A map of prominent destinations comprising of Hindu temples in India is given as below.



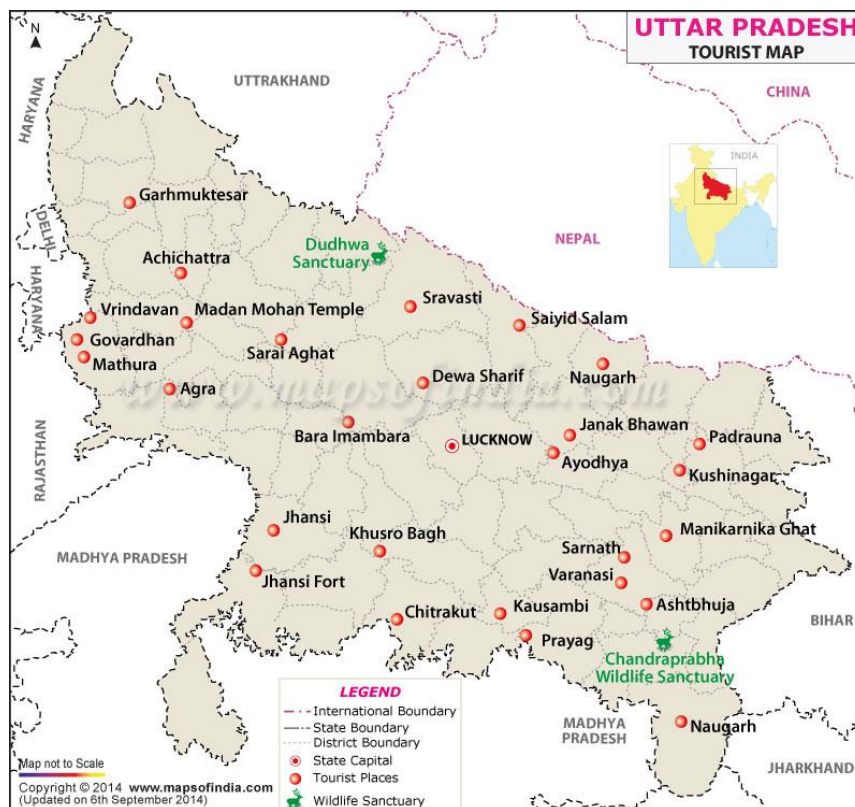
Source: [www.mapsofindia.com](http://www.mapsofindia.com)

The list of such destinations in the state of Uttar Pradesh is as follows:

Destination	Town	Importance
Krishnabhoomi	Mathura	Sri Krishna Bhoomi
Vishram Ghat on Yamuna Bank	Mathura	Sri Krishna Bhoomi

Destination	Town	Importance
Banke Bihari Temple	Vrindavan	Sri Krishna Temple
ISCON Temple	Vrindavan	Sri Krishna Temple
Radha Rani Mandir	Varsana	Sri Krishna Temple
Holi Celebration	Varsana	Sri Krishna Ritual
Kusum Sarovar	Govardhan	Sri Krishna Bhoomi
Govardhan Parikrama	Govardhan	Sri Krishna Bhoomi
Sangam	Allahabad	Confluence of Ganga, Yamuna and Saraswati
Bade Hanuman Mandir	Allahabad	Shri Hanuman Temple
Aksharat	Allahabad	Important Temple
Patalpuri Temple	Allahabad	Important Temple
Kashi Vishwanath Temple	Varanasi	Important Shiv Temple
Sankat Mochan Temple	Varanasi	Important Hanuman Temple
Durga Temple	Varanasi	Important Durga Temple
84 Ghats	Varanasi	Immersion and Burning Ghats along Ganga
Vishalaxmi Mandir	Varanasi	Important Lakshmi Temple
Vairabh Mandir	Varanasi	Important Shiv Temple
Ayodhya	Faizabad	Ram Janmabhoomi

The tourist map with prominent religious places and other tourist destinations in the state of Uttar Pradesh is given as below. The map below contains many Hindu religious places.



Source: [www.mapsofindia.com](http://www.mapsofindia.com)

The list of such destinations in the state of Bihar is as follows:

Destination	Town	Importance
Valmiki Nagar (Valmiki Mandir)	Bettiah	This place is known lord Shiva & Gauri Mandir and Mata Nara Devi Ancient Mandir.
Virat Ramayan Mandir	West Champaran	World largest temple of lord Rama Proposed.
Janakigarh (Chinkigarh)	Ramnagar	This place is known Ancient Janki Mandir.
Sita Kund	Pipra Motihari)	This place is famous for Sita Bath Place. There is ancient temple of lord Sun, Lord Hanuman And Lord Vishnu.
Panura Dham Mata Janki Temple	Sitamarhi	This place is known as Sita Birth place.
Sitamarhi Janki Temple	Sitamarhi	This place is known as Sita Birth place Mandir.
Haleshwar Asthan	Sitamarhi	This place in known as Raja Janak since he had performed puja for the birth of the child -Sita.
Panth Pakar	Sitamarhi	This place is known after Sita Swamyawar On the way to Ayodhya Sita had stopped over.
Sitamadhi	Nawada (Barat)	This place is known Sefty point of Sita During Sita Banvas (Exile). Very Famous lov –kush Mandir.
Ahilya Asthan	Darbhanga (Kamtul)	Famous historical temple, this place is known has Ahilya Gram, Gautama Rishi cursed Ahilya during Sita Swamyawar wherein Lord Rama extrication to Ahilya.
Maa Shyama Kali Mandir	Darbhanga	This place is known Mata Shakti pith mandir.
Gautam Kund	Darbhanga (Kamtul)	This place is known as Gautama Rishi Ashram.
Ram Rekha Ghat	Buxar	The name of the destination is based on the fact that Lord Rama and his younger brother Laxaman and his Guru Vishwamitra crossed the Ganga river during Sita Swamyawar.
Revelganj (Godana)	Saran	This place is famous known Maharishi Gautama Ashram And birthplace of Mata Anjana, the mother of Hanuman.
Harihar nath Temple	Saran (Sonpur)	The temple of Harihar Nath is believed to have been originally built by Lord Rama, on his way to the court of King Janak to win the hand of Mata Sita
Ahirauli	Buxar	The place is known Mata Ahilya mandir.
Thar	Bhojpur (Piro)	The place is known Ram had Killed Tadhka.
Giddheshwar	Jamui	This place is known during Sita Apharan, War between Ravan and Jataau. There is a famous lord Shiva temple.

Destination	Town	Importance
Kako	Jehanabad	This place is known ancient lord Surya Mandir and Mata Kaikeyi lived some time.
Bawan Pokhar Temple	Vaishali	This place is known Bawan pokhar Mandir.
Sita Kund	Munger	This place is known hot water kund and Sita Mandir.
Garibnath Temple	Muzaffarpur	Baba Garibnath Temple, dedicated to Lord Shiva, is also known as the second Baidyanath.
Vishnupad Temple	Gaya	The name of the destination is based on the fact that Sita had given Pind Dan to Dashrath by Falgu (river) sand at this place.
Ramshila Hill	Gaya	There is a temple of Ram, Lakshman & Pataleshwar on this hill.
Pita Maheshwari Temple	Gaya	This place is known ancient Pita Maheshwari Temple.
Patan Devi	Patna	This place is known Shakti pith Mandir of Mata Jagdamba.
Mahavir Temple	Patna	This place is known lord Hanuman Mandir.
Sankat Mochan Mandir	Madhubani	This place is known lord Hanuman Mandir.
Girja Ashthann (Phulahar)	Madhubani	This is the temple where Sitaji came every Day from Janakpur for the pray Mata Girja.
Maha Kali Mandir at Bhauara	Madhubani	This place is known ancient Mata Kali Mandir.
Kali Mandir at Uchchaith	Madhubani	This place is known ancient Mata Kali Mandir.
Singhshwar Ashtan	Madhepura	This place is known for Blessing of Rishi Sringimuni to Raja Dashrath.
Mundeshwari Temple	Kaimur	The very Famous ancient temple of lord Shiva and Shakti pith Durga.

The tourist map with all religious places and other tourist destinations in the state of Bihar is given as below.



Source: [www.mapsofindia.com](http://www.mapsofindia.com)

The list of such destinations in the state of Uttarakhand is as follows:

Destination	Town	Importance
Hari ki Pauri, Ganga river, Mansa Devi Temple	Haridwar	This place is known as gateway of God - Bhagwan Dwar.
Kedarnath Temple	Garhwal	This place is known lord shiva temple
Badrinath Temple	Badrinath	This place is known lord shiva temple
Yamunotri Temple	Uttarkashi	The origin place of Yamuna River and temple of Goddess Yamuna.
Gangotri Temple	Uttarkashi	The origin of Bhagirathi Ganga River.
Ram Jhula, Lakshaman Jhula, Neelkanth Mahadev, Dev Prayag	Rishikesh	Very famous place of Hindus.
Alakhananda & Mandakni River	Rudraprayag	Rudraprayag is one of the Panch Prayag of Alaknanda River, the point of confluence of rivers Alaknanda and Mandakini
Jageshwar	Almora	The place is known for more than 124 temples dedicated to lord shiva.
Mata Purnagiri temple	Tanakpur	Known for Mata Shaktipeeth temple.

The tourist map with all religious places and other tourist destinations in the state of Uttarakhand is given as below.



Source: [www.globalvisiontours.com](http://www.globalvisiontours.com)

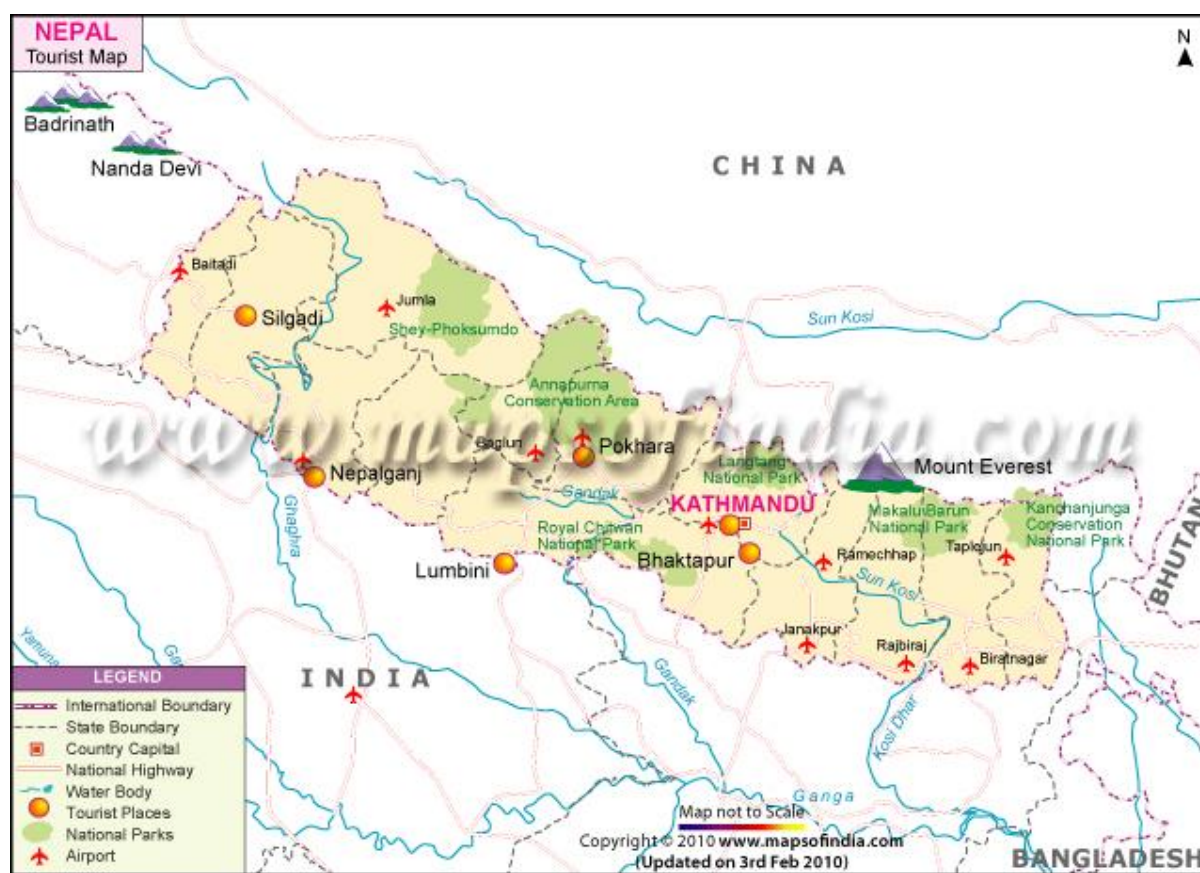
The list of such destinations in the country of Nepal is as follows:

Destination	Town	Importance
Pashupati Nath Temple	Kathmandu	Shiva Temple
Halesi Mahadev Temple	Khotang	Shiva Temple
Jaleshwar Mahadev	Jaleshwar, Mahottari	Shiva Temple
Galeshwar Mahadev Temple	Myagdi	Shiva Temple
Gosainkunda Lake	Rasuwa	Shiva Temple
Gokarneshwar	Gokarna	Shiva Temple
Changu Narayan	Kathmandu Valley	Vaishnava Temple
Shesh Narayan	Pharping	Vaishnava Temple
Budhanilkantha	Kathmandu Valley	Vaishnava Temple
Krishna Temple	Patan	Vaishnava Temple
Bagalamukhi & Kumbheshwar	Patan	Shiva Temple
Rishikesh Temple	Ridi	Vaishnava Temple
Guhyeshwari, Shova Bhagawati, Dakshinkali &	Kathmandu Valley	Shakti Peeth



Destination	Town	Importance
Bajrajogini		
Pathivara	Taplejung	Durga Temple
Singhabahini	Tehrathum	Durga Temple
Dantakali	Dharan	Durga Temple
Bindhyabasini and Taal Barahi	Pokhara	Durga Temple
Manakamana	Gorkha	Durga Temple
Bageshwari	Nepalgunj	Durga Temple
Shaileshwari	Doti	Durga Temple
Badi Malika	Bajura	Durga Temple
Palanchowk Bhagawati	Kavre	Durga Temple
Dolakha Bhimsen	Dolakha	Bhim Temple
Devghat	Chitwan	Holy Confluence of rivers
Janakpur Dham	Janakpur	This place is famous as the capital of Raja Janak's ancient Mithila Kingdom during the Treta Yug.
Dhanushadham	Janakpur	Here Lord Rama broke the Dhanush into three pieces during the Bow-Breaking Ceremony held at Rangabhoomi in Janakpur dham- this was a pre- condition for obtaining the hand of Sita.
Jaleshwar Mahadev	Mahottari -Janakpur	Shiva Temple
Chandeshwari	Kavrepalanchok	Chandeshwari is the avatar taken by Hindu goddess Kumari of Hindu.
Pathivara	Taplejung	Durga Temple
Barah Kshetra	Sunsari	Vaishnava Temple
Pindeshwar Baba Dham	Sunsari	Shiva Temple
Halesi Mahadev	Khotang	Shiva Temple
Chhinmasta	Sapatari	Durga Temple
Muktinath	Mustang	Vaishnava Temple
Damodar Kunda	Mustang	Shaligram fossil stones
Valmiki Ashram	Chitwan	Site where, Ramayana was written.
Sidhbaba temple	Mahendra Nagar	This place is known for lord Shiva temple.

The tourist map with all religious places and other tourist destinations in the country of Nepal is given as below.



Source: [www.mapsofindia.com](http://www.mapsofindia.com)

## 7.0 Stake Holder Inputs and Findings

The circuit linkage of Indian and Nepal Hindu tourism destinations intrinsically involved inputs from all tourism stakeholders from the Indo-Nepal region. For this reason, several rounds of discussion with tourism stakeholders in Uttar Pradesh, Bihar, Uttarakhand and Nepal were conducted by Nielsen field officials. The categories of stakeholder who were interviewed are as follows:

- Travel agents
- U.P Expressways Industrial Development Authority
- U.P Tourism
- Nepal Tourism Board
- Department Of tourism, Govt. of Uttar Pradesh
- Taxi Associations and services
- Department Of tourism, Govt. of Bihar
- Bihar State Tourism Development Corporation Ltd.
- Uttarakhand Tourism Board

- Nepal Travel Information Centre (NTIC)

The discussions with tourism stakeholders took place in the cities and towns with concentration of Hindu tourism destinations. Some of the places amongst many, where the discussions were held are as follows:

- Ayodhya
- Faizabad
- New Delhi
- Dehradun
- Kathmandu
- Patna
- Lucknow
- Varanasi
- Nainital

Respondents amongst the stakeholders who were interviewed for inputs on the circuits are presented in the following table.

Sr.no	Name of Organization	Address	Phone Number	Name of Respondent	E-mail Id
1	Gaurav Tour & Travels	Near Dantdhavan Kund Tiraha, Shree Ayodhya Ji	9984187423, 9838918509, 9984177510	Ajitesh Pandey	
2	S.M. Travels & Construction	Shop No.-58, Near G.P.O Sardar Baldeo Singh road, Cantt Faizabad (Uttar Pradesh)- 224001	875691286, 9936881004, 7376430716	S.M Panday	<a href="mailto:smtravelsfzd@gmail.com">smtravelsfzd@gmail.com</a>
3	Sai Travels Bureau	D-17/147, In Front of Police Booth Dashashwmedh, Varanasi	9389324434, 9450080218, 0542-2451469	Sushil Gupta	<a href="mailto:saitravelsbureau@gmail.com">saitravelsbureau@gmail.com</a>
4	Nepa Travels & Tours Pvt. Ltd.	Near Bus Stand Sonauli, Maharajganj Uttar Pradesh	05522-238041, 9307240297, 9857010551	Ankit Kumar Jaiswal	<a href="mailto:infonepatravels@gmail.com">infonepatravels@gmail.com</a>
5	H.R. Travels	Railway Station Near Khuldabad Police Station Allahabad	02721233, 2761390, 5627351, 2723842, 9369684350, 9415637720, 9369990160, 0532-2655030		

Sr.no	Name of Organization	Address	Phone Number	Name of Respondent	E-mail Id
6	The Kumar Holidays	204, 2nd floor Swaraj Plaza, Opp. Hotel Madhuban, Rajpur Road, Dehradun Uttarakhand	0135-3242718, 9219550077	Sumit Talwar	<a href="mailto:sumit@thekumarholidays.com">sumit@thekumarholidays.com</a>
7	Jai Vishwakarma Tour & Travels	Grand Chandra Apartment Fraser Road Patna	0612-2204688, 9835608855, 9304753240, 9431459209, 9304035290	Mani	
8	Explore Culture & Tours (I) Pvt. Ltd	205, Amrit Chambers, 2nd Floor, 76-77, Scindia House, Janpath, New Delhi-110001	011- 233587112/12, 9958031254	Rajendra Singh	<a href="mailto:ect.reservation@gmail.com">ect.reservation@gmail.com</a>
9	Doon Travels	18, Bhatt Shopping Complex, Hotel Sidharth Near Prince Chowk 2 Haridwar Road, Dehradun-248001	9760008687	Anuj	<a href="mailto:chaardhaam.anuj@yahoo.in">chaardhaam.anuj@yahoo.in</a>
10	Hollywood (India) Travels	29, Hazratganj Lucknow-226001	0522-2626559, 4006782, 4006783, 4006784, 3012390, 9335900046	Mohd. Shariq Siddiqui	<a href="mailto:hollywoodtr@hotmail.com">hollywoodtr@hotmail.com</a>
11	Comfort Tour & Travels	10, Gandhi Road, Darshan Lal Chowk Dehradun-248001	0135-2656062, 0135-2710666, 9837014385, 9012131111	Rajiv Verma	<a href="mailto:comforttourist@yahoo.co.in">comforttourist@yahoo.co.in</a>
12	U.P Expressways Industrial Development Authority	C-13, 2nd Floor, Paryatan Bhawan, Vipin Khand, Gomtinagar, Lucknow-226010	0522-2301492- 116, 9451656370	Narendra Nath Srivastav	<a href="mailto:nnsrivastava.e@gmail.com">nnsrivastava.e@gmail.com</a>
13	Riya Travel & Tours (I) Pvt. Ltd	F-7, 1st Floor, Chintels House 16 station Road Lucknow-226001	0522- 61608080, 9935147492	Kirti Kumar Srivastava	<a href="mailto:kirti.srivastava@riya.travel">kirti.srivastava@riya.travel</a>
14	U.P Tourism	Paryatan Bhawan, 1st floor, C-13, Vipin Khand, Gomti	0522-2304870, 8004377220	Rajendra Prasad Yadav	

Sr.no	Name of Organization	Address	Phone Number	Name of Respondent	E-mail Id
		Nagar, Lucknow			
15	Mohit Travels & Tours Pvt. Ltd.	Line No-3, Bhimdatta Nagqr Kanchanpur	099-521693/522393/520599/521723, 9858750070	Pramanand Bhandari	<a href="mailto:mohitt45@gmail.com">mohitt45@gmail.com</a>
16	Nepal Tourism Board	P.O-Box-11018, Bhrikutimandap Kathmandu, Nepal	4256909-140	Sunil Sharma	<a href="mailto:ssharma@ntb.org.np">ssharma@ntb.org.np</a>
17	Natraj Tours & Travels (P) Ltd.	Post Box No-495, Heritage Plaza-1, Kamaladi Kathmandu Nepal	00977-4169001, 4169002, 9818091098	Rabi Chand	<a href="mailto:salesoutbound@natrajtours.com.np">salesoutbound@natrajtours.com.np</a>
18	TCI Nepal Travel Pvt. Ltd.	Heritage Plaza-2, Kamaladi, Kathmandu-Nepal	077-1-4169311-14, 9841520648	Abit Manandhar	<a href="mailto:abitmanandhar@tcinepal.com">abitmanandhar@tcinepal.com</a>
19	Gangotri Taxi Service	Near Telephone Exchange Opp. St. Thomas School Dehradun-248001	0135-2653323, 9412053977, 9720335476, 7830100001	Pankaj Sharma	<a href="mailto:pankaj.gangotritravels@gmail.com">pankaj.gangotritravels@gmail.com</a>
20	Uttarakhand Travel Expert	Amar Building Jawala Line, Ramnagar (Nainital)	9837007425, 05947-254585, 8126145245	Gaurav Bansal	<a href="mailto:gaurav@uttarakhandvacation.com">gaurav@uttarakhandvacation.com</a>
21	Om Sai Services	Gangamath, Assi, Varanasi	9936722273		<a href="mailto:shrutidugur@yahoo.co.in">shrutidugur@yahoo.co.in</a>
22	Deptt. Of tourism, Govt. of Uttar Pradesh	Urban Hatt, Sanskritik Sankul Chowkaghat Varanasi	0542-2505033, 9839156811, 9450548695	Ravindra Kumar	<a href="mailto:uptourismvns@up-tourism.com">uptourismvns@up-tourism.com</a>
23	Jai Mata Dee tour & Travels	LG-12, Ground floor, Grand Chandra Apptt. (Near Dr. C.P. Thakur Building), Fraser Road, Patna-1	9334195271, 9006123356	Kishore Kunal	<a href="mailto:jaimatadeetravels_patna@yahoo.com">jaimatadeetravels_patna@yahoo.com</a>
24	Anand Dham	Kaimar Van, Sant Colony Parikrama Marg Vrindavan-281121 (mathura)	0565-2540414, 2540849	Pawan Das Pathak, Krishna Nand Das jha	<a href="mailto:anand@ridaonline.com">anand@ridaonline.com</a>
25	Deptt. Of tourism,	4th Floor, BSFC Building, Fraser	0612-2332042, 9471006701/7	Umashankar Prasad	<a href="mailto:dir_tourism-bih@nic.in">dir_tourism-bih@nic.in</a>

Sr.no	Name of Organization	Address	Phone Number	Name of Respondent	E-mail Id
	Govt. of Bihar	Road, Patna-800001	03		
26	Bihar State Tourism Development Corporation Ltd.	Beerchand Patel Path, Patna-800001	0612-2225411, 2506219, 2690059	Navin Kumar	<a href="mailto:bstdc@rediffmail.com">bstdc@rediffmail.com</a>
27	Govt. of Assam	Station Road Guwahati-781001	0361-2547102, 9435107514	Manoj Kumar Deka Acs	<a href="mailto:directortourism1@gmail.com">directortourism1@gmail.com</a>
28	U.P. Tourism	Rajarshi Purshottam Das Tandon Paryatan Bhawan, C-13, Vipin Khand, Gomti Nagar, Lucknow-226010	0522-2307095, 9415013044	P.K Singh	
29	Nepal Travel Information Centre (NTIC)	Opp. Rly Station Near, Vardan Restaurant, Ground Floor Hotel Vardan Bldg. Gorakhpur (Uttar Pradesh)	0551-2201927, 9936275656, 9451957380, 9415282303	Raju	<a href="mailto:nticgkp@gmail.com">nticgkp@gmail.com</a>
30	U.P Tourism	36, Janpath, Chandralok Building, New Delhi-110001	011-23322251	Anupam Srivastava	<a href="mailto:uptsmnd@bol.net.in/sriuanupam@yahoo.com">uptsmnd@bol.net.in/sriuanupam@yahoo.com</a>
31	Devipatan Mandal Faizabad	1-3/1524, Civil Line, Faizabad-224001	05278-223214, 9897088344	Brijpal Singh	<a href="mailto:rtofzd@gmail.com">rtofzd@gmail.com</a>

The stakeholder discussions provided us with many possible circuits. Though all of the circuits that came up were possible but there were many disadvantages that were present in the circuits, hence they are suggested for development. The circuits that came up during discussions with stakeholders and their development possibilities are discussed below.

During discussions with stakeholders in Uttar Pradesh, the three circuits below, that linked destinations in Uttar Pradesh with that of Nepal, surfaced.

#### **Circuit 1:**

**Varanasi** (Uttar Pradesh, India) -> **Allahabad** (Uttar Pradesh, India) -> **Gorakhpur** (Uttar Pradesh, India) -> **Nautanwa** (Uttar Pradesh, India) -> **Bhairahawa** (Nepal)-> **Naranghat** (Nepal)-> **Kathmandu** (Nepal) -> **Varanasi** (Uttar Pradesh, India)

**Circuit 2:**

**Mathura** (Uttar Pradesh, India) -> **Vrindavan** (Uttar Pradesh, India) -> **Govardhan** (Uttar Pradesh, India) -> **Varsana** (Uttar Pradesh, India) -> **Kanpur** (Uttar Pradesh, India) -> **Allahabad** (Uttar Pradesh, India) -> **Varanasi** (Uttar Pradesh, India) -> **Gorakhpur** (Uttar Pradesh, India) -> **Nautanwa** (Uttar Pradesh, India) -> **Bhairahawa** (Nepal)-> **Naranghat** (Nepal)-> **Kathmandu** (Nepal)

**Circuit 3:**

**Lucknow** (Uttar Pradesh, India) -> **Ayodhya** (Uttar Pradesh, India) -> **Gorakhpur** (Uttar Pradesh, India) -> **Nautanwa** (Uttar Pradesh, India) -> **Bhairahawa** (Nepal)-> **Naranghat** (Nepal)-> **Kathmandu** (Nepal)

The reason why Nielsen does not suggest uptake of these three circuits above is because there is no single theme linking the destinations in the circuits above.

- Although there is lots of tourists visiting these destinations separately but the necessity of a circuit that being common theme or common nature of destinations is absent.
- Although there is tourist flow via road from Gorakhpur to Nepal but the development of these circuits will enface a lot of infrastructure development at the destinations and creating proper road-rail linkage at the Indo-Nepal border.
- Currently, the modus operandi for travelling from Gorakhpur in Uttar Pradesh, India to Kathmandu in Nepal is suggested through road. Air link from Varanasi in Uttar Pradesh is present to Nepal Kathmandu (also via New Delhi with Kanpur and Lucknow). There is no direct bus service from Gorakhpur to Kathmandu although travel time is expectedly around 12-13 hours. There is a travel break from Nautanwa to Bhairahawa (Indo-Nepal border) and then again direct bus to Kathmandu. It is also reported that there are several scams in operation suggesting tourists from Gorakhpur to Kathmandu about direct buses.
- The promotion and marketing activities required for making these circuits popular is huge and will take extended periods of promotional activities to offset the tourist flow to these circuits.

Hence, due to the above difficulties, Nielsen does not suggest that these three circuit linkages be taken up for development and promotional activities.

During discussions with stakeholders in Bihar, the three circuits below, that linked destinations in Bihar with that of Nepal, surfaced.

**Circuit 1:**

**Sasaram** (Bihar, India) -> **Aurangabad** (Bihar, India) -> **Gaya** (Bihar, India) -> **Patna** (Bihar, India) -> **Vaishali** (Bihar, India) -> **Muzaffarpur** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur** (Nepal)

**Circuit 2:**

**Buxar** (Bihar, India) -> **Aurangabad** (Bihar, India) -> **Gaya** (Bihar, India) -> **Patna** (Bihar, India) -> **Vaishali** (Bihar, India) -> **Muzaffarpur** (Bihar, India) -> **Darbhanga** (Bihar, India) -> **Madhubani** (Bihar, India) -> **Janakpur** (Nepal)

**Circuit 3:**

**Muzaffarpur** (Bihar, India) -> **Motihari** (Bihar, India) -> **Bettia** (Bihar, India) -> **Valmiki Nagar** (Nepal)

The reason why Nielsen does not suggest uptake of these three circuits above is because there is no single theme linking the destinations in the circuits above.

