

**A Study of Growth, Problems, Prospects and Strategy of
Buddhist Tourism in the Region of Bihar**

Thesis Submitted for the Award of the Degree of

DOCTOR OF PHILOSOPHY

in

Tourism management

By

Ankit Dhiraj

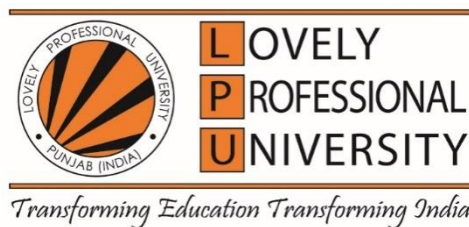
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LOVELY PROFESSIONAL UNIVERSITY, PUNJAB

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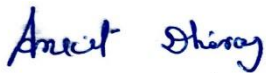
The

Buddha



DECLARATION

I, hereby declared that the presented work in the thesis entitled “A Study of Growth, Problems, Prospects and Strategy of Buddhist Tourism in the Region of Bihar” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Prof (Dr). Sanjeev Kumar, working as Professor in the School of Hotel Management and Tourism of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “A Study of Growth, Problems, Prospects and Strategy of Buddhist Tourism in the Region of Bihar” submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the School of Hotel Management and Tourism, is a research work carried out by Ankit Dhiraj, Registration No: 11919185, is a bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.



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ABSTRACT

Buddhism is one of the world's oldest religions and has a large following in Bihar. Bihar is home to some of the most important Buddhist pilgrimage sites in the world, including Bodhi Gaya, where the Buddha attained enlightenment, and Rajgir, the ancient capital of Magadha.

This study delves into the intricate landscape of Buddhist tourism in Bihar, India. Focusing on its remarkable growth, the analysis dissects the factors propelling this ascent, including the state's rich Buddhist heritage, its role as the cradle of enlightenment for Gautama Buddha, and the increasing global interest in Buddhist tourism. However, the investigation doesn't shy away from exposing the challenges hindering Bihar's full potential in this domain. Inadequate tourism infrastructure, limited promotion, and lack of local residents' engagement emerge as critical roadblocks.

The thesis begins with an overview of Buddhist tourism in Bihar, followed by a discussion of the problems of domestic and foreign tourists facing during travel in Buddhist destinations in Bihar. The other part of this thesis discusses attachment, importance, and opportunities for local residents. The thesis ends with a discussion about government policy for the development of Buddhist tourism.

Moving beyond mere diagnosis, the study proposes a comprehensive strategy to unlock the untapped potential of Buddhist tourism in Bihar. It explores avenues for tourism infrastructure development, innovative marketing campaigns, and involvement of local residents. Emphasis is placed on leveraging technology, fostering cultural sensitivity, and creating holistic tourism experiences that transcend mere pilgrimage.

Throughout the research, the study draws upon various data sources, including official statistics, tourism reports, scholarly articles, and field surveys of domestic tourists, foreign tourists, and local residents. By weaving together data analysis, local

resident's responses, domestic tourists, and foreign tourists, the study paints a multifaceted picture of Buddhist tourism in Bihar, offering valuable insights for policymakers, tourism professionals, and anyone interested in the future of this burgeoning sector.

In conclusion, this study not only serves as a critical assessment of the existing state of Buddhist tourism in Bihar but also charts a pragmatic course for its future growth. It underscores the tremendous potential Bihar holds to become a global hub for spiritual seekers and cultural enthusiasts, while acknowledging the crucial steps needed to translate this potential into a thriving reality.

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ABBREVIATION

ANOVA	Analysis of Variance
BSRTC	Bihar State Road Transport Corporation
GDP	Gross Domestic Price
KMO	Kaiser-Meyer-Olkin
SAQ	Self-Administered Questionnaire
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization

APPENDICES

APPENDIX I	: Tourist Questionnaire
APPENDIX II	: Resident Questionnaire
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CHAPTER 1: INTRODUCTION

CHAPTER 1

INTRODUCTION

“Travel is the fourth Dimension of Modern Economics” ----- Andre Siegeried

Tourism is defined as the temporary movement of people to a destination outside their usual places of work and residence, the activities undertaken during their stay in these destinations, and the facilities created to cater to their needs. Tourism is the study of people away from their usual habitat in establishments that respond to the traveller's requirements and their impacts on their hosts' economic, physical, and social well-being. It involves the motivation and experience of the adjustments made by residents of reception areas and the roles played by the numerous agencies and institutions that intercede between them.

1.1. Definitions of Tourism

Tourism conceptually develops from individuals travelling to and staying in various locations. The journey and stay are to be at locations other than the usual site of habitation and employment. Destinations are visited for reasons unrelated to paid work or regular jobs. The following conceptual definition of tourism clarifies its fundamental characteristics as an activity.

WTTC defines *tourism* as follows: *"It encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."*

Prof. L.J. Lickorish & Kershaw A.G (1958) defined Tourism *“as all movement of people outside their community for all purposes except migration of regular daily work. The most frequent reason for this movement is for holidays, but it will also include for example, attendance at conference and movement on sporadic or infrequent business purposes”* (Lickorish & Kershaw, 1958)

Burkart and Medlik (1974) defined Tourism *“as the temporary and short term movement of people to the destinations outside the places where they normally live and work and their activities at those destinations”* (Burkart & Medlik, 1981).

Robinson states, *"Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs"* (Robinson, 2012).

Mathieson & Wall (1982) define *“The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to their needs”* (Mathieson & Wall, 1982)

Jenkins & Pigram (2005) *"Tourism is a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment, where they stay temporarily and engage in various activities for leisure, business, or other purposes."* (Jenkins & Pigram, 2005)

According to Mak (2003), *"Tourism can be defined as the process of traveling away from home for leisure, business, or other purposes and staying in places that are outside the usual environment, but not exceeding one year"* (Mak, 2003)

Tribe defined tourism as *" the temporary, short-term movement of people to destinations outside the places where they normally live and work, as well as the activities they engage in during their stay and the facilities and services created to cater to their needs."* (Tribe, 2020)

Tourism is defined as the temporary movement of people to a destination outside their usual places of work and residence, the activities undertaken during their stay in these destinations, and the facilities created to cater to their needs. Tourism is the study of people away from their usual habitat in establishments that respond to the traveller's requirements and their impacts on their hosts' economic, physical, and social well-being. It involves the motivation and experience of the adjustments made

by residents of reception areas and the roles played by the numerous agencies and institutions that intercede between them.

1.2. History of Tourism

Human exploration instincts are as old as civilization itself. Early travel was a luxury only the wealthy could afford. Rich people travelled in ancient Egypt, Rome, and China for trade, education, and religious pilgrimages. These were lengthy and challenging trips, usually taken by the young and daring.

The Grand Tour idea brought in a new era in the 17th century. Young European nobility set off on long educational tours of the continent, learning about history, art, and culture. These expeditions solidified that travel can be an intellectual and personal development vehicle.

The introduction of steamships and railroads in the 19th century revolutionized transportation. Thomas Cook, a trailblazer who provided reasonably priced package trips to democratize travel, rose to prominence during this time. These pioneering vacation packages opened travel to the middle class and established the groundwork for widespread tourism.

Travel became even more popular after the early 20th century saw the introduction of the vehicle. Thanks to cars, families could explore new places and leisurely explore. Travelling changed forever as motels and roadside attractions grew to cater to these daring travellers.

The jet era brought another revolutionary change in the middle of the 20th century. International travel reduced travel costs and increased accessibility to new places. As a result, there was a global tourism boom, with nations competing for travellers' dollars. A larger audience than ever before had access to new cultures and experiences.

In the late 20th and early 21st centuries, travel planning was transformed by the internet. Travel, lodging, and activity booking all became easy Internet processes. The democratization of knowledge allowed tourists to discover off-the-beaten-path locations and create personalized itineraries.

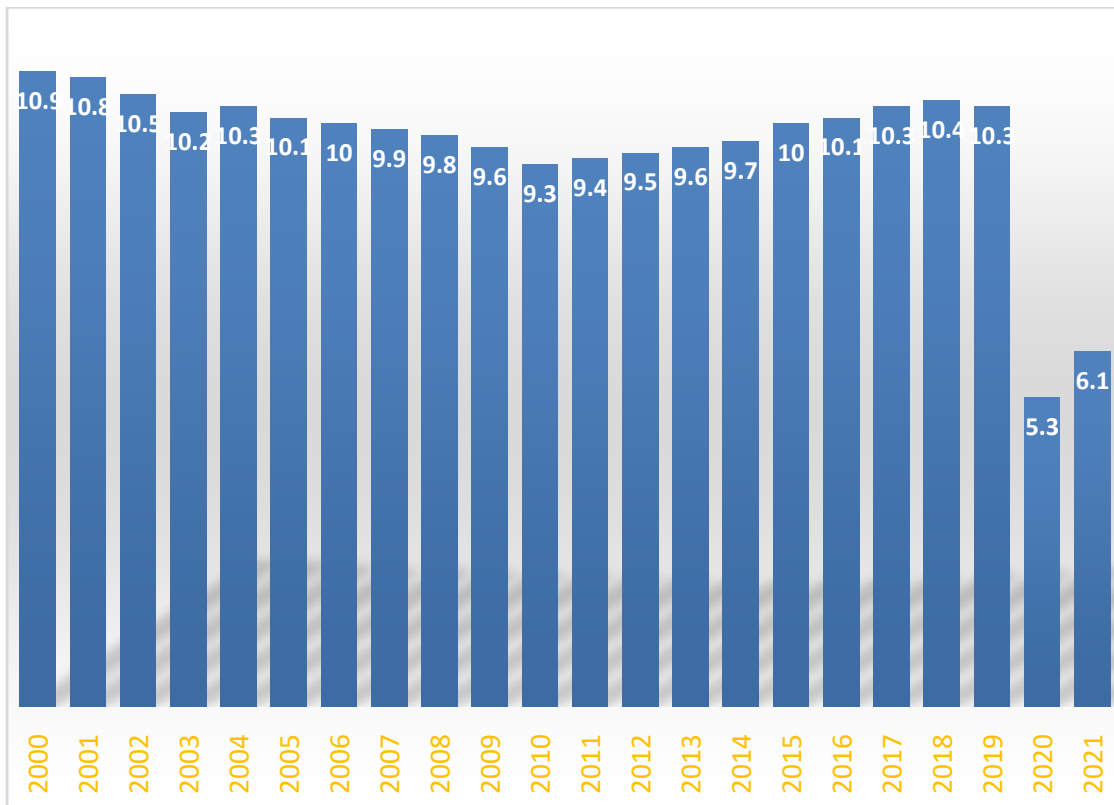
A change in emphasis is reflected in current travel patterns. Travellers today are becoming more aware of the environment and ecotourism and sustainable travel methods are becoming more popular. Along with its evolution, luxury now emphasizes adventurous travel, cultural immersion, and one-of-a-kind experiences. Websites like Airbnb have also contributed to the sharing economy, providing other lodging options and promoting a feeling of community.

1.3. Global Tourism

Global tourism is individuals' travel to nations or locations outside their usual environment for leisure, business, or professional endeavours. It is a significant economic activity that brings in billions of dollars annually. France, Spain, the United States, China, Italy, Mexico, Turkey, Thailand, and the United Kingdom are some of the most well-liked travel locations globally. A wide range of attractions, including historical landmarks, natural wonders, and cultural events, can be found in these nations. In recent years, there has been a sharp increase in world tourism. The global economy and the Gross Domestic Product (GDP) of many nations both benefit significantly from tourism. Between 2014 and 2019, travel and tourism (including its direct, indirect, and induced impacts) were responsible for one in five new employments produced globally, 10.3% of all jobs (334 million).

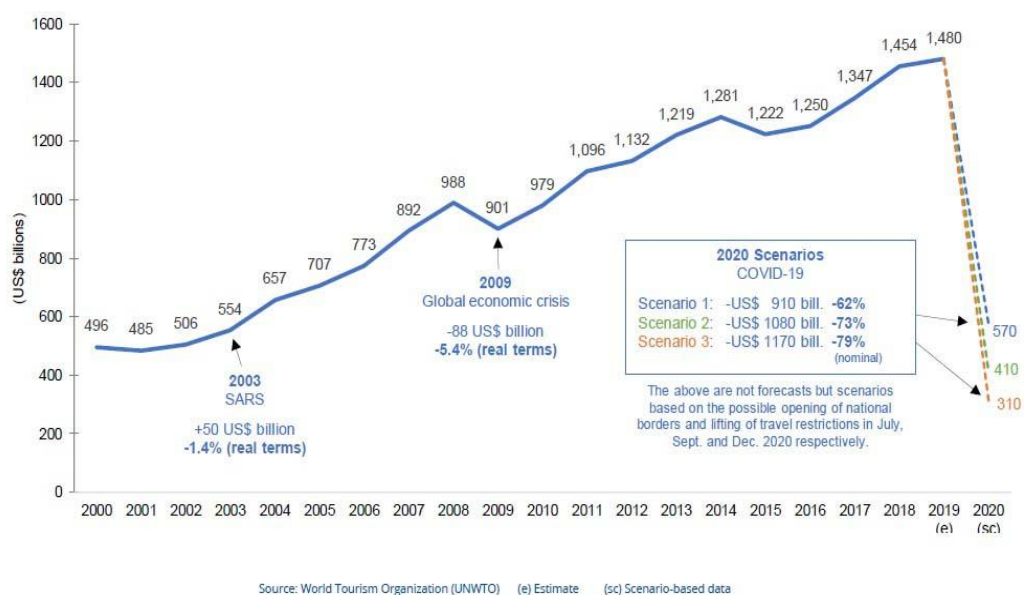
In contrast, the amount spent by foreign tourists in 2019 was US\$ 1.9 trillion(WTTC, n.d.). This covers the immediate consequences of tourism-related activities, including lodging, travel, entertainment, attractions, and the longer-term effects of supply chain interactions and induced impacts. Additionally, travel and tourism contributed roughly 10.3% (or USD 29.7 trillion) to the world's GDP in 2019. This estimate takes into account all direct, indirect, and induced effects. This number accounts for the spillover impacts of tourism expenditure on manufacturing, agriculture, and services industries. It's crucial to remember that these numbers can change yearly and can be impacted by several things, such as prevailing economic situations, world politics, natural disasters, and pandemics.

Graph 1.1: Share of World GDP from Travel and Tourism



Source: (Statista, 2022b)

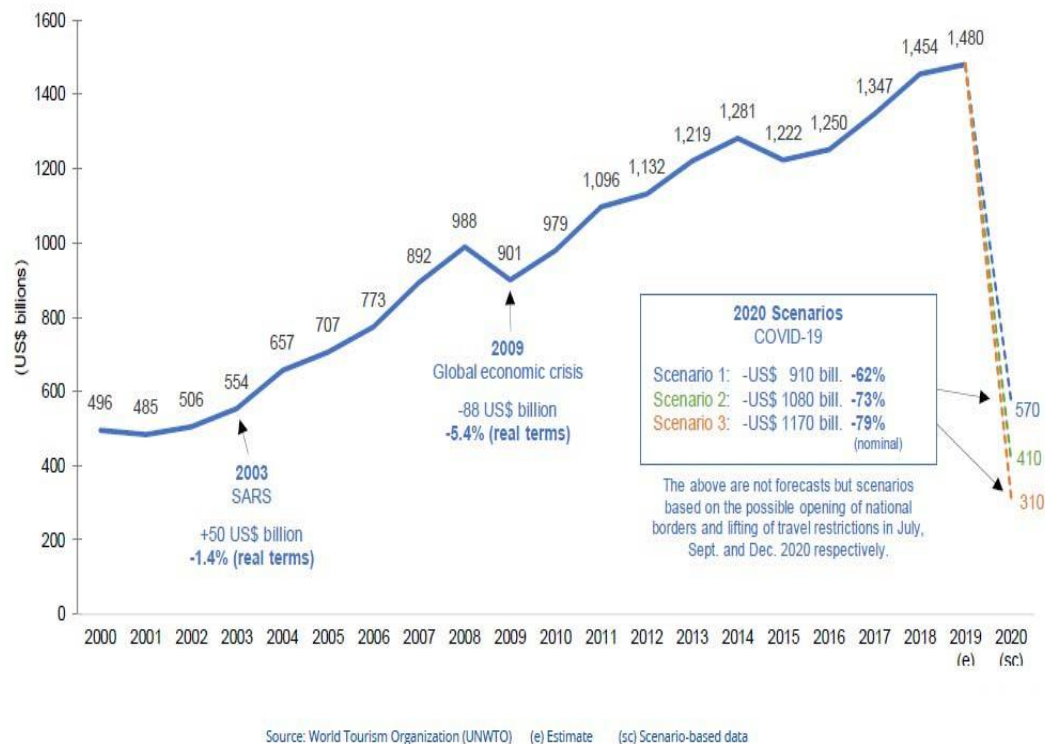
Graph 1.2: International tourist arrivals, 2000-2019 and scenarios for 2020 (US\$ billion)



Source:(UNWTO, 2020)

Over the years, international tourist arrivals have seen a noticeable increase as millions of individuals traverse international borders to discover new places and encounter other cultures.

Graph 1.3: International tourist arrivals, 2000-2019 and scenarios for 2020 (millions)

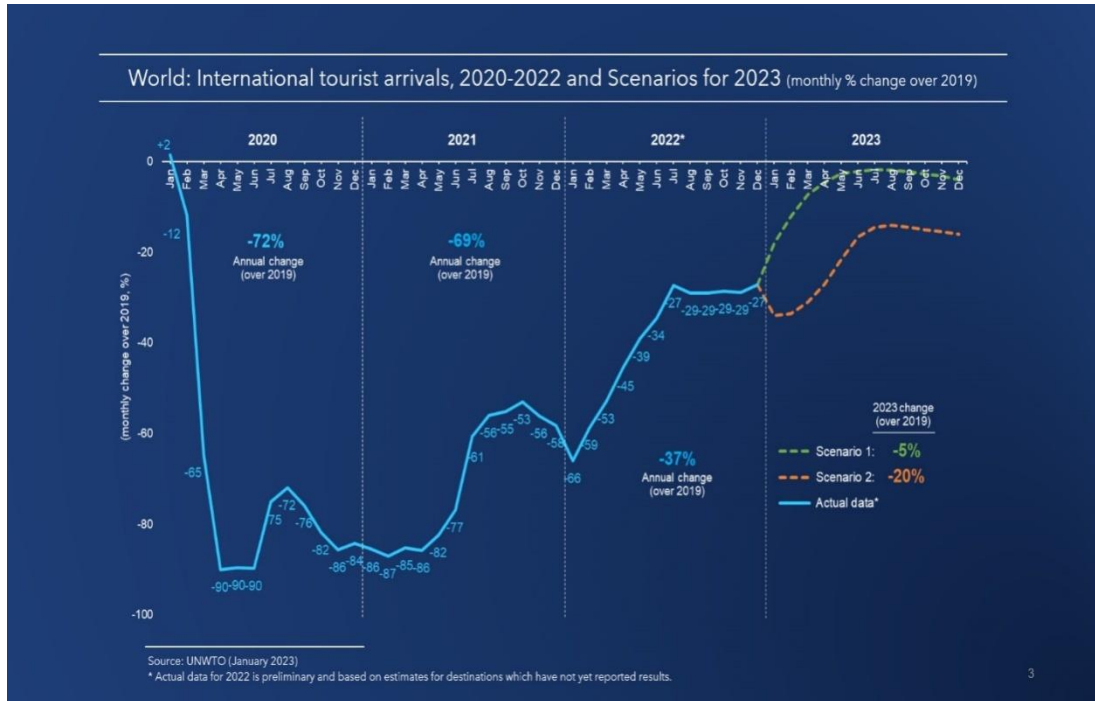


Source: (UNWTO, 2020)

1.3.1. COVID-19 Impact of Global Tourism Industries

Notably, in 2020 and 2021, the COVID-19 pandemic severely negatively influenced the worldwide tourism industry, leading to a sharp fall in international travel and tourism-related economic activity. There were 1.5 billion international visitors globally in 2019. However, the COVID-19 pandemic significantly affected the tourism sector, with a 73% decline in international visitor numbers in 2020. International visitor arrivals could reach 80% to 95% of pre-pandemic levels this year, with Europe and the Middle East anticipated to achieve such levels, according to UNWTO forecasts for 2023 (World Tourism Organization (UNWTO), 2021).

Graph 1.4: World: International tourist arrivals, 2020-2022 and scenarios for 2023 (monthly % change over 2019)



Source:(World Tourism Organization (UNWTO), 2023)

In the upcoming years, the tourism sector is anticipated to rebound. However, the industry will look different than it did before the pandemic. Both digitalization and sustainable tourism will receive more attention.

1.4. Indian Tourism

Indian tourism embodies a mesmerizing fusion of captivating landscapes, cultural diversity, ancient traditions, and a profound sense of spirituality. The country's incredible geographical variations, from the snow-capped Himalayas to the sun-drenched beaches, from the arid deserts to the lush green valleys, provide a breathtaking backdrop for an unforgettable travel experience. Moreover, India's vibrant festivals, architectural marvels, and warm-hearted hospitality add charm to its tourism offerings. With a rich tapestry woven from these elements, Indian tourism beckons adventurers, culture enthusiasts, spiritual seekers, and curious minds alike.

India's geographical diversity is unparalleled, offering various landscapes that capture the imagination. In the north, the majestic Himalayas present awe-inspiring

peaks, pristine lakes, and picturesque valleys. Travellers can embark on treks through the scenic trails of Himachal Pradesh and Uttarakhand or explore the quaint hill stations of Darjeeling and Shimla. Moving southward, the plains give way to the Western Ghats, a lush mountain range dotted with vibrant flora and fauna. The backwaters of Kerala, the tea plantations of Munnar, and the picturesque hill stations of Ooty and Coorg offer serenity and natural beauty-Venturing westward, the Thar Desert in Rajasthan reveals a stark yet captivating landscape, where travellers can embark on camel safaris and witness mesmerizing sunsets over the dunes. The arid beauty of Kutch in Gujarat, with its white salt marshes and traditional handicrafts, is another unique attraction. Moving east, the dense forests of Assam and Meghalaya in the north-eastern region harbour breath-taking waterfalls, ancient root bridges, and diverse wildlife. India's coastline, stretching over 7,500 kilometres, is adorned with sun-kissed beaches, including the popular destinations of Goa, Andaman and Nicobar Islands, and Puducherry.

India's rich historical heritage is evidenced by its architectural marvels, which testify to its glorious past. The Taj Mahal, an iconic UNESCO World Heritage site in Agra, is a mesmerizing masterpiece of Mughal architecture. Built as a symbol of love, its ethereal beauty and intricate craftsmanship leave visitors awestruck. Other architectural wonders include the ancient cave temples of Ajanta and Ellora, which showcase intricate carvings and exquisite murals depicting Buddhist, Hindu, and Jain art forms.

The State of Rajasthan is renowned for its magnificent forts and palaces, such as the Amber Fort, Mehrangarh Fort, and City Palace. These architectural marvels embody the luxury of the Rajput era and offer glimpses into the rich history and lifestyle of the region. The ancient city of Varanasi, with its narrow winding lanes and ancient temples, holds spiritual significance for Hindus and attracts pilgrims worldwide. The Konark Sun Temple in Odisha, known for its intricate stone carvings, and the temples of Khajuraho, famous for their exquisite sculptures, are further testaments to India's architectural prowess.

Moving southward, the intricate temple complexes of Tamil Nadu, such as the Brihadeeswara Temple in Thanjavur and Meenakshi Amman Temple in Madurai, showcase Dravidian architecture at its finest. With its impressive ruins and temples,

the ancient city of Hampi in Karnataka transports visitors back to the Vijayanagara Empire. The vibrant city of Kolkata, formerly known as Calcutta, boasts colonial-era architecture, including the iconic Victoria Memorial and Howrah Bridge.

India's spiritual heritage is deeply ingrained in its cultural fabric, making it a sought-after destination for those seeking enlightenment and tranquillity. Varanasi, located on the banks of the sacred River Ganges, is regarded as one of the oldest inhabited cities in the world and is considered the spiritual capital of India. Pilgrims flock to the Ghats (steps leading to the river) to perform rituals, witness the mesmerizing Ganga Aarti ceremony, and seek spiritual solace.

The Golden Temple in Amritsar, the holiest shrine of Sikhism, offers a sanctuary of peace and spiritual devotion. The city of Rishikesh, nestled in the foothills of the Himalayas, is renowned as the world's yoga capital and attracts seekers of spiritual enlightenment and yoga practitioners from all corners of the globe. The Bodhi Gaya in Bihar, where Gautama Buddha attained enlightenment, is a significant pilgrimage site for Buddhists.

Indian culture is a vibrant tapestry of customs, traditions, festivals, art forms, and cuisine. The country's calendar is filled with colourful celebrations, each offering a unique insight into the diverse cultural landscape. Diwali, the Festival of Lights, illuminates cities with dazzling displays, while Holi, the Festival of Colors, fills the air with joyous abandon as people engage in vibrant colour play. Navaratri, celebrated with traditional dances like Garba and Dandiya, showcases the rich folk traditions of Gujarat and Rajasthan.

Traditional dance forms like Bharatanatyam, Kathak, Odissi, and Manipuri, accompanied by classical music, captivate audiences with their grace, intricate footwork, and storytelling. Experiencing the performing arts, such as attending a classical dance performance or a Hindustani classical music concert, offers a deeper understanding of India's cultural heritage.

Culinary exploration is an essential part of the Indian tourism experience. The country's diverse regional cuisines offer an array of flavours, spices, and culinary traditions. Every region presents a tantalizing gastronomic journey from the street food delicacies of Mumbai and Kolkata to the rich Mughlai cuisine of Lucknow and the delectable seafood of Kerala.

India is renowned for its warm-hearted hospitality. The age-old tradition of "***Atithi Devo Bhava***"(Dixit, 2020) (Guest is God) is deeply ingrained in the culture. Travellers are welcomed with open arms, and the warmth and generosity of the Indian people leave a lasting impression. The country offers diverse accommodation options, from luxurious heritage hotels that transport guests to a bygone era to eco-resorts in nature's embrace.

For those seeking authentic cultural immersion, homestays in rural areas provide an opportunity to experience the local way of life, partake in traditional activities, and interact with the warm-hearted locals. This intimate engagement allows visitors to gain insights into the traditions, customs, and daily routines of the communities they visit.

India also offers many unique experiences that allow travellers to delve deeper into its rich tapestry. Ayurveda retreats in Kerala, as well as spa resorts, provide rejuvenation and holistic well-being through ancient healing practices. Wildlife safaris in national parks and sanctuaries, such as Ranthambore, Kanha, and Jim Corbett, offer thrilling encounters with diverse flora and fauna, including the majestic Bengal tiger and endangered species like the Indian rhinoceros and Asiatic lion.

Moreover, participating in cultural festivals and fairs, such as the Pushkar Camel Fair in Rajasthan or the Kumbh Mela, the world's largest gathering of people, provides a glimpse into India's vibrant traditions and spiritual hunger. Engaging in community-based tourism initiatives, such as volunteering in rural development projects or local craft workshops, fosters meaningful connections and contributes to sustainable tourism practices.

Indian tourism is an extraordinary journey through a land that embraces diversity, heritage, spirituality, and warm hospitality. From the breathtaking landscapes to the architectural wonders, from the spiritual destinations to the immersive cultural experiences, India captivates and transforms visitors with its profound richness. With its geographical variations, historical heritage, and vibrant traditions, India offers an unparalleled tapestry of experiences that leave an indelible mark on the hearts of travellers. Embarking on this journey is not only an exploration of the country's

treasures but also an exploration of oneself, as India's vastness and diversity inspire a deeper understanding and appreciation of the world we inhabit.

1.5. Bihar Tourism

Bihar has a rich cultural heritage, historical significance, and natural beauty. It is located in eastern India and holds a special place in the country's history. From ancient temples and ruins to vibrant festivals and serene landscapes, Bihar offers diverse tourist experiences.

Map 1.1: Travel Map of Bihar



(Source: mapsofindia.com)

The State also boasts a wealth of archaeological wonders, including the ruins of Nalanda University, one of the oldest universities in the world (S. N. Singh & Jha, 2017). The intricately designed ancient rock-cut caves of Barabar and Nagarjuna hills stand as a testament to the rich architectural heritage of Bihar (SIX, 2018).

For those interested in history and culture, Bihar is home to numerous forts and historical sites. The ancient city of Patna, the capital of Bihar, houses the famous Patna Museum, showcasing a vast collection of artefacts dating back to the Mauryan and Gupta periods. The city's imposing Golghar, Patna Sahib, and Gurudwara are other notable attractions, and Rajgir's historical sites offer insights into Bihar's past.

Nature enthusiasts can find solace in Bihar's serene landscapes. The majestic Kaimur and Rajgir hills offer breathtaking views and opportunities for trekking and hiking. The Valmiki National Park, situated on the banks of the River Gandak, provides a habitat for various wildlife species, including the Bengal tiger, Indian rhinoceros, and Gangetic dolphin.

Bihar's cultural fabric comes alive through its festivals and fairs. The Chhath Puja, dedicated to the Sun God, is one of the most significant festivals in the region. The Sonapur Mela, Asia's largest cattle fair, attracts visitors with its vibrant atmosphere and animal trading.

Table 1.1: Festival & Fair for Tourism Purposes

SI	Festival & Fair	Destination
	Chhat Puja	All Bihar
	Rajgir Mahotsav	Rajgir
	Pitrapaksha	Gaya
	Prakash Parv	Patna
	Sonapur Mela	Sonapur

(Source: <http://bstdc.bihar.gov.in>)

Bihar also offers a delectable culinary experience. From the world-famous Litti Chokha to mouth-watering sweets like Khaja, Tilkut and Anarsa, the State's cuisine is a treat for food lovers, with its rich history, spiritual significance, scenic beauty, and warm hospitality.

Bihar holds great significance for Sikhs due to its association with the Sikh faith and the presence of several important Sikh historical sites. Patna Sahib Gurudwara, also known as Takht Sri Harmandir Sahib, is one of the most revered Sikh pilgrimage sites in the world. It is in Patna, the capital city of Bihar, and is the birthplace of Guru Gobind Singh Ji, the tenth Sikh Guru. The house where he was born, Guru Ka Bagh, is a significant historical site in Patna. The Battle of Bhangani fought between the Guru and the Mughal forces, took place in the Bhangani village of Bihar. This battle marked an important chapter in Sikh military history and showcased the courage and bravery of the Sikh warriors.

Bihar holds great significance for the Jain community and is an essential destination for Jain pilgrimage. Pawapuri, located near Rajgir, is a sacred site for Jains. It is believed to be where Lord Mahavira, the 24th Tirthankara of Jainism, attained nirvana (liberation) in 527 BCE. The Jal Mandir, a temple surrounded by a serene lotus pond, marks where Lord Mahavira is said to have died. Kundalpur is another crucial Jain pilgrimage site in Bihar, associated with the 16th Tirthankara, Lord Shantinath. It is believed to be the birthplace of Lord Shantinath and is home to several ancient Jain temples. The main temple complex, Shri Digambar Jain Siddha Kshetra Kundalpur, attracts devotees who offer prayers and seek blessings. Patna, the capital of Bihar, is home to several Jain temples of religious significance. The Kamaldah Jain Temple, dedicated to Lord Mahavira, is one of the city's oldest and most revered Jain temples. The temple complex also includes other smaller temples dedicated to various Jain Tirthankaras. Jains visit these temples to worship, meditate, and participate in religious ceremonies. The Samosharan Temple in Rajgir is a renowned Jain pilgrimage site associated with Lord Mahavira. It is believed to be where Lord Mahavira delivered his last sermon before attaining nirvana. The temple attracts devotees who come to seek blessings and gain spiritual insights. Guniyaji Jain Temple Situated in Gaya, the Guniyaji Jain Temple is dedicated to Lord Shantinath, the 16th Tirthankara. Jains highly revere this temple, and it witnesses a significant influx of pilgrims during auspicious occasions and festivals.

Bihar holds great importance for Hindus due to its association with several significant Hindu pilgrimage sites and the State's deep-rooted religious traditions. Bihar is associated with various Hindu mythological events and characters. It is believed to be the birthplace of Lord Hanuman, the monkey god and ardent devotee of Lord Rama. The town of Sitamarhi is associated with the mythological character of Sita, the wife of Lord Rama, and is considered her birthplace. The Vishnupad Temple is an important Hindu pilgrimage site located in Gaya. It is believed to be where Lord Vishnu's footprints are imprinted on a rock.

Bihar's importance in the Sufi circuit lies in its rich Sufi heritage, the presence of revered Sufi saints, the spiritual significance of its shrines, and its promotion of interfaith harmony. The Sufi circuit in Bihar offers a spiritual journey and an opportunity to experience the teachings of Sufism, fostering a deeper understanding of

this mystical branch of Islam. Some notable Sufi shrines in Bihar include the Maner Sharif, known for the tomb of Hazrat Makhdum Shah Daulat, and the Khwaja Masjid in Patna, dedicated to Khwaja Moinuddin Chishti, Hazrat Makhdoom Yahya Maneri and Hazrat Ibrahim Qanduzi.

Bihar holds great significance in the Gandhi Circuit, a route that showcases places associated with the life and legacy of Mahatma Gandhi, the father of the Indian nation. Bihar is known for its association with the Champaran Satyagraha, a significant event in India's freedom struggle led by Mahatma Gandhi. In 1917, Gandhi initiated a movement to support the indigo farmers suffering from exploitative practices imposed by British indigo planters. The Satyagraha in Champaran marked a pivotal moment in Gandhi's activism and laid the foundation for his nonviolent resistance movement.

The Buddhist circuit in Bihar offers a profound spiritual journey, allowing visitors to retrace the footsteps of Buddha and immerse themselves in the teachings and philosophies of Buddhism. The sites in Bihar are historically significant and serve as centres for meditation, study, and spiritual growth. It is the birthplace of Lord Buddha, the founder of Buddhism, and home to several important Buddhist pilgrimage sites, including Bodh Gaya, where Buddha attained enlightenment and Rajgir, where he delivered many essential teachings. These sites hold immense spiritual significance for millions of Buddhists worldwide, attracting pilgrims seeking enlightenment and inner peace.

In Bihar, there are 45103 villages, with rich natural sites, pilgrimages, a world-level Yoga Centre, prehistoric sites, a rich cultural legacy, distinct cuisines, Meals and festivals of rich traditional arts and crafts.

Table1.2: Tourist Circuit in Bihar

SI	Circuit	Destination	Sites
1	Buddhist Circuit	Bodhgaya	Mahabodhi Temple, Sujata Garh and monasteries built by different countries
		Rajgir	World Peace Pagoda, Japanese Monastery, Venu Van
		Nalanda,	Ruins of Nalanda University
		Patna	Buddha Smriti Park, Kumharar
		Vaishali	Ananda Stupa, Kutagarasala Vihara Relic Stupa

2	Jain Circuit	Rajgir	Jain Temple, the twentieth Jain Tirthankara, Munisuvrata born here
		Pawapuri	Mahavira nirvana here
		Jamui	Jain Mandir Lachhuar
		Patna	Kamaldah Jain Temple
		Nalanda	Jain mandir, Kundalpur
		Gaya	Sri Digambar Jain Lal Mandir
3	Ramayan Circuit	Tar (Bhojpur)	Piro, the village, derives its name from Tarka
		Buxar	Ram Rekha Ghat, Ahirauli
		Gaya	Prethisala Hills
		Jamui	Giddheshwar Hill
		Jehanabad	Kako
		Madhepura	Singheshwar Asthan
		Madhubani	Phullahar
		Munger	Sita Kund
		Vaishali	Ramchura
		Sitamarhi	Maa Janaki (Sita) Janam Sthali Punaure Dham, Haleshwar Sthan Panth Pakar
		West Champaran	Valmiki Nagar, Chanki Grah
4	Sufi Circuit	Darbhangha	Ahilaya Asthan
		Sasaram	Shershah Suri Tomb
		Patna	Maner Sarif, Khankab Mujibia, Emadia (Mangal Talab), Dargah Sarif, Mithan
		Vaishali	Hajipur Karbala
		Siwan	Hasanpura
		Jehanabad	Bibi Kamal Sahiba
5	Gandhi Circuit	Biharsharif	Bari Dargah, Chhoti Dargah
		East Champaran	Motihari
		West Champaran	Hazarimal Dharmasala, Betiah, Bhitharwa Asharam, Brindaba, Srirampur, Koeldih Amolaba, Murli Bharwaha, Hardiya Kothi
		Patna	Gandhi Sangrahalaya, Sadaquat Ashram

6	Eco Circuit	Valmiki Nagar,	Valmiki Nagar Tiger Reserve
		Nawada	Kakolat waterfall
		Rajgir	Ghora Katora lake
			Bhimbandh
7	Sikh Circuit	Patna	Takht sri Patna Sahib/ Harmandar Sahib Gurdawara Guru ka Bagh Gurudwara Gai Gurudwara Handi Sahib
8	Shiv Shakti Circuit	Kaimur	Mundeshwari Dham
		Gaya	Baba Koteswarnath temple
		Lakhisarai	Dhap
		Bhagalpur	Ashok Ajgaibnath Temple
		Darbhanga	Shyama Mai Temple
		Madhepura	Singheshwar Asthan
		Gopalgang	Ami, Thawe
		Chhapra	Mahendranath Temple
		Patna	Shitla Mata Temple
		Saharasa	Chandi Asthan, Tara Temple, Matasyagandha
		Deoria	Siddeshwar Nath

(Source: <http://bstdc.bihar.gov.in>)

Table 1.3 Famous Tourist Sites in Bihar

SI	Category	Destination
1	Archaeological Sites	Ashoka Pillars, Lauriya Nandangarh, Balirajgad, Basarh, Bulandi Bagh, Rampura, Kumhrar, Kesaria Stupa, Bimbisar Jail, Maniyar Math, Agam Kuan, Balirajgar, Lal Pahari Lakhisarai, Chiran
2	Historical Sites	Cyclopean Wall of Rajgir, Mahabodhi Temple, Jal Mandir, Sasaram, Thawe Mandir, Deo Sun Temple, Brahmayoni Hill, Mandar Parvat, Kurkihar Hoard, Pretshila Hill, Ramshila Hill,
3	Fort	Someshwar Fort, Nalakra Palace, Rohtas Fort. Shergarh Fort, Jalalgarh Fort, Raj Mahal, Munger Fort, Darbhanga Fort, Deo Fort, Buxar Fort, Ajatshatru Fort, Anandbagh Palace, Nargona Palace
4	Inscription Sites	Vadathika Inscription, Gopika Inscription, Barabar Inscription

5	Ancient Cities	Nalanda,Vikramashila, KesariaRajgir,Vaishali
6	History Museums	Bihar Museum,Patna Museum, Patna,Rajendra Smriti Sangrahalaya,, Budha Samyak Darshan Museum and Memorial Stupa, Gandhi Sangrahalaya
7	Archaeology Museums	Archeological Museum, Archeological Museum, Vikramshila, Bodhgaya, Archeological Museum, Vaishali,
8	Craft museums	Maharajadhiraja Lakshmishwar Singh Museum,Chandradhari Museum, Jalan Museum
9	Science Museums	Darbhang Planetarium, Science Centre, Dr A.P.J Abdul Kalam Science City, Patna Planetarium, Srikrishna
10	Building	Golghar, Kargil Chowk,Sher Shah Suri Tomb Ashok International Convention Centre
11	Gate	Sabhyata Dwar
12	Forts	Someshwar Fort,Shergarh Fort,Jalalgarh Fort,Raj Mahal,Buxar Fort, Munger Fort,Anandbagh PalaceDarbhanga Fort,Deo Fort, Navratna Palace in Champanagar, Navlakha Palace,Nargona Palace, Rohtas Fort
13	Statue	Great Buddha (Bodh Gaya),Statue of Vasupujya
14	National park	Valmiki National Park
15	Sanctuary	Barela Bird Sanctuary, Nakti Dam Wildlife Sanctuary, Bhimbandh Wildlife Sanctuary, Kanwar Wildlife Sanctuary,Gautam Buddha Wildlife Sanctuary, Kaimur Wildlife Sanctuary, Nagi Dam Wildlife Sanctuary, Pant Wildlife Sanctuary, Udaypur Wildlife Sanctuary Vikramshila Wildlife Sanctuary, Valmiki Wildlife Sanctuary, Kusheshwar Asthan Wildlife Sanctuary
16	Safari	Rajgir Nature Safari
17	Botanical and Zoological Park	Sanjay Gandhi Jaivik Udyan, Mega Biodiversity Park in Araria district
18	Waterfalls	Dhua Kund Falls,Manjhar Kund WaterfallKakolat Waterfall, Karkat Waterfall, Madhuvdhandam Fall, Telhar Waterfall,North Tank Waterfall, Tutla Bhawani Waterfall, Kashish Waterfall
19	Springs (Hydrosphere)	Manjhar Kund,Sita Kund, Dhua Kund, Surya Kund,North Kund, Brahma Kund, Rishi Kund,Gautam Kund
20	Lakes	Anupam Lake,Kharagpur Lake,Matsyagandha Lake,Kanwar

		Lake,Ghora Katora,Gogabil Lake
21	Ponds	Mangal Talab, Pandu Pokhar
22	Dams and Reservoirs	Indrapuri Barrage
23	Hills	Barabar Hills, Ramshila Hills,Brahmayoni Hills,Brahmajuni Hills,Bateshwar Hills,Dungeshwari Hills,Gridhakuta Hills, Mundeshwari Hills,Gurpa Hills,Kavadol Hills/Kauvadol Hills,Kaimur Range,Mandar Hills,Nagarjuna Hills,Pretshila Hills,Pragbodhi Hills, Rajgir Hills,Ramshila Hills,Vaibhar Hills, ,Kaimur Range,
24	Caves	Barabar Caves,Bateshwar cave, Patalpuri Caves,Dungeshwari Cave, Indasala Caves,Mahakala caves,Pippala cave,Gopika Cave, Saptaparni Cave,Sattaparnaguha Cave,Son Bhandar Caves,Sitamarhi Cave,Vadathika Cave, Lomas Rishi Cave
25	Fair	Pitru Paksha, Gaya ,Cattle Fair, Sonapur
26	Cultural Events	Rajgir Mahotsav,Bodhisattava International Film Festival,Patliputra Natya Mahotsav,Patna Film Festival,Darbhangha Film Festival,Boudh Mahotsav, Patna Sahib Mahotsav
27	Traditional Festivals	Chhath, Sama Chakeva, Jivitputrika,Jur Sital

(Source: Author Compilation)

1.6. Buddhist Tourism

Buddhist tourism is a type of travel that focuses on visiting places of significance to Buddhism. These destinations are often associated with the life and teachings of Gautama Buddha, the founder of Buddhism, or other prominent Buddhist figures and historical events. Buddhist tourism offers opportunities for spiritual enrichment, cultural exploration, and personal reflection for Buddhists and non-Buddhists alike. Buddhists are the fourth largest religious group in the world, after Christianity, Islam, and Hinduism. A total of 487 million Buddhist religions are practised in the world, with 7.1% of the world population in different countries, making Buddhism the 4th largest religion in the world, mainly in Asia, like Japan, China, Thailand, Myanmar, Sri Lanka, Vietnam,Cambodia, South Korea, Malaysia and India.

World Buddhist Population by Region

	ESTIMATED 2010 BUDDHIST POPULATION	ESTIMATED 2010 TOTAL POPULATION	PERCENTAGE OF POPULATION THAT IS BUDDHIST
Asia-Pacific	481,290,000	4,054,990,000	11.9 %
North America	3,860,000	344,530,000	1.1
Europe	1,330,000	742,550,000	0.2
Middle East/North Africa	500,000	341,020,000	0.1
Latin America-Caribbean	410,000	590,080,000	< 0.1
Sub-Saharan Africa	150,000	822,720,000	< 0.1
World Total	487,540,000	6,895,890,000	7.1

Population estimates are rounded to the ten thousands. Percentages are calculated from unrounded numbers. Figures may not add exactly due to rounding.
Pew Research Center's Forum on Religion & Public Life • Global Religious Landscape, December 2012

Fig. 1.1 Buddhist Population Region Wise

Source:(Pew Research Centre, 2018)

Most of the Buddhist population residing in Asia-Pacific approximately 481290000 (11.9%) according to Fig 1.1. According to Fig 1.2, China has a larger Buddhist population (244130000) than other Buddhist countries; according to the percentage of the population of the country, Cambodia is in the first position (96.9%) to have a Buddhist population than Thailand (93.2%). India has only 0.8% of the Buddhist population of their total population, as shown in Fig 1.2.

	ESTIMATED 2010 BUDDHIST POPULATION	PERCENTAGE OF POPULATION THAT IS BUDDHIST	PERCENTAGE OF WORLD BUDDHIST POPULATION
China	244,130,000	18.2 %	50.1 %
Thailand	64,420,000	93.2	13.2
Japan	45,820,000	36.2	9.4
Burma (Myanmar)	38,410,000	80.1	7.9
Sri Lanka	14,450,000	69.3	3.0
Vietnam	14,380,000	16.4	2.9
Cambodia	13,690,000	96.9	2.8
South Korea	11,050,000	22.9	2.3
India	9,250,000	0.8	1.9
Malaysia	5,010,000	17.7	1.0
Subtotal for the 10 Countries	460,620,000	15.3	94.5
Subtotal for Rest of World	26,920,000	0.7	5.5
World Total	487,540,000	7.1	100.0

Fig. 1.2 Buddhist Population

Source:(Pew Research Centre, 2018)

Around the late Gupta and Pala eras, Buddhism's prominence in India declined, exacerbated by invasions from Central India. As a result, even while South and

Southeast Asia still hold a large portion of the "practised heritage," some areas of India still do. Blending Buddhism with Hinduism has produced a distinctive cultural and architectural landscape historically and at numerous pilgrimage sites.

Pilgrimage sites may be found all over the country, from Jammu & Kashmir and Himachal Pradesh to Tamil Nadu and from the western provinces of Gujarat and Maharashtra to the easternmost tip of Arunachal Pradesh. A significant USP of Buddha's life was traversing much of North India, and much of Buddhism's philosophy, art, and architecture later developed on Indian soil.

The critical locations in each Indian State are included in the table below. In addition to these vital locations, several more excavations and discoveries have shown how deeply ingrained Buddhism is throughout the nation. The most famous pilgrimage option is the Bihar-Uttar Pradesh circuit (with Lumbini in Nepal added).

Table 1.4: Major Buddhist Sites across Indian States

State	Key Sites
Andhra Pradesh	Bavikonda stupas, Ramatheertham, Amaravati, Bojjannakonda Sstupas, Bavikonda, Bojjannakonda, Thotlakonda, Nagarjunakonda, Pavurallakonda, Ramatheertham, Salihundam,
Arunachal Pradesh	Tawang Monastery
Bihar	Mahabodhi Temple Complex at Bodhi Gaya, Rajgir, Nalanda
Goa	Arambol (Harahara), Margao, Bandora (Mathagrama), Rivona (Rishivana) (Bandivataka), (Kundivataka), Kudne
Himachal Pradesh	Gandhola Monastery, Ki Monastery, Tabo Monastery, Dhankar Gompa, Namgyal Monastery, Gemur Monastery, Gozzangwa Monastery, Kibber, Kungri Monastery, Lhalung Monastery, Rewalsar; Shashur Monastery, Tangyud Monastery, Tayul Monastery, Kardang Monastery
Jammu and Kashmir	Dzongkhul Monastery, Alchi Monastery, Bardan Monastery, Basgo Monastery, Lingshed Monastery, Chemrey Monastery, Diskit Monastery, Hanle Monastery, Hemis Monastery, Hundur Monastery, KKursha Monastery, Lamayuru Monastery, Liker Monastery, Mashro Monastery, Matho Monastery, Mulbekh Monastery, orzok Monastery, Namgyal Tsemo Monastery, Phugtal Monastery, Phyang Monastery, Rangdum Monastery, Rizong Monastery, Sani Monastery, Takthok Monastery, Sankar Monastery, Shey Monastery, Spituk Monastery, Stok Monastery, Stongdey Monastery, Sumda Chun, Thikse Monastery, Zangla Monastery, Stakna Monastery

Karnataka	Namdroling Monastery
Madhya Pradesh	Sanchi, Deur Kothar, Dharmrajeshwar
Maharashtra	Ajanta Caves, Bedse Caves, Ghorawadi Caves, Bhaja Caves, Deekshabhoomi, Ellora Caves, Jogeshwari Caves, Kanheri Caves, Karla Caves, Pandavleni Caves, Mahakali Caves
Odisha	Dhauli, Ratnagiri, Lalitgiri, Marichi temple, Puspagiri Mahavihara, Ratnagiri, Udayagiri and Khandagiri Caves, Brahmani temple,
Sikkim	Rumtek Monastery, Dubdi Monastery, Pemayangtse Monastery, Enchey Monastery, Phodang Monastery, Ralang Monastery, Tashiding Monastery, Tsuklakhang Palace, Phensang Monastery,
Tamil Nadu	Chudamani Vihara
Uttar Pradesh	Chaukhandi Stupa, Sarnath, Varanasi, Dhamek Stupa, Jetavana, Sravasti, Kushinagar;
West Bengal	Bhutia Busty Monastery, Tharpa Choling Monastery, Ghum Monastery, Mag-Dhog Yolmowa Monastery, Zang Dhok Palri Phodang

Source:(ASSOCHAM, 2014)



Map 1.2: Buddhist Place in India

(Source: Mapsofindia.com)

1.6.1 History of Buddhism

Buddhism is an ancient religion and philosophy that originated in ancient India around the 6th century BCE. It was founded by Siddhartha Gautama, commonly known as the Buddha or the "Awakened One" (S. Das, 2022). Siddhartha Gautama was born into a noble family in Lumbini (Boeree, 1999), now part of present-day Nepal. According to Buddhist tradition, he lived a privileged and sheltered life. However, at 29, he encountered the "Four Sights" during his rare excursions outside the palace walls: an old man, a sick man, a dead man, and an ascetic monk (Gautama, 2003). These experiences profoundly affected him and led him to renounce his comfortable life in search of spiritual enlightenment and the end of suffering. For several years, Siddhartha Gautama pursued an ascetic lifestyle, practising various forms of severe self-mortification.



Fig: 1.3 Image of Buddha

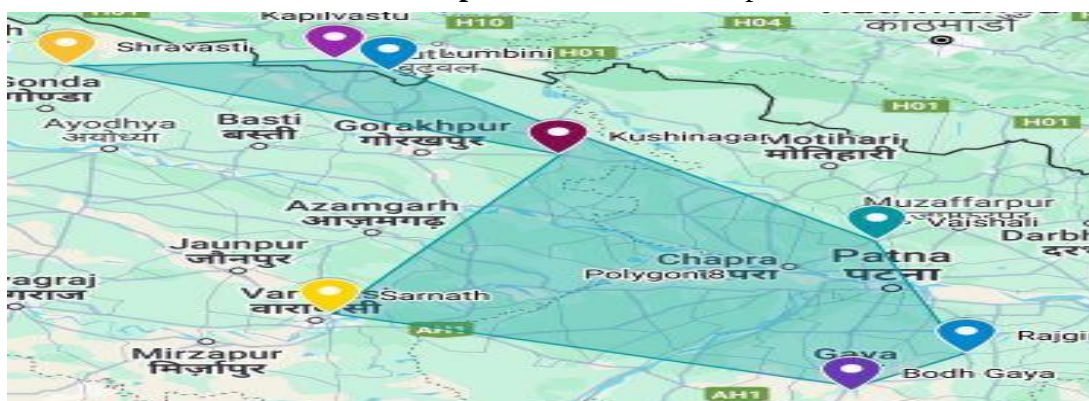
Source: (P. Srivastava, 2021)

However, he realized that extreme self-denial did not lead to spiritual awakening. He abandoned these practices and sat under a Bodhi tree in Bodh Gaya, India, vowing not to rise until enlightenment (Bhatta, 2021).

After intense meditation, Siddhartha Gautama experienced profound insights into the nature of reality, suffering, and the causes of suffering. He achieved enlightenment and became the Buddha, the fully awakened one. He spent the rest of

his life teaching and sharing his insights with others, gathering a community of followers.

Map.1.3: Buddha Footstep



(Source: Author Compilation)

Table 1.5: Major Sites of the Transnational Buddhist Circuit

Destination	Significance	Major Religious Sites
Lumbini	Birth of Sakyamuni Buddha	Mayadevi Temple*, Tilaurakot, Devdaha
Kapilvastu (Piprahwa)	Buddha's father's palace	Stupa and Museum where Buddha's ashes lie buried.
Rajgir	Monsoon Retreat for 12 years	Saptarni Caves, Vishwa Shanti Stupa.
Bodh Gaya	Enlightenment under the Bodhi tree	Mahabodhi Temple*, Pragbodhi Caves.
Sarnath	Turned the Wheel of Law	Deer Park, Stupa erected by Ashoka.
Shravasti	Favourite rainy retreat	Jetavana Monastery, Kacchi Kuthi, Pakki Kuthi.
Nalanda	Ancient Buddhist university	Remains of the Nalanda Vihar*.
Sankisa	Descended from heaven through ladder of gold	The shrine marks the descent.
Kesariya	Delivered the Kalama Sutta	Stupa commemorating Kalama Sutta
Kaushambi	Spent six and ninth years after enlightenment	
Vaishali	First halt after becoming an ascetic	Stupa and Ashoka pillar.
Kushinagara	Mahaparinirvana	Nirvana Stupa.

***UNESCO World Heritage Sites**

Source: (Bhonsale, 2019a)

The core teachings of Buddhism, known as the Dharma, revolve around the Four Noble Truths and the Noble Eightfold Path (Anderson, 2016). The Four Noble Truths state that suffering (dukkha) is an inherent part of existence, suffering is caused by craving and ignorance, suffering can be overcome by eliminating craving and ignorance, and the Noble Eightfold Path (Huxter, 2015) leads to the cessation of suffering.

The Noble Eightfold Path consists of the correct view, intention, speech, action, livelihood, effort, mindfulness, and concentration. It serves as a guide for ethical conduct, mental development, and the cultivation of wisdom.

There are four places, the sight of which should arouse a sense of urgency in the faithful. Here the Tathagata was born (Lumbini) (Giri, n.d.), here the Tathagata attained supreme enlightenment (Bodhi Gaya) (Cifuentes, 2013), here the Tathagata set in motion the Wheel of Dharma (Sarnath) (Bharati, 1963), here the Tathagata entered maha parinirvana (Kusinagar) (R. P. Singh & Rana, 2011).

After the Buddha's death, his disciples preserved and passed his teachings orally. Eventually, these teachings were compiled into various scriptures, the most important of which are the Tripitaka (Pali Canon) and the Mahayana sutras (Outerbridge, 1927).

Over time, Buddhism spread from India to other parts of Asia through trade routes and missionary activities. It underwent various transformations and developed different schools and traditions, each with its interpretations and practices. The major branches of Buddhism include Theravada, Mahayana, and Vajrayana (Outerbridge, 1927).

Theravada Buddhism, known as the "Way of the Elders," is prevalent in Sri Lanka, Thailand, Myanmar, Cambodia, and Laos. It emphasizes the original teachings of the Buddha and the individual's path to enlightenment.

Mahayana Buddhism, known as the "Great Vehicle," is practised in China, Japan, Korea, and Vietnam, among other countries. It places greater emphasis on compassion and the liberation of all beings. Mahayana Buddhism recognizes numerous enlightened beings called bodhisattvas and encourages the pursuit of enlightenment for the benefit of all.

Vajrayana Buddhism, known as Tibetan Buddhism, is primarily practised in Tibet and the Himalayan regions. It incorporates tantric practices and rituals to achieve enlightenment swiftly. Vajrayana Buddhism is characterized by its complex rituals, visualization techniques, and the recognition of the Dalai Lama as its spiritual leader.

Today, Buddhism continues to be a major world religion with millions of followers worldwide. It has profoundly influenced art, philosophy, culture, and meditation practices, and it remains a source of guidance and inspiration for people seeking inner peace and enlightenment.

1.6.2 Buddhist Tourism in Bihar

The most significant State in Buddhist tourism is Bihar, which is home to a wide variety of locations that trace the ascent of Lord Buddha to enlightenment and the subsequent founding of Buddhism. As a result, the State's tourist spots serve not only leisure travellers but also Buddhist researchers and practitioners. Tourists usually visit the main sites of the Buddhist Circuit (Sarnath, Bodhgaya, Kushinagar, and Kapilvastu – all located in India) and Lumbini (the birthplace of Lord Buddha, now in Nepal). Sarnath and Bodhgaya draw the most domestic tourists, while international tourists stay longer and cover the whole circuit. Except for Lumbini, which is in Nepal, the primary pilgrimage sites connected to the Buddha's life are all found in the northern Indian states of Uttar Pradesh and Bihar. This region was formerly known as the Puratthima (Eastern Tract) but is now known as the Buddhist Circuit (Hall, 2006).

Map 1.4: Buddhist Destination in Bihar



Source: (Buddhist library, 2024)

Table 1.6: Major Sites of the Buddhist Circuit in Bihar

Destination	Significance	Major Religious Sites
Rajgir	Monsoon Retreat for 12 years	Saptaparni Caves, Vishwa Shanti Stupa, Venu Van, Indasala Cave, Cyclopean Wall **
Bodh Gaya	Enlightenment under the Bodhi tree	Mahabodhi Temple*, Pragbodhi Caves.
Nalanda	Ancient Buddhist university	Remains of the Nalanda Vihar*.
Kesariya	Delivered the Kalama Sutta	Stupa commemorating Kalama Sutta
Vaishali	First halt after becoming an ascetic	Stupa and Ashoka pillar.
Champanagar	Critical discourses and sermons include Kandarakka Sutta and Sonadanda Sutta.	Gaggara's Lotus Lake
Hajipur	Delivered Cula Goplalaka Sutta	
Jethian	King Bimbisara, along with his wife, meets the Buddha.	Remains of a stupa constructed over Supatittha Cetiya.
Lauriya Nandangarh	Ashes of Lord Gautama Buddha	The site is famous for its 26-metre colossal stupa, which King Ashoka built.

Patna (Patliputra)	Third Buddhist Council organized by Ashoka	Buddha Smriti Park, Kumharar
Vikramsila University	Tantrik Buddhism under the rule of King Dharmapala during the 8 th century BC	Ruins of Vikramsila University
*UNESCO World Heritage Sites, ** Applied for UNESCO World Heritage Sites		

Source: (Author Compilation)

1.7 Significance of the Study

Tourism is a people-focused industry that has become a worldwide phenomenon. India is the birthplace of many religions and has numerous internationally renowned holy landmarks. As a result, it offers fantastic chances for religious tourism. Bihar has a promising future for religious tourism because there are so many sacred places. Therefore, religious tourism in Bihar has a bright future and enormous potential. However, despite the State's awareness of interest in religious tourism, it must be sufficiently promoted. For this newly developed kind of tourism to flourish and increase, more resources are required, and more safety and security measures must also be implemented. The tourist sector in Bihar is still in its infancy but has the potential to increase, making a significant socio-economic contribution to the State. Bihar is lucky for Buddhist tourism because most destinations are related to Buddha, including Bodhgaya (Where Buddha enlightenment was held), in Bihar. The study of Buddhist tourism in Bihar is significant for its historical, religious, cultural, academic, and socio-economic contributions. It helps preserve cultural heritage, promote religious understanding, generate tourism revenue, generate employment, and contribute to scholarly research and international relations.

1.7.1. Historical Significance: Bihar is an essential region for Buddhism as it is the enlightenment place of Lord Buddha and the site of many significant events in his life. It is home to some of the most important Buddhist pilgrimage sites, such as Bodh Gaya (where Buddha attained enlightenment), Nalanda (an ancient centre of Buddhist learning), Rajgir (associated with Buddha's teachings), and Vaishali (where Buddha

delivered his last sermon). Studying Buddhist tourism in Bihar can help us better understand these sites' historical and cultural significance.

1.7.2. **Religious Significance:** Buddhism is one of the major world religions, with millions of followers worldwide. Buddhist tourism in Bihar attracts pilgrims and tourists from various Buddhist communities, allowing them to connect with their faith, explore sacred sites, and engage in religious practices. Understanding the significance of these sites and their role in Buddhism helps promote interfaith dialogue, religious tolerance, and cultural exchange.

1.7.3. **Cultural Heritage and Tourism Industry:** Bihar's rich Buddhist heritage contributes to its cultural identity and provides a unique tourism opportunity. Studying Buddhist tourism helps preserve and promote this artistic heritage, ensuring sustainable development. It also helps generate employment and economic growth through the tourism industry, benefiting local communities and the region's overall economy.

1.7.4. **Academic Research and Knowledge:** Bihar's Buddhist sites are of great interest to scholars, historians, archaeologists, and researchers studying Buddhism, ancient Indian history, and Asian cultures. The study of Buddhist tourism in Bihar provides valuable insights into the evolution and spread of Buddhism, its influence on society and art, and the preservation and restoration of historical sites. This research contributes to the academic understanding of Buddhism and helps expand our knowledge of the ancient world.

1.7.5. **Tourism Promotion and International Relations:** By studying Buddhist tourism in Bihar, the government and tourism authorities can develop strategies to promote these sites to domestic and international tourists. This can enhance cultural exchange, attract foreign visitors, and foster international relations. It also encourages the preservation of these sites and ensures their sustainable development for future generations.

1.8 Gap of the Study

It has been noticed that most of the research papers written in the Buddhist tourism area have selected India as a universe (Agrawal et al., 2010a; Geary, 2018a;

Geary & Mukherjee, 2016; K. Gupta & Sharma, 2013; A. Kumar, 2019a; K. A. Shinde, 2022), but less attention has ever focused on Bihar, which has birthplace of Buddhism and 15th rank in Domestic Tourist Arrivals and 9th rank in Foreign Tourist Arrivals in the country. The growth of Buddhist tourism and its effects on the economy have been the subject of numerous studies at the national and international levels (Abdukhamidov et al., 2022; Asawachai, 2018; He & Wang, 2022; Obadia, 2020), but Bihar's economy has received relatively less attention. Additionally, the majority of the published information is either repetitive or descriptive. There have been several studies at the international and national level covering Buddhist tourism development and but not much attention has been paid to Buddhist tourism development and its importance in the region of Bihar. Several important aspects of Buddhist tourism development like foreign exchange earnings, employment generation, infrastructure development, local industries etc from the view point of those engaged in tourism sector from the Buddhist tourism developed areas, have not been examined or evaluated. Many of the studies based on secondary data, no input of primary data is taken. The researcher got some old thesis related to this topic. There has been a marked change in Bihar. This research study has focused on the Growth, Problems, Prospects and Strategy of Buddhist Tourism in the Region of Bihar.

1.9 Scope of the Study

The scope of the said study is broad enough as it involves all significant aspects of Buddhist tourism. The research study has covered the Buddhist destination in Bihar. Moreover, the entire study has focussed on the growth, importance, problems, prospects, and government strategy for developing Buddhist tourism.

1.10 Objective of the Study

The study primarily evaluates the problems, opportunities, and factors that attract Buddhist tourism to Bihar. The following objectives were considered during the study.

1. To analyze the growth of Buddhist tourism in Bihar.
2. To examine the importance of the tourism industry in the study area.

3. To study the socio-economic and demographic profile of Buddhist tourists.
4. To assess the problems of Buddhist tourism and its opportunities.
5. To identify the factors responsible for Buddhist tourism attractions.
6. To study various government policies towards the development of Buddhist tourism.

1.11 Hypothesis of the Study

For the subsequent research work, hypotheses are formulated to explore, evaluate, assess and measure the tourism potential of Buddhist heritage and its relationship with other attributes.

1. There is no significant relationship between the gender, age, religion, educational background, occupation, or income of the domestic tourists and their opinion regarding the problems faced at the Buddhist circuit destination in Bihar.
2. There is no relationship between the gender of domestic tourists and the opinion regarding problems of medical facilities faced by the Buddhist circuit destination in Bihar.
3. There is no relationship between the Income of domestic tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar.
4. There is no relationship between the gender of domestic tourists and the opinion of policy to be implemented by the government.
5. There is no significant relationship between the nationality, gender, age, religion, educational background, occupation, income of the foreign tourists and their opinion regarding the problems faced at the Buddhist circuit destination in Bihar.

6. There is no relationship between the nationality and gender of foreign tourists and the opinion regarding problems of medical facilities faced by the Buddhist circuit destination in Bihar.
7. There is no relationship between the Income of foreign tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar.
8. There is no relationship between nationality and opinion regarding problems with the services of the Indian Embassy.
9. There is no relationship between nationality and the opinion regarding the encashment of foreign exchange.
10. There is no relationship between nationality and opinion regarding problems with airport services.
11. There is no relationship between the nationality and gender of the foreign tourist and the opinion regarding the policy for developing the Buddhist circuit destination in Bihar.
12. There is no relationship between gender, Length of Residence of residents and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar.
13. There is no relationship between gender, age, educational background, marital status, living away from the nearest tourist place of residents, Length of Residence at the Destination of residents and the opinion regarding opportunities for Buddhist tourism for residents.
14. There is no relationship between gender, Length of Residence at the Destination of residents, and the opinion regarding the policy for residents at the Buddhist Circuit in Bihar.

1.12 Variable Used in this Study

1. Growth of Buddhist Tourism
2. Importance of the tourism industry
3. Socio-economic profile of Buddhist Tourist
4. Problems of Buddhist Tourism
5. Opportunities for residents
6. Factors of Buddhist tourism Attraction
7. Government policy for the development of Buddhist tourism

1.13 Study Area

The name 'BIHAR' is a corrupt form of 'VIHARA' (A. Kumari, 2021), meaning a Buddhist monastery. It is mentioned in the Vedas, Puranas, epics, etc., and is the main scene of Buddha and the 24th Jain Tirthankar's activities.

1.13.1. **Location:** Bihar covers a total area of 94,163 km² (36,357 sq mi), with an average elevation above sea level of 173 feet (53 m). Bihar borders Uttar Pradesh to its west, Nepal to the north, the northern part of West Bengal to the east, and Jharkhand to the south. The state latitudinal and longitudinal boundaries between latitudes 24°20'10"N and 27°31'15"N and longitudes 83°19'50"E and 88°17'40"E

1.13.2. **Population:** As per details from Census 2011, Bihar has a population of 10.41 Crores, an increase from 8.30 Crores in the 2001 census. As per the latest census data, the total population of Bihar is 104,099,452, of which males and females are 54,278,157 and 49,821,295, respectively. (Salam et al., 2013)

1.13.3. **Religion:** Hinduism is the majority religion in the State of Bihar, with 82.69 % followers. Islam is the second most popular religion in the State of Bihar, with approximately 16.87 % following it. In Bihar state, Christianity is followed by 0.12 %, Jainism by 0.02 %, Sikhism by 0.02 % and Buddhism by 0.02 %. Around 0.01 % stated 'Other Religion', and approximately 0.24 % said 'No Particular Religion'.

1.13.4. **Language:** Most languages spoken in Bihar, India's third most populous State, are members of the Indo-Aryan family's Bihari subgroup. The most common languages are Magahi in the centre around the state capital, Patna, Angika in the

southeast, Maithili in the north, and Bhojpuri in the west of the State. The Eighth Schedule of the Indian Constitution grants formal recognition to only Maithili among these languages. Hindi is the official language in Bihar, while Urdu is the second official language in 15 districts (65) (Benedikter, 2009).

1.13.5. **Climate:** There are three well-defined seasons:

Hot-weather season: From March to mid-June, May is the hottest month, with temperatures regularly exceeding 90 °F (32 °C), except in the extreme north.

Monsoon: rains from mid-June to October. The average annual rainfall varies from about 40 inches (1,000 mm) in the west-central part of the State to more than 60 inches (1,500 mm) in the extreme north. Nearly all the rain falls between June and October, with July and August being the wettest months.

Cold-weather season: from November to February. The cold weather season is the most pleasant part of the year.

1.13.6. **Transportation:** Bihar is one of the critical states in India and serves as a major transit centre that links northeastern regions with other parts of the country. This prime region enjoys wholesome transportation facilities, with a vast network of roadways, railways and airways providing perfect connectivity with significant parts of the country and the world.