- There are lots of tourists visiting these destinations separately but the necessity of a circuit being common nature of destinations is absent.
- The development of these circuits will require a lot of infrastructure development at the destinations as there is not adequate tourist infrastructure present that will make these circuits sustainable and suitable for a large number of tourists and creating proper road-rail linkage at the Indo-Nepal border.
- Previously there was rail linkage present from the Indian side till Janakpur in Nepal but some years back, the rail connection was stopped. Rail being a mass commutation service, being stopped, tourists flow from India to Nepal has dropped considerably.
- The promotion and marketing activities required for making these circuits popular is huge and will take extended periods of promotional activities to offset the tourist flow to these circuits. Currently there are tourists visiting the destinations but to make tourists visit a plethora of destinations together will require a lot of marketing efforts, even after that it may not influence one destination tourists to visit the entire circuit.

Hence, due to the above difficulties, Nielsen does not suggest that these three circuits be taken up for development and promotional activities.

During discussions with stakeholders in Uttarakhand, the two circuits below, that linked destinations in Uttarakhand with that of Nepal, surfaced.



**Circuit 1:**

**Rishikesh** (Uttarakhand, India) -> **Haridwar** (Uttarakhand, India) -> **Purnagiri Shaktipeeth Mandir** (Tanakpur, India) -> **Siddhababa Mandir** (Mahendranagar, Nepal) -> **Shaktipeeth Bageshwari Temple** (Nepalgunj, Nepal) -> **Swargadwar** (Puthan, Nepal) -> **Siddhababa Mandir** (Bhutbal, Nepal) -> **Vindabhasani Mata Mandir** (Pokhara, Nepal) -> **Muktinath** (Nepal) -> **Manokamna Mandir** (Nepal) -> **Pashupatinath** (Nepal)-> **Muktinath** (Nepal)-> **Swayambhunath** (Nepal) -> **Bauddhanath** (Nepal)

**Circuit 2:**

**Haridwar** (Uttarakhand, India) -> **Purnagiri Shaktipeeth Mandir** (Tanakpur, India) -> **Siddhababa Mandir** (Mahendranagar, Nepal) -> **Swargadwar** (Puthan, Nepal) -> **Vindabhasani Mata Mandir** (Pokhara, Nepal) -> **Manokamna Mandir** (Nepal) -> **Pashupatinath** (Nepal)

The reason why Nielsen does not suggest uptake of these two circuits above is because there is no single theme linking the destinations in the circuits above.

- Although lots of tourists visit these destinations separately but the necessity of a circuit that being common theme or common nature of destinations is absent. Indian tourists are only visiting the Char dham in Uttarakhand and there is no easy linkage of the Char dham destinations with those of Nepal. It will probably take decades of promotional activities to influence the minds of char dham yatris to include destinations in Nepal as a circuit.
- Similarly there are lakhs of tourists visiting Haridwar and Rishikesh but Indian tourists are currently not venturing to the other side of the border to Nepal to visit the famous Hindu pilgrimage destinations there. There is flow of tourists from Nepal to Uttarakhand currently but not the other way round.
- The promotion and marketing activities required for making these circuits popular is huge and will take extended periods of promotional activities to offset the tourist flow to these circuits.

Hence, due to the above difficulties, Nielsen does not suggest that these two circuit linkages be taken up for development and promotional activities. Nielsen although suggests that since currently there is constant flow of Hindu pilgrims from Nepal to Uttarakhand in India, a circuit on the same lines will hold much more potential for popularity.

During these discussions, two circuits and their extended versions came up that held tremendous promise for popularity and sustainability with some level of tourism infrastructure development and marketing and promotional activities. The two circuits are as follows:

**Siya Ram Circuit:**

**Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Uttar Pradesh, India) -> **Buxar** (Bihar, India)  
-> **Darbhanga** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal)

**Shiv Shakti Circuit 1:**

**Kathmandu** (Nepal) -> **Pokhara** (Nepal) -> **Mahendra Nagar** (Nepal) -> **Tanakpur**  
(Uttarakhand, India) -> **Jageshwar Dham** in Almora district (Uttarakhand, India) -> **Haridwar**  
(Uttarakhand, India) -> **Rishikesh** (Uttarakhand, India) -> **Chardham** (Uttarakhand, India)

**Shiv Shakti Circuit 2:**

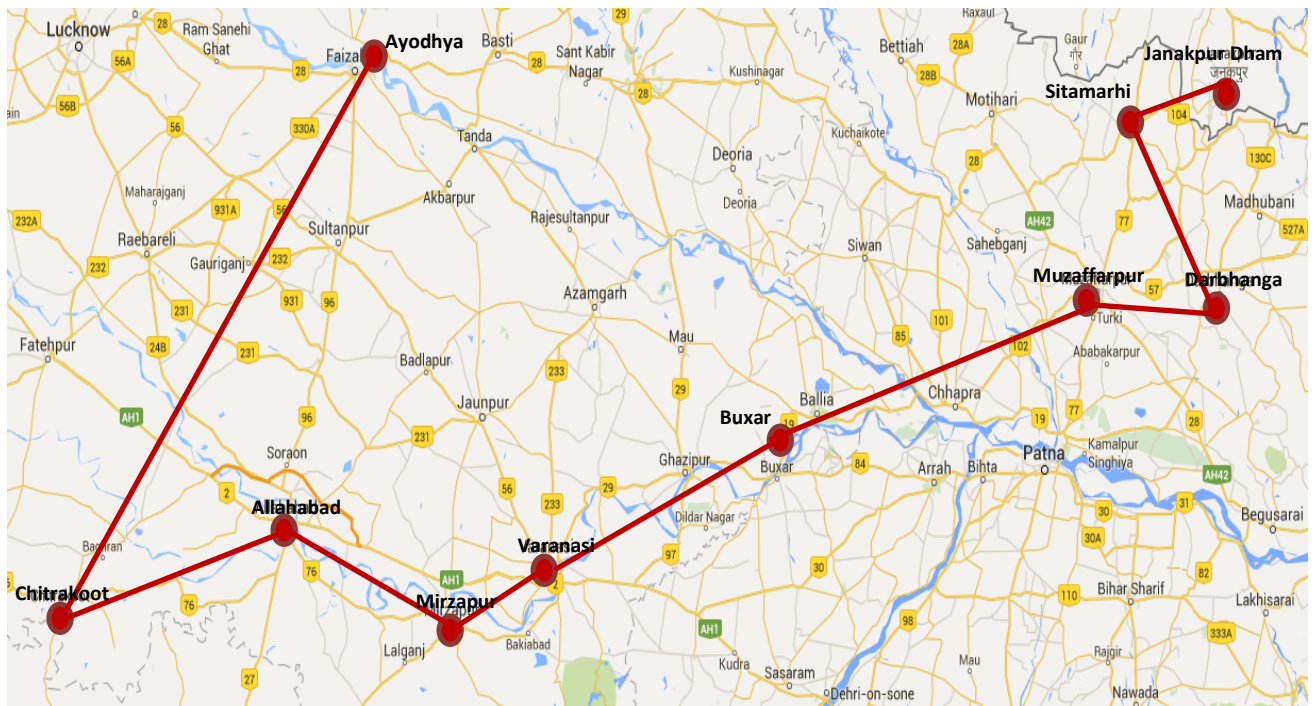
**Varanasi** (Uttar Pradesh, India) -> **Kathmandu** (Nepal) -> **Pokhara** (Nepal) -> **Varanasi** (Uttar  
Pradesh, India)

## 8.0 Suggested Hindu Tourism Circuits

The Hindu tourism circuits, as per Nielsen team, that can be taken up for circuit development and marketing activities are the two listed below. The suggested circuits are:

### **Siya Ram Circuit – Ram Sita Janmabhoomi Darshan**

**Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Madhya Pradesh, India)) -> **Buxar** (Bihar, India) -> **Darbhangha** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal)



Source: <https://www.google.co.in/maps/@26.0084136,83.4823548,8.25z>. Maps are not to scale.

Please note that the circuit comprises of destinations as follows: **Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Madhya Pradesh, India)) -> **Buxar** (Bihar, India) -> **Darbhangha** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal). The other destinations provided in the map above lie en route and can be visited by the pilgrims/ tourists of this circuit.

- This circuit will originate at Ayodhya and continue to Chitrakoot, Buxar, Darbhanga, Sitamarhi and end in Janakpur in Nepal.
- From Chitrakoot to Buxar in Bihar, the route includes other prominent Hindu tourist destinations like Allahabad, Mirzapur and Varanasi. These destinations can also be visited and spent time on while touring this circuit.
- From Buxar to Darbhanga, the route has prominent Hindu tourism destinations like Patna, Ghazipur and Vaishali, which also can be visited while on this circuit.

- Valmiki Mandir in West Champaran lies at a distance of 173 kilometres from Sitamarhi and this destination can also be visited by tourists of this circuit as an offshoot destination.
- As the Tagline (Ram Sita Janmabhoomi Darshan) suggests, the circuit starts with Ram's birthplace and includes visiting Sita's birthplace and place of their wedding.
- For the uninitiated, Ram and Sita are two of the most important Gods that are worshipped by Hindus and are the prime personas in the very important Mythological text for Hindus – The Ramayan.
- The duration of visit for this circuit will be approximately 7-8 days starting from Ayodhya and ending in Janakpur.
- The circuit cities/ towns and important destinations to visit are presented in the table below.

Circuit	State/ Country	Tourist Destination	Significance / Importance of Destination
Ayodhya	Uttar Pradesh, India	Ram Mandir, Saryu River	Ram Birth place
Chitrakoot	Madhya Pradesh, India	Ram Ghat, Bharat Milap, Janaki Kund, , Sphatic Shila, Pampapur, Bharat Koop, Ram Shaiya, Sati Anusuya Ashram, Hanuman Dhara & Gupt Godavari	When Bharat was asked by his ministers to take his seat upon the throne of Ayodhya, he refused and came to Chitrakoot to meet Lord Ram.
Buxar	Bihar, India	Ram Rekha Ghat	The name of the destination is based on the fact that Lord Rama and his younger brother Laxaman and his Guru Vishwamitra crossed the Ganga river during Sita Swamyawar. Every year on 14 <sup>th</sup> January a festival is organized at the place – it's called khichdi mela.
Darbhanga	Bihar, India	Ahilya Ashthan	Famous historical temple. This place is known has Ahilya Gram. Gautam Rishi cursed Ahilya during Sita Swamyawar and Lord Rama extricated Ahilya from stone here.
		Brampur	This place is known as Gautama Rishi Ashram.
Sitamarhi (Mithaladham)	Bihar, India	Punauradham	This place is known as Sita Birth place.

Circuit	State/ Country	Tourist Destination	Significance / Importance of Destination
Janakpur Dham	Nepal	Haleshwar Ashthan	This place is famous as Raja Janak had performed puja for the birth of Sita.
		Panth Pakar	This place is known as the first place of stay after Sita Swamyawar.
		Janki Temple	This place is famous as the capital of Raja Janak's ancient Mithila Kingdom during the Treta Yug.
Janakpur Dham	Nepal	Dhanushadham	Here Lord Rama broke the Dhanush into three pieces during the Bow-Breaking Ceremony held at Rangabhoomi in Janakpurdham- this was a pre- condition for obtaining the hand of Sita
		Important Ponds of Janakpur Dham- Ganga Sagar, Dhanush Sagar, Ratna Sagar, Agni Kund	These ponds have never dried up. Any Pilgrimage is incomplete without a ritual bath.



Ahilya Asthan – Darbhanga



Punaura Dham – Sitamarhi



Janakpurdham – Nepal

**Circuit Destination Flow:**

Please note that the circuit comprises of destinations as follows: **Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Madhya Pradesh, India) -> **Buxar** (Bihar, India) -> **Darbhangha** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal). The other destinations provided in the chart above lie en route and can be visited by the pilgrims/ tourists of this circuit.

**Circuit Advantages:**

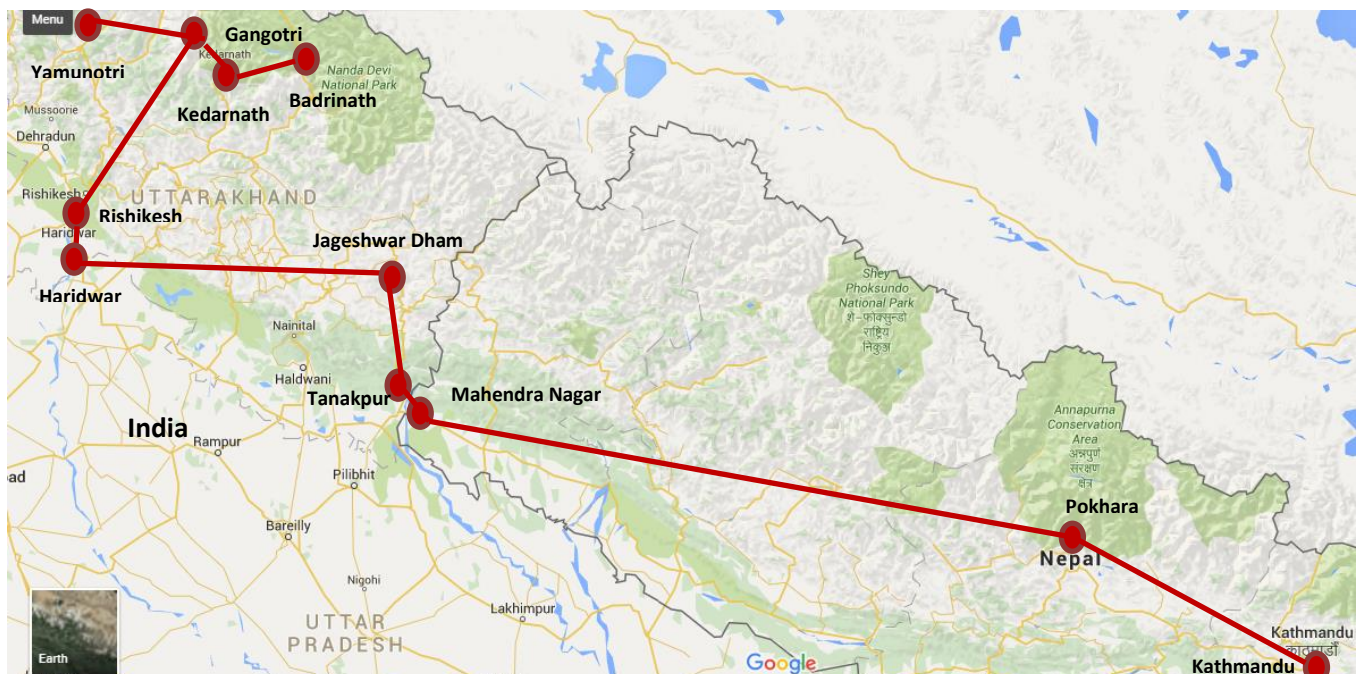
- During festivals like Basant Panchami, Mithila Parikrama, Ram Navmi Mahotsav, Janki Navmi, Ganga Dussehra, Gauri Puja, Jhula Mahotsav, Krishna Asthami, Radha Asthami and Durga Puja, around 5-6 lakh pilgrims come to Janakpur.
- In Janki Mahotsav, which lasts for 7 days 18-20 lakh pilgrims come to Janakpur. Mostly Hindu pilgrims visit Janakpur. Out of the 18-20 lakh pilgrims who come here, 50% of them are from Bihar and rest 50% are from Uttar Pradesh, West Bengal, Rajasthan and South India.
- Foreign visitors to these destinations come from Sri Lanka, Australia, Germany & USA.
- The number of pilgrims to these destinations is huge in number and the number of pilgrims can be increased by leaps and bounds with proper linkage among the circuit destinations and a focused marketing campaign.
- The circuit destinations have a common linking theme and most of the pilgrims visit many of these destinations together even though it is not a circuit yet.

### Circuit Bottlenecks:

- The nearest railway station on Bihar-Nepal border to reach Janakpur is Jainagar.
- Currently there is bus service for going from Jainagar to Janakpur because Nepal Government has stopped the pre-existing railway service as some modifications and extension work is going on the line.
- Due to this, pilgrims going from Jainagar to Janakpur by bus suffer greatly due to the poor road condition and longer time taken for the short journey.
- No proper facilities are available on the road sides on the Jainagar Janakpur stretch.
- For catching the bus from Bihar Border which goes to Janakpur, pilgrims have to go walk a minimum of 2 kms. If Jathai, Bihar border adjoining Nepal, is made motorable, then it will facilitate the Hindu Pilgrims to move directly to various destinations of Ramayana Circuit and also pilgrims from Ayodhya and Varanasi can come directly to Janakpur Dham.
- As a lot of Hindu pilgrims come to Janakpur, the facility is very poor and needs immediate intervention.

### Shiv Shakti Circuit 1 – (Har Parvati Darshan)

**Kathmandu (Nepal) -> Pokhara (Nepal) -> Mahendra Nagar (Nepal) -> Tanakpur (Uttarakhand, India) -> Jageshwar Dham in Almora district (Uttarakhand, India) -> Haridwar (Uttarakhand, India) -> Rishikesh (Uttarakhand, India) -> Chardham (Uttarakhand, India)**

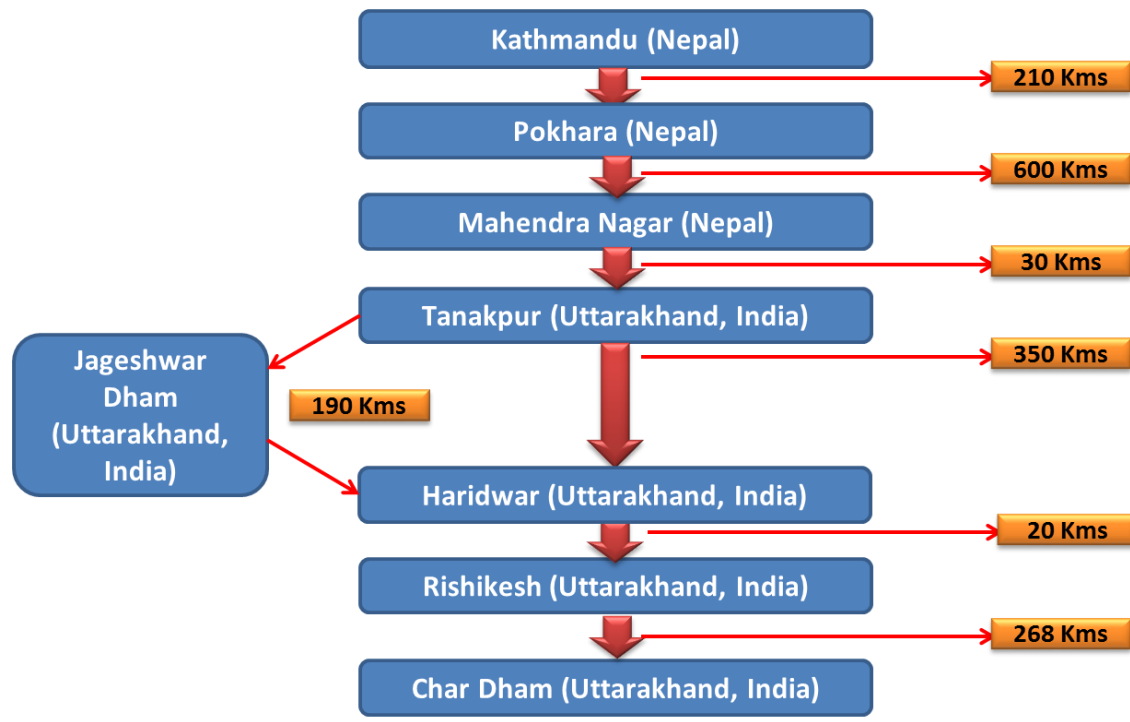


Source: <https://www.google.co.in/maps/@29.2996549,82.0573528,7.75z>. Please note that the maps are not to scale.

- This circuit will originate at Kathmandu, capital city of Nepal, and continue to Pokhara (another very popular destination in Nepal amongst tourists), Mahendra Nagar, Tanakpur in Uttarakhand, Jageshwar Dham in Almora, Haridwar, Rishikesh and end in Kathmandu in Nepal.
- As the Tagline (Har Parvati Darshan) suggests, the circuit has destinations which are famous for Shiv and Parvati or Shakti Temples. The tagline is suggested as Har Parvati Darshan as one of the many names of the Hindu deity Shiv is Har and the Hindu Goddess Parvati or Shakti is the wife of Shiv as per ancient Hindu texts.
- For the uninitiated, Shiv and Parvati are two of the most important deities that are worshipped by Hindus.
- The duration of visit for this circuit will be approximately 8-9 days starting from Kathmandu and ending in Kathmandu again.
- The circuit cities/ towns and important destinations to visit are presented in the table below.

Destination	State/ Country	Tourist Destination	Significance important
Kathmandu	Nepal	Pashupati nath Temple, Budhanath Temple, Budhanilkantha, Dakshinkali, Sobha Bhagwati.	This place is famous for Lord Shiva temple and Mata Shakti temple.
Pokhara	Nepal	Mata Anupurna Temple, Bindyabasini Temple.	Both are Shakti pith temple.
Mahendra Nagar	Nepal	Sidhbaba temple	This place is known for lord Shiva temple.
Tanakpur	Uttarakhand, India	Mata Purnagiri temple	This place is known Mata Shaktipeeth temple.
Jageshwar Dham	Uttarakhand, India	Dandeshwar Temple, Chandi-ka-Temple, Jageshwar Temple, Kuber Temple, Mritunjaya Temple, Nanda Devi or Nau Durga, Nava-grah temple, a Pyramidal shrine, and Surya Temple	The temple city comprises a cluster of 124 large and small stone temples, dating 9th to 13th century AD, amongst which the oldest shrine is the Mrityunjaya Temple and the biggest shrine is the Dandeshwar Temple.
Haridwar	Uttarakhand, India	Hari ki Pauri, Ganga river, Mansa Devi Temple	This place is known as gateway of entry -Bhagwan Dwar.
Rishikesh	Uttarakhand, India	Ram Jhula, Lakshaman Jhula, Neelkanth Mahadev	Very famous place of Hindus
Chardham	Uttarakhand, India	Gangotri, Yamunotri, Kedarnath & Badrinath	Very famous Hindu religious places consisting of four pillars of Hindu pilgrimage



**Circuit Destination Flow:****Circuit Advantages**

- This circuit although not existent officially, but there are huge number of pilgrims who start their pilgrimage in Kathmandu and follow the routes as presented in this circuit.
- This circuit is already very popular amongst Hindu pilgrims from Nepal and other foreign countries visiting Nepal.
- This circuit can be officially promoted and made popular amongst Indian Hindu pilgrims also.
- Transportation facility is available along this circuit, so Indian, Nepali and foreign visitors can visit this circuit with ease.
- There is very good connectivity with train, as well buses to reach Haridwar and Rishikesh.

**Circuit Bottlenecks:-**

- Most important requirement is well construction of road from Mahendra Nagar in Nepal to Tanakpur in Uttarakhand, which is not present now.
- Once the road is constructed properly, the number of pilgrims will increase by at least 50%.
- This circuit is already very popular amongst Nepali Hindu pilgrims. To make this circuit popular amongst Indians, there needs to be a very strong and focused promotion campaign of this circuit amongst Hindu pilgrims from India so that the reverse flow of pilgrims from India to Nepal also starts and the tourist flow along this circuit increases.

## **Shiv Shakti Circuit 2:**

**Varanasi (Uttar Pradesh, India) -> Kathmandu (Nepal) -> Pokhara (Nepal) -> Varanasi (Uttar Pradesh, India)**



Source: <https://www.google.co.in/maps/@27.2325925,81.8016643,7.5z>. Please note that the map is not to scale.

- This circuit will originate at Varanasi in Uttar Pradesh, India, then move to Kathmandu, capital city of Nepal, and continue to Pokhara (another very popular destination in Nepal amongst tourists) and moving on to Varanasi in Uttar Pradesh to end.
- This circuit is a compact version of the Shiv Parvati circuit 1 and has destinations which are famous for Shiv and Parvati or Shakti Temples. This compact circuit is designed so as the affluent pilgrims and tourists can fly to the destinations in the circuit.
- For the uninitiated, Shiv and Parvati are two of the most important deities that are worshipped by Hindus.
- The duration of visit for this circuit will be approximately 3-4 days starting from and ending in Varanasi.
- The circuit cities/ towns and important destinations to visit are presented in the table below.

Destination	State/ Country	Tourist Destination	Significance important
Kathmandu	Nepal	Pashupati nath Temple, Budhanath Temple, Budhanilkantha, Dakshinkali, Sobha Bhagwati.	This place is famous for Lord Shiva temple and Mata Shakti temple.
Pokhara	Nepal	Mata Anupurna Temple, Bindyabasini Temple.	Both are Shakti pith temple.
Varanasi	Uttar Pradesh, India	Manikarnika Ghat	Manikarnika Ghat is one of the ghats in Varanasi and it's known for being a place of Hindu cremation.
		Kashi Viswanatha Temple	Kashi Vishvanath Temple is one of the most famous Hindu temples and is dedicated to Lord Shiva.

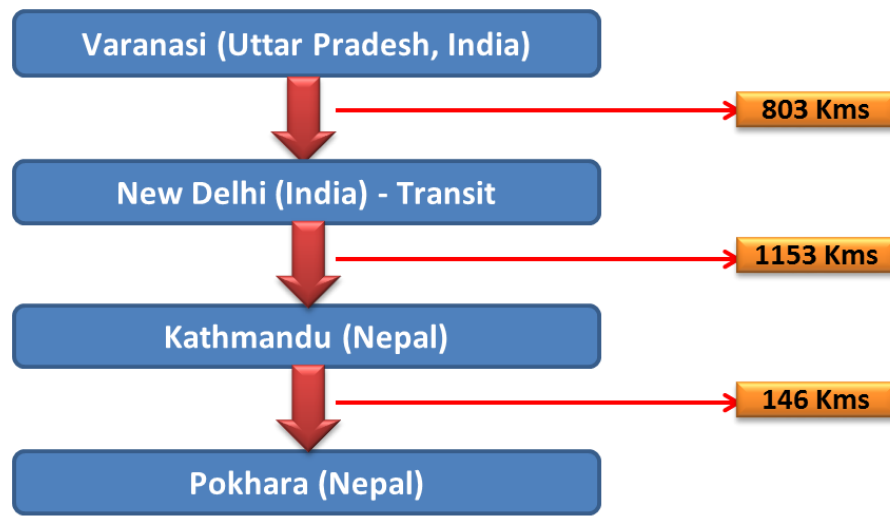


**Pashupatinath Temple Patan Square and Patan Temple - Kathmandu**



**Purnagiri Temple – Tanakpur**

**Ganga Ghat - Varanasi**

**Circuit Destination Flow:****Circuit Advantages:**

- This circuit is already very popular amongst Hindu pilgrims from Nepal and other foreign countries visiting Nepal.
- This circuit can be officially promoted and made popular amongst Indian Hindu pilgrims also.
- Transportation facility is available along this circuit, so Indian, Nepali and foreign visitors can visit this circuit with ease.

**Circuit Bottlenecks:**

- This circuit is already very popular amongst Nepali Hindu pilgrims. To make this circuit popular amongst Indians, there needs to be a very strong and focused promotion campaign of this circuit amongst Hindu pilgrims from India so that the reverse flow of pilgrims from India to Nepal also starts and the tourist flow along this circuit increases.

## 9.0 Existing Infrastructure at the Proposed Circuit – Connectivity

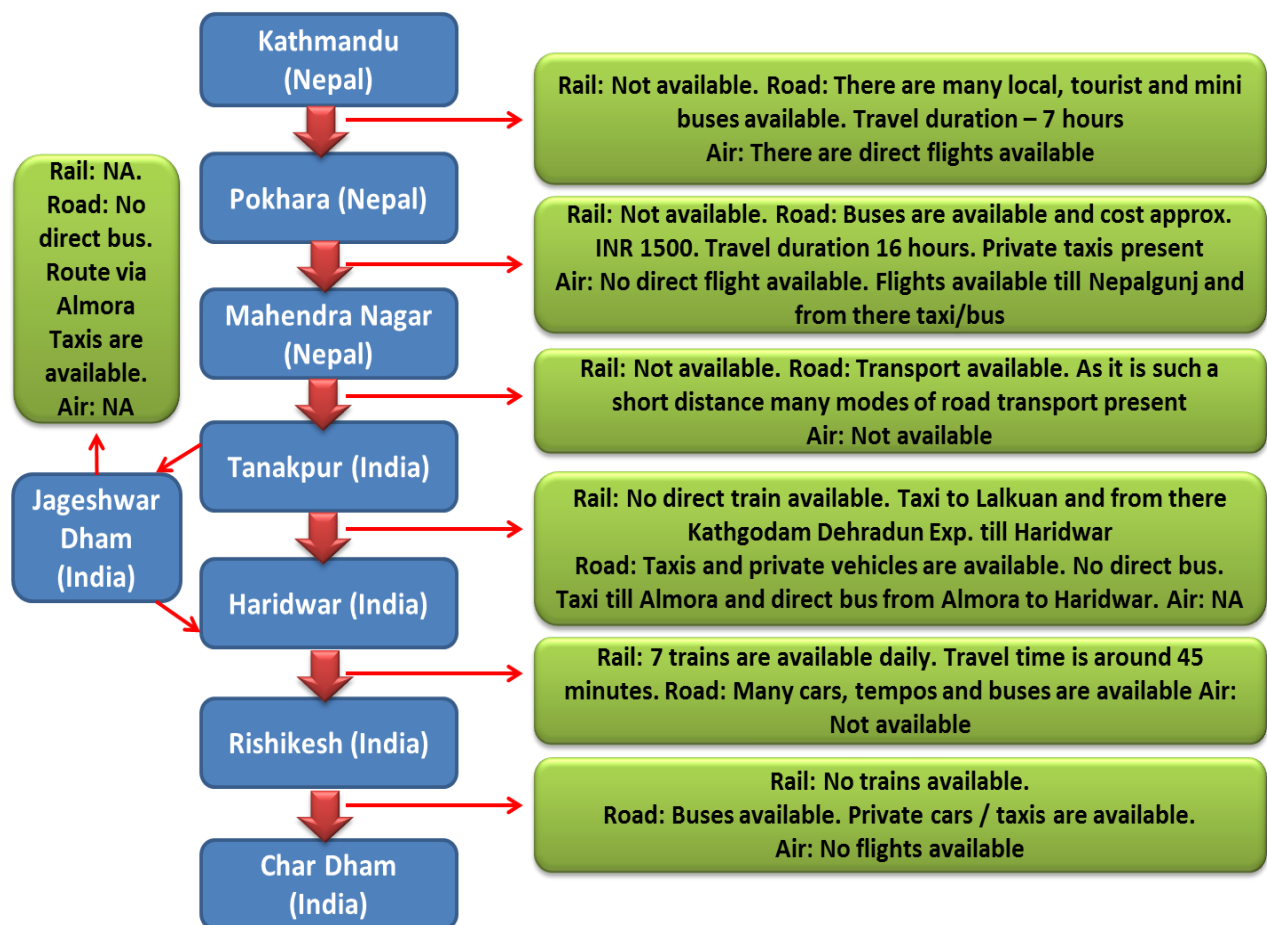
Existing transportation infrastructure amongst the proposed Hindu circuits is fairly developed with one of the rail, road and air transport facilities being well developed. At the Indo-Nepal border, there are less developed transportation facilities for pilgrims. The current connectivity status amongst the destinations in the proposed Hindu circuits is given below.

### Connectivity - Siya Ram Circuit

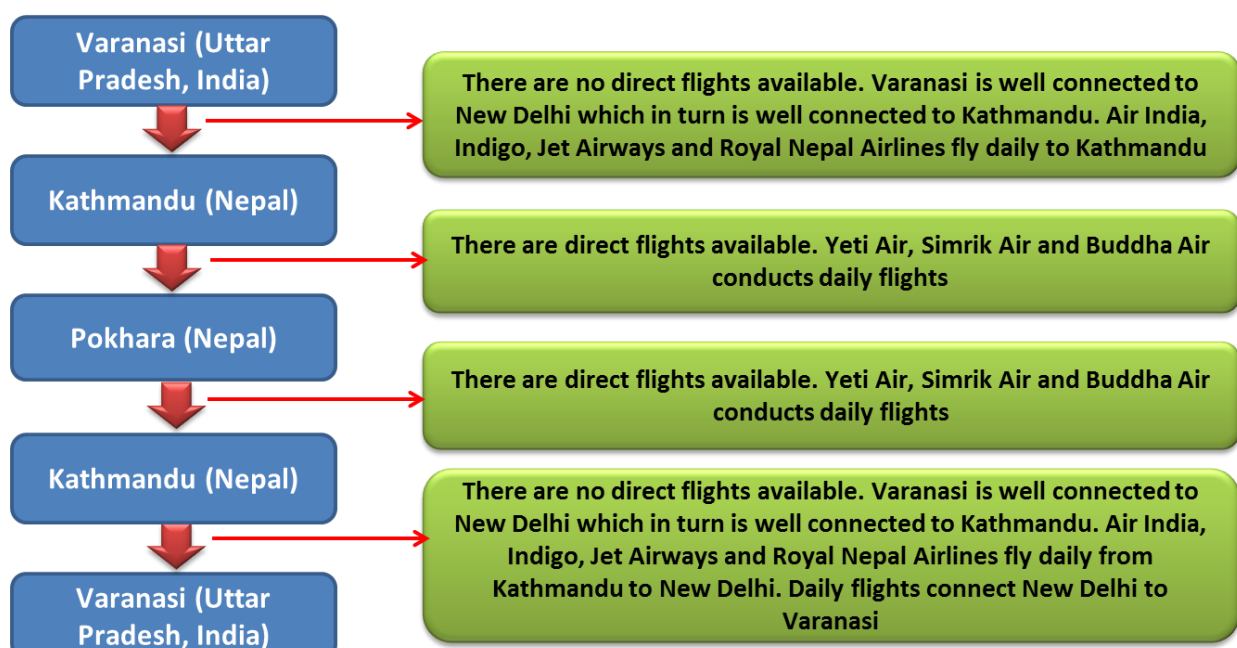
	Rail	Road	Air
Ayodhya	No direct trains. Trains via Allahabad	State buses till Allahabad. Private taxis ply	Airstrip present. No flights available
Chitrakoot	Bundelkhand Express & Jhansi Allahabad pa.	No direct bus. Private taxis ply	Not Available
Allahabad	24 direct trains present	Direct buses available. Private taxis ply	Airstrip present. No flights available
Mirzapur	Chaurichaura Express & 6 other trains	Direct buses available. Private taxis ply	Airstrip present. No flights available
Varanasi	22 direct trains available	No direct bus. Private taxis ply	Airport present. No flights available
Buxar	Mahananda Exp to Patna then taxi	No direct bus. Private taxis ply	185 Kms
Muzaffarpur	12 direct trains available	Direct buses available. Private taxis ply	Airstrip present. No flights available
Darbhanga	There are 13 trains	Private modes of transport available	Airstrip present. No flights available
Sitamarhi	Rail: Not available	Most convenient way. Private taxis ply	Not available
Janakpur Dham			

Please note that the circuit comprises of destinations as follows: **Ayodhya** (Uttar Pradesh, India) -> **Chitrakoot** (Madhya Pradesh, India) -> **Buxar** (Bihar, India) -> **Darbhanga** (Bihar, India) -> **Sitamarhi** (Bihar, India) -> **Janakpur dham** (Nepal). The other destinations provided in the chart above lie en route and can be visited by the pilgrims/ tourists of this circuit.

## Connectivity – Shiv Shakti Circuit 1



## Connectivity – Shiv Shakti Circuit 2



## 10.0 Existing Infrastructure at the Proposed Circuit –Accommodation

Existing accommodation infrastructure amongst the destinations of the proposed Hindu circuits is fairly developed although the less well known cities/ towns like Buxar, Tanakpur, Darbhanga and Sitamarhi in India and Janakpur in Nepal lack appropriate accommodation facilities for pilgrims of all budget categories. The current accommodation facility status amongst the destinations in the proposed Hindu circuits is given below.

### Accommodation Facilities - Siya Ram Circuit

Circuit	State/ Country	Type of Accommodation Facility Available
Ayodhya	Uttar Pradesh, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Chitrakoot	Madhya Pradesh, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Buxar	Bihar, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – No Free temple accommodation – No
Darbhanga	Bihar, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – No
Sitamarhi (Mithaladham)	Bihar, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Janakpur Dham	Nepal	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – No Free temple accommodation – Yes

## Accommodation Facilities – Shiv Shakti Circuit 1

Destination	State/ Country	Type of Accommodation Facility Available
Kathmandu	Nepal	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – No
Pokhara	Nepal	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – No Free temple accommodation – No
Mahendra Nagar	Nepal	Star category hotels – No Budget hotels – Yes Dharamshalas – No Government hotels/ lodges – No Free temple accommodation – No
Tanakpur	Uttarakhand, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Jageshwar Dham	Uttarakhand, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Haridwar	Uttarakhand, India	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Rishikesh	Uttarakhand, India	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Chardham	Uttarakhand, India	Star category hotels – No Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes



## Accommodation Facilities – Shiv Shakti Circuit 2

Destination	State/ Country	Type of Accommodation Facility Available
Varanasi	Uttar Pradesh, India	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – Yes
Kathmandu	Nepal	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – Yes Free temple accommodation – No
Pokhara	Nepal	Star category hotels – Yes Budget hotels – Yes Dharamshalas – Yes Government hotels/ lodges – No Free temple accommodation – No

## Accommodation Capacity - Siya Ram Circuit

Circuit	State/ Country	Bed Capacity
Ayodhya	Uttar Pradesh, India	Star category hotels –0 Budget hotels –255 Dharamshalas –20000 Government hotels/ lodges –50 Free temple accommodation – 250
Chitrakoot	Madhya Pradesh, India	Star category hotels – 135 Budget hotels – 1600 Dharamshalas – 50000 Government hotels/ lodges – 75 Free temple accommodation – 100000
Buxar	Bihar, India	Star category hotels – Budget hotels –25 Dharamshalas –150 Government hotels/ lodges –32 Free temple accommodation –0
Darbhanga	Bihar, India	Star category hotels –0 Budget hotels –260 Dharamshalas –1050 Government hotels/ lodges – 42 Free temple accommodation – 250
Sitamarhi (Mithaladham)	Bihar, India	Star category hotels –0 Budget hotels – 45 Dharamshalas –320 Government hotels/ lodges –450 Free temple accommodation –2000 Sitting capacity
Janakpur Dham	Nepal	Star category hotels – 60 ( three star) Budget hotels –1140 Dharamshalas –3500 Government hotels/ lodges – 105 Free temple accommodation – 250

## Accommodation Capacity – Shiv Shakti Circuit 1

Destination	State/ Country	Bed Capacity
Kathmandu	Nepal	Star category hotels –5920 Budget hotels –9780 Dharamshalas –2500 Government hotels/ lodges –1152 Free temple accommodation –250
Pokhara	Nepal	Star category hotels –870 Budget hotels –2016 Dharamshalas –250 Government hotels/ lodges –560 Free temple accommodation –75
Mahendra Nagar	Nepal	Star category hotels –0 Budget hotels –450 Dharamshalas –45 Government hotels/ lodges –100 Free temple accommodation –250
Tanakpur	Uttarakhand, India	Star category hotels –0 Budget hotels –140 Dharamshalas –25 Government hotels/ lodges –45 Free temple accommodation –4000-5000
Jageshwar Dham	Uttarakhand, India	Star category hotels – 180 Budget hotels – 2475 Dharamshalas – 2000 Government hotels/ lodges – 45 Free temple accommodation – 50
Haridwar	Uttarakhand, India	Star category hotels –2200 Budget hotels –7500 Dharamshalas –25000 Government hotels/ lodges –1440 Free temple accommodation –20000
Rishikesh	Uttarakhand, India	Star category hotels –600 Budget hotels –2800 Dharamshalas –16000 Government hotels/ lodges –560 Free temple accommodation –12000
Char Dham	Uttarakhand, India	Star category hotels –214 Budget hotels – 4500 Dharamshalas – 32000 Government hotels/ lodges –156 Free temple accommodation –1500

## Accommodation Capacity – Shiv Shakti Circuit 2

Destination	State/ Country	Bed Capacity
Varanasi	Uttar Pradesh, India	Star category hotels –2200 Budget hotels –10000 Dharamshalas –6000 Government hotels/ lodges –5000 Free temple accommodation –250
Kathmandu	Nepal	Star category hotels –5920 Budget hotels –9780 Dharamshalas –2500 Government hotels/ lodges –1152 Free temple accommodation –250
Pokhara	Nepal	Star category hotels –870 Budget hotels –2016 Dharamshalas –250 Government hotels/ lodges –560 Free temple accommodation –75

## 11.0 Need Gap Analysis & Requirements of the Circuit

### Need Gaps Analysis – Tourist Perspective

From the tourist survey that was conducted in the Indian states of Uttar Pradesh and Bihar and in Nepal, the importance and satisfaction levels of various tourism parameters were collected from tourists visiting the Hindu pilgrimage destinations in the Uttar Pradesh, Bihar and Nepal. The table below presents the average levels of importance awarded by tourists for various micro parameters of tourism and the average levels of satisfaction against the same micro parameters of tourism. This information was collected during the survey to understand or gauge at the gaps existing in the tourism infrastructure from the tourist's perspective and also the most important categories of tourism infrastructure. The collected data on the above is as follows.

Please note that the Importance Rating definition is:

- 1 - Least important
- 2 - Somewhat important
- 3 - Not so important
- 4 - Very important
- 5 - Most important

Please note that the Satisfaction Level Rating definition is:

- 1 - Poor
- 2 - Unsatisfactory
- 3 - Average
- 4 - Good
- 5 - Excellent

Type of facilities	Facility	UP		Bihar		Nepal	
		Imp.	Sat.	Imp.	Sat.	Imp.	Sat.
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	5	3	3	3	4	3
	Connectivity of destination/ Circuit with Nepal	5	3	3	2	4	3
	Condition of airport serving the destination/ circuit	5	3	4	1	4	3
Road Connectivity	Quality of roads	5	3	5	3	4	3
	Quality of way side amenities available on this road	5	3	4	2	4	3
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	5	3	4	4	4	3

Type of facilities	Facility	UP		Bihar		Nepal	
		Imp.	Sat.	Imp.	Sat.	Imp.	Sat.
	Condition of railway station serving the destination/circuit	5	3	4	3	4	3
	Behavior of the porters at the railway station	4	3	3	3	4	3
Civic Administration	Public conveniences along roads/ streets	4	3	4	2	4	3
	Sewerage and drainage system	4	3	4	2	4	3
	Garbage disposal	5	3	4	1	4	3
	Conditions of city roads	5	3	4	1	4	3
	Drinking Water supply	5	3	5	2	4	3
	Conditions of street lighting	4	3	5	2	4	3
Traffic and Transport Management	Conditions of signage	5	4	3	3	4	3
	Traffic signals	4	3	4	2	4	3
	Traffic management	5	3	5	1	4	3
	Availability of mass transit system	4	4	3	3	4	3
	Availability of metered taxi	4	3	4	2	4	3
	Behavior of the taxi drivers	4	3	4	2	3	3
	Availability of other commercial transportations	4	3	3	3	4	3
	Behavior of the drivers of other commercial transportations	4	3	3	2	4	3
Tourist's Facilities	Availability of A/C tourist coaches	4	3	3	3	3	3
	Availability of authorized tour operators	4	3	3	1	4	3
	Availability of luxury hotels	4	3	3	1	3	3
	Availability of budget hotels	5	3	4	2	4	3
	Behavior of the officials available at tourist reception office	4	3	4	3	4	3
	Level of knowledge of officials at the reception office	4	4	4	4	4	3
	Quality of help provided by the reception office	4	3	4	3	4	3
	Behavior of service staff at the hotel	4	3	4	3	4	3
	Traffic structure of the hotel rooms	4	3	4	2	4	3
	General upkeep of the hotel rooms	4	3	4	2	4	3
	Hygiene at wayside restaurants and dhabas	4	3	4	2	4	3
	Behavior of service personnel at wayside restaurants and dhabas	5	3	3	2	4	3
	Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it	4	3	5	3	4
Public utilities at the monument/ tourist attraction		4	3	4	3	4	3

Type of facilities	Facility	UP		Bihar		Nepal	
		Imp.	Sat.	Imp.	Sat.	Imp.	Sat.
	Conditions of signage within the monument/ tourist attraction	4	3	4	3	4	3
	Parking facility at the monument/ tourist attraction	5	3	4	2	4	3
	Availability of tourist guidance/ reception centers	4	3	3	2	4	3
	Availability of trained tourist guides	4	3	3	1	4	3
	Behavior of the guides at the monument/ tourist attraction	4	3	4	2	4	3
	Conservation of heritage sites/ monuments	4	3	4	4	4	3
	illumination of monuments	4	3	4	4	4	3
	Promptness at the ticketing window of the monument/ tourist attraction	4	3	3	3	4	3
<b>Other Service</b>	Power supply situation	5	4	4	3	4	3
	Telephone/ mobile services	4	4	3	3	4	3

Please note that the yellow highlights signify the most important factors as per tourists of Uttar Pradesh, Bihar and Nepal.

As per the tourist feedback presented in the above table, it is evident that there are gaps in the requirement and availability of several tourism infrastructure parameters. It is evident that tourists visiting Hindu pilgrimage destinations in UP consider rail, road and connectivity as the most important requirements along with civic facilities, signage, power supply and budget accommodation facilities. For Hindu pilgrims in Bihar, the quality of roads, safe drinking water, street lighting, traffic and destination cleanliness, are the most important factors of tourism. Hindu pilgrims in Nepal have rated all the micro and macro tourism parameters as very important.

From the table at the start of this section (page 28, 29 and 30), it is also evident that there are existing gaps in the present. For example, Hindu Pilgrims in Uttar Pradesh have informed of the following parameters where the most important tourism parameters left them satisfied on an average level.

Type of facilities	Facility	UP	
		Importance	Satisfaction
<b>Air Connectivity</b>	Connectivity of the destination/ circuit with major Indian cities	5	3
	Connectivity of destination/ Circuit with Nepal	5	3
	Condition of airport serving the destination/ circuit	5	3

Type of facilities	Facility	UP	
		Importance	Satisfaction
Road Connectivity	Quality of roads	5	3
	Quality of way side amenities available on this road	5	3
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	5	3
	Condition of railway station serving the destination/circuit	5	3
Civic Administration	Garbage disposal	5	3
	Conditions of city roads	5	3
	Drinking Water supply	5	3
Traffic and Transport Management	Traffic management	5	3
Tourist's Facilities	Availability of budget hotels	5	3
	Behavior of service personnel at wayside restaurants and dhabas	5	3
Maintenance & Management of Tourist Attraction	Parking facility at the monument/ tourist attraction	5	3

In case of Hindu Pilgrims in Bihar, the following parameters where the most important tourism parameters left them satisfied on an average level are given in the table below.

Type of facilities	Facility	Bihar	
		Importance	Satisfaction
Air Connectivity	Condition of airport serving the destination/ circuit	4	1
Road Connectivity	Quality of roads	5	3
	Quality of way side amenities available on this road	4	2
Civic Administration	Public conveniences along roads/ streets	4	2
	Sewerage and drainage system	4	2
	Garbage disposal	4	1
	Conditions of city roads	4	1
	Drinking Water supply	5	2
	Conditions of street lighting	5	2
Traffic and Transport Management	Traffic signals	4	2
	Traffic management	5	1
	Availability of metered taxi	4	2
	Behavior of the taxi drivers	4	2
Tourist's Facilities	Availability of budget hotels	4	2
	Traffic structure of the hotel rooms	4	2
	General upkeep of the hotel rooms	4	2

Type of facilities	Facility	Bihar	
		Importance	Satisfaction
<b>Maintenance &amp; Management of Tourist Attraction</b>	Hygiene at wayside restaurants and dhabas	4	2
	General cleanliness of monument/ tourist attraction and area around it	5	3
	Parking facility at the monument/ tourist attraction	4	2
	Availability of trained tourist guides	3	1
	Behavior of the guides at the monument/ tourist attraction	4	2

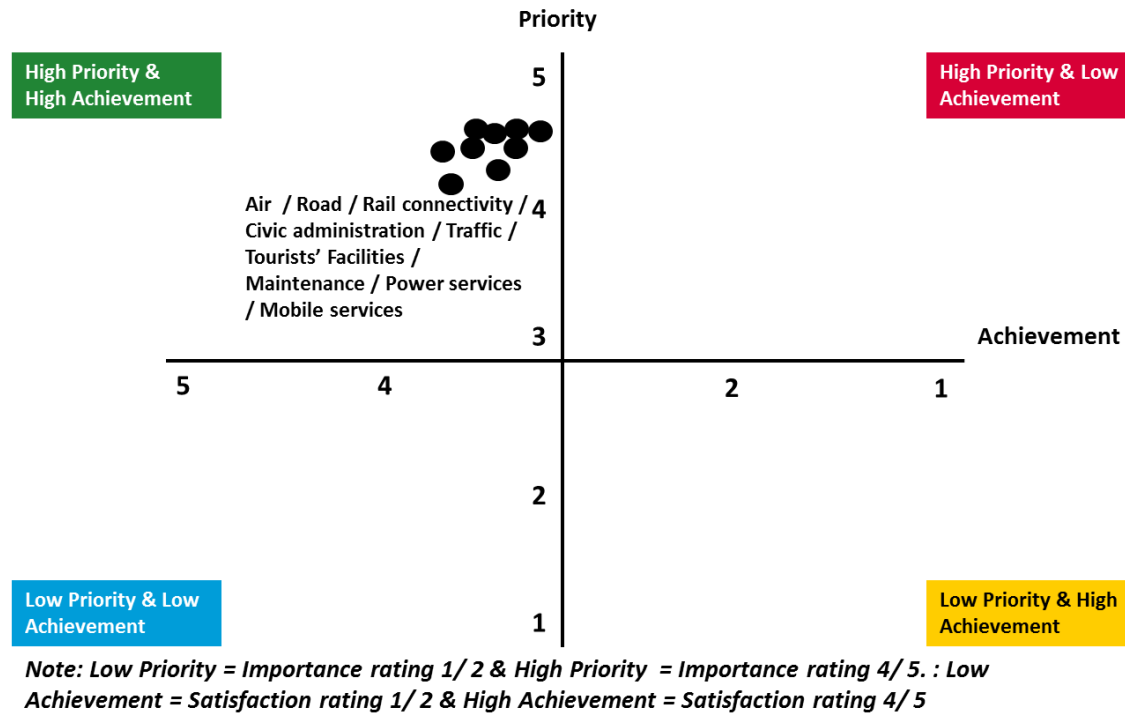
In case of Hindu Pilgrims in Nepal, the all the parameters which have been rated as very important by them, provided them with average level of satisfaction. Hence, as per Hindu pilgrimage tourists in Nepal, there is not much gaps in the infrastructure provided for tourism. Despite the tourists' perspective in case of destinations in Nepal, the tourism stakeholders' perspective varied. The stakeholder's inputs on need gaps in tourism in the proposed circuits are provided in the following sections.



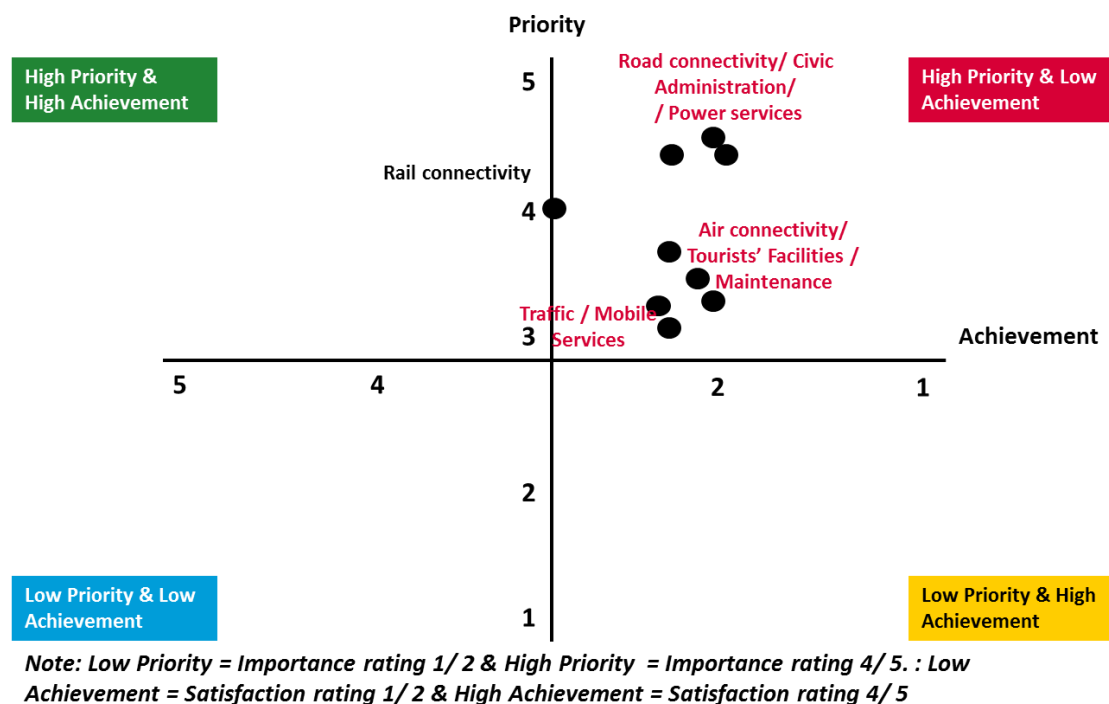
## Need Gaps Analysis – Circuit Destinations

### Siya Ram Circuit:

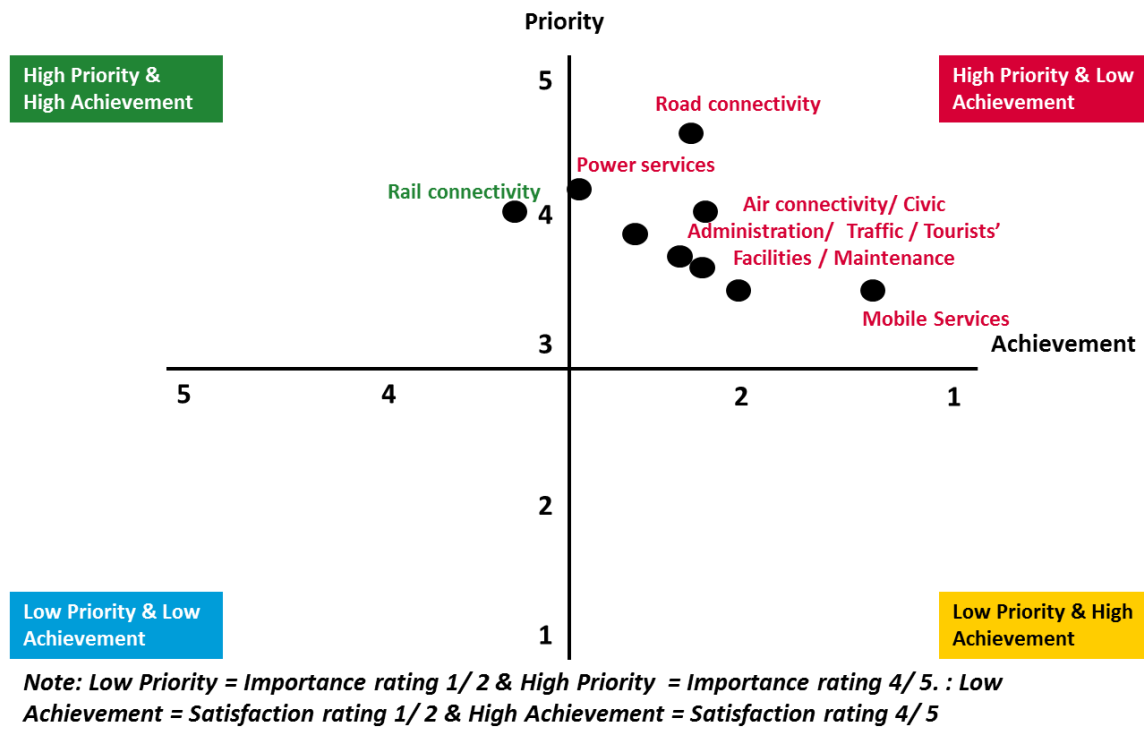
Ayodhya (Ram Mandir, Daryu River): Pictorially the destination wise scatterplot for need gaps is presented below.



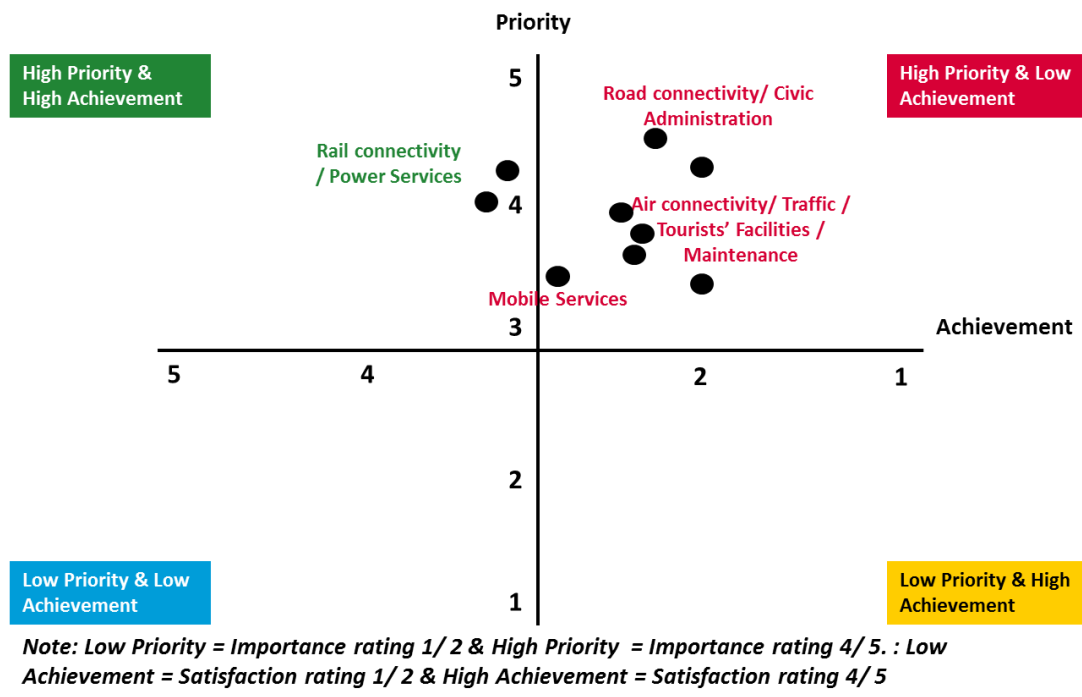
Buxar (Ram Rekha Ghat): Pictorially the destination wise scatterplot for need gaps is presented below.