Bihar has a full-fledged network of state roadways and national highways. The total length of national highways is 5940 km (Statista, 2023), and several state highways have a total length of 4006 km (Statista, 2022a). The East-West corridor runs through the Muzaffarpur, Darbhanga, and Purnia cities of Bihar. Bihar State Road Transport Corporation (BSRTC) and private transport players provide regular transport services in every nook and corner of the state.

Bihar has a good railway network, making it easily accessible throughout the country. Bihar is a landlocked state in eastern India, and the railways play a vital role in its transportation system. The State has 5,400 km of railway lines, of which 4,500 km are broad gauge. Bihar is also home to the East Central Railway (ECR), one of the 18 railway zones of India. The railways connect Bihar to all major cities in India and neighbouring countries like Nepal and Bangladesh. The State has several essential

railway junctions, including Patna Junction, Muzaffarpur Junction, and Gaya Junction.

Apart from that, it also has a few operational airports that serve citizens and tourists in the state. Currently, there are three operational airports in Patna, Gaya, and Purnea. A civil airport is also present at Muzaffarpur. Lok Nayak Jayaprakash Airport (IATA: PAT, ICAO: VEPT), also known as Patna Airport, is located 5 km southwest of Patna, the capital of Bihar. This airport is controlled by the Airports Authority of India and is categorized as a restricted International Airport by AAI. Well, it has custom facilities for receiving international chartered flights. Gaya Airport (IATA: GAY, ICAO: VEGY) is the second busiest airport after Patna in the State of Bihar. Gaya Airport is an international airport located just 5 km from the temple city of Bodhgaya. It is also known as Bodhgaya Airport. The Airports Authority of India (AAI) is the body that controls the overall functioning of Gaya Airport. It is a public airport serving Bihar state in India, providing good air connectivity with Singapore, Colombo, Bangkok, Paro and many others. The leading national and international airlines which operate through this airport are Air India (New Delhi, Kolkata, Varanasi, Yangon), Buddha Air (Kathmandu), Indian (New Delhi, Kolkata, Varanasi), Druk Air (Paro, Kathmandu), Myanmar Airways International (Mandalay, Yangon), Golden Myanmar Airlines (Charter: Yangon), Mihin Lanka (Seasonal: Colombo, Hambantota), Thai Airways International (Seasonal: Bangkok-Suvarnabhumi, Varanasi). Purnea Airport (ICAO: VEPU) is another airport in the Indian State of Bihar. It is situated near Purnia and is a military airport. Indian Air Force is the leading authority of this airport. Generally, this airport comes in a restricted category. Spirit Air Private Limited has started non-scheduled flight services on Patna-Purnea and Purnea-Calcutta routes with a Bangalore-based company, Door to Door Services Limited (DTDS). These flights from Purnea airport are available to Kolkata and Patna twice a week.

Inland waterways have also been a great way of transporting goods from ancient times. River Ganga had played a significant role, serving as the principal river highway across the vast area of the north Indo-Gangetic Plain. It had been an essential mode of transportation for the overseas trade of goods from Patna (former Patliputra) and Bhagalpur (former Chamba) to Southeast Asia and Sri Lanka. Recently, the

Inland Waterways Authority of India declared the Ganges a national inland waterway between Allahabad and Haldia and has also taken steps to restore its navigability.

Bihar also scores in terms of the availability of local transportation mediums. Various regional transportation modes, such as state buses, private buses, auto-rickshaws, cycle-rickshaws, tempos, etc, are available for the convenience of the people. All these modes of local transportation are prevalent and can be easily found in every part of the state. Most of the population uses local transport services to commute in the cities and rural areas of the state. Buses are the primary option for travelling in the state, and autos and tempos play a significant role in approaching and covering every nook and corner of the entire region. Overall, local transport services are satisfactory and help with convenient commuting in this state.

1.13.7 Economy: The majority of the population of Bihar is employed in agriculture, which also significantly boosts the State's gross domestic product (GDP). The State is suited for various agricultural enterprises due to its fertile soil, vast river network, and favourable climate. Bihar's economy is mainly driven by agriculture, which also employs a sizable section of the population. The State is renowned for its lush territory, which supports various crops, including fruits, grains, pulses, wheat, maize, sugarcane, and sugar. Nearly 80% of the State's workforce is employed in agriculture (Hoda et al., 2021), higher than the 58% national average. Bihar is the fourth-largest producer of vegetables and the eighth-largest producer of fruits in India.

With a growth rate below the national average, Bihar's industrial sector could be in a better condition. Compared to the national average of 20.1%, Bihar's industrial sector accounts for just 3.2% of the State's net domestic product in income. Food processing, IT & electronics, and textiles & leather are the State's three highest-priority industries. Some rapidly expanding sectors in the State that bring investment prospects in Bihar are food processing, dairy, sugar, manufacturing and healthcare.

CHAPTER 2: IMPORTANCE AND GROWTH OF TOURISM IN BIHAR

CHAPTER 2

IMPORTANCE AND GROWTH OF TOURISM IN BIHAR

2.1 Importance of the Tourism Industry in the Study Area

The success of many economies throughout the world depends on tourism. Tourism has several advantages for host locations. A country's infrastructure is developed, its revenue is increased, and a sense of cultural interaction between locals and visitors through tourism. The importance of tourism in any area depends on several factors discussed below.

2.1.2 Physical Setting of Bihar

Between latitudes 24°20'10" and 27°31'15"N and longitudes 83°19'50" and 88°17'40"E lies the eastern Indian state of Bihar. It is a subtropical state in the temperate zone that is fully landlocked. Bihar is transitional in climate, economy, and culture because it is between the humid West Bengal in the east and the slightly less humid Uttar Pradesh in the west. It is bordered by Jharkhand in the south and Nepal in the north. The Ganges River runs down the centre of the Bihar Plain, dividing it into two unequal parts (North Bihar and South Bihar). The average elevation of the land in Bihar is 173 feet above sea level. The total area of Bihar is 94163 km², the 12th state in India, 7288 km² (7.76%) forest area in Bihar (Table 2.1).

Table 2.1: Physical Setting of Bihar

Category	Description
Region	Indo-Gangetic Plain, East India
Coordinates	Latitudes 24°20'10" ~ 27°31'15"N Longitudes 83°19'50" ~ 88°17'40"E
Area	94163 km ² (36357 sq mi) Urban = 1095.49 km ² Rural = 92257.51 km ²
Coastline	0 km
Forest Area	7288 km ² (7.76%)

Highest Point	Someshwar Fort, 880 m (2887 ft)
Height above Sea level	173 ft
Longest River	Ganges
Borders	North Side- Nepal South-East Side- West Bengal West Side- Uttar Pradesh South Side- Jharkhand
Climate	A Subtropical temperature zone with humid subtropical Seasons-Winter Summer (Pre-monsoon) Rains (Monsoon) Autumn (Post monsoon)
Natural Resources	Steatite, Pyrites, Quartzite, crude mina Limetone
Natural Hazards	Floods

Source: (Government of Bihar, 2023)

2.1.3 Demographic profile of Bihar

According to the 2011 Census, Bihar had a total population of 103804637, making it India's third most populated state, with 1,102 people per square km, and India's third most densely populated state. The sex ratio was 916 females to 1000 males. The literacy rate was 63.82, the male literacy rate was 73.39, and the female literacy rate was 53.33. The employment ratio in Bihar is estimated to be around 36%, lower than the national average of 40% (Table 2.2).

Table 2.2: Demographic Profile

Category	Description
Population	Total = 103804637 Male = 54185347 Female = 49619290
Population	Urban Rural
Population Growth 2001-2011	25.07%

Population Density	1102
Sex Ratio	916
Literacy	Rate (%) Total = 63.82 Male = 73.39 Female = 53.33
Employment Rate	36%

Source: (Census of India, 2011)

2.1.4 Political Setting of Bihar

Bihar was previously a part of India's Bengal Presidency during the British Raj. After separating from the Bengal Presidency in 1912, a new province called Bihar and Orissa was created, with Patna as its capital. A section of Bihar was reorganized in 1935 into a separate province of Orissa, which later separated into a separate state in 1936. The northern portion of then-Bihar was kept as the current state of Bihar, with Patna as its capital, till the southern portion was divided off to create the new state of Jharkhand in 2000. The state has two chambers of legislature: the Bihar Legislative Council (Vidhan Parishad), which has 75 members, and the Bihar Legislative Assembly (Vidhan Sabha), which has 243 members. The lower chamber of Parliament, the Lok Sabha, has 40 seats allocated to Bihar. The Governor, who the Indian President chooses, is the state's chief executive, much like in all other Indian states. A group of ministers with independent authority lead the Chief Minister. Most executive powers are delegated to the head of state's Chief Minister. Bihar is divided into districts (Zila), sub-divisions (Anumandal), circles (Aanchal), and divisions (Pramandal), nine divisions, 38 districts, 101 subdivisions, 534 circles, 17 municipal corporations, 84 Nagar Parishads, and 151 Nagar Panchayats

Map 2.1: Political Map of Bihar



Source: (Bihar State Profile, Government of Bihar, 2023)

Table 2.3: Division & Headquarters

Division	Headquarters	Districts
Patna	Patna	Bhojpur, Buxar, Kaimur, Patna, Rohtas, Nalanda
Saran	Chapra	Saran, Siwan, Gopalganj
Tirhut	Muzaffarpur	East Champaran, Muzaffarpur, Sheohar, Sitamarhi, vaishali, West Champaran
Darbhang	Darbhang	Darbhang, Madhubani, <u>Samastipur</u>
Kosi	Saharsa	Madhepura, Saharsa, Supaul
Purnia	Purnia	Araria, Katihar, Kishanganj, Purnia
Bhagalpur	Bhagalpur	Banka, Bhagalpur
Munger	Munger	Begusarai, Jamui, Khagaria, Munger, Lakhisarai, Sheikhpura
Magadh	Gaya	Arwal, Aurangabad, Gaya, Jehanabad, Nawada

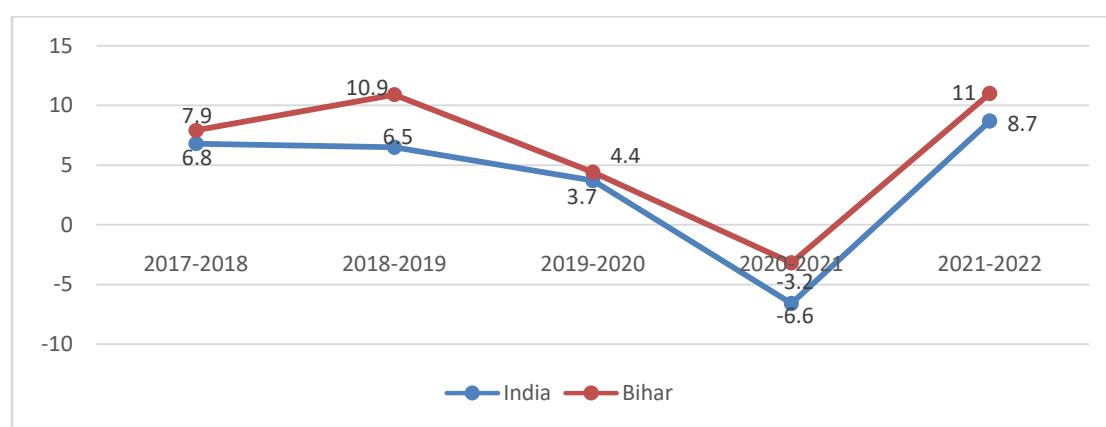
Source: (Bihar State Profile, Government of Bihar, 2023)

2.1.5 Economic Status

Out of the top ten states, Bihar ranks third in recovering its economy following the COVID-19 epidemic, which had such a severe influence on the world economy that people still find it challenging to deal with its aftermath. Bihar's GSDP at

constant prices (2011–12) accounted for Rs4.28 lakh crore in 2021–22 for Indian states, as prepared by the National Statistical Office (NSO) and released by the Ministry of Statistics and Programme Implementation, represents a 10.98% increase over the previous year's -3.2% when the COVID–induced lockdown slowed down economic activities. Andhra Pradesh led the way with 11.43%, followed by Rajasthan with 11.04%. In 2021–2022, the Indian economy grew by 8.68%. The fact that Bihar's per capita income (PCI) is only Rs 54,383, five times lower than Karnataka's (Rs 3,05,458) and significantly lower than the national PCI of Rs 1,50,007, makes the state's economic recovery more noteworthy.

Graph 2.1: Growth Rates of GDP/GSDP (at Constant Prices) of India and Bihar



Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

Hotel and restaurant were the leading growth sub-sector (grew by 132%), followed by air transport (grew by 54%) under the service sector. The state registered 11.9% and 11.5% growth in crop and fishing subsectors, respectively. However, the secondary industry recorded a moderate increase of 3.8% during 2021-22. The percentage share of hotels and restaurants was 0.9%, followed by air transport at 0.1% in 2021-2022.

Sl. No.	Sector	2017-18	2018-19	2019-20	2020-21	2021-22	CAGR (last 5 years)
1.	Agriculture, forestry and fishing	7.9	-1.0	1.1	8.4	9.6	4.4
1.1	Crops	7.6	-5.9	-5.7	8.1	11.9	1.6
1.2	Livestock	8.2	7.6	11.4	10.6	6.9	9.5
1.3	Forestry and logging	2.2	2.5	4.8	3.2	3.5	3.6
1.4	Fishing and aquaculture	15.5	2.4	6.5	6.6	11.5	6.7
2.	Mining and quarrying	-74.9	144.5	275.5	-81.4	7.5	9.0
	Primary	6.3	-0.3	4.1	4.8	9.6	4.5
3.	Manufacturing	4.8	-1.3	2.8	-6.0	1.2	-1.1
4.	EGWUS	19.1	53.9	7.0	8.0	3.0	14.5
5.	Construction	6.2	9.2	1.0	-7.0	6.3	1.1
	Secondary	6.4	7.7	2.4	-4.9	3.8	1.4
6.	Trade, repair, hotels & restaurants	11.9	8.3	4.2	-15.7	21.4	1.6
6.1	Trade & repair services	11.9	8.2	4.2	-13.1	18.3	2.0
6.2	Hotels & restaurants	10.8	11.3	3.5	-59.1	132.3	-6.6
7.	TSC&S	7.5	12.2	7.5	-13.4	20.4	4.0
7.1	Railways	4.1	14.2	6.6	3.1	3.1	6.3
7.2	Road transport	14.5	13.5	9.2	-23.4	31.8	2.7
7.3	Water transport	-18.8	64.2	-1.8	-12.8	5.0	6.4
7.4	Air transport	24.5	-37.4	95.7	-27.1	54.4	10.5
7.5	Services incidental to transport	13.2	12.0	10.2	-27.4	33.5	1.4
7.6	Storage	36.6	133.9	2.6	-3.9	14.6	21.3
7.7	C&SRB	-4.4	8.1	3.1	4.6	7.3	5.4
8.	Financial services	16.0	36.5	4.0	9.3	9.3	12.6
9.	REID&PS	4.9	6.3	1.1	-1.8	3.9	1.8
10.	Public administration	8.5	15.4	7.5	10.1	5.0	9.3
11.	Other services	18.1	21.8	4.4	-5.0	10.4	5.8
	Tertiary	11.1	13.9	4.5	-6.7	13.3	4.5
12.	Total GSVA	9.1	9.6	4.0	-4.1	10.6	3.9
13.	Gross State Domestic Product	7.9	10.9	4.4	-3.2	11.0	4.6

Fig 2.1: Sectoral Growth Rate of GSDP AT Constant (2011-2012) Prices

Source:(Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

(EGWUS- Electricity, Gas, Water Supply & other utility

TSC&S- Transport, Storage, Communication & services related to Broadcasting

C&SRB- Communicating and services related to Broadcasting

REID&PS- Real estate, ownership of Dwelling & Professional Services)

Sl. No.	Sector	2017-18	2018-19	2019-20	2020-21	2021-22
1.	Agriculture, forestry and fishing	21.5	19.4	18.8	21.3	21.1
1.1	Crops	12.5	10.7	9.7	10.9	11.1
1.2	Livestock	5.7	5.6	6.0	6.9	6.6
1.3	Forestry and logging	1.7	1.6	1.6	1.7	1.6
1.4	Fishing and aquaculture	1.7	1.5	1.6	1.8	1.8
2.	Mining and quarrying	0.1	0.2	0.8	0.2	0.1
	Primary	21.6	19.6	19.6	21.4	21.2
3.	Manufacturing	9.1	8.2	8.1	8.0	7.3
4.	EGWUS	1.5	2.1	2.2	2.4	2.3
5.	Construction	9.5	9.4	9.2	8.9	8.5
	Secondary	20.1	19.8	19.5	19.3	18.1
6.	Trade, repair, hotels and restaurants	18.2	18.0	18.0	15.8	17.4
6.1	Trade & repair services	17.2	17.0	17.0	15.4	16.5
6.2	Hotels & restaurants	1.0	1.0	1.0	0.4	0.9
7.	TSC&S	9.7	9.9	10.2	9.2	10.0
7.1	Railways	1.1	1.2	1.2	1.3	1.2
7.2	Road transport	5.3	5.4	5.7	4.6	5.4
7.3	Water transport	0.0	0.0	0.0	0.0	0.0
7.4	Air transport	0.1	0.0	0.1	0.0	0.1
7.5	Services incidental to transport	0.6	0.6	0.6	0.5	0.6
7.6	Storage	0.0	0.1	0.1	0.1	0.1
7.7	C&SRB	2.6	2.6	2.6	2.8	2.7
8.	Financial services	4.0	5.0	5.0	5.7	5.6
9.	REID&PS	9.7	9.4	9.2	9.4	8.8
10.	Public administration	4.6	4.8	5.0	5.7	5.4
11.	Other services	12.2	13.5	13.6	13.4	13.4
	Tertiary	58.3	60.6	60.9	59.3	60.7
12.	Total GSVA	100.0	100.0	100.0	100.0	100.0

Fig 2.2: Sectoral Composition of GSVA at Constant (2011-2012) Prices

Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

Table 2.4 shows the state's revenue and gross fiscal deficit. The state revenue increased significantly. The state government used the increased revenue receipt to support an increased level of expenditure in such a way that resulted in a reduction in

both the revenue deficit and the fiscal deficit. As in the past, spending on revenue and capital accounts has increased. The table shows a gross budgetary deficit in 2017-18 of 3.1, 2020-2021 of 4.8%, 2021-2022 of 3.8% and a decrease by 2022-2023 of 3.5%.

Table 2.4: Gross Fiscal Deficit of State as Percentage of GSDP

Rs Crore						
Item	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023 BE
Total Receipt Revenue Account	117447	131793	124233	128168	158797	196705
Gross Fiscal Deficit	3.1	2.6	2.4	4.8	3.8	3.5

Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)BE – Budgeted Estimate

2.1.6 Tourism Status

The tourism sector in Bihar has been growing steadily in recent years. In 2022, the state received a record 25.33 million domestic tourists, a growth of 10.2% over 2021. Notably, in 2020 and 2021, the COVID-19 pandemic severely negatively influenced the worldwide tourism industry, leading to a sharp fall in international Travel and tourism-related economic activity. In 2019, the total number of tourists who visited Bihar was above 35 million. However, the COVID-19 pandemic significantly affected the tourism sector, with an 83.41% decline in international visitors and 71.82% in 2020. This year, international visitor arrivals could reach 80% to 95% of pre-pandemic levels.

Table 2.5: Total Number of Tourists Visited Bihar from 2001 To 2021

Year	Domestic Tourists	Foreign Tourists	Total Number of Tourists
2001	6061168	85673	6146841
2002	6860207	112873	6973080
2003	6044710	60820	6105530
2004	8097456	38118	8135574
2005	6880685	63321	6944006
2006	10670268	94446	10764714
2007	10352887	177362	10530249
2008	11889611	345572	12235183

2009	15784679	423042	16207721
2010	16042725	540686	16583411
2011	18397490	972487	19369977
2012	21447099	1096933	22544032
2013	21588306	765835	22354141
2014	22544377	829508	23373885
2015	28029118	923737	28952855
2016	28516127	1010531	29526658
2017	32414063	1082705	33496768
2018	33621613	1087971	34709584
2019	33990038	1093141	35083179
2020	5638024	308080	5946104
2021	2501193	1046	2502239
2022	25330400	86800	25417200

Source: (bhiartourism.gov.in/data.html, India Tourism Statistics 2020, MOT,India)

Table 2.6: Rank of Bihar (Tourist Visited)

Year	Rank	
	DTV	FTV
2003	11	13
2004	10	11
2005	9	13
2006	11	16
2007	11	13
2008	11	11
2009	12	8
2010	11	8
2011	11	7
2012	11	7
2013	11	8
2014	15	8
2015	13	8
2016	12	8
2017	14	7
2018	14	9
2019	15	9
2020	14	9
2021	21	25

(Source: India Tourism Statistics)

2.1.7 Impact of Tourism

Tourism is one of the primary sources of income for the locals. Tourists bring money and spend a variety of goods and services. Tourism generates employment, earns foreign exchange, new technology and improves the standard of life. According to WTTC 2018, tourism contributes 9.2% of India's GDP or 16.91 lakh crore, generating 8.1% of total employment and 42.673 million jobs. In the context of Bihar, the total share of tourism is 11.99% of Bihar's SGDP and the 11th largest wage earner in revenue, with \$3.13 billion in 2017. Buddhist tourism plays a vital role in the Indian and Bihar tourism industries. Local people's employment opportunities increased, and more people engaged in hotels, restaurants, shops, travel agencies, transportation and other tourist facilities. One significant change in the tourism area is that the price of land becomes very high. The government invests in infrastructure projects like roads, park amenities, railways and other places. The economic impact of tourism on local communities can be easily schematically represented as follows:

This development and tourism management approach has considerable economic benefits for poor rural communities.

2.1.7.1 Employment Generation

Tourism is a significant generator of employment, both directly and indirectly. Direct tourism employment includes hotels, restaurants, transportation, tour operators, and travel agencies. Indirect employment in tourism includes jobs in industries that support the tourism industry, such as agriculture, manufacturing, and construction. According to WTTC 2018, tourism contributed 9.2% of India's GDP, or 16.91 lakh crore, generating 8.1% of total employment, or 42.673 million jobs.

Table 2.7: Demand Supply Gap

SI	Segments	2018	2022	2025
A	Total Employment	808555	9544738	11571017
B	Additional Annual Manpower Requirement (Current year employment minus previous year employment) * Projected Annual	2339555	545566	762245

	attrition			
C	Projected Annual Attrition	256898	332921	426742
D	Annual Demand for Manpower (B+C)	2596453	878487	1188987
E	Annual Trainers Required (36 Students are trained by one teacher/trainer from sample size)	72124	24402	33027
F	Total Annual Demand	2668577	902890	1222015
G	Total Supply (including attrition)	65879	84128	127941
H	Demand Supply Gap (F-G)	2602698	818762	1094074

Source:(India Tourism Statistics 2020)

The state government develop Wayside Amenities (WSA) for the comfortable itineraries of tourists to provide formal and informal employment to more than 3200 people in the state. The state government has provided training to 3200 people at Rs.15000 per trainee. A sum of the Rs. 10 crores are to be spent on this programme in 2022-2023.

2.1.7.2 Infrastructure Development

Here is a list of significant work undertaken by the government of India and Bihar to facilitate tourism in Bihar.

Table 2.8: Major Project Sanction through Different Schemes

SI	Sanction By	Scheme	Details	Year	AMT Sanction (Crore)

1.	JBIC Japan Bank of International Corporation		(Buddhist Circuit) Infrastructure development of Buddhist circuit including 481.20 km roads, landscaping and flood protection measures at Bodhgaya, developing basic facilities like drinking water, electricity and sewerage system, toilet facilities, reception centre and landscape development at Nalanda, Vaishali, Rajgir, Kesariya, Areraj and Mangalgarh, development of Barabar caves, construction of control tower, technical block, fire station, extension runway and power line in Bodhgaya airport.		5600
2.	MOT India	Swadesh Darshan	(Trithankar Circuit) Development of Vaishali- Arrah-Masad-Patna- Rajgir- Pawapuri-Champapuri	2016- 2017	52.39
3.	MOT India	Swadesh Darshan	(Spiritual Circuit) Integrated development of Knwariya Route: Sultangang Mokama Banka	2016- 2017	52.35
4.	MOT India	Swadesh Darshan	(Buddhist Circuit) Construction of convention centre at Bodhgaya	2016- 2017	98.73

5.	MOT India	Swadesh Darshan	(Rural Circuit) Development of Gandhi Circuit: Bitiharwa - Chandrahia - Turkaulia	2017-2018	44.65
6.	MOT India	Swadesh Darshan	(Spiritual Circuit) Development of Mandar Hill & Ang Pradesh	2017-2018	47.52
7.	MOT India	PRASAD	Development of basic facilities at Vishnupad Temple Gaya, Bihar	2014-2015	4.27
8.	MOT India	PRASAD	Development at Patna Sahib	2015-2016	41.54
9.	MOT India	Dekho Apna Desh scheme	The Buddhist Circuit Train FAM Tour. The itinerary includes stops in Gaya and Bodhgaya, Rajgir and Nalanda in Bihar, and Sarnath and Varanasi in Uttar Pradesh;	2020	
10.	Ministry of Road Transport and Highways, India	to connect the Buddhist pilgrimage sites	Ministry of Road Transport and Highways for building of highways in several locations, including Vaishali, Patna, Bodh Gaya, Rajgir, Nalanda, Kahalgaon, and Vikramshila		
11.	Overseas Economic Common Fund	Development of the Buddhist Circuit	The Nalanda-Rajgir tourist circuits in Bihar and the Nagarjunakonda-Amaravati circuits in Andhra Pradesh will be developed.		149
12.	IFC, Central Government	Investing in the Buddhist	IFC, a department of the World Bank, contributes 180		4.27

	and Bihar government	Circuit	lakhs; the central government contributes 225 lakh, and the government of Bihar give 22.50 lakh for the development of the Buddhist circuit		
13.	Bihar Government		Cultural Centre in Bodhgaya	2021	145.14
14.			760-metre-long cabin ropeway, which has been installed at Mandar Hill in the Banka district		9.18
15.			Rajgir aerial ropeway		8.5
16.			Koteswar Dham in Gaya District and Amawaman, located in Manjhauli		71.98
17.			Prakash Punj in Patna Sahib		13.66
18.			ropeway at Rohtasgarh in Rohtas	2016-2017	12.65
19.			ropeway at Mundeshwari Hills in Kaimur	2016-2017	7.35
20.			ropeways at Brahmayoni Hills	2016-2017	4.24
21.			ropeways at Dungeshwari Hills	2016-2017	8.43
22.			ropeways at Pretshila Hills	2016-2017	10.49
23.			Ropeway at Barabar Hills in Jehanabad district.	2016-2017	23.92
24.			The Convention Centre at Valmiki Tiger Reserve has a	2022	120.21

			capacity of 500 seats and a guest house with 102 rooms		
25.			Light and sound show in Vaishali		04
26.			Hall in Takht Shri Patna Sahib		165
27.			Light and sound show in Takht Shri Patna Sahib		13

Source: (India Tourism Statistics 2020)

Division	District/block	Eco-tourism work
Patna Park Division	Patna/Patna	Rajdhani Vatika and 101 parks of various sizes have been upgraded and maintained
Rohtas Forest Division	Rohtas/ Rohtas	Road Repair work completed from Badalgarh to Guptadham (2021-22)
Kaimur Forest Division	Kaimur/ Chainpur	Construction of Kalyanipur-Karkatgarh forest road (2021-22)
DFO Division 2, Bettiah	West Champaran/ Bagha-2	The purchase of jungle camp, one vehicle in Valmiki Nagar Forest Range and one Motor Boat (2019-20)
Rohtas Forest Division	Rohtas/Chenari	Construction of approach road in Kaimur Wildlife Sanctuary from Badalgarh to Shergarh Fort (2019-20)
Kaimur Forest Division	Kaimur/ Chainpur	Construction of Eco-Park near Karkatgarh Water fall (2019-20)
Kaimur Forest Division	Kaimur/ Bhabhua	Construction of Tilhar Kund (2019-20)
Munger Forest Division	Munger/ Kharagpur	The eco-tourism facility has been developed under Bhimbandh Wildlife Sanctuary by developing Kharagpur Jheel for eco-tourism (2019-20)
Nalanda Forest Division	Nalanda/ Rajgir	As part of Jain circuit, construction of parking area near Swarnbhandar, as Maniyar Math have been completed (2019-20)
Nalanda Forest Division	Nalanda/ Rajgir	Work done to develop Murrarn Hill path (2019-20)
Nalanda Forest Division	Nalanda/ Rajgir	The beautification and development of Vishwashanti Stupa (2019-20)
Nalanda Forest Division	Nalanda/ Rajgir	Development of ropeway at Rajgir (2019-20)
Nalanda Forest Division	Nalanda/ Rajgir	Work completed of Nature Safari, glass bridge, adventure park, as special attractions for the tourists visiting Rajgir (2019-20)
Rajgir Forest Division	Nalanda/ Rajgir	Construction of Rajgir Zoo Safari is an important site of eco-tourism (2017-18 to 2020-21)
Araria Forest Division	Araria/ Araria	Kusiargaon Bio-diversity Park, Araria was constructed (including boundary wall pathway, conference hall, residential rooms) (2015-16 to 2019-20)
Jamui Forest Division	Jamui/ Chakai	Mahavir Vatika, Madhopur Bio-diversity Park in 110 acre area has been established to host medicinal plants, exotic plant species, etc. (2016-17 to 2020-21)

Fig 2.3: Development works for facilitating eco-tourism in Bihar

Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

Table 2.9: Proposed Work (proposal sent to central government)

Si no	Details	Amount
1	Development work at Ramayana Circuit in Bihar	67.34
2	Development work at Buddhist Circuit in Bihar	101.41
3	Development work at Sufi Circuit in Bihar	97.12
4	Development of tourism in North Bihar	99.74
5	Development of Punaura Dham under Prasad Yojana	36.87
6	Development of Vrindavan Ashram (East Champaran)	16.06
7	Development of Kalibagh temple (East Champaran)	33.90
8	Development of Rajmahal (East Champaran)	18.51
9	Development of Raj Kutchery	16.30
10	Ropeway at Kakolat falls in Nawada district	
11	Ropeway at Umga hills in Aurangabad	
12	Ropeway at Gurpa Hills in Gaya	

(Source: Author Compilation)

2.1.7.3 Foreign Receipt

The sector contributed 3.5% to Bihar's GDP in 2022 and is expected to grow at a CAGR of 6.5% from 2023 to 2028.

2.1.7.4 Opportunities for Local Businesses

The booming tourism sector may benefit local businesses, offering many chances for expansion and sustainability. The demand for products and services rises as travellers swarm to discover new places, opening up a profitable market for regional business owners. By offering a distinctive sense of regional flavours and accommodating various culinary preferences, restaurants, cafes, and diners can profit from this flood of people. Similarly, as travellers look for genuine presents and souvenirs, boutique stores and artisanal markets stand to benefit, highlighting the local way of life and artistic talent. In addition, the hospitality industry sees a spike in demand, resulting in higher occupancy rates for bed and breakfasts, hotels, and vacation rentals. In addition to increasing revenue for lodging providers, this surge

creates unintended opportunities for nearby suppliers and service providers who meet the demands of the hospitality sector. To improve the whole tourist experience, transport services, tour guides, and leisure pursuits may all thrive. Partnerships between tourism boards and local companies can further enhance these chances. Collaborative marketing initiatives, targeted promotions, and highlighting the area's distinctive features can draw more visitors, strengthening the link between the tourism industry and the local economy. Ultimately, local companies can prosper when they embrace and strategically connect with the tourism industry, which has a beneficial economic knock-on impact on the community. Table 4.9 shows that the registered guide in Bihar is 101, the travel agency is 40, the hotel is 80, and the restaurant is 53. But in fact, there are lots of stakeholders which is not registered to benefit the tourism industries

Table 2.10: Registered Stakeholder near Tourist Place in Bihar

Type	No
Guide	101
Travel Agency	40
Hotel	80
Restaurant	53

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

2.1.7.5 Multiplier Impact on the Economy

A macroeconomic idea known as the multiplier effect explains how increases in expenditure and investment can have a correspondingly more significant impact on the economy. It highlights how capital investment drives economic activity by generating new demand.

The multiplier effect of tourism on the economy refers to how tourist spending ripples through and benefits various sectors of a destination. It's not just about the money tourists spend at hotels and restaurants; their spending has a cascading effect that can boost everything from local agriculture and transportation to construction and retail.

There are the following multiplier Impacts of tourism.

Direct Impact: Tourists spend money on accommodation, food, transportation, activities, and souvenirs, which directly benefits businesses in the tourism industry, such as hotels, restaurants, tour operators, and souvenir shops.

Indirect Impact: Businesses in the tourism industry then use the money they earn to purchase goods and services from other businesses. For example, a hotel might buy food from local farmers, furniture from a local manufacturer, and cleaning supplies from a local distributor, injecting money into other sectors of the economy, creating jobs and boosting overall economic activity.

Induced Impact: As workers in the tourism industry and other sectors earn more money, they spend it on goods and services for themselves and their families. This further stimulates the economy and creates even more jobs.

The strength of the multiplier effect depends on several factors, such as the type of tourism (e.g., adventure tourism vs. all-inclusive resorts), the amount of money tourists spend, the level of local ownership in the tourism industry, and the efficiency of the local economy.

Calculation of Multiplier Impacts

The size of the multiplier effect can vary depending on the study and the methodology used. However, it is generally estimated to be between 1 and 3. It means that for every dollar a tourist spends, the total economic impact is between \$1 and \$3. The multiplier effect is typically more substantial in developing countries, where tourism is a significant foreign exchange and employment source. Several ways to measure the multiplier effect include input-output analysis, computable general equilibrium models, and econometric methods.

In this calculation, the multiplier impact of tourism in India is 3.2 (Khan, S. & Wani, 2013), and the average spending of tourists in one day is \$42.23 (O Shiji, 2016)

$$\begin{aligned}\text{Economic Impact of Tourism} &= \text{Number of Tourists} \times \text{Average Spending Per} \\ &\quad \text{Visitors} \times \text{Multiplier} \\ &= 35083179 \times \$42.23 \times 3.2 \\ &= \$ 4752227095\end{aligned}$$

The multiplier effect of tourism can be a powerful driver of economic growth and development. The multiplier impact of tourism in Bihar is \$4752 million. It means the effects of the tourism industry on the Bihar economy are \$4752 million.

2.1.7.6 Increase Investment

Under the Bihar Investment Promotion Policy 2016, the state government has received a proposal for investment in the tourism sector worth Rs 814.16 crore (67 units) of stage I clearance. It is currently working on 19 units worth Rs 149.84 crore.

The state government has been using the lean tourism seasons for the last few years to develop the infrastructure and amenities in different tourist locations. For that purpose, the allocation of funds in 2020-2021 was Rs 357.90 crore, which was 30% higher than the fund allocated in 2019-20. Similarly, in 2021-22, the budget allocation increased to Rs 377.90 crore. The expenditure also increased to Rs 146.90 crore in 2021-22, compared to Rs 70.20 crore in 2020-21, implying a utilization percentage of 38.9%.

Area	Stage-I clearance		Operational units	
	Number	Investment (Rs crore)	Number	Investment (Rs crore)
Food processing	920	9844.22	182	1395.65
Plastic and rubber	233	885.45	51	176.47
Tourism	67	814.16	19	149.84
Health care	87	830.21	18	168.11
Textile	84	442.13	4	39.56
Renewable energy	54	10387.60	2	108.88
Small machine manufacturing	22	150.79	3	4.06
IT and IT-enabled services	14	70.0	12	29.12
Technical education	9	73.83	1	1.24
Electrical and Electronic hardware	9	54.60	0	0
Leather	6	172.05	2	1.97
Wood Industry	16	57.4	3	7.08
Ethanol	164	30747.55	4	409.81
Cement	12	3616.92	4	503.84
Sugar mill (expansion)	5	1922.34	0	0
Private industrial park	2	662.34	0	0
Others	510	2671.59	93	398.53
Total	2214	63403.18	398	3394.16

Fig.2.4: Status of Industrial Units in Bihar, as of December 2022

Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

Table 2.11: Expenditure of Statement, Department of Tourism

	2017-18	2018-19	2020-21	2020-21	2021-22
Budget (Rs. Crore)	91.00	84.60	275.00	357.90	377.90
Expenditure (Rs. Crore)	76.70	47.20	82.80	70.20	146.90
Expenditure as a percentage of Budget	84.30	55.80	30.10	19.60	38.90

Source: (Bihar Economic Survey 2022-2023, Government of Bihar, 2023)

2.2 Growth of Buddhist Tourism in Bihar

According to WTTC, the growth rate of the Travel and Tourism sector is 3.9%. Over the past five years, the industry created one in five jobs, generating 10.4% of the total world GDP: 25 million international tourists in 1950 and 1323 million in 2017. WTTC forecasted 1.8 billion international tourists in 2030. In the Indian context, Travel and tourism contributed 9.2% of the total GDP (USD247.3 billion) and generated 8.1% of total employment in 2018. International tourists spent USD 28.9 billion in 2018, i.e. 5.4% of Indian exports. India set a target of 20 million overseas tourist arrivals by 2020 & 30.5 million foreign tourist arrivals by 2030. Many scholars and philosophers have visited Bihar since ancient times to study Buddhist philosophy. Megasthenes visited Bihar in 350 – 290 BC, and Hsuang–Tsang visited Bihar in the 7th century. The Bihar government established BSTDC (Bihar State Tourism Development Corporation) 1980. Even in the last ten years, the Growth of Buddhist Tourism has increased. Tendency and Bihar government launched a new tourism policy in 2009, and the central finance minister targeted a 15% growth rate for Buddhist Tourism.

Table 2.12: List of Famous Foreigners Visited in Ancient Bihar

Si	Name	Time	From
1	Megasthenes	Chandragupta Maurya	China
2	Dionysius (Son of Megasthenes)	Ashoka	China
3	Hsuan-Tsang	7th century	China
4	I Ching	7th century	China
5	Yijing	Gupta period	China
6	Fa Hien	Chandragupta-II	China

(Source: Author Compilation)

Table 2.11: Statistics of Domestic and Foreign Tourist visit of Buddhist Destination in Bihar (Jan to Dec) * 2023 (Jan to Aug)

		2015		2016		2017		2018		2019		2020		2021		2022		2023	
S I	Place	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Bodh gaya	1751602	236539	1694321	241514	1757509	283116	1446535	270787	1370709	253788	376233	91469	351372	46	1126433	23248	1163983	40178
2	Rajgir	4381293	166610	1568285	170334	1514279	169444	3921764	159976	1782277	177643	550131	58267	598357	27	1854973	20454	32302948	34338
3	Nalanda	926995	139066	1041240	145339	961635	163396	888348	160091	1069913	170778	343059	52101	72548	0	907619	12202	841180	31904
4	Vaishali	775844	88871	918067	100307	916325	90933	928482	94535	888301	92740	199726	12788	17526	0	37009	2619	299501	44759
	Total	7835734	631086	5221913	657494	5149748	706889	7185129	685389	5111200	694949	1469149	214625	1039803	73	3926034	58523	34607612	151179
	Total (D+F)	8466820		5879407		5856637		7870518		5806149		1683774		1039876		3984557		34758791	

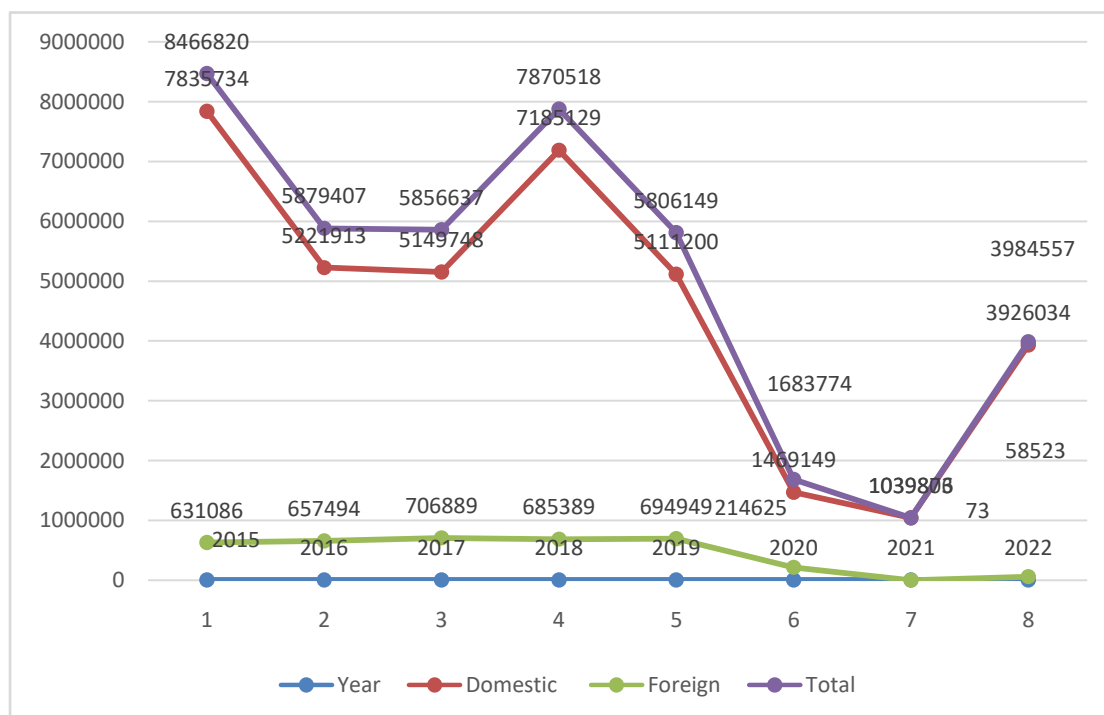
Source: (<http://www.bihartourism.gov.in>)

A study of the above table finds some critical factors for the growth of Buddhist tourism.

- In 2018, total tourist footfall decreased in comparison of 2015 but increased in 2017
- In 2018 (7185129), domestic tourist footfall increased to 2017 (5149748)
- Foreign tourist footfall increases trends between 2015 to 2017, i.e. 2015 (631086), 2016 (657494), 2017 (706889), but in 2018 (685389) foreign tourist footfall decreases
- In 2018, Bodhgaya had the highest percentage (39.51%) of foreign tourists. The second is Nalanda (23.36%), Rajgir (23.34%) and Vaishali (13.79%) of total foreign tourist footfall at Buddhist destinations in Bihar
- In 2018, the total share of foreign tourist footfall was 8.7%.
- In 2018, 54.58% of domestic tourists liked to visit Rajgir, 20.14% went to Bodhgaya, 12.92% went to Vaishali, and 12.36% went to Nalanda.
- There is a significant difference between visits of domestic and foreign tourists; foreign tourists mostly visit Bodhgaya, while domestic tourists go to Rajgir.
- In 2018, the total number of foreigners who visited Bihar was 1087971, while the total number of foreigners who visited in 4 places of Buddhist destinations was 685389, i.e. 63% of the total foreign tourists who visited Bihar.
- In 2018, the total number of domestic and foreign tourists visiting Bihar was 34709584. The sharing of foreign tourists in these four destinations is only 2%
- In 2018, the total number of domestic tourists who visited Bihar was about 33621613, while the number of domestic tourists who visited four Buddhist places was 7185129, i.e. 21%
- The total number of domestic and international tourists visiting Bihar is 34709584, and the sharing of domestic tourists in these four places is 20.7%

The above table shows that the number of tourists in the Buddhist destination of Bihar was increasing continuously, and the tourism industry of Bihar was proliferating. However, in 2020, due to the pandemic, this figure has come down (decreased) significantly. The number of tourists was only 1683774, including domestic tourists, which was only 1469149, and foreign tourists, which was 214625. As is evident from the above table, the tourism industry has been destroyed due to the Covid-19 pandemic. Tourism activities have come to a halt for the last two years. Due to the pandemic, the industry is facing the threat of a financial crisis. Due to this, people currently need to come out of their houses to journey, which has a direct negative impact on the tourism industry itself.

Graph 2.2: Tourist Arrivals in Buddhist Destination in Bihar from 2015 to 2023



(Source: Author Compilation)

Table2.14: Statistics of Domestic and Foreign Tourist visit of Buddhist Destination in Bihar (Summer Session April to Sept)

Year		2015		2016		2017		2018		2019		2020		2021		2022		2023	
S I	Plac e	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign
1	Bod hgay a	727544	48236	829193	55998	836118	56337	765592	56611	661765	47484	2436	0	59972	0	591238	4708		
2	Rajg ir	2444658	31626	569851	38185	1359300	25846	3033553	29501	565046	29591	1068	0	136479	0	142975	3563		
3	Nala nda	315081	34133	316910	42002	374423	70382	394777	70001	404772	68894	15076	0	20529	0	369284	2320		
4	Vais hali	394373	40408	453239	46320	421436	41433	402273	39200	389791	40222	1018	0	3406	0	29866	243		
Total		3881656	154403	2169193	182505	2991277	193998	4596195	195313	2021374	186191	19598	0	220386	0	1133363	10834		
Total (D+F)		4036059		2351698		3185275		4791508		2207565		19598		220386		1144197			

Source: (<http://www.bihartourism.gov.in/tdata.html>)

Table2.15: Statistics of Domestic and Foreign Tourist visit of Buddhist Destination in Bihar (Winter Session Oct to March)

Year		2015		2016		2017		2018		2019		2020		2021		2022		2023	
S I	Place	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign	Dom estic	For eign
1	Bodh gaya	1024058	188303	865158	185516	921328	226779	680943	214176	708944	206304	373797	91469	291400	46	535195	18540		
2	Rajgir	1436635	134984	998434	132149	154979	143598	888208	130475	1217231	148052	549063	58267	461878	27	1711998	16891		
3	Nalanda	611914	104933	724330	103337	587222	93008	493571	90090	665141	101884	327983	52101	52019	0	538335	9882		
4	Vaishali	381471	48463	465028	53987	494887	49500	526151	55332	498510	52518	198708	12788	14120	0	7143	2376		
Total		3454078	476683	3052950	474989	2158416	512885	2588873	490073	3089826	508758	1449551	214625	819417	73	2792671	47689		
Total (D+F)		3930761		3527939		2671301		3078946		3598584		1664176		819490		2840360			

Source:(<http://www.bihartourism.gov.in/tdata.html>)

There are two seasons of tourism at Buddhist places. First is the winter season (Oct to March), and second is the summer season (April to Sept). We are analyzing separately the seasons and how many tourists came to these four places.

- In 2018, 4791508 tourists came for the summer season, while 30789464 tourists came in the winter.
- In 2018, a total of 195313 foreign tourists came in the summer season, while more than 2.5 times (490073) tourists arrived in the winter.
- Regarding domestic tourists, a total of 4596195 tourists came in the summer of 2018, while 2588873 tourists came in the winter season, i.e. 1.8% more than in the winter.
- The share of tourists in the summer season is 28% of foreign tourists and 36% of domestic tourists in this region.
- In summer, favourable places are Rajgir for domestic tourists and Nalanda for foreign tourists.
- In winter, Rajgir is also a most favourable place for domestic tourists, but foreign tourists like Bodhgaya.

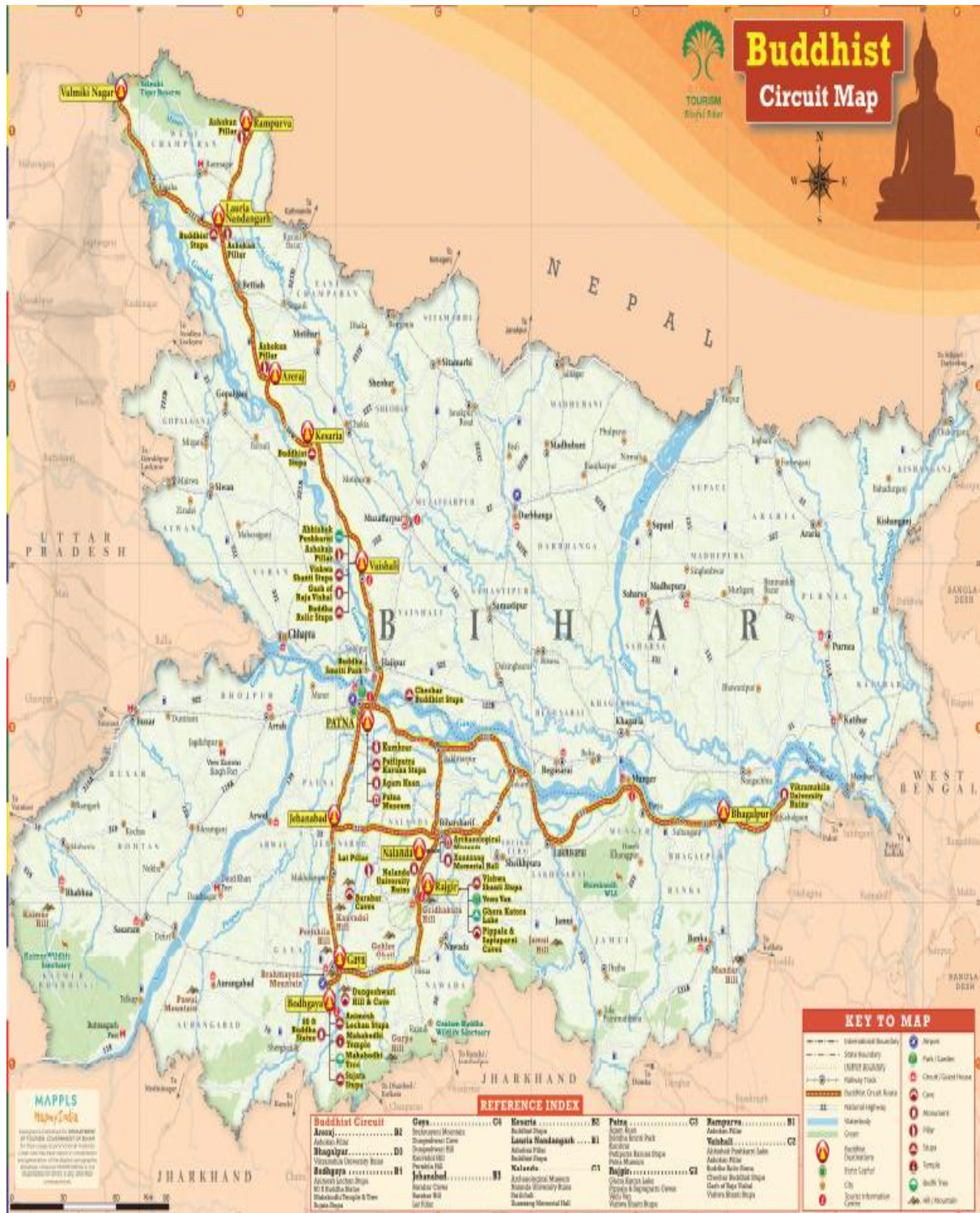
After studying the above data, foreign tourist footfall is much lower in the summer, but domestic tourists visit the region more than in the winter. The role of Kalchakra Puja in the growth of Buddhist Tourism in Bihar is very high. In 2012, 10.9 foreigners came to Bihar. One of the biggest reasons for rising tourist footfall was the 11-day (Dec 2011 to Jan 2012) Kalchakra puja held by Buddhist spiritual leader Dalai Lama in Bodhgaya. One of the officials estimated that 3 lakh Buddhist devotees attained Kalchakra puja. Dalai Lama again attained kalchakra Puja in Bodhgaya (Jan 3 2017 to Jan 13 2017). At this time, 2 lakh Buddhist tourists attained this puja.

Regarding foreign tourists, Bihar had 8th rank in the country in 2017. Religious tourist continues to increase in the Buddhist circuit. But on Apr 5, 2016, the government announced that Bihar had become a dry state. After Bihar became a dry state, the tourist inflow slung; tourists increased by only 2% in Bihar, and foreign tourists decreased by 11% to 9%, according to the Ministry of Tourism, Bihar.

CHAPTER 3: BUDDHIST DESTINATION IN BIHAR

CHAPTER 3

BUDDHIST DESTINATION IN BIHAR



Map 3.1: Buddhist Destination Map in Bihar

Source: (<https://tourism.bihar.gov.in/en/downloads/destination-maps>)

About 2600 years ago, a young prince named Siddhartha Gautama was born into royalty in Lumbini, now part of Nepal. After travelling to the banks of the Niranjan River (now Falgu), the Buddha sat beneath a Peepal tree till he obtained Bodhi, the state of enlightenment. The Mahabodhi temple, constructed in 230 BC by Emperor Ashoka(Geary, 2018), is currently located here. During that time, Bihar was known as a vihara or a study centre. In Rajgir, Lord Buddha spent twelve long years in meditation, Buddha delivered Kalama sutta in Kesariya, and Vaisali was where Buddha first halted afterbecominganascetic. His teachings and travels impacted the establishment of the world's first university, Nalanda(Morgan, 2019), which eventually housed 3000 international students and operated successfully for 600 years until hostile troops destroyed it. These are some vital places related to Buddha's spending in Bihar.

3.1 Bodhgaya

Siddhartha Gautama arrived at Bodh Gaya in middle age, having renounced his life as a prince on seeing the "four sights" of ageing, sickness, death, and asceticism. It was the fourth sight that encouraged him to begin practising extreme asceticism and meditation. Having done this for some time, he became disillusioned with this

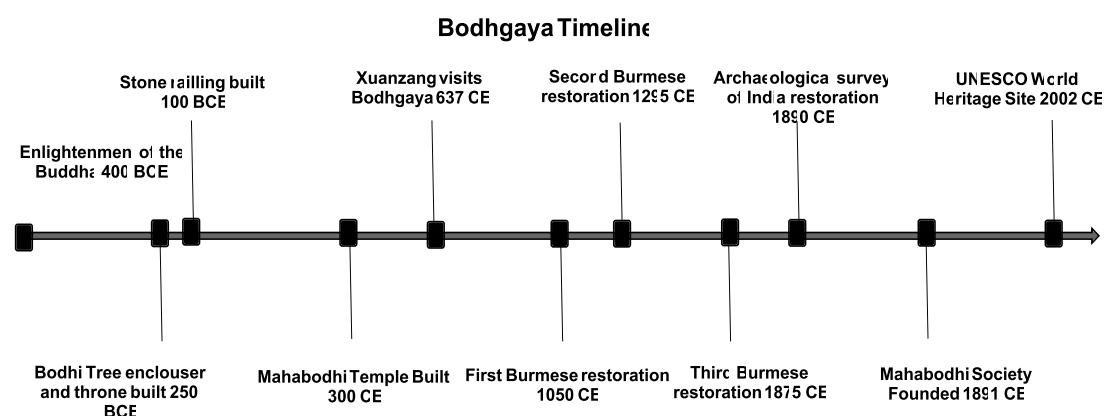


Fig. 3.1 Bodhgaya Timeline

Source:(Copplstone, 2020)

extreme path. He departed his ascetic companions, wandering in north India until he arrived at the Bodhi tree (Pipal tree) on the banks of the Niranjana River (Phalagu). The fourth sight inspired him to start engaging in rigorous austerity and meditation.

After doing this for a while, he grew weary of this severe road and left ways with his monastic companions. He then wandered through north India until he found the Bodhi tree (also known as a Pipal tree) on the banks of the Niranjana river (Phalagu). Where Sujata, the daughter of the village leader Senani, presented him with Kheer, or rice pudding (rice boiled with milk and sugar)(Van Esterik, 1985).

3.1.1. Mahabodhi Mahavihara (World Heritage Site)

This Temple symbolizes the far-reaching power of Buddhism. A pilgrimage destination and holy site connected to the Temple is 52 metres high and made of brick and stucco (Sarao, 2020a). Its towering spire, constructed in the traditional north Indian Negara style, is situated over the Temple's square sanctum. An inverted lotus



Fig.3.2 Mahabodhi Temple

Source:(Temple & Gaya, 2022)

called an Amalaka, a tiny stupa and Chhatravali, or stone parasols, are placed atop the spire. The Temple is one of the oldest brick buildings still standing in north India, but dating it is challenging due to the enormous expansions made over many years. The carved stone railings, which date to the Mauryan era, are the oldest parts of the structure. The Temple's walls include niches where Buddha statues are made of

stucco, and there are sculptures on panels showing the Jataka stories. Numerous small stone votive stupas, carved fences, and Buddha images may be found in the Temple's grassy areas. A gilded golden statue of the Buddha is in the Bhumisparsha position, with half-closed eyes and slightly smiling lips and his right-hand resting on the floor,



Fig.3.3 Image of Buddha

Source:(Temple & Gaya, 2022)

inside the sanctuary. The Burmese royal family created this artwork in the nineteenth century. While incense smoke rises from the altar, flowers are piled up in front of the picture, and the air is filled with the peaceful chant of mantras, take a moment to sit quietly and reflect on the Buddha. In addition, pilgrims offer prayers in front of the Buddhapada, a circular stone beside the shrine's entrance inscribed with the Buddha's footprints. Flowers are always scattered all over the feet. The Buddhapada is one of the locations where it is stated that the Buddha spent seven weeks around the Bodhi tree. He gazed at Animeshalochana, a tiny temple, as he was in deep meditation. Wherever the Buddha put his feet, lotus flowers are supposed to have grown. The Buddha was walking while profoundly contemplating. This platform, which runs parallel to the temple wall and has a row of carved lotuses is known as the Chankramana Chaitya or Jewel Walk.

Another temple designating the location where the Buddha engaged in meditation is the Ratnagraha Chaitya. Then, he spent some time in the shade of Rajayatana and Ajapala Nigrodha trees. When it started to rain, Nagaraja, the king of the serpents, covered the Buddha under his open hood since the Buddha was so lost in

concentration that he was unaware of the weather. After these seven weeks of intense thought, Siddhartha Gautama believed he was ready to speak to the world and force it to listen to his original philosophy. The location is commemorated by a gorgeous lotus lake with an image of the Nagaraja in the centre named Muchalinda. About 250 years after the Buddha acquired enlightenment, in the year 250 BC, Emperor Ashoka travelled to Bodh Gaya and built a monastery and Temple. He included the Diamond Throne, also known as the Vajrasana, in the Temple to commemorate the precise location of the Buddha's enlightenment(Copplstone, 2020). The current Mahabodhi temple replaced Ashoka's Temple in the second century A.D. It was renovated in AD 450, 1079, and 1157. Sir Alexander Cunningham partially restored it in the second half of the nineteenth century. Finally, Burmese Buddhists reconstructed it in 1882. The Mahabodhi Mahavihara was declared a World Heritage Property by UNESCO on the 27th of June 2002(Kinnard, 2014).

3.1.1.1. Bodhi Tree

Bodh Gaya, the site of the Buddha's enlightenment, gained significance for Buddhists immediately after the Buddha's passing and the establishment of the



Fig. 3.4 Mahabodhi Tree

Source:(Temple & Gaya, 2022)

Buddhist community of monks, nuns, and laypeople (Sanskrit: sangha). However, very little is known about the site's first buildings, and centuries of additions and modifications make it difficult to envisage how this location would have looked at any one point in the past. Legend has it that Queen Tissarakkh, Ashoka's wife (May, 2019), was envious of the time her husband spent there and ordered the original Bodhi Tree to be surreptitiously cut down. But it expanded again, and a wall of defence was erected around it. The tree was cut down and sent to Sri Lanka by the nun Bhikkhuni Sangamitta, a descendant of Ashoka. The Lankan monarch Devanampiyatissa planted the tree in the Mahavihara monastery in Anuradhapura, which still thrives today. King Puspyamitra, who persecuted Buddhism in the second century B.C., destroyed the original tree at Bodh Gaya, and King Sassanka, at the start of the seventh century A.D., destroyed the tree that had been placed as a replacement. After the previous tree at Bodh Gaya had passed away a few years earlier from old age, a British archaeologist planted the current tree there in 1881 (Sarao, 2020b).

3.1.1.2 Mahabodhi Stupa

The Mahabodhi Stupa was built on the original site of the Buddha's Enlightenment, and the Bodhi tree continued to grow alongside it. Its origins are lost in time, but Emperor Ashoka erected a shrine to the Buddha here in the third century B.C. The Mahabodhi Stupa is so precious that if you don't get to circumambulate it for even one day, it's worse than losing skies filled with wish-granting jewels or billions of dollars.



Fig.3.5 Gold plating

Source: (INDIA TODAY, 2013)

The monastery is 50 metres in height. The Bengali Pala rulers constructed the black Buddha statue with gold paint inside the Temple's innermost shrine. The Buddha is seen sitting with his hands on the Earth in the Bhumisparsha Mudra. The Main Temple wall is constructed in the traditional Indian architectural style and averages 11 metres in height. It features east and north entrances, a low basement, and mouldings with honeysuckle and goose designs. Several niches featuring Buddha images are located above this. The 289 kilograms of gold plating was installed on the top of the Mahabodhi monastery, donated by Thailand King Bhumibol Atulaya.

3.1.1.3. Muchalinda Sarovar

One of the main tourist attractions in Bodh Gaya, Muchalinda Lake, is linked to legendary stories as well. The statue of the Lord Buddha, meditating on a serpent coil, is depicted in the water body to the right of the main Temple. Hindu mythology holds



Fig. 3.6 Muchilanda Sarovar

Source:(Temple & Gaya, 2022)

that Lord Buddha was a manifestation of Lord Vishnu. The place where the Buddha spent the sixth week in meditation after his Enlightenment. Shesh Naga, also known as the Snake King Muchalinda, shielded Lord Buddha from the disruptive waves at that time. Trees and a verdant landscape surround the stunning lake. Muchalinda Sarovar is south-facing and comes after the Meditation Park.

3.1.1.4 Cankamana

The Cankamana, which is still kept inside the Mahabodhi temple, is regarded as the seat of Lord Buddha. Although busy, it is a crucial Buddhist pilgrimage site and something you must see when you go to the Maha Bodhi temple. In the northern section of the Temple, close to the Bodhi tree, you'll find the Cankamana. The legend of Buddha is well known across the world; the crown prince abandoned everything in search of ultimate enlightenment. According to legend, Buddha meditated there during his third week. The Buddha used a high platform inside the temple compound



Fig.3.7 Cankamana

Source: *(Bodhgaya Temple – Official Website, 2022)*

to conduct walking meditation or Cankamana. Numerous tiny stupas and Buddha statues can be found. A centre Buddha statue made of black stone and coated in gold, also housed in the Temple. The statue, representing Buddha achieving complete enlightenment, has its right hand on the ground.

3.1.1.5 Ratanaghara



Fig.3.8 Ratanaghara

Source: *(Bodhgaya Temple – Official Website, 2022)*

For the fourth week, the Buddha meditated there in the Ratanaghara or JewelHouse. He meditated here, thinking about the Patthana, or Law of Dependent Origination, to the northwest of the Temple. The Buddhists based their flag design on the six colours that allegedly radiated from his body during that time.

3.1.1.6 Animesha Lochana Chaitya

The Buddha spent his second week of meditation at this location, northeast of the Mahabodhi Temple. Buddha didn't bat an eyelid throughout these seven days; he stared at the Bodhi Tree nonstop. As a result, the location was given the name Animesh Lochan, which translates to "open eyes," emphasising the importance of this moment in Buddha's life. The Ratnachankrama, where Animesh Lochana Chaitya went between the Bodhi tree and the attraction, is another remarkable feature of this area.

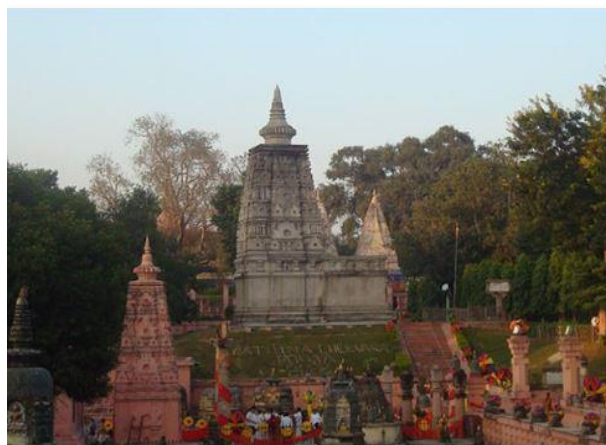


Fig. 3.9 Animesha Lochana Chaitya

Source: (*Bodhgaya Temple – Official Website, 2022*)

3.1.1.7 Vajrasana (Diamond Throne)

The Buddha attained enlightenment on the Diamond Throne, also known as Vajrasana. It is made of red sandstone and was constructed by Emperor Asoka in the third century B.C. Venerable Ashwaghosa revealed that this is the Navel of the Earth in his Buddhacarita. All previous Buddhas acquired enlightenment here, according to Fa-Hien, and future Buddhas will also do likewise.

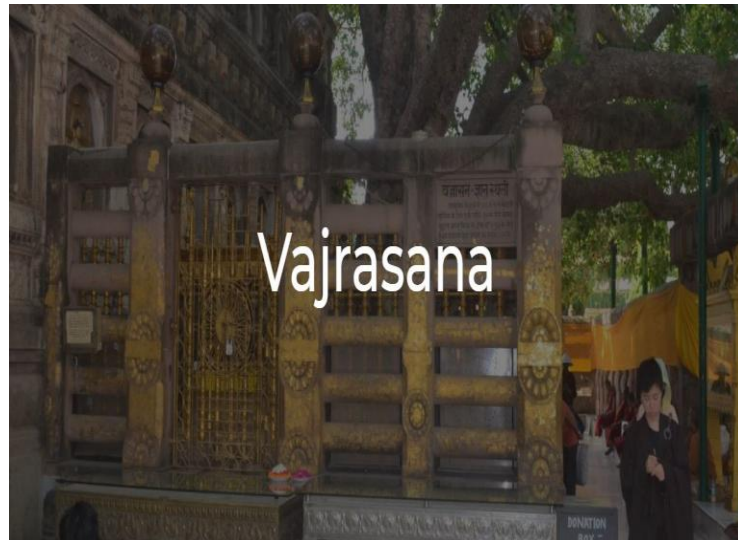


Fig 3.10 Diamond Throne

Source: (*Vajrasana* | *Incredible India*, n.d.)

3.1.1.8 Rajayatna Tree

The Buddha moved on to a tree known in Pali as the Rajayatana after spending seven days under the jik or mucalinda tree. It was located below and to the left of the Big Bodhi. Typically, "Mai Ket" is used to interpret Rajayatana. It belongs to the family of pikul trees. The government planted one during the reign of Rama V, and the author has seen it in the vicinity of the Pathoma Cetiya in Nakhon Pathom. Now, the trees are enormous. To me, they resemble pradoo trees. Two visiting businessmen came to see the Buddha while he was staying there location, and they presented him with offerings as well. These two traders were named Tapussa and Bhallika. They were from the Ukkala nation and travelled in a caravan of thousands of carts (500, according to the Pathamasambodhi). The two merchants were moved when they saw the Buddha relaxing beneath the ket tree and gave him some of the dried rice cakes they had brought as food for their journey. The food was given to the Buddha by the two caravan merchants in a stone bowl that the Four Great Kings had presented to him. After lunch, the two caravan merchants vowed allegiance to the Buddha, taking shelter in his teaching and the Buddha and the Dhamma. The two businessmen briefly identified themselves as Buddhists.

The two businessmen were thus the first Buddhists or followers of the Buddha in history. Because the Sangha, or monastic order, the third refuge, did not yet exist because the Buddha had not yet started teaching, the merchants declared themselves to have taken refuge in these two refuges (the Buddha and his Teaching) rather than the now-traditional three refuges of Buddha, Teaching, and Order of Buddhist followers.



Fig 3.11 Rajayatana Tree

Source: (*Bodhgaya Temple – Official Website, 2022*)

The Pathamasambodhi recounts how, once the two caravan merchants identified themselves as Buddhists, they requested a token of some kind from the Buddha before departing. With his right hand raised, the Buddha stroked his hair. Eight hair strands, the colour of carpenter bee wings, were then dropped on the palm of his hand, according to the narrative. The eight hairs were subsequently given to the caravan traders to serve as objects of veneration by them. The two businessmen bowed in satisfaction and left.

3.1.1.9 Meditation Park



Fig.3.12 Meditation Park

Source:(*Bodhgaya Temple – Official Website, 2022*)

The Meditation Park is a serene area where people of all faiths and backgrounds can meditate. It is situated southeast of the main Mahabodhi Temple. Buddhist spiritual discourses, chanting sessions, and prayer meetings are frequently held in gathering places and are a sight to behold and even participate in. The officials have done an excellent job keeping the Meditation Park in beautiful condition. A verdant pond and waterfalls enhance it.

3.1.2 Sujata Kutir

Sujata Stupa, also known as Sujata Kuti Stupa or Sujata Garh, is a Buddhist stupa that can be found in Senanigrama (Bakraur), a village in the Indian state of Bihar, a little to the east of Bodh Gaya. It is located right over the Phalgu River from Bodh Gaya, the location of Gautama Buddha's purported enlightenment. It takes 20 minutes to walk from Bodh Gaya to Sujata Stupa. Discoveries of Dark Grey polished objects and a punch-marked coin in the neighbouring monastery prove that it was first constructed in the second century BCE. The stupa was built in honour of Bakraur, India milkmaid Sujata, who is credited with feeding the Buddha milk and rice when seated under a banyan tree, breaking his seven-year fast and enabling him to achieve enlightenment.

3.1.3 Pragbodhi

Before achieving enlightenment, Lord Buddha spent some time in Pragbodhi. The location provides proof of Gautam Buddha's pursuit of the unchanging truth. He engaged in asceticism for this reason, but it was ineffective because he realised that the truth did not lie in subjecting his body and mind to suffering. In Bihar, Pragbodhi Mountain is located close to the Gaya district. 'Pragbodhi' literally means 'before to Enlightenment,' and the location denotes the same reality. According to historical records, Gautam Buddha spent six years practising meditation and other spiritual pursuits in this location. He believed that asceticism was a path to truth, but after some time, he realised this was incorrect. He transformed into the enlightened Buddha when he realised the truth. The mountain's name was changed due to historical circumstances, and it is currently known as Dhungeswara. According to the Buddhist

canon, Lord Buddha lived in a tiny cave halfway up this mountain for six years and practised extreme austerity. There is a temple on the site where Lord Buddha meditated for six long years. The mountain's summit is covered in stupas, and the Temple is covered. Despite being in a condition of ruin, these stupas serve as reminders of the local Buddhist culture and religion. The Mahabodhi Temple may be seen in all its glory when you reach the summit. You'll be captivated by the panorama from the mountain's summit. Siddhartha must have chosen the location for his meditation because of the area's peace.

Bodhgaya is a small town in the centre of Buddhism. Still, within this short space are more than 55 monasteries, institutions and vipassana centres from every nation with a sizable Buddhist population. By visiting some of these temples, one can gain insight into how the religion is practised in many countries by local culture, as long as it does not conflict with the Buddha Dhamma.

Table 3.1: Theravada Buddhist Monasteries

Si No	Monastery Name	Concerning Country
1	Mahābodhi Mahāvihāra (Main Temple)	India
2	All India Bhikkhu Saṅgha	India
3	Ananda Buddhist Vihāra	India
4	Bangladesh Monastery	Bangladesh
5	Burmese Vihāra and Temple	Burma
6	Cambodian Monastery	Cambodia
7	Chakma Buddhist Temple	India
8	Holy Land Monastery	Burma
9	International Meditation Centre	Bangladesh
10	Khuva Boon Chum Vihara	Burma
11	Maha Bodhi Society of India	SriLanka
12	Siddharth Buddhist Vihar	India
13	Tai-Bodhi Kham Monastery	India
14	Wat Thai Buddhagaya	Thailand
15	Wat Pa Buddhagaya	Thailand
16	Nerañjarawas Monastery	Thailand

17	Wat Thai Magadh Buddhist Vipassana	Thailand
18	Panchaheel Vihar	India
19	Wat Lao Buddhagaya International	Laos
20	Ratanā Bodhi Temple	India
21	Jai Shree Mahabodhi Vihar	SriLanka

(Source: Author Compilation)

Table 3.2: Theravadas Monasteries Under Construction

Si No	Monastery Name	Concerning Country
1	Asian Buddhist Culture Centre	India
2	Buddhasikkhalay Dhamma Training Centre	Thailand
3	Khuan-Im Monastery	Thailand
4	Wat Metta Buddharam Temple	Thailand
5	Wat Buddhasavika	Thailand
6	Bhumipalo Meditation Center and Hospital	Thailand
7	Jambunand Vihara	India
8	Wat Thai Buddhabhumi	Thailand
9	Wat Paknam India	Thailand
10	Muchalinda International Vipassana Center	Thailand
11	Wat Lao Budhagaya India	Laos

(Source: Author Compilation)

Table 3.3: Mahayana Buddhist Monasteries

Si No	Monastery Name	Concerning Country
1	Chinese Temple	China
2	Daijokyo Buddhist Temple	Japan
3	Druk Ngawang Thubten Choeling	Tibet (China)
4	Indonesian Nipponji	Japan
5	Karma Temple	Tibet (China)
6	Korea Temple	Korea
7	Linh-Son Monastery	Vietnam
8	Royal Bhutan Monastery	Bhutan

9	Shechen Tennyi Dargyeling Monastery	Tibet (China)
10	Sikkim Temple	India
11	Taiwan Temple	Taiwan(China)
12	Tamang Nepal Temple (India)	India
13	Tergar Monastery, By-Pass	Tibet (China)
14	Tibetan Temple	Tibet (China)
15	Vien Giac Charitable Trust	Vietnam
16	Vietnam Temple	Vietnam
17	Nyingma Monastery	Tibet (China)
18	Dungeshwari Temple	Tibet (China)
19	Fo Guang Shan Temple	Taiwan(China)
20	Mongolia Temple	Mongolia
21	Root Institute	Tibet (China)

(Source: Author Compilation)

3.2 Rajgir

This town is India's second most popular Buddhist site after Bodh Gaya. Its craggy peaks and towering cliffs, arid woodlands, and silent ruins almost always bring to mind thoughts of the Buddha. Rajgir, known initially as Rajagaha(Ranjan, 2014), was the most fantastic city in north India and the capital of Magadha during the Buddha's lifetime(Ray, 2000). Ajatasattu's stupa, Jivaka's Mango Grove, Devadatta's Cave at Makdum Kund, the Sattapanna Cave where the First Council was held(Ghosh, 2022), the Pipphili Cave where Maha Kassapa liked to stay, where Sariputta was enlightened(Thera & Thera, 1987), to name a few, are all spread out over a reasonably wide area—the stunning white and gold Japanese stupa at the top of Ratana Hill (Ghosh, 2022). Buddhist texts frequently refer to the thermal springs that are now incorporated into a Hindu temple and are an excellent site for a hot bath.Rajgir was the site of numerous significant events in the life of the Buddha, but it is also an important Jain pilgrimage site. You can witness many Jain pilgrims, including monks dressed entirely in white and even those who are "sky-clad," if you stroll about the new town. Numerous sizable Jain temples will also be visible. Buddha

delivered Mahasaropama Sutta while standing on the top of Vultures Peak, Dighanakha Sutta while sitting in Boar's Cave and Jivaka Sutta at Jivaka's Mango Grove. The Bamboo Grove has well-kept, serene gardens that make for a relaxing reading spot for the Dhammadinna nun-taught Culavedalla, Dantabhumi, and Abhayarajakumara suttas. The Middle Length discourse is the source of all of these discourses. Rajagriha was an important centre of Buddhism, and Buddha spent many years of ministration at this place; it was the scene of many sermons and important events of his life. He lived in different city localities, but his favourite resort was the Gridhrakuta or the Vulture's Peak. He admired the city and its environments, and his impression is summed up in his own words as given in a Pali text:

“Delightful is Rajagriha; delightful is the Gridhrakuta; delightful is Gautama-nyagrodha; delightful is Chaura-prapata; delightful is the Saptaparni cave on the side of the Vaibhara; delightful is Kalasila on the Rishigiri side; delightful is Sarpa-saundika-pragbhara in Sitavana; delightful is Tapodarama; delightful is the Kalandaka lake in Venuvana; delightful is the mango-grove of Jivaka; delightful is the Deer-park in Mardakukshi.”

3.2.1 Venu Van

In Rajgir, Bihar, a historical park called Venu Van is out of the way. It is a well-liked historical and pilgrimage site in Rajgir located close to Rajgir Hot Springs. A historical park known as Venu Vana, or "Bamboo Forest," is linked to Buddha. About



Fig.3.13 Venu Van

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

2500 years ago, the Magadha King Bimbisara gave the park to Lord Buddha (Geary & Mason, 2016). Within the park lies a tiny body of water known as the Karandak tank. Lord Buddha loved the jungle, and before teaching his followers on Griddhakuta hill, he would bathe in the Karandak tank. Bimbisara is reported to have spent a night here with Lord Buddha because it was too late for him to leave the neighbouring hot springs after his bath, and the city gates had already closed. Even now, this park is tranquil, with a tiny pond in the centre, a gorgeous Buddha temple, and tall trees along the walkways. The bases of nine brick stupas, the foundations of a chamber, and tablets from the 10th and 11th centuries have all been recovered during excavations in the forest. Venu Van is undoubtedly at the top of the list when people search for the most significant things to do in Rajgir. A sizable artificial lake and a Buddha statue constructed by Japanese devotees are located nearby, where one can relax in a serene environment.

“This place is regarded as one of the first places gifted to Lord Buddha by Bimbisara, the king of Magadha at that time.”

3.2.2 Vishwa Shanti Stupa (World Peace Stupa)

Rajgir, Bihar, is home to the peace pagoda known as Vishwa Shanti Stupa, sometimes called the Japanese Stupa. One of the seven Peace Pagodas, or Shanti Stupas in India, built atop Ratnagiri Hill or Griddhakuta, is a popular tourist destination in Rajgir. Along with a sizable park, it also has a modest Japanese Buddhist temple. The stupa is close to a temple where prayers are offered for world peace.



Fig.3.14 World Peace Pagoda

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

In 1969, the first pagoda was finished. The current form was the product of new initiatives in 1993. It is one of over 80 Peace Pagodas that the neo-Buddhist organisation Nipponzan Myohoji has constructed worldwide. In response to the atomic bombing of Japan, Nichidatsu Fujii had these dreams, which Mohandas K. Gandhi influenced. The earliest and most well-known Vishwa Shanti stupa was built on Ratnagiri Hill in Rajgir. The white stupa is 120 feet tall and 103 feet in circumference, and it is situated in the beautiful, green valley of Rajgir on the summit of the 400 m-high Ratnagiri Hills(Bihar Tourism, n.d.). The stupa is decorated with four gold-gilded Buddha images that depict four significant moments in his life. One must use the "Ropeways" to get to the Stupa. This 2,200-foot ropeway, maintained by the Bihar State Tourism Development Corporation (BSTDC), was given as a gift by Fujii Guruji as a sign of Indo-Japanese friendship. Amazing views of the city and the Shanti Stupa are available during a ride on the ropeway. The winding staircase is the alternate route to this "stupa."

3.2.3 Saptaparni Cave

It is thought that Lord Buddha spent some time in Saptaparni Cave, also known as Sapta Parni Guha, or Seven-leaves Cave(Oza, 2022), a significant Buddhist cave site. This is where the first Buddhist council, after three months of Buddha's nirvana, was held in 543 BC. In this location, a council of 500 monks chose Ananda, Buddha's cousin, and Upali to transmit the Buddha's teachings to succeeding generations following Buddha's passing.



Fig.3.15 Saptaparni Cave

Source: (Official Website - Rajgir Malmas Mela, n.d.)

The Buddha never recorded his teachings in writing. Ananda established an oral tradition of the Buddha's teaching following the Saptaparni Caves gathering from his memory, beginning with the phrase "Thus have I heard on one occasion." The Vinaya (discipline), or "rules for the Bhikshus," is attributed to Upali. The first Buddhist council was held at a Sabha Mandap constructed by the Magadha king Ajatshatru in front of these caves. The cave is now a well-known destination that draws thousands of visitors worldwide each year. From the rear of the Lakshmi Narayan Temple, a 20-minute uphill climb leads to this atmospheric cave and natural rock platform, where Buddha is supposed to have meditated.

3.2.4 The Cyclopean Wall

The Buddha contemporaries, King Bimbisara and his Son Ajatshatru, made the ancient city of Rajgir their capital. Around the city, remnants of a defensive wall can be seen. Massive, undressed stones that measure around 14 inches in breadth were placed together to create this wall (A. Singh, 2021). Due to its resemblance to the ancient Greek fence, it is commonly called the Cyclopean wall. Bastions were erected at regular intervals to reinforce the wall. Pali wrote that the fortified city had 32 great gates and 64 smaller ones. A sizable portion of this ancient wall runs up Ratna Hill from the base of the hill to the mountainside.



Fig.3.16 The Cyclopean Wall

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

3.3 Nalanda

The historic centre of learning, Nalanda, was a Mahavihara, a significant Buddhist monastery in the Indian kingdom of Magadha (current-day Bihar). The site is close to Bihar Sharif, 95 kilometres southeast of Patna. From the fifth century A.D. through the year 1200 AD, Nalanda served as a place for learning (I. Kumari, 2017). Buddha reportedly travelled to Nalanda, a town close to Rajagriha, during his peregrinations, according to early Buddhist literature (R. P. Singh & Rana, 2011). One of his two primary pupils, Shariputra, was born there and eventually gained nirvana there. He gave lectures at the area's Pavarika mango grove.

3.3.1 Nalanda Mahavihara

A sizable learning facility known as a Mahavihara was created in the ancient kingdom of Magadha (current-day Bihar) more than 1500 years ago (Rongmei, 2023). According to historical sources from the fifth to the twelfth century C.E., the university lived a long and distinguished life that lasted almost 800 years. During this time, it became one of the world's most prestigious universities, drawing scholars from all over Asia, including India, China, Tibet, Persia, and other regions. It was an entirely residential institution with 10,000 students and 2,000 faculty members (University, n.d.). Nalanda was a highly esteemed seat of study, not just in India but



Fig.3.17 Ruins of Nalanda University

Source:(Unesco, 2016)

also around the globe. Along with Buddhism, Nalanda was necessary to advance Indian philosophy, religion, logic, language, mathematics, astronomy, and medicine. Aryabhata was one of the top instructors at Nalanda University (Sahu & Dongargaon, 2021), the astronomer and mathematician who, in the fifth century C.E., introduced the idea of Zero to the world (Modi, 2013). Another well-known instructor at Nalanda University is Dharmapala, along with Silabhadra. They congregated here to study under some of the most esteemed thinkers of the day, Xuanzang, Faheyana, Nagarjuna, Silabhadra, etc. (Kamalapur, 2021).

During his conquest of northern and eastern India in the 1190s, Turko-Afghan military general Bakhtiyar Khilji led a roaming army of invaders that destroyed the university to put an end to the Buddhist centre of learning (V. K. Gupta, 2019). Due to the size of the campus, the attackers' fire is claimed to have burnt for three months. The 23-hectare complex excavated today represents only a tiny portion of the campus. However, strolling around its abundance of monasteries and temples gives one a sense of what it must have been like to study at this legendary location. In 2016, the Unesco designated the Nalanda archaeological remains as a World Heritage site (Unesco, 2016). In its prime, Nalanda was situated not far from Pataliputra, or modern-day Patna, and close to the city of Rajagriha, or modern-day Rajgir.

3.3.2 Archaeological Museum

The Nalanda Archaeological Museum, established in 1971, houses find from the ancient universities of Nalanda and a monastic complex. Approximately 13463 antique pieces are present, of which 349 are in the four main galleries (ASI, 2011)—the archaeological artefacts from Nalanda date from the fifth to the twelfth centuries A.D. The Rajgir immigrants, though, are even older. The majority of the sculptures and statues in the museum are made of Basalt stone, although there are also pieces in stone, terracotta, and stucco. These artworks and images come from Hinduism, Jainism, and Buddhism.

3.3.3 Hiuen Tsang Memorial

The historical landmark Hiuen Tsang Memorial Hall is located in Nalanda, Bihar. It is one of the most popular attractions in Surajpur Lake, where it is located. The Hiuen Tsang Memorial Hall is a reminder of Nalanda University's distinctive architectural styles. The memorial, constructed in traditional Chinese design, is a



Fig.3.18 Hiuen Tsang Memorial

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

fantastic location to learn about the lives and times of the Chinese traveller. The objects Hiuen Tsang gathered are displayed in a section devoted to him. The artwork on display includes golden and sandalwood statues of Buddha and his compositions that provide details about Buddhism in China and India. Several paintings and stories about the adventures of the Chinese students can be found in the interior hall. Pt. Jawahar Lal Nehru began work on the Hiuen Tsang Memorial Hall in 1957, and it was finished in 1984 (Tourism, 2023). The memorial was erected in honour of Hiuen Tsang, a well-known Chinese traveller who spent 12 years studying Buddhism and mysticism at Nalanda University in the year 633 AD (Alam, 2020). Tsang visited Takshila for additional Buddhist research after touring the nation. The memorial was erected right where he used to study yoga with his mentor, Acharya Shil Bhadra.

3.4 Vaishali

The ancient city of Vaishali, also known as Vesali, served as the Lichhavis and Vajjian Confederacy's capital. Vaishali, located on the Ganges River's northern shore, is bounded north by the Nepali Himalayas and to the west by the timid river Gandak, present-day in Bihar (D. S. Singh, 2018). One of India's oldest cities, Vaishali, is home to many customs and historical tales. It served as the capital of the mighty Republic of Lichhavis in the sixth century B.C. (Ngourungsi, 2017). Lord Mahavira, the 24th Jain Tirthankara, was also born there. In both Jain and Buddhist scriptures, Vaishali is frequently mentioned, and other Mahajanapadas are also mentioned.

Before the birth of the Buddha in 563 BC, Vaishali was already a republic by the 6th century B.C. The very first republic was Vaishali (Batra, 2003). Buddhism and Buddha are closely linked to this location. Lord Buddha made multiple trips to Vaishali, where he spent some varshavas. Gautama Buddha delivered his last sermon and announced that he would soon pass away (Mahaparinirvana). The first time that women were ordained into the Sangha was at Vaishali. The monkeys' miracle offering of honey to the Buddha occurred at this location. The Lichhavis built a stupa over the revered Buddha relics. At this location, it is possible to see the stupa's remnants. The location of the second Buddhist Council (Lwin, 2018), King Kalasoka was the Council's patron (McBrewster et al., 2009). This Council probably was held between 100 and 110 years after Parinirvana, or about 386 BCE (Shun & Wing, 1998). The meeting occurred due to the breach of Vinaya rules by Buddhist monks from the Vajjiputtaks sect in Vaiśālī and to examine the validity of the ten practices. According to legend, the city was formerly surrounded by three walls, each with gates and watchtowers. Today, two clusters of mounds mark the site, which archaeologists have partially excavated.

The location was first inhabited by early pre-Buddhist black and red pottery, followed by early Buddhist northern black polished ware. Vaishali is now situated in what used to be a village called Besarh. However, Buddha's connection to the city has been his most solid claim to renown for more than 2000 years. Ambapali, the well-known courtesan depicted in several folktales and Buddhist literature, was also from Vaishali. Ambapali afterwards became a follower of Buddha (Kumawat & Anjana,

2020). Vaishali was a republican dominion; hence, numerous monarchs controlled the state. Following his final sermon at Vaishali, the Buddha left for Kushinagar, but the Licchavis were in pursuit. The followers eventually gave up and turned around when Buddha gave them the impression of a raging torrent. This location is known as Deora in the contemporary Kesariya settlement. King Ashoka later built a stupa here (Batra, 2003). The most beloved disciple of the Buddha, Ananda, gained Nirvana outside the city of Vaishali, in the middle of the Ganga. Hsuan Tsang, who came in 630 A.D., described Vaishali as covering an area of 26-31sq. Km, but it was in ruins. He saw the stupa built by the Licchavi princes over their portion of the Buddha's relics from Kusinara, the Asoka stupa and stone pillar surmounted by a lion capital and nearby the pond dug by a band of monkeys (Markata-hrada) for the Buddha's use. Not far to the south were two more stupas; one at the site where the monkeys, taking the Buddha's alms bowl, climbed up a tree to gather honey and another at the site where the monkeys offered honey to the Blessed One. The sacred sites in and surrounding the city of Vaishali were so numerous, according to Hsüan Tsang, that it was challenging to recall them all. For more than a thousand years following Hsuan Tsang's arrival, Vaishali's past was unknown up until Cunningham identified the old Vaishali ruins at and around Basrah in the Muzaffarpur region of Bihar in the late 19th century (R. P. Singh & Rana, 2011).

Nowadays, the most significant ruins are in the village of Kolhua, around 55 km from Patna. The monarchs chose one delegate, who was anointed with the holy water of Abhishek Pushkarini. The Japanese temple and the Vishwa Shanti Stupa, constructed by Japan's Nipponzan Myohoji sect, are nearby. A few of the Buddha's remains can currently be located in Vaishali, where they have been revered in the stupa's foundation and chhatra. Stupa No. 1, or the relic stupa, is close to the coronation tank. One of the eight Buddha relics pieces was delivered to the Licchavis after the Buddha's Mahaparinirvana was encased here.

3.4.1 Ashokan pillar

The iconic Ashokan Pillar was discovered to have a lion statue on top during excavations in Kolhua, Vaishali, and numerous other Buddhist-related articles were

also found throughout the excavations.



Fig.3.19 Ashokan Pillar

Source: (<https://Tourism.Bihar.Gov.In/>, n.d.)

The Lion Pillar was erected in Kolhwa by Emperor Ashoka. It is constructed from a single, highly polished piece of red sandstone and capped by an 18.3 m-tall capital in a bell style. On top of the pillar is a life-size sculpture of a lion. Here is a little tank called Ramkund. This pillar honours Buddha's final sermon and is next to a brick stupa in Kolhwa.

3.4.2 Buddha Relic Stupa

One of the eight pieces of the Lord Buddha's mortal remains after he gained Mahaparinirvana is housed in the Buddha Relic Stupa. Lichhavis constructed the Buddha Relic Stupa as a mud structure in the 5th century B.C. Later, the stupa was found during an archaeological dig run by the Patna-based K.P. Jayaswal Research Institute between 1958 and 1962. The sacred ashes of Lord Buddha mixed with earth, a piece of conch, beads, a thin golden leaf, and a copper punch-marked coin were all found inside the relic container that was recovered from the stupa's centre. In 1972, the coffin was delivered to the Patna Museum.

3.4.3 Abhishek Pushkarini (coronation tank)

For the Lichchavis, Abhishek Pushkarni of Vaishali was a holy tank. Lichchavis utilised the tank's water, revered in the earlier centuries, to anoint Vaishali's elected officials before they took oaths of office. Abhishek Pushkarni, also known as the

"Kharauna Tank" or the "Coronation Tank," was once thought to be a holy tank with extraordinary curative abilities. There was a Lichchavi stupa next to Abhishek Pushkarni.

3.4.4 World Piece Pagoda



Fig.3.20 World Peace Pagoda

Source:([Http://Www.Bharatonline.Com/Bihar/Travel/Vaishali/Peace-Pagoda.Html](http://www.bharatonline.com/bihar/travel/vaishali/peace-pagoda.html), n.d.)

Through the Lotus Sutra's teachings, the Vishwa Shanti Stupa was built to spread love and peace and establish "The Pure Land" on earth. The Most Venerable Nichidatsu Fuji Guruji was inspired to start the stupa construction movement after seeing the sorrow of the atomic bombings in Japan's Hiroshima and Nagasaki at the close of World War 2. Rajgir Buddha Vihar Society and Nipponzan Myhoji built the Vishwa Shanti Stupa in Vaishali. The Lord Buddha's relics are housed on the stupa's base and summit thanks to the donations of followers in India and Japan.

3.4.5 Vaishali Museum

The Archaeological Survey of India established the Vaishali Museum in 1971 to preserve and exhibit the artefacts discovered during the investigation and excavation of sites connected to the ancient Vaishali. Four galleries surround a central courtyard. Of the 2002 antiquities the museum owns, 569 are on display. The artefacts, from various historical eras from 600 B.C. to 1200 A.D., shed important light on the pasts of the Mauryan, Sunga, Kushan, Gupta, and early mediaeval cultures.

3.5 Kesariya

The Kesariya Buddhist Stupa sometimes referred to as the Kesariya Stupa, is located East Champaran district approximately 110 kilometres away from Patna, the



Fig.3.21 Kesariya Stupa

Source:(Bihar Tourism, 2023a)

capital of Bihar. This stupa has a towering height of around 104 feet and a roughly 400-foot diameter rim. The Kesariya stupa is the tallest and largest Buddhist stupa in the world. In addition, according to the historical account of the Kesariya Stupa, there is a belief that Gautama Buddha lived here before moving to Kushinagar. According to historical accounts, Gautama Buddha also told his disciples that he would soon achieve Nirvana (Sinha & Tucunan, 2021).

3.6 Lauriya Nandangarh

A small town called Lauriya Nandangarh is located in Bihar, India's West Champaran district. It is roughly 14 kilometres from Narkatiaganj and 28 kilometres from Bettiah, close to the Burhi Gandak River (S. C. Mishra, 2005). The Ashoka Pillar, discovered during excavation and displayed the Mauryan era's illustrious past, is this city's primary draw. The 32-foot-tall pillar constructed by Emperor Ashoka is made of sandstone, and a circular abacus sits on it, above which rests a statue of a lion. Two km southwest of the Ashokan Pillar sits a mound known as Nandangarh, the remnants of a massive stupa.

3.7 Areraj

Lauriya Areraj, sometimes known as Lauriya Areraj, is located in the East Champaran District of the Indian state of Bihar. It is well-known for housing one of



Fig.3.22 Ashokan Pillar

Source:(Bihar Tourism, 2023b)

Ashoka's Pillars. Although the pillar's capital is absent, it still has six Ashoka Edicts. Despite the identical names; it is 55 km southeast of the other Ashoka pillar at Lauriya Nandangarh.

3.8 Rampurva

Because Emperor Ashok exclusively chose to build the two Dhamma Stambha (twin Ashokan Pillars) at Rampurva, the pilgrimage destination holds special significance. The evidence supports Rampurva's potential significance as the actual location of Kushinara, where Lord Buddha gained parinirvana and was cremated. Emperor Ashoka considered this site to be significant. It is thought that Ashoka had placed a pillar to mark the location of Parinivana (U. Prasad, 2023).

3.9 Hajipur

The Cula Gopālaka Sutta, included in The Middle Length Discourses, is the sole discourse the Buddha is recorded to have taught in this location. Nonetheless, Hajipur holds significance because a part of Ananda's remains was interred within the town. The stupa on the northern side of the Ganges is now a grassy mound with a Hindu

temple atop it, located on the western outskirts of Hajipur. The stupa built on the river's south bank was long since washed away by the river's ever-changing path. Ramchaura Mandir is the name of the temple situated atop the mound. Patna is 10 km from the Ganges to Hajipur(Buddhanet.net, 2024).

3.10 Gurpa

Gurpa Hill is a Buddhist pilgrimage site located sixteen miles northeast of Bodh Gaya. The mountain is said to be where the Buddha's disciple, Mahākāśyapa, is said to have died while waiting for the future Buddha, Maitreya, to arrive on earth. Another name for this hill is 'Kukkutpada Giri'. Natural scenery, forests, waterfalls, and sunrise and sunset views have put Gurpa Hill in great vogue(Deshpande, 2013).

3.11 Jethian

It is the location of the first meeting between Lord Buddha and King Bimbisara. Jethian became the legendary saint Jayasena's seat of authority in the seventh century A.D. Hiuen Tsang, a Chinese traveller, studied Buddhism under Jayasena in India for two years(Deshpande, 2013).Buddha left Sarnath and Bodhgaya and travelled to Rajgir to see King Bimbisar. Upon learning of it, the monarch welcomed the Buddha and his entourage to Rajgir's outskirts. There are numerous Buddha statues and Buddhist buildings in and around Jethian. When the Buddha lived in Jethian, there was a big mound with a tank that is thought to be the remnants of the stupa constructed over the Supatittha Cetiya(Geary & Mason, 2016; Tiwari, 2015).

3.12 Kurkihar

Kurkihar is almost 22 kilometres away from the Gaya district. This town is situated at the top of a sizable mound comprising the remnants of an ancient Buddhist monastery. The city is well-known for its extensive Buddha statues and Bodhisattvas collection and has two Hindu residents. In or around 1930, 148 bronze artefacts were unearthed from this region. The unearthed artefacts included Buddhas and Bodhisattvas of all sizes and forms, bells, stupas, and various artefacts used in rituals. Every object that was discovered demonstrates the best calibre of craftsmanship.

Several artefacts unearthed over the years have been stored in a Hindu temple in the Indian town of Kurkihar. The most magnificent relic is Akshobhya Buddha's statue outside the temple's entrance. 1861–1862, Cunningham travelled to Kurkihar; he returned in 1879–1880. He states that the location measured roughly 600 square feet and 25 feet in height (Mechling, 2017). He reported seeing many votive stupas and Buddhist images, both big and tiny, at this location. According to him, "row after row of Chaityas extending north to south for several hundred feet" existed at that period.

There are multiple inscriptions on the bronzes. The Kurkihar inscriptions date from the 9th century to 1074 AD and mention Devapala (810–c. 850), Rajyapala (908–940), Mahipala (988–c. 1036), and Vigrahapala III (1054–1072). Several inscriptions refer to the monastery as Apanaka, presumably its name. It seems that the monastery was highly well-liked by tourists from South India's Kanchi (Bautze-Picron, 1990).

3.13 Champanagar

In the Indian state of Bihar's Bhagalpur district is the Buddhist pilgrimage site of Champanagar. It is well-known for the teachings and discourses on pain, suffering, and grief that Lord Buddha imparted to his followers. The Kandaraka Sutta and the Sonadanda Sutta are two of these lectures.

3.14 Ghosrawan

Ghosrawan village is well-known for its Buddhist ruins from the Pala dynasty. It is located in the Giriyak block, around 12 km southeast of Bihar Sharif and 13 km east of Nalanda. It is a central hub for learning and artistic endeavours throughout the early mediaeval era. It is well-known for its Buddhist remains, which include an inscription on a stone. This town is situated on the site of what was formerly a sizable and significant Buddhist monastery; it is most likely the Kapotaka Vihara, which Hiuen Tsiang visited (Tiwari, 2016). Approximately ten feet high, a magnificent Buddha statue of glossy black stone is located beside the lake just outside the settlement.

3.15 Indasala Caves

In this secluded and exquisite grotto, the Buddha gave the Sakkapanha Sutta, one of his most profound teachings. He also spoke the Dhammapada's verses 206, 207, and 208 during his stay here. Tibetan Buddhists may find it interesting that this cave was originally home to Buddhasrijnana, the well-known Guhyasamaja Tantra commentator(Oza, 2022). Halfway up Giriyeek Mountain, at the base of a vertical cliff, you'll find the Indasala Cave. Take the Giriyeek road from Rajgir, which hugs the mountain's north face, to reach the location.

3.17 Buddha Smriti Park

Bihar government developed Buddha Smriti Park, or Buddha Memorial Park, on the occasion of the 2554th birth anniversary of Buddha. The revered Bodhi tree has two saplings: one was imported from Bodh Gaya and the other from Anuradhapura in Sri Lanka. On May 27, 2010, the Tibetan spiritual leader, Dalai Lama, inaugurated Buddha Smriti Park(PTI, 2010).



Fig.3.23: Buddha Smriti Park

Source: (Bihar Tourism, 2024)

3.18 Dona Stupa

Don is located in the Bihar state. To get to Don, go from Patna to Siwan via Chhapra. Alternatively, you can visit Don on a day trip from Kusinara via Gopalganj. Don has a folklore attached to him. It is thought that a dispute over who would get to share Lord Buddha's ashes arose between his four pupils following the burning of his mortal remains. They all decided to give Dona, a Brahmin, the responsibility of

dividing things. The Brahmin was quite fair in how he divided out the ashes. The disciples gave him the container holding the ashes since they were so happy with his distribution. The holy vase was housed in a stupa constructed by the Brahmins. Once known as Dona's stupa, it is now little more than a grassy mound. Built over this mound is a Hindu temple, where the 9th-century A.D. statue of Tara is revered as a Hindu goddess. The Mahaparinibbana Sutra mentions the incident involving the vessel's presentation and the ashes' distribution. The Chinese traveller Hiuen Tsang also saw Dona's Stupa; he wrote about it in his journal during his travels in India.

3.19 Vikramshila University

King Dharmapala founded the institution in the eighth century. The university is approximately 50 kilometres from Bhagalpur, a Tantric Buddhism knowledge centre. Along with the well-known Nalanda, it is one of the two primary Buddhist learning centres in the Magadha and Bengal regions. During excavations conducted by the Archaeological Survey of India, a large monastery, a library, and a stupa that stood apart from other smaller stupas were discovered. The monastery initially included 208 chambers and was inhabited by scholars and Buddhist monks.



Fig.3.24: Vikramshila University

Source: (Mehta, 2020)

3.20 Bhuraha

The village of Bhuraha is located 140 km south of Patna, in the Gaya district. According to archaeologists, many prehistoric artefacts are still buried in Bhuraha, a protected area, and excavation and preservation work requires permission. They further assert that after gaining enlightenment in Bodh Gaya, Buddha is said to have

stopped for a few days in the village on his journey to Sarnath, where he gave his first sermon.

Above are a few examples of important destinations related to Buddha. In Bihar, the government should investigate and protect many Buddhist sites. The experts also highlighted a few lesser-known Buddhist sites, such as Bhikhna Thori, Hetukunwar, Mahayogini, Shahodra, Baudh Barva, Chanmari, Jagdishpur, Chankigarh (all in West Champaran), Sagardih, and Nawniardhi (East Champaran), that require immediate protection and conservation.

CHAPTER 4: LITERATURE REVIEW

CHAPTER 4

LITERATURE REVIEW

A literature review is an organized investigation conducted to address the questions raised by the researchers about the study's goals. To find, synthesize, and assess earlier research through a review process, this study conducted a systematic quantitative literature review (SQLR), which provides results in a more coherent and well-organized way (Borenstein et al., 2021; Byrne, 2001; Marasco et al., 2018; McGrail et al., 2006; Petticrew & Roberts, 2008). Also, the technique is simple to duplicate and yields dependable outcomes. As stated in the literature and illustrated in Fig.1, the systematic review approach can be broken down into eight (08) steps.

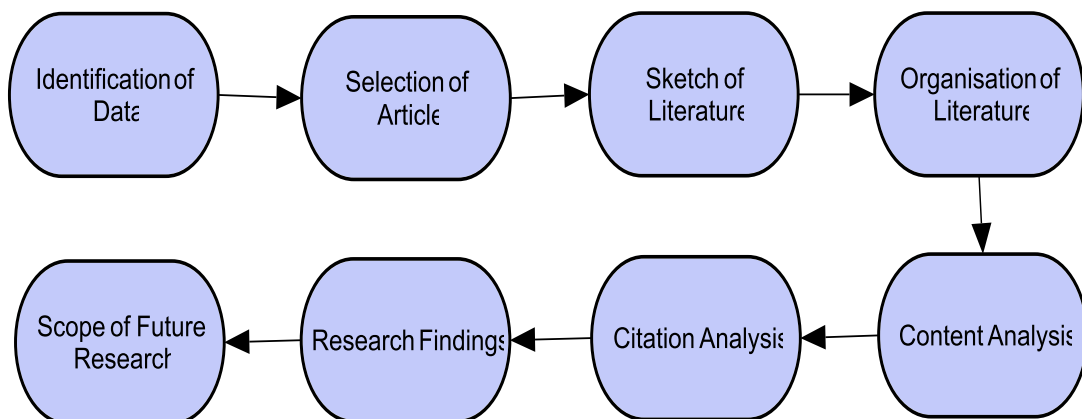


Fig.4.1: Systematic Review Process

Source:(Kayani et al., 2019)

4.1 Sample Selection

This study used the following databases to ensure the comprehensiveness of the results: Proquest, Scopus, Web of Science, EBSCO, Emerald Insight, Oxford University Press, Taylor & Francis Group, JSTOR, Science Direct, Google Scholar, and conference papers. Numerous searches in electronic databases were carried out to find the earlier studies that had been done on Buddhist tourism. All studies related to Buddhist tourism make up the population. These databases were chosen for the two main reasons mentioned below. These are the top fifteen (15) journal publishers

worldwide, which is the initial reason for this. The second reason is that replicate research studies are not published in these data banks, which only contain high-quality research publications.

The procedure for choosing the sample consisted of five steps. The search term "Buddhist Tourism" was utilized for the first investigation. The time frame did the following screening. The period covered by this analysis was 2000–2023. Four articles published before 2000 were selected for this investigation due to their significance. This time window was chosen to examine the most recent papers in this field. After that, the "field" search was carried out. You may find this search option under the advanced search choices. The screening results from steps one and two included studies that needed to be more relevant to the study being considered. The relevant studies were screened using an abstract, title, or entire text in the third step of the process. Only the study articles the authors had access to were considered in step four. The studies that were getting close to stage four were then looked at in more detail to see if they might be used in the current study. No trials in the study's scope came close to step 4.

Consequently, such studies were excluded from the sample. One hundred five (105) research articles comprise the chosen sample using the abovementioned procedures. Table 4.1 summarises the number of studies produced due to filtering through the first four stages mentioned above and the final sample selected for each electronic data source.

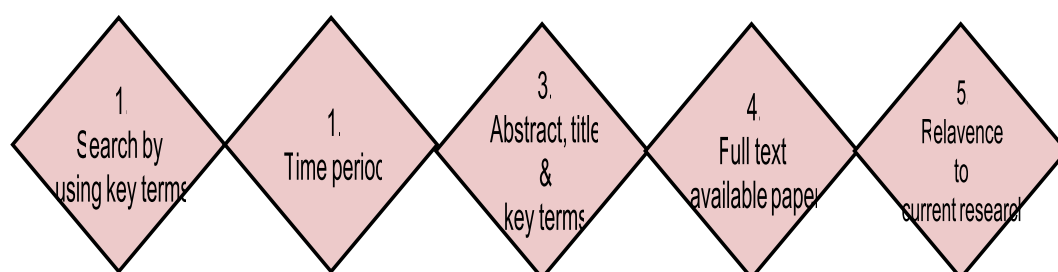


Fig.4.2: Sample selection process
(Source: Author Compilation)

4.2 Prisma Model

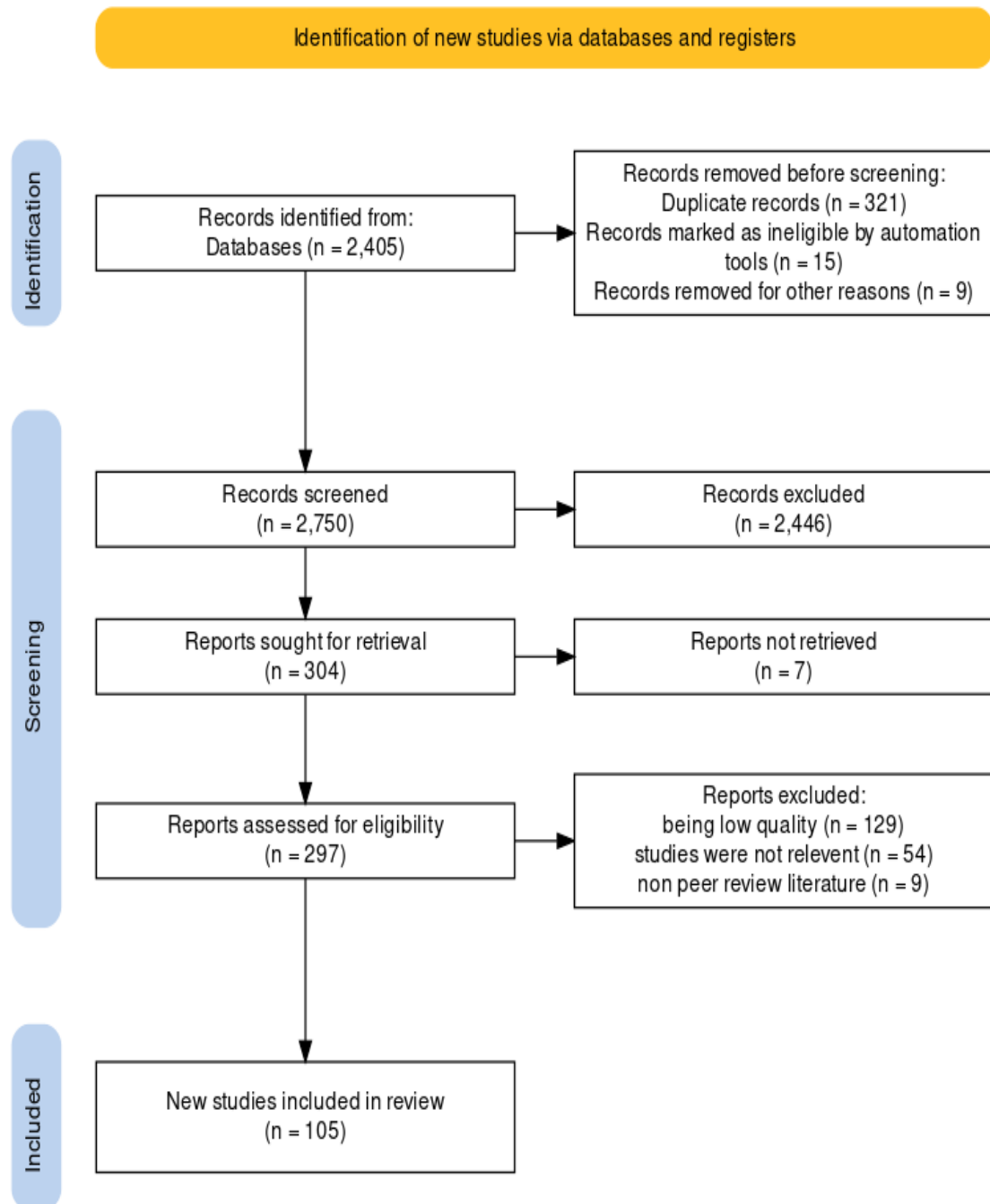


Fig. 4.3: Prisma Model

4.3 Sample Composition

The chosen studies were divided into Six (06) core categories for precise analysis.

Importance of the tourism industry
 Demographic profile of Buddhist tourists
 The problem faced by tourist
 Opportunities for local communities
 Buddhist tourism attraction
 Government policy

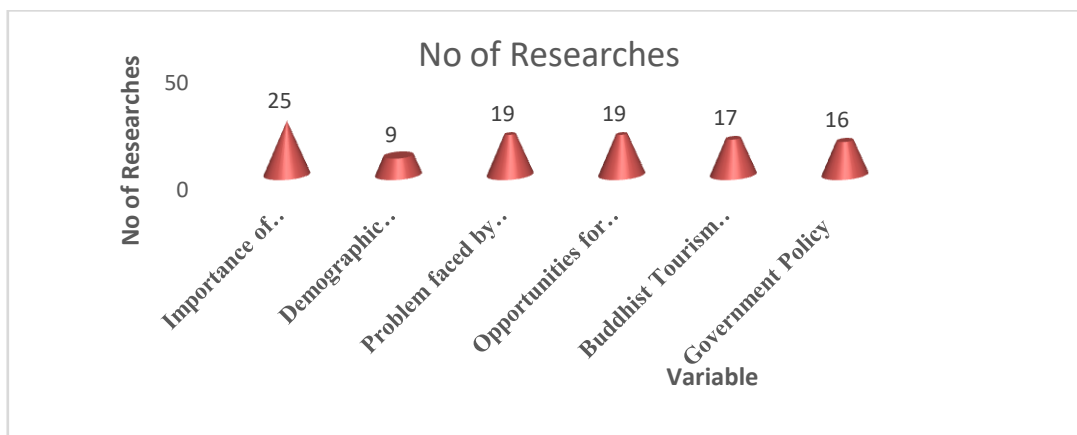
One hundred five articles from each of the six categories of Buddhist tourism. Twenty-five (25) articles are accessible on the importance of the tourism industry, nine (9) articles on the demographic profile of Buddhist tourists, nineteen (19) articles each on problems faced by tourists and opportunities for local communities, seventeen (17) articles on Buddhist tourism attraction and sixteen (16) articles on government policy related to tourism.

Table 4.1. Sample Composition

Description	No of Researches
Importance of the Tourism Industry	25
Demographic Profile of Buddhist Tourists	9
The Problem Faced by Tourist	19
Opportunities for Local Communities	19
Buddhist Tourism Attraction	17
Government Policy	16
Total	105

(Source: Literature Survey)

Graph 4.1: Sample Composition



(Source: Literature Survey)

4.4 Keywords

The authors of the 105 articles in our database indexed 647 keywords. The latter is more general and comprehensive; whereas the former author-generated keywords are generally more specific and better represent an article's content and contribution. Therefore, the author created an author-generated keyword tag cloud (Fig.4.4).

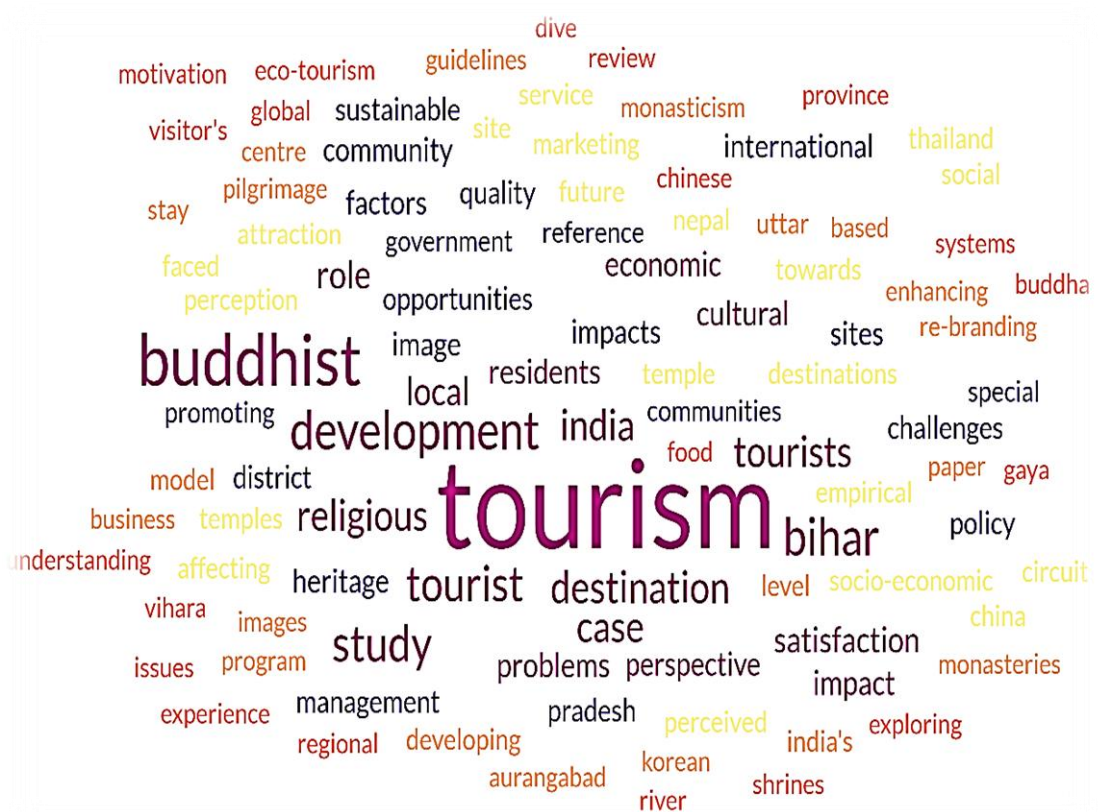


Fig.4.4: Author-generated Keyword Tag Cloud
(**Source:** Literature Survey)

4.5 Bibliographic Coupling Analysis

To identify emerging themes and critical research areas in the Buddhist tourism literature, the researcher conducted a bibliographic coupling analysis (Aguinis et al., 2011; Donthu et al., 2021; Durán-Sánchez et al., 2018; Mustak et al., 2021). Bibliographic coupling maps the relationship between research articles and helps to outline a field's intellectual structure (Ferreira, 2018; Jarneving, 2007; Skute et al., 2019). This technique identifies similar publications and their themes, giving visibility

to niche areas and more recent publications. Thus, this analysis helps to identify thematic clusters that are similar in content, uncover evolving themes, and link all to future research directions. The coupling analysis was performed using VOSviewer(Arruda et al., 2022; Van Eck & Waltman, 2011) with articles as a unit of study.

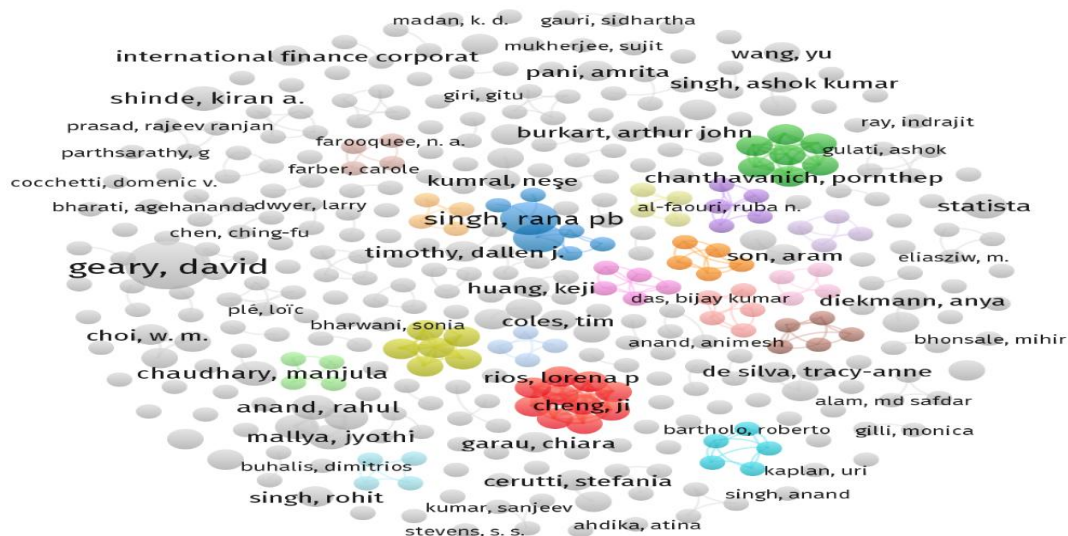


Fig.4.6: Bibliographic Coupling Analysis.

(Source: Author Compilation)

4.6 Sample Characteristics

There are 105 participants in the study's sample. The features of the sample were analyzed based on the variables given below.

4.6.1 Year of Publication

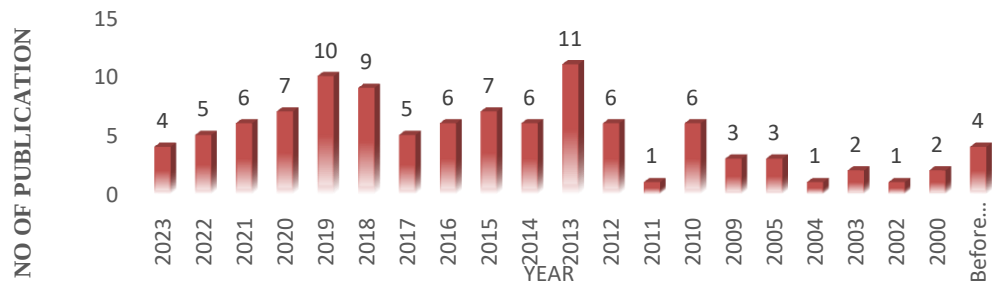
Studies from the twenty years beginning in 2000 and ending in 2023 were used for this study, except for four articles before 2000. 2013 has seen the most publication activity out of the sample's 105 studies, with eleven (11) studies published there. The years 2011, 2004, and 2002 have the lowest number of publications, which is one (01). The number of journals published during each year of the study's consideration period is shown in Table 4.2.

Table 4.2: Sample Characteristic (Year of publication)

Year	No of Publication
2023	4
2022	5
2021	6
2020	7
2019	10
2018	9
2017	5
2016	6
2015	7
2014	6
2013	11
2012	6
2011	1
2010	6
2009	3
2005	3
2004	1
2003	2
2002	1
2000	2
Before 2000	4
Total	105

(Source: Literature Survey)

Graph 4.2: Sample Characteristic (Year of Publication)



(Source: Literature Survey)

4.6.2 Sample Characteristics (Region Wise)

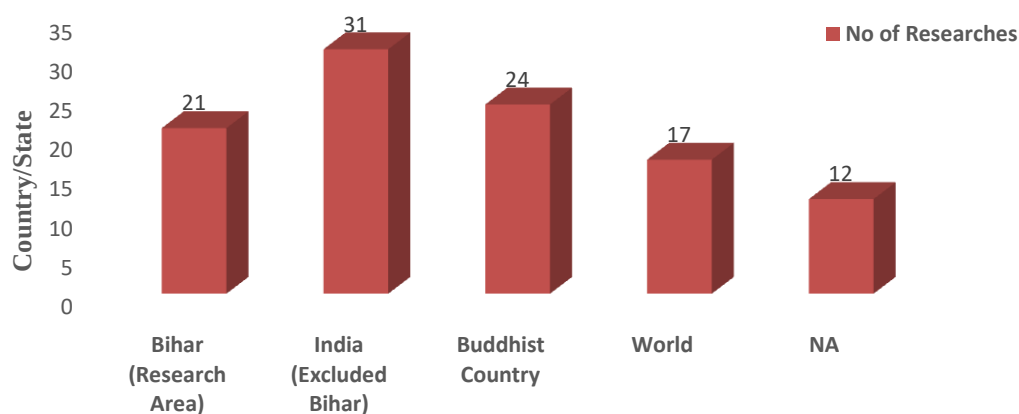
The sample comprises research from the entire world and studies from Bihar, India (excluded Bihar), Buddhist countries, and the entire world. Some of the studies cannot be defined as study areas. Most sampled studies are based in a Buddhist country, representing 24 totals. Table 4.3 shows the distribution of the research by geographic region.

Table 4.3: Sample Characteristics (Region Wise)

County/State	No of Researches
Bihar (Research Area)	21
India (Excluded Bihar)	31
Buddhist Country	24
World	17
NA	12
Total	105

(Source: Literature Survey)

Graph 4.3: Sample Characteristics (Region Wise)



(Source: Literature Survey)

4.6.3 Top 5 Journals in Tourism Research

The data-collecting method is the third attribute examined in the sample analysis. The data categorized by top 5 journals and no of the articles collected for this study is shown in Table 4.4.

Table 4.4: Top 5 Journals in Tourism Research

Rank	Journal Name	Number of Articles	H index	ABDC Ranking
1	Tourism Management	5	236	A*
2	Annals of Tourism Research	5	201	A*
3	Journal of Sustainable Tourism	4	127	A*
4	International Journal of Tourism Research	2	75	A
5	Journal of Heritage Tourism	2	42	B

(Source: Literature Survey)

4.6.4 Top 5 Cited Authors

Table 3.5 shows the top 5 cited authors out of 105 data. The most cited author is Dimitrios Buhalis, University of Westminster, London, with 65803 citations. The second position is Seyhmus Baloglu, University of Nevada, USA, with 33874 citation^s. The fifth most cited author is Ching-Fu Chen, National Cheng Kaung University Taiwan, with 20876 citations.

Table 3.5: Top 5 Cited Authors

Rank	Author	Most Cited Paper	Citation	Affiliation
1	Dimitrios Buhalis	Marketing the competitive destination of the future	65803	University of Westminster
2	Seyhmus Baloglu	A model of destination image formation	33874	University of Nevada
3	Philip Pearce	Visitors' perceptions of religious tourism destinations	29174	James Cook University

4	Dallen J. Timothy	Understanding tourists in religious destinations: A social distance perspective	24239	Arizona State University
5	Ching-Fu Chen	Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists	20876	National Cheng Kaung University

(Source: Literature Survey)

4.6.5 Top 5 Cited Papers

The top 5 cited papers out of 100 are shown in Table 4.6. Marketing the competitive destination of the future has 7114 citations, then a model of destination image formation has 6334 citations, and the 5th most cited paper was cultural tourism and business opportunities for museums and heritage sites, with 1443 citations.

Table 4.6: Top 5 Cited Papers

Rank	Paper Name	Journal Name	Citation
1	Marketing the competitive destination of the future	Tourism management	7114
2	A model of destination image formation	Annals of tourism research	6334
3	Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists	Tourism management	3636
4	The anthropology of space and place: Locating culture	Journal of the Royal Anthropological Institute	1543
5	Cultural tourism and business opportunities for museums and heritage sites	Tourism management	1443

(Source: Literature Survey)

4.7 Importance of Tourism Industry

Tourism is travelling inside your country or to an international destination for business or pleasure. It has become a key source of money for many countries, especially those with a young or developing economy. Tourism has various advantages for host locations. The economy benefits significantly from tourism, which also builds infrastructure, generates thousands of employments, and fosters cross-cultural understanding between residents and visitors.

(S. Singh & Sinha, 2022): The author focuses on the role of tourism in Bihar. Tourism is a game changer in Bihar's economy. The tourism industry is the most active tertiary sector activity related to hospitality and services. It consists of three components: travel destination, lodging, and transportation. It is strategically vital to the Indian economy. It offers several socio-economic advantages, such as employment, earnings, foreign exchange, and the growth or development of additional industries like agriculture, building, artisanal crafts, etc. Furthermore, spending on infrastructure projects like transportation, lodging and other tourism services contributes to the economy's expansion.

(Pratap, 2005): The author discusses that the state of Bihar is a region of paradoxes. It is a region full of resources, both natural and cultural heritage. However, the area is plagued with several maladies today: poor infrastructure, the ailing and closing of existing industries, and the lack of capital generation. The government has realized the importance of this sector, and hence, it has proposed several incentives. Tourism provides more than 5 lakh direct employment of educated, non-educated and women. It has earned 36 crore current money. The people of Bihar have their glorious past; they must understand it and create and formulate a present Bihar with a vibrant tourism economy. Unless and until the mission of development is taken through tourism as a favourable industry, the region will continue to be destitute despite its potential.

(A. Sharma et al., 2012): Besides fostering the nation's social and economic advancement, tourism in India holds great promise for boosting foreign exchange earnings, international investment, and job creation. Increasing air seat capacity,

boosting trains and railway connectivity to popular tourist destinations, four-laning roads, and expanding the availability of lodging by adding heritage hotels and seven-star hotels are just a few of the ways that the federal and state governments are working to improve the state of the infrastructure with assistance from the private sector and volunteer organizations. After examining all the data, we see that the tourist sector is growing daily and making a significant economic contribution to society by creating jobs and significantly increasing foreign exchange earnings.

(Alam, 2020): The Researcher suggested that the region is equally capable of adventure and leisure tourism. It is more efficient for a destination to have more than one kind of tourism, so the dependencies are positively distributed. Also, it will create more opportunities for the residents and tourists. This also leads to regional social, cultural, economic and infrastructural development. One of the significant factors that club all of the conditions is the 'safety and security' of the visitors in the region. The local authorities may join hands with the residents to participate in understanding the need for safety and security in the area.

(Gite & Navodit Manav, 2014) : Tourism generates 13 indirect jobs for every direct job created. This employment component is crucial for emerging nations with meagre employment rates. The proportion of Indian tourism in the global tourism business is relatively tiny. A primary driver of international trade, tourism contributes to national economies, creates jobs, earns foreign exchange revenues, and serves as a platform for cross-cultural communication.

(Geary, 2018): With Asia's economy expanding, most attention from across the world has been directed towards China and India's explosive industrialization and expansion, with less focus on the critical role India's thriving religious tourism sector plays in the region's overall economic development. A key component of India's tourism marketing effort in recent years has been the construction and promotion of religious circuits, which seek to generate revenue from domestic and foreign travellers. This article looks at the function of India's Buddhist circuit and how several holy sites have integrated into a more expansive, commercialized itinerary and networked geography to investigate the connection between tourism and India's

religious circuits in greater detail. The essay also examines the conflicts that arise from the ceremonial practises of Buddhist pilgrimages, how the state attempts to control and perpetuate a sacred landscape, and how cross-border cultural and economic exchanges have shaped Buddhist legacy in the early 21st century.

(Ali, 2018): The tourism industry is now the primary source of foreign exchange revenues and a significant tool for economic development. This paper's primary goal is to investigate how the tourism industry affects the Indian economy. According to the survey, 3.66 crore people were employed by the tourist industry in 2014, making up 8.7% of all jobs in India. Tourists also contribute roughly 6.7% of the nation's GDP. The report also revealed that the tourist sector brought 154146 crores of foreign cash to India in 2016. 2016, Bangladesh, the U.S., and the U.K. accounted for most foreign visitors. According to the investigation, Tamilnadu and Uttar Pradesh are the two states that drew the most significant number of tourists in 2016. The study recommended that to draw in many foreign visitors to India, the government should improve transportation and communication infrastructure, offer reasonably priced, well-maintained hotels close to popular tourist destinations, provide proper security, regularly organize international sporting events and lower taxes.

(A. Mishra & Jharkhariya, 2013): In the overall development of Buddhist tourism, the constraints related to infrastructure remain a bottleneck. Road infrastructure must be strengthened and augmented, ensuring better connections within the Buddhist circuits. The availability of recreation and entertainment facilities has to be improved because such facilities directly enhance tourists' satisfaction levels. In particular, some evening entertainment facilities are an essential element in the tourism industry, and these can take the form of outdoor restaurants and cultural shows.

(Asawachai, 2018): The paper focuses on tourism's benefits, which include creating income and jobs, improving local transportation infrastructure, and supporting regional culture. The three main adverse effects are seasonal employment, unequal income distribution, and the commercialization or commodification of

Buddhism. Abbots, monks, and communities all need to be educated about cultural heritage and the importance of protection. As a rule, it should be carefully followed.

Additionally, the criteria for choosing a monk for the Samanasak must be updated, and building and promoting material items within the temple property should not be considered. To manage tourism more sustainably, abbot, monks, host communities, the government sector, tourists, media, and the nonprofit sector must all be involved in preserving the significance of the nine sacred temples and their villages for culture and heritage. By implementing these relatively minor improvements, local cultural assets could be preserved for future generations.

(IFC, 2019): The work was led by the International Finance Corporation (IFC), a member of the World Bank Group. Extensive on the ground data collection, consultation, and analysis were conducted. The outcome is a framework for public and private sector investment that secures and enhances the experience of the sites while unleashing the full job creation potential of tourist spending at the towns and sites and along the Buddhist circuits. The strategy outlined in this document seeks to grow the economic impact of tourism along the Buddhist circuit by attracting higher-spending tourists and linking them to local goods and service providers. This strategy recognizes that public and private sector investment is required to drive demand and improve the quality of experience while respecting, preserving, and enhancing the religious value and significance of the sites.

(K. M. Singh & Singh, 2023): The author suggested that socio-economic ventures that promote the preservation and promotion of rural biodiversity, which will be crucial to the state's sustainable development, such as rural tourism in Bihar, have a great deal of promise for success. However, for this goal to become a reality, the business community must address the problem of rural tourism as a creative, strategic marketing endeavour. If the rural tourist industry expands and rural tourism business owners are to be successful, government measures must support this. The study reveals that the project started in 2003 in the village "Nepura" and has benefitted the artisan community and the people of other villages. The "Tanti community" involved in the traditional weaving work "Tussar Silk Weaving" are the primary beneficiaries.

The results of the study also show that if tourism is promoted in rural areas, it will benefit the community socially and economically in terms of increased employment opportunities, improved living standards, preservation and conservation of social and cultural value, equitable distribution of socio-economic benefits among the entire communities, economic and social upliftment of women and increased number of visitors.

(Geary & Mason, 2016): The author defined the valley as blessed with a rich history and cultural legacy that speaks to a fusion of religious beliefs and sensitivities, much like much of Bihar (the "land of vihara"). With Buddhism's transcultural appeal, there are countless opportunities for religious tourism in the context of intra-regional travel and the burgeoning economic might of many regions of Asia where Buddhism was prevalent before Bihar's rebranding as "Blissful Bihar" in 2005, when Chief Minister Nitish Kumar implemented several social and economic reforms.

(Sawant, 2017): The author defined in his paper it is believed that the socio-economic consequences of tourism outweigh at least some of the ostensibly adverse effects of travel. However, they might only sometimes be able to do so with the same level of assurance as the socio-economic impact of tourism. These two impact categories are valid. Where most criticisms about tourism can be found, future tourism will grow significantly due to the massive supply and demand revolution already underway. Buddhism adherents share a similar outlook on socio-economic progress. This tourist destination needs some help. MTDC and ASOI will provide these services: lodging, transportation and parking options, a medical centre, a tourist market area, security, etc.

(Jayasinghe, 2020): The author finds three primary reasons that contribute to the development of Buddhist tourism in Sri Lanka, which show a significant potential for this sector of the economy. These include Buddhist tourist marketing tactics, the need for skilled workers to support Buddhist tourism, and the abundance of Buddhist venues. Additionally, the analysis's findings revealed trends in the behaviour of Sri Lanka's Buddhist tourists.

(Nikolla & Miko, 2013) One of the key economic areas in our country is believed to be tourism. The recent increase in travel demand is linked to travellers' desire to visit well-known locations for authenticity, learn about local cultures, and

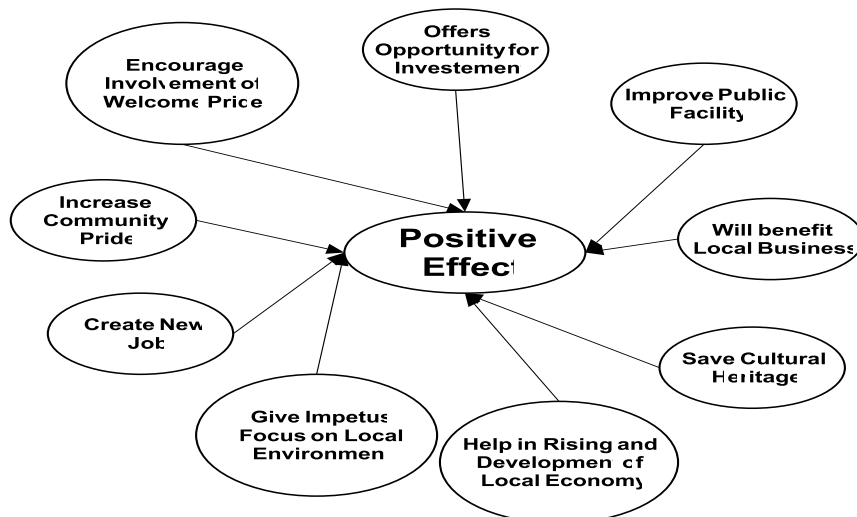


Fig.4.9: Positive effects of tourism development

Source:(Nikolla & Miko, 2013)

traditions, and observing as much of the local environment as possible. The entire document is viewed through the lens of connection tourism, a novel perspective designed to boost tourist numbers. A "place" can become a "destination" or a "source" can become an "attraction" under this type of tourism, which takes into account the entire territory and its diversity.

(Eruotor, 2014): According to the research, tourism is essential to sustaining a community. As a result, the government should support the tourism sector by forming partnerships with host communities as a back-up for more intensive community involvement in line with tourism development.

(Shiwani et al., 2020): In this research, the researcher examined the potential of eco-tourism in Gaya and the function of community engagement in encouraging eco-tourism-related activities. This study attempts to identify the economic advantages of eco-tourism, including the growth of local employment possibilities and the improvement of regional infrastructure. Researchers revealed that the locations needed more essential services like restaurants, restrooms, souvenir stores, hotels,

etc., to support rising tourist numbers. The local people can benefit economically from tourists if businesses and stalls are nearby. As a result, they need more motivation to maintain the sites, and as a result, these locations are of historical and religious significance.

(Ndivo & Cantoni, 2016): The Researcher defined the growth of low-income nations and the poor communities therein as significantly influenced by the tourism industry. The industry connects customers to producers at the destination with a strong emphasis on naturally occurring assets, a relatively high labour intensity, low skill and investment capital requirements, and a significant economic multiplier effect. Therefore, through its diverse supply chain, tourism offers employment and business chances to underrepresented groups, including women, young people, and ethnic minorities.