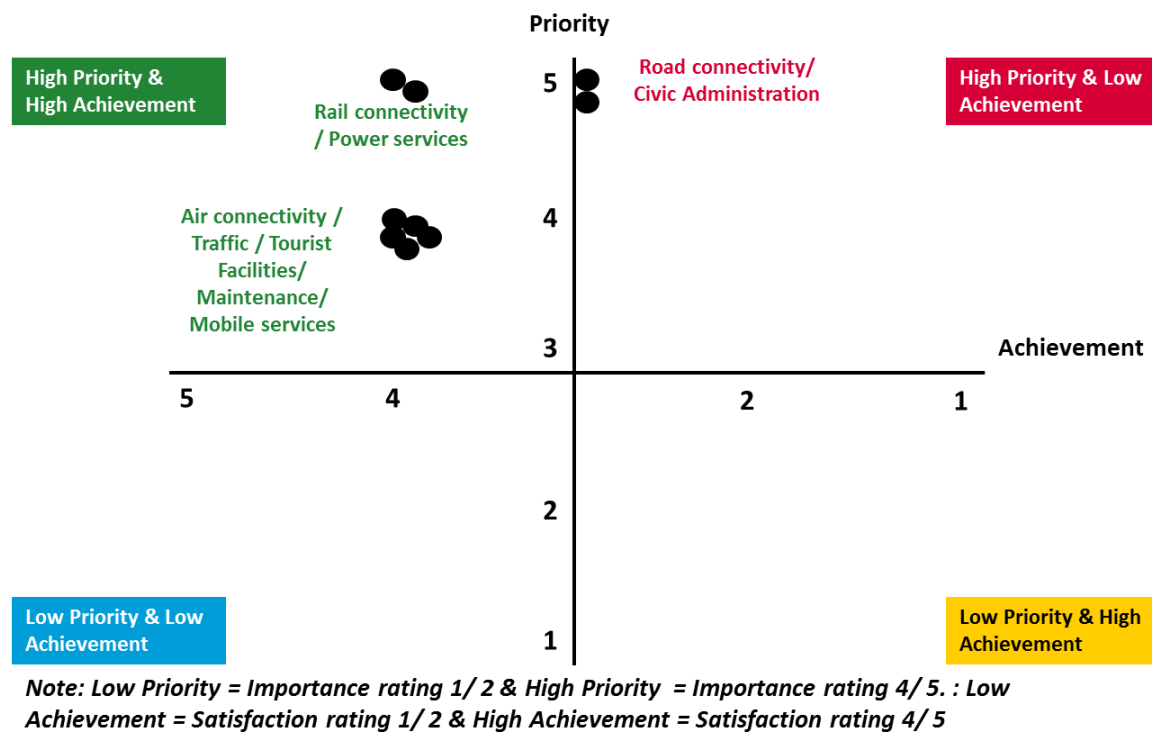
Darbhanga (Ahilya Asthan, Brampur): Pictorially the destination wise scatterplot for need gaps is presented below.



Sitamarhi (Punauradham, Haleshwar Asthan, Panth Pakar): Pictorially the destination wise scatterplot for need gaps is presented below.

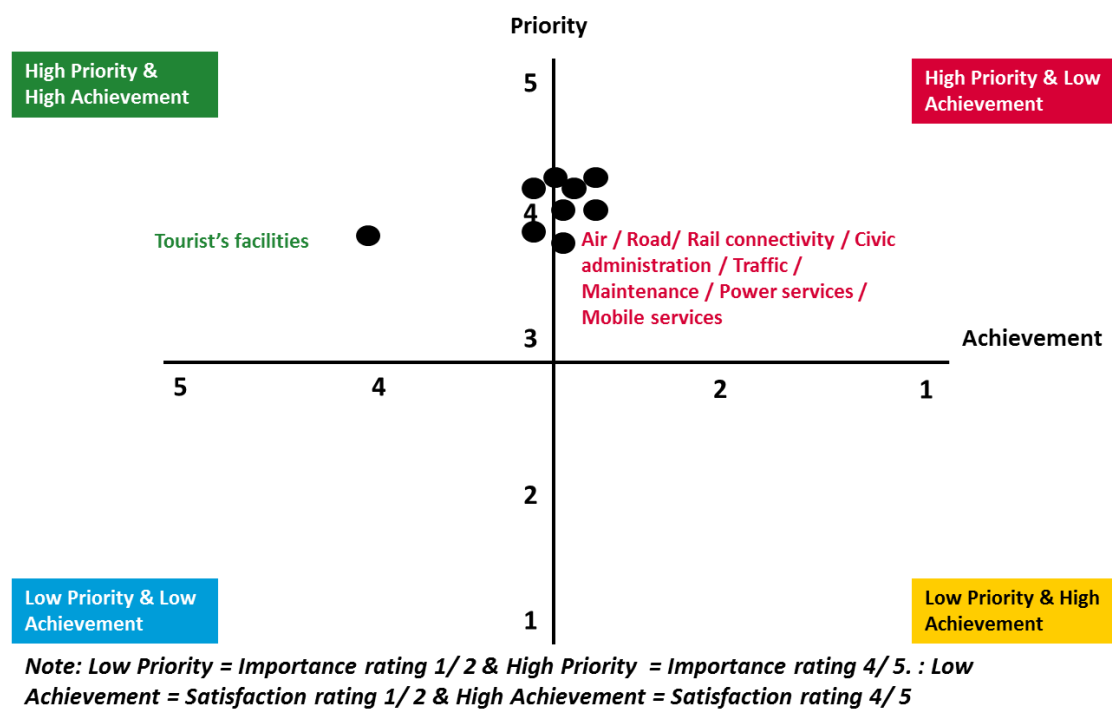


Janakpurdham (Janki Temple, Dhanushadham, Ponds): Pictorially the destination wise scatterplot for need gaps is presented below.



**Shiv Shakti Circuit:**

Kathmandu (Pashupati nath Temple, Budhanath Temple, Budhanilkantha, Dakshinkali, Sobha Bhagwati): Pictorially the destination wise scatterplot for need gaps is presented below.



## Need Gaps Analysis – Stakeholders’ Perspective

As per the stakeholders interviewed in Uttarakhand, Uttar Pradesh, Bihar and Nepal, there is some very stark need gaps present in the destinations of the proposed circuits and also in the linkage of the destinations, particularly at the Indo-Nepal border. The need gaps that surfaced during discussions with tourism stakeholders are as follows.

### **Siya Ram Circuit: Existing Infrastructure Gaps**

An assessment of tourism infrastructure at each of the proposed circuit destinations and their enroute stretches was done to identify the following infrastructure gaps.

#### 1) Ayodhya

- The ghat area is unclean
- Amenities like changing rooms for women, toilets etc. are not present at the ghat
- No permanent cafeteria or refreshment shops are present at the ghat
- Hygienic restaurants are required in the main Mandir area
- There is congestion on the road from Faizabad railway station till the Ayodhya main Mandir
- There is an air strip present in Ayodhya chartered flights or helicopter facilities are required connecting to Chitrakoot and Sitamarhi for ease of high-end tourists of the circuit
- Very few hotels for high end travellers are present. Star category hotels are required



Saryu Ghat - Ayodhya

## 2) Chitrakoot

- The connection from Ayodhya to Chitrakoot is via Allahabad and no direct trains or buses are available
- The connectivity from Ayodhya to Chitrakoot and from Chitrakoot to Buxar needs to be introduced so that tourists can directly follow the circuit destination route and not have to go via Allahabad
- Very few hotels for high end travellers are present. Star category hotels are not available and are required
- Very few motels, restaurants have washroom facilities at the way side
- Drinking water and washrooms for Males and Females are required at all the tourist points
- Hygienic restaurants and dhabas with all civic amenities are needed at all the tourist points

## 3) Buxar

- Very few hotels are there at Buxar city. Accommodation units are not enough during melas
- Civic amenities are present at the railway station and at the ghat washrooms for Males and Females are required at other points in the city and destination attractions
- Tourist destinations are managed by a community formed by the priest of Rameshwar nath Temple
- Very few hotels for high end travellers are present. Star category hotels are required
- Very few motels, restaurants have washroom facilities at the way side
- Drinking water and washrooms for Males and Females are required
- Hygienic restaurants and dhabas with all civic amenities are needed
- The bank of the river is full of garbage
- Steps of the Ram Rekha ghat are encroached on by the shopkeepers selling flowers and prasad
- There is a lack of proper entry and exit points during melas
- The ghat is not properly maintained so there is threat of drowning during melas and festivals when thousands of tourists visit
- Temple is not maintained properly

## 4) Darbhanga

- Accommodation units at the destination are enough for normal days but during festivals and melas, it is not enough
- Buses Running on NH-4, Mahawnpur to Saharghat, Sitamarhi to Bitha More. Train between Darbhanga and Sitamarthi. Rickshaw and three Wheeler from Kamtol Station (main train station)
- 4 Lavatories are constructed at the destination. Hand pump are there for near the temple. There is a requirement of restrooms, washrooms and drinking water facilities at the Mandir area
- Condition of the Lord Rama temple is bad as it is not maintained because it is built by stone cut in different shape and size
- A Trust Community is formed to manage the destination
- Condition of roads is good. Service of road transport is excellent
- Very few hotels for high end travellers are present. Star category hotels are required
- Very few motels, restaurants have washroom facilities at the way side
- Drinking water and washrooms for Males and Females are required
- Hygienic restaurants and dhabas with all civic amenities are needed
- Lord Rama temple and Ahilya Asthan is not maintained at all. Immediate repairs and restoration is required at all the attarctions



Ram Janki Mandir



Ahilya Asthan

## 5) Sitamarhi

- The number of accommodation units is not enough during melas and festivals
- NH-77 has way side amenities like restaurants and sulav international, Motels, Dhabas
- NH-28 is not having any hygienic or proper amenities
- From Sitamarhi station to Punaura Dham and Janki Janam Asthan the distance is only 5 km. Time taken to cover this distance is a lot as the existing road passes through the main market. A Bypass road is required for ease of tourists
- Chartered flights or helicopter facilities from Sitamarhi Punaura dham to Janakpur dham is required for ease of high-end travellers
- 3 Sulav Shocalay are there at the temple entrance, 7 drinking water taps are also presents
- Electricity supply in Punauradham is not sufficient and there are frequent power cuts
- Very few hotels for high end travellers are present. Star category hotels are required.
- Very few motels, restaurants have washroom facilities at the way side
- Drinking water and washrooms for Males and Females are required at all the destination attractions
- Hygienic restaurants and dhabas with all civic amenities are needed at all the destination attractions
- Proper entry and exit points are not present at the temple. People enter and go out by a single gate
- Tourist destination and the temple is managed by community where mahantji is the head of it.
- Temple surrounding is very congested and dirty (because of solid waste, flowers plastic bags and garbage)
- There are no parking spaces for pilgrims with their own vehicles
- During melas and festivals, huge crowd of pilgrims and tourists visit the temple and due to congestion, people cannot move in to the temple properly. Due to this, in case of any stampede there may be huge loss in lives
- The kund area is not maintained



Janki Mandir & Kund



Punaura Dham

## 6) Janakpurdham

- Pilgrims going from Jainagar to Janakpur by bus suffer a lot because of poor road condition. For catching the bus from Bihar Border which goes to Janakpur, pilgrims have to go 2km by walk
- Comparing to the ratio by which the Hindu pilgrims come to Janakpur, the facility is very poor
- All the historical places in Janakpur and the places related to holy places/holy persons are in poor conditions and it is necessary to beautify them so that they can attract the Hindu pilgrims more
- There is no good infrastructure and road facility in Janakpur city
- Accommodation facility is inadequate
- Chartered flights or helicopter facilities from Sitamarhi Punaura dham to Janakpur dham is required for ease of high-end travellers
- Very few hotels for high end travellers are present. Star category hotels are required
- Very few motels, restaurants have washroom facilities at the way side
- Drinking water and washrooms for Males and Females are required at all the destination attractions
- Hygienic restaurants and dhabas with all civic amenities are needed at all the destination attractions



- For Premium Hindu pilgrims there is no good roadway facility for going to Janakpur from Bihar. But in Nepal going from Janakpur to Kathmandu, air service or Airplane services, bus services are very good. For every type of Hindu pilgrims bus facility is available for going Janakpur to Kathmandu



Indo-Nepal Border - Janakpur

### **Shiv Shakti Circuit 1: Existing Infrastructure Gaps**

An assessment of tourism infrastructure at each of the proposed circuit destinations and their enroute stretches was done to identify the following infrastructure gaps.

#### 1) Kathmandu

- The temple area needs to be kept cleaned
- Tourist information board required at the gate
- Queue needs to be managed
- For going Purna Mata Shaktipeeth Temple, Haridwar & Rishikesh in Uttarakhand Bus facilities are available from Kathmandu
- Chartered flights and helicopter services are required from Kathmandu to Varanasi and Haridwar



Pashupati Nath Temple - Kathmandu

## 2) Pokhara

- The main highway to Pokhara from Kathmandu needs to improve as the road condition is not good
- The town was ravaged by the April 2015 earthquake and much work needs to be done before proper assessment can be done

## 3) Mahendra Nagar

- Sidhbaba Temple premises need maintenance



Sidhbaba Temple

## 4) Tanakpur

- No proper road exists
- Tourist amenities required on the border road stretch
- Signage poor



Mahendranagar Tanakpur Indo-Nepal Border



**Mahendranagar Tanakpur Indo-Nepal Border**

#### 5) Jageshwar Dham

- From Almora to Jageshwar dham shuttle or appropriate commutation facilities are required as at present there is no proper transport facilities for pilgrims
- Direct transportation facilities from Tanakpur to Jageshwar Dham is required for ease of travel of tourists
- Transportation facilities for premium tourists of the circuit is required from Tanakpur to Jageshwar Dham
- Transportation facilities for premium tourists of the circuit is required from Almora to Jageshwar Dham
- Accommodation facilities are present mostly in Almora. In Jageshwar only one resort of state government is present. A number of accommodation units catering to all categories of travellers are required in Jageshwar

#### 6) Haridwar

- From Haridwar station to Neelkant Mahadev, the condition of the road requires improvement
- Transport facility from Haridwar station to Neelkant Mahadev needs to improve

#### 7) Rishikesh

- Free shuttle sewa from Railway station/bus stand to Laxman Jhula.
- Battery operated vehicles should be started for commutation of tourists as at present, diesel operated 3-wheeler vehicles are causing heavy pollution

#### 8) Char Dham

- Helicopter sewa from Haridwar to Char Dham is required
- Accommodation facilities for premium category pilgrims and high-end travellers are not present in the Char Dham destinations and is required
- High end restaurants and popular chain restaurants required for catering to premium pilgrims

## **Shiv Shakti Circuit 2: Existing Infrastructure Gaps**

An assessment of tourism infrastructure at each of the proposed circuit destinations and their enroute stretches was done to identify the following infrastructure gaps.

### 1) Kathmandu

- The temple area needs to be kept cleaned
- Tourist information board required at the gate
- Queue needs to be managed
- For going Purna Mata Shaktipeeth Temple, Haridwar & Rishikesh in Uttarakhand Bus facilities are available from Kathmandu
- Chartered flights and helicopter services are required from Kathmandu to Varanasi and Haridwar

### 2) Pokhara

- The main highway to Pokhara from Kathmandu needs to improve as the road condition is not good
- The town was ravaged by the April 2015 earthquake and much work needs to be done before proper assessment can be done

### 3) Varanasi - Ghats

- Construction debris has made the ghats unclean
- The ghats need to be cleaned regularly and maintained properly
- Shuttle sewa from Railway station / Bus stand to Ganga ghat area
- The road from the railway station to Kashi Vishwanath Temple is very narrow and constricted. If possible, it can be widened for ease of traffic
- From Gudholia Choraha to Dashmesh ghat / Kashi Vishwanath Temple, E-rickshaw facility is required



## 12.0 Saleability and Marketing / Promotion

The circuits that have been proposed for Hindu tourism development amongst India and Nepal are the Siya Ram circuit and the Shiv Shakti Circuit 1 & 2. These circuits would require not just tourism infrastructure upgrade to become popular, but also extensive marketing and focused promotion activities amongst target Hindu pilgrims.

### Siya Ram Circuit – Marketing Strategy for Domestic Tourists

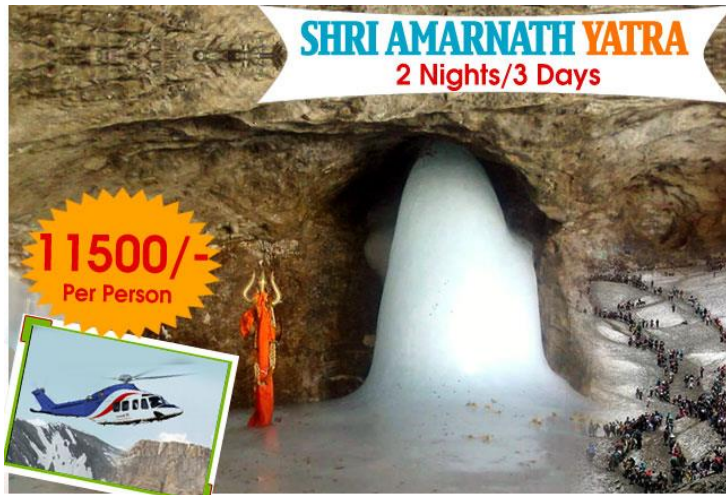
- The tagline of the Siya Ram Circuit is suggested as Ram Sita Janmabhoomi Darshan
- The majority of Hindu pilgrims visiting these circuit destinations at present are majorly from Bihar and Uttar Pradesh
- It is suggested that the preliminary target for the marketing and promotion activities for this circuit be tourists from West Bengal, Bihar, Orissa, Assam, Uttar Pradesh, Jharkhand, Madhya Pradesh, Delhi, Gujarat, Rajasthan and Nepal
- Marketing activities should include
  - Extensive hoardings and billboards at other prominent Hindu tourism destinations like Char Dham destinations in Uttarakhand, Haridwar, Allahabad, Varanasi, Rishikesh, Kolkata, Puri etc.
  - Promotional campaign by prominent celebrity known for their spiritual intent
  - Extensive digital campaign to attract premium tourists and young tourists
  - The marketing campaign should be more focused towards a Television campaign rather than a print campaign
  - Marketing campaign should revolve around the theme of Ram Sita Janm-Vivah
- Besides marketing and promotion activities, a prime requisite for increasing circuit saleability is providing travel agents with adequate knowledge about the circuit so that they can handle visitor queries effectively and sell the circuit more efficiently and convincingly. For this it is suggested, that online tutorials or webinars be held for travel agents. This will reduce cost of promotion as well as increase participation. Also participation in these events should be incentivized for better participation
- Domestic Tour operators and travel agents present at each important cities of India should be provided with brochures
- State Tourism Boards of Uttar Pradesh and Bihar should design attractive travel packages for this circuit and offer these circuit packages through their websites and registered travel agents
- All inclusive packages in lines similar to the well-known “Amarnath Yatra” would also create interest amongst Hindu pilgrims. Below are a few examples.



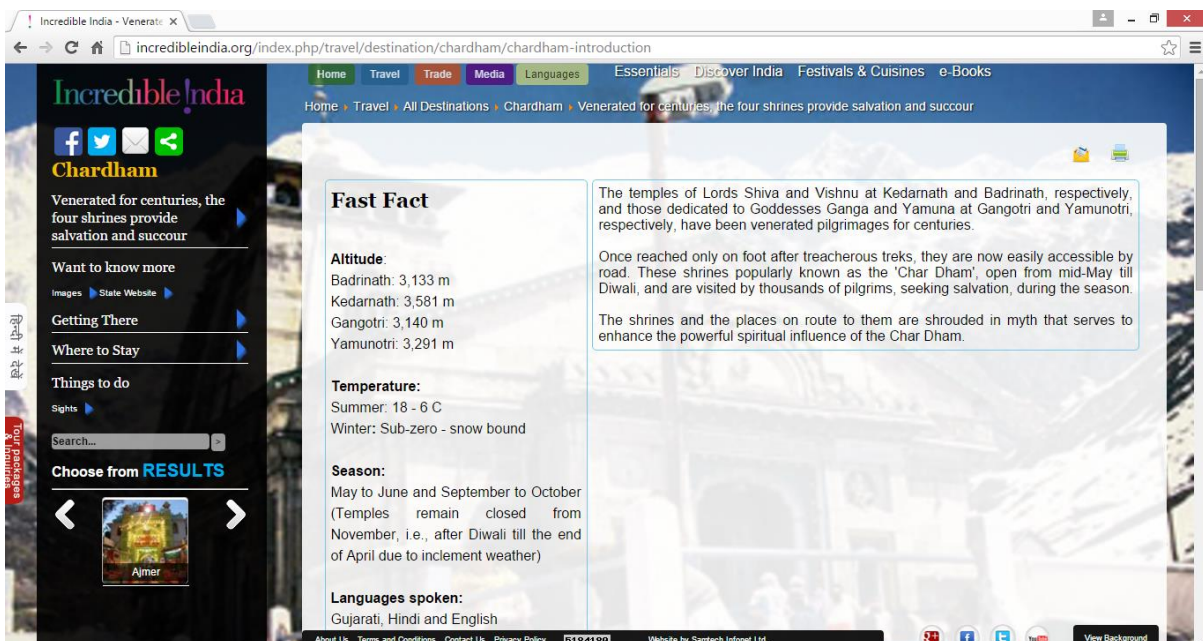
Source: [www.jaiholidays.in](http://www.jaiholidays.in) & [www.pinterest.com](http://www.pinterest.com)

## Siya Ram Circuit – Marketing Strategy For Foreign / NRI Tourists

- The tagline is suggested same as for the domestic promotional campaign - Ram Sita Janmabhoomi Darshan
- Marketing activities should include
  - All inclusive packages and development of packages with helicopter or charter flights connecting tourists to the circuit destinations
  - Promotional campaign by prominent celebrity known internationally
  - Extensive digital campaign to attract premium tourists and young tourists
  - The marketing campaign should be more focused towards a digital campaign rather than a print or TV commercial campaign
  - Marketing campaign should revolve around the theme of Ram Sita Janm-Vivah
- Besides marketing and promotion activities, a prime requisite for increasing circuit saleability is providing travel agents with international presence, with adequate knowledge about the circuit so that they can handle visitor queries effectively and sell the circuit more efficiently and convincingly. For this it is suggested, that online tutorials or webinars be held for travel agents. This will reduce cost of promotion as well as increase participation. Also participation in these events should be incentivized for better participation
- It is also suggested that prominent international journalists, travel bloggers and personalities be taken on a knowledge tour of the circuit so that they can spread the word in different mediums in their own countries
- State Tourism Boards of Uttar Pradesh and Bihar should design attractive travel packages for this circuit and offer these circuit packages through their websites and registered travel agents
- All inclusive helicopter ride packages in lines similar to the well-known “Amarnath Yatra” would also create interest amongst Foreign / NRI pilgrims. A few examples are given below.



Source: [www.indiareckoner.net](http://www.indiareckoner.net)



Source: [www.incredibleindia.org](http://www.incredibleindia.org)

## Shiv Shakti Circuit 1 & 2 – Marketing Strategy For Domestic Tourists

- The tagline of the Shiv Shakti Circuit is suggested as Har Parvati Darshan
- Marketing activities should include
  - Extensive hoardings and billboards at other prominent Hindu tourism destinations like Char Dham destinations in Uttarakhand, Haridwar, Allahabad, Varanasi, Rishikesh, Kolkata, Puri etc.
  - Promotional campaign by prominent celebrity known for their spiritual intent
  - Extensive digital campaign to attract premium tourists and young tourists
  - The marketing campaign should be more focused towards a Television campaign rather than a print campaign
  - Marketing campaign should revolve around the theme of famous Shiv and Shaktipeeth Temples in the world
- Besides marketing and promotion activities, a prime requisite for increasing circuit saleability is providing travel agents with adequate knowledge about the circuit so that they can handle visitor queries effectively and sell the circuit more efficiently and convincingly. For this it is suggested, that online tutorials or webinars be held for travel agents. This will reduce cost of promotion as well as increase participation. Also participation in these events should be incentivized for better participation
- Domestic Tour operators and travel agents present at each important cities of India should be provided with brochures
- State Tourism Boards of Uttar Pradesh and Uttarakhand should design attractive travel packages for this circuit and offer these circuit packages through their websites and registered travel agents
- All inclusive packages in lines similar to the well-known “Amarnath Yatra” would also create interest amongst Hindu pilgrims. A few examples have been presented in the section for Siya Ram circuit marketing campaign for domestic tourists



## Shiv Shakti Circuit 1 & 2 – Marketing Strategy For Foreign / NRI Tourists

- The tagline of the Shiv Shakti Circuit is suggested as Har Parvati Darshan
- Marketing activities should include
  - Promotional campaign by prominent celebrity known internationally
  - Extensive digital campaign to attract premium tourists and young tourists
  - The marketing campaign should be more focused towards a digital campaign on mediums like Facebook, Instagram etc. rather than a TVC or a print campaign
  - Marketing campaign should revolve around the theme of famous Shiv and Shaktipeeth Temples in the world
- Besides marketing and promotion activities, a prime requisite for increasing circuit saleability is providing travel agents with adequate knowledge about the circuit so that they can handle visitor queries effectively and sell the circuit more efficiently and convincingly. For this it is suggested, that online tutorials or webinars be held for travel agents. This will reduce cost of promotion as well as increase participation. Also participation in these events should be incentivized for better participation
- Tour operators and travel agents with international presence should be provided with brochures
- State Tourism Boards of Uttar Pradesh and Uttarakhand should design attractive travel packages for this circuit and offer these circuit packages through their websites and registered travel agents
- It is also suggested that prominent international journalists, travel bloggers and personalities be taken on a knowledge tour of the circuit so that they can spread the word in different mediums in their own countries
- All inclusive packages in lines similar to the well-known “Amarnath Yatra” would also create interest amongst pilgrims. A few examples have been presented in the previous section on Siya Ram circuit marketing strategy for foreign/ NRI tourists.

## 13.0 Way Forward / Recommendations

- The circuits suggested and mapped by Nielsen team is constructed based on discussions with tourism stakeholders in the states of India and Nepal, tourists visiting the destinations listed in previous section and also based on transportation facilities available. It is to be noted that more planning and infrastructure work is required to make these circuits viable and flourishing in the Religious tourism sector of India
- Marketing and promotion activities will be required at states in India from where pilgrims to Nepal are less. It was also found that tourists mainly from UP and Bihar take the road route to Nepal and tourists from other states of India fly to Nepal directly for tourism purposes. Tremendous marketing activities are required to make these tourists familiar with religious tourism destinations in UP, Bihar and Uttarakhand, which can be visited along with those in Nepal.
- This study also found that the road connections and transport facilities at the Indo-Nepal border are tiresome and not developed to the potential of tourism present. It is suggested that the State/ Central Government takes it up with their Nepal counterparts to maintain and organize transport facilities for religious tourists. This will not only make tourists visit Nepal more via roadways but also will increase tourists from India to Nepal and vice-versa.
- Marketing and promotion activities promoting the easy transport facilities between India and Nepal needs to be conducted to popularize cross border tourism between Nepal and Indian states
- It is suggested that the first step for development and promotion of these circuits be taking action on the immediate requirements for each circuit and then proceed for planning and implementation of extensive infrastructure for tourists at each of the destinations of the circuits

## Siya Ram Circuit

Destination	Immediate Needs	Future Needs
<b>Ayodhya</b>	<ul style="list-style-type: none"> <li>• Cleaning and maintenance of the Saryu Ghat</li> <li>• Amenities like changing rooms for women</li> <li>• Washrooms for men and women</li> <li>• Cafeteria / refreshment shop at the Ghat</li> <li>• Hygienic restaurants in the main Mandir area</li> <li>• Decongestion of the road from Faizabad railway station till the Ayodhya main Mandir</li> </ul>	<ul style="list-style-type: none"> <li>• Development of the air strip present in Ayodhya for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to Chitrakoot and Sitamarhi for ease of high-end tourists of the circuit</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Direct Train connectivity with Chitrakoot</li> <li>• Direct bus connectivity with Chitrakoot, Sitamarhi &amp; Janakpurdham</li> </ul>
<b>Chitrakoot</b>	<ul style="list-style-type: none"> <li>• Drinking water and washrooms for Males and Females are required at all the tourist points</li> <li>• Hygienic restaurants and dhabas with all civic amenities are needed at all the tourist points</li> <li>• Amenities like changing rooms for women</li> <li>• Washrooms for men and women</li> </ul>	<ul style="list-style-type: none"> <li>• Direct train &amp; bus connection to Ayodhya &amp; Allahabad</li> <li>• The connectivity from Ayodhya to Chitrakoot and from Chitrakoot to Buxar needs to be introduced so that tourists can directly follow the circuit destination route and not have to go via Allahabad</li> <li>• Development of air strip present for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to Buxar</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Motels, restaurants have washroom facilities at the way side</li> </ul>
<b>Buxar</b>	<ul style="list-style-type: none"> <li>• Washrooms for Males and Females are required at other points in the city and destination attractions</li> <li>• Drinking water and washrooms for Males and Females are required</li> <li>• Washrooms for men and women</li> <li>• Hygienic restaurants and dhabas with all civic amenities are needed</li> <li>• The bank of the river needs to be cleaned</li> <li>• Stops encroachment of the</li> </ul>	<ul style="list-style-type: none"> <li>• Accommodation units of all categories</li> <li>• Development of the air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Direct Train connectivity with Darbhanga</li> <li>• Direct bus connectivity with Darbhanga, Muzaffarpur and Varanasi</li> </ul>

Destination	Immediate Needs	Future Needs
	<p>Ram Rekha ghat by the shopkeepers selling flowers and prasad</p> <ul style="list-style-type: none"> <li>• Proper entry and exit points at the ghat during melas</li> <li>• Proper maintenance of ghat</li> <li>• Proper maintenance of the Temple</li> </ul>	
<b>Darbhanga</b>	<ul style="list-style-type: none"> <li>• Restrooms, washrooms and drinking water facilities at the Mandir area</li> <li>• Repair and maintenance of Lord Rama Temple</li> <li>• Washrooms for men and women</li> <li>• Cafeteria / refreshment shop at the Ghat</li> <li>• Hygienic restaurants in the main Mandir area</li> <li>• Decongestion of the road from Faizabad rai Very few motels, restaurants have washroom facilities at the way side</li> <li>• Drinking water and washrooms for Males and Females are required</li> <li>• Hygienic restaurants and dhabas with all civic amenities are needed</li> <li>• Lord Rama temple and Ahilya Asthan is not maintained at all. Immediate repairs and restoration is required at all the attractions</li> </ul>	<ul style="list-style-type: none"> <li>• Accommodation units of all categories</li> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Direct bus connectivity with Sitamarhi and Janakpur Dham</li> </ul>
<b>Sitamarhi</b>	<ul style="list-style-type: none"> <li>• Drinking water and washrooms for Males and Females are required at all the destination attractions</li> <li>• Hygienic restaurants and dhabas with all civic amenities are needed at all the destination attractions</li> <li>• Proper entry and exit points at the temple</li> <li>• Decongestion and cleaning of Temple surroundings</li> </ul>	<ul style="list-style-type: none"> <li>• Civic amenities along NH28</li> <li>• A Bypass road is required from Sitamarhi station to Punaura Dham and Janki Janam Asthan</li> <li>• Accommodation units of all categories</li> <li>• Development of the air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities from Sitamarhi Punaura dham to Janakpur dham is required for ease of high-end travellers</li> <li>• Sufficient and continuous electricity</li> </ul>

Destination	Immediate Needs	Future Needs
	<ul style="list-style-type: none"> <li>• Parking spaces for pilgrims with their own vehicles</li> <li>• Maintenance of Kund area</li> </ul>	<ul style="list-style-type: none"> <li>• supply in Punaauradham</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Direct Train connectivity with Darbhanga</li> <li>• Direct bus connectivity with Darbhanga, Muzaffarpur and Varanasi</li> </ul>
<b>Janakpur Dham</b>	<ul style="list-style-type: none"> <li>• Constructions and maintenance of road from Jainagar to Janakpur</li> <li>• Beautification and maintenance of historical places</li> <li>• Drinking water and washrooms for Males and Females are required at all the destination attractions</li> <li>• Hygienic restaurants and dhabas with all civic amenities are needed at all the destination attractions</li> <li>• Good modes of commuting by road is required for premium tourists, especially from Janakpur to Sitamarhi</li> </ul>	<ul style="list-style-type: none"> <li>• Good infrastructure and road facility in Janakpur city</li> <li>• Accommodation units of all categories</li> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities from Sitamarhi Punaura dham to Janakpur dham is required for ease of high-end travellers</li> <li>• Star &amp; deluxe hotels for high end travellers</li> <li>• Reinstating direct Train connectivity with Sitamarhi</li> <li>• Direct bus connectivity with Sitamarhi and Ayodhya</li> </ul>

## Shiv Shakti Circuit 1

Destination	Immediate Needs	Future Needs
Kathmandu	<ul style="list-style-type: none"> <li>The temple area needs to be kept cleaned</li> <li>Tourist information board required at the gate</li> <li>Queue needs to be managed</li> </ul>	<ul style="list-style-type: none"> <li>Chartered flights and helicopter services are required from Kathmandu to Varanasi and Haridwar</li> <li>Direct bus connectivity with Haridwar</li> </ul>
Pokhara	<ul style="list-style-type: none"> <li>The main highway to Pokhara from Kathmandu needs to improve as the road condition is not good</li> </ul>	<ul style="list-style-type: none"> <li>The town was ravaged by the April 2015 earthquake and much work needs to be done</li> </ul>
Mahendra Nagar	<ul style="list-style-type: none"> <li>Temple premises of the Sidhbaba Temple needs to be cleaned and maintained</li> <li>The road to Tanakpur does not exist and needs to be constructed immediately</li> <li>Tourist amenities are required along the stretch of the Indo-Nepal border</li> <li>Proper signage is required in the town as well as on the Indo-Nepal border stretch</li> <li>Cafeteria / refreshment shop at the destination attraction</li> <li>Hygienic restaurants in the Mandir area</li> <li>Washrooms for men and women</li> </ul>	<ul style="list-style-type: none"> <li>Accommodation units of all categories</li> <li>Development of air strip for chartered flights or helicopter facilities</li> <li>Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> <li>Star &amp; deluxe hotels for high end travellers</li> <li>Direct bus connectivity with Tanakpur</li> </ul>
Tanakpur	<ul style="list-style-type: none"> <li>Temple premises of the Purnagiri Temple needs to be cleaned and maintained</li> <li>The road to Tanakpur from Mahendra Nagar does not exist and needs to be constructed immediately</li> <li>Tourist amenities are required along the stretch of the Indo-Nepal border</li> <li>Proper signage is required in the town as well as on the Indo-Nepal border stretch</li> <li>Cafeteria / refreshment shop at the destination attraction</li> <li>Hygienic restaurants in the Mandir area</li> <li>Washrooms for men and women</li> </ul>	<ul style="list-style-type: none"> <li>Accommodation units of all categories</li> <li>Development of air strip for chartered flights or helicopter facilities</li> <li>Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> <li>Star &amp; deluxe hotels for high end travellers</li> <li>Direct bus connectivity with Mahendra Nagar</li> <li>Direct bus connectivity with Jageshwar Dham in Almora</li> <li>Way side amenities for tourists</li> </ul>
Jageshwar Dham	<ul style="list-style-type: none"> <li>From Almora to Jageshwar dham shuttle or appropriate commutation</li> </ul>	<ul style="list-style-type: none"> <li>In Jageshwar only one resort of state government is present. A</li> </ul>

Destination	Immediate Needs	Future Needs
	<p>facilities are required</p> <ul style="list-style-type: none"> <li>• Direct transportation facilities from Tanakpur to Jageshwar Dham is required for ease of travel of tourists</li> <li>• AC/ Volvo deluxe buses required from Tanakpur to Jageshwar Dham for premium pilgrims</li> <li>• AC/ Volvo deluxe buses required from Almora to Jageshwar Dham for premium pilgrims</li> <li>• AC/ Volvo deluxe buses required from Jageshwar Dham to Haridwar for premium pilgrims</li> </ul>	<p>number of accommodation units catering to all categories of travellers are required in Jageshwar</p> <ul style="list-style-type: none"> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> </ul>
Haridwar	<ul style="list-style-type: none"> <li>• AC/ Volvo deluxe buses required from Jageshwar Dham to Haridwar for premium pilgrims</li> <li>• From Haridwar station to Neelkant Mahadev, the condition of the road requires improvement</li> <li>• Transport facility from Haridwar station to Neelkant Mahadev needs to improved</li> </ul>	<ul style="list-style-type: none"> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> </ul>
Rishikesh	<ul style="list-style-type: none"> <li>• Battery operated vehicles should be started for commutation of tourists as at present, diesel operated 3-wheeler vehicles are causing heavy pollution</li> <li>• Free shuttle sewa from Railway station/bus stand to Laxman Jhula</li> </ul>	<ul style="list-style-type: none"> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> </ul>
Char Dham	<ul style="list-style-type: none"> <li>• Accommodation facilities for premium category pilgrims and high-end travellers are not present in the Char Dham destinations and is required</li> <li>• High end restaurants and popular chain restaurants required for catering to premium pilgrims</li> </ul>	<ul style="list-style-type: none"> <li>• Helicopter sewa from Haridwar to Char Dham is required</li> <li>• Development of air strip for chartered flights or helicopter facilities</li> <li>• Chartered flights or helicopter facilities connecting to other destinations of the circuit</li> </ul>

## Shiv Shakti Circuit 2

Destination	Immediate Needs	Future Needs
Kathmandu	<ul style="list-style-type: none"> <li>The temple area needs to be kept cleaned</li> <li>Tourist information board required at the gate</li> <li>Queue needs to be managed</li> </ul>	<ul style="list-style-type: none"> <li>Chartered flights and helicopter services are required from Kathmandu to Varanasi and Haridwar</li> <li>Direct flight connectivity with Varanasi</li> </ul>
Pokhara	<ul style="list-style-type: none"> <li>The main highway to Pokhara from Kathmandu needs to improve as the road condition is not good</li> </ul>	<ul style="list-style-type: none"> <li>The town was ravaged by the April 2015 earthquake and much work needs to be done</li> </ul>
Varanasi	<ul style="list-style-type: none"> <li>Construction debris has made the ghats unclean. Debris needs to be removed</li> <li>The ghats need to be cleaned regularly and maintained properly</li> <li>Shuttle sewa from Railway station / Bus stand to Ganga ghat area</li> </ul>	<ul style="list-style-type: none"> <li>Direct flight connectivity with Kathmandu</li> <li>Direct flight connectivity with Pokhara</li> <li>The road from the railway station to Kashi Vishwanath Temple is very narrow and constricted. If possible, it can be widened for ease of traffic</li> <li>From Gudholia Choraha to Dashmesh ghat / Kashi Vishwanath Temple, E-rickshaw facility is required</li> </ul>



## 14.0 Annexure 1 - Questionnaire

### TOURIST QUESTIONNAIRE

1. Location : Country \_\_\_\_\_ State \_\_\_\_\_
2. Hindu Destination/ Circuit Visited: \_\_\_\_\_
3. Name of Tour Operator (If any) \_\_\_\_\_
4. Source of information about this Hindu Pilgrimage Circuit:

TV advertisement	1	Travel Agent	8
Billboards / Movies	2	Friends / Relatives	9
Magazines / Books	3	Newspaper	10
Customer Information Services	4	Consumer Fairs & Exhibitions	11
Trade Events	5	Previous Visit	12
Websites / Internet	6	It is the state where I have my roots	13
Radio advertisement	7	Any other _____	14

5. Which were the other destinations visited by you?


6. What was your view on the marketing /promotion activities (if any) carried out for this circuit. \_\_\_\_\_

#### DEMOGRAPHIC PROFILE:

#### (IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

1. Type of tourist: [1] Over-night visitor [2] Same-day visitor
2. Please tell me your approximate age? \_\_\_\_\_ Years
3. Record gender: [1] Male [2] Female
4. Are you traveling...? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**  
 [1] Alone [2] With Family [3] With Friends [4] With Family and Friends

#### <IF ANSWER TO Q. 4 IS 2 OR 3 OR 4, THEN ASK Q. NO. 5 >

5. How many people have travelled with you? \_\_\_\_\_
6. Are you a... [1] Indian [2] Foreigner [3] NRI
7. Which state/ union territory of India do you reside in? \_\_\_\_\_ <IF RESPONDENT IS AN INDIAN >
8. How have you travelled to this destination? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**  
 [1] By train [2] By bus [3] By air  
 [4] By personal vehicle [5] By taxi [6] Any other

9. Which country do you reside in? \_\_\_\_\_ < IF

**RESPONDENT IS FOREIGNER >**

10. Is this your first visit to India? [1] Yes [2] No

11. Why did you chose this Hindu Circuit \_\_\_\_\_

12. How have you travelled to this destination and state? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] By train [2] By bus [3] By air  
[4] By personal vehicle [5] By taxi [6] Any other \_\_\_\_\_

13. What type of activities are you engaged in? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Industrialist/ Trader/ Shop Owner  
[2] Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of a firm or institute)  
[3] Government Service [4] Private Service [5] Student/ Researcher  
[6] Business [7] Agriculturist [8] Housewife  
[9] If any other, please specify \_\_\_\_\_

14. What is your educational qualification? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] No Formal Education [2] Primary [3] Secondary [4] Higher Secondary [5] Graduate & Above [6] Technical / Professional of all levels [7] Any other, please specify \_\_\_\_\_

15. What is your approximate annual household income? **READ OUT OPTIONS & TICK (SINGLE RESPONSE) <ASK FROM INDIAN VISITOR>**

[1] Less than Rs. 60,000 [2] Rs. 60,001 – Rs. 1,00,000 [3] Rs. 1,00,001 – Rs. 2,00,000 [4] Rs. 2,00,001 – Rs. 5,00,000 [5] Above Rs. 5,00,000

**<ASK FROM FOREIGN VISITOR>**

[1] Less than US \$ 40,000 [2] US \$ 40,001 – US \$ 60,000 [3] US \$ 60,001 – US \$ 80,000 [4] US \$ 80,001 – US \$ 100,000 [5] Above US \$ 100,000

#### TRAVEL BEHAVIOR:

16. Are you a part of an organized group/ package tour? [1] Yes [2] No

17. If YES, then ask what the package include

[1] Travel + Food [2] Travel +Accommodation [3] Travel +Transport +Accommodation  
[4] Travel + Transport + Accommodation + Food [5] Any other

18. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (MULTIPLE RESPONSES)**

[1] Self [2] Office / Employer [3] Travel Agent  
[4] Tour Operator [5] If any other, please specify \_\_\_\_\_

19. Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] 5 Star Deluxe Hotel [2] 5 Star Hotel  
 [3] 4 Star Hotel [4] 3 Star Hotel  
 [5] 2 Star Hotel [6] 1 Star Hotel  
 [7] Apartment Hotel (Service Apartment) [8] Heritage Hotel  
 [9] Non-star Hotel [10] Motel [11] Govt. Guest House/ Circuit House/ Bhawan/ Sadan  
 [13] Dharamshala/ Sarai/ Musafirkhana [15] Friends & Relatives [14] Gurudwara /  
 Temple/ Monastery /Other temporary free stay in tent etc [12] Private Guest House/ Inn /  
 Rest House / Tourist Bungalow [16] Bed & Breakfast Unit [17] Youth/ YMCA Hostel [18] If  
 any other, please specify \_\_\_\_\_

20. What is your opinion about the various facilities across this destinations/circuit?  
**Kindly rate the importance of you assign to various services/ tourist facilities and other amenities at the tourist sites on the scale of 1 to 5; with 1 for least important, 2 for somewhat important, 3 for not so important, 4 for very important and 5 for most important. Kindly rate the following services, tourist facilities and other amenities of the destination currently visited on the scale of 1 to 5 based on the satisfaction levels; 1 for Poor, 2 for Unsatisfactory, 3 for Average, 4 for Good and 5 for Excellent**

Type of facilities	Facility	IMPORTANCE GIVEN TO THE FACILITIES, SERVICES AND OTHER AMENITIES						SATISFACTION LEVEL WITH THE TOURIST FACILITIES, SERVICES AND OTHER AMENITIES					
		Least Important	Somewhat Important	Not Important	Very Important	Most Important	Any Remark	Poor	Unsatisfactory	Average	Good	Excellent	Any Remark
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	1	2	3	4	5		1	2	3	4	5	
	Connectivity of destination/ circuit with Nepal	1	2	3	4	5		1	2	3	4	5	
	Condition of airport serving the destination/ circuit	1	2	3	4	5		1	2	3	4	5	
Road Connectivity	Quality of the roads	1	2	3	4	5		1	2	3	4	5	
	Quality of way side amenities available on this road	1	2	3	4	5		1	2	3	4	5	
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	1	2	3	4	5		1	2	3	4	5	
	Condition of railway station serving the destination/ circuit	1	2	3	4	5		1	2	3	4	5	

Type of facilities	Facility	IMPORTANCE GIVEN TO THE FACILITIES, SERVICES AND OTHER AMENITIES						SATISFACTION LEVEL WITH THE TOURIST FACILITIES, SERVICES AND OTHER AMENITIES					
		Least Important	Somewhat Important	Not Important	Very Important	Most Important	Any Remark	Poor	Unsatisfactory	Average	Good	Excellent	Any Remark
	Behavior of the porters at the railway station	1	2	3	4	5		1	2	3	4	5	
Civic Administration	Public conveniences along roads/streets	1	2	3	4	5		1	2	3	4	5	
	Sewerage and drainage system	1	2	3	4	5		1	2	3	4	5	
	Garbage disposal	1	2	3	4	5		1	2	3	4	5	
	Conditions of city roads	1	2	3	4	5		1	2	3	4	5	
	Drinking Water supply	1	2	3	4	5		1	2	3	4	5	
	Conditions of street lighting	1	2	3	4	5		1	2	3	4	5	
Traffic and Transport Management	Conditions of signage	1	2	3	4	5		1	2	3	4	5	
	Traffic signals	1	2	3	4	5		1	2	3	4	5	
	Traffic management	1	2	3	4	5		1	2	3	4	5	
	Availability of mass transit system	1	2	3	4	5		1	2	3	4	5	
	Availability of metered taxi	1	2	3	4	5		1	2	3	4	5	
	Behavior of the taxi drivers	1	2	3	4	5		1	2	3	4	5	
	Availability of other commercial transportations	1	2	3	4	5		1	2	3	4	5	
	Behavior of the drivers of other commercial transportations	1	2	3	4	5		1	2	3	4	5	
Tourist's Facilities	Availability of A/C tourist coaches	1	2	3	4	5		1	2	3	4	5	
	Availability of authorized tour operators	1	2	3	4	5		1	2	3	4	5	
	Availability of luxury hotels	1	2	3	4	5		1	2	3	4	5	
	Availability of budget hotels	1	2	3	4	5		1	2	3	4	5	
	Behavior of the officials available at tourist reception office	1	2	3	4	5		1	2	3	4	5	
	Level of knowledge of officials at the reception office	1	2	3	4	5		1	2	3	4	5	
	Quality of help provided by the	1	2	3	4	5		1	2	3	4	5	

Type of facilities	Facility	IMPORTANCE GIVEN TO THE FACILITIES, SERVICES AND OTHER AMENITIES						SATISFACTION LEVEL WITH THE TOURIST FACILITIES, SERVICES AND OTHER AMENITIES					
		Least Important	Somewhat Important	Not Important	Very Important	Most Important	Any Remark	Poor	Unsatisfactory	Average	Good	Excellent	Any Remark
	reception office												
	Behavior of service staff at the hotel	1	2	3	4	5		1	2	3	4	5	
	Tariff structure of the hotel rooms	1	2	3	4	5		1	2	3	4	5	
	General upkeep of the hotel rooms	1	2	3	4	5		1	2	3	4	5	
	Hygiene at wayside restaurants and dhabas	1	2	3	4	5		1	2	3	4	5	
	Behavior of service personnel at wayside restaurants and dhabas	1	2	3	4	5		1	2	3	4	5	
Maintenance & Management of Tourist Attraction	General cleanliness of monument/tourist attraction and area around it	1	2	3	4	5		1	2	3	4	5	
	Public utilities at the monument/tourist attraction	1	2	3	4	5		1	2	3	4	5	
	Conditions of signage within the monument/ tourist attraction	1	2	3	4	5		1	2	3	4	5	
	Parking facility at the monument/tourist attraction	1	2	3	4	5		1	2	3	4	5	
	Availability of tourist guidance/reception centers	1	2	3	4	5		1	2	3	4	5	
	Availability of trained tourist guides	1	2	3	4	5		1	2	3	4	5	
	Behavior of the guides at the monument/tourist attraction	1	2	3	4	5		1	2	3	4	5	
	Conservation of heritage sites/ monuments	1	2	3	4	5		1	2	3	4	5	
	llumination of monuments	1	2	3	4	5		1	2	3	4	5	
Promptness at the ticketing window of the monument/tourist attraction	1	2	3	4	5		1	2	3	4	5		
Other	Power supply	1	2	3	4	5		1	2	3	4	5	

Type of facilities	Facility	IMPORTANCE GIVEN TO THE FACILITIES, SERVICES AND OTHER AMENITIES						SATISFACTION LEVEL WITH THE TOURIST FACILITIES, SERVICES AND OTHER AMENITIES					
		Least Important	Somewhat Important	Not Important	Very Important	Most Important	Any Remark	Poor	Unsatisfactory	Average	Good	Excellent	Any Remark
Services	situation												
	Telephone/mobile services	1	2	3	4	5		1	2	3	4	5	

21. What, according to you, is relative importance of the following categories of facilities at tourist destinations?

What, according to you, is relative importance of the following categories of facilities at tourist destinations? (Give relative rankings— 1,2 .....7,8) (Read each category and enumerate what is included in each)	Category of tourist	
	Domestic	Foreign
Connectivity--air, rail, bus and Pvt. Car		
Civic administration		
Traffic and transport management		
Tourists' facilities		
Taxes/Permits		
Maintenance and management of tourist attraction		
Other services		

22. What are the promotion steps which in your opinion the state tourism/state administration should take for promoting the circuits/destinations?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of the investigator: \_\_\_\_\_ Date: \_\_\_\_\_

Back Check Done: [ ] Tick Date: \_\_\_\_\_ Back Checked by: \_\_\_\_\_

## 15.0 Annexure 2 – Tourist Survey Results From Uttar Pradesh

The tourist survey results for the state of Uttar Pradesh is as follows.

### Hindu Destination /Circuit Visited Distribution

Destination	Frequency	Percentage
Allahabad, Ayodhya, Faizabad	3	2
Allahabad, Ayodhya, Varanasi	2	1
Allahabad, Faizabad, Varanasi	1	0
Allahabad, Gaya, Varanasi, Ayodhya, Gorakhpur	1	0
Allahabad, Gaya, Varanasi, Gorakhpur	1	0
Allahabad, Haridwar	1	0
Allahabad, Varanasi	6	4
Allahabad, Varanasi, Ayodhya	4	3
Allahabad, Varanasi, Bodhgaya, Gorakhpur	1	0
Allahabad, Varanasi, Faizabad	2	1
Allahabad, Varanasi, Haridwar	1	0
Allahabad, Varanasi, Mathura	1	0
Allahabad, Varanasi, Ujjain	1	0
Allahabad, Vrindavan, Mathura	1	0
Amritsar, Vaishnodevi	1	0
Ayodhya, Varanasi, Mathura	1	0
Ayodhya, Faizabad, Varanasi	1	0
Ayodhya, Allahabad	1	0
Ayodhya, Allahabad, Varanasi	3	3
Ayodhya, Allahabad, Jammu	1	0
Ayodhya, Allahabad, Mathura	1	0
Ayodhya, Faizabad	3	1
Ayodhya, Faizabad, Allahabad	6	5
Ayodhya, Faizabad, Gorakhpur	1	0
Ayodhya, Faizabad, Mathura	2	1
Ayodhya, Faizabad, Surajkund	1	0
Ayodhya, Faizabad, Varanasi	8	5
Ayodhya, Kathmandu, Allahabad	1	0
Ayodhya, Mathura	1	0
Ayodhya, Varanasi	2	1
Ayodhya, Varanasi, Allahabad	10	6
Faizabad, Ayodhya, Allahabad	1	0
Faizabad, Ayodhya	3	2
Faizabad, Ayodhya, Allahabad	2	1
Faizabad, Ayodhya, Gorakhpur	3	2
Faizabad, Ayodhya, Haridwar	1	0
Faizabad, Ayodhya, Mathura	1	0

Destination	Frequency	Percentage
Faizabad, Ayodhya, Mathura	1	0
Faizabad, Ayodhya, Nepal, Gorakhpur	1	0
Faizabad, Ayodhya, Varanasi	5	4
Gaya, Kashi, Punpun, Gorakhpur	1	0
Gaya, Varanasi, Gorakhpur	1	0
Gaya, Varanasi, Gorakhpur, Faizabad	1	0
Gorakhpur, Ayodhya, Kathmandu	1	0
Gorakhpur, Faizabad, Ayodhya	1	0
Gorakhpur, Varanasi, Allahabad	5	4
Gorakhpur, Varanasi, Ayodhya	1	0
Gorakhpur, Varanasi, Kathmandu	1	0
Jaipur, Agra, Varanasi, Allahabad	1	0
Jaipur, Varanasi, Ayodhya	1	0
Kathmandu, Gorakhpur, Varanasi	3	3
Kathmandu, Varanasi, Allahabad	1	0
Kathmandu, Varanasi, Gorakhpur	1	0
Kurukshetra, Jammu, Varanasi	1	0
Lumbini, Kathmandu, Gorakhpur	1	0
Mathura	26	14
Mathura, Agra	1	0
Nami Saran, Varanasi	1	0
Nepal, Ayodhya, Gorakhpur	2	3
Nepal, Delhi, Bihar, Varanasi, Allahabad	1	0
Nepal, Faizabad, Ayodhya	1	0
Nepal, Faizabad, Gorakhpur	1	0
Nepal, Kashi, Gorakhpur	2	3
Nepal, Kathmandu, Pokhra, Chitwan	1	0
Pokra, Kathmandu, Lumbini, Varanasi	1	0
Tamilnadu, Ayodhya, Nepal	1	0
Tamilnadu, Nepal, Gorakhpur	1	0
Vaishnavidevi, Amritsar, Gorakhpur	1	0
Varanasi, Agra, Delhi, Ayodhya	1	0
Varanasi, Agra, Jaipur	1	0
Varanasi, Allahabad	6	3
Varanasi, Allahabad, Ayodhya	7	3
Varanasi, Allahabad, Faizabad	4	2
Varanasi, Allahabad, Gorakhpur	3	1
Varanasi, Allahabad, Mathura	8	4
Varanasi, Ayodhya	1	0
Varanasi, Ayodhya, Faizabad	4	3
Varanasi, Ayodhya, Gaya	1	0
Varanasi, Ayodhya, Gorakhpur	1	0
Varanasi, Ayodhya, Kathmandu	1	0



Destination	Frequency	Percentage
Varanasi, Ayodhya, Vrindavan	1	0
Varanasi, Bhuwadeshwar, Jashedpur	1	0
Varanasi, Chennai, Ayodhya	1	0
Varanasi, Faizabad	1	0
Varanasi, Faizabad, Ayodhya	4	3
Varanasi, Faizabad, Ayodhya, Gorakhpur	1	0
Varanasi, Faizabad, Gorakhpur	1	0
Varanasi, Faizabad, Vrindavan	1	0
Varanasi, Gaya, Allahabad	1	0
Varanasi, Gaya, Nepal, Kathmandu	1	0
Varanasi, Gaya, Punpun, Gorakhpur	1	0
Varanasi, Gorakhpur, Ayodhya	3	2
Varanasi, Gorakhpur, Ayodhya, Faizabad	1	0
Varanasi, Gorakhpur, Faizabad	3	2
Varanasi, Jaipur, Agra	1	0
Varanasi, Jammu, Mathura	1	0
Varanasi, Kanpur, Agra	1	0
Varanasi, Mathura, Allahabad	1	0
Varanasi, Puskar, Jaisalmer	1	0
Varanasui, Allahabd, Gorakhpur	1	0
Vindhyachal, Ayodhya, Faizabad	1	0
Vindhyachal, Faizabad, Ayodhya	1	0
Vindhyachal, Varanasi, Ayodhya, Faizabad	1	0
Vrindavan, Mathura	1	0
Vrindawan	12	6
Vrindawan, Haridwar	1	0
Vrindawan, Mathura, Agra	4	2
<b>Total</b>	<b>235</b>	<b>100</b>

The above table represents the destinations that were visited by the tourists surveyed in Uttar Pradesh.