(P. Acharya, 2005), In his research, he discussed how Lumbini's tourism sector has developed into a source of service- and product-related jobs. The creation of new employment raises income and improves living conditions. Additionally, the significant societal issue of unemployment can be mitigated by diversifying numerous new economic activities. The locals enjoy tourism because they recognize its importance, particularly from a financial standpoint. A poor nation like Nepal should indeed prioritize economic issues.

(Geary, 2009a): The Researcher provided a historical ethnography on the social transformation of Bodh Gaya into a UNESCO World Heritage site. At Bodh Gaya, Researchers have argued that World Heritage designation is the latest historical layering that claims a particular history defined by a central event: the Buddha's enlightenment. Archaeological interventions also brought competing religious claims and conflictual histories over sacred property to the foreground. In this dissertation, I have shown how World Heritage sites, like the Mahabodhi Temple Complex at Bodh Gaya, are critical global spaces of convergence where history, memory, narratives and groups are entangled through UNESCO's universal application. Like many other urban and cosmopolitan spaces, World Heritage sites also lie at the intersection of diverse and competing social, economic, and political influences (Low & Lawrence-

Zúñiga, 2003), and despite the claims of universality, they do not transcend localities and the "particular historical conjunctures that give them content and force" (Tsing, 2005).

(He & Wang, 2022): This article examined the impact of Buddhist tourism on local sustainable development using some of China's most well-known Buddhist tourist destinations. This paper's discussion of the effects of Buddhist tourism on regional economic growth was one of its specific goals. Examining how Buddhist tourism affects the local ecosystem serves another purpose. After conducting empirical analysis on panel data covering the years 2010–2019 and using year and city-fixed effect models, we conclude that while Buddhist tourism negatively affects local environmental quality, it positively affects local economic growth. Total Buddhist tourism revenue is used for the development of locals.

(Geary, 2018): In this article, the author shows how a new grid of economic influence is taking place upon India's sacred landscape. These religious circuits have brought significant development and considerable economic dynamism where the sacred and commerce come.

(Cerutti & Piva, 2015)The study has demonstrated how religious occasions could be crucial to a territory's growth and development. In addition, it has been shown that using a structured management framework is necessary for small-scale religious events to impact the local system positively. The study specifically aims to contribute to the expanding discussion on religious events, which still needs much research.

(Kumral & Önder, 2009): The results demonstrate that the value added by hotels in the Aegean area exceeds the national average. The paper uses an econometric model to illustrate how public investments in tourism have been key drivers of higher value addition in the region between 1995 and 2001. Finally, Ozlem O'nder, Aykan Candemir, and Nese Kumral use time-series data to investigate the factors influencing the demand for foreign tourists in Izmir. According to the research, the key factors influencing the tourism market are the costs and earnings of the nations that attract

tourists. Local considerations such as the public capital stock's transportation and development level have no discernible impact.

4.8 Demographic Profile of Tourists

(Li, 2004) : The Researcher finds out Chinese tourists are maturing and coming from an ever-growing middle class, yet many tourism destinations in China still have poor citizens who have limited ability to contribute to the industry's development. Population and the opening of the nation to foreigners. Their attitudes, expectations, and perceptions These beliefs, all crucial to their choices about tourist consumption, will impact the developers' plans and the state's laws. Given China's current growth and transformation, more Chinese tourists will move domestically and abroad. Future research may concentrate on the impact of travellers' exposure to diverse cultures and communities on their evolving perspectives regarding domestic socio-cultural, economic, political, and environmental challenges.

(Agrawal et al., 2010a): The study's findings indicate that neither foreigners nor Indians view India as a "Buddhist tourist destination" nation. Additionally, Tibet is the region that foreigners and Indians most often associate with "Buddhism." Additionally, even though essential moments in the life of the Buddha occurred in India and Buddhism was born there, Indians do not link their nation with this religion. Most foreigners call the Dalai Lama the person they connect "Buddhism" with. Only 18% of Indians chose The Dalai Lama, who came in second. One can see that the attitudes of Westerners and Indians regarding who they most associates with Buddhism differ significantly. The outcome suggests that to boost tourism to Buddhist monuments in India, there is a critical need for a modern Indian Buddhist monk or leader, such as the Dalai Lama. The Dalai Lama resides in India. Thus, the government may exploit his celebrity status or role as an ambassador to promote significant Buddhist monuments there.

(A. Srivastava, 2016): According to the author, the sheer number of Buddhists in Uttar Pradesh and the recent liberalized changes in its political landscape, which have permitted Chinese citizens to travel abroad, are the main draws for Chinese visitors

visiting the state. Between 1997 and 2007, there was an increase in the number of Chinese tourists travelling abroad, from 5.5 million to 40.9 million, growing by more than 20% annually on average. With a yearly GDP average rise of 7-8 per cent over the previous ten years, Chinese people are now much wealthier and want to increase the amount of leisure travel they do. The potential for growth in China's outbound academics and industry has shown a tremendous interest in the tourism sector in numerous destination nations. In 2013, about 160,000 Chinese travellers came to India. 96,997 Chinese travellers arrived in India in 2009, making up 1.9% of all international visitors. Of Chinese visitors visiting India, 41.5 per cent came for leisure, holidays, and relaxation, while 50.4 per cent came for work-related or other professional purposes. In all, 4.1 per cent were going to see friends and family, as stated by the Indian Tourism Ministry.

(A. Srivastava, 2014): It is possible to determine which tourist market(s) would most likely visit the location, whose regions/countries they are from, and—most importantly—what extra services and activities the destination could provide by thoroughly understanding who is visiting. The number of amenities, services, and attractions that can be built in a location will depend on the prospective tourism market's size. These profiles have a dual and more significant function in identifying impacts and improving the destination. It is essential since destination typology must be considered while planning for sustainable tourism. The research's conclusions emphasize the need to develop tourist profiles for a destination's tourism industry's more organized and planned growth and development.

(M. Gupta & Sharma, 2019): The current study aimed to ascertain the challenges that pilgrims faced and gauge their satisfaction with the various services offered at different sites. However, choosing some shrines in Northern India was only possible due to time, money, and resource limitations. As a result, three shrines—Shriv Khorī, Jwalaji, and Mata Vaishno Devi—were selected because their locations for pilgrimage are identical. The research aimed to determine how satisfied pilgrims were with visiting holy shrines based on their demographic profile.

(Chowdhury & Shapna, 2019): According to the data, 14% of respondents were first-timers, and 66% were return visitors. Regarding the destination amenities, the majority of respondents are not happy. A regression study showed that whereas transportation, attractions, and accessibility positively affect visitor satisfaction, facilities have a negative impact. According to the study's findings, 97% of participants claimed that there were no facilities at all, and the majority expressed dissatisfaction with the overall satisfaction about rest, relaxation, and food options. The results of this study may offer precise recommendations to government officials, tourism industry participants, and destination managers for developing more convenient travel options to Shalban Vihara and Mainamati Museum.

(Rungsuwannarat et al., 2015): Tourism adds to these emerging nations' yearly GDP, so tourism plays a significant role in the Southeast Asian economy. Particularly in Thailand and Indonesia, distinctive and captivating elements like their flora and customs might contribute to a substantial influx of tourists. The study demonstrates that travellers had positive opinions about Thailand and Indonesia. Due to the residents' strong sense of cultural identity, both countries are seen favourably in terms of culture; in contrast, Thailand is seen negatively due to political unrest, while Indonesia continues to struggle with a widening wealth disparity. Additionally, this study shows that travel intention and destination image are correlated. Tourists may select a destination if they have a favourable impression of it. Furthermore, more people are inclined to visit a place with a positive reputation. Service providers, travel agencies, marketers, and tourism organizations in Thailand and Indonesia will benefit from this research in developing or promoting their destinations.

4.9 Problems Faced by Tourists

Tourist faces a variety of problems during their trips. It is generally believed that tourists, both domestic and foreign, visit different places in search of specialities, which include a variety of things, such as beauties of nature, architecture, peace of mind and fulfilment in religious places, new and different variety of food, culture of the people and uncommon adventure. Amid so many varieties, tourists make specific everyday demands, and these are clean, hygienic and comfortable living

accommodations, a sound transport system to take them from one place to another, decent shops mainly catering to ethnic art, entertainment representing the cultural heritage of the place, etc.

(Piramanayagam et al., 2020): Religious conviction, service excellence, and the history, architecture, and cultural facets of religious sites were the elements for religious motivation identified. Using structural equation modelling, it was determined how these motivating elements affect behaviour intention. The study's conclusions show that service quality, followed by religious belief, is the top motivating factor influencing the behaviour of religious tourists at Bodhgaya. However, Bodhgaya's history, architecture, and cultural features had little impact on visitors' behaviours. According to the report, service providers at this location must focus more on improving service quality.

(Dmitrović et al., 2009): The author finds eight latent constructs are included in the author's model, with visitor pleasure as its focal point. Customer satisfaction's antecedents (quality, image, value, costs, and risks) can be examined to get insight into the procedures that lead to satisfaction, but the result matters most. Loyalty and complaint behaviour constructs show the effects of (dis) satisfaction.

(Shahrivar, 2012): This study revealed that factors significantly affect overall tourist satisfaction, and results confirmed that overall tourist satisfaction is significantly different based on some controlling factors, such as demographic characteristics, cultural characteristics, travel behaviour characteristics, and information sources. The results found fifteen satisfactory, eight dissatisfactory, and seven indifferent factors.

(Chaudhary, 2000): The research suggests that India can enhance its reputation as a cultural destination. It primarily needs favourable perception in the areas of safety and infrastructure. A carefully thought-out picture advertising effort with the required adjustments can benefit several places.

(Khuong & Quyen, 2016) The study's empirical findings revealed that leisure and entertainment had the most significant impact. Still, other elements like perceived service quality, culture, history, art, safety and security, local cuisine, unfavourable characteristics, perceived price, the environment, and destination image also had favourable effects on foreign visitors' intentions to return. On the other hand, infrastructure hurts visitors' intentions to return.

(Diekmann & Hannam, 2012): By addressing a fundamental conflict in current social science research—namely, a concern with theories that enable us to examine multiple representations of social life—this work engages with current debates concerning tourism mobilities. However, more recent non-representational theories have focused on how Locations are embodied and experienced. Using this knowledge as a foundation, this study analyses the slum areas in India's multiple forms of tourism by analyzing the relationship between Indian slums' practises and Western portrayals of mobilities in films of Western tourists' experiences on walking tours. Additionally, the study develops at the broader theoretical perspectives that "more than representational" theory can provide for tourism studies.

(C.-F. Chen & Chen, 2010): The necessity for research that can help us comprehend the significance of experience quality in historic tourism contexts drove the creation of this study. After discussing the parallels and divergences between service quality and experience quality, this study tests a structural model of the connections between behavioural intents, perceived value, satisfaction, and experience quality. Additionally, this study has demonstrated that experience quality positively impacts perceived value. Experience quality and perceived value are validated as direct drivers of satisfaction based on the "cognitive/emotive" causal sequence, which mirrors the convergent service literature. Furthermore, whilst experience quality has a negligible impact on behavioural intentions, perceived value and satisfaction strongly and positively affect behavioural intentions.

(M. Kumar, 2020): The case study and instances of North Bihar tourism hubs mostly built following traditional patterns suggest new avenues for tourism growth. Their performance and distributional pattern both indicate a sluggish pace of

development. Numerous types of tourism rely on the environment to give tourists a backdrop and a point of interest. Still, these activities also have the potential to diminish and, on rare occasions, even destroy the natural resources that serve as the foundation for tourism. Although specific effects vary spatially - reflecting differences like the places that tourists visit, the levels and intensity of development, and the skills and expertise of resource managers - the environmental effects of tourism are generally felt in impacts upon ecosystems, landscapes, and the built environment.

(S. Prasad, 2004): Tourism in Bihar and U.P. is faced with a multitude of problems. Violence, extortion, and delay in developmental works are standard features. Other hazards include poor law and order, which has damaged railways, and the Maitreya Buddha Project, which may be shifted to U.P., harming the economy of Bodh-Gaya.

(Garg, 2013): This study divided travel crime into five categories: harassment, sexual crime, property crime, and crimes involving rights violations. International visitors have the impression that it is pretty probable to experience harassment, fraud, and robbery in India. The likelihood of becoming a victim when travelling impacts visitors' reactions and dreams of becoming victims. The study's findings show that women generally act how they would expect them to, such as staying in hotels for safety, not venturing out at night, dressing casually on purpose, and being frightened to ride public transportation alone.

(Olanwjitwong et al., 2017)The researcher finds that over half (52%) of Thai tourists experienced health problems during their trip to India. The most common health problem was not travellers' diarrhoea, as would be expected from published studies. Instead, respiratory and musculoskeletal problems were common symptoms. This information will be helpful in pre-travel assessment and care. Our findings may indicate that health risks among travellers vary by nationality.

(P. Kumar & Gupta, 2018): Through this study, three groups of barriers—convenience barriers, perceived sentimental barriers, and regional barriers—that have

a significant impact on travellers and tourists have emerged. Perceived Sentimental Hurdles and Regional Hurdles are highly dependent on the locals of each tourist location, whilst Convenience Hurdles are primarily caused by inadequate facilities at tourist attractions.

(R. P. Singh & Gauri, 2014): The author focused on Buddhist historical sites. The SAARC region's circuits bring peace and tranquillity in place of the mindless race to acquire weapons and ammunition, and the money saved could be used to build facilities for the general public in food, health, and education. India has shown the way by developing a few Buddhist circuits. Nepal, Bangladesh, and Pakistan have also started to develop plans to advance Buddhist Site Tourism. It will be difficult to overcome substantial security problems, poor tourist infrastructure and the challenges of getting a visa and permission to travel to high-risk areas in the SAARC nations.

(Kaushal et al., 2022): In our distant past, religious travel played a vital role. It's also among the earliest types of travel. It is also well-known as "faith tourism," when individuals worldwide visit religious locations for various reasons. These goals could be spiritual, aimed at fostering intercultural understanding or centred on finding answers to various puzzles. Each person has a different reason for travelling. Travellers travel to Himachal Pradesh all year long to perform their religious obligations. They may need help with road connectivity and transit-related challenges. Additionally, religious sites may get overly crowded, and problems with sanitization, water supply, and other necessities could arise.

(Bull & CEPAL, 2003): The author discussed whether a country is developed. Traffic congestion has worsened over the past few years and threatens city living standards. Its primary manifestation is a gradual decrease in traffic speeds, which increases travel times, fuel consumption, other operating costs, and environmental pollutants compared to an unbroken traffic flow.

(Mataković & Cunjak Mataković, 2019): The Researcher finds out there are two ways to look at the effects of crime on tourism: the macro and micro levels. Crime's consequences on society as a whole, on the local community, or as a tourist attraction

are referred to as its macro-level impact. In contrast, its effects on specific individuals are called its micro-level impact. The most important effect of crime on a travel destination is that it creates a wrong impression, which lowers travel demand. The behaviour and attitudes of visitors and their decision to visit or return to a location where criminal episodes occur are clear indicators of the micro-level effects of crime.

(Karthi, Devi, & Daisy, 2012): With a global GDP of almost \$4 trillion, tourism is the fourth largest industry globally and one of the economy's fastest-growing sectors. Currently, it is a well-established socio-economic phenomenon that is globalized and complex. Nowadays, Tourism is the only source of income for many nations in Asia and Europe. India's tourism industry is in a position where it can help the nation's economy grow. The tourist sector can promote peace and stability in developing countries through job creation, revenue generation, economic diversification, environmental preservation, and the advancement of intercultural understanding. Although many e-booking services are available worldwide, our tourists need help booking rooms and flights. The research focuses on determining the socio-economic profile of tourists visiting Tamilnadu's Nagappattinam District and their difficulties. Lastly, recommendations should be made to reduce the issues in tourist areas. For this study, the researcher selected the district of Nagapattinam as the research area. Following extensive refinement, a sample of 120 respondents was selected for consideration. Simple random sampling was used to gather data. Appropriate recommendations were made in light of the results of the thorough investigation.

(Chockalingam & Ganesh, 2010): Major issues noted include changes to the plans for their visit, lodging, transportation, and unforeseen costs. The helpful industry might take care of these issues. It could be reduced if they approach them with a service-minded mindset. Because they are perfectionists, women, older people, and businesspeople tend to voice their concerns about corruption, pollution, traffic jams, and beggars. Therefore, the best way to draw them to tourist destinations is to emphasize tranquil, pollution-free areas. Although hosts adapt to various issues, this

would lower interest in the tour. In the end, this impacts the expansion of the domestic tourism sector. Reducing the severity of the issue will help to keep such tourists.

(Kantawateera et al., 2015): Research indicates that due to concerns about fairness, the facilitation of transport services may endanger tourism and reduce the number of visitors. Also, because transport is crucial to the province's reputation and the tourism sector, the federal and provincial governments must work together to develop regulations to regulate and assist it. The subject of government administration of transport services calls for a high management level, including registering and training transport employees and promoting tourism.

4.10 Opportunities for Local Residents

Tourism can provide several opportunities for local communities. It can create jobs, generate revenue, attract investment, promote cultural understanding, boost community pride, and create new opportunities for social interaction and community engagement. To maximize the benefits of tourism for local communities, it is essential to develop a sustainable tourism plan, involve local communities in the planning and development of tourism, invest in training and education for local residents, and promote responsible tourism to tourists.

(W. A. Gnanapala & Sandaruwani, 2016): The study finds that insufficient government planning, laws, regulations, inadequate tour operator training, and the more significant socio-economic problems of poverty and its ramifications have become barriers. The government, private companies, and other external organizations may benefit economically from tourism development, but the local villages may reap different financial rewards. The research area is situated in the centre of the cultural triangle, and locals and visitors there typically exhibit high sensitivity to indigenous traditions, minimizing any detrimental socio-cultural effects.

(H. C. Choi & Murray, 2010): This study examined residents' attitudes toward future tourism development. The findings revealed that long-term planning is a significant component of sustainable tourism. In contrast, the other two major

components are only indirectly related to support for tourism via its positive and negative impacts. These findings suggest critical implications that local governments should consider when developing tourism.

(B. K. Das et al., 2020): The researcher focuses on Kanwar Lake as a Ramsar-listed site, which will create a sense of pride in the local community. This will boost tourism for migratory bird watchers and improve the region's economy. Land mapping and wetland protection from forcefully grabbing by land mafias will protect the wetland from decreasing its area. Banning clay brick manufacturing will stop the illegal excavation of soil. The Linkage between the people and the wetland must be emphasized to protect and conserve wetlands. A symbiotic relationship between man, water, and land must be created to promote wetland conservation.

(Nasing et al., 2013): The author discussed treasures for cultural tourism, such as royal Thai monasteries, a distinctive representation of cultural heritage that incorporates faith, tradition, art, and science while reflecting social influence. Care and consideration must be used when turning these ancient locations into a popular tourist destination. Every development strategy should be congruent with the distinctive qualities of each monastery. A thriving cultural tourism destination will depend on careful marketing of the local holidays, customs, fine arts, history, and stunning architecture. For cultural tourism to succeed, it is crucial to consider the requirements and preferences of all parties involved and the local community. The tactics that will be used require participation from everyone. The transformation of Royal Monasteries into a cultural tourist destination will only be beneficial through cooperation.

(Gilli & Ferrari, 2017): Relevant are the variations in how the two centres have integrated into their local cultures. Both centres enjoy positive relationships with their neighbours and participate in community gatherings and campaigns for environmental protection and sustainability. However, because Albagnano Centre is deeply ingrained in the community's economic life, it also shares in that community's "social capital," or the customs, traditions, laws, and values.

(Salazar, 2012): The author revealed that participation at the local level is crucial for reaching the global objective of sustainable development. However, this kind of participation frequently entails a transfer of authority from local government to local actors. Fundamental education and training in target areas must accompany tourism development. One crucial component to achieving sustainable tourism is having well-trained local tour guides who are paid well and encouraged to stay on the job.

(Daldeniz & Hampton, 2013): The Researcher finds that local involvement in dive tourism is comparable to local participation in tourism in general. Local communities are affected by dive tourism, whether through positive changes like the building of a freshwater pipeline from the mainland or through unfavourable effects like rising real estate prices and increased pollution. Still, they need control over how dive tourism is developed or managed and cannot be considered highly involved.

(Silberberg, 1995): The author has investigated an essential source of revenue for museums and historic sites: cultural tourism. Cultural and heritage institutions must look for ways to boost attendance and self-generated income while reducing operating costs, especially in these challenging economic times. To do this, they must thoroughly examine their operational procedures and regulations, strongly emphasize topics like customer service, collaborations, and packaging possibilities, and be open to entrepreneurial methods while still adhering to their cultural preservation and education mandates.

(Kundu, 2012): The author has revealed that the employment infrastructure is based on the sacred site of Tarapith, and it is evident that rural tourism centred on a single location can accelerate economic growth in a place where other employment opportunities are scarce and unstable. There are several options for hiring local rural residents who lack appropriate reading skills and job experience because tourism provides employment prospects for both skilled and unskilled workers. Through the Integrated Rural Development Programme (IRDP), the Indian government has recently prioritized rural development, including job creation and poverty eradication. Regarding the current state of rural tourist development in Tarapith, a percentage of funds allocated for IRD programmes like MGNREGS can be increased to build the

infrastructure for rural tourism on the ground. The potential of the tourism sector, which guarantees better output in the form of economic opportunities for the host community of the tourism destination without requiring much more investment like other industries, must be adopted to accelerate the human development process in the district of Birbhum, which is still in poor condition.

(S. S. Mann & Thapar, 2015): The Buddhist Circuit offers a chance for the expansion and growth of the tourism sector, related industries, and the economy/community as a whole. The states of UP and Bihar may create a significant amount of employment by improving their infrastructure by developing roads, railway networks, airlines, hotels, transportation and travel companies, interpreters, facilitators, tour guides, and other services. There is a chance for local community involvement, which is necessary to improve the dire economic conditions and develop sustainable tourism in these states. The development of the circuit as an all-year, easily accessible circuit that appeals to various tourist groups will be facilitated by the development of the infrastructure, product/experience, amenities, connection, marketing, and promotion.

(V. Kumar & Arvind, 2009): This study aims to evaluate the socio-economic impact on the local community and the tourism and eco-tourism possibilities of the Barabar and Nagarjuna Hills Caves sites in Bihar, India. Interviews were conducted with all sampled stakeholders, including government representatives, using a pre-tested questionnaire. It has been revealed that despite having a great deal of potential to be designated as an eco-tourist site, it has yet to be done so for various reasons, such as a lack of infrastructure, political will, etc. However, stakeholders, including government officials and locals, have stated that they will fully cooperate and participate if the government designated the site as a tourist or eco-tourist site, along with funding and management back-up.

(Kant et al., 2022): The Researcher has concluded that it is critical for destinations, tourism businesses, and other stakeholders who serve river cruise visitors to have a thorough understanding of basic river cruise operations to appropriately target and manage this market and reap the most significant possible benefits. River

cruising is no longer a new term in India. The government of India and the Uttar Pradesh Government are trying to establish river fleets. People are aware of the required infrastructure, and corridors will be developed. Cities like Prayagraj, Varanasi, Patna, Buxar, Bhagalpur, and nearby areas have ample opportunities.

(Anand, 2014): "A civic building or collection of buildings intended to host lectures, conferences, workshops, panel discussions, exhibitions, etc." is what is known as an international convention centre. An international convention centre offers a sizable space and excellent amenities frequently utilized to support the region's growing tourism industry and generate various income for the public and private sectors. Since Bodhgaya is a popular destination for Buddhists, the plan must blend in with the local way of life. The construction of the convention facility would be a major draw for travellers from around the globe. Convention centres are usually spacious structures that can accommodate a variety of events, including social, business, and private ones. Convention centres provide enormous spaces on their floors that may accommodate thousands of people for an event at a specific time. Convention centres, such as concerts and dance shows, are frequently used for entertainment. Another name for it is a multipurpose building. An international convention centre is intended to create a conducive setting for organizing conferences, workshops, lectures, panel discussions, and other events. It welcomes participants with the highest knowledge levels in their respective professions.

(Bichler, 2021a): This paper offered a structured overview of the literature on tourism governance and examined the extent of participatory aspects of local residents (Arnstein, 1969; Green & Hunton-Clarke, 2003). These results draw attention to three context groups: limited, average, and increased. Each of these areas has unique chances for participation in tourism governance.

(Gautam, 2023): The lives of the inhabitants are impacted by the rise in tourists. The current study established and validated a unified method for investigating the relationships between emotional solidarity, tourism stress, the local population's quality of life, and support for sustainable tourism development in a tourism setting. It was done by utilizing theories of emotional solidarity, bottom-up spillover theory, and

social exchange theory. It was discovered that the hospitable disposition of the locals significantly exacerbated their stress levels due to tourism. The study's results confirmed that residents' emotional connection had a favourable and significant impact on their quality of life. Additionally, the findings showed that the quality of life of the local population significantly influenced their support for sustainable tourism development.

(González et al., 2019): The current study closes a vacuum in the literature because few publications examine locals' attitudes towards travel despite Spain's reputation as a nation primarily focused on tourism. This research project is unique in using quantitative and qualitative analysis to examine how locals view foreign and domestic tourism-related issues simultaneously. Considering how locals view tourism as developing and sustaining sustainable tourism depends on their input. More significantly, our research reveals some of the keys to an international tourist destination that will continue to satisfy the locals: preserving the quality of life, promoting alternative and more exclusive forms of tourism, avoiding or ceasing mass tourism, and managing multiculturalism without sacrificing the essential local characteristics.

(Subash, 2015): The Researcher finds tourism is a booming business that creates jobs, contributes significantly to the nation's foreign exchange earnings, and benefits both the host and local communities. The growth of various tourism products, rising income levels, changing lifestyles, and government policy and regulatory assistance significantly influence India's travel and tourism industry. Nonetheless, the industry needs help with difficulties like inadequate tourism infrastructure, widespread worries about visitors' health and safety, varied passenger and road tax regimes among states, and a need for more workers with the necessary training and experience. The sustainable growth and upkeep of the travel and tourist industry in the nation depend on the combined efforts of all stakeholders, including the federal and state governments, the private sector, and the general public.

(Chand, 2013): The author described a significant portion of the global tourism market is devoted to heritage. Like any other resource, heritage assets must be

managed sustainably to preserve their long-term worth. It is said that while safeguarding the environment and raising the standard of living for locals, sustainable heritage tourism offers visitors top-notch experiences. However, residents' opinions of the advantages of historical tourism ultimately determine whether the local tourism sector succeeds or fails, regardless of how tourism is brought to and grows within a community. This paper discusses historical tourism in the Himachal Pradesh village of Pragpur, recognized as one of India's historic sites and well-known for its old history and culture.

(Saravanan & RAO, 2013): The Researcher focused on the rise of rural tourism and its effects on rural enhancement, which have been argued in this research by looking for alternative paradigms and ideological ideals. This paper aims to advance our understanding of rural tourism's conceptualization and implications for entrepreneurship in rural communities. Our notion of rural tourism demonstrates the degree to which the cultural backdrop plays a vital role in the dynamics of small business activity, which aligns with their focus on entrepreneurship in rural areas. Rural tourism will not consistently impact development; it will differ significantly within and between communities. Increasing the amount of tourism-related developments in rural areas is one of many ways to improve the livelihood impacts for the local population. Many different costs and benefits must be considered. Specifically, addressing adverse effects is just as crucial as maximizing positive ones.

4.11 Buddhist Tourism Attraction

Buddhist tourism is a growing trend as people worldwide become interested in learning more about Buddhism and its rich history and culture. There are many Buddhist tourist attractions worldwide, each with its unique offerings. Buddhist tourism is about more than just visiting Buddhist temples and monasteries. It is also about learning about Buddhism and its rich history and culture. There are many ways to do this, such as reading books and articles about Buddhism, attending Dharma talks, and participating in meditation retreats. Buddhist tourism can be an enriching experience. It can provide an opportunity to learn about a new culture and religion, to meet new people, and to experience personal growth.

(Kaplan, 2010): The author discussed that the temple stay programme is a recent and well-known tourist attraction in Korea. Visitors are invited to stay for a few days at several significant Buddhist monasteries nationwide and experience the traditional monk lifestyle. The temples where are displayed for tourists as historical artefacts. These fresh materials create new temple representations, giving the temples new identities. In this sense, temples are becoming diverse cultural hubs where monks serve as tour guides and curators of varied, traditional, and "authentic" Korean culture.

(Sardar et al., 2020): The author finds attractive archaeological symbols, incredible diversity in historical structures (church, castle, temple), an attractive Buddhist stupa in the centre, the great historical importance of the destination, and the beautiful architectural beauty of the destinations attract tourists to visit the Buddhist circuit. By nature, people need to be more robust to know history and culture. Archaeological tourist destinations provide the opportunity to learn about the glorious history and culture, and visitors visit the destination for this attraction. It was also found that archaeological attraction is the prime factor correlated with variables.

(Al-Ababneh, 2013): This study contends that improving destination facilities, accessibility, and attractions enhances the quality of tourism services, which has a favourable effect on visitor satisfaction. The author finds that destination attractions are essential for tourists.

(M. A. Rahman, 2014b): The study found that destination attractiveness and promotion of the destination create significant differences in tourists' perceptions. In almost all the attributes, domestic tourists were more satisfied than foreign tourists regarding accessibility. There were no significant differences in perceptions regarding price and staff. It has also been found that foreign tourists need to perceive better 'the variety of attractions', 'availability of nightlife', 'air connectivity', 'promotion of the place' and 'knowledge of tour guides'. Domestic tourists were mainly dissatisfied with 'accommodation facility', 'availability of nightlife', 'public conveniences', 'cleanliness and hygiene', 'public transport', 'promotion of the destination', and 'behaviour of shopping centre staff'.

(W. Wang et al., 2016): The findings reveal that while the degree of tourists' religious conviction substantially impacts their willingness to obtain religious beliefs and their ability to relax mentally, past experiences significantly impact tourists' motivation to achieve religious beliefs. Finally, according to motivation theory, cultural enjoyment and one aspect of religious belief are pull factors, whereas mental relaxation and religious beliefs might be categorized as push factors.

(Choe & O'Regan, 2015): The findings of this paper are that South East Asia has numerous spectacular religious attractions, from the Borobudur Temple Compounds in Indonesia to the My Son Sanctuary in Vietnam and the town of Luang Prabang in Laos. The region offers Buddhist temples, yoga, traditional healing, spas, and meditation centres for those interested in spiritual well-being. The history, iconography and art associated with religions are becoming significant attractions for Western tourists. Non-Buddhist Westerners visiting temples may not be motivated by religious reasons but by the desire for spiritual growth, self-fulfilment, ethical values or philosophy. Unlike other religions, Buddhism and its temples are very open to non-adherents.

(Huang & Pearce, 2019): The author categorizes Buddhist sites into four categories: sacred, with high spiritual values; cultural, with a long history; beautiful, with natural features; and commercial, with stores and eateries. The second discovered that tourists' opinions of these affective, solid, and cognitive reactions to the Buddhist sites were present in the destination image. Such perceptions were strengthened by key site features such as an impressive atmosphere, attractive environment, personal beliefs, and loyal behaviours but weakened by commercial activities, modern buildings, environmental pollution, and secular behaviours.

(Son & Xu, 2013): This study attempted to explore the roles of Buddhist temple food by understanding how Western tourists perceive and evaluate their dining experience at Buddhist restaurants in China, Korea and Japan. The content analysis results indicated that the Buddhist temple food played various roles in the travel experience. Major roles identified in this study were a means for novelty-seeking, a means for sensory pleasure, a peak tourist experience, a symbol of authenticity and

prestige, and a medium for cultural exploration. The core values of the Buddhist temple food in each country were different. The culinary experience at a Chinese Buddhist restaurant gave Western tourists a unique and novel travel experience.

On the other hand, the central role of Korean Buddhist temple food was offering them a taste of 'real' traditional Korean food. This study also showed that Buddhist temple food and temple food-related activities can be a vital tourism attraction for international tourists seeking authentic and learning experiences. The study also found that as a cultural resource, Buddhist temple cuisine can be an excellent example of an experience-based tourist attraction.

(W. M. Choi et al., 1999): By combining qualitative and quantitative approaches, the attribute-based and holistic images of Hong Kong were extracted in the present study, spreading from functional to psychological characteristics. Distinctive and unique pictures in the world travel market supplemented this. Overall, the image of Hong Kong was positive, and the mean scores for items relating to shopping and tourist information were relatively high. However, negative images did arise from the crowded, busy and stressful environment in Hong Kong. The Peak, the Peak Tram and the Star Ferry were identified as unique attractions of Hong Kong.

(Baloglu & McCleary, 1999): Image has been shown to play an essential role in choosing a holiday destination. The research reported in this paper presents the results of empirical testing of the model using path analysis. One of the study's main conclusions is that stimuli and travel characteristics shape that destination image. The path analysis results show the model's general trend and indicate that the variety (number) of information sources, type of information source, age and education level influence cognitive evaluation/ awareness. These motivations and the psychosocial dynamics of tourism influence each other. However, the impact of cognitive/perceptual appraisal on impact is much stronger than the impact of travel motivation.

(Nyaupane et al., 2015): The results of this study empirically support the idea that varying levels of social distance contribute to the explanation of why followers of

other religions go to other people's sacred locations. Second, this research found four motivational attractions (spiritual, recreational, educational, and social) among travellers to a Buddhist location, and these motives varied according to the visitors' respective religious beliefs. While members of other faiths visit the exact location for more attraction, such as recreational sightseeing, people of their faith are more driven by spiritual and other concentric factors.

(Y. Wang, 2017): Buddhist temples symbolise Thai cultural identity, often used to attract domestic and international visitors. However, understanding visitors' motivations and reasons for visiting Buddhist-related attractions remains limited. This study focuses on the current popular Understanding of Chinese tourists' motivations for visiting Buddhism-related attractions in Phuket. The findings revealed that cultural motives, including "to experience exotic customs and atmosphere", "to increase my understanding of Thai culture", and "to visit historical heritage sites to gain knowledge", were perceived as the most significant reasons, higher than the other four push motives (religious and spirit, Novelty, leisure, and family). On the other hand, "Theravada Buddhism culture" and "history of Theravada Buddhism" were the most attractive pull factors influencing Chinese tourists.

(K. A. Shinde, 2021): The author revealed several religious theme parks devoted to various religions have recently emerged and grown in popular attraction. These theme parks have a fusion of religious and leisure activities. For pilgrims and tourists, these theme parks offer a tourist destination that provides chances for leisure and relaxation. In this approach, religious theme parks develop new historical locations that build on the local culture while enhancing conventional pilgrimage travel through innovative visitor experiences. This study supports previous research showing that religious theme park settings impact visitors' perception of their link to leisure and tourism. The rise in middle-class consumer culture is also linked to the popularity of religious theme parks. Making a trip to a religious theme park. Visiting a religious theme park is "a meaningful social practice." Such a practise transcends its "religious orientation" and develops into a "cultural attraction."

(Leiper, 1990): A model of attractions is put out, and the literature on attractions is reviewed. A tourist attraction system is an empirical relationship between a visitor, a nucleus, and a marker. Travellers or guests looking for leisure-related encounters with nuclear and marker components are known as tourists. A hierarchy, clusters and their inviolate zones are used to describe nuclei. Nine responsibilities or functions of markers in attraction systems are discovered when markers are examined about a previous model of tourism systems. There is a suggested reason for how locations "attract" tourists. Future directions and real-world applications of the theory are proposed.

(VARIDDHIMETĪ et al., 2023): Enhancing the Buddhist tourism development network: Thailand has Buddhist tourist attractions scattered throughout all provinces. In each context, the area is different. To develop tourism, many factors are required, which can be summarized as (1) tourist attractions and suitable tourism activities;(2) environmental processes;(3) operational organizations;(4) legal and ethical processes;(5) good attitudes;(6) creative development;(7) leaders of a network with knowledge and virtue;(8) continuously creating suitable activities together;(10) being sincere and severe;(11) equality. A model for enhancing the Buddhist tourism network development network in Nakhon Phanom Province: for a temple that is a Buddhist tourist attraction, related agencies and communities have jointly developed Buddhist tourism activities in terms of cultural traditions, public relations, conservation, and learning.

4.12 Government Policy

The role of government policy in the development of tourism is a complex and multifaceted one. On the one hand, governments can play a significant role in creating an environment enabling the tourism sector to thrive. It can include investing in infrastructure, such as roads, airports, and tourist accommodations; promoting tourism destinations through marketing and promotional activities; and providing financial incentives to businesses in the sector. On the other hand, governments can also regulate the tourism sector to ensure it is developed and managed sustainably. It can include setting standards for tourism businesses, protecting the rights of consumers,

and ensuring the safety and security of tourists. The specific ways in which government policy can support tourism development will vary depending on the particular context of each country or region. However, some general principles can be identified. First, it is essential to have a clear and coherent national tourism strategy that sets out the government's vision for the sector and identifies the key priorities for its development. Second, the government should invest in the infrastructure and other essential resources to support a thriving tourism sector. Third, the government should promote tourism destinations through marketing and promotional activities. Fourth, the government should provide financial incentives to businesses in the tourism sector to attract investment and encourage the development of new tourism products and services. Fifth, the government should regulate the tourism sector to ensure it is developed and managed sustainably.

(S. Acharya, 2021): The author describes the promotion strategy of Buddhist tourism by the government of Nepal, the state government and the local government. The Nepali government must now be able to impose the Buddha's teachings on peace to draw international visitors to a changing physical environment while providing total assurances for their safety. In the name of Buddha, Nepal can promote spiritual, religious, and yoga travel to Lumbini and throughout the country. The Nepalese government or any other authority has not been interested in providing these informal labourers with compensation or support. Informal labourers in several wealthy nations, including the USA, received welfare checks from the government that allowed them to support themselves. They were provided alternative jobs in other countries, including Bhutan, so that they could help themselves. The State Government has to follow the Provincial Buddhist's religious circuit development, Monitor and evaluate the Buddhist religious tourism development projects, Link the local government and federal government in the national pride projects, Buddhist settlement management in Lumbini Sanskritik Municipality, National and international media mobilization, Publications, and Study, National international marketing. Local government has to follow, Participating in planning and policy formulation of provincial and federal government, Mobilization of Local resources and private investment environment, Local festivals reorganization as tourist-friendly,

Following investment in tourism attractions, experience and infrastructure of local authorities, Mobilizing schools and colleges in the promotion of Buddhists Tourism, Local Security system and media mobilization, Tourism Development Environment, Hospitality monitoring to stakeholders.

(R. S. Kushwah & Singh, 2018): According to this study, Buddhist tourism can be popular if adequately promoted. In this study, the researcher attempted to present the Morrison marketing mix framework for public-private partnerships in the context of Buddhist tourism. To further understand how these components may support Buddhist tourism, many elements of the marketing mix for travel were selected from the perspective of Buddhism. These precise factors weren't considered from a single viewpoint or state's point of view; rather, it was hoped that this study would be helpful to anyone planning Buddhist travel throughout the nation. It was a conceptual framework that academics might develop to learn more in-depth in the same or similar regard.

(Raju, 2019): The author finds Bihar is the only state that offers completely diverse types of commercial enterprise, like tourism, to visitors each year, according to faith and culture. The Bihar government made attempts to promote a wide variety of tourism activities. The Bihar government used entirely different strategies to encourage business development in the state. To promote business in India, the Indian government aims to change its policy in 2014 to allow visitors from most nations to obtain an electronic visa online. The Bihar government decided to promote Bihar as the "ultimate tourist destination in Sense Cultural, Religious, Academics & Medical" to increase tourism industry revenue. Therefore, there is no doubt that the Bihar tourism industry will increase during the coming years. However, it is still moving too slowly for various reasons, including issues with law and order, public awareness, investor reputation, problems with transportation and connectivity, etc.

(Upadhyaya et al., 2020): This paper has focused on how India's and the state of Bihar's tourism policies have affected pilgrimage to Buddhist tourist destinations in Bihar. An important conclusion from this study is that there is a correlation between periodic policy pushes and little increases in the number of tourists. The data,

analysis, and discussion show that as and when a new policy framework is implemented, there is an increase in the number of tourists; however, there are sceptics who believe that policy frameworks are not well-conceived and applied sufficiently in most pilgrimage towns, which are occasionally left to manage religious tourism in India. Other Buddhist countries represent a severe concern when travelling to India. However, a more concentrated and proactive approach might help create the surrounding infrastructure and circuits for Buddhist pilgrimage sites. The fundamental goal of bringing foreign visitors to India, specifically Bihar, will be strengthened by considering the policy framework's three crucial factors of infrastructure development, entrepreneur training, and capacity building. Favourable tourism policies that impact the growth of tourism-related infrastructure are connected to the increase in tourists visiting the Buddhist tourist spots in Bihar.

(T. Kumari, 2022a): The author finds the role of the government in promoting Buddhist tourism in Bihar, India, after the COVID-19 pandemic is crucial for the recovery and growth of this sector. The pandemic has severely impacted the global tourism industry, and governments play a vital role in reviving and sustaining tourism, especially in a state like Bihar, which holds significant Buddhist heritage—the government's proactive involvement in promoting cultural and spiritual tourism hubs. Through strategic planning, investment, collaboration, and sustainable practices, the government can create a favourable environment for tourism growth while preserving the rich Buddhist heritage of Bihar.

(KUMAR, 2017): The study finds that favourable and effective policies have increased domestic and foreign tourism in India, especially international Buddhist pilgrimage to Bihar. However, the state of Bihar still needs better policies and marketing to promote Buddhist tourism. The paper explores the overlooked role of government tourism development policies in promoting spiritual and religious tourism in India and chronicles tourism development in Bihar.

(Pompai et al., 2021): According to a study, there are three variables—external factors, internal factors, and promoting factors—that contribute to the management of

issues and barriers in local politics and Buddhist tourism along the Mekong in the Thai-Lao border region of Nong Khai Province.

(Parthsarathy, 2018) : The author focuses on the Act East policy. The Act East Policy concentrates on the Indo-Pacific region's broader neighbourhood. Through ongoing engagement at bilateral, regional, and multilateral levels, the Act East Policy seeks to advance economic cooperation, cultural ties, and the development of strategic relationships with nations in the Indo-Pacific. It improves connectivity in all senses, including political, economic, cultural, and people-to-people ties. Development cooperation is a crucial part of our interactions with neighbours under the Neighborhood First Policy, which emphasises enhancing bilateral interactions that include all aspects of socio-economic development, including trade and connectivity. The needs of the partner nations constitute the foundation for India's development aid, which is focused on meeting as many of their requests as is technically and financially possible. Lines of Credit (LOC), Grant Assistance, High Impact Community Development Projects (HICDP), Technical Consultancy, Disaster Relief and Humanitarian Aid, as well as Capacity-Building Programmes under the Indian Technical and Economic Cooperation Programme (ITEC) are the main instruments of India's development assistance. Indian competence is on display in the planning and execution of projects in a variety of fields, including both infrastructure development and socio-economic development. Additionally, being one of the cornerstones of India's AEP's soft power, religious tourism, notably Buddhism, must be promoted to strengthen India's ties with the East and SEA. More doors will open, primarily for trade between India and SEA.

Major projects under the ACT EAST policy to increase Buddhist tourism

- India and Bangladesh's Agartala-Akhaura Rail Link.
- Inland waterways and intermodal transportation links pass across Bangladesh.
- The Trilateral Highway Project and the Kaladan Multimodal Transit Transport Project link Thailand, Myanmar, and the North East.
- Road and bridge construction projects and the modernization of hydroelectric power projects have been carried out under the India-Japan Act East Forum.

- A platform for collaboration between India and Japan under the auspices of Japan's "Free and Open Indo-Pacific Strategy" and India's "Act East Policy" has been developed as part of the India-Japan Act East Forum, founded in 2017.
- The Forum will explore specific initiatives for the North-East area of India's economy, such as connectivity, infrastructure development, industrial linkages, and inter-human interactions through travel, culture, and sports.

(Buhalis, 2000):The Researcher focuses on travellers' view of destinations as experiences. Destination marketing has become increasingly complicated and more complex, and it frequently ignores that the tourism product comprises numerous independently created goods and services. New issues are brought about by industry concentration and global rivalry. Thus, destination marketers must meet the strategic goals established by stakeholder analysis, balance supply and demand, and engage with suppliers and customers by utilizing all available marketing platforms.

(Bhandari, 2019): This study investigates the subtleties of geopolitical imagination at a Nepalese cultural site, where a Chinese non-governmental organization (NGO) suggested an investment plan to transform it into a tourism centre. It looks into the justifications and discourses used by Nepali tourist stakeholders to defend the Chinese scheme. The study demonstrates how national actors' agency in expressing the project's goal is influenced by the power dynamics in the region and how a perception of a threat to the in-question heritage sparked a "nationalist" attitude. The discovery helps clarify the nuances of geopolitical restrictions affecting tourism industry development programmes.

(Pani, 2018): The Buddhist tourism industry(Pani, 2018)is one of Odisha's top tourist destinations, bringing in foreign visitors. The Government of Odisha and the Department of Tourism launch various initiatives and upcoming projects to develop already-existing tourism circuits throughout a five-year planning period. The Buddhist Triangle, also known as the Diamond Triangle, has great potential to draw travellers interested in world history. However, due to a lack of successful marketing initiatives, the Diamond Triangle has yet to be positioned as a top-priority area for tourism in Odisha. Infrastructure development, road connectivity, a cleaner environment, and

lavatory facilities are also needed. The state government and PPP model awareness programmes and marketing campaigns are also crucial in promoting Buddhist tourism. As a result, Odisha can successfully explore its immense potential to turn the state into a Buddhist tourism hub like Bodhgaya in Bihar and Sarnath in Uttar Pradesh.

(A. Kumar, 2019a): The article also examines the pressures surrounding some ceremonial practices associated with a Buddhist pilgrimage, how the government attempts to control and recreate sacred geology, and the role that cross-border social and financial processes play in forming a Buddhist legacy in the middle of the twenty-first century.

(Akama, 2002): The author examines the role of government in the growth of tourism in the Third World. This study uses Kenya as a case study. Government involvement in the tourism business's growth typically reflects the industry's distinctiveness and strangeness. The development and delivery of tourism products naturally entail a variety of stakeholders and activities. The government normally has the necessary social and political capacity and legitimacy to unite and coordinate the activities of diverse and different interest groups involved in developing tourism and establish the required level playing fields in the diverse socio-economic situation. In this sense, the Kenyan government has played a vital role in the growth of the country's tourism industry, as is likely the case in most less developed countries where tourism is a significant socio-economic activity. As a result, this study will also look at the fundamental causes of the recent declines in Kenya's tourism industry and how they connect to the role played by the government in the industry's growth function.

(Tsering, 2018): The Researcher finds out the preservation of a positive relationship between the local government and the monastery and monastic organization and is stressed in this study. The study has shown that local people and the government broadly support BWC's conservation activities. Surprisingly, they also expect BWC to have a more significant impact on future conservation and community development. For sustained growth, facing and eventually overcoming the

BWC's restrictions is necessary. Putting more effort into developing staff proficiency, communication skills, and capacity is possible. Most crucially, for the future development of BWC, mutually beneficial community development-based engagement between outside organizations and the governments is essential. Residents, Buddhist monasteries, monastic organizations, environmental NGOs, and the government must work together in Tibetan communities to conserve the environment. Regardless of how these metrics are defined, the absence of these five bodies may lead to an unsuccessful and unsustainable conclusion. Enforcing and empowering local communities to act according to their priorities is crucial.

(V. Pandey et al., 2023a): An online application called the Bihar Tourism Management System (BTMS) was developed to manage and promote tourism in the Indian state of Bihar. The purpose of the system is to facilitate travellers' search for information about travel options, lodging, and other pertinent businesses. Artificial intelligence can be used to construct a system to support different languages, meeting the demands of tourists who do not speak Hindi or English. Additionally, the system may include a feedback mechanism that allows visitors to assess their experience and offer suggestions for system enhancements. This input can aid in making the required adjustments and identifying areas for improvement. Enhancing marketing initiatives is another way to get more travellers to Bihar.

(K. Shinde, 2012): This paper looks at the current legal structure that governs religious travel in India. It is predicated on an analysis of Vrindavan. This pilgrimage site is a proxy for most Hindu religious tourism locations in India and welcomes over six million visitors annually. The research uses a case study approach to emphasise how most religious tourism occurs outside the state's framework of institutions and policies. This sector is driven by religious actors that offer pilgrims lodging, transportation, and religious services, resulting in an overtly "religious" and "informal" orientation. As a result of the colonial heritage, quasi-religious business owners continue to benefit from governmental exemptions from tax collection and civic duties.

CHAPTER 5: RESEARCH METHODOLOGY

CHAPTER 5

RESEARCH METHODOLOGY

5.1 Introduction

Research refers to a search for knowledge. Research is the art of scientific investigation.

The Advanced Learner's Dictionary of Current English defines research as "a careful investigation or inquiry, especially through the search for new facts in any branch of knowledge".

According to Webster's New International Dictionary, Research is *"a cautious or critical inquiry or examination in discovering facts or principles; a rigorous investigation to ascertain something."*

The term "research" should only be used in a technical meaning because it refers to an academic activity. According to (Woody, 1924) Clifford Woody, conducting research entails defining and redefining problems, formulating hypotheses or suggested solutions, gathering, organizing, analyzing data, drawing conclusions, and coming to conclusions (Woody, 1927). Finally, the conclusions are carefully tested to see if they agree with the initially proposed hypotheses. Hence, research adds new information to the body of knowledge already in existence, thereby advancing it. It is the search for reality via research, observation, comparison, and experiment. In a nutshell, research seeks knowledge through an organized, systematic approach to a subject. Research also includes a methodical approach to theory creation and generalization (Woody, 1927). As a result, "research" refers to a systematic approach that states the issue, develops a hypothesis, gathers information, analyses it, and draws results that may take the shape of remedies to the problem at hand or broad generalizations for a theoretical formulation.

This chapter adequately explains the methodologies used in this research project and describes the chosen method. It has also been justified to address specific methodology-related concerns. This chapter discusses the many measures taken in the

study to carry out the project and achieve its goals. The chapter begins by describing the study's kind, then moves on to the research design (methods and approaches) chosen for the project. The study's methodology, sampling strategy, instrument creation, and statistical techniques used for data analysis are all covered in this chapter, along with the research approach (flowchart of the research process). It is descriptive research in which the problem's current state is explained in the most scientifically sound manner possible. It describes the current state of affairs by the problems to be researched, and the appropriateness of the techniques of investigation research designs have been classified broadly into four categories. In many situations, a study could have multiple objectives; some parts could be descriptive, some correctional, and some explanatory. A good study combines all four research orientations incorporated in the proposed study. These are as follows:

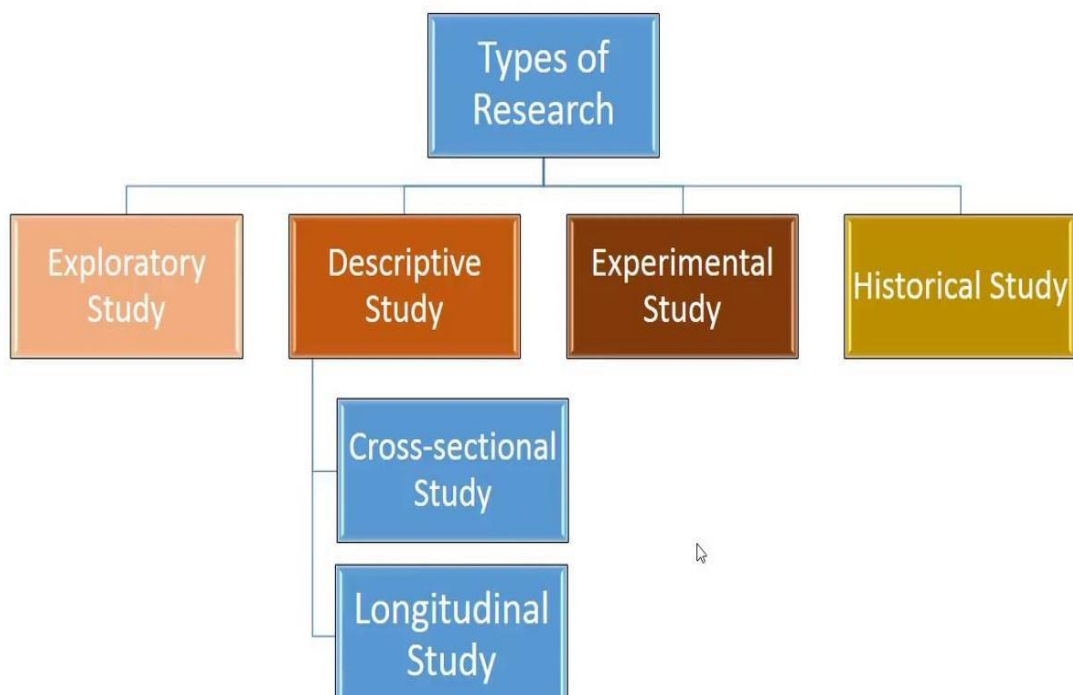


Fig.5.1: Types of Research

Source:(D. Kumar, 2017)

5.2 Research Process

The research process provides a road map for the entire work chart that aids in problem identification, literature review, research design, and ultimately,

interpretation and conclusion of the research problem. The research process aids in selecting the methodologies and procedures to be applied throughout the study project (P. Pandey & Pandey, 2021). It seems useful to briefly summarise the research process, from picking a research problem to interpretation and conclusion, before getting into the specifics of research methodology and procedures. This work's research method included several activities or steps to be completed for the study to be conducted efficiently.

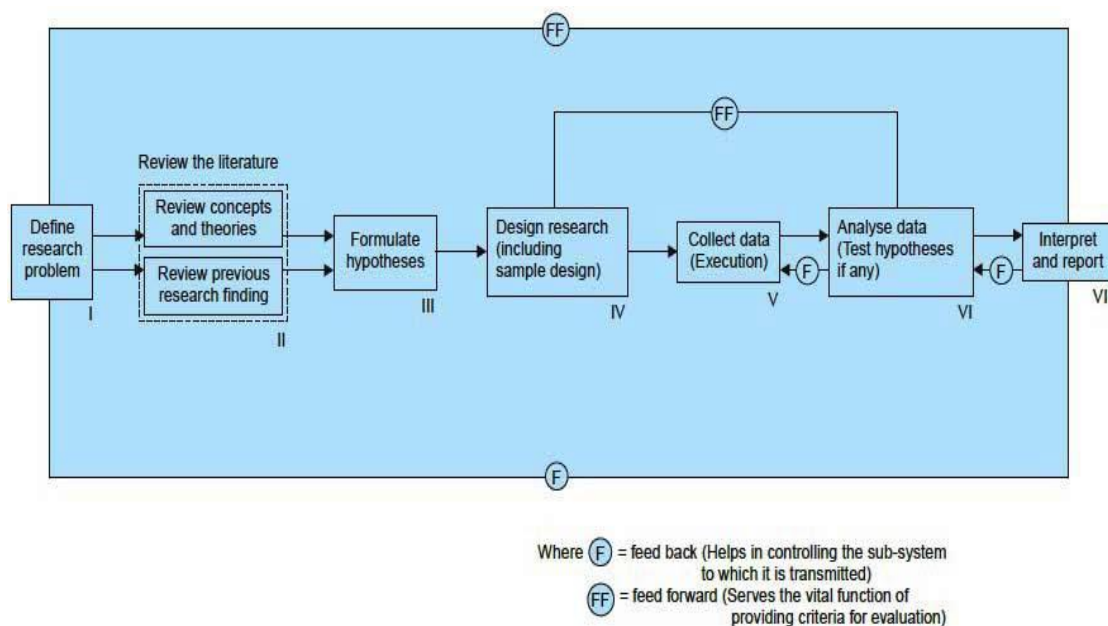


Fig.5.2: Research Process in Flow Chart

Source: (C. R. Kothari, 2004)

5.3 Research Approach

Research reveals that there are two fundamental techniques to research, namely, inductive or qualitative and deductive or quantitative, with a third pragmatic approach emerging after combining the first two (C. Williams, 2007). Quantitative research involves collecting data so that information can be quantified and subjected to statistical treatment to support or refute "alternate knowledge claims" (Creswell, 2003). A qualitative research approach objectively evaluates attitudes, views, and behaviour (Vos et al., 2013). Research in this context depends on the researcher's perceptions and insights. Pragmatic or mixed research uses quantitative and qualitative advantages (C. Williams, 2007). Regardless of the qualitative-quantitative

gap, the goal is to choose the optimal techniques to address the research objectives. Simply put, the mixed methods approach to social research mixes two or more approaches to gather and examine data relevant to the research subject. So, combining multiple strategies will help a research study provide its best results.

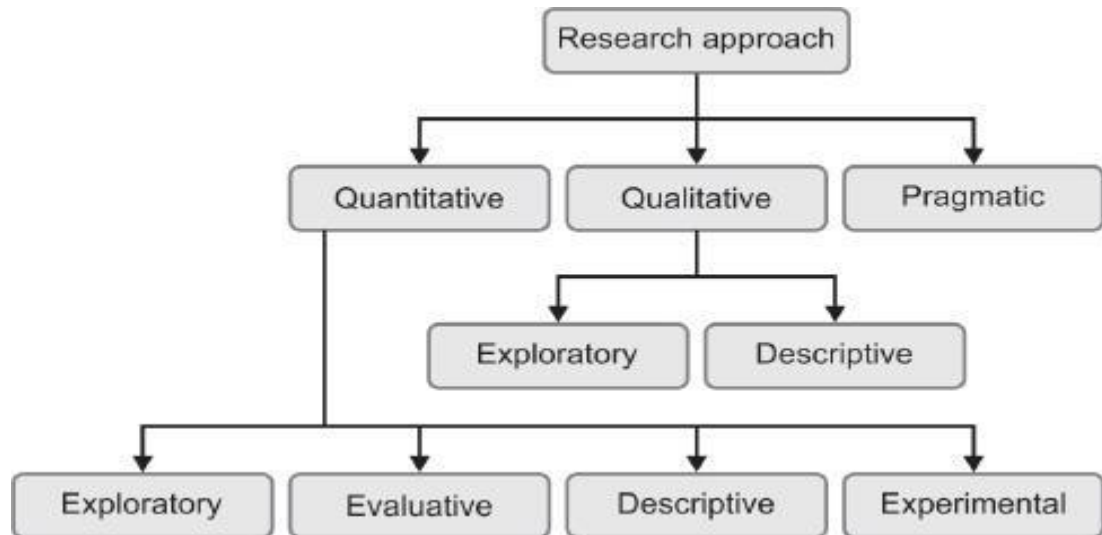


Fig.5.3: Research Approach

Source: (Becker et al., 2012)

Quantitative (deductive research technique) methodologies were employed in the current study to determine the tourism growth of Buddhist heritage sites, problems of Buddhist tourism, and opportunities for Buddhist tourism to meet the predetermined goals. Deductive research methods were used rather than inductive ones to examine the Bihar government's and the federal government's tourist policies.

5.4 Research Design

A research design is a detailed plan, structure, and investigation strategy conceived to obtain the required information to test the hypothesis and answer the problems (Dul & Hak, 2007). A research design is a plan for a scientific investigation. It contains the methods, equipment, and procedures used to conduct the research. It aids in locating and solving potential issues that may arise while conducting research and analysis. According to (Ackoff, 1995), “A *research design* is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” The research design

serves as the conceptual framework for the research process and as the guide for data collecting, measurement, and analysis. As a result, the design describes the researcher's plan, including everything from drafting the hypothesis and considering its operational consequences to the data's ultimate analysis. Research design is necessary because it makes it easier for many research activities to go smoothly, maximizing the amount of information that can be obtained with the least amount of work, time, and money.

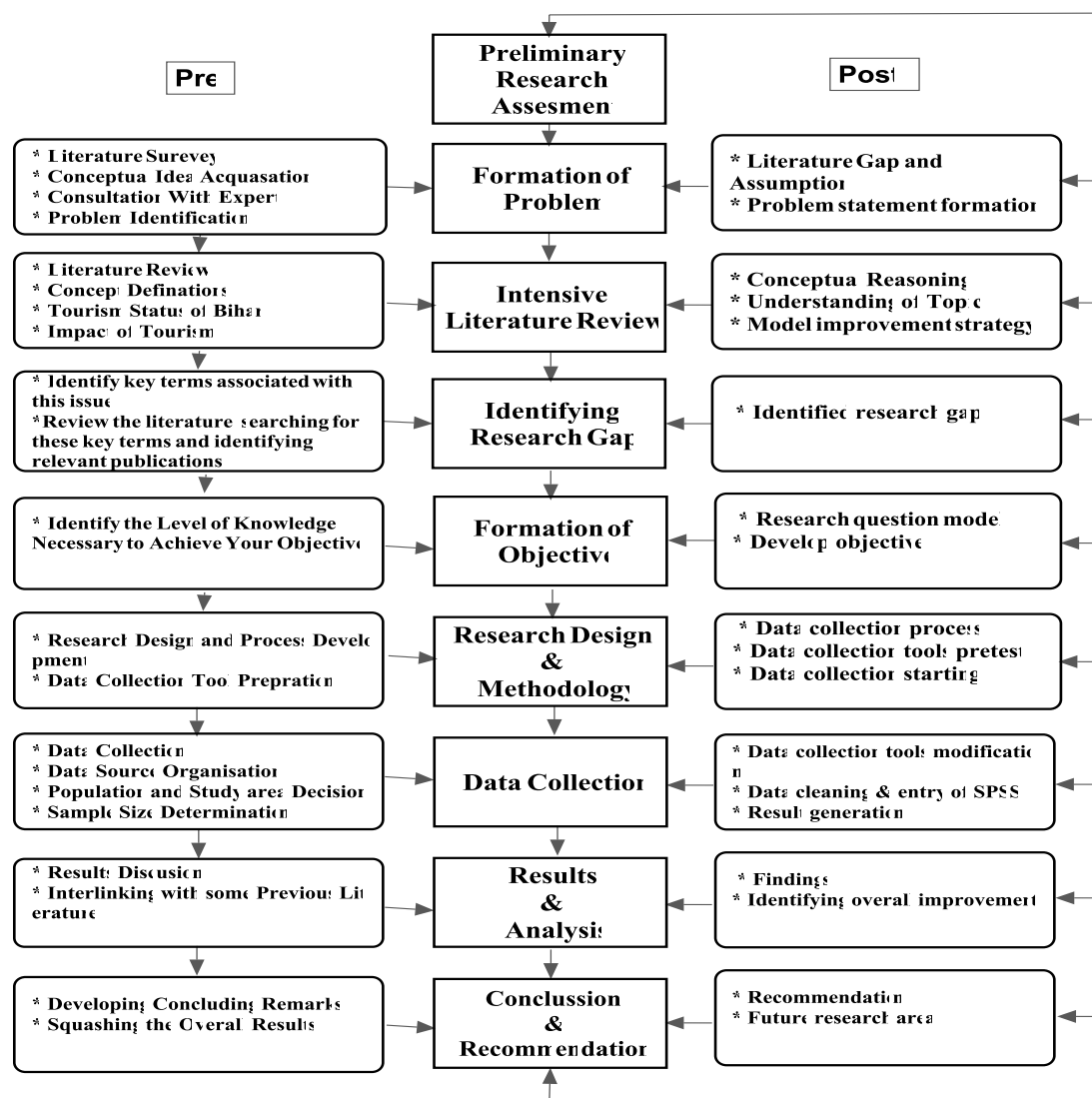


Fig.5.4: ResearchDesign

Source: (Sileyew, 2019)

The proposed research work has incorporated the following research design on the Buddhist Heritage Circuit in Bihar.

5.4.1. Exploratory Research Design

Exploratory research is a type of preliminary research that focuses on the research topic's scope and helps turn confusing problems or issues into well-defined, unbiased studies. Exploratory research assists in identifying and defining the choices that must be taken about the research (Stebbins, 2001). Exploratory research is necessary to gain a deeper understanding of the subject and develop the research objectives and hypotheses (Swaraj, 2019). After the hypotheses are established, a survey instrument is created based on the exploratory research and improved using a pilot study. Additionally, the research included pilot studies to improve the validity of the research instrument (Connelly, 2008). When researchers require more details regarding a topic, they perform a survey in which the review of available data is examined.

5.4.2. Descriptive Research Design

According to (Zikmund et al., 2014), descriptive research is a technique that aids in describing the features of the subject, such as an individual, a group of individuals, an organization, or an item such as an environmental occurrence. Descriptive research, as its name implies, aids in determining the answers to the questions of who, what, when, where, and how for a particular circumstance or environment. A descriptive study presents the information in numerical form using descriptive statistics like frequencies, means, and percentages for answers to a given parameter through stated variables. The frequency and percentage of a participant's response corresponding to a particular variable aid in explaining the phenomenon being studied (Ticehurst & Veal, 2000). When researchers want to comprehend the characteristics of a specific occurrence that underlies a problem, they employ this method.

5.4.3. Experimental Research Design

This research examines the connections between various factors; determining if the data obtained supports the particular variable X that causes variable Y. The three research designs stated above are all used in the current investigation.

5.4.4. Historical Study

By putting theory to the test, expanding it, and developing it in a way that is both empirically grounded and socially placed, historical approaches can be beneficial in the study of hospitality and tourism. The analysis presented demonstrates how conducting historical research within the framework of the 5Cs (**Change over time** - Analysis of non-written primary source such as a photograph illustrating how a location has changed over time, **Context** - Setting for an event, idea, or statement in which it can be understood, **Causality** - Interpretation of partial and primary source material that provides multiple explanations for single events, **Complexity** - Triangulation of explanations to understand the historical question, **Contingency** - Recognition of chance and acceptance of the interconnected nature of the world (Andrews & Burke, 2003)) of historical research offers the potential for broader and deeper understandings of hospitality and tourism research by revealing temporal and historical dynamics in the field that may up until this point have gone unnoticed or underexamined (MacKenzie et al., 2020).

5.5 Sampling Design

An established strategy for drawing a sample from a specific population is known as a sample design (Lohr, 2021). It alludes to the method or process the researcher would use while choosing the items for the sample. The sample size, or the number of objects included, may also be specified in the sample design. Before data are gathered, the sample design is decided. A researcher can select from a wide variety of sample designs. Some designs are more accessible to implement and more precise than others. The sample design that the researcher chooses or creates must be trustworthy and acceptable for his research topic.

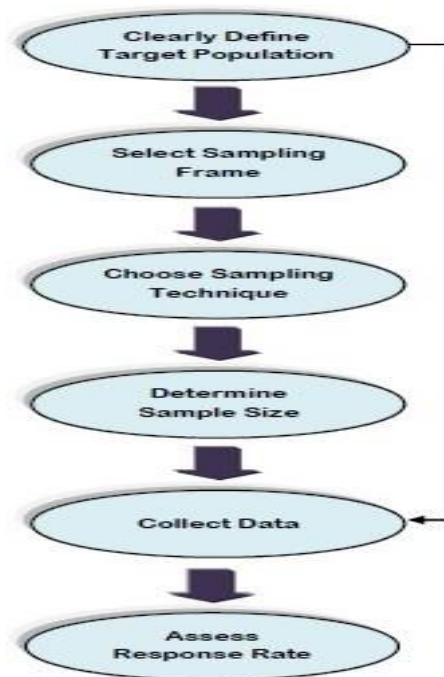


Fig.5.5: Sampling Process

Source: (Taherdoost, 2016)

5.5.1 Target Population

The target population is the total group of individuals from which the sample might be drawn. The State of Bihar was considered a 'sampling extent' in identifying the target population.

In this stage, the researcher selected at least four of Bihar's most visited Buddhist destinations.

Table 5.1: Buddhist Destination

Destination	Significance	Major Site
Bodh Gaya	Enlightenment under the Bodhi tree	Mahabodhi Temple*, Pragbodhi Caves
Rajgir	Monsoon Retreat for 12 years	Saptaparni Caves, Vishwa Shanti Stupa, Venu van
Nalanda	Ancient Buddhist university	Remains of the Nalanda Vihar*.
Vaishali	Buddha held his last sermon.	Stupa and Ashokan pillar.

(Source: Author Compilation)

5.5.1.1 Tourists Population

The total number of tourists who have visited Buddhist places in Bihar is the population. In the present study, most tourists were contacted in Bodhgaya, Rajgir, Nalanda, and Vaishali.

Table 5.2: Tourist Population at Buddhist Destination/Tourist Footfall in Bihar (Jan to Dec) 2019 * (Jan to Oct)

		2015		2016		2017		2018		2019	
SI	Place	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Bodhgaya	1751602	236539	1694321	241514	1757509	283116	1446535	270787	1125691	184584
2	Rajgir	4381293	166610	1568285	170334	1514279	169444	3921764	159976	1129426	123083
3	Nalanda	926995	139066	1041240	145339	961635	163396	888348	160091	890939	142066
4	Vaishali	775844	88871	918067	100307	916325	90933	928482	94535	717552	72846
	Total	7835734	631086	5221913	657494	5149748	706889	7185129	685389	3863608	522579
	Total (D+F)	8466820		5879407		5856637		7870518		4386187	

(Source: <http://www.bihartourism.gov.in>)

5.5.1.2 Local Resident Population

Local residents who reside near Buddhist destinations in Bihar were also the population for the study.

Table 5.3: Population of Local Resident

Cluster	Total no of Household Population
Bodhgaya	38439
Rajgir & Nalanda	43039
Vaishali	34704
Kesariya	18984
Total	135166

(Source: <https://censusindia.gov.in/2011>)

5.5.2 Sampling Frame

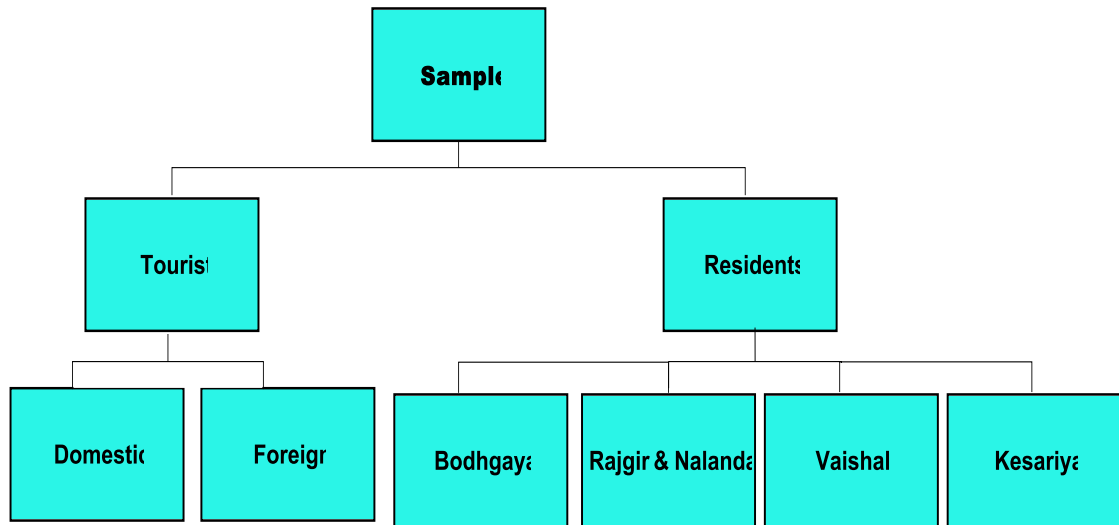


Fig.5.6: Sampling Frame

(Source: Author Compilation)

5.5.3. Sampling Technique

There are different techniques of sample designs based on two factors, such as the representation basis and the element selection technique. On the representation basis, the sample may be probability sampling or non-probability sampling. Probability sampling is based on the concept of random selection, so in this study, the researcher used random sampling, whereas non-probability sampling is 'non-random' sampling. The researcher used a probability sampling technique to obtain better results for this study.

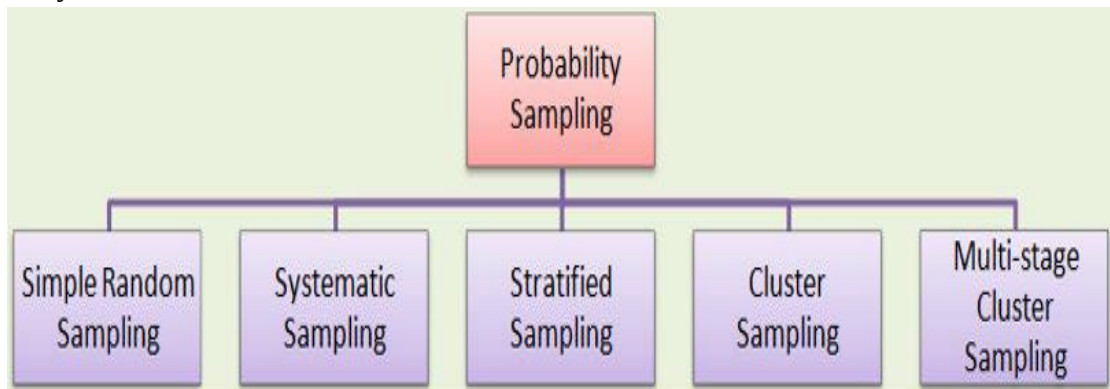


Fig.5.7: Probability Sampling Type

(Source: Author Compilation)

5.5.3.1 Sampling Technique for Tourists

The researcher used Disproportionate stratified random sampling, a stratified sampling procedure in which the number of elements sampled from each stratum is not proportional to their representation in the total population. Disproportionate stratified random sampling can be determined by using unequal allocation. In this sampling, sufficient numbers of elements must be selected for each category.

5.5.3.2 Sampling Technique for Local Residents

For the local residents' sample size, the researcher used cluster sampling. Cluster sampling is a probability sampling procedure in which population elements are randomly selected in naturally occurring groupings (clusters). A random sample is taken from these clusters and used in the final sample (Wilson, 2010). Cluster sampling is advantageous for those researchers whose subjects are fragmented over large geographical areas as it saves time and money (Davis, 2005). In cluster sampling, diverse parts of a population are taken as clusters, and persons from each cluster are selected (Bhardwaj, 2019). The researcher used stratified random sampling for tourists and cluster sampling for local residents.

5.5.4 Sampling Unit

Individual tourists and local residents are the sampling units of the study. Tourists include both domestic and foreign tourists. Local Residents means the Local Residents residing in the selected sites. A geographical area such as a region, state, district or any other central area may be chosen as the sampling unit based on the needs of the research objectives.

5.5.4.1 Tourist Sampling Unit

In a stratified sample, the sampling frame is divided into non-overlapping groups or strata, e.g. age groups and genders. A sample is taken from each stratum, and when it is a simple random sample, it is referred to as stratified random sampling (G. G. & C. R. Kothari, 2019). The sampling methodology used in this regard was a

disproportional stratified random sample by origin (foreign and domestic tourists). It allowed the researchers to reach more potential respondents within a shorter period by dividing the populations into sub-groups with similar characteristics based on research interests (Babbie, 2010). A disproportional stratified random sample by origin meant equal numbers of international and domestic tourists. It was essential as it allowed for a detailed analysis of the profile and problems of both domestic and international tourists alike, thus ensuring relatively large sample sizes for each group, given the limited budget (Tassiopoulos & Haydam, 2008)(Neli Aida, 2020)(Mohamed ' ', 2005)(Mohamad & Yusof, 2009)(Ng & Chan, 2020).

5.5.4.2 Local Residents Sampling Unit

Cluster sampling divides the population into groups and takes a random sample from each cluster. A common motivation for cluster sampling is to reduce the total number of interviews and costs, given the desired accuracy. Each cluster is a geographical area, and this sampling plan takes large populations into account (G. G. & C. R. Kothari, 2019).Proportional Cluster Random Sampling: Proportionate sampling is a sampling strategy (a method for gathering participants for a study) used when the population is composed of several subgroups that are vastly different in number(J. Williams & Lawson, 2001)(Nyaupane et al., 2008)(Sedgwick, 2015). This study's sample units are Bodhgaya, Rajgir & Nalanda, Vaishali and Kesariya.

5.5.5 Sampling Size

The number of individuals or observations included in a study is the sample size. Usually, n is used to indicate this number. The sample size influences two statistical properties: 1) The accuracy of our estimates and 2) The ability to draw inferences from the study. The sample size is a significant feature of any study that aims to make inferences about a population from a sample(Taherdoost, 2017), (R. Krejcie et al., 1996).An accurate depiction of a larger population is called a sample. A sample is "a more condensed (yet ideally representative) group of elements drawn from a population and used to ascertain facts about that resident". Every study or investigation that aims to conclude the population from a sample must consider the

sample size. In most cases, the expense of data collection and the need for sufficient statistical power are considered when choosing the sample size for a study(Ajay & Micah, 2014).

5.5.5.1 Tourist Sample Size

An equation by(R. Krejcie et al., 1996) and Krejcie & Morgan (1970) for the proportion to yield a representative sample as follows:

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + x^2 P(1 - P)}$$

Where:

S= required sample size.

X= the table value of chi-square for 1 degree of freedom at the desired confidence level **(3.841)**

N = the population size.

P= the population proportion (assumed to be **.50** since this would provide the maximum sample size).

d= the degree of accuracy expressed as a proportion **(.05)**.

$$= 384.76$$

This research study's minimum representative sample size is 384, as indicated above(L. R. Sharma, 2023).

From (S₂), $(n_2) = \frac{S_2 \times n}{N}$

Disproportionate stratified sampling can also be determined by using equal allocation. This sampling selects an equal number of elements for each category.

Table 5.4: Disproportionate Stratified Sample

Strata	Population		Disproportionate Stratified Sample Using Equal Allocation	
	Frequency	Percent	Frequency	Percent
Domestic Tourist	7185129	91.29	192	50%
Foreign Tourist	685389	8.71	192	50%
Total	7870518	100	384	100%

(Source: Author Compilation)

5.5.5.2 Local Residents Sample Size

To find local residents' sample size, an equation by (R. V. Krejcie & Morgan, 1970) for the proportion to yield a representative sample as follows:

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + x^2 P(1 - P)}$$

Where:

S=required sample size.

X= the table value of chi-square for 1 degree of freedom at the desired confidence level **(3.841)**

N = the population size.

P= the population proportion (assumed to be **.50** since this would provide the maximum sample size).

d= the degree of accuracy expressed as a proportion **(.05)**.

$$= 384.76$$

This research study's minimum representative sample size is 385, as indicated in the above formula.

$$\text{From } (S_2), (n_2) = \frac{S^2 \times n}{N}$$

In proportionate sampling, the number of elements allocated to the various clusters is proportional to the cluster's representation in the target population.

Table 5.5: Sample Size of Local Residents

Cluster	Population		Proportionate Cluster Sample	
	Frequency	Percent	Frequency	Percent
Bodhgaya	38439	28%	107	28%
Rajgir & Nalanda	43039	31%	119	31%
Vaishali	34704	26%	101	26%
Kesariya	18984	15%	58	15%
Total	135166	100	385	100

(Source: Author Compilation)

5.6 Data Collection and Tabulation

Both primary and secondary data were used for the study.

5.6.1 Secondary Data

The secondary data used in this study was gathered from reputable publications, articles, national and international journals, books, travel magazines, travel blogs, databases, newspapers, reports from the Bihar State Tourism Development Corporation (BSTDC), the Department of Tourism of the Government of Bihar, the Ministry of Tourism of the Government of India, reports from the United Nations Development Program (UNDP), reports from the World Travel and Tourism Council (WTTC), and reports from the Pacific Asia Travel Association and Buddhist related website, Monasteries and NGO reports.

5.6.2 Primary Data

A schedule and questionnaire gathered first-hand information from tourists and local residents. The gathering of primary data utilized two different sets of questionnaires. A set was used to gather information from visitors to particular tourist destinations, and another set was used to get information from the local residents at those same destinations. Because of their applicability and utility in the current study, the studies of (Agrawal et al., 2010b)(R. Kushwah & Singh, 2018)(Aref et al., 2009)(W. Gnanapala, 2016)served as a basis for the creation of the two measuring scales. The researcher gathered the information manually and with the help of a numerator (international tourist).

5.7 Questionnaire Design

A questionnaire is the main means of collecting quantitative primary data. "Questionnaire is simply a list of mimeographed or printed questions completed by or for a respondent (WHO, 1992)". A questionnaire enables quantitative data to be collected and standardized so that the data are internally consistent and coherent for analysis (Roopa & Rani, 2012). Questionnaires should always have a definite purpose related to the research objectives, and it needs to be apparent from the outset how the findings will be used. A questionnaire is simply a 'tool' for collecting and recording information about a particular issue of interest (Rameshbhai Patel & Joseph, 2016). "A questionnaire is a research instrument consisting of a series of questions to gather information from respondents, and it can be done through face-to-face interview, telephonic, mail or postal (McLeod, 2018)".

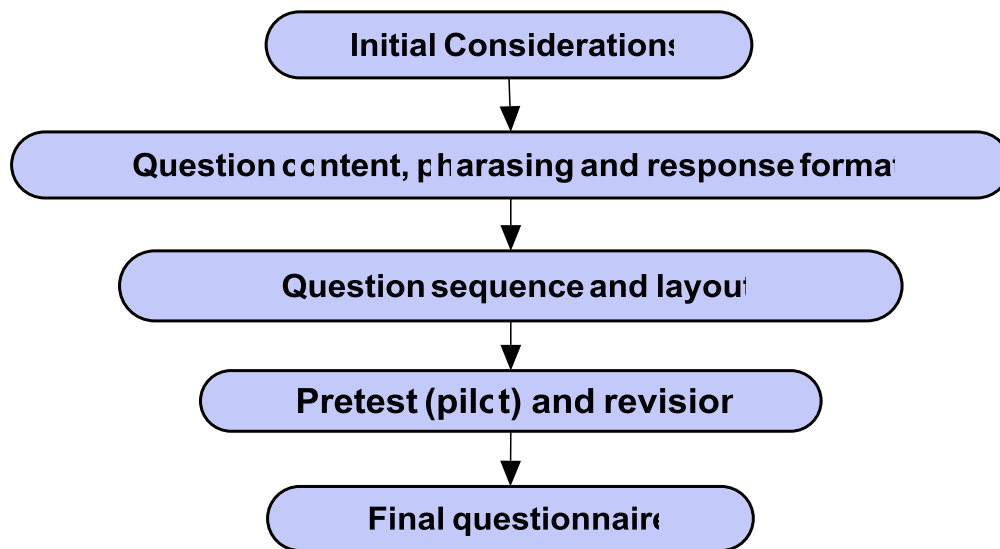


Fig. 5.8: Stages of a Questionnaire Design

Source: (Roopa & Rani, 2012)

The primary approach for acquiring quantitative data is a questionnaire, which ensures the results are normalized and comparable between questioners, expedites accurate data recording, and promotes data processing. According to ("Tourism Professional Competencies and Their Relationship to United States Higher Education Curricula," 2005)(M. K. Rahman, 2014)(Young, 1999) ", the questionnaire constructed based on variables examined from the literature review was distributed through an electronic-mail survey and self-administered (Frery, 2003)". Two different types of questionnaires exist. Open-ended questions let respondents express their opinions in their language and allow people to communicate their thoughts in their own words. Close-ended questions will enable the respondent to choose from a limited number of possibilities, each of which has been assigned a code in advance. The researcher used a closed-ended questionnaire/ schedule comprising yes/no, multiple-choice, and likert scale questions for the current study. A part of the survey instrument is translated into Hindi, the mother tongue of the Local Residents. The "back-translation" technique was used, involving two bilingual people, in which the first person "translates the material from the source language to the target language, and the second person translates back from the target to the source without knowing the original material" (Sperber, 2004). To ensure that the two sets of instruments express the same meaning, the two sets are pre-tested among a small sample of respondents.

5.7.1 Contents of Questionnaire

The initial page of the questionnaire provides a detailed overview of the research and study background. Visitors to Bihar's Buddhist circuit areas make up the study's respondents. Two sets of questionnaires were employed to collect primary data. Tourists at particular tourist destinations provided the main data for one set of data collection, whereas the local residents of the chosen locations offered the primary data for the other.

5.7.1.1 Tourist Questionnaire

The following sections of the study's questionnaire collectives are.

Section A contains the respondents' complete socio-economic and demographic details (Gender, Income, Age, and Marital status, Nationality, Educational Qualification, Religion and Occupation).

Table 5.6: Socio-economic and Demographic Details

Variables	Source
Age	Self
Income	Self
Gender	(M. A. Rahman, 2014a)
Marital Status	(M. A. Rahman, 2014a), (Rehman et al., 2022)
Nationality	(M. A. Rahman, 2014a)
Education Background	Self
Religion	Self
Occupation	Self

(Source: Author Compilation)

Section B this section includes their tripographic details (Place to Entry in Bihar, Number of Times of Visit to the Buddhist Circuit in Bihar, Accompanying Persons,

Type of Accommodation, Length of stay, and Sources of Information on the Buddhist circuit in Bihar)

Table 5.7: Tripographic Details

Variables	Source
Place to Entry in Bihar	(Muthulakshmi, 2017)
Number of Times of Visits to the Buddhist Circuit in Bihar	(A. Kumar, 2019b)
Accompanying Persons	(M. A. Rahman, 2014a), (T. Kumari, 2020)
Type of Accommodation	(A. Kumar, 2019b)
Length of stay	(M. A. Rahman, 2014a)
Sources of Information	(M. A. Rahman, 2014a), (T. Kumari, 2020)

(Source: Author Compilation)

Section C contains questions about visiting the Buddhist Circuit in Bihar.

Table 5.8: Purpose for Visit the Buddhist Circuit in Bihar

Variable	Source
Chanting	(Lynn et al., 2017)
Pilgrimage	(CHAUDHARY & KUMAR RAMAN, 2016), (Rai, 2020)
Historical Background of Buddha	(Sardar et al., 2020), (N. Chen & Funk, 2010), (Raman, 2019)
Peace and Entertainment	(Raman, 2019)
Research and Study	(Sheetal, 2022)
Purification and Salvation	(Muthulakshmi, 2017)
Meditation/ Vipassana	(IFC, 2019)
Religious Food	(Son & Xu, 2013), (Kaplan, 2010)

(Source: Author Compilation)

Section D contains questions identifying the factors responsible for the attraction of Buddhist tourism.

Table 5.9: Factors Responsible for Buddhist Tourism Attraction

Variable	Source
Have a great historical significance	(Muthulakshmi, 2017)
Have rich cultural heritage	
Buddha enlightenment in Bodhgaya Bihar	
Buddha delivered the last ceremony at Vaishali in Bihar.	
Buddha spends a rainy season in Rajgir Bihar.	
Ruins of the world's largest Buddhist University in Nalanda	
Other foot prints of Buddha	
Archaeological museums in Nalanda	

(Source: Author Compilation)

Section E contains questions about problems tourists face during trips to the Buddhist circuit in Bihar (Accommodation Problems, Food Problems, Parking Problems, Transportation Problems, Sanitation Problems, Spot Problems, and Guide Problems).

Table 5.10: Problem faced by Tourist at Buddhist Circuit in Bihar

Variable	Source
Accommodation Problems	(Goodall, 1989), (Parsheera, 2006),(A. Singh, 2013), (Muthulakshmi, 2017)
Food Problems	(Parsheera, 2006), (Muthulakshmi, 2017)
Parking Problems	(R. P. Singh & Gauri, 2014), (Chockalingam & Ganesh, 2010), (Parsheera, 2006), (Muthulakshmi, 2017)
Transportation Problems	(R. P. Singh & Gauri, 2014), (Chockalingam & Ganesh, 2010),

	(Parsheera, 2006), (Muthulakshmi, 2017)
Sanitation Problems	(Kulkarni, 2020), (Devika & Sreenath Muraleedharan, 2020), (Parsheera, 2006), (Muthulakshmi, 2017)
Guide Problems	(Karthi, Devi, & Porchelvi, 2012), (Muthulakshmi, 2017)
Spot Problems	(S. Prasad, 2004), (Mataković & Cunjak Mataković, 2019), (Parsheera, 2006), (Muthulakshmi, 2017)
Safety & Security Problems	(Zou & Zhu, 2020), (Wilks, 2006)

(Source: Author Compilation)

Section F contains questions about medical facilities problems Buddhist tourists face during their trip to the Buddhist circuit in Bihar.

Table 5.11: Medical Facilities Problems faced by Tourist at Buddhist Circuit in Bihar

Variable/Items	Source
Medical Facilities Problems	(Olanwjitwong et al., 2017), (Devika & Sreenath Muraleedharan, 2020)

(Source: Author Compilation)

Section G contains questions related to opinions about tourists' taxation.

Table 5.12: Opinion about the Taxation by Tourists

Variable/Items	Source
Luxury Tax	(Muthulakshmi, 2017)
Expenditure Tax	(Muthulakshmi, 2017)
Entry Fees of Monuments	(Gall-Ely et al., 2008; Willis, 2003), (Muthulakshmi, 2017)
Tourist Vehicles Tax	(Palmer-Tous et al., 2007; Pole &

	Grizane, 2021), (Muthulakshmi, 2017)

(Source: Author Compilation)

Section H contains questions that are helpful in policy formation for Buddhist tourism in Bihar.

Table 5.13: Statement Related to Policy

Variable/Items	Source
Signboards in your language	(Datang, 2020; Rambousek, 2005)
QR code (Information on monuments)	(Emek, 2012; Octavia et al., 2019)
Special train for Buddhist circuit	(Bhonsale, 2019b; Geary, 2014)
Tourist Security forces to be well-trained	(T. Kumari, 2022b)
Hi-tech tourist information centre	(V. Pandey et al., 2023a)
Tourist security force trained to speak your language	(SAE-JENG & Sribayak, 2018)
Apply the Cyclopean Wall of Rajgir to be a world heritage site	(TOI, 2022)
Website of India tourism & Bihar tourism is to be attractive	(M. A. Rahman, 2014c)

(Source: Author Compilation)

Section I contains questions about problems foreign tourists face during trips to the Buddhist circuit in Bihar, in addition to the above issues.

Table 5.14: Problems Faced by Foreign Tourists for Getting Visa, Services of Indian Embassy, Money Exchange and Services at Airports

Variable/Items	Source
Visa	(D. P. W. Mann & Sharma, 2010), (Khan et al., 2020)
Money Exchange	(Parsheera, 2006)
Service of Indian Embassies	(Martin, 2018)

Services at Airports	(Martín-Cejas, 2006),(Bogicevic et al., 2013)

(Source: Author Compilation)

5.7.1.2 Resident Questionnaire

There are five sections to the study's questionnaire collectives.

Section A contains a complete demographic profile of the Local Residents (Gender, Income, Age, Marital status, Educational Qualification and Occupation).

Table 5.15: Socio-economic and Demographic Details of Residents

Variables	Source
Age	(Eslami et al., 2019)
Income	(Stylidis, 2018)
Gender	(Eslami et al., 2019)
Marital Status	(Stylidis, 2018)
Education Background	(Stylidis, 2018)

(Source: Author Compilation)

Section B includes their attachment to tourism (working in a tourism-related field, Spouse, parents, sibling or children status, living away from tourist place, local history about Buddha, length of residence).

Table 5.16: Attachment with Tourism

Variables/ Items	Source
Working tourism related field	(A. Kumar, 2019b)
Spouse, parents, sibling or children status	(A. Kumar, 2019b)
living away from tourist places	(A. Kumar, 2019b)
local history of Buddha	(A. Kumar, 2019b)
length of residence	(Lundberg, 2017)

(Source: Author Compilation)

Section C contains questions regarding the importance of Buddhist Tourism (Economic, socio-cultural and ecological).

Table 5.17: Importance of Buddhist Tourism

Variable	Source
Economic	(Lundberg, 2017)(Uslu et al., 2020)
Socio-Cultural	(W. Gnanapala, 2016; Uslu et al., 2020)
Ecological	(Mehran et al., 2014)(Uslu et al., 2020)

(Source: Author Compilation)

Section D contains questions about opportunities through Buddhist Tourism (Economics and socio-cultural)

Table 5.18: Opportunities through Buddhist Tourism

Variable	Source
Economic	(Goodwin, 2002), (He & Wang, 2022), (T. Kumari, 2020)
Socio-cultural	(Nayomi & Gnanapala, 2015), (Krongyut et al., 2021), (T. Kumari, 2020)

(Source: Author Compilation)

Section E contains questions about government policy that can impact the lives of local residents

Table 5.19: Policy for local residents

Variable	Source
Policy for Local Residents	(Upadhya et al., 2020),

(Source: Author Compilation)

5.8 Measurement Scale

A classification known as a level of measurement or scale of measure characterizes the type of information contained in the numerical values assigned to variables. The most well-known classification was created by psychologist Stanley Smith Stevens, who developed four levels or scales of measurement: nominal, ratio, interval, and ordinal (Stevens, 1946).

5.8.1 Nominal Scale/Categorical Scale

A nominal measurement scale is used when a variable is non-numeric or has no numerical value. It is the lowest practical measurement level from a statistical perspective. As the name suggests, a nominal scale is just a method of classifying data without hierarchy or organization.

5.8.2 Ordinal Scale

Ordinal scale involves the ranking or ordering of the attributes depending on the scaled variable. The study used 7 point Likert developed by Rensis Likert in 1932 (Edmondson, 2005). A seven-point Likert scale denoting 1 is strongly disagree, 2 is disagree, 3 is somewhat disagree, 4 is neutral, 5 is somewhat agree, 6 is agree, and 7 is strongly agree given in Fig 5.9

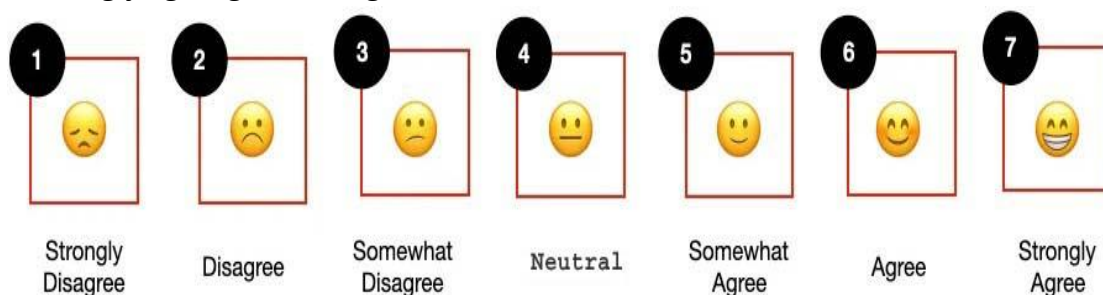


Fig 5.9: 7 Point Likert Scale

Source: (Mindset, 2022)

5.8.3 Interval Scale

An interval scale is one in which the levels are ordered, and each numerically equal distance on the scale has an equal interval distance.

5.8.4 Ratio Scale

A ratio scale is quantitative with true zero and equal intervals between neighbouring points.

Table 5.20: Details of Measurement Scale

Sample Unit	Variable	Scale Used
Tourist	Section A	Nominal, Ratio Scale
	Section B	Nominal, Ratio Scale
	Section C	Ordinal Scale
	Section D	Ordinal Scale
	Section E	Ordinal Scale
	Section F	Nominal, Ordinal Scale
	Section G	Nominal, Ordinal Scale
	Section H	Ordinal Scale
	Section I	Nominal, Ordinal Scale
Local Residents	Section A	Nominal, Ratio Scale
	Section B	Nominal, Ratio Scale
	Section C	Ordinal Scale
	Section D	Ordinal Scale
	Section E	Ordinal Scale

(Source: Author Compilation)

5.9 Pilot Study

Non-numeric variables, or those where the numbers have no meaning, are measured using a nominal scale. In terms of statistics, a nominal scale is the lowest measurement level that can be employed. As its name suggests, a nominal scale categorizes data without order or structure (IN, 2017). The researcher and the research assistants must thoroughly understand the study's goal, methodology, and procedures (Thabane et al., 2010).

5.10 Scale Refinement and Validation

The most critical assessment, validity, shows how well an instrument captures what is thought to be captured by it. It may also be regarded as utility, or the degree to which variations discovered using a measuring device represent the actual variations among the test subjects. Scales that have undergone empirical validation can be applied immediately for various programs. Only when a scale for a construct is legitimate and statistically reliable can it be used by multiple researchers in multiple studies. The three main categories of validity are content validity, construct validity, and face validity.

5.11. Different Approaches to Scale Refinement and Validation

5.11.1. Face Validity

Face validity is essential because it's a simple first step to measuring the overall validity of a test or technique. It's a relatively intuitive, quick, and easy way to check whether a new measure seems useful at first glance. Good face validity means that anyone who reviews your measure says it appears to be measuring what it should. Few defects were noticed and recommended. Necessary improvements in the questionnaire were made based on the available input. Tourism professionals and academicians were invited to comment on the draft of the research questionnaire based on the modifications suggested by the panel of experts. All necessary changes were made to the questions drawn out before administering the research tools.

5.11.2 Content Validity

Content validity is a non-statistical type of validity that involves "systematic examination of the test content to determine whether it covers a representative sample of the behaviour domain to be measured" or the extent to which a measuring instrument provides adequate coverage of the topic under study. The content validity is good if the instrument contains a representative sample of the universe; its determination is mainly judgmental and intuitive. The study attempts to develop a scale and assess the validity of the designed instrument and further needs to check the

content validity of the proposed tool. The same has been proposed by calculating the Content Validity Ratio (Almanasreh et al., 2019)(Ayre & Scally, 2014). The content Validity Ratio is a test computed to identify whether an included item in the questionnaire is necessary to be a part of the questionnaire. For this, expert views are solicited, and they are requested to provide scoring for every statement in the questionnaire. They need to mention whether the included statement is essential, helpful but not essential, or not necessary.

$$CVR = (N_e - (N / 2)) / (N / 2)$$

Where:

CVR - Content Validity Ratio

N_e - number of experts responding "essential"

N - total number of experts participating

The scores of the CVR value are determined using the formula from (Lawshe, 1975) to finalize the construct. A score for an item of less than 0.75 has not been regarded for more examination (Ayre & Scally, 2014). Consequently, there were 92 statements before CVR, after the CVR was conducted, and five statements were removed as per the expert panel's recommendation; there were 87 statements that were kept on the scale for the tourist questionnaire, while 64 statements were kept on the resident questionnaire after deletion of 7 statements.

Panel Size	N _{critical} (Minimum Number of Experts Required to Agree an Item Essential for Inclusion)	Proportion Agreeing Essential	CVR _{critical}
5	5	1	1.00
6	6	1	1.00
7	7	1	1.00
8	7	.875	.750
9	8	.889	.778
10	9	.900	.800
11	9	.818	.636
12	10	.833	.667
13	10	.769	.538
14	11	.786	.571
15	12	.800	.600
16	12	.750	.500
17	13	.765	.529
18	13	.722	.444
19	14	.737	.474
20	15	.750	.500

Fig. 5.10: CVR value

Source: (Lawshe, 1975)

Table 5.21: Calculated CVR from Experts Received a Response (Tourist)

Question	Expert1	Expert2	Expert3	Expert4	Expert5	CVR
1	X	X	X	X	X	1
2	X	X	X	X	X	1
3	X	X	X	X	X	1
4	X	X	X	X	X	1
5	X	X	X	X	X	1
6	X	X	X	X	X	1
7	X	X	X	X	X	1
8	X	X	X	X	X	1
9	X	X	X	X	X	1
10	X	X	X	X	X	1
11	X	X	X	X	X	1
12	X	X	X	X	X	1
13	X	X	X	X	X	1
14	X	X	X	X	X	1
15	X	X	X	X	X	1
16	X	X	X	X	X	1
17	X	X	X	X	X	1
18	X	X	X	X	X	1
19	X	X	X	X	X	1
20	X	X	X	X	X	1
21	X	X	X	X	X	1
22	X	X	X	X	X	1
23	X	X	X	X	X	1
24	X	X	X	X	X	1
25	X	X	X	X	X	1
26	X	X	X	X	X	1
27	X	X	X	X	X	1
28	X	X	X	X	X	1
29	X	X	X	X	X	1
30	X	X	X	X	X	1
31	X	X	X	X	X	1
32	X	X	X	X	X	1
33	X	X	X	X	X	1
34	X	X	X	X	X	1
35	X	X	X	X	X	1
36	X	X	X	X	X	1
37	X	X	X	X	X	1

38	X	X	X	X	X	1
39	X	X	X	X	X	1
40	X	X	X	X	X	1
41	X	X	X	X	X	1
42	X	X	X	X	X	1
43	X	X	X	X	X	1
44	X	X	X	X	X	1
45	X	X	X	X	X	1
46	X	X	X	X	X	1
47	X	X	X	X	X	1
48	X	X	X	X	X	1
49	X	X	X	X	X	1
50	X	X	X	X	X	1
51	X	X	X	X	X	1
52	X	X	X	X	X	1
53	X	X	X	X	X	1
54	X	X	X	X	X	1
55	X	X	X	X	X	1
56	X	X	X	X	X	1
57	X	X	X	X	X	1
58	X	X	X	X	X	1
59	X	X	X	X	X	1
60	X	X	X	X	X	1
61	X	X	X	X	X	1
62	X	X	X	X	X	1
63	X	X	X	X	X	1
64	X	X	X	X	X	1
65	X	X	X	X	X	1
66	X	X	X	X	X	1
67	X	X	X	X	X	1
68	X	X	X	X	X	1
69	X	X	X	X	X	1
70	X	X	X	X	X	1
71	X	X	X	X	X	1
72	X	X	X	X	X	1
73	X	X	X	X	X	1
74	X	X	X	X	X	1
75	X	X	X	X	X	1
76	X	X	X	X	X	1
77	X	X	X	X	X	1

78	X	X	X	X	X	1
79	X	X	X	X	X	1
80	X	X	X	X	X	1
81	X	X	X	X	X	1
82	X	X	X	X	X	1
83	X	X	X	X	X	1
84	X	X	X	X	X	1
85	X	X	X	X	X	1
86	X	X	X	X	X	1
87	X	X	X	X	X	1

(Source: Author Compilation)

Table 5.22: Calculated CVR from Experts Received a Response (Resident)

Question	Expert2	Expert2	Expert3	Expert4	Expert5	CVR
1	X	X	X	X	X	1
2	X	X	X	X	X	1
3	X	X	X	X	X	1
4	X	X	X	X	X	1
5	X	X	X	X	X	1
6	X	X	X	X	X	1
7	X	X	X	X	X	1
8	X	X	X	X	X	1
9	X	X	X	X	X	1
10	X	X	X	X	X	1
11	X	X	X	X	X	1
12	X	X	X	X	X	1
13	X	X	X	X	X	1
14	X	X	X	X	X	1
15	X	X	X	X	X	1
16	X	X	X	X	X	1
17	X	X	X	X	X	1
18	X	X	X	X	X	1
19	X	X	X	X	X	1
20	X	X	X	X	X	1
21	X	X	X	X	X	1
22	X	X	X	X	X	1
23	X	X	X	X	X	1
24	X	X	X	X	X	1
25	X	X	X	X	X	1

26	X	X	X	X	X	1
27	X	X	X	X	X	1
28	X	X	X	X	X	1
29	X	X	X	X	X	1
30	X	X	X	X	X	1
31	X	X	X	X	X	1
32	X	X	X	X	X	1
33	X	X	X	X	X	1
34	X	X	X	X	X	1
35	X	X	X	X	X	1
36	X	X	X	X	X	1
37	X	X	X	X	X	1
38	X	X	X	X	X	1
39	X	X	X	X	X	1
40	X	X	X	X	X	1
41	X	X	X	X	X	1
42	X	X	X	X	X	1
43	X	X	X	X	X	1
44	X	X	X	X	X	1
45	X	X	X	X	X	1
46	X	X	X	X	X	1
47	X	X	X	X	X	1
48	X	X	X	X	X	1
49	X	X	X	X	X	1
50	X	X	X	X	X	1
51	X	X	X	X	X	1
52	X	X	X	X	X	1
53	X	X	X	X	X	1
54	X	X	X	X	X	1
55	X	X	X	X	X	1
56	X	X	X	X	X	1
57	X	X	X	X	X	1
58	X	X	X	X	X	1
59	X	X	X	X	X	1
60	X	X	X	X	X	1
61	X	X	X	X	X	1
62	X	X	X	X	X	1
63	X	X	X	X	X	1
64	X	X	X	X	X	1

(Source: Author Compilation)

5.12. Reliability Test

A reliability test is a method used to evaluate the dependability and consistency of a measurement tool, such as a scale, questionnaire, or test. It is crucial to carry out dependability tests on measurement equipment to ensure that it is delivering reliable and insightful findings(Drost, 2011).

There are three types of reliability

5.12.1 Test-retest consistency

This test evaluates a measurement tool's consistency by giving it to the same individuals twice, at different times. The similarity between the two scores is then determined by correlating them. Test-retest reliability is high when there is a good correlation.

5.12.2 Inter-rater reliability

This test uses the same responses to be scored by several raters to assess how consistent a measurement tool is. Next, a correlation is calculated between the scores of each rater to see how similar they are. A high correlation indicates high inter-rater dependability.

5.12.3 Internal consistency reliability

This test examines the correlation between the instrument's items to determine how consistent a measurement tool is. A high correlation shows high internal consistency dependability.

The nature of the measurement tool and the assessment's goal determine the reliability test employed. A test intended to gauge a constant characteristic, like intelligence, would be suitable for a test-retest reliability test. An inter-rater reliability test would be ideal for an exam like an essay graded by several raters. Additionally, a test to gauge a single construct—like a personality trait—would be suitable for an internal consistency reliability test. A measurement instrument's data can be

understood more confidently if the instrument's dependability has been established. It's crucial to remember that validity requires reliability, but reliability alone does not imply validity. A legitimate measuring tool ought to be accurate and dependable.

5.13. Cronbach's Alpha

The study used Cronbach's Alpha for the reliability test. Cronbach's alpha developed by Lee Cronbach in 1951 for measures of reliability (Cronbach, 1951) or internal consistency. Cronbach's alpha, also known as rho-equivalent reliability or coefficient alpha, is a reliability coefficient and a measure of the internal consistency of tests and measures. A score from each scale item is taken and correlated with the overall score for each observation to determine Cronbach's alpha. The variance for each item score is then compared to the resulting correlations. The best way to understand Cronbach's alpha is as a function of the total number of items or questions in the measure, the average covariance between item pairs, and the variance of the measured score.

It can be calculated through the following formula:

$$\alpha = \frac{k\bar{c}}{\bar{v} + (k - 1)\bar{c}}$$

where

$\bar{v}$ represents the average variance

$\bar{c}$ represents the average inter-item covariance

Table 5.23: Cronbach's Alpha Level of Reliability

Cronbach's Alpha Score	Level of Reliability
0.0 – 0.20	Less Reliable
>0.20 – 0.40	Rather Reliable
>0.40 – 0.60	Quite Reliable
>0.60 – 0.80	Reliable
>0.80 – 1.00	Very Reliable

Source: (Ahdika, 2017)

5.13.1 Sample Size for Reliability

The number of study participants whose answers are utilized to determine the alpha coefficient is known as Cronbach's alpha sample size. The predicted alpha value, the number of items, and the desired level of precision all affect how big of a sample size is needed for Cronbach's alpha. Larger sample sizes will typically result in more accurate alpha estimates. There needs to be a universal solution; thus, researchers must consider their study's particular requirements while choosing the right sample size. Studies based on statistical theory (Eliasziw et al., 1994; Walter et al., 1998) are among those that provide recommendations for sample size. These vary in their methods for conducting reliability testing (Charter, 1999) and in their recommendations, which range from $n = 25$ (Cocchetti, 1999) to 400 (Charter, 1999). In this study, the researcher took 30 samples for the reliability test.

5.13.2 Cronbach Alpha for Questionnaire

Table 5.24: Cronbach's Alpha for Domestic Tourists

Variable	Cronbach's Alpha	No of Item	Level of Reliability
Buddhist Tourism Attractions	.805	8	Very Reliable
Problems	.818	34	Very Reliable
Accommodation Problems	.738	5	Reliable
Food Problems	.767	5	Reliable
Parking Problems	.838	4	Very Reliable
Transportation Problems	.792	6	Reliable
Sanitation Problems	.843	4	Very Reliable
Spot Problems	.761	3	Reliable
Guide Problems	.789	4	Reliable
Safety & Security	.857	3	Very Reliable

Medical Facilities	.729	4	Reliable
Tax Structure	.817	4	Very Reliable
Policy	.786	8	Reliable

(Source: Author Compilation)

Table 5.25: Cronbach Alpha for Foreign Tourist

Variable	Cronbach's Alpha	No of Item	Level of Reliability
Buddhist tourism attractions	.833	8	Very Reliable
Problem	.724	34	Reliable
Accommodation Problems	.755	5	Reliable
Food Problems	.802	5	Very Reliable
Parking Problems	.793	4	
Transportation Problems	.856	6	Very Reliable
Sanitation Problems	.762	4	Reliable
Spot Problems	.848	3	Very Reliable
Guide Problems	.763	4	Reliable
Safety & Security	.848	3	Very Reliable
Medical Facilities	.728	4	Reliable
Tax Structure	.766	4	Reliable
Policy	.745	8	Reliable

(Source: Author Compilation)

Table 5.26: Cronbach Alpha for Resident

Variable	Cronbach's Alpha	No of Item	Level of Reliability
Importance	.816	26	Very Reliable
Economic Importance	.726	9	Reliable
Social-Cultural	.805	11	Very Reliable

Importance			
Ecological Importance	.712	6	Reliable
Opportunities	.758	17	Reliable
Economic Opportunity	.801	12	Very Reliable
Social - Cultural Opportunity	.805	5	Very Reliable
Policy	.711	11	Reliable

(Source: Author Compilation)

5.14 Tools Used for Analysis

The obtained research data were computer-assisted in coding, classification, and tabulation. The gathered data is analyzed using statistical methods, such as factor analysis with the aid of SPSS, elemental percentage, Garrett ranking, Student t-test, ANOVA test, Likert's Scaling Techniques, Kaiser –Meyer–Olkin (KMO), and Bartlett's Test.

5.14.1 Descriptive Analysis

Brief informational coefficients, known as descriptive statistics, provide an overview of a specific data collection, which may be a sample or a representative of the total population. Measurements of central tendency and measurements of variability (spread) are the two categories into which descriptive statistics fall. The standard deviation, variance, minimum and maximum variables, and kurtosis (A metric for symmetry, or more accurately, the absence of symmetry, is called skewness. Suppose a distribution or data set has the same appearance to the left and right of the centre point. In that case, it is said to be symmetric), and skewness (Kurtosis is a statistical metric used to determine if data exhibit heavy or light tails about a normal distribution. In other words, heavy tails, or outliers, are more common in data sets with high kurtosis. Low kurtosis data sets typically have light tails or very few outliers. The most extreme scenario would be a uniform distribution) which measures variability, whereas the mean, median, and mode are measures of central tendency.

5.14.2 Exploratory Factor Analysis

Exploratory factor analysis is generally used to discover a measure's factor structure and examine its internal reliability (Tucker & MacCallum, 1997). Researchers utilize a statistical technique called exploratory factor analysis (EFA) to create psychometric exams. It can help researchers discover latent variables, formulate research questions, and comprehend the relationships between variables (Hooper, 2012). This approach focuses on the relationships between manifest variables and common factors. Additionally, before going on to the next phase of their investigation, it aids researchers in making linkages between variables and indications (Gorsuch, 1988).

There are two methods for driving factors:

- (a) Principle component factor analysis method: This method is used when we need to drive the minimum number of factors and explain the maximum portion of the variance in the original variable.
- (b) Joint factor analysis: This method is used when the researchers need to know the nature of the factor to be extracted and the standard error variance.

In this research, the researcher used Principal Component Analysis.

5.14.3 Kaiser- Meyer – Olkin Test & Bartlett's Test of sphericity

The Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of Sphericity are two statistical tests used to assess the suitability of data for factor analysis. These tests are typically conducted before factor analysis to ensure the data meets the assumptions.

5.14.3.1 Kaiser-Meyer-Olkin (KMO) Test

The KMO test measures the proportion of the variance in the variables shared by the common factors. A KMO value of 0.50 or higher is considered adequate for factor analysis. If the KMO value is less than 0.50, it suggests that the variables are not well-correlated and that factor analysis may not be appropriate.

5.14.3.2 Bartlett's Test of Sphericity

A matrix (of correlations) is tested for substantial differences from an identity matrix (filled with 0) using Bartlett's (1951) test of sphericity. It determines if every correlation coefficient is zero. For factor analysis to be performed, the test determines the likelihood that the correlation matrix contains significant correlations between at least some variables in a dataset.

5.14.3.3 Interpreting the Results of the KMO Test and Bartlett's Test

If both the KMO test and Bartlett's test indicate that the data are suitable for factor analysis, then it is generally safe to proceed. However, if either or both tests indicate that the data are not suitable, and then factor analysis may not be appropriate. In this case, it may be necessary to consider other data analysis techniques.

Table 5.27: KMO Level of Acceptance

KMO Value	Level of Acceptance
Above 0.90	Superb
0.80 to 0.90	Great
0.70 to 0.80	Good
0.50 to 0.70	Mediocre
Below 0.50	Unacceptable

(Source: Author Compilation)

KMO is calculated through the following formula:

The formula for the KMO test is:

$$KMO_j = \frac{\sum_{i \neq j} r_{ij}^2}{\sum_{i \neq j} r_{ij}^2 + \sum_{i \neq j} u}$$

Where:

- R = [r_{ij}] is the correlation matrix,
- U = [u_{ij}] is the partial covariance matrix,
- Σ = summation notation ("add up").

5.14.4 Garrett Ranking

An attempt has been made to identify the factors responsible for Buddhist tourism attractions, and the Garrett Ranking Test has been used to rank the priority.

$$\text{Per cent Position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for the i^{th} variable by the j^{th} respondent

N_j = several variables ranked by the j^{th} respondent.

Percent	Score	Percent	Score	Percent	Score
0.09	99	22.32	65	83.31	31
0.20	98	23.88	64	84.56	30
0.32	97	25.48	63	85.75	29
0.45	96	27.15	62	86.89	28
0.61	95	28.86	61	87.96	27
0.78	94	30.61	60	88.97	26
0.97	93	32.42	59	89.94	25
1.18	92	34.25	58	90.83	24
1.42	91	36.15	57	91.67	23
1.68	90	38.06	56	92.45	22
1.96	89	40.01	55	93.19	21
2.28	88	41.97	54	93.86	20
2.69	87	43.97	53	94.49	19
3.01	86	45.97	52	95.08	18
3.43	85	47.98	51	95.62	17
3.89	84	50.00	50	96.11	16
4.38	83	52.02	49	96.57	15
4.92	82	54.03	48	96.99	14
5.51	81	56.03	47	97.37	13
6.14	80	58.03	46	97.72	12
6.81	79	59.99	45	98.04	11
7.55	78	61.94	44	98.32	10
8.33	77	63.85	43	98.58	9
9.17	76	65.75	42	98.82	8
10.06	75	67.48	41	99.03	7
11.03	74	69.39	40	99.22	6
12.04	73	71.14	39	99.39	5
13.11	72	72.85	38	99.55	4
14.25	71	74.52	37	99.68	3
15.44	70	76.12	36	99.80	2
16.69	69	77.68	35	99.91	1
18.01	68	79.17	34	100.00	0
19.39	67	80.61	33		
20.93	66	81.99	32		

Fig 5.11. Garrett Ranking Conversion Table

5.14.5 Inferential Statistics

Inferential statistics are frequently employed when comparing the variations among the treatment groups. Inferential statistics uses measurements from the experiment's sample of participants to compare the treatment groups and draw conclusions about the broader subject population. There are numerous varieties of inferential statistics, and each is suitable for a particular sample composition and study design. Researchers should refer to the many texts on experimental design and statistics to select the appropriate statistical test for their experiment. Nonetheless, most inferential statistics operate under the premise that a test-statistic value is determined using a specific formula. To determine if there are variations between the treatment groups, that value is compared to the degrees of freedom, a sample size

measure, and the rejection criterion. A statistic is more likely to show differences between the treatment groups, the more significant the sample size. Therefore, the more participants in the sample, the more critical the statistic is.

The researcher used t-test and ANOVA to compare respondents' opinions in this study.

5.14.5.1 Independent t-test/ Two Sample t-test/ Student t-test

A statistical hypothesis test that contrasts the means of two groups is called a t-test. It's frequently utilized to ascertain whether two groups are distinct or whether a procedure or therapy impacts a population.

If a p-value reported from a t test is less than 0.05 ($t > 1.96$), then that result is said to be statistically significant. If a p-value is greater than 0.05, then the result is insignificant.

5.14.5.2 ANOVA test

An analysis of variance, or ANOVA for short, is a statistical test to assess whether two or more categorical groups differ statistically significantly. It was invented by Ronald Fisher in 1918.

The test statistic for an ANOVA is denoted as F. As a result, a higher F value indicates the significance of the treatment variables. The ANOVA F value can tell you whether there is a significant difference between the values of the independent variable when $p < .05$.

CHAPTER 6: ANALYSIS OF DOMESTIC TOURIST

CHAPTER 6

ANALYSIS OF DOMESTIC TOURIST

6.1 Introduction

This chapter describes the interpretation, data analysis, and conclusions of domestic tourists, along with a test of hypotheses. The respondents' travel and demographic profiles are displayed, including details about gender, age, marital status, education level, occupation, income, religious status, place to entry in Bihar, number of times of visit to Buddhist circuit in Bihar, accompanying persons, length of stay, type of accommodation, sources of information, purpose of visit, Buddhist tourism attraction, problem faced by tourist (accommodation problems, food problems, parking problems, transportation problems, sanitation problems, spot problems, guide problems, safety & security problems, problems of medical facility, tax problems), information related to policy. The data set was appropriately prepared before running any statistical tests, including coding, cleaning, and screening (looking for and handling outliers, missing data, and normalcy). Following is a presentation of the preliminary data analysis.

6.2 Socio-Economic Profile of the Domestic Tourists

A family's social and economic standing is determined by socioeconomic status, a sociological and economic indicator. The socioeconomic basis of Buddhist domestic tourists is examined in this chapter. It considers elements including natality, age, gender, religion, marital status, level of education, occupation, and annual family income.

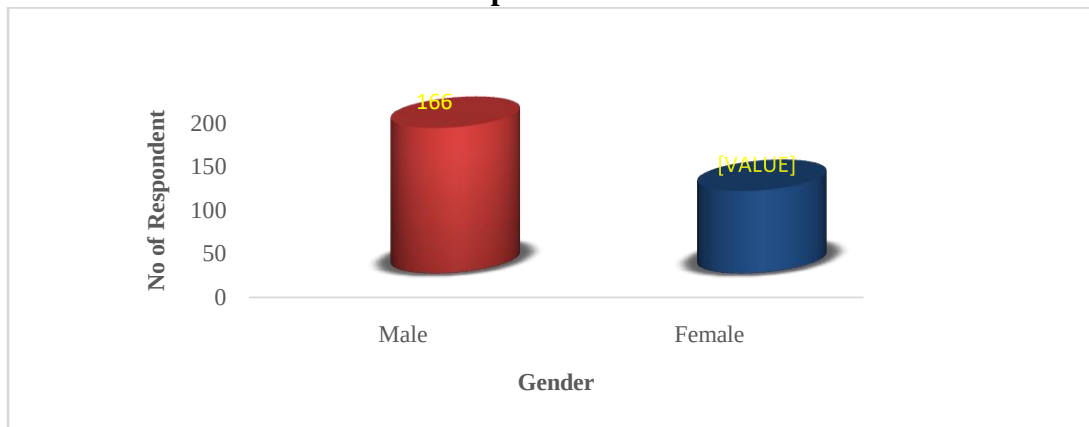
6.2.1 Gender of the Domestic Tourists

The gender of domestic tourists should be taken into consideration when analyzing them. Table 6.1 displays the domestic tourists' gender classification.

Table 6.1: Gender

Gender	No	%
Male	166	63.8
Female	94	36.2
Total	260	100

Table 6.1 indicates that 166 (64%) respondents were male and 94 (36.2%) were female out of 260 respondents. Thus, it indicates that most (63.8%) domestic tourists are male.

Graph 6.1: Gender

6.2.2 Age-Wise Classification of Domestic Tourists

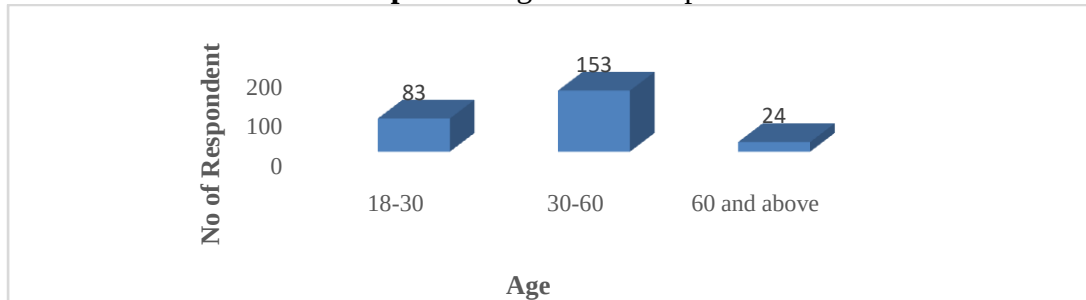
Age is a primary factor in tourists' traveling to any place. Age-wise classification is presented in Table 6.2.

Table 6.2: Age of the Respondent

Age	No	%
18-30	83	31.9
30-60	153	58.8
60 and above	24	9.3
Total	260	100

The majority of respondents were between the ages of 30 and 60, which represented 58.8% (153) of the total respondents. The distribution among different ages 18-30 (31.9%) and 60 years and above was 24 (9.3%) respondents out of the total 260 respondents.

Graph 6.2: Age of the Respondent



6.2.3 Marital Status of Domestic Tourist

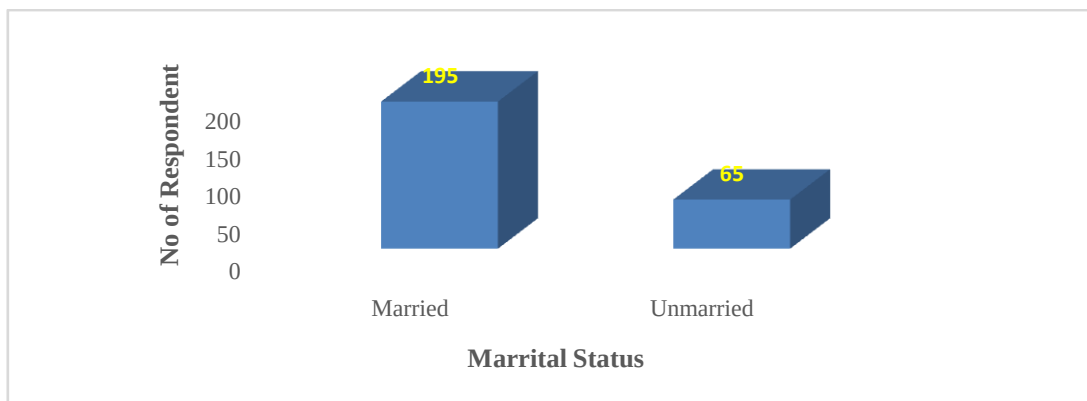
One variable that affects respondents' visits to Buddhist circuits is their marital status, as shown in Table 6.3.

Table 6.3: Marital Status

Gender	No	%
Married	195	75
Unmarried	65	25
Total	260	100

Table 6.3 shows that out of 260 domestic tourists, married tourists accounted for 75 % (195) of respondents while unmarried was 65% (25).

Graph 6.3: Marital Status



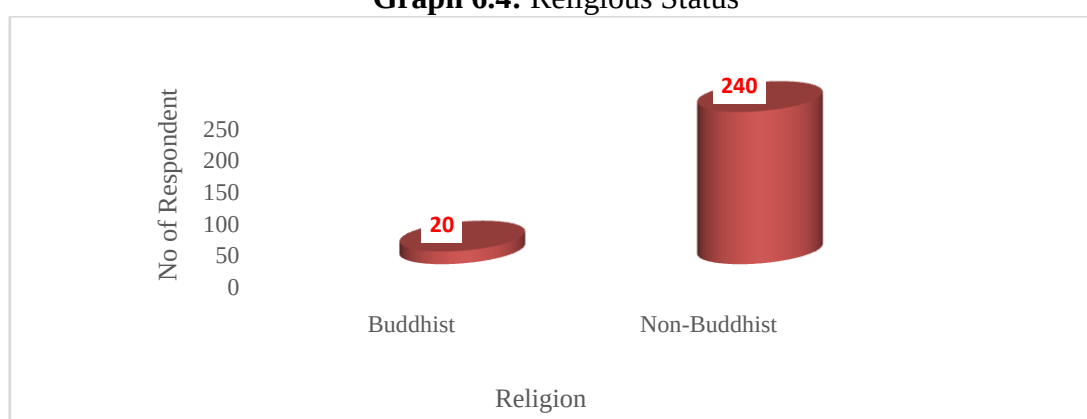
6.2.4 Religious Status of Domestic Tourists

Generally, people visit religious places because they are interested in and trust in their religious belongings. Hence, it is essential to know the respondents' religion, and the relevant details are presented in Table 6.4.

Table 6.4: Religious Status

Religion	No	%
Buddhist	20	7.7
Non-Buddhist	240	92.3
Total	260	100

Table 3.3 shows that among the 260 domestic tourists, 20 (7.7%) are Buddhist, and 240 (92.3%) are non-Buddhist.

Graph 6.4: Religious Status

6.2.5 Educational Background

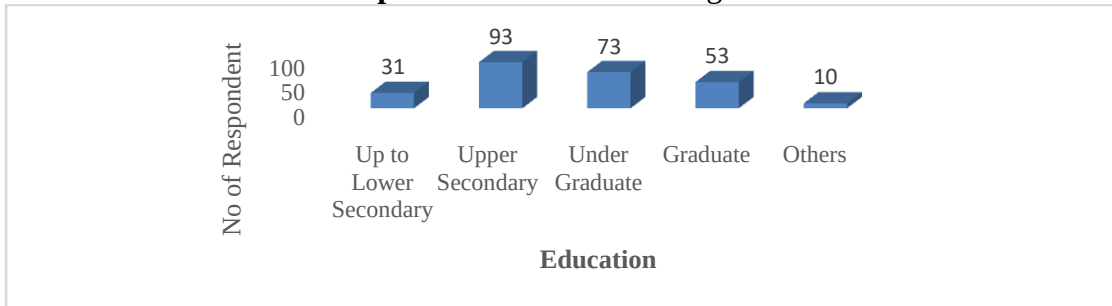
Education is crucial to raising awareness and encouraging tourism. Most illiterate people will only volunteer to go on tours to locations around the nation. The respondents' educational backgrounds are shown in Table 6.5.

Table 6.5: Educational Background

Education	No	%
Up to Secondary	31	11.9
Senior Secondary	93	35.8
Graduate	73	28.1
Post Graduate	53	20.4
Others	10	3.8
Total	260	100

11.9% (31) of the respondents had educational attainment up to secondary level, 35.8% (93) had a senior secondary level, 28.1% (73) were graduates, 20.4% (53) were postgraduates, and 3.8% (10) had another educational background.

Graph 6.5: Educational Background



6.2.6 Occupation of the Respondent

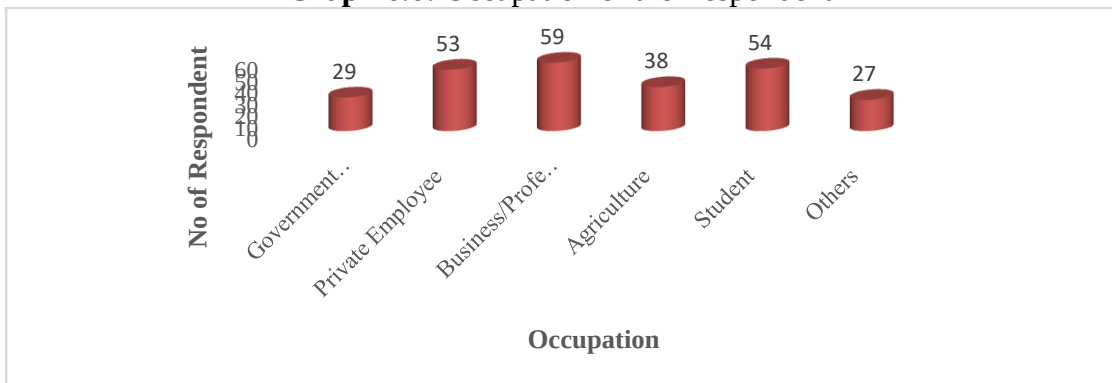
The decision to spend money and effort traveling to other locations is made based on the respondent's occupation. To find out the occupation, see Table 6.6.

Table 6.6: Occupation of the Respondent

Occupation	No	%
Government Employee	29	11.2
Private Employee	53	20.4
Business/Professional	59	22.7
Agriculture	38	14.6
Student	54	20.7
Others	27	10.4
Total	260	100

Table 6.6 shows that 29 (11.2%) respondents were government employees, 53 (20.4%) were private employees, 59 (22.7%) were doing business/professional, 38 (14.6%) respondents were doing agriculture-related work, 54 (20.7%) were student and 27 (10.4%) were doing other work.

Graph 6.6: Occupation of the Respondent



6.2.7 Income of the Respondent

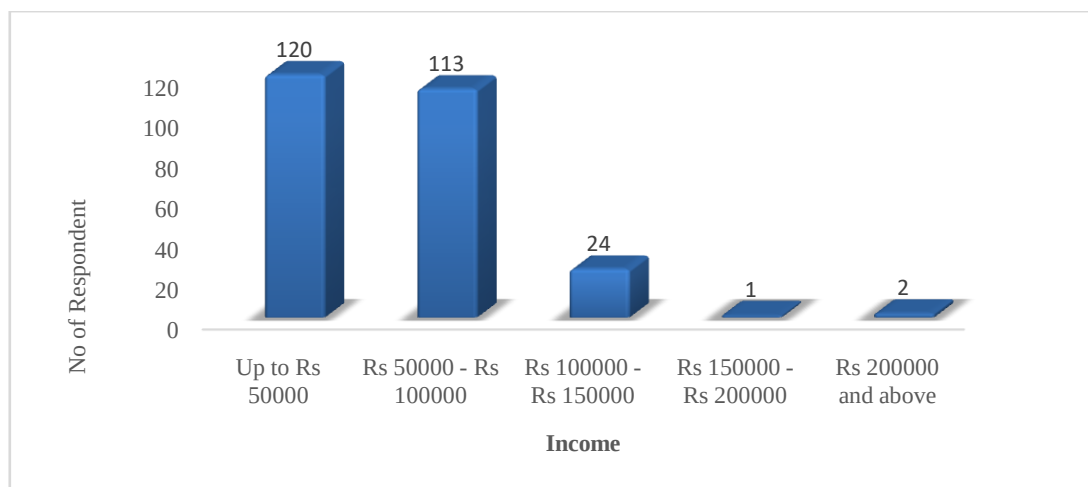
Respondents' income is a significant factor when traveling and seeing different locations. Table 6.7 provides relevant facts regarding the respondents' income classification, as shown in this study.

Table 6.7: Income of the Respondent

Income	No	%
Up to Rs 50000	120	46.2
Rs 50000 – Rs 100000	113	43.5
Rs 100000 - Rs 150000	24	9.2
Rs 150000 - Rs 200000	1	0.4
Rs 200000 and above	2	0.7
Total	260	100

With the help of Table 6.7, we found out the income of the respondents: 46.2% (120) respondents earned Rs 50000 per month, 43.5% (113) earned Rs 50000 to Rs 100000, 9.2% (24) earned Rs 100000 to Rs 150000, 0.4% (1) respondents earned Rs 150000 to Rs 200000, and 0.7% (2) respondents earned Rs 200000 and above per month.

Graph 6.7: Income of the Respondent



6.3 Trip Profile of the Respondents

Respondent trip profiles can be used for positioning and market segmentation and serve as a significant signal for decision markers. The responses' trip profiles in Table 6.8 offer helpful insights into the fact that people utilize the internet extensively as a source of information and that Buddhist Circuit locations see a high rate of repeat business.

6.3.1 Place to Entry in Bihar

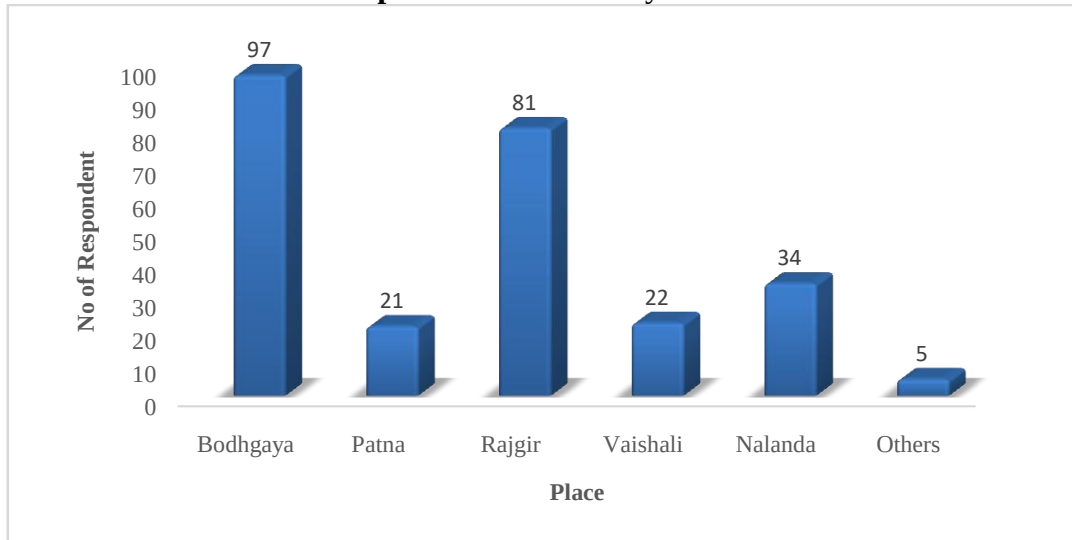
There are several locations in Bihar where domestic visitors can enter the state. Many appealing Buddhist circuit sites in Bihar provide access for visitors from other countries. As a result, it is determined to find where domestic visitors enter Bihar; the information is shown in Table 6.8.

Table 6.8: Place of Entry in Bihar

Place	No	%
Bodhgaya	97	37.3
Patna	21	8.1
Rajgir	81	31.2
Vaishali	22	8.5
Nalanda	34	13.1
Another City	5	1.8
Total	260	100

Table 6.8 shows that out of 260 domestic tourists, 97 (37.3%) of them entered Bihar through Bodhgaya, 21 (8.1%) of them entered through Patna, 81 (31.2%) of them entered through Rajgir, 22 (8.5%) of them entered through Vaishali, 34 (13.1%) of them entered through Nalanda and remaining 5 (1.8%) of them entered through Another city. Hence, it is concluded that a majority, 37.3% of the domestic tourists entered through Bodhgaya.