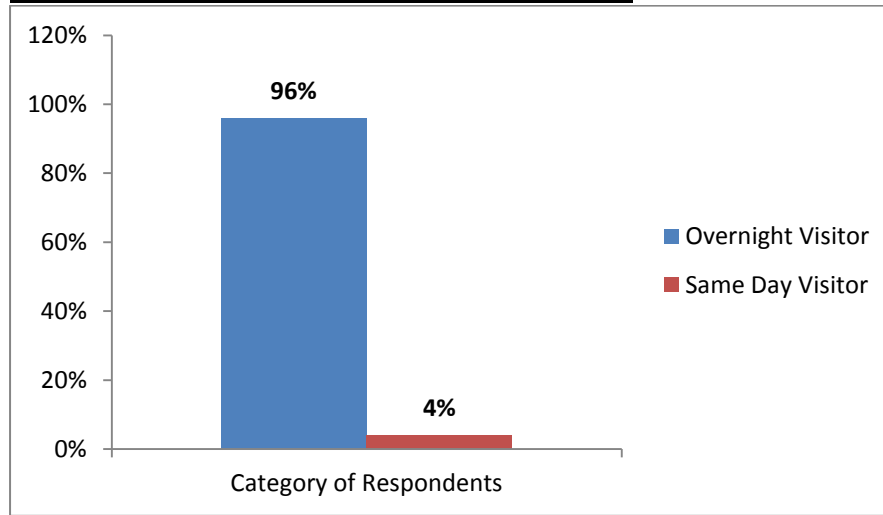
#### Source of information Distribution

Category	Frequency	Percentage
TV advertisement	2	1
Billboards/Movies	1	0
Magazines/Books	2	1
Customer Information Services	2	1
Trade Events	0	0
Websites/Internet	2	1
Radio advertisement	1	0
Travel Agent	83	35
Friends/Relatives	49	21
Newspaper	2	1

Category	Frequency	Percentage
Consumer Fairs & Exhibitions	0	0
Previous Visit	84	36
It is the state where I have my roots	6	3
Any Other	1	0
<b>Total</b>	<b>235</b>	<b>100</b>

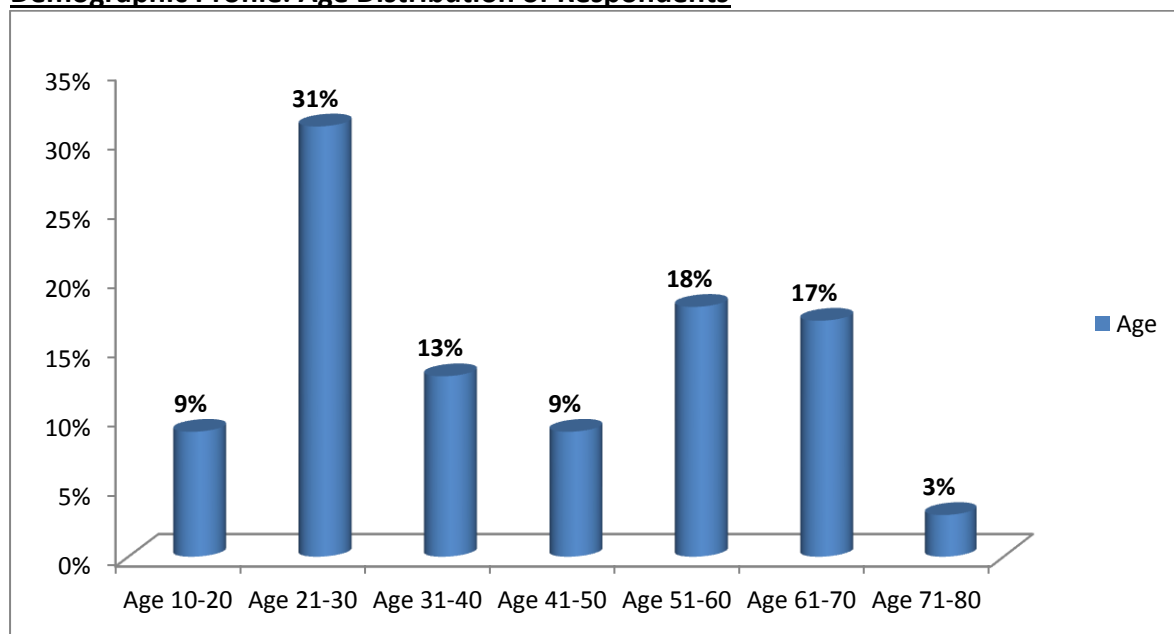
The above table represents the sources of information from where tourists surveyed in Uttar Pradesh gained knowledge about the destinations they visited in Uttar Pradesh.

**Demographic Profile: Category of Respondents**



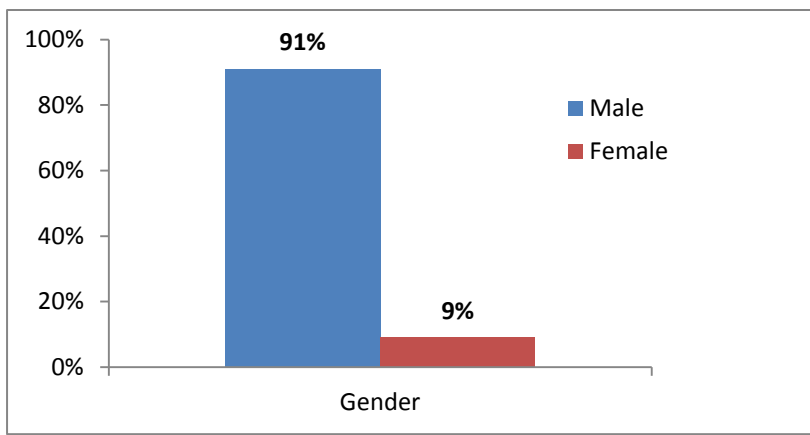
The above figure represents the category of tourists, in terms of whether they are same day tourists or overnight tourists, surveyed in Uttar Pradesh.

**Demographic Profile: Age Distribution of Respondents**



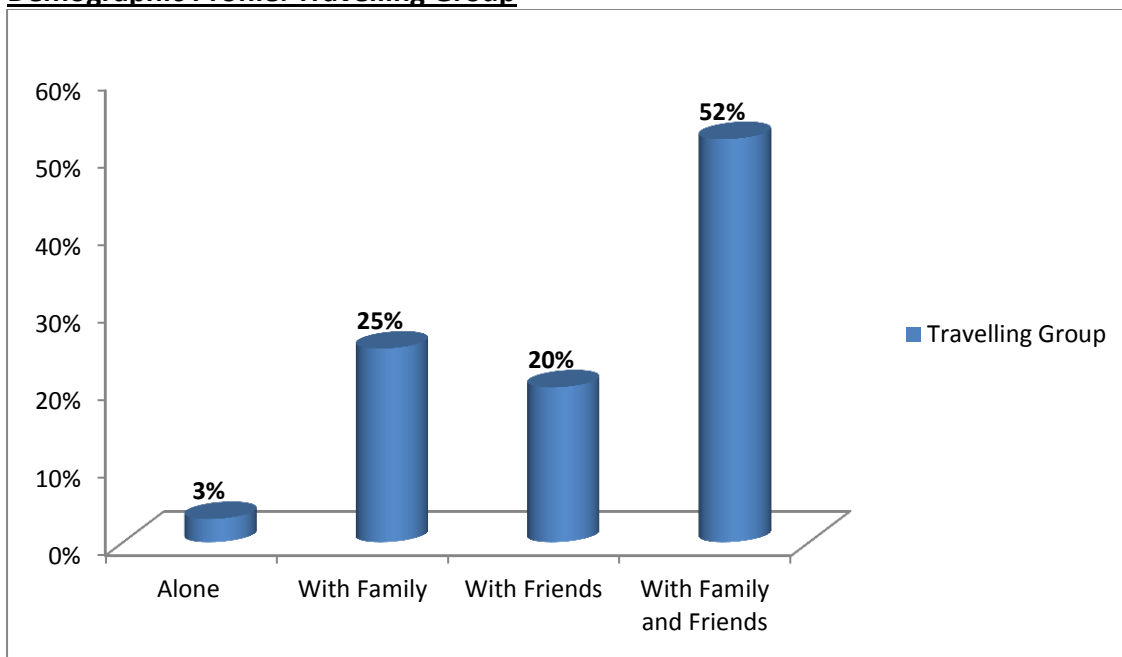
The above figure represents the age distribution of tourists surveyed in Uttar Pradesh.

**Demographic Profile: Gender of Respondents**



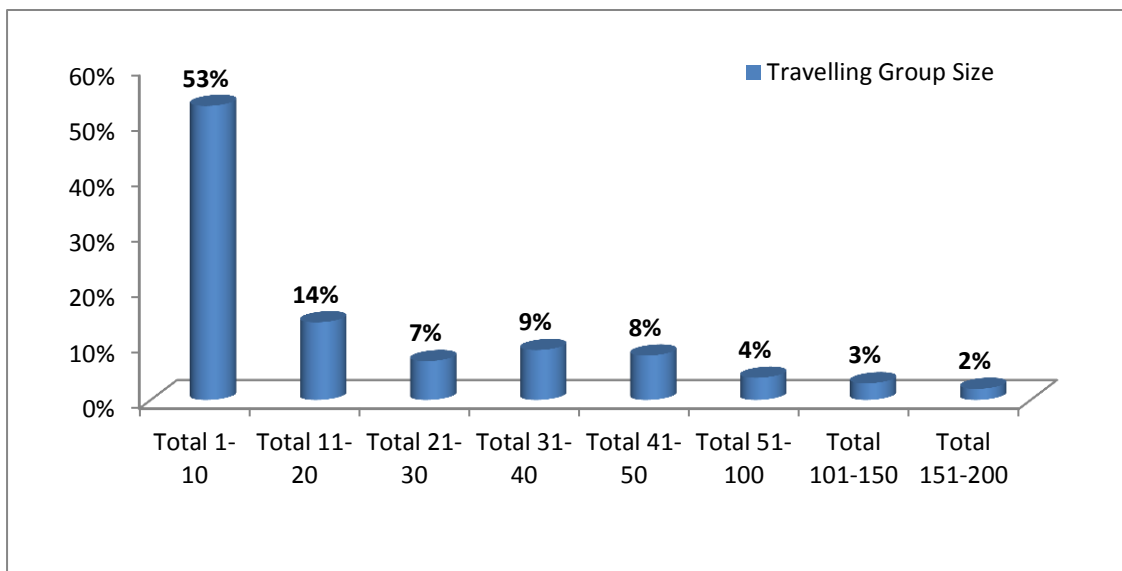
The above figure represents the gender distribution of tourists surveyed in Uttar Pradesh.

### **Demographic Profile: Travelling Group**



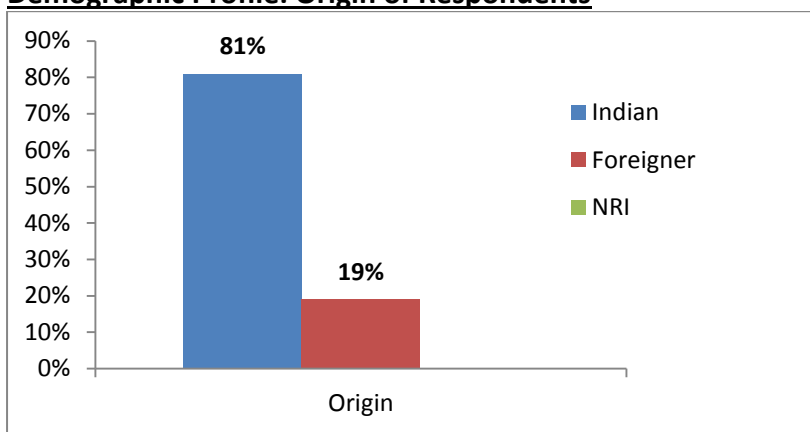
The above figure represents the type of travelling groups the tourists surveyed in Uttar Pradesh belonged to. The above figure shows whether the tourists visited destinations in Uttar Pradesh alone, with friends or with family.

### **Demographic Profile: Travelling Group Size**



The above figure represents the travel group size of the tourists surveyed in Uttar Pradesh. The above figure shows whether the tourists visited the destinations in Uttar Pradesh in groups of 1 to 10 or 11 to 20, etc.

**Demographic Profile: Origin of Respondents**



The above figure represents the distribution of tourists as per their origin – whether tourists are Indian, foreigners or NRIs.

**Demographic Profile: State/Country of Origin of Respondents**

State	Frequency	Percentage
Andhra Pradesh	29	15
Bihar	4	2
Delhi	8	4
Gujarat	8	4
Haryana	3	2
Karnataka	1	1
Kerala	1	1
Madhya Pradesh	2	1
Maharashtra	37	19
Orissa	2	1

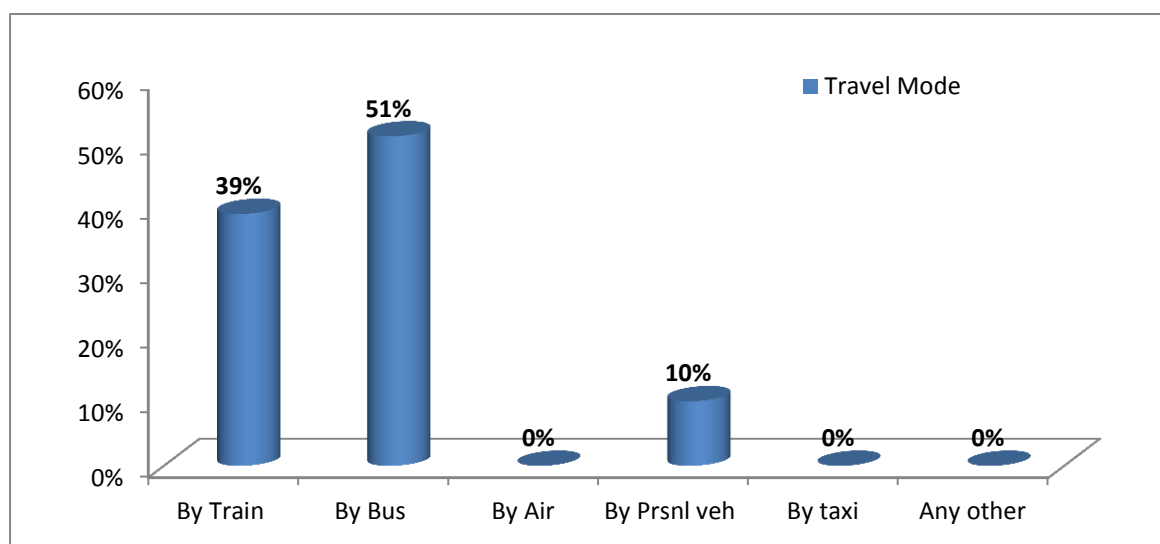
State	Frequency	Percentage
Rajasthan	14	7
Tamil Nadu	25	13
Telangana	9	5
Uttar Pradesh	32	17
Uttarakhand	7	4
West Bengal	8	4
<b>Total</b>	<b>190</b>	<b>100</b>

The above table represents the distribution of domestic/ Indian tourists as per their state of origin.

Country	Frequency	Percentage
Australia	3	7
Barma	2	4
Canada	2	4
China	1	2
England	3	7
Finland	1	2
Germany	1	2
Holland	2	4
Italy	2	4
Latvia	1	2
Myanmar	2	4
Nepal	12	27
Poland	1	2
Russia	1	2
Scotland	2	4
Switzerland	1	2
U.K	5	11
U.S.A	3	7
<b>Total</b>	<b>45</b>	<b>100</b>

The above table represents the distribution of foreign/ NRI tourists as per their country of origin.

### **Demographic Profile: Travel Mode of Respondents**



The above figure represents the distribution of travel mode opted for by tourists who visited the state of Uttar Pradesh.

#### Demographic Profile: Profession of Respondents

Category	Frequency	Percentage
Industrialist/ Trader/ Shop Owner	10	4
Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor, of a firm or institute)	7	3
Government Service	12	5
Private Service	71	30
Student / Researcher	32	14
Business	30	13
Agriculturist	49	21
Housewife	7	3
If any other, please specify	17	7
<b>Total</b>	<b>235</b>	<b>100</b>

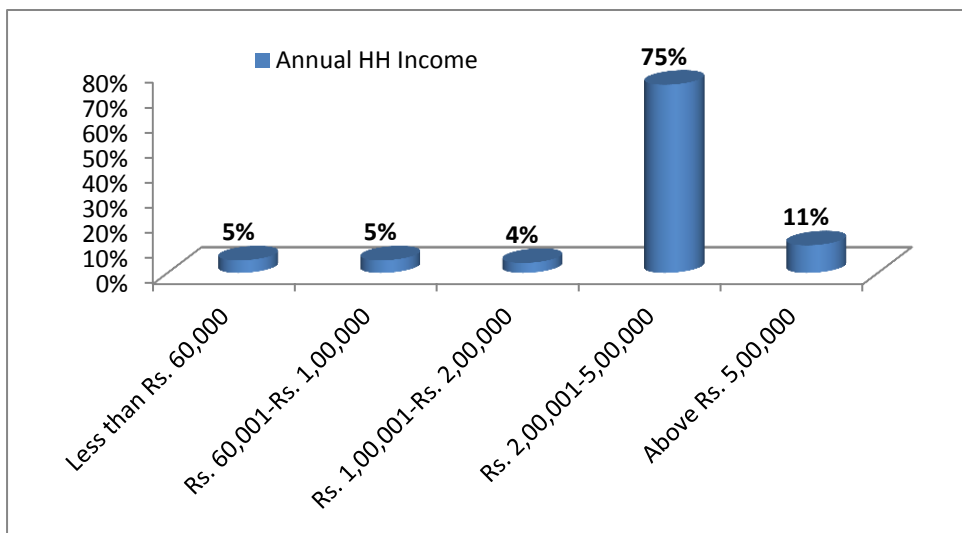
The above table represents the distribution of tourists as per their profession and work.

#### Demographic Profile: Education of Respondents

Category	Frequency	Percentage
No Formal Education	9	4
Primary	22	9
Secondary	47	20
Higher Secondary	98	42
Graduate & Above	52	21
Technical / Professional of all levels	6	3
Any other, please specify	1	1
<b>Total</b>	<b>235</b>	<b>100</b>

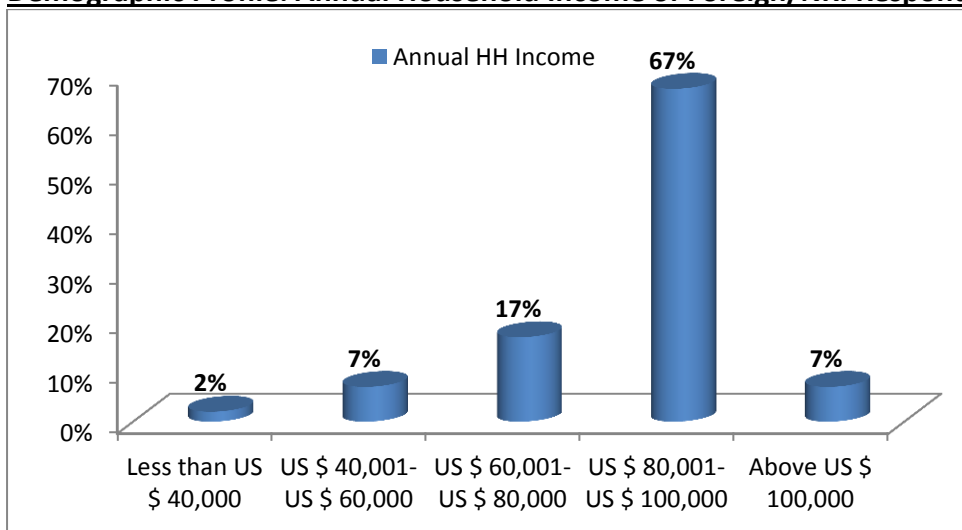
The above table represents the distribution of tourists as per their educational qualification.

#### Demographic Profile: Annual Household Income of Indian Respondents



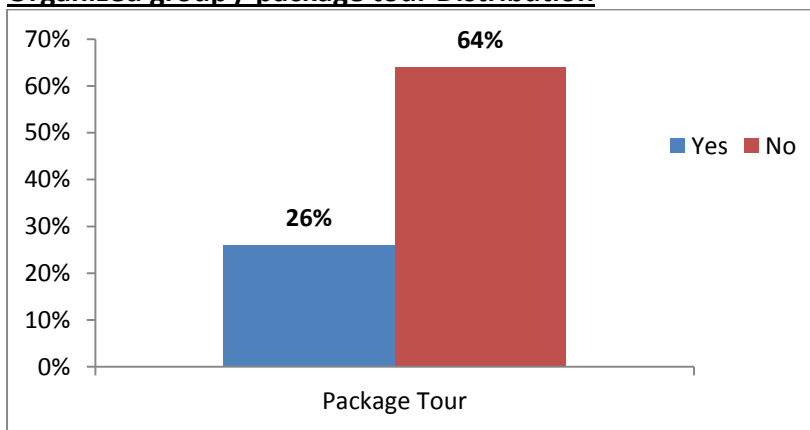
The above figure represents the distribution of tourists as per their annual household income. Please note that only Indian/ domestic visitor’s annual household income distribution is presented in the figure above.

**Demographic Profile: Annual Household Income of Foreign/NRI Respondents**



The above figure represents the distribution of tourists as per their annual household income. Please note that only Foreign/ NRI visitor’s annual household income distribution is presented in the figure above.

**Organized group / package tour Distribution**



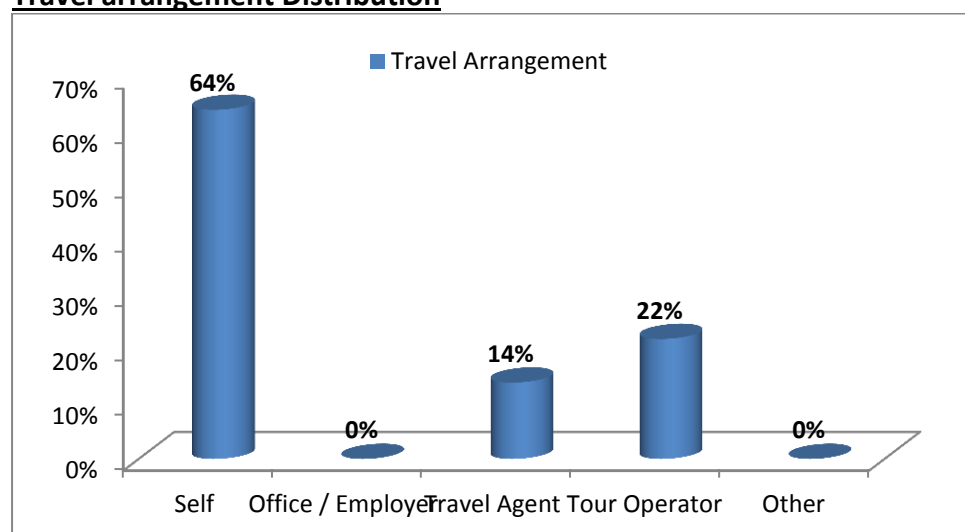
The above figure represents the distribution of tourists as per their tour plan – whether they visited the destinations in Uttar Pradesh on a tour package or not.

### Package Type Distribution

Category	Frequency	Percentage
Travel + Food	4	7
Travel + Accommodation	0	0
Travel + Transport + Accommodation	0	0
Travel + Transport + Accommodation + Food	48	78
Any other	9	15
<b>Total</b>	<b>61</b>	<b>100</b>

The above table represents the distribution of tourists as per tour package type.

### Travel arrangement Distribution



The above figure represents the distribution of tourists as per their travel arrangement.

### Place of Stay

Category	Frequency	Percentage
5 Star Deluxe Hotel	0	0
5 Star Hotel	0	0
4 Star Hotel	1	0
3 Star Hotel	1	0
2 Star Hotel	4	2
1 Star Hotel	2	1
Apartment Hotel (Service Apartment)	0	0
Heritage Hotel	0	0
Non-Star Hotel	94	40
Motel	0	0



Category	Frequency	Percentage
Govt. Guest House/ Circuit House/ Bhawan/ Sadan	0	0
Dharmashala/ Sarai/ Musafirkhana	15	6
Friends & Relatives	114	49
Gurudwara/ Temple/ Monastery/ Other temporary free stay in tent etc.	2	1
Private Guest House/ Inn/ Rest House/ Tourist Bungalow	2	1
Bed & Breakfast Unit	0	0
Youth/ YMCA Hostel	0	0
If any other, Please specify	0	0
<b>Total</b>	<b>235</b>	<b>100</b>

The above table represents the distribution of tourists as per their place of accommodation.

#### Average Importance Given to Facilities

Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	5
	Connectivity of destination/ Circuit with Nepal	5
	Condition of airport serving the destination/ circuit	5
Road Connectivity	Quality of roads	5
	Quality of way side amenities available on this road	5
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	5
	Condition of railway station serving the destination/circuit	5
	Behavior of the porters at the railway station	4
Civic Administration	Public conveniences along roads/ streets	4
	Sewerage and drainage system	4
	Garbage disposal	5
	Conditions of city roads	5
	Drinking Water supply	5
	Conditions of street lighting	4
Traffic and Transport Management	Conditions of signage	5
	Traffic signals	4
	Traffic management	5
	Availability of mass transit system	4
	Availability of metered taxi	4

Type of facilities	Facility	Average
	Behavior of the taxi drivers	4
	Availability of other commercial transportations	4
	Behavior of the drivers of other commercial transportations	4
Tourist's Facilities	Availability of A/C tourist coaches	4
	Availability of authorized tour operators	4
	Availability of luxury hotels	4
	Availability of budget hotels	5
	Behavior of the officials available at tourist reception office	4
	Level of knowledge of officials at the reception office	4
	Quality of help provided by the reception office	4
	Behavior of service staff at the hotel	4
	Traffic structure of the hotel rooms	4
	General upkeep of the hotel rooms	4
	Hygiene at wayside restaurants and dhabas	4
	Behavior of service personnel at wayside restaurants and bhadas	5
	Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it
Public utilities at the monument/ tourist attraction		4
Conditions of signage within the monument/ tourist attraction		4
Parking facility at the monument/ tourist attraction		5
Availability of tourist guidance/ reception centers		4
Availability of trained tourist guides		4
Behavior of the guides at the monument/ tourist attraction		4
Conservation of heritage sites/ monuments		4
illumination of monuments		4
Promptness at the ticketing window of the monument/ tourist attraction		4
Other Service	Power supply situation	5
	Telephone/ mobile services	4

The above table represents the level of importance that the tourists surveyed in Uttar Pradesh gave to amenities and other services required in the tourism sector.

**Satisfaction level with the Tourist facilities, services and other Amenities**

Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	3
	Connectivity of destination/ Circuit with Nepal	3
	Condition of airport serving the destination/ circuit	3
Road Connectivity	Quality of roads	3
	Quality of way side amenities available on this road	3
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	3
	Condition of railway station serving the destination/circuit	3
	Behavior of the porters at the railway station	3
Civic Administration	Public conveniences along roads/ streets	3
	Sewerage and drainage system	3
	Garbage disposal	3
	Conditions of city roads	3
	Drinking Water supply	3
	Conditions of street lighting	3
Traffic and Transport Management	Conditions of signage	4
	Traffic signals	3
	Traffic management	3
	Availability of mass transit system	4
	Availability of metered taxi	3
	Behavior of the taxi drivers	3
	Availability of other commercial transportations	3
	Behavior of the drivers of other commercial transportations	3
Tourist's Facilities	Availability of A/C tourist coaches	3
	Availability of authorized tour operators	3
	Availability of luxury hotels	3
	Availability of budget hotels	3
	Behavior of the officials available at tourist reception office	3
	Level of knowledge of officials at the reception office	4
	Quality of help provided by the reception office	3

Type of facilities	Facility	Average
	Behavior of service staff at the hotel	3
	Traffic structure of the hotel rooms	3
	General upkeep of the hotel rooms	3
	Hygiene at wayside restaurants and dhabas	3
	Behavior of service personnel at wayside restaurants and bhadas	3
Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it	3
	Public utilities at the monument/ tourist attraction	3
	Conditions of signage within the monument/ tourist attraction	3
	Parking facility at the monument/ tourist attraction	3
	Availability of tourist guidance/ reception centers	3
	Availability of trained tourist guides	3
	Behavior of the guides at the monument/ tourist attraction	3
	Conservation of heritage sites/ monuments	3
	illumination of monuments	3
	Promptness at the ticketing window of the monument/ tourist attraction	3
Other Service	Power supply situation	4
	Telephone/ mobile services	4

The above table represents the level of satisfaction of the tourists surveyed in Uttar Pradesh awarded to amenities and other services in the tourism sector. It is to be noted that the average level of satisfaction on almost all categories has been 3, that is, average. Hence it is clear that there is a lot of scope for improvement on all the categories.

### Any Opinion

Category	Frequency	Percentage
Accommodation should be available in budget.	10	4
Accommodation Should be available in budget. Train publicity should be attractive.	4	2
Add by Celebrity.	10	4
Advertisement And Marketing Should Be Good.	17	7
Advertisement on T.V, Radio and newspaper.	12	5
Advertisement Should Be Better. Require More Publicity.	18	8
Advertisement Should Be Popular Version.	13	6
Advertisement form media.	12	5
Advertisement is very effective for promotion.	5	2
Advertisement publicity and facility is very important.	4	2

Category	Frequency	Percentage
Attractive Facilities & package provide to tourist. It's very important to promotion.	8	3
Better Facilities Provide For Tourist.	5	2
Focus for more Advertisement.	4	2
Good Accommodation facility for tourists in budget.	5	2
Good hygienic food should be available in every restaurant.	15	6
Local transport connectivity should be better and free CDS available in destinations.	4	2
Make Better Advertisement.	5	2
Media Play important route to promote.	6	3
More Advertisement.	7	3
More facilities by Government.	5	2
Out Door Marketing by govt. Should Be Carefully.	4	2
Outdoor publicity is very important.	4	2
Parking facilities should be increase.	8	3
Please provide good facilities.	5	2
Popular person should be done Advertisement.	5	2
Promote by Celebrity it's very effective.	6	3
Promote by digital marketing.	4	2
Promote by Good publicity & Advertisement.	4	2
Provide Attractive package.	3	1
Provide Good Tourist Facilities.	8	3
State government tourism officer not working properly.	2	1
State Tourism Should provide proper publicity about the small destination.	3	1
Tourism Department Join Famous Person For Advertisement.	5	2
Tourism Event should be organizing metro cities wise.	5	2
<b>Total</b>	<b>235</b>	<b>100</b>

The above table represents additional opinion of tourists who were surveyed/ interviewed at the destinations in Uttar Pradesh.

## 16.0 Annexure 3 – Tourist Survey Results From Bihar

The tourist survey results for the state of Bihar is as follows.