Graph 6.8: Place to Entry in Bihar



6.3.2 Number of Times of Visits to the Buddhist Circuit in Bihar

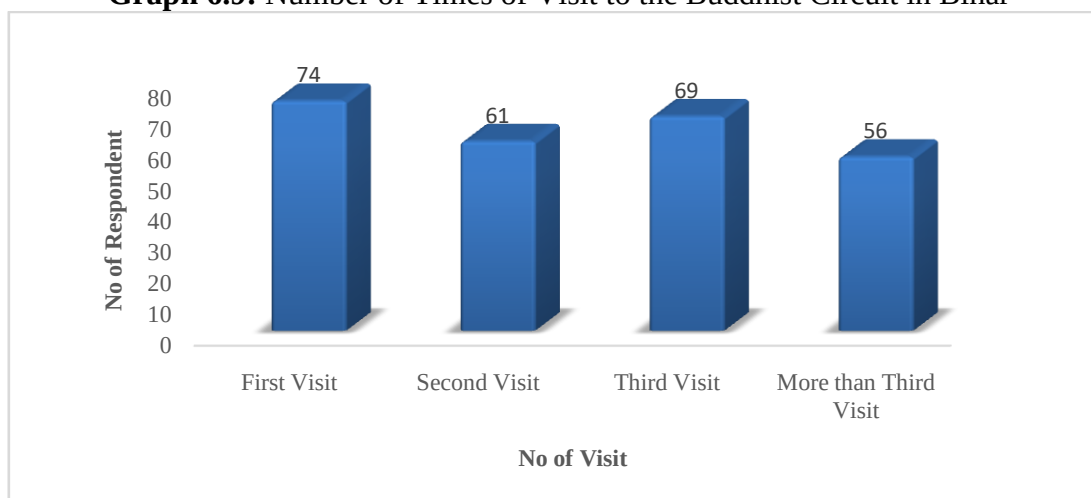
Another consideration in tourist profiling is whether or not the visitors are visiting the locations for the first time. This is a crucial component since visitors will stay at the locations for an extended period or leave as time passes. Some visitors are coming to these locations for the third time, and other tourists are coming for the second time.

Table 6.9: Number of Times of Visits to the Buddhist Circuit in Bihar

Visit Count	No	%
First Visit	74	28.5
Second Visit	61	23.5
Third Visit	69	26.5
More than a Third Visit	56	21.5
Total	260	100

According to Table 6.9, of the tourists that came to these locations, 28.5% were first-timers. However, it's essential to remember that 23.5% of visitors to these locations are returning visitors. The fact that 26.5% of visitors visit these locations for the third time and 21.5% of domestic tourists visit these locations more than a third visit is another significant finding from this study.

Graph 6.9: Number of Times of Visit to the Buddhist Circuit in Bihar



6.3.3 Accompanying Persons

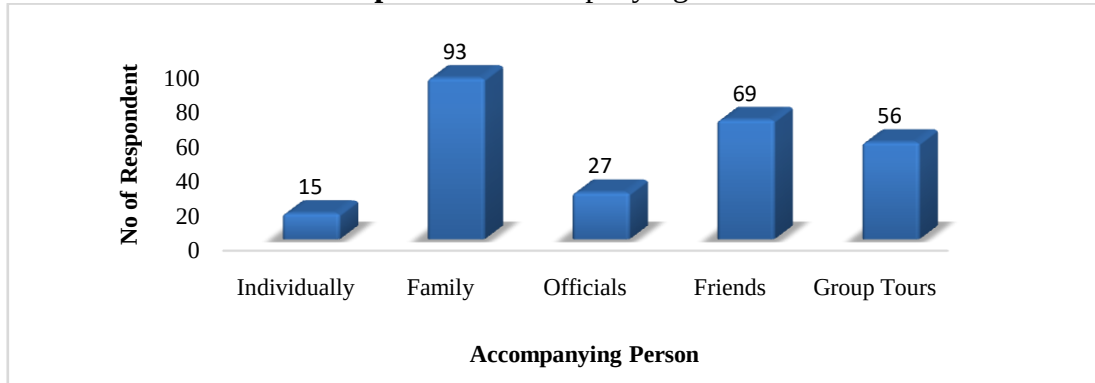
Most people who travel to the various religious sites around the nation travel with others. They have other people with them since they want security, safety, and happiness from this organization. As a result, the researcher tried to find out who the visitors were traveling with, and the results are shown in Table 6.10.

Table 6.10: Accompanying Persons

Accompanying Persons	No	%
Individually	15	5.8
Family	93	35.8
Officials	27	10.4
Friends	69	26.5
Group Tours	56	21.5
Total	260	100

Table 6.10 shows that 93 (35.8%) of tourists come with family in the Buddhist circuit Bihar, followed by friends, 69 (26.5%). Domestic tourists coming with group tours come to 56 (21.5%), with officials 27 (10.4%) and come to individually 15 (5.8%).

Graph 6.10: Accompanying Persons



6.3.4 Length of Stay

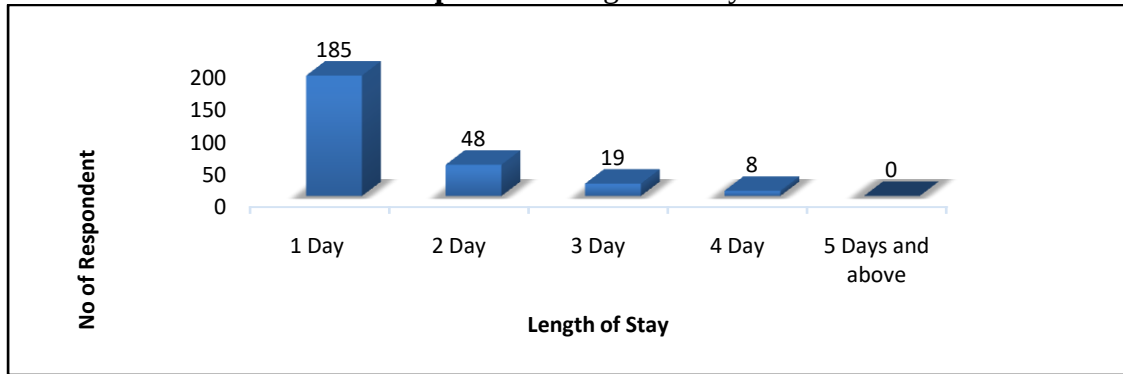
The length of stay varies from person to person among those visiting religious sites nationwide. Their propensity to see, their beliefs about those locations, and the reasons behind their visits all play a role in why they go. Table 6.11 presents the specifics of the respondents' stay duration.

Table 6.11: Length of Stay

Length of Stay	No	%
1 Day	185	71.2
2 Days	48	18.4
3 Days	19	7.3
4 Days	8	3.1
5 Days and above	0	0
Total	260	100

It is revealed from Table 6.11 that out of 260 domestic tourists, 185 (71.2%) of them stayed in the Buddhist circuit in Bihar for only one day, 48 (18.4%) of them stayed for two days, 19 (7.3%) of them stayed three days, 8 (3.1%) of them stayed four days. Amazing results were found for this research: no domestic tourist stayed more than five days in the Buddhist circuit in Bihar.

Graph 6.11: Length of Stay



6.3.5 Type of Accommodation

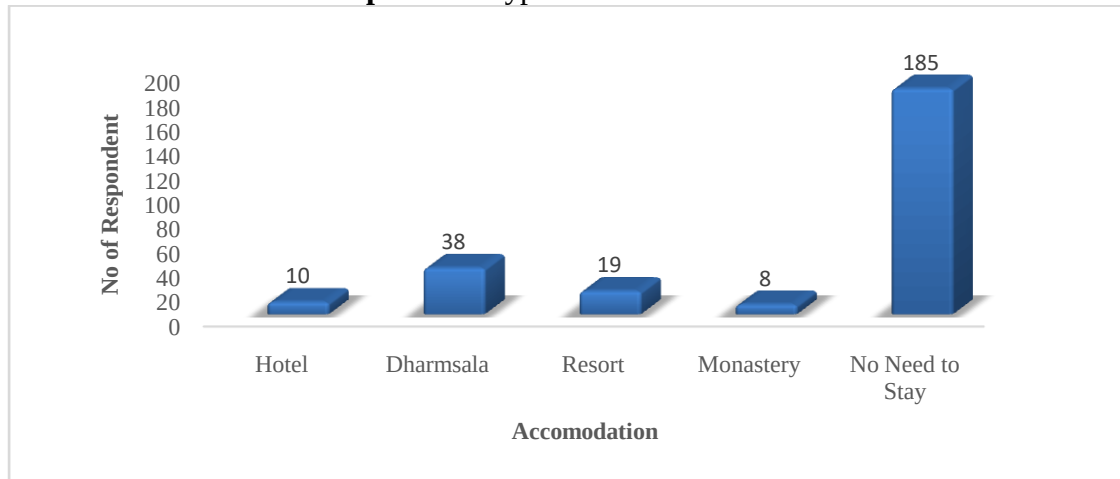
The preference of tourists for their accommodation is given in Table 6.12.

Table 6.12: Type of Accommodation

Accommodation	No	%
Hotel	10	3.8
Dharmsala	38	14.6
Resort	19	7.3
Monastery	8	3.1
No Need to Stay	185	71.2
Total	260	100

Table 6.12 shows that 10 (3.8%) domestic tourists stayed in a hotel, 38 (14.6%) stayed in Dharmsala, 19 (7.3%) stayed in a resort, 8 (3.1%) stayed in the monastery, and 185 (71.2%) tourists said no need to stay because they are day traveller.

Graph 6.12: Type of Accommodation



6.3.6 Sources of Information

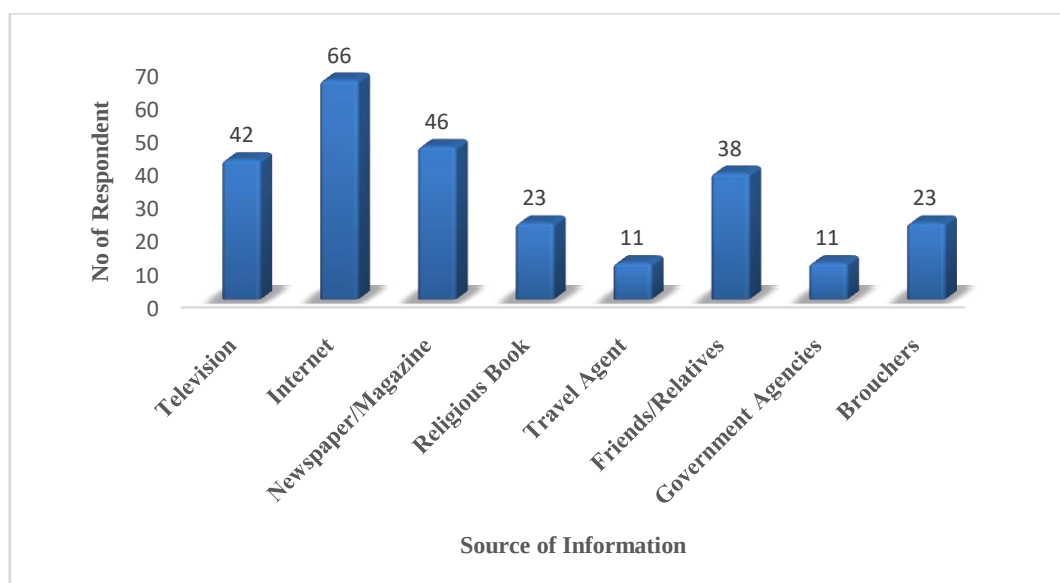
Those planning to visit Buddhist sites may need to know some details. Travelers obtain this knowledge through various sources on the destinations they will be seeing. Table 6.13 lists the sources they use to get information about tourists.

Table 6.13: Sources of Information

Source of Information	No	%
Television	42	16.2
Internet	66	25.4
Newspaper/Magazine	46	17.7
Religious Book	23	8.8
Travel Agent	11	4.2
Friends/Relatives	38	14.6
Government Agencies	11	4.2
Broachers	23	8.8
Total	260	100

Table 6.13 revealed that 16.2% (42) domestic tourists know about destination through television, 25.4%(66) tourist through internet, 17.7% (46) tourist through Newspaper/magazine, 8.8% (23) tourist through religious book, 4.2% (11) tourist through travel agent, 14.6% (38) tourist through friends/relatives, 4.2% (11) tourist through government agencies and 8.8% (23) tourist through brochures.

Graph 6.13: Sources of Information



6.4 Purpose of a Visit by the Domestic Tourists

The purpose of visiting a tourist place in a Buddhist circuit in Bihar may differ from one person to another. Somebody else may see the places to worship god, and somebody else may visit the places for other reasons. Hence, it is essential to know the purpose of visit of the Domestic Tourists. Therefore, the researcher has attempted, and the results are presented in Table 6.14.

Table 6.14: Purpose of Visit

Statement	1	2	3	4	5	6	7	8	Total
Chanting	38	52	18	39	51	10	21	31	260
Pilgrimage	28	40	47	52	29	47	15	2	260
Historical Background of Buddha	47	39	51	49	29	21	9	15	260
Peace and Entertainment	44	36	53	33	36	25	27	6	260
Research and Study	70	7	20	23	29	6	49	56	260
Purification and Salvation	15	54	49	31	34	73	2	2	260
Meditation/ Vipassana	11	23	17	21	36	60	70	22	260
Religious Food	7	9	5	12	16	18	67	126	260
	260	260	260	260	260	260	260	260	

Table 6.14 shows the purpose of domestic tourists visiting the Buddhist circuit in Bihar. They are chanting, pilgrimage, historical background of Buddha, peace and entertainment, research and study, purification and salvation, meditation/vipassana, and religious food.

6.4.1 Garret ranking

The relevant Garret Ranking algorithm was used to calculate the ranks. The Garret value was computed using the Garret ranks. Table 6.15 shows the Garret value

Table 6.15: Percent Position and Garrett Value

SI No.	$100 \frac{(R_{ij} - 0.5)}{N_j}$	Calculated Value	Garret Value
1	$100 \frac{(1 - 0.5)}{8}$	6.25	80
2	$100 \frac{(2 - 0.5)}{8}$	18.75	67
3	$100 \frac{(3 - 0.5)}{8}$	31.25	60
4	$100 \frac{(4 - 0.5)}{8}$	43.75	53
5	$100 \frac{(5 - 0.5)}{8}$	56.25	47
6	$100 \frac{(6 - 0.5)}{8}$	68.75	40
7	$100 \frac{(7 - 0.5)}{8}$	81.25	32
8	$100 \frac{(8 - 0.5)}{8}$	93.75	20

The calculation of Garret's value and ranking of the purpose of domestic tourists' visits to the Buddhist circuit in Bihar is shown in Table 6.15.

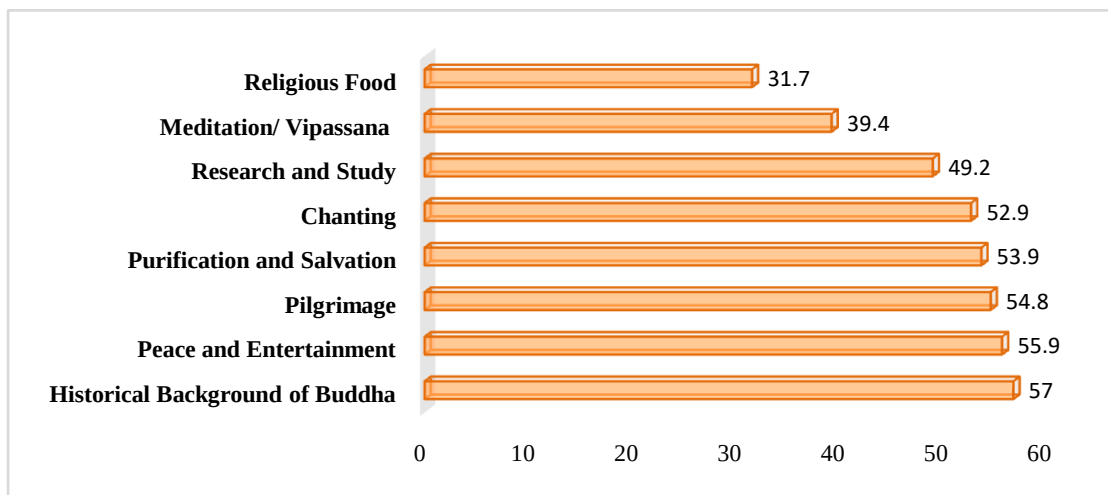
Table 6.16: Purpose for Visit the Buddhist Circuit in Bihar

Statement	1 st * 80	2 nd * 67	3 rd * 60	4 th * 53	5 th * 47	6 th * 40	7 th * 32	8 th * 20
Chanting	3040	3484	1080	2067	2397	400	672	620
Pilgrimage	2240	2680	2820	2756	1363	1880	480	40
Historical Background of Buddha	3760	2613	3060	2597	1363	840	288	300
Peace and Entertainment	3520	2412	3180	1749	1692	1000	864	120
Research and Study	5600	469	1200	1219	1363	240	1568	1120
Purification and Salvation	1200	3618	2940	1643	1598	2920	64	40
Meditation/ Vipassana	880	1541	1020	1113	1692	1320	2240	440
Religious Food	560	603	300	636	752	720	2144	2520

Continue Table 6.16

Statement	Total	Average (Total/260)	Rank
Chanting	13760	52.9	5
Pilgrimage	14259	54.8	3
Historical Background of Buddha	14821	57.0	1
Peace and Entertainment	14537	55.9	2
Research and Study	12779	49.2	6
Purification and Salvation	14023	53.9	4
Meditation/ Vipassana	10246	39.4	7
Religious Food	8235	31.7	8

Graph 6.14: Purpose for Visit the Buddhist Circuit in Bihar



It is observed from Table 6.16 that the 'Historical Background of Buddha' has been ranked 1st place by domestic tourists to visit the Buddhist circuit in Bihar. 'Peace and Entertainment' have been ranked 2nd, 'Pilgrimage' in the 3rd position followed by 'Purification and Salvation' in 4th rank with 'Chanting' as 5th rank, 'Research and Study' as act a 6th rank, 'Meditation/ Vipassana' has been 7th rank and 'Religious Food' as an 8th rank for purpose of visiting by domestic tourist in Buddhist circuit in Bihar.

6.5 Factor Responsible for Buddhist Tourism Attraction

The factors for Buddhist tourism attractions may differ from person to person. People visit Buddhist destinations for their interests. The details are presented in Table 6.17.

Table 6.17: Factor Responsible for Buddhist Tourism Attractions in Bihar by Domestic Tourists

Si No	The factor responsible for Buddhist tourism attractions	Strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
AT1	Have a great historical significance	15 (5.8)	19 (7.3)	29 (11.2)	40 (15.4)	10 (3.8)	78 (30)	69 (26.5)
AT2	Have rich cultural heritage	17 (6.5)	24 (9.2)	27 (10.4)	29 (11.2)	16 (6.2)	61 (23.5)	86 (33.1)
AT3	Buddha enlightenment in Bodhgaya Bihar	17 (6.5)	24 (9.2)	33 (12.7)	9 (3.5)	9 (3.5)	81 (31.2)	87 (33.5)
AT4	Buddha delivered the last ceremony at Vaishali in Bihar	16 (6.2)	21 (8.1)	33 (12.7)	50 (19.2)	39 (15.0)	55 (21.2)	46 (17.7)
AT5	Buddha spending a rainy season in Rajgir Bihar	6 (2.3)	18 (6.9)	10 (3.8)	26 (10.0)	21 (8.1)	78 (30.0)	101 (38.8)
AT6	Ruins of the world's largest Buddhist University in Nalanda	12 (4.6)	13 (5.0)	32 (12.3)	13 (5.0)	10 (3.8)	74 (28.5)	106 (40.8)
AT7	Other footprints of Buddha	12 (4.6)	18 (6.9)	32 (12.3)	7 (2.7)	38 (14.6)	83 (31.9)	70 (26.9)
AT8	Archeological	11	14	42	30	42		

	museums in Nalanda	(4.2)	(5.4)	(16.2)	(11.5)	(16.2)	54 (20.8)	67 (25.8)

(Note: Figures in brackets indicate the percentage of the total.)

Table 6.17 shows that out of 260 domestic tourists, 30% agreed that having a great historical significance (AT1) is the factor for attraction for Buddhist tourism, 33.1% domestic tourist said having rich cultural heritage (AT2) is the factor for attraction for Buddhist tourism, 33.5% domestic tourist strongly agree to Buddha enlightenment in Bodhgaya Bihar (AT3) is the factor for attraction for Buddhist tourism, Buddha delivered last ceremony at Vaishali in Bihar (AT4) for this factor 21.2% respondents strongly agree, 38.5% respondents strongly agreed to Buddha spending a rainy season in Rajgir Bihar (AT5), 40.6% respondents strongly agreed to Ruins of world largest Buddhist University in Nalanda (AT6), 31.9% domestic tourist agreed to Other footprints of Buddha (AT7) and 25.8% respondents strongly agreed to Archeological museums in Nalanda (AT8) is the factor for attraction for Buddhist tourism.

Factor analysis can be done in several ways. However, the most popular and accessible approach is the principle factor approach with orthogonal varimax rotation in factor analytics software. The rotated factor matrix, a table of coefficients expressing the relationship between the variables and the generated factors, is one of the final factor analysis results. Communalities (h^2) are the sum of squares of a variable's factor loading.

The KMO-MSA and Bartlett's test of sphericity are even used to see if there are enough correlations between the variables; the KMO-MSA should have an index close to 1, with an index between 0 and 1, indicating that the other variables perfectly predict each variable without any error. First, the correlation matrix is examined to ensure enough correlations greater than 0.3 to justify factor analysis.

A statistically significant result for Bartlett's test of sphericity ($\text{sig} > 0.05$) is expected. The findings of Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for Table 6.18 showed that an EFA was appropriate for the set of supplied factors. The data were deemed adequate for factor analysis

when the KMO-MSA was more significant than 0.60. A non-zero correlation between the variables was found using Bartlett's Test of Sphericity, with a result of 544.266 at a substantial level of 0.00.

Table 6.18: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	544.266
	Df	28
	Sig.	.000

Hair et al. (2006) suggested that item communalities, eigenvalues, and percentage of variation are explained to determine the number of variables to be extracted. Eigenvalues of 1.0 or higher indicate significant factors. Although Hair et al. (2006) suggest a factor loading of 0.35 or higher, a factor loading of 0.6 has been utilized for practical reasons.

Table 6.19: Factor Loading Buddhist Tourism Attractions

Si No		Component							
		1	2	3	4	5	6	7	8
AT1	Have a great historical significance	.138	.166	.129	.152	.106	.154	.927	.141
AT2	Have rich cultural heritage	.068	.947	.135	.121	.109	.115	.157	.128
AT3	Buddha enlightenment in Bodhgaya Bihar	.104	.122	.123	.942	.114	.127	.146	.146
AT4	Buddha delivered the last ceremony at Vaishali	.076	.136	.945	.122	.136	.139	.122	.123
AT5	Buddha spending a rainy season in Rajgir Bihar	.132	.121	.146	.132	.136	.929	.153	.157
AT6	Ruins of the world's largest/oldest Buddhist University in Nalanda	.150	.136	.130	.153	.130	.159	.142	.925
AT7	Other footprints of Buddha	.946	.068	.075	.102	.178	.126	.130	.141
AT8	Archaeological museums in Nalanda	.183	.113	.140	.116	.936	.133	.103	.126

Table 6.19 states the factors responsible for Buddhist tourism attraction. The total number of factors was eight, identified through the literature review. After several runs of factor analysis through SPSS, the number of factors extracted was eight. The most attractive factors for Buddhist tourism attraction were Buddha enlightenment in

Bodhgaya Bihar, which has a great historical significance, a rich cultural heritage, Buddha's last ceremony at Vaishali, Buddha spending the rainy season in Rajgir Bihar, and the Ruins of the world's largest/oldest Buddhist University in Nalanda.

6.6 Problem Faced by Tourists at Buddhist Destination in Bihar

Domestic travelers also frequently visit the Buddhist circuit in Bihar. Tourists require some basic amenities while visiting the locations, including accommodation, food, transportation, parking, sanitation, medical care, and guide services. While at the Buddhist sites, visitors encounter a variety of issues. As a result, the researcher has attempted to evaluate how domestic tourists perceive the difficulties encountered at the Buddhist circuit in Bihar.

Table 6.20: Problem Faced by Tourists at Buddhist Destination in Bihar

Sl.	Problems Faced by the Buddhist Tourists	Strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
Accommodation Problems								
PA1	Availability of Rooms	39	87	34	16	42	24	18
		(15.0)	(33.5)	(13.1)	(6.2)	(16.2)	(9.2)	(6.9)
PA2	Proper Boarding Facilities	11	58	18	40	71	33	29
		(4.2)	(22.3)	(6.9)	(15.4)	(27.3)	(12.7)	(11.2)
PA3	Room Ventilation	40	28	20	51	54	45	22
		(15.4)	(10.8)	(7.7)	(19.6)	(20.8)	(17.3)	(8.5)
PA4	Availability of Power/Electricity	74	75	19	14	23	26	29
		(28.5)	(28.8)	(7.3)	(5.4)	(8.8)	(10.0)	(11.2)
PA5	Hotel Staff Behavior	35	31	23	18	57	33	63
		(13.5)	(11.9)	(8.8)	(6.9)	(21.9)	(12.7)	(24.2)
Food Problems								
PF1	Price of Food	7	26	18	87	68	17	37
		(2.7)	(10.0)	(6.9)	(33.5)	(26.5)	(6.5)	(14.2)
PF2	Quality of Food	19	22	21	41	78	46	33

		(7.3)	(8.5)	(8.1)	(15.8)	(30.0)	(17.7)	(12.7)
PF3	Taste of Food	11 (4.2)	26 (10.0)	29 (11.2)	24 (9.2)	53 (20.4)	54 (20.8)	63 (24.2)
PF4	Hygiene condition of food	21 (8.1)	22 (8.5)	27 (10.4)	41 (15.8)	79 (30.4)	46 (17.7)	24 (9.2)
FT5	Restriction of alcohol /liquor	19 (7.3)	24 (9.2)	31 (11.9)	42 (16.2)	48 (18.5)	38 (14.6)	58 (22.3)
Parking Problems								
PP1	Space Facility for Parking	12 (4.6)	21 (8.1)	16 (6.2)	30 (11.5)	91 (35.0)	52 (20.0)	38 (14.6)
PP2	Safety and security of the vehicle	16 (6.2)	24 (9.2)	14 (5.4)	26 (10.0)	82 (31.5)	53 (20.4)	45 (17.3)
PP3	Parking Charges	29 (11.2)	29 (11.2)	14 (5.4)	10 (3.8)	91 (35.0)	28 (10.8)	59 (22.7)
PP4	Time Limit for Vehicle Parking	14 (5.4)	29 (11.2)	14 (5.4)	23 (8.8)	62 (23.8)	53 (20.4)	65 (25.0)
Transportation Problems								
PT1	Bus Services	22 (8.5)	28 (10.8)	21 (8.1)	48 (18.5)	57 (21.9)	43 (16.5)	41 (15.8)
PT2	Availability of Train Services	10 (3.8)	24 (9.2)	21 (8.1)	47 (18.1)	53 (20.4)	22 (8.5)	83 (31.9)
PT3	Availability of Air Services	13 (5.0)	26 (10.0)	23 (8.8)	31 (11.9)	68 (26.2)	57 (21.9)	42 (16.2)
PT4	Tariff for Taxi	13 (5.0)	22 (8.5)	24 (9.2)	20 (7.7)	41 (15.8)	82 (31.5)	58 (22.3)
PT5	Frequency of Transport	22 (8.5)	20 (7.7)	30 (11.5)	32 (12.3)	48 (18.5)	59 (22.7)	49 (18.8)
PT6	Traffic Jams	14 (5.4)	20 (7.7)	42 (16.2)	16 (6.2)	46 (17.7)	48 (18.5)	74 (28.5)
Sanitation Problems								
PS1	Toilets	23	18	20	22	60	55	62

		(8.8)	(6.9)	(7.7)	(8.5)	(23.1)	(21.2)	(23.8)
PS2	Cleanliness	10 (3.8)	29 (11.2)	10 (3.8)	46 (17.7)	63 (24.2)	44 (16.9)	58 (22.3)
PS3	Water Facilities	13 (5.0)	20 (7.7)	15 (5.8)	18 (6.9)	85 (32.7)	43 (16.5)	66 (25.4)
PS4	Lighting Facilities	17 (6.5)	21 (8.1)	16 (16)	30 (11.5)	62 (23.8)	51 (19.6)	63 (24.2)
Spot Problems								
PR1	Entry Fee	10 (3.8)	27 (10.4)	27 (10.4)	19 (7.3)	33 (12.7)	55 (21.2)	89 (34.2)
PR2	Product Prices Near Destination	14 (5.4)	17 (6.5)	24 (9.2)	30 (11.5)	61 (23.5)	55 (21.2)	59 (22.7)
PR3	Heavy Rush	16 (6.2)	19 (7.3)	22 (8.5)	30 (11.5)	90 (34.6)	37 (14.2)	46 (17.7)
Guide Problems								
PG1	Language Problems	19 (7.3)	20 (7.7)	23 (8.8)	46 (17.7)	69 (26.5)	29 (11.2)	54 (20.8)
PG2	Behavior of Guides	15 (5.8)	33 (12.7)	12 (4.6)	43 (16.5)	62 (23.8)	40 (15.4)	55 (21.2)
PG3	Availability of Services	27 (10.4)	25 (9.6)	17 (6.5)	31 (11.9)	76 (29.6)	35 (13.5)	49 (18.8)
PG4	High Fees Charged by Guides	13 (5.0)	25 (9.6)	22 (8.5)	27 (10.4)	68 (26.2)	43 (16.5)	62 (23.8)
Safety & Security								
PE1	Safety & Security	12 (4.6)	20 (7.7)	16 (6.2)	11 (4.2)	53 (20.4)	69 (26.5)	79 (30.4)
PE2	Thieves and Robbery	14 (5.4)	17 (6.5)	11 (4.2)	9 (3.5)	66 (25.4)	73 (28.1)	70 (26.9)
PE3	Beggars Nuisance	20 (7.7)	17 (6.5)	14 (5.4)	18 (6.9)	47 (18.1)	64 (24.6)	80 (30.8)

(Note: Figures in brackets indicate the percentage of the total.)

Table 6.20 reflects the opinion of 260 domestic tourists visiting the Buddhist circuit in Bihar. While visiting the place, tourists need some basic facilities such as Accommodation, Food, Parking, Transportation, Sanitation, Medical and Guide Facilities, and so on, and they need some help at the destination.

Regarding the "Accommodation Problem," out of 260 domestic respondents, 87 (33.1%) disagreed regarding the problem facing room availability, 73 (28.1%) respondents somewhat agreed regarding proper boarding facilities, 55 (21.5%) respondents somewhat agreed regarding room ventilation, 75 (28.8%) respondents disagreed regarding the availability of power/electricity, and 64 (24%) respondents strongly agreed regarding the problem of hotel staff behavior.

For "Food Problem," out of 260 respondents, 87 (33.5%) stated neutral about the price of food, 78 (30%) stated somewhat agreed about the quality of food, 63 (24.2%) domestic tourists strongly agreed about the taste of food, 80 (30.8%) stated somewhat agreed about the hygiene condition of food, and 48 (18.5) respondents agreed about the restriction of alcohol/liquor.

Table 6.20 shows that, regarding "Parking Problems," 91 (35.0%) respondents somewhat agree with the parking space facility, 82 (31.5%) domestic tourists somewhat agree with the safety and security of the vehicle, 91 (35%) tourists somewhat agree with parking charges, and 62 (25%) respondents somewhat agree with the time limit for vehicle parking.

Regarding "Transportation Problems," 57 (21.9%) respondents somewhat agree about the availability of bus services, 83 (31.9%) respondents strongly agree about the availability of train services, 68 (26.2%) somewhat agree about the availability of air services, 82 (31.5%) respondents agree about the traffic for taxis, 59 (22.7%) respondents agree about the frequency of transport, and 74 (22.7%) respondents strongly agree about traffic jams.

For "Sanitation Problems," out of 260 respondents, 62 (23.8%) strongly agreed with toilets, 63 (24.2%) somewhat agreed with cleanliness, 85 (32.7%) somewhat agreed with water facilities, and 63 (24.2%) agreed with lighting facilities.

As far as "Spot Problems," 89 (34.2%) domestic tourists strongly agree with the entry fee, 61(23.5%) domestic tourists somewhat agree with the product price near the destination, and 90 (34.6%) domestic tourists agree with the heavy rush.

For "Guide Problems," out of 260 respondents, 69 (26.5%) stated somewhat agree with language problems, 62 (23.8%) respondents stated somewhat agree with the behavior of guides, 76 (29.6%) respondents stated somewhat agree with the availability of services, and 68 (26.2%) respondents stated somewhat agree with high fee charges by guides.

Table 6.20 shows that "Safety and Security" out of 260 respondents, 79 (30.4.4%) respondents strongly agreed about problems of safety and security during the trips, 73 (28.1%) respondents agreed about thieves and robbery, and 80 (30.8%) respondents stated that Beggars nuisance at the destination.

Table 6.21: Problem Faced by Buddhist Tourist (Descriptive Statistics)

Variable	Items	Mean	Std. Deviation	Skewness	Kurtosis
Accommodation Problems	Availability of Rooms	3.323	1.884	.535	-1.013
	Proper Boarding Facilities	4.235	1.756	-.160	-1.070
	Room Ventilation	4.069	1.879	-.280	-1.043
	Availability of Power/Electricity	3.131	2.123	.666	-1.056
	Hotel Staff Behavior	4.488	2.119	-.368	-1.232
Food Problems	Price of Food	4.481	1.510	-.095	-.263
	Quality of Food	4.588	1.701	-.549	-.462
	Taste of Food	4.912	1.813	-.569	-.799
	Hygiene condition of	4.431	1.681	-.518	-.515

	food						
	Restriction of alcohol /liquor	4.635		1.871		-.346	-.946
Parking Problems	Space Facility for Parking	4.827	19.238	1.610	5.847	-.734	-.062
	Safety and security of the vehicle	4.819		1.734		-.727	-.321
	Parking Charges	4.635		1.985		-.562	-.869
	Time Limit for Vehicle Parking	4.958		1.840		-.706	-.595
Transportation Problems	Bus Services	4.473	28.819	1.834	7.536	-.375	-.847
	Availability of Train Services	4.950		1.823		-.442	-.855
	Availability of Air Services	4.746		1.728		-.575	-.602
	Tariff for Taxi	5.046		1.796		-.811	-.477
	Frequency of Transport	4.681		1.877		-.522	-.834
	Traffic Jams	4.923		1.895		-.533	-.952
Sanitation Problems	Toilets	4.888	19.758	1.897	5.890	-.728	-.563
	Cleanliness	4.873		1.734		-.555	-.573
	Water Facilities	5.058		1.727		-.811	-.129
	Lighting Facilities	4.938		1.819		-.711	-.470
Spot Problems	Entry Fee	5.150	14.850	1.900	4.364	-.714	-.821
	Product Prices Near Destination	4.954		1.750		-.682	-.429
	Heavy Rush	4.746		1.701		-.604	-.332
Guide Problems	Language Problems	4.650	18.796	1.796	5.679	-.428	-.648
	Behavior of Guides	4.708		1.828		-.474	-.789

	Availability of Services	4.558		1.901		-.497	-.798
	High Fees Charged by Guides	4.881		1.796		-.586	-.649
Safety & Security Problems	Safety & Security	5.292	15.762	1.768	4.721	-1.029	.031
	Thieves and Robbery	5.288		1.715		-1.146	.472
	Beggars Nuisance	5.181		1.887		-.965	-.198

6.6.1 Accommodation Problems

In response to the variable about the accommodation problems in the Buddhist circuit in Bihar, the data were concluded in a more significant manner, and the technique of arithmetic mean was used. The result shows that hotel staff behavior ($\bar{x}=4.488$, $\sigma=2.119$) was the main problem, and availability of power/electricity ($\bar{x}=3.131$, $\sigma=2.123$) was not a problem rating given by domestic tourists.

6.6.2 Food Problems

Domestic tourists responded about food problems in the Buddhist circuit of Bihar. There are seven items in this variable. Most of the tourists agree with taste of food ($\bar{x}=4.912$, $\sigma=1.813$), restriction of alcohol /liquor ($\bar{x}=4.912$, $\sigma=1.813$), quality of food ($\bar{x}=4.588$, $\sigma=1.701$), price of food ($\bar{x}=4.481$, $\sigma=1.510$), and hygiene condition of food ($\bar{x}=4.431$, $\sigma=1.681$) as the problems facing during the trip.

6.6.3 Parking Problems

In this variable, "Parking problems" were the primary concern of tourists for the safety and security of vehicles. The arithmetic mean shows all the items like time limit for the vehicle ($\bar{x}=4.958$, $\sigma=1.985$), space facility for parking ($\bar{x}=4.827$, $\sigma=1.610$), safety and security of vehicles ($\bar{x}=4.819$, $\sigma=1.734$) and parking charges ($\bar{x}=4.635$, $\sigma=1.985$) were high mean value means tourist opinion for parking problems were agreed.

6.6.4 Transportation Problems

In response to the variable about the transportation problems in the Buddhist circuit in Bihar. The result shows traffic for taxi ($\bar{x}= 5.046, \sigma=1.796$), availability of train services ($\bar{x}= 4.950, \sigma=1.823$), traffic jams ($\bar{x}= 4.923, \sigma=21.895$), availability of air services ($\bar{x}= 4.746, \sigma=1.728$), frequency of transport ($\bar{x}= 4.681, \sigma=1.877$), bus services ($\bar{x}= 4.473, \sigma=1.834$) were the problems. The arithmetic mean shows traffic for taxis was the most common problem, and bus services were available in Bihar.

6.6.5 Sanitation Problems

In response to the statement about sanitation problems by domestic tourists, the opinion of tourists was that sanitation was a significant issue in the Buddhist circuit of Bihar because all items' mean values were high. Water facilities ($\bar{x}= 5.058, \sigma=1.727$) were the prime issue, then lighting facilities ($\bar{x}= 4.938, \sigma=1.819$), availability of toilets ($\bar{x}= 4.888, \sigma=1.897$) and cleanliness ($\bar{x}= 4.873, \sigma=1.734$) were the secondary problems.

6.6.6 Spot Problems

Entry fees ($\bar{x}= 5.150, \sigma=1.900$) for different monuments and other places were high; tourists agreed to the product price ($\bar{x}= 4.954, \sigma=1.750$) near the destination and heavy rush ($\bar{x}= 4.746, \sigma=1.701$) in Buddhist destination of Bihar.

6.6.7 Guide Problems

Respondents gave the response about guide problems; domestic tourist faces the problem with language problems ($\bar{x}= 4.650, \sigma=1.796$), the behavior of guides ($\bar{x}= 4.708, \sigma=1.828$), availability of services ($\bar{x}= 4.558, \sigma=1.901$), high fees charged by guides ($\bar{x}= 4.881, \sigma=1.796$). Tourists face the main problem in this variable: the high fees guide charge.

6.6.8 Safety & Security Problems

Safety and security are the main concerns when traveling anywhere on the globe.

Tourists prefer a safe and secure destination to visit. In the Buddhist circuit of Bihar, tourists are given negative responses for safety. In this research findings, the safety & security of tourists ($\bar{x}$ = 5.292, σ =1.768) were high mean values, followed by thieves and robbery ($\bar{x}$ = 5.288, σ =1.715). Another problem faced by tourists during the trip was the beggar's nuisance ($\bar{x}$ = 4.181, σ =1.887).

Table 6.21 shows the responses of domestic tourists about different problems faced during trips to the Buddhist circuit of Bihar. Researcher framed eight variables these are accommodation problems ($\bar{x}$ = 19.246, σ =6.802), food problems ($\bar{x}$ = 23.046, σ =6.153), parking problems ($\bar{x}$ = 19.238, σ =5.847), transportation problems ($\bar{x}$ = 28.819, σ =7.536), sanitation problems ($\bar{x}$ = 19.758, σ =5.890), spot problems ($\bar{x}$ = 14.850, σ =4.364), guide problems ($\bar{x}$ = 18.796, σ =5.679), security & safety problems ($\bar{x}$ = 15.762, σ =4.721). The majority of the tourists have faced transportation problems followed by food problems. Fewer respondents faced spot problems during the trip. It is nice to know for the state that Bihar become a safe place for tourists because the mean values are less than other variables except spot problems.

6.7 Relationship between Demographic Variables and Problems

6.7.1 Relationship between Gender and Problems

Null H_{01} :

“There is no relationship between gender of domestic tourist and the opinion regarding problems faces by the Buddhist circuit destination in Bihar”.

A t-test was applied to test this null hypothesis (H_{01}), and the results are shown in Table 6.22.

Table 6.22: Relationship between Gender and Problems (t-test)

Variables	Gender	Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results

Accommodati on Problems	Male	19.343	6.795	0.269	0.305	0.761	S.
	Female	19.074	6.846				
Food Problems	Male	22.982	6.041	-0.178	-0.220	0.826	S.
	Female	23.160	6.378				
Parking Problems	Male	19.343	5.511	0.290	0.368	0.173	S.
	Female	19.053	6.423				
Transportation Problems	Male	28.271	7.842	-1.516	-1.619	0.107	S.
	Female	29.787	6.897				
Sanitation Problems	Male	19.578	5.946	-0.496	-0.656	0.512	S.
	Female	20.074	5.806				
Spot Problems	Male	14.536	4.431	-0.868	-1.567	0.119	S.
	Female	15.404	4.210				
Guide Problems	Male	18.675	5.626	-0.336	-0.454	0.651	S.
	Female	19.011	5.797				
Safety & Security Problems	Male	16.012	4.456	0.693	1.093	0.276	S.
	Female	15.319	5.152				
Overall	Male	158.741	21.018	0.988	-.766	.444	S.
	Female	168.883	22.006				

N: Male= 166, Female= 94

Table 6.22 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the gender of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

6.7.2 Relationship between Age and Problems

Null H_{02} :

"There is no relationship between the age of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."

ANOVA was applied to test this null hypothesis (H_{02}), and the result is shown in Table 6.23.

Table 6.23: Relationship between Age and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	34.103	.736	.480	S.
	46.358			
Food Problems	11.383	.299	.742	S.
	38.065			
Parking Problems	10.573	.308	.735	S.
	34.366			
Transportation Problems	34.075	.598	.551	S.
	56.966			
Sanitation Problems	46.110	1.333	.266	S.
	34.597			
Spot Problems	7.076	.370	.691	S.
	19.140			
Guide Problems	23.112	.715	.490	S.
	32.327			
Safety & Security Problems	2.472	.110	.896	S.
	22.445			
Overall	384.082	.841	.433	S.
	456.952			

Table 6.23 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the age of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

6.7.3: Relationship between Religion and Problems

Null H₀₃:

"There is no relationship between the religion of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."

A t-test was applied to test this null hypothesis (H₀₃), and the results are shown in Table 6.24.

Table 6.24: Relationship between Religion and Problems

Variables	Mean	Std. Deviation	Mean Difference	t	Sig. (2 tailed)	Results
Accommodation Problems	19.350	7.125	0.112	0.068	0.946	S.
	19.238	6.790				
Food Problems	23.100	6.866	0.058	0.037	0.971	S.
	23.042	6.106				
Parking Problems	18.700	5.611	0.583	-0.445	0.661	S.
	19.283	5.874				
Transportation Problems	25.850	7.902	-3.216	-1.756	0.093	S.
	29.067	7.468				
Sanitation Problems	18.500	6.794	-1.362	-0.871	0.394	S.
	19.863	5.812				
Spot Problems	14.150	4.671	-0.758	-0.701	0.491	S.
	14.908	4.343				
Guide Problems	17.550	5.539	-1.350	-1.045	0.307	S.
	18.900	5.690				
Safety & Security Problems	15.400	5.529	-0.391	-0.308	0.761	S.
	15.791	4.660				
Overall	152.600	29.587	-7.491	-1.110	0.280	S.
	160.091	20.509				

Table 6.24 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the religion of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

6.7.4: Relationship between Educational Background and Problems

Null H₀₄:

“There is no relationship between educational background of domestic tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar”.

ANOVA was applied to test this null hypothesis (H_{04}), and the result is shown in Table 6.25.

Table 6.25: Relationship between Educational Background and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	131.678	2.931	.021	N.S.
	44.924			
Food Problems	93.361	2.524	.041	N.S.
	36.988			
Parking Problems	32.022	.936	.444	S.
	34.216			
Transportation Problems	54.388	.957	.432	S.
	56.827			
Sanitation Problems	60.746	1.772	.135	S.
	34.277			
Spot Problems	25.169	1.328	.260	S.
	18.951			
Guide Problems	52.659	1.649	.162	S.
	31.936			
Safety & Security Problems	49.245	2.252	.064	S.
	21.868			
Overall	941.849	2.099	.081	S.
	448.775			

Table 6.25 defines the significance level for an overall opinion of more than 0.05, and the null hypothesis is accepted. However, the opinion about accommodation problems and food problems significance is less than 0.05 ($P < 0.05$). This means different views from different educational backgrounds about accommodation and food problems.

6.7 5 Relationship between Occupation and Problems

Null H_{05} :

“There is no relationship between the Occupation of domestic tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{05}), and the result is shown in Table 6.26.

Table 6.26: Relationship between Occupation and Problems

Variables	Mean Square	F	Sig.	Result
Accommodation Problems	37.875	.816	.539	S.
	46.429			
Food Problems	19.031	.498	.778	S.
	38.229			
Parking Problems	29.737	.868	.503	S.
	34.270			
Transportation Problems	91.738	1.635	.151	S.
	56.102			
Sanitation Problems	9.794	.278	.925	S.
	35.176			
Spot Problems	3.491	.180	.970	S.
	19.353			
Guide Problems	64.803	2.050	.072	S.
	31.615			
Safety & Security Problems	17.784	.795	.554	S.
	22.379			
Overall	45.808	.099	.992	S.
	464.472			

Table 6.26 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the occupation of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

6.7.6 Relationship between Income and Problems

Null H_{06} :

“There is no relationship between the income of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{06}), and the result is shown in Table 6.27.

Table 6.27: Relationship between Income and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	42.790	.924	.451	S.
	46.318			
Food Problems	53.357	1.418	.228	S.
	37.616			
Parking Problems	52.332	1.544	.190	S.
	33.898			
Transportation Problems	117.315	2.101	.081	S.
	55.840			
Sanitation Problems	9.125	.260	.903	S.
	35.087			
Spot Problems	16.003	.838	.502	S.
	19.095			
Guide Problems	54.232	1.699	.151	S.
	31.911			
Safety & Security Problems	79.363	3.709	.006	N.S.
	21.395			
Overall	1695.328	3.880	.004	N.S.
	436.955			

Table 6.27 defines the significance level for overall perception as less than 0.05, and the null hypothesis is rejected.

Hence, it is concluded that there is a positive relationship between the income of domestic tourists and their opinions regarding problems faced by the Buddhist circuit destination in Bihar. The opinion of domestic tourists about problems encountered during trips in the Buddhist circuit of Bihar varies on an income basis.

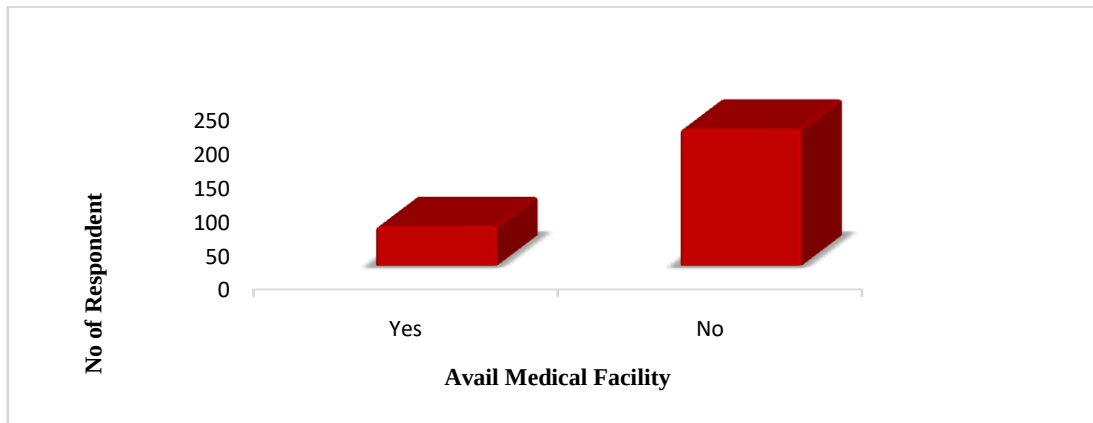
6.8 Information Related to Medical Facility

Medical facilities in tourist areas are essential for tourists. It was chosen to gather information regarding the opinions of those available at the medical facility.

Table 6.28: Avail Medical Facility

Avail Medical Facility	No	%
Yes	58	22.31
No	202	77.69
Total	260	100

Regarding information gathered from Table 6.28, out of 260 domestic tourists, 58 (22.31%) respondents were availed of medical facilities during their trip.

Graph 6.15: Avail Medical Facility

6.8.1 Opinion of the Domestic Tourists about Medical Facility

When traveling, preparing for any potential medical needs is essential. Providing medical facilities for tourists during their trips ensures their safety and well-being.

Table 6.29: Opinion of the domestic tourists about Medical Facility

Sl.	Medical Facilities Problems	Please indicate as strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)							Mean
		1	2	3	4	5	6	7	
PM 1	Availabilit y of Doctors	10 (17.2)	4 (6.9)	7 (12.1)	8 (13.8)	13 (22.4)	2 (3.4)	14 (24.1)	4.24
PM 2	Medical Shops	7 (12.1)	15 (25.9)	7 (12.1)	7 (12.1)	12 (20.7)	7 (12.1)	3 (5.7)	3.6 0

PM 3	Qualified Doctors	18 (31.0)	4 (6.9)	7 (12.1)	3 (5.2)	5 (8.6)	3 (5.2)	18 (31.2)	3.9 3
PM 4	Medicines	7 (12.1)	15 (25.9)	6 (10.3)	7 (12.1)	11 (19.0)	8 (13.8)	4 (6.9)	3.6 9

(Note: Figures in bracket indicate percentage to total)

Table 6.29 stated that out of 58 respondents, 14 (24.1%) respondents strongly agreed with problems with the availability of doctors in the Buddhist circuit in Bihar, 15 (25.9%) respondents disagreed with problems with medical shops, 15 (25.9%) respondents disagreed for the availability of medicine as a problem, and 18 (31.0%) respondents were both strongly disagree and strongly agree for qualified doctors as a problem.

In response to the variable about the medical facility problems in the Buddhist circuit in Bihar, the concluded data were analyzed more significantly, using the arithmetic mean technique. The result shows that the availability of doctors ($\bar{x}$ = 4.24) was the main problem, and the availability of medical shops ($\bar{x}$ = 3.60) was not a problem rating given by domestic tourists.

6.8.2 Relationship between Gender and Medical Facility

Null H_{07} :

“There is no relationship between the gender of domestic tourists and the opinion regarding the problems of medical facilities faced by the Buddhist circuit destination in Bihar.”

A t-test was applied to test this null hypothesis (H_{07}), and the results are shown in Table 6.30.

Table 6.30: Relationship between Gender and Problems of Medical Facility

Medical Facility	Gender	Mean	Std. Deviation	Mean Difference	t-test	Sig. (2 tailed)	Results
Availability of Doctors	Male	4.69	2.2	1.194	2.254	0.028	N. S.
	Female	3.5	1.79				
Qualified	Male	3.97	1.79	0.972	2.055	0.046	N. S.

Doctors	Female	3	1.71				
Medical Shops	Male	4.44	2.55	1.135	2.09	0.042	N. S.
	Female	3.09	2.28				
Medicine	Male	4.14	1.77	1.184	2.391	0.021	N. S.
	Female	2.95	1.86				
Overall	Male	17.25	6.48	4.705	3.205	0.002	N. S.
	Female	12.54	4.65				

Table 6.30 defines the significance level for overall perception as less than 0.05, and the null hypothesis is rejected.

Hence, it is concluded that there is a positive relationship between the income of domestic tourists and the opinion regarding medical facilities problems faced by the Buddhist circuit destination in Bihar.

6.9 Information Related to Tax

The tax structure in tourism areas must be known to the responders. It is chosen to gather information regarding their level of tax structure awareness to determine whether they know it.

6.9.1 Awareness of Tax Structure

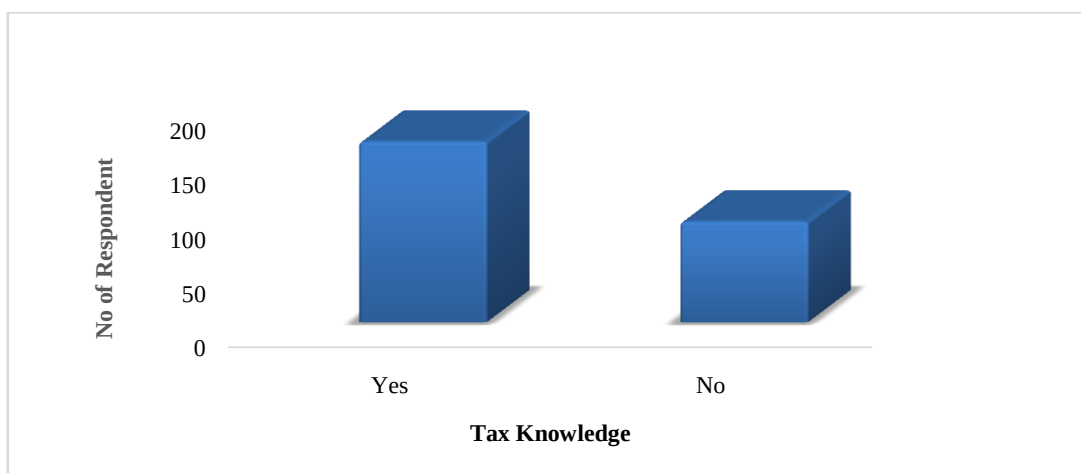
A survey was conducted to find out how much people know about the tax system at tourist destinations, and Table 6.31 provides the level of knowledge.

Table 6.31: Awareness of Tax Structure by Domestic Tourists

Awareness of Tax	No	%
Yes	167	64.23
No	93	35.77
Total	260	100

Table 6.31 shows that out of 260 domestic tourists, 167 (64.23%) of the respondents are aware of the tax structure, and the remaining 93 (35.77%) said that they are not at all aware of the tax structure. Therefore, most domestic tourists (64.23%) know the tax structure.

Graph 6.16: Awareness of Tax Structure by Domestic Tourists



6.9.2 Opinion about the Taxes

As mentioned in the preceding table, there are numerous taxes that tourists must pay. Therefore, it is essential to find out what they think about the different tax payments, and Table 6.32 provides the information. The researcher analyzed 167 respondents who were aware of taxes.

Table 6.32: Opinion of the Domestic Tourists about Taxes

Sl.	Tax	Please indicate as very high (1), medium-high (2), high (3), neutral (4), low (5), medium-low (6), very low (7)							M e a n	R a n k
		1	2	3	4	5	6	7		
OT1	Luxury Tax	28 (16.8)	52 (31.1)	25 (15.0)	18 (10.8)	31 (18.6)	10 (6.0)	3 (1.1)	3.08	4
OT2	Expenditure Tax	25 (15.0)	40 (24.0)	29 (17.4)	25 (15.0)	22 (13.2)	14 (8.4)	12 (7.2)	3.41	1
OT3	Entry Fees of Monuments	26 (15.4)	30 (18.0)	40 (24.0)	20 (12.0)	34 (20.4)	8 (4.8)	9 (5.4)	3.40	2
OT4	Tourist Vehicle's Tax	23 (13.8)	50 (29.9)	36 (21.6)	26 (15.6)	14 (8.4)	8 (4.8)	10 (6.0)	3.13	3

(Note: Figures in bracket indicate percentage to total)

Table 6.32 stated that out of 167 respondents, 52 (31.1%) respondents have stated that the luxury tax is medium-low, 40 (24.0%) respondents said that the expenditure tax is medium-low, 40 (24.0%) respondents responded that the entry fee of monuments is low, 50 (29.9%) respondents said tourist vehicle tax is medium-low.

According to the responses given by domestic tourists, the rank of opinion about tax is that the expenditure tax ranked 1, the entry fee of monuments ranked 2, the tourist vehicle tax ranked 3, and the luxury tax ranked 4.

6.9.3 Relationship between Income and Opinion of Tax

According to Table 6.33, domestic tourists pay for different types of tests. Opinions may be different or the same based on various demographic variables.

Null H_{07} :

“There is no relationship between the income of domestic tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{07}), and the result is shown in Table 6.33.

Table 6.33: Relationship between Income and Opinion of Tax

Tax	Mean Square	F	Sig.	Results
Luxury Tax	3.321	1.251	.293	S.
	2.656			
Expenditure Tax	8.574	2.704	.047	N.S.
	3.170			
Entry Fees of Monuments	8.525	3.058	.030	N.S.
	2.787			
Tourist Vehicles Tax	8.053	3.060	.030	N.S.
	2.632			
Overall	92.657	3.229	.024	N.S.
	28.699			

Table 6.33 defines the significance level for overall perception as less than 0.05, and the null hypothesis is rejected. In item basis expenditure tax ($.047 < .05$), entry fee

of monuments (.03<.05), and tourist vehicle tax (.030<.05) were different opinions, and luxury tax (.293>0.05) was the same opinion by domestic tourists about tax.

Hence, it is concluded that there is a positive relationship between the income of domestic tourists and their opinions regarding taxation. The income of domestic tourists influences their opinion about different taxes during their trip to the Buddhist circuit of Bihar.

6.10 Information Related to Policy

Tourism policy is essential for the growth of tourism. It is vital to know tourists' opinions about the policy. Table 6.34 shows tourists' opinions about different policies that help tourists on their trips.

Table 6.34: Information Related to Policy to be Implemented by the Government

SI	Statement	Strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
P1	Signboards in your language	39 (15.0)	21 (8.1)	16 (6.2)	16 (16.2)	56 (21.5)	52 (20.0)	60 (23.1)
P2	QR Code (Information on monuments)	17 (6.5)	21 (8.1)	17 (6.5)	15 (5.8)	72 (27.7)	48 (18.5)	70 (26.9)
P3	Tourist Security forces to be well-trained	24 (9.2)	29 (11.2)	10 (3.8)	19 (7.3)	56 (21.5)	49 (18.8)	73 (28.1)
P4	Hi-tech Tourist Information Centre	16 (6.2)	15 (5.8)	7 (2.7)	6 (2.3)	63 (24.2)	44 (16.9)	109 (41.9)
P5	Tourist security force trained to speak your language	19 (7.3)	12 (4.6)	9 (3.5)	9 (3.5%)	62 (23.8)	62 (23.8)	87 (33.5)
P6	Apply the Cyclopean Wall of Rajgir to be a World Heritage site	19 (7.3)	15 (5.8)	22 (8.5)	10 (3.8)	35 (13.5)	62 (23.8)	97 (37.3)

P7	Website of India tourism & Bihar tourism is to be attractive	17 (6.5)	12 (4.6)	9 (3.5)	12 (4.6)	63 (24.2)	53 (20.4)	94 (36.2)
P8	Special train for Buddhist circuit	20 (7.7)	34 (13.1)	21 (8.1)	24 (9.2)	71 (27.3)	45 (17.3)	45 (17.3)

(**Note:** Figures in bracket indicate percentage to total)

Table 6.34 shows that out of 260 respondents, 60 (23.1%) respondents strongly agree with a signboard in your language, 72 (27.2%) respondents somewhat agreed for Q.R. (Information on monuments) code, 73 (28.1%) respondents for tourist security forces to be well trained, 100 (41.9%) respondents for hi-tech tourist information center, 87 (33.5%) respondent for tourist security force trained to speak your language, 97 (37.3) respondents for Cyclopean wall of Rajgir to become as a world heritage site, 94 (36.2%) respondent for the website of India tourism & Bihar tourism is to be attractive were strongly agreed, and 71 (27.3%) respondents somewhat decided for a special train for Buddhist circuit.

Table 6.35: Information Related to Policy to be Implemented by the Government
(Descriptive statistics)

S.I. No	Policy	Mean	Std. Deviation	Skewness	Kurtosis
P1	Signboards in your language	4.63	2.107	-.583	-1.033
P2	QR (Information on monuments) code	5.03	1.835	-.806	-.363
P3	Tourist Security forces to be well-trained	4.90	2.006	-.704	-.786
P4	Hi-tech Tourist Information Centre	5.51	1.798	-1.269	.658
P5	Tourist security force trained to speak your language	5.37	1.791	-1.223	.590
P6	Cyclopean Wall of Rajgir to be a World Heritage Site	5.31	1.927	-1.020	-.218
P7	Website of India tourism & Bihar tourism is to be	5.41	1.772	-1.198	.584

	attractive				
P8	Special train for Buddhist circuit	4.57	1.874	-.459	-.920

The descriptive analysis provided in Table 6.35 about information related to policy to be implemented by the government was high, which means respondents agreed to be implemented by the government. The respondent wants to give priority to hi-tech tourist information Centre ($\bar{x} = 5.51$, $\sigma = 1.798$) followed by website of India Tourism & Bihar tourism is to be attractive ($\bar{x} = 5.41$, $\sigma = 1.772$), then tourist security force trained to speak your language ($\bar{x} = 5.37$, $\sigma = 1.791$), cyclopean wall of Rajgir to be as a world heritage site ($\bar{x} = 5.31$, $\sigma = 1.927$), Q.R. (Information on monuments) code ($\bar{x} = 5.03$, $\sigma = 1.835$), tourist Security forces to be well trained ($\bar{x} = 4.90$, $\sigma = 2.006$), Signboards in your language ($\bar{x} = 4.63$, $\sigma = 2.107$), special train for Buddhist circuit ($\bar{x} = 4.57$, $\sigma = 1.574$).

6.10.1 Relationship between Gender and Policy

Null H_{08} :

"There is no relationship between gender of domestic tourist and the opinion of policy to be implemented by government."

A t-test was applied to test this null hypothesis (H_{08}), and the results are shown in Table 6.36.

Table 6.36: Relationship between Gender and Policy

Policy	Gender	Mean	Std. Deviation	Mean Difference	t	Sig (2-tailed)	Results
Signboards in your language	Male	4.380	2.192	-0.706	-2.738	0.007	N.S.
	Female	5.085	1.876				
QR (Information on monuments) code	Male	4.807	1.839	-0.618	-2.641	0.008	N.S.
	Female	5.426	1.769				

Tourist Security forces to be well-trained	Male	4.614	2.032	-0.779	-3.129	0.002	N.S.
	Female	5.394	1.868				
Hi-tech Tourist Information Centre	Male	5.735	1.745	0.618	2.659	0.009	N.S.
	Female	5.117	1.831				
Tourist security force trained to speak your language	Male	5.157	1.839	-0.599	-2.701	0.007	N.S.
	Female	5.755	1.644				
Cyclopean Wall of Rajgir to be a World Heritage Site	Male	5.127	1.926	-0.512	-2.08	0.039	N.S.
	Female	5.638	1.894				
Website of India tourism & Bihar tourism is to be attractive	Male	5.627	1.725	0.595	2.629	0.01	N.S.
	Female	5.032	1.799				
Special train for Buddhist circuit	Male	4.398	1.855	-0.464	-1.921	0.056	S.
	Female	4.862	1.881				
Overall	Male	39.8434	9.67155	-2.465	-2.029	0.044	N.S.
	Female	42.3085	9.26321				

Table 6.36 defines the significance level for overall perception as less than 0.05, and the null hypothesis is rejected. On an item basis, the significance level of the special train (.056) for the Buddhist circuit is more than 0.05.

Hence, it is concluded that there is a positive relationship between the gender of domestic tourists and the opinion of policy to be implemented by the government.

CHAPTER 7: ANALYSIS OF FOREIGN TOURIST

CHAPTER 7

ANALYSIS OF FOREIGN TOURIST

7.1 Introduction

This chapter describes the interpretation, data analysis, and conclusions of domestic tourists, along with a test of hypotheses. The respondents' travel and demographic profiles are displayed, including details about gender, age, marital status, education level, occupation, income, religious status, place to enter Bihar, number of times visit to the Buddhist circuit in Bihar, accompanying persons, length of stay, type of accommodation, sources of information, the purpose of visit, Buddhist tourism attraction, problem faced by tourist (accommodation problems, food problems, parking problems, transportation problems, sanitation problems, spot problems, guide problems, safety & security problems, problems of medical facility, tax problems), information related to VISA, problems about services of the Indian embassy, problems of encashment of foreign exchange, problems with services on airports, information related to policy. The data set was appropriately prepared before running any statistical tests, including coding, cleaning, and screening (looking for and handling outliers, missing data, and normalcy). Following is a presentation of the preliminary data analysis.

7.2 Socio Economic and Demographic Profile of Foreign Tourists

A family's social and economic standing is determined by socioeconomic status, a sociological and economic indicator. The socioeconomic basis of Buddhist foreign tourists is examined in this chapter. It considers elements including natality, age, gender, religion, marital status, level of education, occupation, and annual family income.

7.2.1 Nationality Details of Foreign Tourists

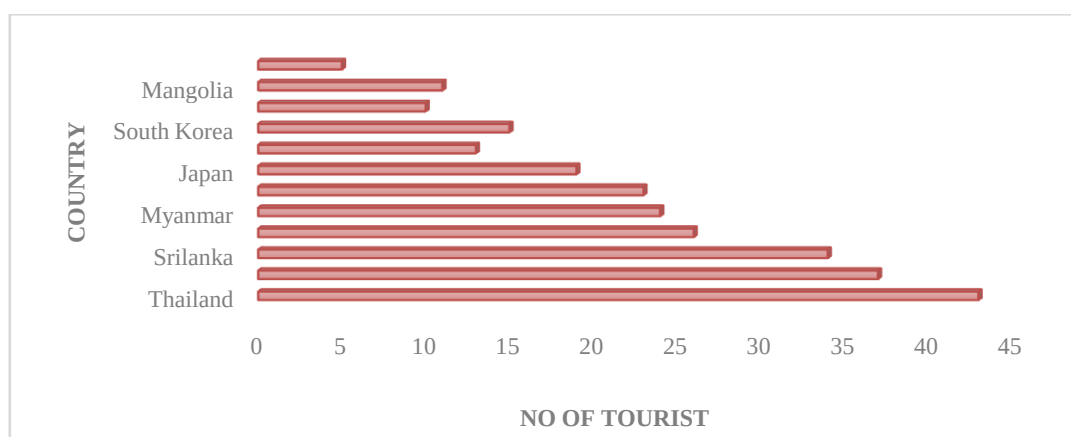
Not only can foreign residents visit religious sites, but so can native inhabitants of such foreign countries. People from different nations with diverse cultural backgrounds can visit Buddhist sites. Therefore, it's critical to understand the tourists' nationality. Table 7.1 presents details about the nationality of foreign tourists.

Table 7.1: Nationality Details of Foreign Tourists

Sr No	Country	Tourist	%
1	Thailand	43	17
2	China	37	14
3	Srilanka	34	13
4	Vietnam	26	10
5	Myanmar	24	9
6	Bhutan	23	9
7	Japan	19	7
8	Cambodia	13	5
9	South Korea	15	6
10	Nepal	10	4
11	Mangolia	11	4
12	USA	5	2
Total		260	100

Table 7.1 shows that out of 260 foreign tourists, 17% (43) of the foreign tourist have come from Thailand which is followed by China 14% (14), 13% (34) of them are from Srilanka, 10% (26) of them from Vietnam, 9% (24) of them from Myanmar, 9% (23) of them from Bhutan, 7% (19) of them from Japan, 5% (13) of them from Cambodia, 6% (15) of tourist from South Korea, 4% (10) of them from Nepal, 4% (11) of them from Mangolia, 2% (5) of them from USA.

Graph 7.1: Nationality Details of Foreign Tourists



7.2.2 Gender of the Foreign Tourists

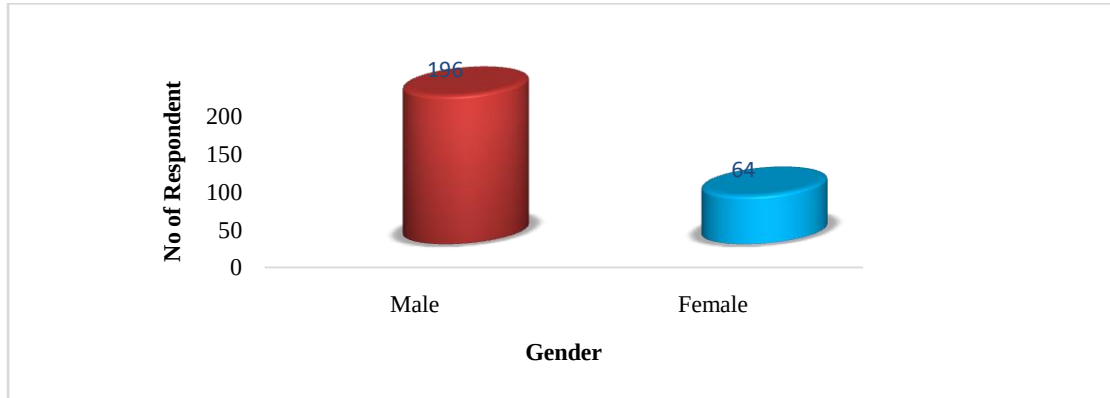
The gender of foreign tourists should be considered when analyzing them. Table 7.2 displays the gender classification of foreigntourist's gender classification of foreign tourists.

Table 7.2:Gender

Gender	No	%
Male	196	75.4
Female	64	25.6
Total	260	100

Table 7.2 indicates that 196 (75.4%) respondents were male and 64 (25.6%) were female out of 260 respondents. Thus, it suggests that most (75.4%) foreign tourists are male.

Graph 7.2: Gender



7.2.3 Age of the Foreign Tourists

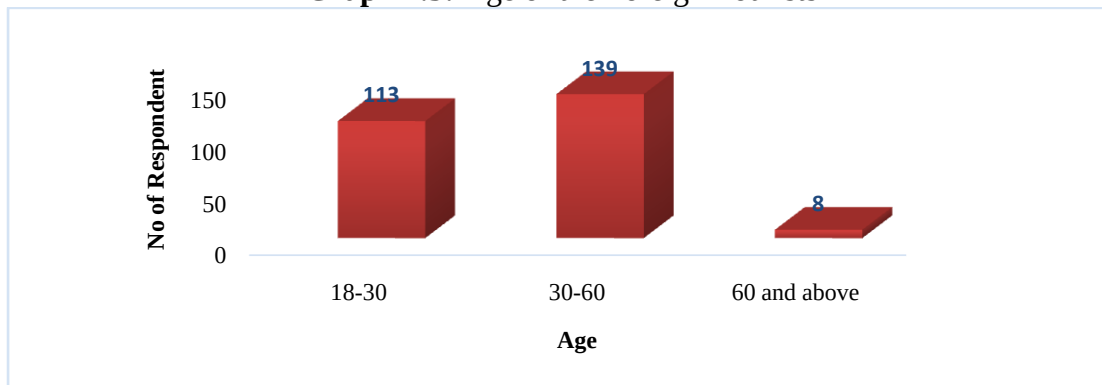
Age is a primary factor when traveling to any place. Age wise classification is presented in Table 7.3.

Table 7.3:Age of the Foreign Tourists

Age	No	%
18-30	113	43.5
30-60	139	53.4
60 and above	8	3.1
Total	260	100

The majority of respondents were between the ages of 30 and 60 years, which present 53.4% (139) of total respondents, and the distribution among different ages 18-30 (43.5%) and 60 years and above was a total of 8 (3.1%) respondents out of a total 260 respondents.

Graph 7.3: Age of the Foreign Tourists



7.2.4 Marital Status of Foreign Tourist

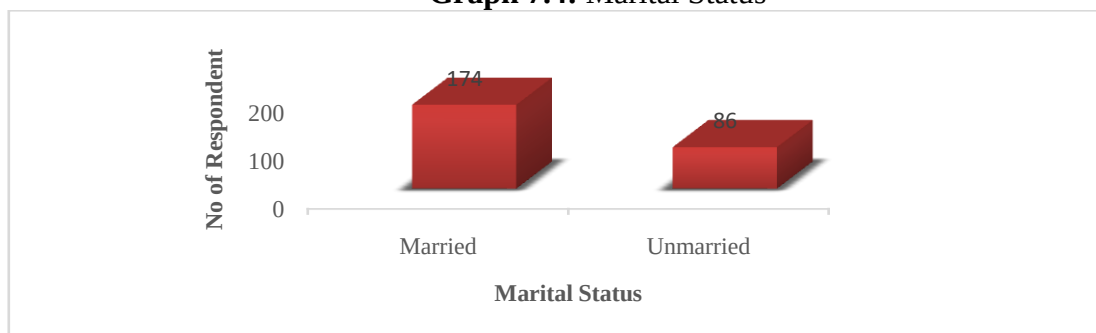
One Variable that affects respondents' visits to Buddhist circuits is their marital status, as shown in Table 7.4.

Table 7.4: Marital Status

Marital Status	No	%
Married	174	66.92
Unmarried	86	33.08
Total	260	100

Table 7.4 shows that out of 260 foreign tourists, married tourists accounted for 66.92 % (174) of respondents, while unmarried tourists were 33.08% (86).

Graph 7.4: Marital Status



7.2.5 Religious Status of Foreign Tourists

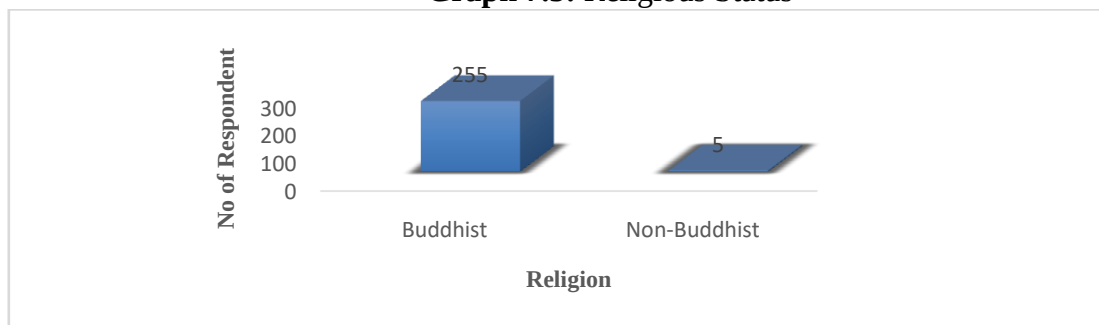
Generally, people visit religious places because they are interested in and trust in their religious belongings. Hence, it is essential to know the respondents' religion; the relevant details are presented in Table 7.5.

Table 7.5: Religious Status

Religion	No	%
Buddhist	255	98.08
Non-Buddhist	5	1.92
Total	260	100

Table 7.5 shows that among the 260 foreign tourists, 255 (98.08%) were Buddhist, and 5 (1.92%) were non-Buddhist.

Graph 7.5: Religious Status



7.2.6 Educational Background

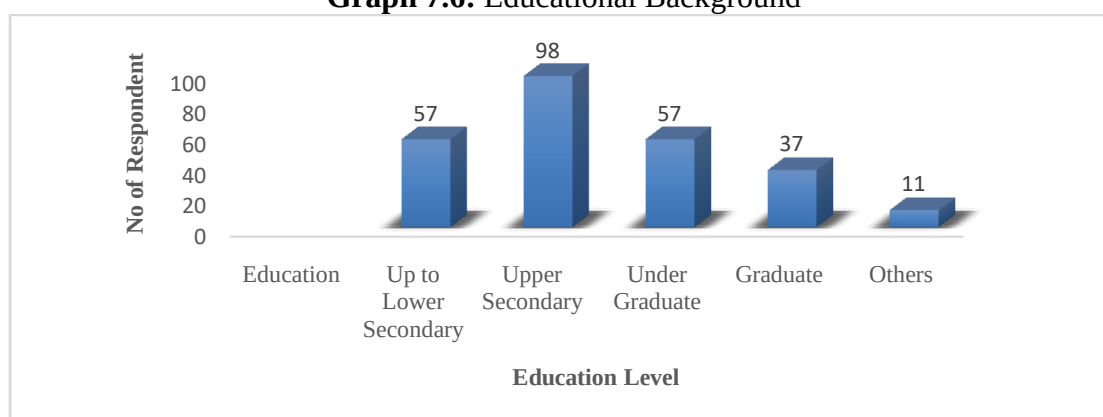
Education is crucial to raising awareness and encouraging tourism. Most illiterate people won't volunteer to go on tours to unknown locations nationwide. The respondents' educational backgrounds are shown in Table 7.6.

Table 7.6: Educational Background

Education	No	%
Up to Lower Secondary	57	21.92
Upper Secondary	98	37.69
Under Graduate	57	21.93
Graduate	37	14.23
Others	11	4.23
Total	260	100

The educational attainment of 21.92% (57) of the respondents was up to secondary level, 37.69% (98) was senior secondary level, 21.93% (57) was graduate, 14.23% (37) was postgraduate, 4.23% (11) was other educational background.

Graph 7.6: Educational Background



7.2.7 Occupation of the Respondent

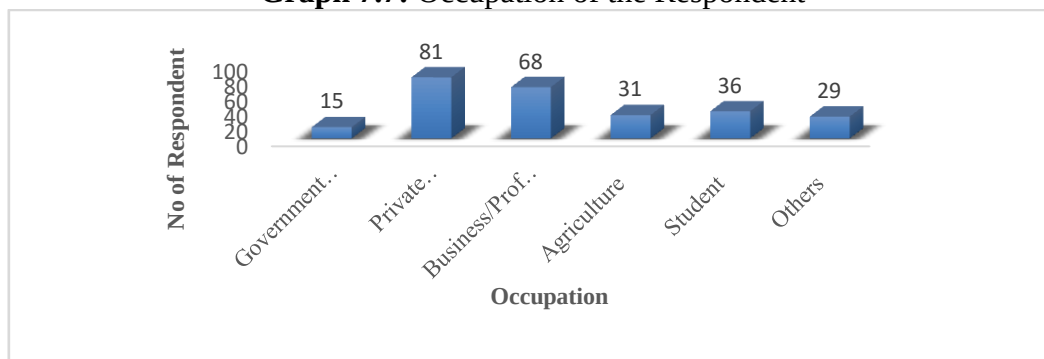
The decision to spend money and effort traveling to other locations is made based on the respondent's occupation. To find out the occupation, see Table 7.7.

Table 7.7: Occupation of the Respondent

Occupation	No	%
Government Employee	15	5.77
Private Employee	81	31.15
Business/Professional	68	26.15
Agriculture	31	11.93
Student	36	13.85
Others	29	11.15
Total	260	100

Table 7.7 shows that 15 (5.77%) respondents were government employees, 81 (31.15%) were private employees, 68 (26.15%) were doing business/professional, 31 (11.93%) respondents were doing agriculture-related work, 36 (13.85%) were student and 29 (11.15%) were doing other work.

Graph 7.7: Occupation of the Respondent



7.2.8 Income of the respondent

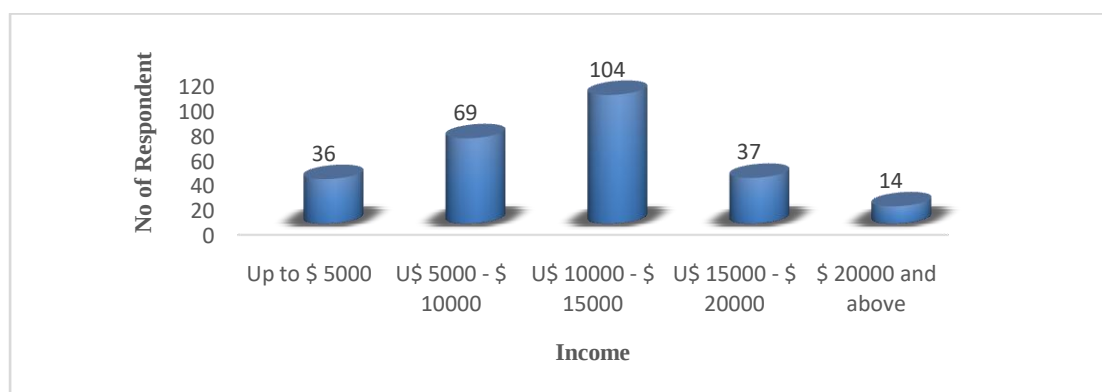
Respondents' income is a significant factor when traveling and seeing different locations. Table 7.8 provides relevant facts regarding the respondents' income classification, as shown in this study.

Table 7.8: Income of the Respondent

Income	No	%
Up to \$ 5000	36	13.85
U\$ 5000 - \$ 10000	69	26.54
U\$ 10000 - \$ 15000	104	40.00
U\$ 15000 - \$ 20000	37	14.23
\$ 20000 and above	14	5.38
Total	260	100

The help of table 7.8 finds out the income of the respondent that was 13.85% (36) respondents earned \$5000 per month, 26.54% (69) earned \$ 5000 to \$ 10000, 40% (104) earned \$ 10000 to \$ 15000, 14.23% (37) respondents earned \$ 15000 to \$ 20000 and 5.38% (14) respondent earned \$ 20000 and above per month.

Graph 7.8: Income of the respondent



7.3 Trip Profile of the Respondents

Respondent trip profiles can be utilized for positioning and market segmentation and serve as a significant signal for decision markers. In this segment, the researcher discussed the place of entry in Bihar, number of visits, accompanying person, length of stay, type of accommodation, and sources of information.

7.3.1 Place to Entry in Bihar

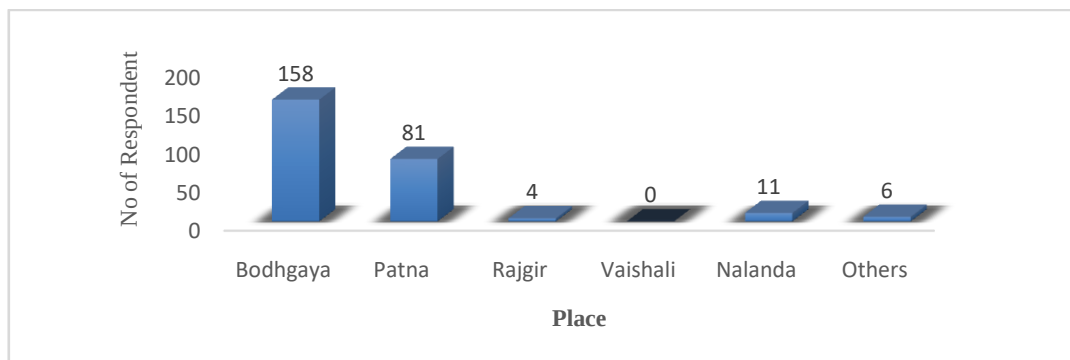
There are several locations in Bihar via which foreign visitors enter the state. Many appealing Buddhist circuit sites in Bihar provide access for visitors from other countries. As a result, it is determined to find where foreign visitors enter Bihar; the information is shown in Table 7.9.

Table 7.9: Place of Entry in Bihar

Place	No	%
Bodhgaya	158	60.77
Patna	81	31.15
Rajgir	4	1.54
Vaishali	0	0.00
Nalanda	11	4.23
Others	6	2.31
Total	260	100

Table 7.9 shows that out of 260 foreign tourists, 158 (60.77%) of them entered Bihar through Bodhgaya, 81 (31.15%) of them entered through Patna, 4 (1.54%) of them entered through Rajgir, 11 (4.23%) of them entered through Nalanda and remaining 6 (2.31%) of them entered through another city. Hence, it is concluded that a majority, 60.77%, of the foreign tourists entered Bodhgaya, and no foreign tourists entered Bihar through Vaishali.

Graph 7.9: Place to Entry in Bihar



7.3.2 Number of Times of Visits to Buddhist Circuit in Bihar

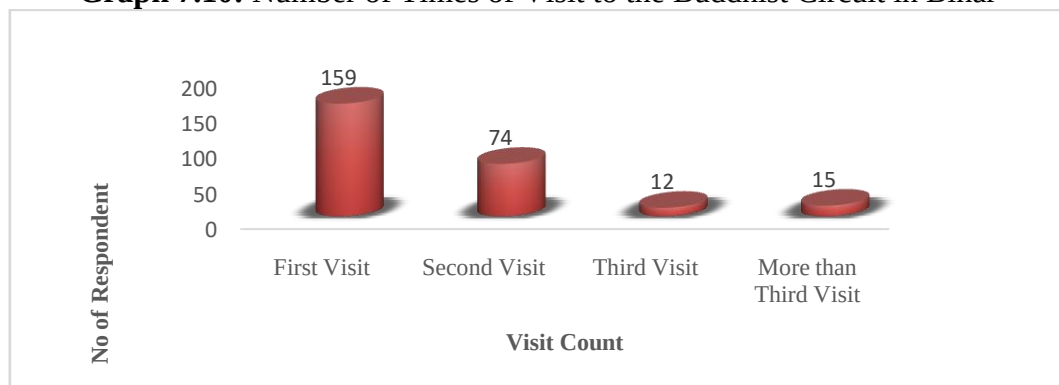
Another consideration in tourist profiling is whether or not the visitors are visiting the locations for the first time. It is crucial since visitors will stay at the locations for an extended period or leave as time passes. Some visitors are coming to these locations for the third time, and other tourists are coming for the second time.

Table 7.10: Number of Times of Visits to the Buddhist Circuit in Bihar

Visit Count	No	%
First Visit	159	61.15
Second Visit	74	28.46
Third Visit	12	4.62
More than a third of the Visit	15	5.77
Total	260	100

According to Table 7.10, of the tourists that came to these locations, 61.15% were first-timers. However, it's essential to remember that 28.46% of visitors to these locations are returning visitors. The fact that 4.62% of visitors visit these locations for the third time and 5.77% of foreign tourists visit these locations more than the third time is another significant finding from this study.

Graph 7.10: Number of Times of Visit to the Buddhist Circuit in Bihar



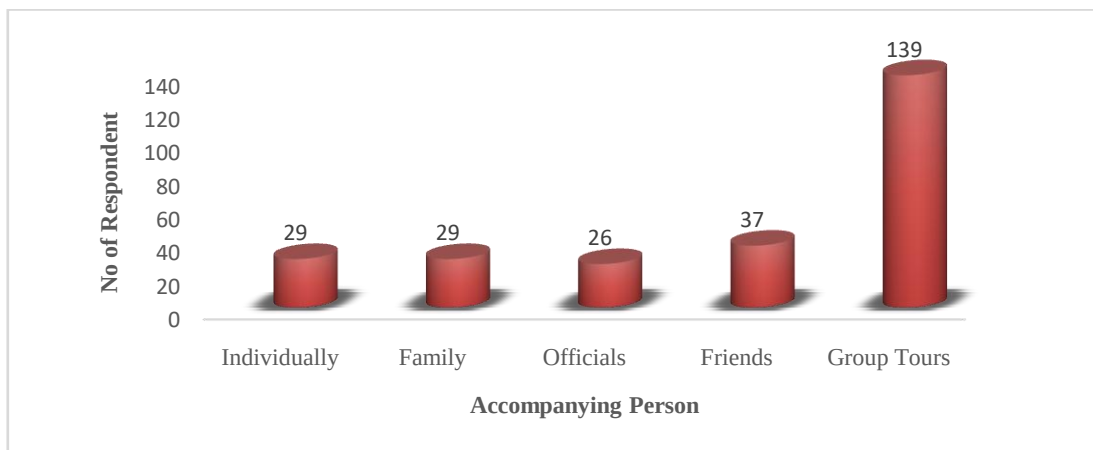
7.3.3 Accompanying Persons in Religious Tours

Most people who travel to the various religious sites around the nation travel with others. They have other people with them because they want security and safety from this organization. As a result, the researcher tried to find out who the visitors were traveling with, and the results are shown in Table 7.11.

Table 7.11: Accompanying Persons in Religious Tours

Accompanying Persons	No	%
Individually	29	11.15
Family	29	11.15
Officials	26	10.00
Friends	37	14.24
Group Tours	139	53.46
Total	260	100

It can be seen from Table 7.11 that a majority of tourists, 139 (53.46%), came on group tours, followed by friends, 37 (14.24%) then. Foreign tourists came to the Buddhist circuit in Bihar with 29 (11.15%) families, individually followed by 26 (10%) officials.

Graph 7.11: Accompanying Persons

7.3.4 Length of Stay

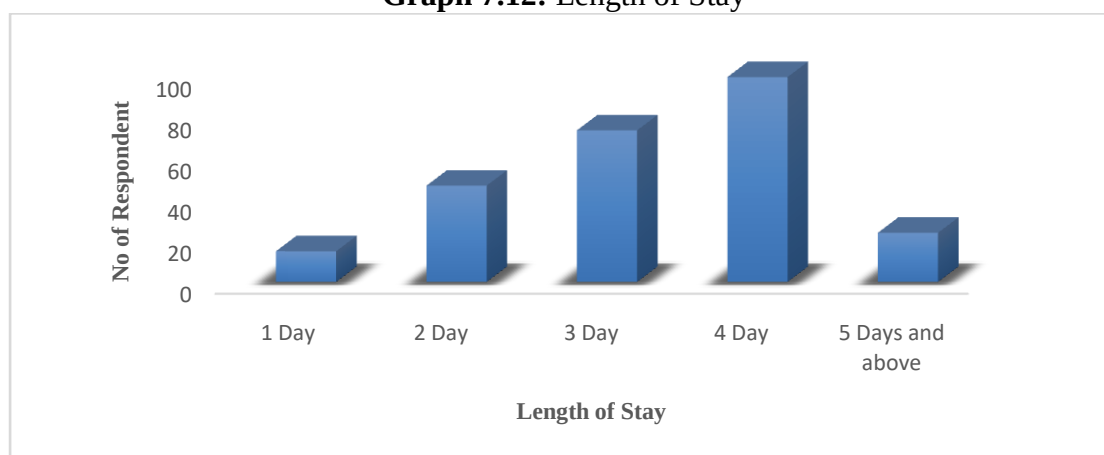
The length of stay varies from person to person among those visiting religious sites nationwide. Their propensity to see, their beliefs about those locations, and the reasons behind their visits all play a role in why they go. Table 7.12 presents the specifics of the respondents' stay duration.

Table 7.12: Length of Stay

Length of Stay	No	%
1 Day	15	5.77
2 Day	47	18.08
3 Day	74	28.46
4 Day	100	38.46
5 Days and above	24	9.23
Total	260	100

It is revealed from Table 7.12 that out of 260 foreign tourists, 15 (5.77%) of them stayed in Buddhist circuit in Bihar only one day, 47 (18.80%) of them stayed two days, 74 (28.46%) of them stayed three days, 100 (38.46%) of them stayed four days and results find out for this research, 24 (9.23%) foreign tourist stayed more than five days in Buddhist circuit in Bihar.

Graph 7.12: Length of Stay



7.3.5 Type of Accommodation

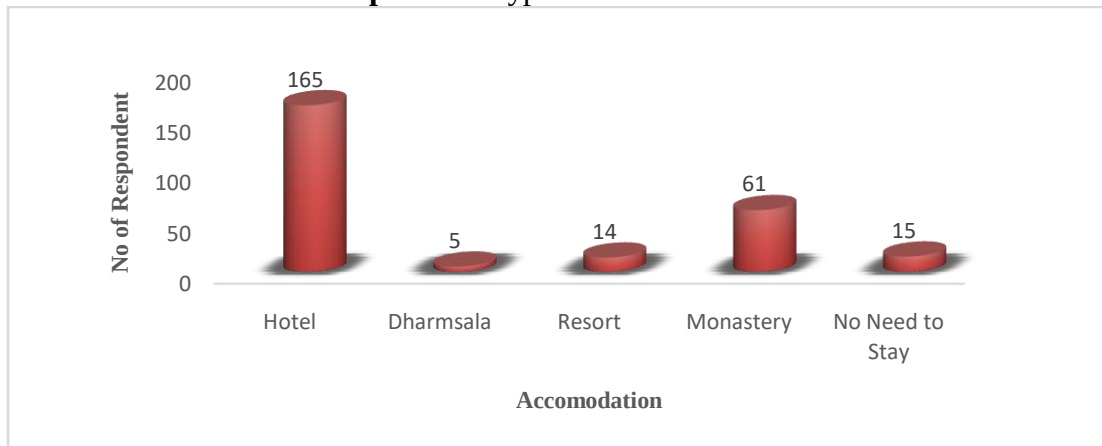
The preference of tourists for their accommodation is given in Table 7.13.

Table 7.13: Type of Accommodation

Accommodation	No	%
Hotel	165	63.46
Dharmasala	5	1.93
Resort	14	5.38
Monastery	61	23.46
No Need to Stay	15	5.77
Total	260	100

Table 7.13 shows that 165 (63.46%) foreign tourists stayed in a hotel, 5 (1.93%) stayed in Dharmasala, 14 (5.38%) stayed in a resort, 61 (23.46%) stayed in the monasteries, and 15 (5.77%) tourists said they did not need to stay.

Graph 7.13: Type of Accommodation



7.3.6 Sources of Information

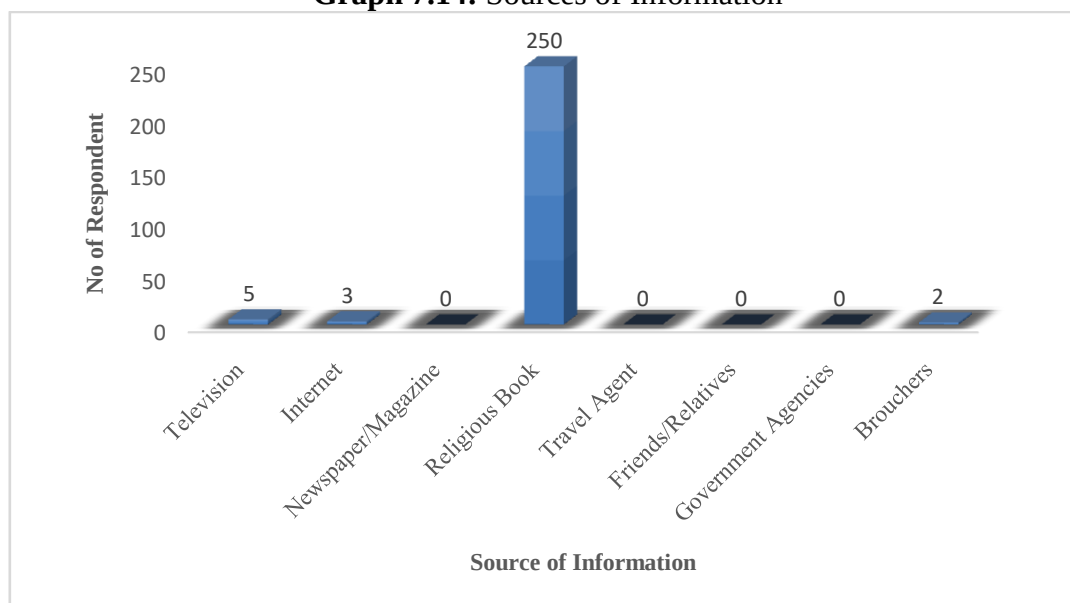
Those planning to visit Buddhist sites may need to know some details. Travelers obtain information about the destinations they will be seeing through various sources. Table 7.14 lists the sources they use to get information about tourists.

Table 7.14: Sources of Information

Source of Information	No	%
Television	5	1.92
Internet	3	1.15
Newspaper/Magazine	0	0.00
Religious Book	250	96.15
Travel Agent	0	0.00
Friends/Relatives	0	0.00
Government Agencies	0	0.00
Broachers	2	0.78
Total	260	100

Table 7.14 revealed that most of the foreign tourists, 250 (96.15%), know about their destination through religious books, followed by television 5 (1.92%), then 3 (1.15%) through the Internet and brochures 2 (.78%)

Graph 7.14: Sources of Information



7.4 Purpose of a Visit by the Foreign Tourists

The purpose of visiting a tourist place in a Buddhist circuit in Bihar may differ from one person to another. Some may visit the places to worship god, and others may visit the places for other reasons. Hence, knowing the purpose of foreign tourists' visits is essential. Therefore, the researcher has attempted, and the results are presented in Table 7.15.

Table 7.15: Purpose of Visit

Statement	1	2	3	4	5	6	7	8	Total
Chanting	154	20	21	17	19	4	17	8	260
Pilgrimage	10	97	37	23	18	24	36	15	260
Historical Background of Buddha	20	40	27	49	39	63	9	13	260
Peace and Entertainment	19	36	49	49	36	34	31	6	260
Research and Study	21	26	39	28	29	13	48	56	260
Purification and Salvation	19	19	39	61	67	43	10	2	260
Meditation/ Vipassana	12	15	29	21	36	61	32	54	260
Religious Food	5	7	19	12	16	18	77	106	260
	260	260	260	260	260	260	260	260	

Table 7.15 shows the purpose of Foreign tourists visiting the Buddhist circuit in Bihar. They are chanting, pilgrimage, historical background of Buddha, peace and entertainment, research and study, purification and salvation, meditation/vipassana, and religious food.

7.4.1 Garret ranking

The relevant Garret Ranking algorithm was used to calculate the ranks. The Garret value was computed using the Garret ranks. Table 7.16 shows the Garret value.

Table 7.16: Percent Position and Garrett Value

SI No.	$100 \frac{(R_{ij} - 0.5)}{N_j}$	Calculated Value	Garret Value
1	$100 \frac{(1 - 0.5)}{8}$	6.25	80
2	$100 \frac{(2 - 0.5)}{8}$	18.75	67
3	$100 \frac{(3 - 0.5)}{8}$	31.25	60
4	$100 \frac{(4 - 0.5)}{8}$	43.75	53
5	$100 \frac{(5 - 0.5)}{8}$	56.25	47
6	$100 \frac{(6 - 0.5)}{8}$	68.75	40
7	$100 \frac{(7 - 0.5)}{8}$	81.25	32
8	$100 \frac{(8 - 0.5)}{8}$	93.75	20

The calculation of Garret value and ranking of the purpose of the visit by Foreign tourists in the Buddhist circuit in Bihar are shown in Table 7.17.

Table 7.17: Purpose for Visit the Buddhist Circuit in Bihar

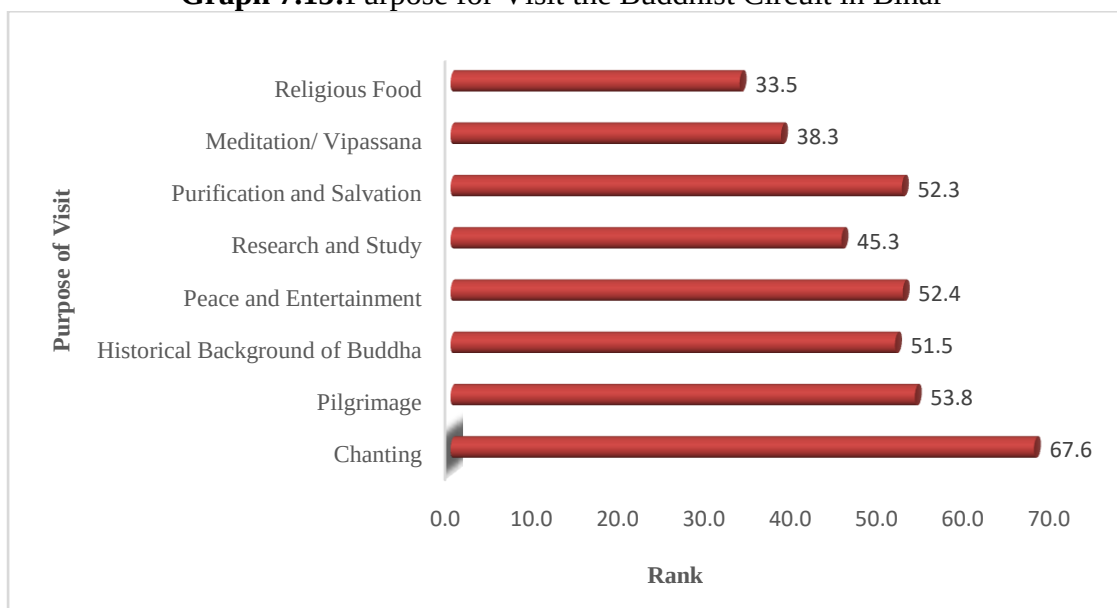
Statement	1 st *	2 nd *	3 rd *	4 th *	5 th *	6 th *	7 th *	8 th *
	80	67	60	53	47	40	32	20
Chanting	12320	1340	1260	901	893	160	544	160
Pilgrimage	800	6499	2220	1219	846	960	1152	300

Historical Background of Buddha	1600	2680	1620	2597	1833	2520	288	260
Peace and Entertainment	1520	2412	2940	2597	1692	1360	992	120
Research and Study	1680	1742	2340	1484	1363	520	1536	1120
Purification and Salvation	1520	1273	2340	3233	3149	1720	320	40
Meditation/ Vipassana	960	1005	1740	1113	1692	1342	1024	1080
Religious Food	400	469	1140	636	752	720	2464	2120

Continue Table 7.17

Statement	Total	Average (Total/260)	Rank
Chanting	17578	67.6	1
Pilgrimage	13996	53.8	2
Historical Background of Buddha	13398	51.5	5
Peace and Entertainment	13633	52.4	3
Research and Study	11785	45.3	6
Purification and Salvation	13595	52.3	4
Meditation/ Vipassana	9956	38.3	7
Religious Food	8701	33.5	8

Graph 7.15: Purpose for Visit the Buddhist Circuit in Bihar



It is observed from Table 7.17 that 'Chanting' has been ranked as the 1st ranked by the foreign tourists who visit the Buddhist circuit in Bihar. 'Pilgrimage' has been ranked 2nd, 'Peace and Entertainment' in the 3rd position, followed by 'Purification and Salvation' in 4th rank with 'Historical Background of Buddha' in 5th rank, 'Research and Study' as act and 6th rank, 'Meditation/ Vipassana' has been 7th rank and 'Religious Food' as an 8th rank to visit by Foreign tourist in Buddhist circuit in Bihar.

7.5 Factor Responsible for Buddhist Tourism Attractions

The factors for Buddhist tourism attractions may differ from person to person. People visit Buddhist destinations for their interest. The details are presented in Table 7.18.

Table 7.18: Factor Responsible for Buddhist Tourism Attractions in Bihar by Foreign Tourists

Si No	The factor responsible for Buddhist tourism attractions	strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
AT1	Have a great historical significance	15 (5.8)	19 (7.3)	29 (11.2)	40 (15.4)	10 (3.8)	78 (30)	69 (26.5)
AT2	Have rich cultural heritage	17 (6.5)	24 (9.2)	27 (10.4)	29 (11.2)	16 (6.2)	61 (23.5)	86 (33.1)
AT3	Buddha enlightenment in Bodhgaya Bihar	17 (6.5)	24 (9.2)	33 (12.7)	9 (3.5)	9 (3.5)	81 (31.2)	87 (33.5)
AT4	Buddha delivered the last ceremony at Vaishali in Bihar	16 (6.2)	21 (8.1)	33 (12.7)	50 (19.2)	39 (15.0)	55 (21.2)	46 (17.7)
AT5	Buddha spending a rainy season in Rajgir Bihar	6 (2.3)	18 (6.9)	10 (3.8)	26 (10.0)	21 (8.1)	78 (30.0)	101 (38.8)
AT6	Ruins of the world's oldest Buddhist University in Nalanda	12 (4.6)	13 (5.0)	32 (12.3)	13 (5.0)	10 (3.8)	74 (28.5)	106 (40.8)
AT7	Other foot prints of	12	18	32	7	38	83	70

	Buddha	(4.6)	(6.9)	(12.3)	(2.7)	(14.6)	(31.9)	(26.9)
AT8	Archeological museums in Nalanda	11 (4.2)	14 (5.4)	42 (16.2)	30 (11.5)	42 (16.2)	54 (20.8)	67 (25.8)

(Note: Figures in brackets indicate the percentage of the total.)

Table 7.18 shows that out of 260 Foreign tourists, 30% (78) agreed that having a great historical significance (AT1) is the factor for attraction for Buddhist tourism, 33.1% (86) foreign tourists said that having rich cultural heritage (AT2) is the factor for attraction for Buddhist tourism, 33.5% (87) foreign tourist strongly agree to Buddha enlightenment in Bodhgaya Bihar (AT3) is the factor for attraction for Buddhist tourism, Buddha delivered last ceremony at Vaishali in Bihar (AT4) for this factor 21.2% (55) respondents agreed, 38.5% (101) respondents strongly agreed to Buddha spending a rainy season in Rajgir Bihar (AT5), 40.6% (106) are strongly agree to Ruins of world largest Buddhist University in Nalanda (AT6), 31.9% (83) foreign tourist agreed to Other footprints of Buddha (AT7) and 25.8% (67) respondents strongly agreed to Archeological museums in Nalanda (AT8) is the factor for attraction for Buddhist tourism.

Factor analysis can be done in several ways. However, the most popular and accessible approach is the principle factor approach with orthogonal varimax rotation in factor analytics software. The rotated factor matrix, a table of coefficients expressing the relationship between the variables and the generated factors, is one of the final factor analysis results. Communalities (h^2) are the sum of squares of a variable's factor loading.

The KMO-MSA and Bartlett's test of sphericity are even used to see if there are enough correlations between the variables; the KMO-MSA should have an index close to 1, with an index between 0 and 1, indicating that the other variables perfectly predict each Variable without any error. First, the correlation matrix is examined to ensure enough correlations greater than 0.3 to justify factor analysis.

A statistically significant result for Bartlett's test of sphericity ($\text{sig} > 0.05$) is expected. The findings of Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin

Measure of Sampling Adequacy for Table 7.19 showed that an EFA was appropriate for the set of supplied factors. The data were deemed adequate for factor analysis when the KMO-MSA was more significant than 0.60. A non-zero correlation between the variables was found using Bartlett's Test of Sphericity, with a result of 582.235 at a significant level of 0.00.

Table 7.19: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	582.235
	df	28
	Sig.	.000

Hair et al. (2006) suggested that item communalities, eigenvalues, and percentage of variation are explained to determine the number of variables to be extracted. Eigenvalues of 1.0 or higher indicate significant factors. Although Hair et al. (2006) suggest a factor loading of 0.35 or higher, a factor loading of 0.6 has been utilized for practical reasons.

Table 7.20: Factor Loading of Buddhist Tourism Attractions

Si No	Factor	Component						Communalities
		1	2	3	4	5	6	
AT1	Have a great historical significance	.193	.180	.109	.173	.146	.925	.989
AT2	Have rich cultural heritage	.195	.162	.099	.922	.126	.166	.968
AT3	Buddha enlightenment in Bodhgaya Bihar	.109	.157	.939	.097	.141	.100	.958
AT4	Buddha delivered the last ceremony at Vaishali	.221	.162	.156	.129	.891	.145	.931
AT5	Buddha spending a rainy season in Rajgir Bihar	.162	.766	.140	.256	.334	.201	.851

AT6	Ruins of the world's largest/oldest Buddhist University in Nalanda	.705	-.028	.285	.300	.203	.262	.778

Table 7.20 states the factors responsible for Buddhist tourism attraction. The total number of factors was 8, identified through the literature review. After several runs of factor analysis through SPSS, the number of factors extracted was six because AT6, AT7, and AT8 were the same factor. The most attractive factors for Buddhist tourism attraction were Buddha enlightenment in Bodhgaya Bihar stated (1), having a great historical significance (2), rich cultural heritage (3), Buddha delivering the last ceremony at Vaishali (4), Buddha spending a rainy season in Rajgir Bihar (5), and Ruins of world largest/oldest Buddhist University in Nalanda (6).

7.6 Problem Faced by Buddhist Tourists

Foreign travelers also frequently visit the Buddhist circuit in Bihar. Tourists require some basic amenities while visiting the locations, including accommodation, food, transportation, parking, sanitation, medical care, and guide services. While at the Buddhist sites, visitors encounter a variety of issues. As a result, the researcher has attempted to evaluate how foreign tourists perceive the difficulties encountered in the Buddhist circuit in Bihar.

Table 7.21: Problem Faced by Buddhist Tourist

Si No	Problems Faced by the Buddhist Tourists	strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), strongly agree (7)						
		1	2	3	4	5	6	7
Accommodation Problems								
PA1	Availability of Rooms	34	31	30	17	48	56	44
		13.1	11.9	11.5	6.5	18.5	21.5	16.9
PA2	Proper Boarding Facilities	13	40	18	36	77	33	43
		5.0	15.4	6.9	13.8	29.6	12.7	16.5
PA3	Room	33	27	18	48	60	39	35

	Ventilation	12.7	10.4	6.9	18.5	23.1	15.0	13.5
PA4	Availability of Power/Electricity	22	24	35	16	50	61	52
		8.5	9.2	13.5	6.2	19.2	23.5	20.0
PA5	Hotel Staff Behavior	33	27	25	29	42	59	45
		12.7	10.4	9.6	11.2	16.2	22.7	17.3
Food Problems								
PF1	Price of Food	17	25	19	26	43	57	73
		6.5	9.6	7.3	10.0	16.5	21.9	28.1
PF2	Quality of Food	18	24	20	20	58	60	60
		6.9	9.2	7.7	7.7	22.3	23.1	23.1
PF3	Taste of Food	23	23	17	26	52	63	56
		8.8	8.8	6.5	10.0	20.0	24.2	21.5
PF4	Hygiene condition of food	17	24	17	13	53	72	64
		6.5	9.2	6.5	5.0	20.4	27.7	24.6
PF5	Restriction of alcohol /liquor	23	23	17	26	52	63	56
		8.8	8.8	6.5	10.0	20.0	24.2	21.5
Parking Problems								
PP1	Space Facility for Parking	22	31	22	22	68	52	43
		8.5	11.9	8.5	8.5	26.2	20.0	16.5
PP2	Safety and security of the vehicle	16	24	16	28	69	52	55
		6.2	9.2	6.2	10.8	26.5	20.0	21.2
PP3	Parking Charges	15	31	17	37	70	50	40
		5.8	11.9	6.5	14.2	26.9	19.2	15.4
PP4	Time Limit for Vehicle Parking	19	30	18	19	52	60	62
		7.3	11.5	6.9	7.3	20.0	23.1	23.8
Transportation Problems								
PT1	Bus Services	26	17	15	17	23	90	72
		10.0	6.5	5.8	6.5	8.8	34.6	27.7
PT2	Availability of Train Services	13	21	22	19	47	78	60
		5.0	8.1	8.5	7.3	18.1	30.0	23.1
PT3	Availability of Air Services	16	16	27	25	58	75	43
		6.2	6.2	10.4	9.6	22.3	28.8	16.5
PT4	Tariff for Taxi	19	22	19	5	46	67	82
		7.3	8.5	7.3	1.9	17.7	25.8	31.5
PT5	Frequency of Transport	9	22	13	38	95	53	30
		3.5	8.5	5.0	14.6	36.5	20.4	11.5
PT6	Traffic Jams	20	18	16	26	44	69	67
		7.7	6.9	6.2	10.0	16.9	26.5	25.8
Sanitation Problems								
PS1	Toilets	27	27	2	12	54	75	63
		10.4	10.4	.8	4.6	20.8	28.8	24.2
PS2	Cleanliness	17	25	14	6	44	85	69

		6.5	9.6	5.4	2.3	16.9	32.7	26.5
PS3	Water Facilities	15	26	20	9	53	84	53
		5.8	10.0	7.7	3.5	20.4	32.3	20.4
PS4	Lighting Facilities	23	21	20	13	72	64	47
		8.8	8.1	7.7	5.0	27.7	24.6	18.1
Spot Problems								
PR1	Entry Fee	16	31	15	18	72	61	47
		6.2	11.9	5.8	6.9	27.7	23.5	18.1
PR2	Product Prices Near Destination	24	22	11	22	67	62	52
		9.2	8.5	4.2	8.5	25.8	23.8	20.0
PR2	Heavy Rush	27	21	18	19	62	63	50
		10.4	8.1	6.9	7.3	23.8	24.2	19.2
Guide Problems								
PG1	Language Problems	15	17	15	11	74	63	65
		5.8	6.5	5.8	4.2	28.5	24.2	25.0
PG2	Behavior of Guides	14	22	14	11	55	67	77
		5.4	8.5	5.4	4.2	21.2	25.8	29.6
PG3	Availability of Services	11	30	15	11	72	56	65
		4.2	11.5	5.8	4.2	27.7	21.5	25.0
PG4	High Fees Charged by Guides	12	20	22	19	81	34	72
		4.6	7.7	8.5	7.3	31.2	13.1	27.7
Safety & Security								
PE1	Safety & Security	20	13	16	7	92	64	48
		7.7	5.0	6.2	2.7	35.4	24.6	18.5
PE1	Thieves and Robbery	11	26	11	10	86	62	54
		4.2	10.0	4.2	3.8	33.1	23.8	20.8
PE1	Beggars Nuisance	12	23	12	7	63	79	64
		4.6	8.8	4.6	2.7	24.2	30.4	24.6

Table 7.21 reflects the opinion of 260 Foreign tourists visiting the Buddhist circuit in Bihar. While visiting the place, tourists need some primary facilities such as Accommodation, Food, Parking, Transportation, Sanitation, Medical and Guide Facilities, and so on, and they need some help at the destination.

Regarding "Accommodation Problem," out of 260 foreign respondents, 56 (21.5%) respondents agreed regarding the problem facing room availability, 77 (29.5%) respondents somewhat agreed regarding proper boarding facilities, 60 (23.5%) respondents somewhat agreed regarding room ventilation, 61 (23.5%)

respondents agreed with the availability of power/electricity, and 59 (22.7%) respondents agreed regarding the problem of hotel staff behavior.

For "Food Problem," out of 260 respondents, 57 (21.9%) agreed that the price of food is a problem, 60 (23.1%) agreed and strongly agreed that the quality of food is a problem, 63 (24.2%) foreign tourists decided that the taste of food is good, 72 (27.7%) respondents agreed that the hygiene condition of food is good, and 63 (24.2%) respondents agreed that restriction of alcohol/liquor is a problem.

Table 7.21 shows that, regarding "Parking Problems," 68 (26.2%) respondents somewhat agree with parking space facilities, 69 (26.5%) foreign tourists somewhat agree with the safety and security of vehicles, 70 (26.5%) tourists somewhat agree with parking charges, and 62 (23.8%) respondents strongly agree with the time limit for vehicle parking.

Regarding "Transportation Problems," 90 (34.6%) respondents agreed with the availability of bus services, 78 (30.0%) respondents agreed with the availability of train services, 75 (28.8%) respondents agreed with the availability of air services, 82 (31.5%) respondents agreed with traffic for taxi, 95 (36.5%) respondents somewhat agreed with the frequency of transport, and 69 (26.5%) respondents strongly agreed with traffic jams.

For "Sanitation Problems," out of 260 respondents, 75 (28.8%) agreed on toilets, 85 (32.7%) agreed on cleanliness, 84 (32.7%) agreed on water facilities, and 72 (27.7%) agreed on lighting facilities.

As far as "Spot Problems," 72 (27.7%) foreign tourists somewhat agree with the entry fee, 67 (25.8%) foreign tourists somewhat agree with the product price near the destination, and 63 (24.2%) foreign tourists agreed with the heavy rush.

For "Guide Problems," out of 260 respondents, 74 (28.5%) stated they somewhat agreed with language problems, 77 (29.6%) respondents said they strongly agreed with the behavior of guides, 72 (27.7%) respondents stated somewhat agreed with the

availability of services, and 81 (31.2%) respondents stated they somewhat agreed with the high fee charged by guides.

Table 7.21 shows that “Safety and Security” out of 260 respondents, 92 (35.4%) respondents stated somewhat agreed on problems of safety and security during the trips, 86 (33.1%) respondents somewhat agreed about thieves and robbery, and 79 (30.4%) respondents stated they agree for beggar's nuisance at the destination.

Table 7.22: Problem Faced by Buddhist Tourist (Descriptive Statistics)

Variable	Items	Mean		Std. Deviation		Skewness	Kurtosis
Accommodation Problems	Availability of Rooms	4.38	22.31	2.05	6.89	-.34	-1.25
	Proper Boarding Facilities	4.52		1.78		-.35	-.87
	Room Ventilation	4.28		1.90		-.33	-.95
	Availability of Power/Electricity	4.69		1.93		-.52	-.97
	Hotel Staff Behavior	4.45		2.02		-.40	-1.15
Food Problems	Price of Food	4.98	24.61	1.91	7.10	-.70	-.72
	Quality of Food	4.91		1.87		-.71	-.61
	Taste of Food	4.82		1.91		-.69	-.69
	Hygiene condition of food	5.05		1.86		-.87	-.41
	Restriction of alcohol /liquor	4.84		1.95		-.65	-.83
Parking Problems	Space Facility for Parking	4.58	18.95	1.88	5.79	-.51	-.90
	Safety and security of the vehicle	4.87		1.79		-.68	-.49
	Parking Charges	4.64		1.76		-.52	-.68
	Time Limit for Vehicle Parking	4.86		1.93		-.66	-.82
Transportation Problems	Bus Services	5.12	30.10	1.98	8.28	-.98	-.38
	Availability of Train Services	5.08		1.78		-.85	-.36
	Availability of Air Services	4.88		1.73		-.76	-.36

	Tariff for Taxi	5.18		1.94		-.95	-.39
	Frequency of Transport	4.80		1.51		-.73	.11
	Traffic Jams	5.04		1.87		-.85	-.39
Sanitation Problems	Toilets	4.98	19.98	1.99	5.76	-.92	-.47
	Cleanliness	5.18		1.88		-1.02	-.21
	Water Facilities	5.01		1.82		-.87	-.42
	Lighting Facilities	4.81		1.86		-.76	-.51
Spot Problems	Entry Fee	4.81	14.41	1.81	4.92	-.70	-.60
	Product Prices Near Destination	4.85		1.88		-.79	-.46
	Heavy Rush	4.76		1.92		-.71	-.68
Guide Problems	Language Problems	5.16	20.46	1.74	5.43	-.99	.14
	Behavior of Guides	5.23		1.81		-1.00	-.09
	Availability of Services	5.04		1.79		-.79	-.44
	High Fees Charged by Guides	5.03		1.76		-.69	-.41
Safety & Security Problems	Safety & Security	5.01	15.30	1.72	4.50	-1.03	.28
	Thieves and Robbery	5.06		1.69		-.92	.01
	Beggars Nuisance	5.23		1.73		-1.08	.18

7.6.1 Accommodation Problems

In response to the Variable about the accommodation problems in the Buddhist circuit in Bihar, the data was concluded in a more significant manner, and the technique of arithmetic mean was used. The result shows accommodation problems faced by foreign tourists. The main problems were the availability of power/electricity and proper boarding facilities.

7.6.2 Food Problems

Foreign tourists responded about food problems in the Buddhist circuit of Bihar. There are five items in this Variable. Most of the tourists agree with hygiene condition of food ($\bar{x}$ = 5.05, σ =1.86), price of food ($\bar{x}$ = 4.98, σ =1.91), quality of food

($\bar{x}$ = 4.91, σ = 1.87), restriction of alcohol /liquor ($\bar{x}$ = 4.84, σ = 1.95), and taste of food ($\bar{x}$ = 4.82, σ = 1.91) as the problems facing during trip.

7.6.3 Parking Problems

In this Variable, "Parking problems" were the primary concern of tourists for the safety and security of vehicles($\bar{x}$ = 4.87, σ = 1.79). The arithmetic mean shows all the items like time limit for the vehicle ($\bar{x}$ = 4.86, σ = 1.93), space facility for parking ($\bar{x}$ = 4.58, σ = 1.88), and parking charges ($\bar{x}$ = 4.64, σ = 1.76).

7.6.4 Transportation Problems

In response to the Variable about the transportation problems in the Buddhist circuit in Bihar. The result shows traffic for taxi ($\bar{x}$ = 5.18, σ = 1.94), bus services ($\bar{x}$ = 5.12, σ = 1.98), availability of train services ($\bar{x}$ = 5.08, σ = 1.78), traffic jams ($\bar{x}$ = 5.04, σ = 1.87), availability of air services ($\bar{x}$ = 4.88, σ = 1.73), frequency of transport ($\bar{x}$ = 4.80, σ = 1.51) were the problems. The arithmetic mean shows traffic for taxis was the most common problem.

7.6.5 Sanitation Problems

In response to foreign tourists' statements about sanitation problems, tourists thought that was a significant issue in the Buddhist circuit of Bihar because all items' were high. Cleanliness ($\bar{x}$ = 5.18, σ = 1.88) was the prime issue, then water facilities ($\bar{x}$ = 5.01, σ = 1.82) was the second prime issue in the Buddhist circuit of Bihar, according to the response given by foreign tourists. The item mean value is given in Table 7.22.

7.6.6 Spot Problems

In this variable "Spot Problems," the item product price near the destination($\bar{x}$ = 4.85, σ = 1.88) mean value was high, and another item's mean value was ($\bar{x}$ = 4.81, σ = 1.81) for the entry fee and ($\bar{x}$ = 4.76, σ = 1.92) for the heavy rush. Respondents agreed that the product price near the destination was the main problem.

7.6.7 Guide Problems

Respondent given the response about “Guide Problems”, foreign tourist faces the problem with behavior of guides ($\bar{x}= 5.23, \sigma=1.81$), language problems ($\bar{x}= 5.16, \sigma=1.74$), availability of services ($\bar{x}= 5.04, \sigma=1.79$), high fees charged by guides ($\bar{x}= 5.03, \sigma=1.76$). In this Variable, tourists faced the main problem: the behavior of guides.

7.6.8 Safety & Security Problems

Safety and security are the main concerns when traveling anywhere on the globe. Tourists prefer a safe and secure destination to visit. In the Buddhist circuit of Bihar, tourists are given negative responses for safety. In this research findings, all item's mean values were high; foreign tourist faces baggers nuisance ($\bar{x}= 5.23, \sigma =1.73$) followed by thieves and robbery ($\bar{x}= 5.06, \sigma=1.69$) and safety & security of tourist ($\bar{x}= 5.01, \sigma =1.72$).

Table 7.22 shows the responses of foreign tourists about different problems faced during trips to the Buddhist circuit of Bihar. Researcher framed eight variables these are accommodation problems ($\bar{x}= 22.31, \sigma =6.89$), food problems ($\bar{x}= 24.61, \sigma =7.10$), parking problems ($\bar{x}= 18.95, \sigma =5.79$), transportation problems ($\bar{x}= 30.10, \sigma =8.28$), sanitation problems ($\bar{x}= 19.98, \sigma =5.76$), spot problems ($\bar{x}= 14.41, \sigma =4.92$), guide problems ($\bar{x}= 20.46, \sigma =5.43$), security & safety problems ($\bar{x}= 15.30, \sigma =4.50$). The majority of the tourists have faced transportation problems followed by food problems. Fewer respondents faced spot problems during the trip. It is nice to know for the state that Bihar become a safe place for tourists because the mean values are less than other variables except spot problems.

7.7 Relationship between Demographic Variables and Problems

7.7.1 Relationship between Nationality and Problems

Null H_{01} :

"There is no relationship between the nationality of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."

ANOVA was applied to test this null hypothesis (H_{01}), and the result is shown in Table 7.23.

Table 7.23: Relationship between Nationality and Problems (ANOVA)

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	145.13	3.35	0.00	N. S.
	43.29			
Food Problems	68.99	1.39	0.18	S.
	49.62			
Parking Problems	36.77	1.10	0.36	S.
	33.42			
Transportation Problems	45.76	0.66	0.78	S.
	69.68			
Sanitation Problems	30.81	0.92	0.52	S.
	33.41			
Spot Problems	31.71	1.33	0.21	S.
	23.92			
Guide Problems	74.19	2.69	0.00	N. S.
	27.55			
Safety & Security Problems	26.24	1.33	0.21	S.
	19.74			
Overall	205.83	0.52	0.89	S.
	398.30			

Table 7.23 defines the significance level for an overall opinion of more than 0.05, and the null hypothesis is supported. However, the opinion about accommodation problems and guide problems significance value less than 0.05 ($P < 0.05$). It means there are different opinions on nationality regarding accommodation and guide problems.

7.7.2 Relationship between Gender and Problems

Null H_{02} :

“There is no relationship between gender of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar”.

A t-test was applied to test this null hypothesis (H_{02}), and the results are shown in Table 6.24.

Table 7.24: Relationship between Gender and Problems (t-test)

Variables	Gender	Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results
Accommodation Problems	Male	22.17	6.85	-.58	-.58	.57	S.
	Female	22.75	7.06				
Food Problems	Male	24.74	7.18	.55	.56	.58	S.
	Female	24.19	6.90				
Parking Problems	Male	18.85	5.96	-.38	-.49	.63	S.
	Female	19.23	5.25				
Transportation Problems	Male	29.82	8.53	-1.13	-1.01	.31	S.
	Female	30.95	7.48				
Sanitation Problems	Male	19.99	5.78	.03	.04	.97	S.
	Female	19.95	5.78				
Spot Problems	Male	14.30	4.95	-.46	-.67	.50	S.
	Female	14.77	4.84				
Guide Problems	Male	20.34	5.59	-.47	-.64	.52	S.
	Female	20.81	4.92				
Safety & Security Problems	Male	15.11	4.71	-.76	-1.33	.19	S.
	Female	15.88	3.76				
Overall	Male	165.32	20.59	-3.21	-1.12	.21	S.
	Female	168.53	16.90				

N: Male= 166, Female= 94

Table 6.24 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the gender of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.7.3 Relationship between Age and Problems

Null H_{03} :

"There is no relationship between the age of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."

ANOVA was applied to test this null hypothesis (H_{03}), and the result is shown in Table 7.25.

Table 7.25: Relationship between Age and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	5.65	0.12	0.89	S.
	47.86			
Food Problems	88.31	1.76	0.17	S.
	50.11			
Parking Problems	6.33	0.19	0.83	S.
	33.71			
Transportation Problems	338.90	5.10	0.01	N.S.
	66.48			
Sanitation Problems	44.49	1.34	0.26	S.
	33.14			
Spot Problems	29.58	1.23	0.30	S.
	24.14			
Guide Problems	68.94	2.36	0.10	S.
	29.16			
Safety & Security Problems	7.29	0.36	0.70	S.
	20.37			
Overall	62.05	0.16	0.85	S.
	393.17			

Table 7.25 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted. However, the opinion about transportation problems has a significance value of less than 0.05 ($P < 0.05$). It means there are different opinions about transportation problems based on age.

Hence, it is concluded that there is no relationship between the age of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.7.4: Relationship between Religion and Problems

Null H_{04} :

"There is no relationship between the religion of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."

A t-test was applied to test this null hypothesis (H_{04}), and the result is shown in Table 7.26.

Table 7.26: Relationship between Religion and Problems

Variables	Mean	Std. Deviation	Mean Difference	T	Sig. (2 tailed)	Results
Accommodation Problems	22.38	6.84	3.58	1.15	.45	S.
	18.80	9.55				
Food Problems	24.60	7.09	-0.60	-0.16	.88	S.
	25.20	8.35				
Parking Problems	18.95	5.84	-0.05	-0.05	.97	S.
	19.00	2.55				
Transportation Problems	30.09	8.35	-0.31	-0.16	.88	S.
	30.40	4.22				
Sanitation Problems	20.03	5.73	2.63	0.77	.48	S.
	17.40	7.60				
Spot Problems	14.38	4.95	-1.42	-1.22	.28	S.
	15.80	2.49				
Guide Problems	20.40	5.46	-3.00	-2.56	.05	N. S.
	23.40	2.51				
Safety & Security Problems	15.29	4.50	-0.11	-0.04	.97	S.
	15.40	5.37				
Overall	166.13	19.92	0.73	0.08	.94	S.
	165.40	9.69				

N= Buddhist-255, Non-Buddhist-5

Table 7.26 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the religion of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.7.5: Relationship between Educational Background and Problems

Null H_{05} :

“There is no relationship between educational background of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar”.

ANOVA was applied to test this null hypothesis (H_{05}), and the result is shown in Table 7.27.

Table 7.27: Relationship between Educational Background and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	57.62	1.22	0.30	S.
	47.38			
Food Problems	66.66	1.33	0.26	S.
	50.16			
Parking Problems	66.33	2.01	0.09	S.
	32.98			
Transportation Problems	29.28	0.42	0.79	S.
	69.20			
Sanitation Problems	25.35	0.76	0.55	S.
	33.36			
Spot Problems	8.41	0.34	0.85	S.
	24.43			
Guide Problems	6.41	0.21	0.93	S.
	29.83			
Safety & Security Problems	10.37	0.51	0.73	S.
	20.43			

Overall	302.89	0.77	0.54	S.
	391.99			

Table 7.27 defines the significance level for an overall opinion of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the education of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.7 6: Relationship between Occupation and Problems

Null H_{06} :

“There is no relationship between the Occupation of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{06}), and the result is shown in Table 7.28.

Table 7.28: Relationship between Occupation and Problems

Variables	Mean Square	F	Sig.	Result
Accommodation Problems	81.50	1.74	0.13	S.
	46.87			
Food Problems	92.63	1.87	0.10	S.
	49.58			
Parking Problems	32.38	0.97	0.44	S.
	33.52			
Transportation Problems	154.40	2.31	0.04	N. S.
	66.90			
Sanitation Problems	21.16	0.63	0.68	S.
	33.47			
Spot Problems	22.63	0.93	0.46	S.
	24.21			
Guide Problems	15.48	0.52	0.76	S.
	29.74			
Safety &	17.56	0.86	0.51	S.

Security Problems	20.32			
Overall	1319.69	3.54	0.00	N. S.
	372.33			

Table 7.28 defines the significance level for overall perception as less than 0.05 ($p < 0.05$), and the null hypothesis is not supported.

Hence, it is concluded that there is a significant relationship between the occupation of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.7.7 Relationship between Income and Problems

Null H_{07} :

“There is no relationship between the income of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{07}), and the result is shown in Table 7.29.

Table 7.29: Relationship between Income and Problems

Variables	Mean Square	F	Sig.	Results
Accommodation Problems	86.57	1.84	0.12	S.
	46.92			
Food Problems	38.49	0.76	0.55	S.
	50.60			
Parking Problems	29.05	0.87	0.49	S.
	33.56			
Transportation Problems	126.72	1.87	0.12	S.
	67.67			
Sanitation Problems	40.44	1.22	0.30	S.
	33.12			
Spot Problems	26.17	1.08	0.36	S.
	24.15			
Guide Problems	27.14	0.92	0.45	S.
	29.51			

Safety & Security Problems	20.62	1.02	0.40	S.
	20.27			
Overall	498.21	1.28	0.28	S.
	388.93			

Table 7.29 defines the significance level for an overall perception of more than 0.05, and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between the income of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

7.8 Information Related to Medical facility

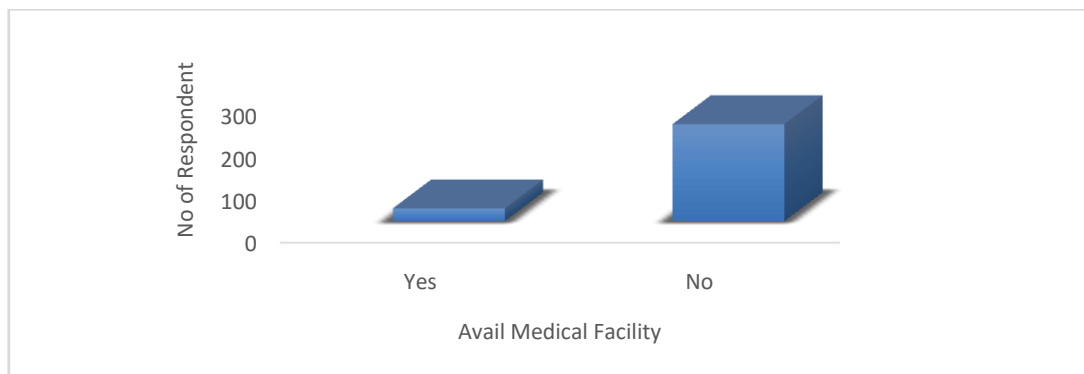
Medical facilities in tourist areas are essential for tourists. It was chosen to gather information regarding the opinions of those available at the medical facility.

Table 7.30: Avail Medical Facility

Avail Medical Facility	No	%
Yes	30	11.5
No	230	88.5
Total	260	100

The information gathered from Table 7.30 shows that out of 260 foreign tourists, 58 (22.31%) respondents availed of medical facilities on their trip.

Graph 7.16: Avail Medical Facility



7.8.1 Opinion of the Foreign Tourists about Medical Facility

When traveling, preparing for any potential medical needs is essential. Providing medical facilities for tourists during their trips ensures their safety and well-being.

Table 7.31: Opinion of the Foreign Tourists about Medical Facility

S i N o	Medical Facility	Please indicate as strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)							M e a n
		1	2	3	4	5	6	7	
		Medical Facility Problems							
PM1	Availability of Doctors	9	1	1	5	8	2	4	3.80
		30.0	3.3	3.3	16.7	26.7	6.7	13.3	
PM2	Qualified Doctors	4	4	2	5	8	5	2	4.07
		13.3	13.3	6.7	16.7	26.7	16.7	6.7	
PM3	Medical Shops	3	8	1	6	7	4	1	3.73
		10.0	26.7	3.3	20.0	23.3	13.3	3.3	
PM4	Medicines	3	5	3	7	7	3	2	3.90
		10.0	16.7	10	23.3	23.3	10.0	6.7	

(Note: Figures in bracket indicate percentage to total)

Table 7.31 stated that out of 30 respondents, 9 (30%) strongly disagreed with the problems with the availability of doctors in the Buddhist circuit in Bihar, 8 (26.7%) respondents were somewhat agreeable to problems of qualified doctors, 8 (26.7%) respondents were agreeable to medical shops, and 7 (23.3%) respondents were neutral and somewhat agreed to medicines.

In response to the Variable about the medical facility problems in the Buddhist circuit in Bihar, the data concluded were analyzed more significantly, using the arithmetic means technique. The result shows that qualified doctors ($\bar{x}$ = 4.07) were the main problem, and the availability of medical shops ($\bar{x}$ = 3.73) was not a problem rating given by foreign tourists.

7.8.2 Relationship between Nationality and Problems of Medical Facility

Null H_{08} :

“There is no relationship between nationality and the opinion regarding problems of medical facility faced by foreign tourist at the Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{08}), and the result is shown in Table 7.32.

Table 7.32: Relationship between Nationality and Medical Facility Problems

Si No	Medical Facility	Mean Square	F	Sig.	Result
PM1	Availability of Doctors	7.64	2.40	0.05	N.S.
		3.18			
PM2	Qualified Doctors	4.02	1.28	0.31	S.
		3.14			
PM3	Medical Shops	2.98	0.94	0.52	S.
		3.16			
PM4	Medicines	3.68	1.40	0.25	S.
		2.63			
	Overall	51.60	2.49	0.04	N.S.
		20.71			

Table 7.32 defines the significance level for overall perception as less than 0.05, and the null hypothesis is not supported.

Hence, it is concluded that there is a significant relationship between nationality and the opinion regarding problems faced by foreign tourists at the Buddhist circuit destination in Bihar.

7.8.3 Relationship between Gender and Medical facility

Null H_{09} :

“There is no relationship between the gender of foreign tourists and the opinion regarding the problems of medical facilities faced by the Buddhist circuit destination in Bihar.”

A t-test was applied to test this null hypothesis (H_{09}), and the result is shown in Table 7.33.

Table 7.33: Relationship between Gender and Problems of Medical Facility

Medical Facility	Gender	Mean	Std. Deviation	Mean Difference	t-test	Sig. (2 tailed)	Results
Availability of Doctors	Male	3.476	2.337	-1.079	-1.468	.17	S.
	Female	4.556	1.590				
Qualified Doctors	Male	4.190	2.040	0.413	.641	.53	S.
	Female	3.778	1.394				
Medical Shops	Male	3.619	1.857	-0.381	-.536	.57	S.
	Female	4.000	1.581				
Medicine	Male	3.714	1.793	0.619	-.943	.36	S.
	Female	4.333	1.581				
Total	Male	17.25	6.48	4.705	3.205	0.00	N. S.
	Female	12.54	4.65				

Table 7.33 defines the significance level for overall perception as less than 0.05, and the null hypothesis is not supported.

Hence, it is concluded that there is a positive relationship between the income of foreign tourists and the opinion regarding medical facilities problems faced by the Buddhist circuit destination in Bihar.

7.9 Information Related to Tax

The tax structure in tourism areas must be known to the responders. It is chosen to gather information regarding their level of tax structure awareness to determine whether they know it.