### Hindu Destination /Circuit Visited Distribution

Destination	Frequency	Percentage
Ahilya Asthan, Darbhanga	20	13
Janaki Dham, Sitamarhi	35	23
Janaki Mandir, Punaura Dham	40	27
Patan Devi, Patna	10	7
Ram Rekha Ghat, Buxar	10	7

Destination	Frequency	Percentage
Vishnupadh, Gaya	35	23
<b>Total</b>	<b>150</b>	<b>100</b>

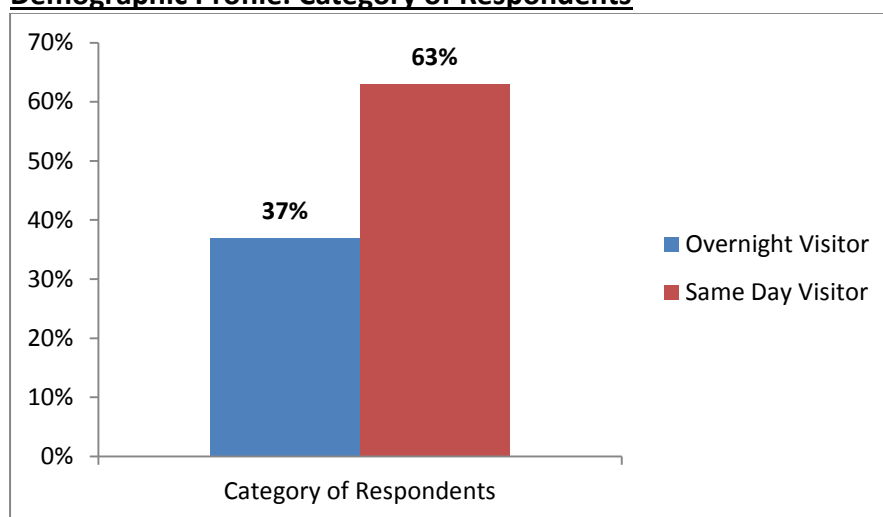
The above table represents the destinations that were visited by the tourists surveyed in Bihar.

#### **Source of information Distribution**

Category	Frequency	Percentage
TV advertisement	0	0
Billboards/Movies	0	0
Magazines/Books	0	0
Customer Information Services	0	0
Trade Events	0	0
Websites/Internet	2	1
Radio advertisement	0	0
Travel Agent	0	0
Friends/Relatives	57	38
Newspaper	0	0
Consumer Fairs & Exhibitions	0	0
Previous Visit	37	25
It is the state where I have my roots	53	35
Any Other	1	1
<b>Total</b>	<b>150</b>	<b>100</b>

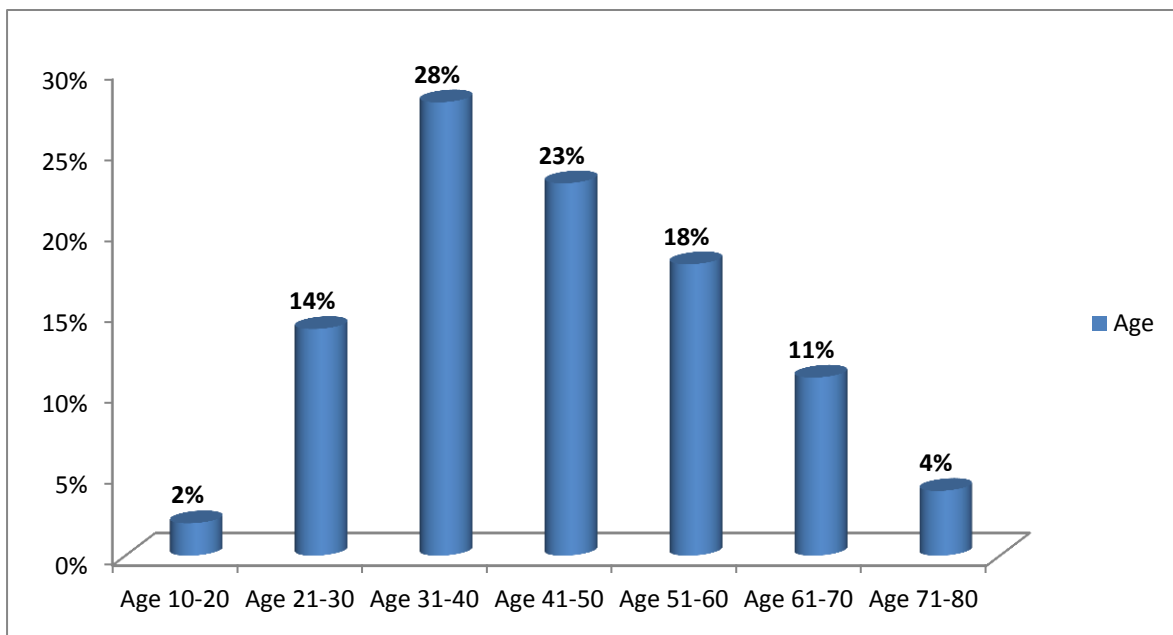
The above table represents the sources of information from where tourists surveyed in Bihar gained knowledge about the destinations they visited in Bihar.

#### **Demographic Profile: Category of Respondents**



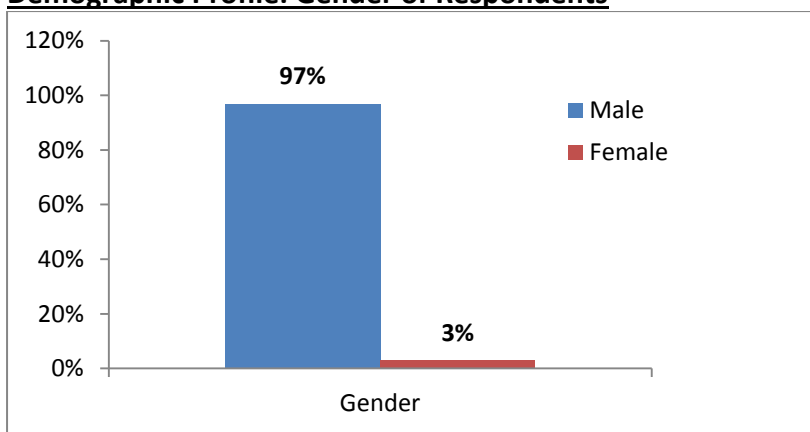
The above figure represents the category of tourists, in terms of whether they are same day tourists or overnight tourists, surveyed in Bihar.

#### **Demographic Profile: Age Distribution of Respondents**



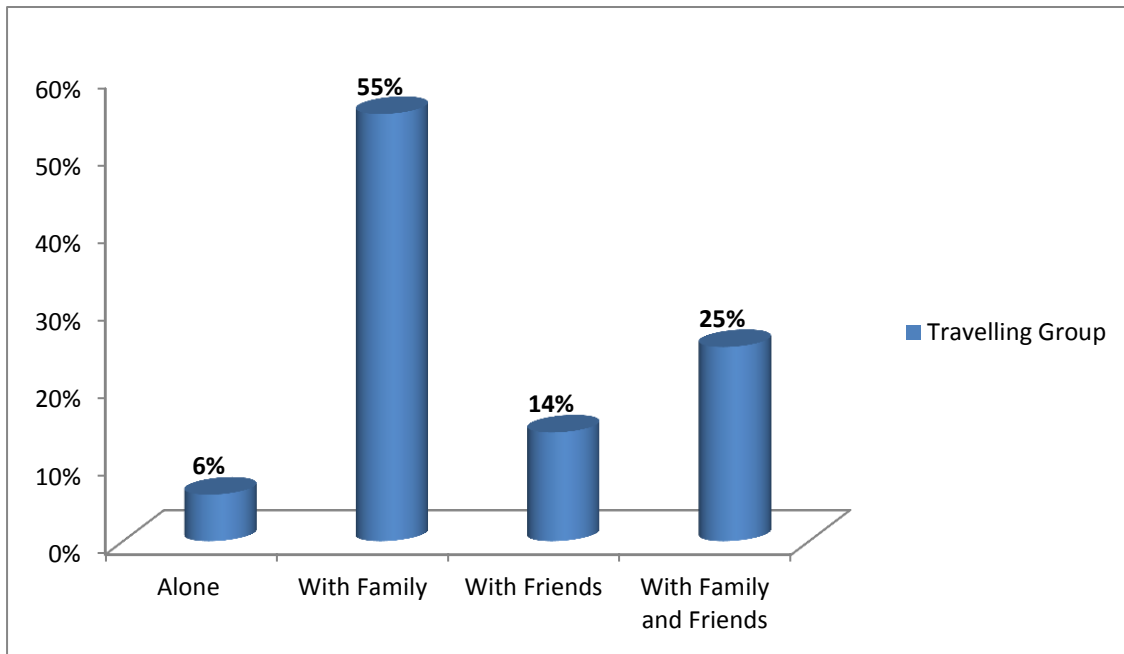
The above figure represents the age distribution of tourists surveyed in Bihar.

#### **Demographic Profile: Gender of Respondents**



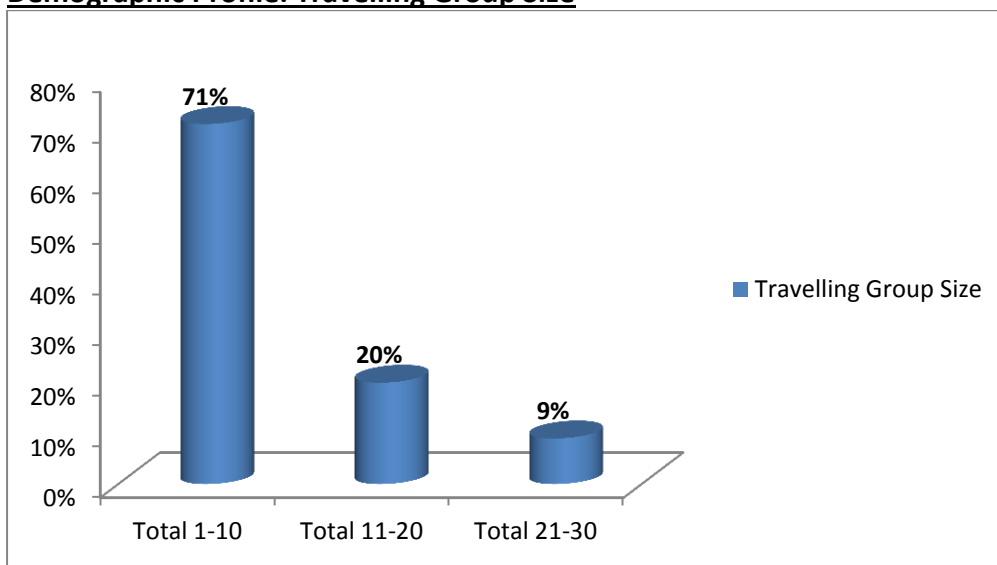
The above figure represents the gender distribution of tourists surveyed in Bihar.

#### **Demographic Profile: Travelling Group**



The above figure represents the type of travelling groups the tourists surveyed in Bihar belonged to. The above figure shows whether the tourists visited destinations in Bihar alone, with friends or with family.

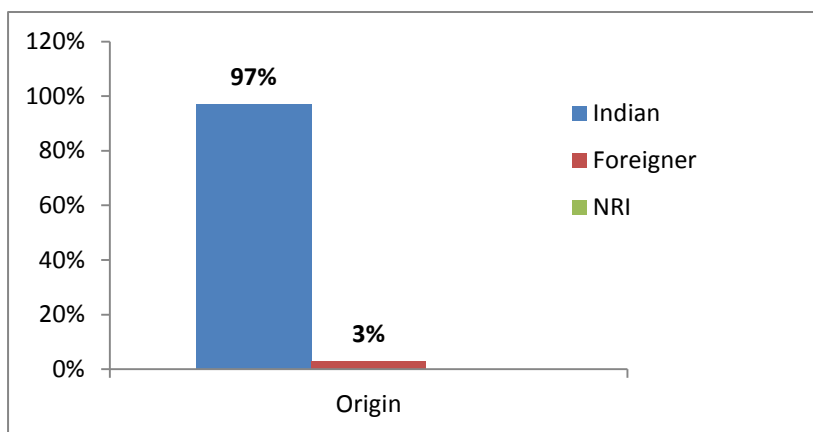
#### **Demographic Profile: Travelling Group Size**



The above figure represents the travel group size of the tourists surveyed in Bihar. The above figure shows whether the tourists visited the destinations in Bihar in groups of 1 to 10 or 11 to 20, etc.

#### **Demographic Profile: Origin of Respondents**





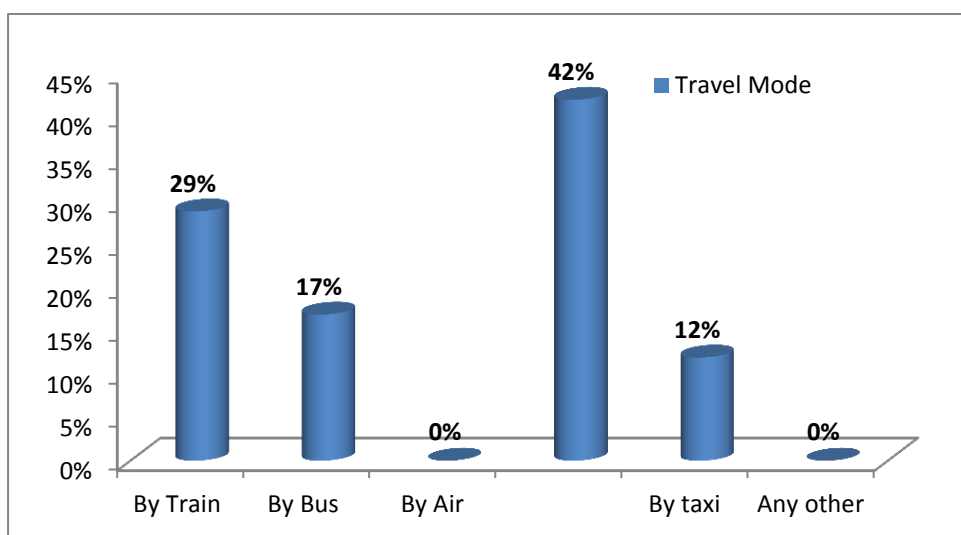
The above figure represents the distribution of tourists as per their origin – whether tourists are Indian, foreigners or NRIs.

#### **Demographic Profile: State/Country of Origin of Respondents**

State	Frequency	Percentage
Bihar	107	73
Delhi	1	1
Haryana	1	1
Jharkhand	1	1
Madhya Pradesh	4	3
Maharashtra	1	1
Rajasthan	2	1
Tamil Nadu	1	1
Uttar Pradesh	7	4
Uttarakhand	2	1
West Bengal	19	13
Total	<b>146</b>	<b>100</b>
Country	<b>Frequency</b>	<b>Percentage</b>
Bangladesh –For Pind-daan	4	100
Total	<b>4</b>	<b>100</b>

The above table represents the distribution of domestic/ Indian tourists as per their state of origin.

#### **Demographic Profile: Travel Mode of Respondents**



The above figure represents the distribution of travel mode opted for by tourists who visited the state of Bihar.

#### Demographic Profile: Profession of Respondents

Category	Frequency	Percentage
Industrialist/ Trader/ Shop Owner	22	15
Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor, of a firm or institute)	8	5
Government Service	17	11
Private Service	19	13
Student / Researcher	12	8
Business	41	27
Agriculturist	23	15
Housewife	2	1
If any other, please specify	6	5
<b>Total</b>	<b>150</b>	<b>100</b>

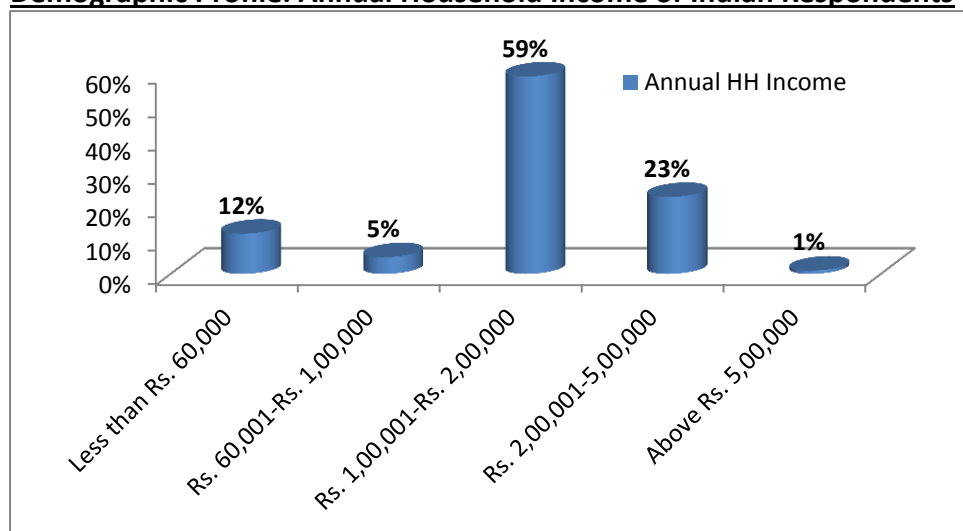
The above table represents the distribution of tourists as per their profession and work.

#### Demographic Profile: Education of Respondents

Category	Frequency	Percentage
No Formal Education	0	0
Primary	5	3
Secondary	28	19
Higher Secondary	48	32
Graduate & Above	67	45
Technical / Professional of all levels	2	1
Any other, please specify	0	0
<b>Total</b>	<b>150</b>	<b>100</b>

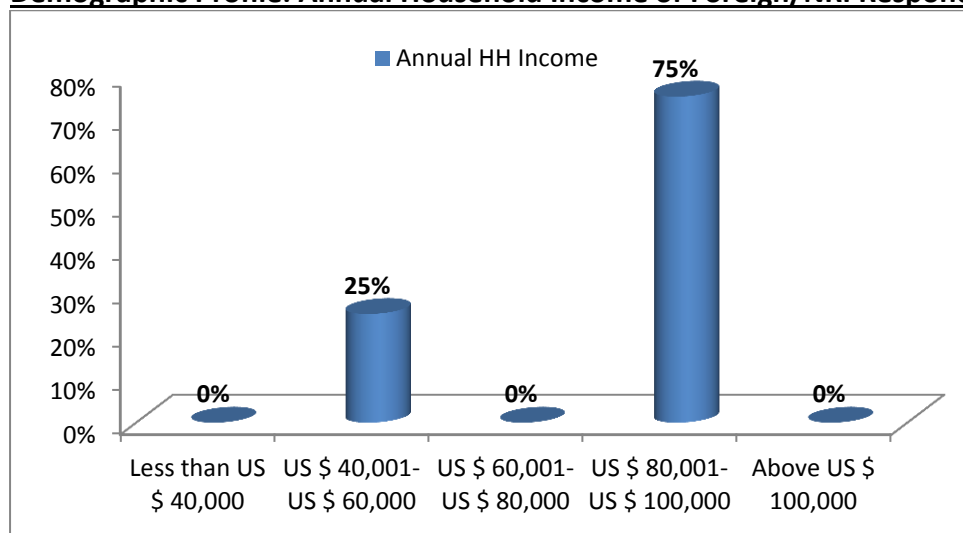
The above table represents the distribution of tourists as per their educational qualification.

### **Demographic Profile: Annual Household Income of Indian Respondents**



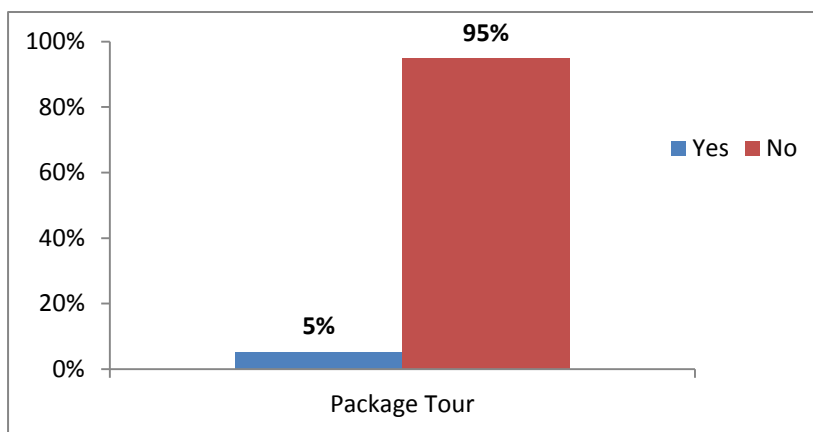
The above figure represents the distribution of tourists as per their annual household income. Please note that only Indian/ domestic visitor's annual household income distribution is presented in the figure above.

### **Demographic Profile: Annual Household Income of Foreign/NRI Respondents**



The above figure represents the distribution of tourists as per their annual household income. Please note that only Foreign/ NRI visitor's annual household income distribution is presented in the figure above.

### **Organized group / package tour Distribution**



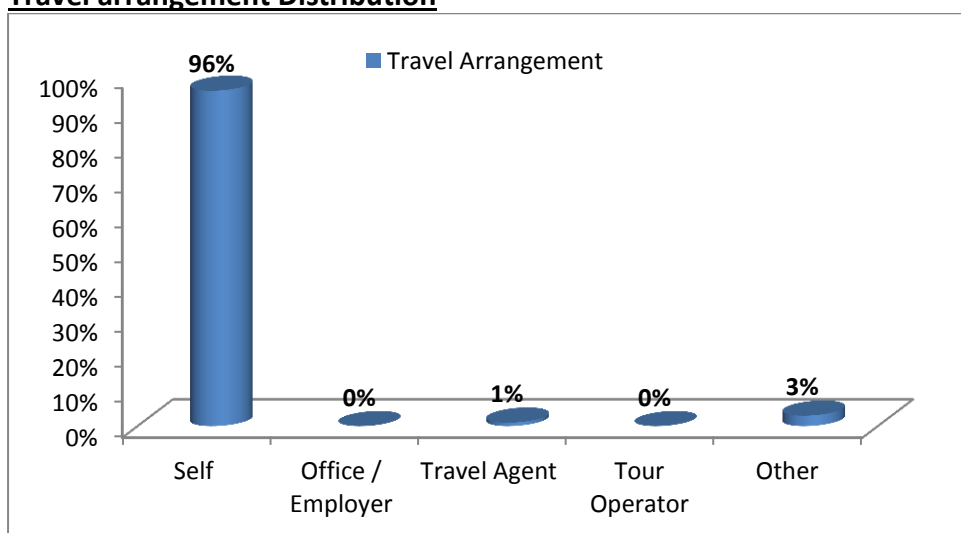
The above figure represents the distribution of tourists as per their tour plan – whether they visited the destinations in Bihar on a tour package or not.

### Package Type Distribution

Category	Frequency	Percentage
Travel + Food	0	0
Travel + Accommodation	0	0
Travel + Transport + Accommodation	2	29
Travel + Transport + Accommodation + Food	5	71
Any other	0	0
<b>Total</b>	<b>7</b>	<b>150</b>

The above table represents the distribution of tourists as per tour package type.

### Travel arrangement Distribution



The above figure represents the distribution of tourists as per their travel arrangement.

### Place of Stay

Category	Frequency	Percentage
5 Star Deluxe Hotel	0	0

Category	Frequency	Percentage
5 Star Hotel	0	0
4 Star Hotel	0	0
3 Star Hotel	0	0
2 Star Hotel	0	0
1 Star Hotel	0	0
Apartment Hotel (Service Apartment)	0	0
Heritage Hotel	0	0
Non-Star Hotel	3	7
Motel	0	0
Govt. Guest House/ Circuit House/ Bhawan/ Sadan	8	18
Dharmashala/ Sarai/ Musafirkhana	4	9
Friends & Relatives	18	39
Gurudwara/ Temple/ Monastery/ Other temporary free stay in tent etc.	4	9
Private Guest House/ Inn/ Rest House/ Tourist Bungalow	8	18
Bed & Breakfast Unit	0	0
Youth/ YMCA Hostel	0	0
If any other, Please specify	0	0
<b>Total</b>	<b>45</b>	<b>100</b>

The above table represents the distribution of tourists as per their place of accommodation.

#### Average Importance Given to Facilities

Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	3
	Connectivity of destination/ Circuit with Nepal	3
	Condition of airport serving the destination/ circuit	4
Road Connectivity	Quality of roads	5
	Quality of way side amenities available on this road	4
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	4
	Condition of railway station serving the destination/circuit	4
	Behavior of the porters at the railway station	3
Civic Administration	Public conveniences along roads/ streets	4

Type of facilities	Facility	Average
	Sewerage and drainage system	4
	Garbage disposal	4
	Conditions of city roads	4
	Drinking Water supply	5
	Conditions of street lighting	5
Traffic and Transport Management	Conditions of signage	3
	Traffic signals	4
	Traffic management	5
	Availability of mass transit system	3
	Availability of metered taxi	4
	Behavior of the taxi drivers	4
	Availability of other commercial transportations	3
	Behavior of the drivers of other commercial transportations	3
Tourist's Facilities	Availability of A/C tourist coaches	3
	Availability of authorized tour operators	3
	Availability of luxury hotels	3
	Availability of budget hotels	4
	Behavior of the officials available at tourist reception office	4
	Level of knowledge of officials at the reception office	4
	Quality of help provided by the reception office	4
	Behavior of service staff at the hotel	4
	Traffic structure of the hotel rooms	4
	General upkeep of the hotel rooms	4
	Hygiene at wayside restaurants and dhabas	4
	Behavior of service personnel at wayside restaurants and bhadas	3
	Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it
Public utilities at the monument/ tourist attraction		4
Conditions of signage within the monument/ tourist attraction		4
Parking facility at the monument/ tourist attraction		4
Availability of tourist guidance/ reception centers		3
Availability of trained tourist guides		3
Behavior of the guides at the		4

Type of facilities	Facility	Average
	monument/ tourist attraction	
	Conservation of heritage sites/ monuments	4
	illumination of monuments	4
	Promptness at the ticketing window of the monument/ tourist attraction	3
Other Service	Power supply situation	4
	Telephone/ mobile services	3

The above table represents the level of importance that the tourists surveyed in Bihar gave to amenities and other services required in the tourism sector.

### Satisfaction level with the Tourist facilities, services and other Amenities

Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	3
	Connectivity of destination/ Circuit with Nepal	2
	Condition of airport serving the destination/ circuit	1
Road Connectivity	Quality of roads	3
	Quality of way side amenities available on this road	2
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	4
	Condition of railway station serving the destination/circuit	3
	Behavior of the porters at the railway station	3
Civic Administration	Public conveniences along roads/ streets	2
	Sewerage and drainage system	2
	Garbage disposal	1
	Conditions of city roads	1
	Drinking Water supply	2
	Conditions of street lighting	2
Traffic and Transport Management	Conditions of signage	3
	Traffic signals	2
	Traffic management	1
	Availability of mass transit system	3
	Availability of metered taxi	2
	Behavior of the taxi drivers	2
	Availability of other commercial transportations	3
	Behavior of the drivers of other commercial transportations	2

Type of facilities	Facility	Average
Tourist's Facilities	Availability of A/C tourist coaches	3
	Availability of authorized tour operators	1
	Availability of luxury hotels	1
	Availability of budget hotels	2
	Behavior of the officials available at tourist reception office	3
	Level of knowledge of officials at the reception office	4
	Quality of help provided by the reception office	3
	Behavior of service staff at the hotel	3
	Traffic structure of the hotel rooms	2
	General upkeep of the hotel rooms	2
	Hygiene at wayside restaurants and dhabas	2
	Behavior of service personnel at wayside restaurants and bhadass	2
	Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it
Public utilities at the monument/ tourist attraction		3
Conditions of signage within the monument/ tourist attraction		3
Parking facility at the monument/ tourist attraction		2
Availability of tourist guidance/ reception centers		2
Availability of trained tourist guides		1
Behavior of the guides at the monument/ tourist attraction		2
Conservation of heritage sites/ monuments		4
illumination of monuments		4
Promptness at the ticketing window of the monument/ tourist attraction		3
Other Service	Power supply situation	3
	Telephone/ mobile services	3

The above table represents the level of satisfaction of the tourists surveyed in Bihar awarded to amenities and other services in the tourism sector. It is to be noted that the average level of satisfaction on almost all categories has been between 1 and 3, that is, average and below. Hence it is clear that there is a lot of scope for improvement on all the categories.

### Any Opinion



Category	Frequency	Percentage
Improving City Road Condition And Parking Facility, Maintenance Of Heritage Cites And Monuments	1	20
Water Shortage, Hotel not available, Road condition not good	1	20
Staff Felling of Brahmins cleanness, Parking place not working Properly.	1	20
General sewerage and drainage system availability of tourist trained guide awareness by advertisement.	1	20
Maintaining good service in railway, Railway toilets bathrooms, and Good water facilities at public & Private levels.	1	20
<b>Total</b>	<b>5</b>	<b>100</b>

The above table represents additional opinion of tourists who were surveyed/ interviewed at the destinations in Bihar.

## 17.0 Annexure 4 – Tourist Survey Results From Nepal

The tourist survey results for the country of Nepal is as follows.

### Hindu Destination /Circuit Visited Distribution

Destination	Frequency	Percentage
Bangalamukhi, Dakshinkati, Pasupatinath	1	1
Bangalamukhi, Pashupati, Budanilkanatha	3	3
Manakamana, Pashupatinath	3	3
Pashuoatinath, Patan Durbar Square	2	2
Pashupatinath	49	40
Pashupatinath, Bangalamukhi	1	1
Pashupatinath, Bangalamukhi, Gujeswari	1	1
Pashupatinath, Budanilkanda, Dakshinkali	1	1
Pashupatinath, Budanilkantha	1	1
Pashupatinath, Budhanilkantha, krishna mandir	3	3
Pashupatinath, Budhanilkantha, Manakamana	3	3
Pashupatinath, Dakshinkali	1	1
Pashupatinath, Janakpurdham	1	1
Pashupatinath, Krishna Mandir	2	2
Pashupatinath, Krishnamandir, dakshinkali	3	3
Pashupatinath, Mahadevsthan	8	7
Pashupatinath, Pashupatinath, Manakamana	1	1

Destination	Frequency	Percentage
Pashupatinath, Patan Durbar Square	1	1
Pashupatinath, Patan, Bangalamukhi	5	4
Pashupatinath, Patan, Dakshinkali, Bangalamukhi, Budanilkandha	3	3
Pashupatinath, Ramjanki	1	1
Pashupatinath, Sanga (Mahadev Idol)	10	9
Pashupatinath, Sanga shiva mandir, manakamana	3	3
Patan, Bangalamukhi, Budanikanda, Pushupatinath	1	1
Pushupatinath, Patan Krishna	3	3
Ranthambhor, Pashupatinath, Ayodhya	1	1
<b>Total</b>	<b>112</b>	<b>100</b>

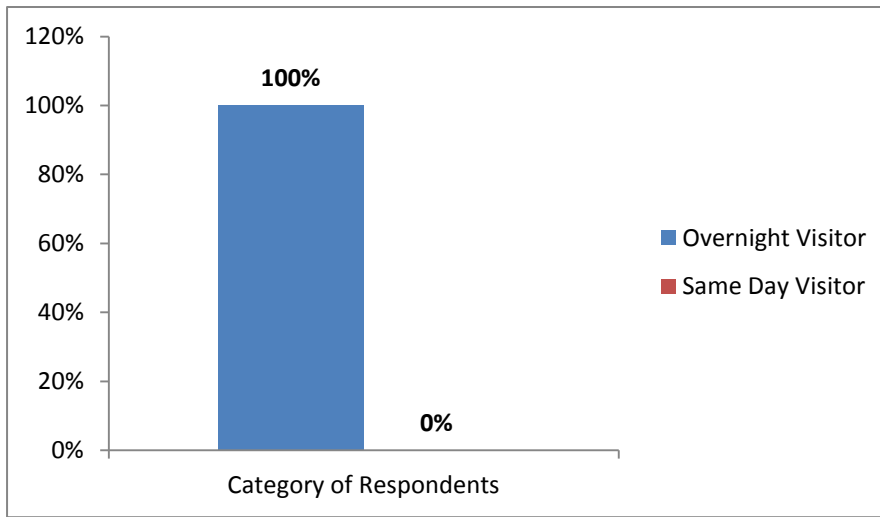
The above table represents the destinations that were visited by the tourists surveyed in Nepal.

#### Source of information Distribution

Category	Frequency	Percentage
TV advertisement	0	0
Billboards/Movies	0	0
Magazines/Books	7	6
Customer Information Services	0	0
Trade Events	0	0
Websites/Internet	3	3
Radio advertisement	0	0
Travel Agent	3	3
Friends/Relatives	70	62
Newspaper	0	0
Consumer Fairs & Exhibitions	27	24
Previous Visit	0	0
It is the state where I have my roots	1	1
Any Other	1	1
<b>Total</b>	<b>112</b>	<b>100</b>

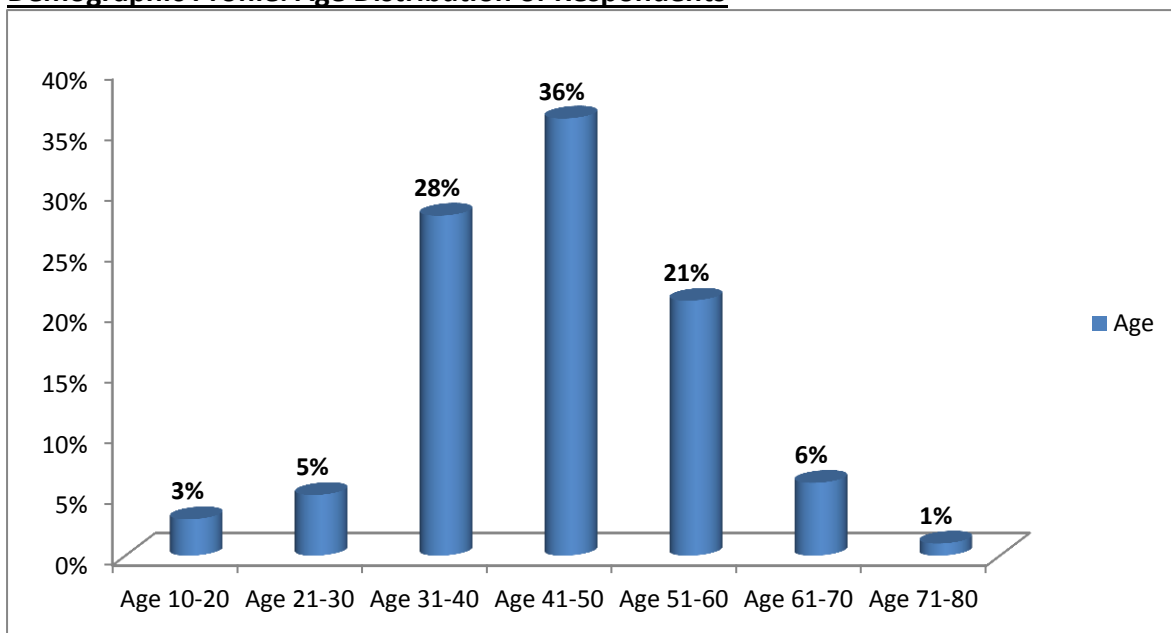
The above table represents the sources of information from where tourists surveyed in Nepal gained knowledge about the destinations they visited in Nepal.

#### Demographic Profile: Category of Respondents



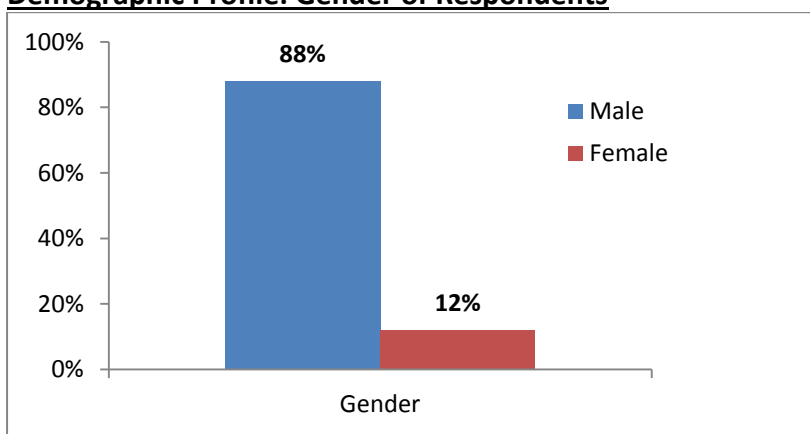
The above figure represents the category of tourists, in terms of whether they are same day tourists or overnight tourists, surveyed in Nepal.

**Demographic Profile: Age Distribution of Respondents**



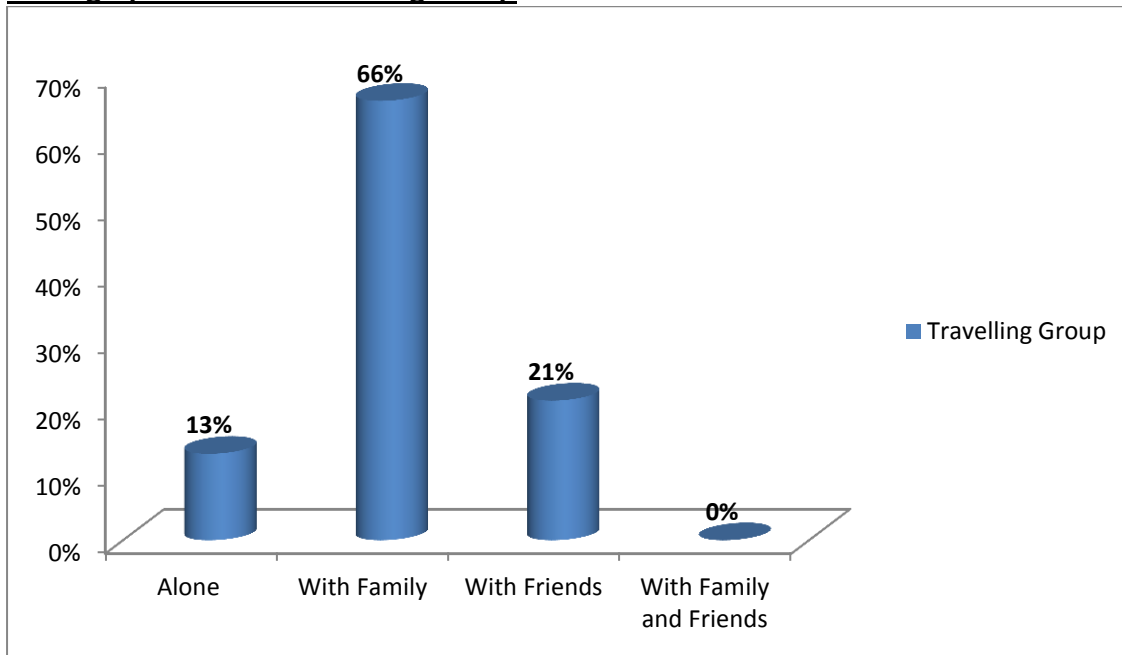
The above figure represents the age distribution of tourists surveyed in Nepal.

**Demographic Profile: Gender of Respondents**



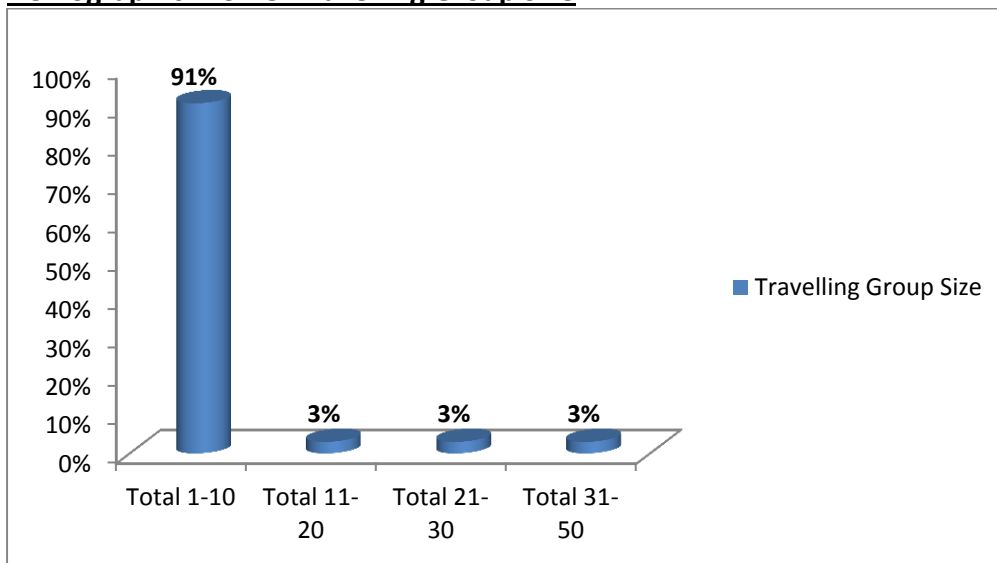
The above figure represents the gender distribution of tourists surveyed in Nepal.

**Demographic Profile: Travelling Group**



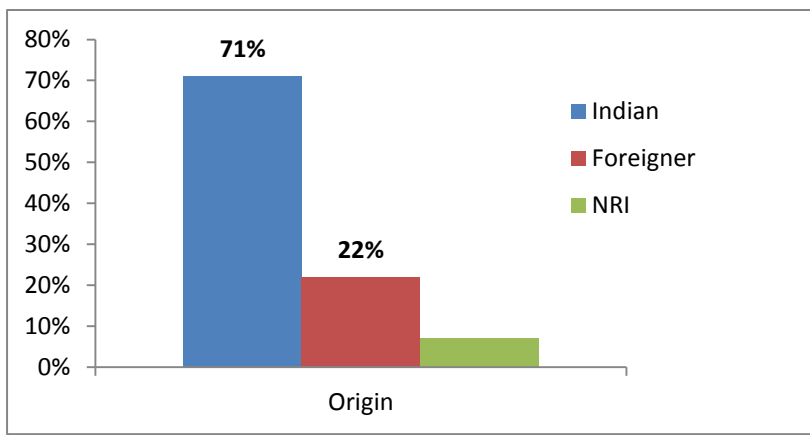
The above figure represents the type of travelling groups the tourists surveyed in Nepal belonged to. The above figure shows whether the tourists visited destinations in Nepal alone, with friends or with family.

**Demographic Profile: Travelling Group Size**



The above figure represents the travel group size of the tourists surveyed in Nepal. The above figure shows whether the tourists visited the destinations in Nepal in groups of 1 to 10 or 11 to 20, etc.

**Demographic Profile: Origin of Respondents**



The above figure represents the distribution of tourists as per their origin – whether tourists are Indian, foreigners or NRIs.

#### **Demographic Profile: State/Country of Origin of Respondents**

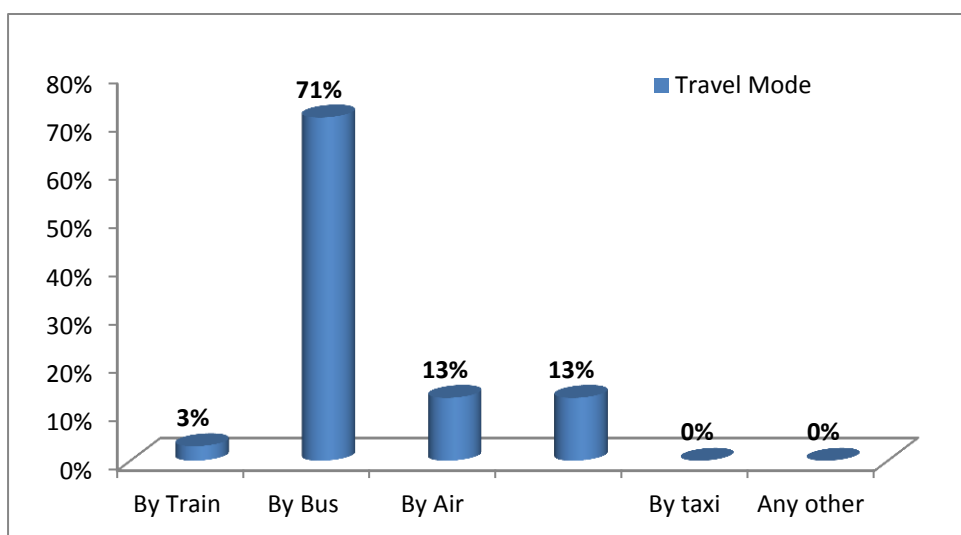
State	Frequency	Percentage
Bihar	19	17
Gujarat	5	4
Haryana	1	1
Kanpur	1	1
Karnataka	7	6
Kerala	1	1
Meghalaya	1	1
Nepal	33	29
Rajasthan	2	2
Uttar Pradesh	33	30
Uttarakhand	9	8
<b>Total</b>	<b>112</b>	<b>100</b>

The above table represents the distribution of domestic/ Indian tourists as per their state of origin.

Country	Frequency	Percentage
Nepal	25	100
<b>Total</b>	<b>25</b>	<b>100</b>

The above table represents the distribution of foreign/ NRI tourists as per their country of origin.

#### **Demographic Profile: Travel Mode of Respondents**



The above figure represents the distribution of travel mode opted for by tourists who visited the country of Nepal.

#### **Demographic Profile: Profession of Respondents**

Category	Frequency	Percentage
Industrialist/ Trader/ Shop Owner	24	21
Self Employed Professional (Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor, of a firm or institute)	11	10
Government Service	17	15
Private Service	25	22
Student / Researcher	3	3
Business	16	14
Agriculturist	4	4
Housewife	11	10
If any other, please specify	1	1
<b>Total</b>	<b>112</b>	<b>100</b>

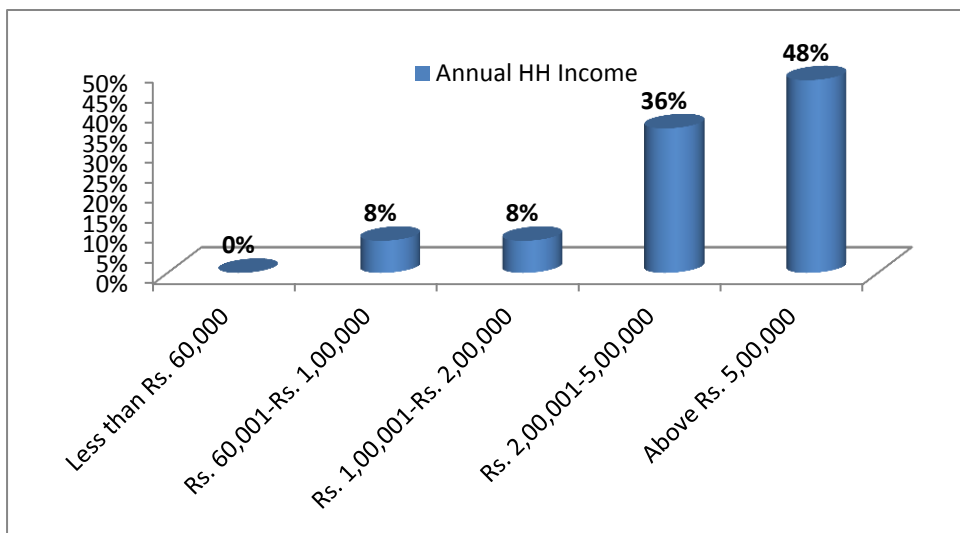
The above table represents the distribution of tourists as per their profession and work.

#### **Demographic Profile: Education of Respondents**

Category	Frequency	Percentage
No Formal Education	8	7
Primary	5	4
Secondary	25	23
Higher Secondary	28	25
Graduate & Above	31	28
Technical / Professional of all levels	15	13
Any other, please specify	0	0
<b>Total</b>	<b>112</b>	<b>100</b>

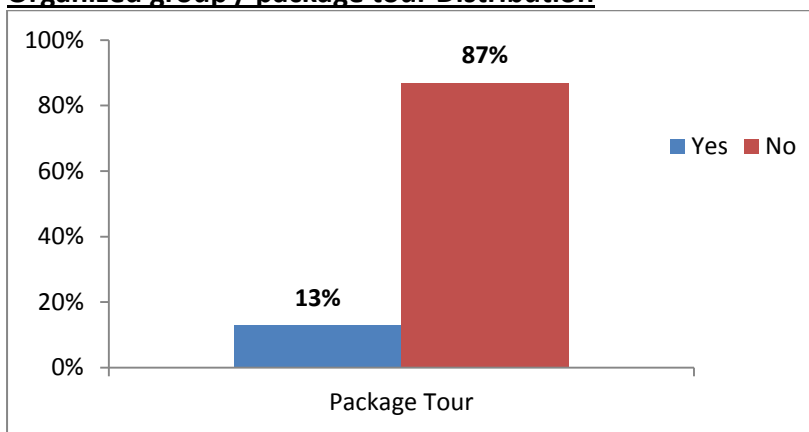
The above table represents the distribution of tourists as per their educational qualification.

#### **Demographic Profile: Annual Household Income of Indian Respondents**



The above figure represents the distribution of tourists as per their annual household income. Please note that only Indian/ domestic visitor’s annual household income distribution is presented in the figure above.

**Organized group / package tour Distribution**



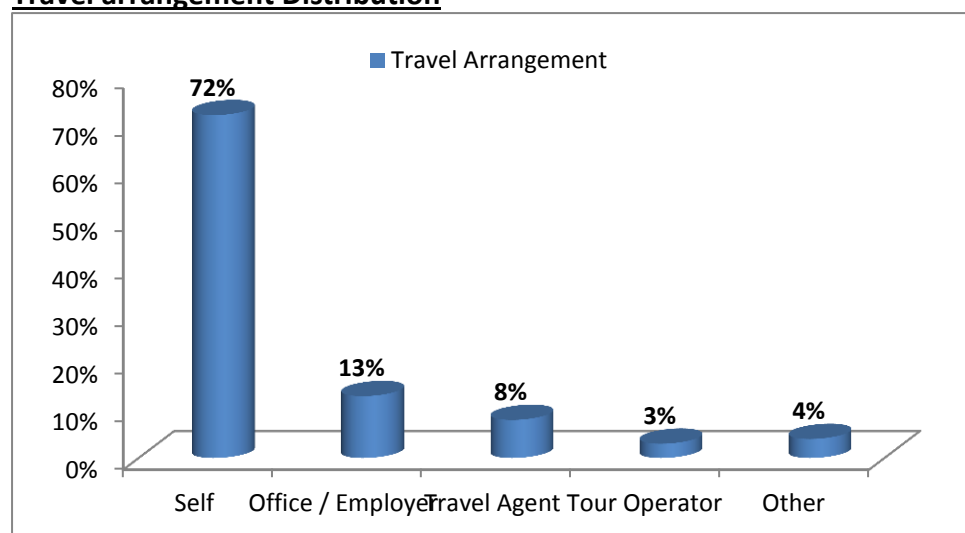
The above figure represents the distribution of tourists as per their tour plan – whether they visited the destinations in Nepal on a tour package or not.

**Package Type Distribution**

Category	Frequency	Percentage
Travel + Food	5	36
Travel + Accommodation	4	29
Travel + Transport + Accommodation	2	14
Travel + Transport + Accommodation + Food	3	21
Any other	0	0
<b>Total</b>	<b>14</b>	<b>100</b>

The above table represents the distribution of tourists as per tour package type.

### Travel arrangement Distribution



The above figure represents the distribution of tourists as per their travel arrangement.

### Place of Stay

Category	Frequency	Percentage
5 Star Deluxe Hotel	0	0
5 Star Hotel	5	4
4 Star Hotel	0	0
3 Star Hotel	3	3
2 Star Hotel	19	17
1 Star Hotel	1	1
Apartment Hotel (Service Apartment)	0	0
Heritage Hotel	1	1
Non-Star Hotel	39	35
Motel	0	0
Govt. Guest House/ Circuit House/ Bhawan/ Sadan	0	0
Dharmashala/ Sarai/ Musafirkhana	1	1
Friends & Relatives	20	18
Gurudwara/ Temple/ Monastery/ Other temporary free stay in tent etc.	0	0
Private Guest House/ Inn/ Rest House/ Tourist Bungalow	23	20
Bed & Breakfast Unit	0	0
Youth/ YMCA Hostel	0	0
If any other, Please specify	0	0
<b>Total</b>	<b>112</b>	<b>100</b>

The above table represents the distribution of tourists as per their place of accommodation.

### Average Importance Given to Facilities



Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	4
	Connectivity of destination/ Circuit with Nepal	4
	Condition of airport serving the destination/ circuit	4
Road Connectivity	Quality of roads	4
	Quality of way side amenities available on this road	4
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	4
	Condition of railway station serving the destination/circuit	4
	Behavior of the porters at the railway station	4
Civic Administration	Public conveniences along roads/ streets	4
	Sewerage and drainage system	4
	Garbage disposal	4
	Conditions of city roads	4
	Drinking Water supply	4
	Conditions of street lighting	4
Traffic and Transport Management	Conditions of signage	4
	Traffic signals	4
	Traffic management	4
	Availability of mass transit system	4
	Availability of metered taxi	4
	Behavior of the taxi drivers	3
	Availability of other commercial transportations	4
	Behavior of the drivers of other commercial transportations	4
Tourist's Facilities	Availability of A/C tourist coaches	3
	Availability of authorized tour operators	4
	Availability of luxury hotels	3
	Availability of budget hotels	4
	Behavior of the officials available at tourist reception office	4
	Level of knowledge of officials at the reception office	4
	Quality of help provided by the reception office	4
	Behavior of service staff at the hotel	4
	Traffic structure of the hotel rooms	4

Type of facilities	Facility	Average
	General upkeep of the hotel rooms	4
	Hygiene at wayside restaurants and dhabas	4
	Behavior of service personnel at wayside restaurants and bhabas	4
Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it	4
	Public utilities at the monument/ tourist attraction	4
	Conditions of signage within the monument/ tourist attraction	4
	Parking facility at the monument/ tourist attraction	4
	Availability of tourist guidance/ reception centers	4
	Availability of trained tourist guides	4
	Behavior of the guides at the monument/ tourist attraction	4
	Conservation of heritage sites/ monuments	4
	illumination of monuments	4
	Promptness at the ticketing window of the monument/ tourist attraction	4
Other Service	Power supply situation	4
	Telephone/ mobile services	4

The above table represents the level of importance that the tourists surveyed in Nepal gave to amenities and other services required in the tourism sector.

#### **Satisfaction level with the Tourist facilities, services and other Amenities**

Type of facilities	Facility	Average
Air Connectivity	Connectivity of the destination/ circuit with major Indian cities	3
	Connectivity of destination/ Circuit with Nepal	3
	Condition of airport serving the destination/ circuit	3
Road Connectivity	Quality of roads	3
	Quality of way side amenities available on this road	3
Rail Connectivity	Rail connectivity of destination/ circuit with major Indian cities	3
	Condition of railway station serving the destination/circuit	3
	Behavior of the porters at the railway station	3

Type of facilities	Facility	Average	
Civic Administration	Public conveniences along roads/ streets	3	
	Sewerage and drainage system	3	
	Garbage disposal	3	
	Conditions of city roads	3	
	Drinking Water supply	3	
	Conditions of street lighting	3	
Traffic and Transport Management	Conditions of signage	3	
	Traffic signals	3	
	Traffic management	3	
	Availability of mass transit system	3	
	Availability of metered taxi	3	
	Behavior of the taxi drivers	3	
	Availability of other commercial transportations	3	
	Behavior of the drivers of other commercial transportations	3	
Tourist's Facilities	Availability of A/C tourist coaches	3	
	Availability of authorized tour operators	3	
	Availability of luxury hotels	3	
	Availability of budget hotels	3	
	Behavior of the officials available at tourist reception office	3	
	Level of knowledge of officials at the reception office	3	
	Quality of help provided by the reception office	3	
	Behavior of service staff at the hotel	3	
	Traffic structure of the hotel rooms	3	
	General upkeep of the hotel rooms	3	
	Hygiene at wayside restaurants and dhabas	3	
	Behavior of service personnel at wayside restaurants and bhadas	3	
	Maintenance & Management of Tourist Attraction	General cleanliness of monument/ tourist attraction and area around it	3
		Public utilities at the monument/ tourist attraction	3
Conditions of signage within the monument/ tourist attraction		3	
Parking facility at the monument/ tourist attraction		3	
Availability of tourist guidance/ reception centers		3	

Type of facilities	Facility	Average
	Availability of trained tourist guides	3
	Behavior of the guides at the monument/ tourist attraction	3
	Conservation of heritage sites/ monuments	3
	illumination of monuments	3
	Promptness at the ticketing window of the monument/ tourist attraction	3
Other Service	Power supply situation	3
	Telephone/ mobile services	3

The above table represents the level of satisfaction of the tourists surveyed in Nepal awarded to amenities and other services in the tourism sector. It is to be noted that the average level of satisfaction on all categories has been 3, that is, average. Hence it is clear that there is a lot of scope for improvement on all the categories.

### Any Opinion

Category	Frequency	Percentage
Administration should keep the welcome board, hoarding board at inter with sufficient information about locator state tourism.	1	1
Advertisement should be done in Social networking sites.	14	13
Advertisement should be kept through tourist bus, long tour bus, van and other vehicles.	4	4
Destination should be kept clean. Electricity & Water supply should be well enough.	5	4
Easy transportation should be made available.	8	7
Government should carry out tour to the destinations.	10	9
Information on tourist destinations should be easily available.	4	4
Infrastructure should be development with local area like well road, drinking water, electricity and suitable tour program should organize form government.	4	4
No Need for advertisement famous destination already famous from previous visitors.	4	4
Posters & Pamphlets should be used to aware people about their importance.	6	5
Proper information of destination should be given to tourist.	3	3
Public awareness on destinations should be	3	3

Category	Frequency	Percentage
created.		
Publicity program should be taken from government level. Trade fair, exhibition program should be taken.	4	4
Regular bus service should be started to the tourist destinations.	4	4
Remuneration of cultural heritages should be done in time.	3	3
Should be a hoarding board in every highway with full information of this pilgrimage.	14	12
Sleeper bus should be allowed in Nepal.	1	1
State administration should give advertisement about local tourism destination in TV, newspaper, Hoarding board etc.	3	3
State tourism board should be kept the photos of state location at tourist bus & taxies where tourist one comes frequently.	2	2
Temples and monuments should be clean. Queue should be managed properly.	3	3
Tourist should be conducted regularly from government sectors.	6	2
Transport and traffic management should be improved. Promotion events should be conducted.	3	2
Welcome, information notice board should be displayed here with sufficient information.	3	3
<b>Total</b>	<b>112</b>	<b>100</b>

The above table represents additional opinion of tourists who were surveyed/ interviewed at the destinations in Nepal.