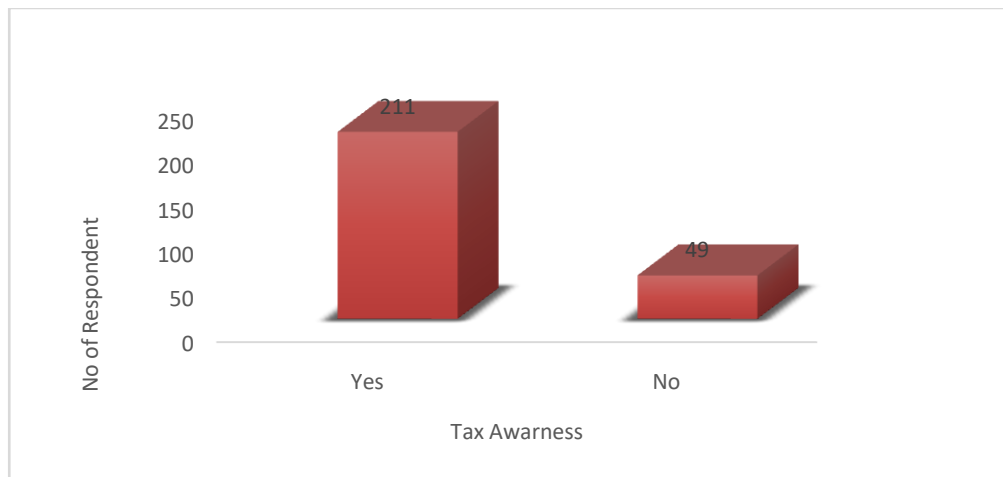
7.9.1 Awareness of Tax Structure

A survey was conducted to find out how much people know about the tax system at tourist destinations, and Table 7.34 provides the level of knowledge.

Table 7.34: Awareness of Tax Structure by Foreign Tourists

Awareness of Tax	No	%
Yes	211	81.15
No	49	18.85
Total	260	100

Table 7.34 shows that out of 260 foreign tourists, 211 (81.15%) of the respondents are aware of the tax structure, and the remaining 49 (18.85%) said they are unaware of it. Therefore, most foreign tourists (81.15%) know the tax structure

Graph 7.17: Awareness of Tax Structure by Foreign Tourists

7.9.2 Opinion About the Taxes

As mentioned in the preceding table, there are numerous taxes that tourists must pay. Therefore, it is essential to find out what they think about the different tax payments, and Table 6.35 provides the information. The researcher analyzed 211 respondents who were aware of taxes.

Table 7.35: Opinion of the Foreign Tourists about Taxes

S i N o	Tax	Please indicate as very high (1), medium high (2), high (3), neutral (4), low (5), medium low (6), very low (7)							M e a n
		1	2	3	4	5	6	7	
PT1	Luxury Tax	47	56	30	11	23	22	22	3.80
		22.27	26.54	14.22	5.21	10.90	10.43	10.43	

PT2	Expenditure Tax	34	33	13	14	38	43	36	4.07
		16.11	15.64	6.16	6.64	18.01	20.38	17.06	
PT3	Entry Fees of Monuments	44	32	8	17	38	39	33	3.73
		20.85	15.17	3.79	8.06	18.01	18.48	15.64	
PT4	Tourist Vehicle Tax	38	30	22	4	23	43	51	3.90
		18.01	14.22	10.43	1.90	10.90	20.38	24.17	

(Note: Figures in bracket indicate percentage to total)

Table 7.35 stated that out of 211 respondents, 56 (26.54%) respondents have indicated that luxury tax is medium-high, 43 (20.38%) respondents said that expenditure tax is medium low, 44 (20.85%) respondents responded that the entry fee of monuments is very high, 51 (24.17%) respondents said tourist vehicle tax is very low.

The rank of opinion (high to low) about tax according to responses given by foreign tourists, the entry fee of monuments ranked 1, luxury tax ranked 2, tourist vehicle tax ranked 3, and expenditure tax ranked 4.

7.9.3 Relationship between Income and Opinion of Tax

According to Table 7.36, foreign tourists pay for different types of tests. Opinions may be different or the same based on various demographic variables.

Null H_{010} :

“There is no relationship between Income of foreign tourist and the opinion of tax paid during the trip in Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{010}), and the result is shown in Table 7.36.

Table 7.36: Relationship between Income and Opinion of Tax

Si No	Tax	Mean Square	F	Sig.	Result
T1	Luxury Tax	11.39	2.81	.026	N.S.
		4.05			

T2	Expenditure Tax	11.04	2.45	.047	N.S.
		4.51			
T3	Entry Fees of Monuments	12.28	2.60	.037	N.S.
		4.72			
T4	Tourist Vehicles Tax	17.93	3.53	.008	N.S.
		5.08			
Overall		110.19	2.54	.041	N.S.
		43.38			

Table 7.36 defines the significance level for overall perception as less than 0.05, and the null hypothesis is not supported.

Hence, it is concluded that there is a positive relationship between the income of foreign tourists and their opinions regarding taxation. Foreign tourists' opinions about different taxes are influenced by their income during their trip to the Buddhist circuit of Bihar.

7.10 Information Related to VISA

If you are going to another country, you want to get a visa from this country. A new Indian Visa (eVisa India), known as the Electronic Indian Tourist e-Visa on Arrival (eVisa India Tourist), was introduced by the Indian government.

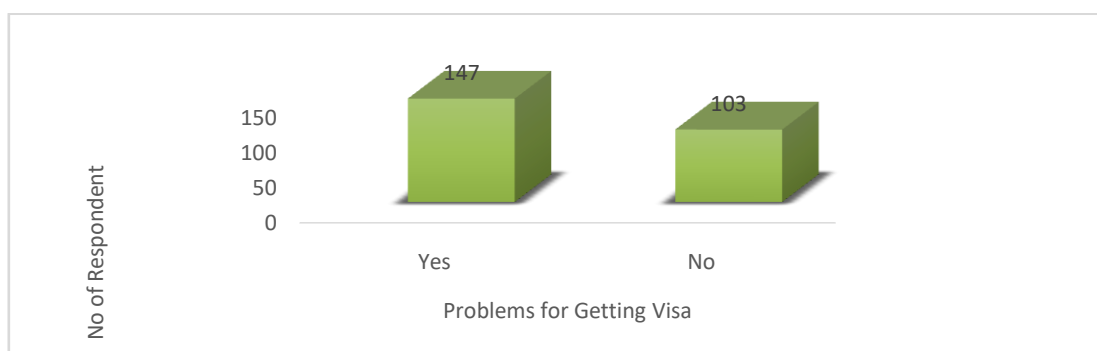
7.10.1 Problems of Getting a VISA

This section discussed the problems of getting a visa. Based on Table 7.37, it can be deduced that 58.8%% of the participants expressed difficulty obtaining an Indian visa, while the remaining 41.2%% said they had no issues.

Table 7.37: Problems of Getting VISA

Problems with Getting a Visa	No of Tourist	%
Yes	147	58.8
No	103	41.2
Total	250	100

Graph 7.18: Problems for Getting a VISA



7.10.2 Problems with Services of the Indian Embassy

When visiting India, foreign visitors undoubtedly require the support of the Indian embassy. So, the decision was made to find out what visitors thought of the services provided by the Indian embassy.

Table 7.38: Problems with Services of the Indian Embassy

Si No	Problems with Services of the Indian Embassy	No of Respondent	%
1	Strongly disagree	57	22.8
2	Disagree	55	22.0
3	Somewhat disagree	21	8.4
4	Neutral	19	7.6
5	Somewhat agree	26	10.4
6	Agree	27	10.8
7	Strongly agree	45	18.0
	Total	250	100

Table 7.38 shows that 22.8% of respondents strongly disagreed with the problem about the services of the Indian embassy, 22% stated that they disagreed, 8.4% reported that they somewhat disagreed, 7.6% reported that they were neutral, 10.4% said they somewhat agreed, 10.8% of them agreed, and 18% of the respondents strongly agreed with this statement.

7.11 Problems of Encashment of Foreign Exchange

Foreign tourists need currency to visit India. Hence, they bring it in many forms according to convenience and preference. They need to exchange it. Table 7.39 shows the problems of exchanging foreign currency for the Indian rupee.

Table 7.39: Problems of Encashment of Foreign Exchange

Si No	Problems of Encashment of Foreign Exchange	No of Respondent	%
1	Strongly disagree	69	26.5
2	Disagree	93	35.8
3	Somewhat disagree	43	16.5
4	Neutral	15	5.8
5	Somewhat agree	13	5.0
6	Agree	27	10.4
7	Strongly agree	0	0.0
	Total	260	100

Table 7.39 reveals that 26.5% of respondents strongly disagreed with the problem of encashment of foreign exchange, 35.8% stated that they disagreed, 16.5% reported that they somewhat disagreed, 5.8% said neutral, 5% said somewhat agree, and 10.4% agreed. No respondent was reported to strongly agree with this statement.

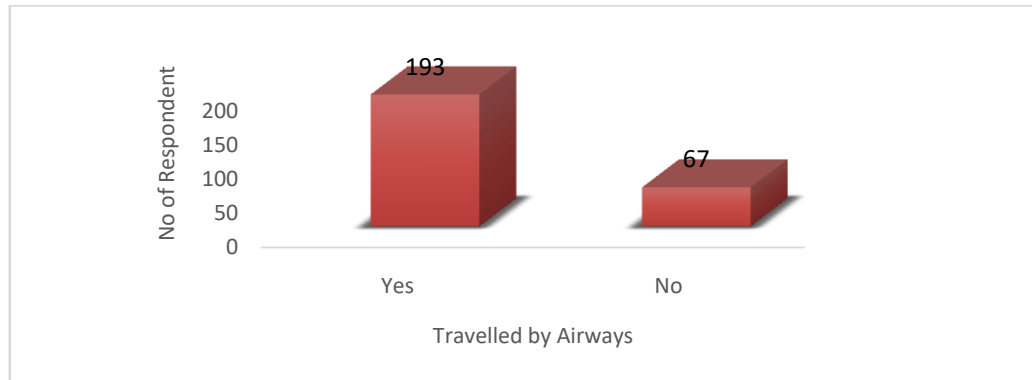
7.12 Travelled by Airways

Foreign tourists travel by different airways. One hundred ninety-three tourists travel by airways, as shown in Table 7.40.

Table 7.40: Travelled by Airways

Problems with Getting a Visa	No of Tourist	%
Yes	193	74.2
No	67	25.8
Total	260	100

Graph 7.19: Travelled by Airways



7.12.1 Problems with Services on Airports

Table 7.41: Problems with Services on Airports

Si No	Problems with services on Airports	No of Respondent	%
1	Strongly disagree	37	14.2
2	Disagree	33	12.7
3	Somewhat disagree	14	5.4
4	Neutral	25	9.6
5	Somewhat agree	36	13.8
6	Agree	44	16.9
7	Strongly agree	71	27.3
	Total	260	100

Table 7.41 reveals that 14.2% of respondents strongly disagreed with the problem of airport services, 12.7% stated that they disagreed, 5.4% reported that they somewhat disagreed, 9.6% responded neutrally, 13.8% said they somewhat agreed, 16.9% agreed, and 27.3% of the respondents strongly agreed with this statement.

7.13 Relationship between Nationality and Problems with Services of the Indian Embassy, Encashment of Foreign Exchange and Services on Airports

Null H_{011} :

“There is no relationship between nationality and opinion regarding problems with the services of the Indian Embassy.”

Null H₀₁₂:

“There is no relationship between nationality and the opinion regarding Encashment of Foreign Exchange.”

Null H₀₁₃:

“There is no relationship between nationality and opinion regarding airport services.”

Table 7.42: Relationship between Nationality and Problems with Services of the Indian Embassy, Encashment of Foreign Exchange and Services on Airports

Hy	Variables	Mean Square	F	Sig.	Result
H ₀₁₁ :	Indian Embassy	5.69	1.14	.34	S.
		5.02			
H ₀₁₂ :	Encashment of Foreign Exchange	7.09	3.14	.001	N.S.
		2.25			
H ₀₁₂ :	Services on Airports	4.53	.93	.51	S.
		4.84			

Table 7.42 defines the level of significance for services of the Indian embassy, encashment of foreign exchange, and services at airports. The services of the Indian embassy ($p = .34$) and airport services ($p = .51$) are more than 0.05, and the opinion of these statements was significant. Services of encashment of foreign exchange ($p = .001$) are less than 0.05, and views of these statements significantly differed by nationality.

Hence, it is concluded that there is no relationship between the nationality of foreign tourists and the opinion regarding the services of the Indian embassy (H₀₁₁) and encashment of foreign exchange (H₀₁₁). Still, there is a relationship between the nationality of foreign tourists and the opinion regarding airport services.

7.14 Information Related to Policy

Tourism policy is essential for the growth of tourism. It is important to know the opinion of tourists about the policy. Table 7.43 shows tourists' opinions about different policies that help tourists on their trips.

Table 7.43: Information Related to Policy to be Implemented by the Government

SI	Statement	Please indicate as strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), strongly agree (7)						
		1	2	3	4	5	6	7
P1	Signboards in your language	33	14	15	12	52	75	59
		12.7	5.4	5.8	4.6	20.0	28.8	22.7
P2	QR (Information on monuments) code	10	26	12	8	69	66	69
		3.8	10.0	4.6	3.1	26.5	25.4	26.5
P3	Tourist Security forces to be well-trained	24	21	12	18	48	62	75
		9.2	8.1	4.6	6.9	18.5	23.8	28.8
P4	Hi-tech Tourist information Centre	17	18	10	7	61	60	87
		6.5	6.9	3.8	2.7	23.5	23.1	33.5
P5	Tourist security force trained to speak your language	20	8	15	12	55	76	74
		7.7	3.1	5.8	4.6	21.2	29.2	28.5
P6	Apply Cyclopean Wall of Rajgir to be a world heritage site	10	18	23	5	27	92	85
		3.8	6.9	8.8	1.9	10.4	35.4	32.7
P7	Website of India tourism & Bihar tourism is to be attractive	12	11	15	18	54	64	86
		4.6	4.2	5.8	6.9	20.8	24.6	33.1
P8	Special train for Buddhist circuit	19	34	19	23	69	54	42
		7.3	13.1	7.3	8.8	26.5	20.8	16.2

(Note: Figures in bracket indicate percentage to total)

Table 7.43 shows that out of 260 respondents, 75 (28.8%) respondents agreed for signboard in your language, 69 (26.5%) respondents somewhat agreed and strongly agree for Q.R. (Information on monuments) code, 75 (28.8%) respondents agreed for tourist security forces to be well trained, 87 (33.5%) respondents for hi-tech tourist information center, 76 (29.2%) respondent agreed for tourist security force trained to speak your language, 92 (35.4) respondents agreed for Cyclopean wall of Rajgir to become as a world heritage site, 86 (33.1%) respondent strongly agreed for website of India tourism & Bihar tourism is to be attractive and 69 (27.3%) respondents somewhat agreed for special train for Buddhist circuit.

Table 7.44: Information Related to Policy to be Implemented by the Governments
(Descriptive statistics)

Si No	Policy	Mean	Std. Deviation	Skewness	Kurtosis
P1	Signboards in your language	4.91	1.999	-.877	-.519
P2	QR (Information on monuments) code	5.21	1.736	-.979	-.023
P3	Tourist Security forces to be well-trained	5.04	1.965	-.862	-.496
P4	Hi-tech Tourist information Centre	5.33	1.823	-1.129	.243
P5	Tourist security force trained to speak your language	5.30	1.771	-1.189	.528
P6	Cyclopean Wall of Rajgir to be a World Heritage Site	5.45	1.756	-1.182	.218
P7	Website of India tourism & Bihar tourism is to be attractive	5.41	1.682	-1.123	.503
P8	Special train for Buddhist circuit	4.61	1.856	-.526	-.864

The descriptive analysis provided in Table 7.44 about information related to policy to be implemented by the government was high, which means respondents agreed to be implemented by the government. The respondent wants to give priority to the cyclopean wall of Rajgir to be as a world heritage site ($\bar{x} = 5.45$, $\sigma = 1.756$), Website of India tourism & Bihar tourism is to be attractive ($\bar{x} = 5.41$, $\sigma = 1.682$), hi-tech tourist information Centre ($\bar{x} = 5.33$, $\sigma = 1.823$), tourist security force trained to be spoken your language ($\bar{x} = 5.30$, $\sigma = 1.771$), Q.R. (Information on monuments) code ($\bar{x} = 5.21$, $\sigma = 1.736$), Tourist Security forces to be well trained ($\bar{x} = 5.04$, $\sigma = 1.965$), Signboards in your language ($\bar{x} = 4.91$, $\sigma = 1.999$), Special train for Buddhist circuit ($\bar{x} = 4.61$, $\sigma = 1.856$).

7.14.1 Relationship between Nationality and Policy

Null H_{014} :

“There is no relationship between nationality and the opinion regarding policy for the development of Buddhist circuit destination in Bihar.”

ANOVA was applied to test this null hypothesis (H_{011}), and the result is shown in table 7.45.

Table 7.45: Relationship between Nationality and Policy

Si. No.	Policy	Mean Square	F	Sig.	Result
P1	Signboards in your language	4.104	1.040	.41	S.
		3.945			
P2	QR (Information on monuments) code	3.912	1.328	.21	S.
		2.945			
P3	Tourist Security forces to be well-trained	4.199	1.106	.36	S.
		3.797			
P4	Hi-tech Tourist information Centre	8.974	2.981	.00	N.S.
		3.011			
P5	Tourist security force trained to speak your language	5.724	1.887	.04	N.S.
		3.033			
P6	Cyclopean Wall of Rajgir to be a World Heritage Site	2.854	.922	.52	S.
		3.095			
P7	Website of India tourism & Bihar tourism is to be attractive	6.394	2.385	.00	N.S.
		2.681			
P8	Special train for Buddhist circuit	15.112	5.146	.00	N.S.
		2.937			
	Overall	84.613	1.113	.35	S.
		76.035			

Table 7.45 defines the significance level for an overall perception of more than 0.05. The null hypothesis is supported, but on an item basis, the Hi-tech Tourist Information Centre ($p = .001$), tourist security force trained to speak your language (.041), and Website of India Tourism & Bihar Tourism is to be attractive ($p = .008$).

The special train for the Buddhist circuit ($p = .000$) is less than 0.05. Opinions of these statements significantly differed by nationality.

Hence, it is concluded that there is no relationship between the nationality of foreign tourists and the opinion regarding the policy for the development of Buddhist circuit destinations in Bihar.

7.14.2 Relationship between Gender and Policy

Null H_{015} :

“There is no relationship between the gender of foreign tourists and the opinion of policy to be implemented by government.”

A t-test was applied to test this null hypothesis (H_{015}), and the result is shown in Table 7.46.

Table 7.44: Relationship between Gender and Policy

Policy	Gender	Mean	Std. Deviation	Mean Difference	t	Sig (2-tailed)	Results
Signboards in your language	Male	4.73	2.033	-0.718	-2.684	0.00	N.S.
	Female	5.45	1.799				
QR (Information on monuments) code	Male	5.00	1.739	-0.844	-2.64	0.00	N.S.
	Female	5.84	1.576				
Tourist Security forces to be well-trained	Male	4.90	1.992	-0.586	-3.623	0.03	N.S.
	Female	5.48	1.826				
Hi-tech Tourist information Centre	Male	5.40	1.841	0.309	-2.180	0.23	S.
	Female	5.09	1.761				
Tourist security force	Male	5.21	1.769	-0.369	1.206	0.15	S.
	Female	5.58	1.762				

trained to speak your language							
Cyclopean Wall of Rajgir to be a World Heritage Site	Male	5.47	1.749	0.079	-1.453	0.76	S.
	Female	5.39	1.787				
Website of India tourism & Bihar tourism is to be attractive	Male	5.45	1.696	0.173	.308	0.47	S.
	Female	5.28	1.647				
Special train for Buddhist circuit	Male	4.46	1.852	-0.598	.345	0.02	N.S.
	Female	5.06	1.807				
Overall	Male	40.633	8.792	-2.553	.483	0.04	N.S.
	Female	43.189	8.429				

Table 7.46 defines the significance level for overall perception as less than 0.05, and the null hypothesis is not supported.

Hence, it is concluded that there is a positive relationship between the gender of foreign tourists and the opinion of policy to be implemented by the government.

CHAPTER 8: ANALYSIS OF LOCAL RESIDENT

CHAPTER 8

ANALYSIS OF LOCAL RESIDENT

8.1 Introduction

This chapter describes the interpretation, data analysis, and conclusions of local residents, along with a test of hypotheses. The data was collected from 400 local resident respondents through schedules. The respondents' demographic profiles include gender, age, marital status, education level, and income. The data set was appropriately prepared before running any statistical tests, including coding, cleaning, and screening (looking for and handling outliers, missing data, and normalcy). The preliminary data analysis is presented, including descriptive statistics (means and standard deviations) of the replies about the destination's image, service quality, satisfaction, and loyalty among tourists. The following subsections contain the findings.

8.2 Socio-Economic and Demographic Profile of Resident

A family's social and economic standing is determined by socio-economic status, a sociological and economic indicator. The socio-economic basis of Buddhist Residents is examined in this chapter. It considers gender, age, marital status, education level, and income.

8.2.1 Gender of the Local Resident

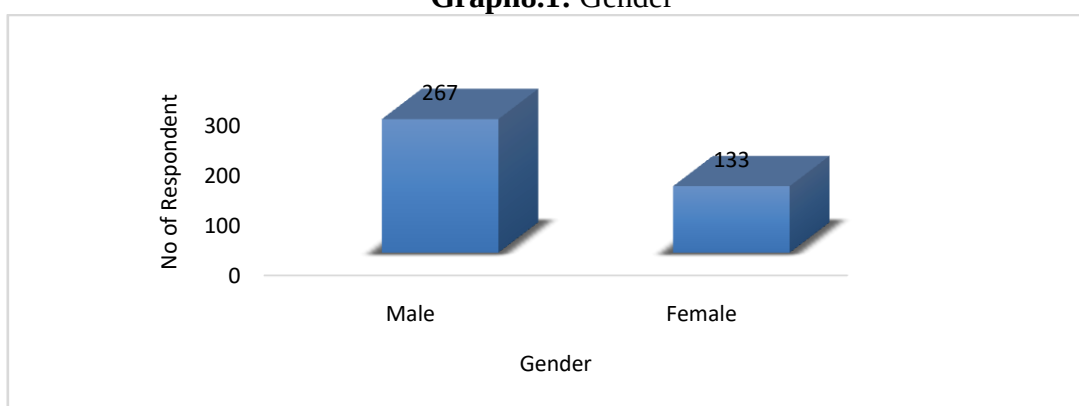
The gender of the Residents should be taken into consideration when analyzing them. Table 8.1 displays the Residents' gender classification.

Table 8.1: Gender

Gender	No	%
Male	267	66.7
Female	133	33.3
Total	400	100

Table 8.1 indicates that 267 (66.7%) respondents were male and 133 (33.3%) were female out of 400. Thus, it suggests that a majority (66.8%) of the Residents are male.

Graph8.1: Gender



8.2.2 Age-wise Classification of Resident

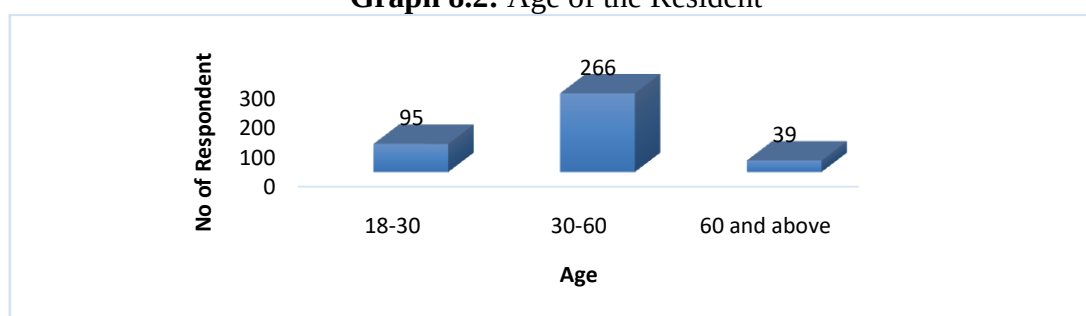
Age is a primary factor when traveling to any place. Age-wise classification is presented in Table 8.2.

Table 8.2: Age of the Resident

Age	No	%
18-30	95	23.7
30-60	266	66.5
60 and above	39	9.8
Total	400	100

Most respondents were between 30 and 60, representing 66.5% (266) of the total respondents. The distribution among age groups 18-30 (23.7%) and 60 years and above was 39 (9.8%) of the total 400 respondents.

Graph 8.2: Age of the Resident



8.2.3 Marital Status of Resident

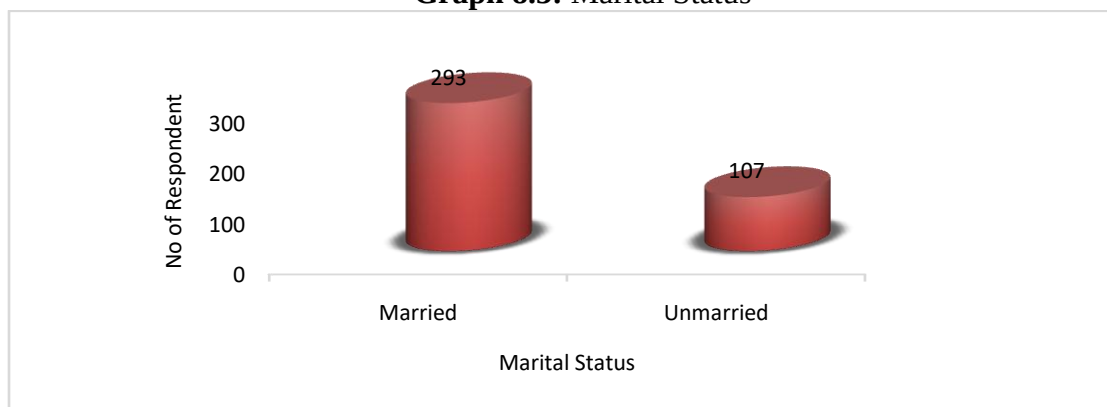
One variable that affects respondents' visits to the Buddhist circuit is their marital status, as shown in Table 8.3.

Table 8.3: Marital Status

Marital Status	No	%
Married	293	73.3
Unmarried	107	26.7
Total	400	100

Table 8.3 shows that out of 400 Residents, married tourists accounted for 73.3% (293) of respondents, and while unmarried was 26.7% (108).

Graph 8.3: Marital Status



8.2.4 Educational Background

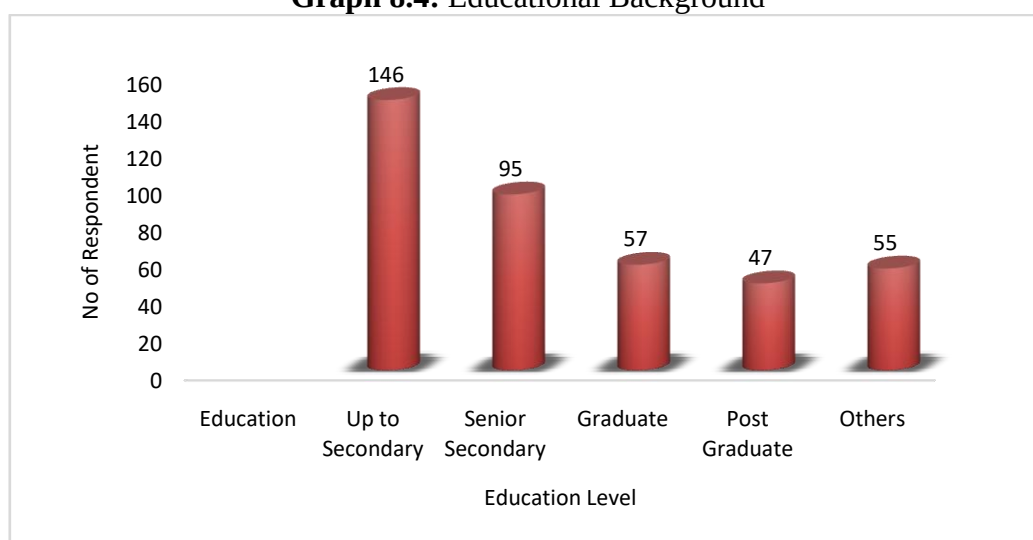
Education is crucial to raising awareness and encouraging tourism. Most illiterate people will only volunteer to go on tours to locations around the nation. The respondents' educational backgrounds are shown in Table 8.4.

Table 8.4: Educational Background

Education	No	%
Up to Secondary	146	36.5
Senior Secondary	95	23.5
Graduate	57	14.4
Post Graduate	47	11.8
Others	55	13.8
Total	400	100

The educational attainment of 36.5% (146) of the respondents was up to secondary level, 23.5% (95) was senior secondary level, 14.4% (57) was graduate, 11.8% (47) was postgraduate, and 13.8% (55) was other educational background.

Graph 8.4: Educational Background



8.2.5: Income of the Respondent

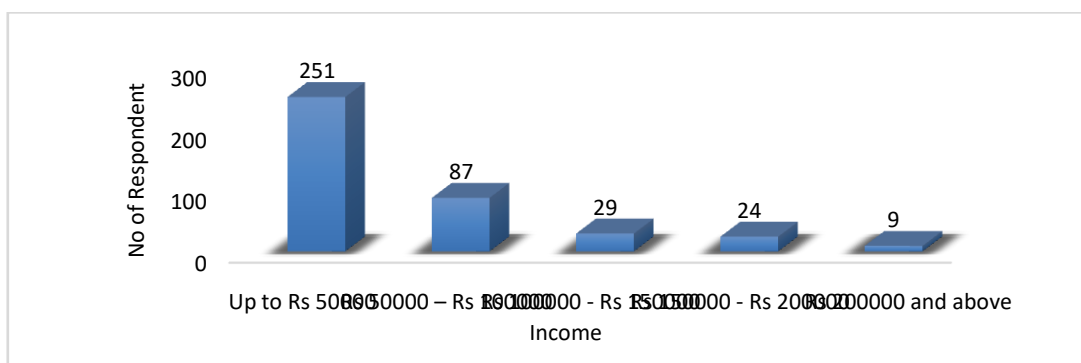
Respondents' income is a significant factor when traveling and seeing different locations. Table 8.5 provides relevant facts regarding the respondents' income classification, as shown in this study.

Table 8.5: Income of the respondent

Income	No	%
Up to Rs 50000	251	62.7
Rs 50000 – Rs 100000	87	21.7
Rs 100000 - Rs 150000	29	7.3
Rs 150000 - Rs 200000	24	6.0
Rs 200000 and above	9	2.3
Total	400	100

The help of table 8.5 finds out the income of the respondents that was 62.7% (251) respondents earned Rs 50000 per month, 21.7% (87) earned Rs 50000 to Rs 100000, 7.3% (29) earned Rs 100000 to Rs 150000, 6% (24) respondents were earning Rs 150000 to Rs 200000 and 2.3% (9) respondent were earned Rs 200000 and above per month.

Graph 8.5: Income of the respondent



8.2.6 Local Residents involved in Tourism activity

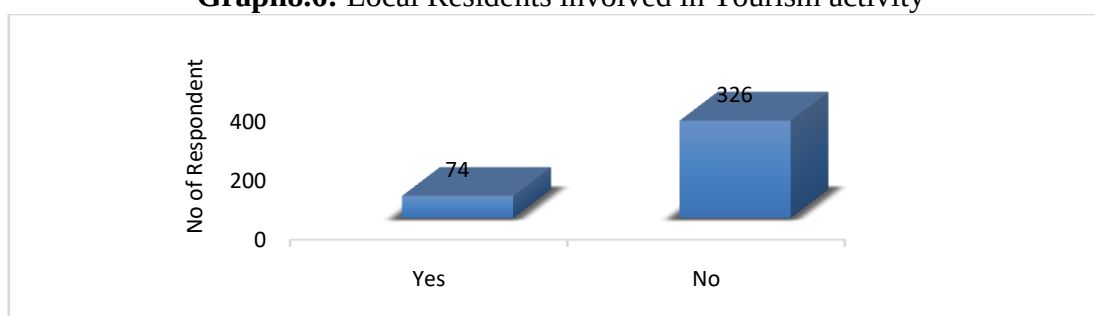
The people who live in the rural areas work in various jobs. They might or might not be engaged in any tourism.

Table 8.6: Local Residents involved in Tourism activity

Involvement in Tourism Activity	No	%
Yes	74	18.5
No	326	81.5
Total	400	100

18.5% of the resident respondents reported engaging in tourism-related activities, compared to 81.5% who did not (Table 8.6). A quarter of the inhabitants who engaged in tourism did so directly or indirectly.

Graph 8.6: Local Residents involved in Tourism activity



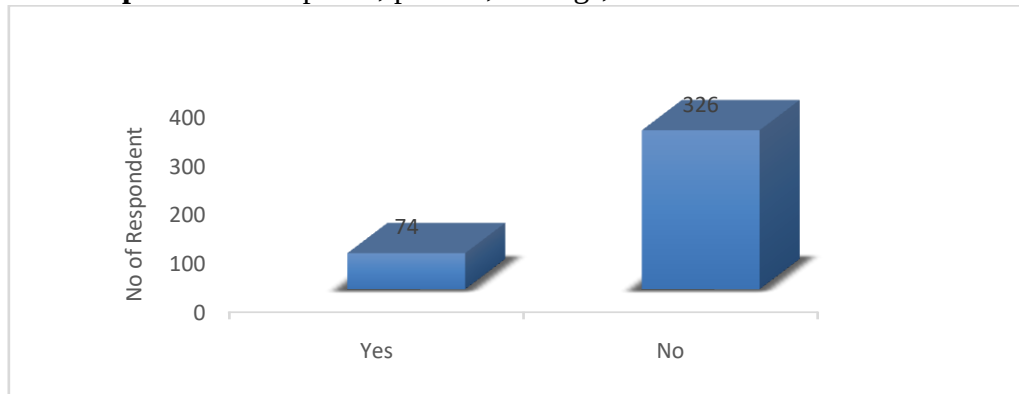
8.2.7: Your Spouse, Parents, Siblings, or Children Work in Tourism

People who live in rural areas work in a variety of jobs. They might or might not be engaged in tourism, but they might be involved if your spouse, parents, siblings, or children work in tourism.

Table 8.7: Your spouse, parents, siblings, or children work in tourism

Involvement in Tourism Activity	No	%
Yes	112	28.0
No	288	72.0
Total	400	100

28% of the resident respondents reported their spouse, parents, siblings or children engaging in tourism-related activities, compared to 72% who did not (Table 8.7). A quarter of the inhabitants who engaged in tourism did so directly or indirectly.

Graph 8.7: Your spouse, parents, siblings, or children work in tourism

8.2.8 Live Away from the Nearest Tourist Place

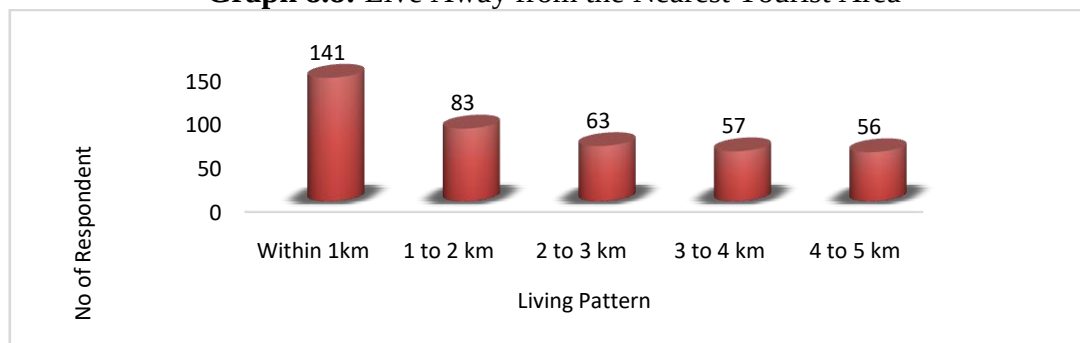
The researcher collected data within 5 km of the Buddhist circuit destination in Bihar, and the data description is shown in Table 8.8.

Table 8.8: Live Away from the Nearest Tourist Area

Accompanying Persons	No	%
Within 1km	141	35.3
1 to 2 km	83	21.8
2 to 3 km	63	15.8
3 to 4 km	57	14.3
4 to 5 km	56	14.0
Total	400	100

It can be seen from Table 8.8 that a majority of residents, 141 (35.3%), lived within 1 km of their destination, 83 (21.8%) lived 1 to 2 km, 63 (15.8%) lived from 2 to 3 km, 57 (14.3%) lived from 3 to 4 km and rest of 56 (14%) lived from 4 to 5 km of the Buddhist destination in Bihar.

Graph 8.8: Live Away from the Nearest Tourist Area



8.2.9 Length of Residence at the Destination

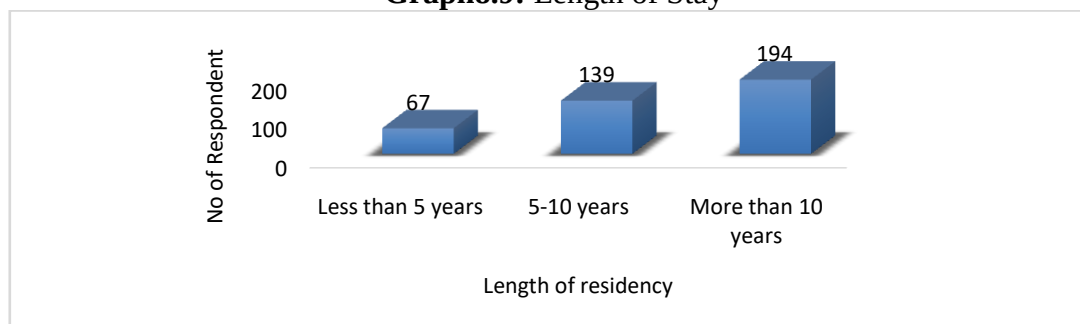
The length of residency at the destination for local residents is essential for finding opportunities for residents. Table 8.9 presents the specific data on the respondents' length of residence.

Table8.9: Length of Residence at the Destination

Length of Residence	No	%
Less than five years	67	16.8
5-10 years	139	34.7
More than ten years	194	48.5
Total	400	100

It is revealed from Table 8.9 that out of 400 residents, 67 (16.8%) of them resided in the Buddhist circuit in Bihar for less than five years, 139 (34.7%) of them residing 5-10 years, and the rest of the 194 (48.5%) of them residing more than ten years.

Graph8.9: Length of Stay



8.2.10 Know about the Local History of Buddha

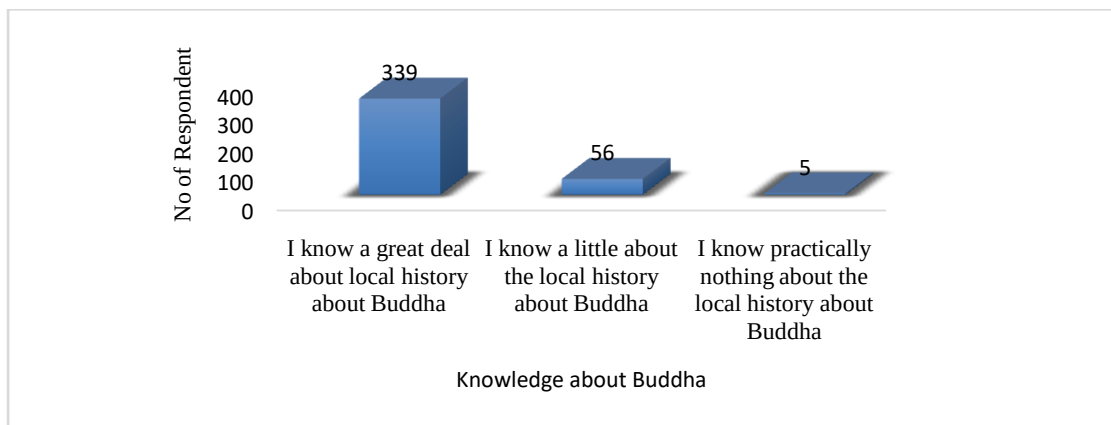
This table shows the history of Buddha to local residents.

Table 8.10:Know about Local History of Buddha

Know about Local History of Buddha	No	%
I know a great deal about local history of Buddha	339	84.7
I know a little about the local history of Buddha	56	14.0
I know practically nothing about the local history of Buddha	5	1.3
Total	400	100

Table 8.10 shows that 339 (85.7%) residents know a great deal about the local history of Buddha, 56 (14%) know a little about it, and 5 (1.3%) know practically nothing about it.

Graph 8.10: Know about Local History of Buddha



8.3 Data Screening for Normality

Using SPSS23 to analyze descriptive statistics data and test the normality of data, the entire sample (N = 400) was used for the analysis. The 119 test variables' skewness and kurtosis values are displayed in Table 5.3. Normality was assessed by examining the Kurtosis and Skewness indexes. Table 5.3 shows that the individual variable's skewness and kurtosis index are within an acceptable range. The absolute values of Skewness in this study are all under 3.0, and the absolute value of the kurtosis index is 4.0. According to Kline (2005), univariate normality was assumed when the Skewness index was between -3.0 to 3.0 and the kurtosis index was between -8.0 to 8.0. The results suggest that the data is standard.

Table 8.11: Skewness and Kurtosis Index table

Si No	Items	Skewness	Kurtosis
Economic Importance			
EI1	Buddhist Tourism has created jobs in the Study area.	-.660	-.766
EI2	Due to Buddhist Tourism, the basic facilities, infrastructure in the village, and accessibility have improved	-.688	-.817
EI3	Buddhist Tourists like to buy local & handmade products	-.385	-1.367
EI4	Buddhist tourists appreciate the skills of the locals and are ready to pay a reasonable amount for their art & craft.	-.514	-.893
EI5	The growth in Buddhist tourism has motivated the youth to be involved in tourism-related jobs & activities.	-.926	-.464
EI6	Tourists ' demand for local products, handicrafts, and agricultural products has benefitted traditional businesses and the local economy.	-.935	-.469
EI7	The scope of Buddhist tourism has encouraged the private player's participation (investment) in the Buddhist areas.	-.769	-.522
EI8	Organizations like NGOs and SHGs are supporting the preservation & development of Buddhist tourism initiatives.	-.174	-1.400
EI9	Some local people earn money by leasing their land & property for tourism purposes.	.137	-1.371
Socio-Cultural Importance			
SCI1	Buddhist tourism has resulted in more significant positive cultural enrichment & interaction of host and guest.	-.041	-1.362
SCI2	Locals feel proud of their culture when tourists reveal interest in it; thus, the self-esteem and respect of locals are increased.	-.325	-1.161
SCI3	Buddhist tourism has given cultural identity and pride to the place and local community.	.038	-1.627
SCI4	The Buddhist tourists buy traditional clothes and shawls, preferably made from local materials & local artisans.	-.373	-1.322
SCI5	Buddhist tourism has led to more awareness of the importance of protecting culture.	-.365	-.575
SCI6	The heritage of the area is getting more protection after the Buddhist tourism development	-.598	-.734

SCI7	The women of the Buddhist area are participating in tourism activities.	-.573	-.956
SCI8	Buddhist tourists like to taste the local food	-.508	-.891
SCI9	The Buddhist tourism has resulted in greater co-operation between the locals and a sense of common history	-.113	-1.286
SCI10	The local community gives importance to their culture	-.589	-.531
SCI11	Improved Quality of Police Protection	-.548	-.797
Ecological Importance			
ECI1	Buddhist tourism has resulted in the preservation of natural resources and the landscape.	.020	-1.590
ECI2	Buddhist Tourism has made villages adopt renewable & energy saving technology	-.338	-1.333
ECI3	There is a proper disposable system in place for waste & sewage	-.255	-1.294
ECI4	Local people have started protecting their environment, a significant attraction for Buddhist tourists.	-.410	-1.085
ECI5	Tourism spending has also facilitated the preservation and conservation of the environment	-.327	-1.174
ECI6	The local community and local SHGs/NGOs are partnering to protect the environment of the place.	-.543	-1.014
Economic Opportunity			
EO1	Provides opportunities for Travel Agent, Domestic Tour Operator, Excursion Agents	-.583	-.896
EO2	I can generate sufficient income	-.470	-1.023
EO3	Ticket booking	-.572	-.806
EO4	Tourism has generated a market for my handicraft products.	.122	-.830
EO5	Cab rentals opportunities	.122	-.594
EO6	Tourism is a never-ending source of income	.122	-.720
EO7	Bed and Breakfast (Home Stay) Scheme	.122	-.934
EO8	Opportunity to become a Forex agent	.122	-.805
EO9	Opportunity to open Hotel, Motel/ Road Side Facilities, Resort, Guest/Tourist Rest House	.122	-.490
EO10	Opportunity to open Vipassana, Yoga, and Meditation Kendra	.122	-.761
EO11	Opportunity to open Restaurant / Fast Food Centre/food Plaza/Food Court, etc.	.122	-.991

EO12	To become Photographer	.122	-1.024
Socio-Cultural Opportunity			
SCO1	Opportunity to get educated	-.459	-1.066
SCO2	Opportunity to learn a different language	-.633	-1.016
SCO3	Opportunity to open a local performing art Centre	-.760	-.813
SCO4	Opportunity to interact with different cultures	-.746	-.763
SCO5	I can provide good opportunities for the growth of my family	-.579	-1.019
Policy			
P1	Policy for promotion of partnerships among local tourist businesses	-.578	-.996
P2	Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community	-.757	-.515
P3	Policy for co-operation between public and private sector for local tourism development	-.745	-.712
P4	Policy for collaboration among public sector units for local	-.923	-.382
P5	Policy for improvement of your rural area through improvement in infrastructure	-.867	-.404
P6	Policy for involving the local community in decision-making of rural tourism initiatives with the bureaucrats, tourism department, etc.	-.797	-.720
P7	Policy for improvement of the basic facilities in your village/rural area such as safe water, electricity, telephone, safety & security are excellent.	-.956	-.197
P8	The policy for improving the tourism development activities in your village is receiving continuous financial and technical support from the Govt. agencies.	-.314	-1.064
P9	Policy for improvement of business of rural tourism stakeholders in your village to get the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.	-.738	-.635
P10	The policy provides loans, taxation benefits & subsidies for rural folks who want to involve small businesses in tourism at the rural level of the government.	-.747	-.460
P11	Policy for promoting local fairs & festivals by the village authority in your village/rural area to attract tourists	-.748	-.629

8.4 Importance of Buddhist Tourism

Tourism can be a valuable source of economic, social, and cultural importance for local Residents. However, managing tourism sustainably and respecting local residents' needs is essential.

Table8.12: Opinion Regarding the Importance of Buddhist Tourism

Si No	Statement	strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
Economic Importance								
EI1	Buddhist Tourism has created jobs in the Study area	30	35	32	54	46	114	89
		7.5	8.8	8.0	13.5	11.5	28.5	22.3
EI2	Due to Buddhist Tourism, the basic facilities, infrastructure in the village, and accessibility have improved	26	41	30	38	58	78	129
		6.5	10.3	7.5	9.5	14.5	19.5	32.3
EI3	Buddhist Tourists like to buy local & handmade products	48	55	43	21	44	89	100
		12.0	13.8	10.8	5.3	11.0	22.3	25.0
EI4	Buddhist tourists appreciate the skills of the locals and are ready to pay a good amount for their art & craft	27	35	47	53	57	99	82
		6.8	8.8	11.8	13.3	14.3	24.8	20.5
EI5	The growth in Buddhist tourism has motivated the youth to be involved in tourism-related jobs & activities.	33	34	19	30	46	106	132
		8.3	8.5	4.8	7.5	11.5	26.5	33.0
EI6	Tourists ' demand for local products, handicrafts, and agricultural products has benefitted traditional businesses and the local economy.	22	31	42	15	39	107	144
		5.5	7.8	10.5	3.8	9.8	26.8	36.0
EI7	The scope of Buddhist tourism has encouraged the private player's participation (investment) in the Buddhist areas.	23	27	45	24	77	98	106
		5.8	6.8	11.3	6.0	19.3	24.5	26.5
EI8	Organizations like NGOs and SHGs are supporting the preservation & development of Buddhist tourism	52	59	52	32	52	76	77
		13.0	14.8	13.0	8.0	13.0	19.0	19.3

	initiatives.							
EI9	Some local people earn money by leasing their land & property for tourism purposes.	49	102	44	37	62	68	38
		12.3	25.5	11.0	9.3	15.5	17.0	9.5
Social-Cultural Importance								
SCI1	Buddhist tourism has resulted in more significant positive cultural enrichment & interaction of host and guest.	50	85	29	37	88	40	71
		12.5	21.3	7.3	9.3	22.0	10.0	17.8
SCI2	Locals feel proud of their culture when tourists reveal interest in it; thus, the self-esteem and respect of locals are increased.	62	39	31	52	83	63	70
		15.5	9.8	7.8	13.0	20.8	15.8	17.5
SCI3	Buddhist tourism has given cultural identity and pride to the place and local community.	86	81	22	20	48	57	86
		21.5	20.3	5.5	5.0	12.0	14.3	21.5
SCI4	The Buddhist tourists buy traditional clothes and shawls, preferably made from local materials & local artisans.	60	45	37	23	68	67	100
		15.0	11.3	9.3	5.8	17.0	16.8	25.0
SCI5	Buddhist tourism has led to more awareness of the importance of protecting culture.	25	49	16	95	113	45	57
		6.3	12.3	4.0	23.8	28.3	11.3	14.3
SCI6	The heritage of the area is getting more protection after the Buddhist tourism development	43	42	12	50	113	74	66
		10.8	10.5	3.0	12.5	28.3	18.5	16.5
SCI7	The women of the Buddhist area are participating in tourism activities.	29	46	37	28	76	80	104
		7.3	11.5	9.3	7.0	19.0	20.0	26.0
SCI8	Buddhist tourists like to taste the local food	48	39	27	45	106	77	58
		12.0	9.8	6.8	11.3	26.5	19.3	14.5
SCI9	The Buddhist tourism has resulted in greater co-operation between the locals and a sense of common history	57	54	42	57	64	48	78
		14.3	13.5	10.5	14.3	16.0	12.0	19.5
SCI10	The local community gives importance to their culture	25	44	21	50	127	67	66
		6.3	11.0	5.3	12.5	31.8	16.8	16.5
SCI11	Improved Quality of Police Protection	38	46	23	43	114	78	58
		9.5	11.5	5.8	10.8	28.5	19.5	14.5

Ecological Importance								
ECI1	Buddhist tourism has resulted in the preservation of natural resources and the landscape.	92	73	19	19	68	47	82
		23.0	18.3	4.8	4.8	17.0	11.8	20.5
ECI2	Buddhist Tourism has made villages adopt renewable & energy saving technology	41	73	23	31	68	77	87
		10.3	18.3	5.8	7.8	17.0	19.3	21.8
ECI3	There is a proper disposable system in place for waste & sewage	61	60	21	46	82	71	59
		15.3	15.0	5.3	11.5	20.5	17.8	14.8
ECI4	Local people have started protecting their environment, a significant attraction for Buddhist tourists.	42	43	27	54	83	30	121
		10.5	10.8	6.8	13.5	20.8	7.5	30.3
ECI5	Tourism spending has also facilitated the preservation and conservation of the environment	47	54	31	45	83	67	73
		11.8	13.5	7.8	11.3	20.8	16.8	18.3
ECI6	The local community and local SHGs/NGOs are partnering to protect the environment of the place.	36	49	34	29	75	100	77
		9.0	12.3	8.5	7.3	18.8	25.0	19.3

Table 8.12 shows the opinion regarding the importance of Buddhist tourism for locals. The importance of Buddhist tourism as an economic, socio-cultural, and ecological for locals.

For “Economic Importance” out of 400 respondents, 114 (28.5%) respondents agree for Buddhist tourism has created jobs in the study area, 129 (32.3%) respondents were strongly agree of due to Buddhist tourism the basic facilities, infrastructure in the village and accessibility has improved, 100 (25%) respondents were strongly agree of the statement Buddhist tourist like to buy local & handmade products, 99 (24.8%) respondents were agree for Buddhist tourists appreciate the skills of the locals and ready to pay good amount for their art & craft, 132 (33%) respondents strongly agreed for the growth in Buddhist tourism has motivated the youth to involve in tourism related jobs & activities, 144 (36%) respondent were strongly agreed for demand for local products, handicrafts & agricultural products by tourists have benefitted the traditional businesses and the local economy, 106 (26.5%) strongly agreed for the scope in Buddhist tourism has encouraged the private player’s

participation (investment) in the Buddhist areas, 77 (19.3%) respondents were strongly agree for Organizations like NGO's and SHG's are supporting preservation & development of Buddhist tourism initiatives, 102 (25.5%) respondents were disagree for some local people are earning money by leasing their land & property for tourism purpose.

Regarding "Socio-Cultural Importance," out of 400 local residents, 88 (22%) respondents somewhat agree that Buddhist tourism has resulted in more significant positive cultural enrichment & interaction of host and guest, 83 (20.8%) respondents somewhat agree that locals feel proud about their culture when tourist reveals interest in it and thus has increased the self-esteem and respect of locals, both 86 (21.5%) locals residents were strongly agree and strongly disagree for the statement Buddhist tourism has given cultural identity and pride to the place and local community. 100 (25%) respondents strongly agree that Buddhist tourists buy traditional clothes and shawls preferably made from local materials & local artisans, 113 (28.3%) respondents somewhat agree that Buddhist Tourism has led to more awareness towards protecting culture, 113 (28.3%) respondent somewhat agreed for the heritage of the area is getting more protection after Buddhist tourism development, 104 (26%) respondent strongly agreed for the women of the Buddhist area are participating in tourism activities, 106 (26.5%) respondent somewhat agreed for Buddhist tourists like to have taste the local food, 78 (19.5%) strongly agreed for the statement the Buddhist tourism has resulted in greater co-operation between the locals and a sense of shared history, 127 (31.8%) were somewhat agree for the local community give importance to their culture and 114 (28.5%) respondent somewhat agreed for the statement Improved Quality of Police Protection.

Table 8.12 shows "Ecological Importance." out of 400 respondents, 92 (23%) locals' residents strongly disagree that Buddhist Tourism has resulted in preserving the natural resources and landscape, 87 (21.8%) strongly agree that Buddhist Tourism has made villages adopt renewable & energy saving technology, 82 (20.5%) respondents somewhat agreed for there is a proper disposable system in place for waste & sewage, 121 (30.3%) respondents strongly agreed local people have started

protecting their environment as it is the major attraction for the Buddhist tourists, 83 (20.8%) respondents somewhat agreed Tourism spending has also facilitated preservation and conservation of the environment, 100 (25%) respondents agreed for the statement the local community and local SHG's/NGO's are partnering to protect the environment of the place.

Table8.13: Importance of Buddhist Tourism (Descriptive Statistics)

Variable	Items	Mean		Std. Deviation	
Economic Importance	Buddhist Tourism has created jobs in the Study area.	4.87	42.80	1.90	9.92
	Due to Buddhist Tourism, the basic facilities, infrastructure in the village, and accessibility have improved	5.03		1.96	
	Buddhist Tourists like to buy local & handmade products	4.56		2.16	
	Buddhist tourists appreciate the skills of the locals and are ready to pay a reasonable amount for their art & craft.	4.76		1.87	
	The growth in Buddhist tourism has motivated the youth to be involved in tourism-related jobs & activities.	5.17		1.98	
	Tourists ' demand for local products, handicrafts, and agricultural products has benefitted traditional businesses and the local economy.	5.29		1.92	
	The scope of Buddhist tourism has encouraged the private player's participation (investment) in the Buddhist areas.	5.06		1.83	
	Organizations like NGOs and SHGs are supporting the preservation & development of Buddhist tourism initiatives.	4.27		2.11	
	Some local people earn money by leasing their land & property for tourism purposes.	3.79		1.97	

Social-Cultural Importance	Buddhist tourism has resulted in more significant positive cultural enrichment & interaction of host and guest.	4.08	44.63	2.07	11.74
	Locals feel proud of their culture when tourists reveal interest in it; thus, the self-esteem and respect of locals are increased.	4.31		2.05	
	Buddhist tourism has given cultural identity and pride to the place and local community.	3.95		2.33	
	The Buddhist tourists buy traditional clothes and shawls, preferably made from local materials & local artisans.	4.49		2.18	
	Buddhist tourism has led to more awareness of the importance of protecting culture.	4.46		1.70	
	The heritage of the area is getting more protection after the Buddhist tourism development	4.59		1.90	
	The women of the Buddhist area are participating in tourism activities.	4.83		1.96	
	Buddhist tourists like to taste the local food	4.46		1.92	
	The Buddhist tourism has resulted in greater co-operation between the locals and a sense of shared history	4.18		2.07	
	The local community gives importance to their culture	4.69		1.75	
	Improved Quality of Police Protection	4.54		1.86	
Ecological Importance	Buddhist tourism has resulted in the preservation of natural resources and the landscape.	3.92	26.31	2.31	8.01
	Buddhist Tourism has made villages adopt renewable & energy saving technology	4.48		2.10	
	There is a proper disposable system in place for waste & sewage	4.19		2.06	

	Local people have started protecting their environment, a significant attraction for Buddhist tourists.	4.67		2.06	
	Tourism spending has also facilitated the preservation and conservation of the environment	4.39		2.01	
	The local community and local SHGs/NGOs are partnering to protect the environment of the place.	4.67		1.97	

8.4.1 Economic Importance

It can be inferred from Table 8.13 using measurement of mean that the top five importance Buddhist tourism attributes can be described as Demand for Local products, handicrafts & agricultural products by tourists have benefitted the traditional businesses and the local economy ($\bar{x}= 5.29, \sigma=1.92$), The growth in Buddhist tourism has motivated the youth to involve in tourism-related jobs & activities ($\bar{x}= 5.17, \sigma=1.98$), The scope in Buddhist tourism has encouraged the private player's participation (investment) in the Buddhist areas ($\bar{x}= 5.06, \sigma=1.83$), Due to Buddhist Tourism the basic facilities, infrastructure in the village and accessibility has improved ($\bar{x}= 5.03, \sigma=1.96$), and Buddhist Tourism has created jobs in the Study area ($\bar{x}= 4.87, \sigma=1.90$).

8.4.2 Socio-cultural Importance

In the help of Table 8.13 to find out socio-cultural importance of Buddhist tourism for local residents using measurement of mean that top five attributes described as, The women of the Buddhist area are participating in tourism activities ($\bar{x}= 4.83, \sigma=1.96$), The local community give importance to their culture ($\bar{x}= 4.69, \sigma=1.75$), heritage of the area is getting more protection after Buddhist tourism development ($\bar{x}= 4.59, \sigma=1.90$), Improved Quality of Police Protection ($\bar{x}= 4.54, \sigma=1.86$), The Buddhist tourists buy traditional clothes, and The Buddhist tourists buy traditional clothes, shawls preferably made from local materials & local artisans ($\bar{x}= 4.49, \sigma=2.18$).

8.4.3 Ecological Importance

With the help of Table 8.13 to find out the ecological importance of Buddhist tourism for local residents using measurement of mean the top five attributes described as The local community and local SHG/NGO's are partnering to protect the environment of the place ($\bar{x}= 4.67, \sigma=1.97$), Local people have started protecting their environment as it is the major attraction for the Buddhist tourists ($\bar{x}= 4.67, \sigma=2.06$), Buddhist Tourism has made villages to adopt renewable & energy saving technology ($\bar{x}= 4.48, \sigma=2.10$), Tourism spending has also facilitated preservation and conservation of environment ($\bar{x}= 4.39, \sigma=2.01$), and There is a proper disposable system in place for waste & sewage ($\bar{x}= 4.19, \sigma=2.06$).

8.5 Relationship between Demographic Variables and Importance of Buddhist Tourism

8.5.1 Relationship between Gender and Importance

Null H_{01} :

“There is no relationship between gender of residents and the opinion regarding importance of tourism in the Buddhist circuit in Bihar”.

A t-test was applied to test this null hypothesis (H_{01}), and the result is shown in Table 8.14.

Table 8.14: Relationship between Gender and Importance of Tourism (t-test)

Variables	Gender	Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results
Economic Importance	Male	42.08	10.12	-2.16	-2.06	0.04	N.S.
	Female	44.24	9.40				
Socio-Cultural Importance	Male	48.75	12.33	0.55	0.41	0.68	S
	Female	48.20	13.56				
Ecological Importance	Male	25.92	8.07	-1.18	-1.39	0.17	S
	Female	27.10	7.86				
Overall	Male	116.75	21.70	-2.79	-	0.23	S

	Female	119.54	22.69		1.19		

Table 8.14 defines the level of significance for an overall opinion of more than 0.05, and the null hypothesis is supported. However, the opinion about economic importance has a significance value of less than 0.05 ($P < 0.05$). It means that residents have different views, based on gender, about the economic significance of Buddhist tourism.

8.5.2 Relationship between Length of Residence at the Destination and Importance of Tourism

Null H_{02} :

“There is no relationship between the length of residence at the destination of residents and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar.”

ANOVA was applied to test this null hypothesis (H_{02}), and the result is shown in Table 8.15.

Table 8.15: Relationship between Length of Residence at the Destination and Importance of Tourism

Variables	Mean Square	F	Sig.	Results
Economic Importance	68.49	0.69	0.56	S.
	98.71			
Socio-Cultural Importance	9.53	0.06	0.98	S.
	163.46			
Ecological Importance	38.38	0.60	0.62	S.
	64.42			
Importance	154.11	0.32	0.81	S.
	488.53			

Table 8.15 defines the level of significance for overall importance of more than 0.05, and the null hypothesis is accepted.

Hence, it is concluded that there is no relationship between the length of residence at the destination of residents and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar.

8.6 Opportunities for Local Residents

Tourism can provide several opportunities for local communities. It can create jobs, generate revenue, attract investment, promote cultural understanding, boost community pride, and create new opportunities for social interaction and community engagement.

Table 8.16: Opinion about Opportunities for Local Residents

Si No	Statements	strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
Economic Opportunity								
EO1	Provides opportunities for Travel Agent, Domestic Tour Operator, Excursion Agents	41	40	32	33	86	96	72
		10.3	10.0	8.0	8.3	21.5	24.0	18.0
EO2	I can generate sufficient income	31	38	50	33	79	58	111
		7.8	9.5	12.5	8.3	19.8	14.5	27.8
EO3	Ticket booking	34	38	29	44	91	68	96
		8.5	9.5	7.3	11.0	22.8	17.0	24.0
EO4	Tourism has generated a market for my handicraft products.	31	49	19	56	94	72	79
		7.8	12.3	4.8	14.0	23.5	18.0	19.8
EO5	Cab rentals opportunities	37	39	15	32	106	83	88
		9.3	9.8	3.8	8.0	26.5	20.8	22.0
EO6	Tourism is a never-ending source of income	36	37	23	35	99	66	104
		9.0	9.3	5.8	8.8	24.8	16.5	26.0
EO7	Bed and Breakfast (Home Stay) Scheme	20	49	36	26	54	78	137
		5.0	12.3	9.0	6.5	13.5	19.5	34.3
EO8	Opportunity to become a Forex agent	34	38	37	33	88	95	75
		8.5	9.5	9.3	8.3	22.0	23.8	18.8
EO9	Opportunity to open Hotel, Motel/ Road Side Facilities, Resort, Guest/Tourist Rest House	31	36	25	46	131	64	67
		7.8	9.0	6.3	11.5	32.8	16.0	16.8
E10	Opportunity to open	34	37	27	47	109	47	99

EO11	Vipassana, Yoga, and Meditation Kendra	8.5	9.3	6.8	11.8	27.3	11.8	24.8
	Opportunity to open Restaurant / Fast Food Centre/food Plaza/Food Court, etc.	30	56	20	49	86	64	95
EO12	To become Photographer	7.5	14.0	5.0	12.3	21.5	16.0	23.8
		43	51	26	36	110	57	77
		10.8	12.8	6.5	9.0	27.5	14.3	19.3
Socio-Cultural Opportunity								
SCO1	Opportunity to get educated	38	54	24	39	88	65	92
		9.5	13.5	6.0	9.8	22.0	16.3	23.0
SCO2	Opportunity to learn a different language	51	45	20	14	85	92	93
		12.8	11.3	5.0	3.5	21.3	23.0	23.3
SCO3	Opportunity to open local performing art Centre	45	43	16	16	77	107	96
		11.3	10.8	4.0	4.0	19.3	26.8	24.0
SCO4	Opportunity to interact with different cultures	41	35	25	25	71	91	112
		10.3	8.8	6.3	6.3	17.8	22.8	28.0
SCO5	I can provide good opportunities for the growth of my family	44	47	25	20	89	76	99
		11.0	11.8	6.3	5.0	22.3	19.0	24.8

Table 8.16 reflects the opinion of 400 local residents about opportunities through Buddhist tourism for local residents, such as employment, education, etc.

For “Economic Opportunity” out of 400 local residents, 96 (24%) respondents were agree for provides opportunities for Travel Agent, Domestic Tour Operator, Excursion Agents, 111 (27.8%) were strongly agree for I am able to generate sufficient income, 91 (22.8%) respondent were somewhat agree for the statement to become ticket booking agent, 94 (23.5%) were somewhat agree for Tourism has generated market for my handicraft products, 106 (26.5%) respondent were somewhat agree for Cab rentals opportunities, 104 (26%) respondent strongly agree that tourism is a never-ending source of income as a great opportunity, 137 (34.3) respondent were strongly agree to start bed and breakfast (Home Stay) scheme, 95 (23.8%) respondent were agree for opportunity to become forex agent, 131 (32.8%) respondent were somewhat agree for opportunity to open Hotel, Motel/ Road Side Facilities, Resort, Guest/Tourist Rest House, 109 (27.3%) respondent were somewhat agree for opportunity to open Vipassana, Yoga and Meditation Kendra, 95 (23.8%) respondent were strongly agree for opportunity to open Restaurant / Fast Food Centre/food

Plaza/Food Court, etc., and 110 (27.5%) respondent were somewhat agree for to become Photographer.

Regarding "Socio-Cultural Opportunity," out of 400 local respondents, 92 (23%) respondents strongly agreed with the opportunity to get educated, 93 (23.3%) respondents strongly agreed with the chance to learn a different language, 107 (26.8%) respondents agreed for the opportunity to open local performing art Centre, 112 (28%) respondents strongly agreed for the chance to interact with different culture, and 99 (24.8%) respondents strongly agreed for I can provide good opportunities for the growth of my family.

Table8.17: Opportunities for local residents (Descriptive Statistics)

Factor	Item	Mean		Std. Deviation	
Economic Opportunity	Provides opportunities for Travel Agent, Domestic Tour Operator, Excursion Agents	4.65	56.92	1.95	12.9
	I can generate sufficient income	4.77		1.97	
	Ticket booking	4.77		1.92	
	Tourism has generated a market for my handicraft products.	4.66		-0.52	
	Cab rentals opportunities	4.83		-0.74	
	Tourism is a never-ending source of income	4.85		-0.66	
	Bed and Breakfast (Home Stay) Scheme	5.07		-0.67	
	Opportunity to become Forex agent	4.72		-0.60	
	Opportunity to open Hotel, Motel/ Road Side Facilities, Resort, Guest/Tourist Rest House	4.68		-0.62	
	Opportunity to open Vipassana,	4.74		-0.54	

	Yoga, and Meditation Kendra			
	Opportunity to open Restaurant / Fast Food Centre/food Plaza/Food Court, etc.	4.69		-0.48
	To become Photographer	4.49		-0.43
Social - Cultural Opportunity	Opportunity to get educated	4.62	23.84	2.01
	Opportunity to learn a different language	4.71		2.09
	Opportunity to open local performing art Centre	4.86		2.05
	Opportunity to interact with different cultures	4.93		2.02
	I can provide good opportunities for the growth of my family	4.72		2.06
				7.67

8.6.1 Economic Opportunities

Table 8.17 show economic opportunities for residents using measurement of mean that top five attributes described as, Bed and Breakfast (Home Stay) Scheme($\bar{x}$ = 5.07, σ = -0.67), Tourism is a never-ending source of income($\bar{x}$ = 4.85, σ = -0.66), Cab rentals opportunities($\bar{x}$ = 4.83, σ = -0.74), I can generate sufficient income($\bar{x}$ = 4.77, σ = 1.97), and Ticket booking($\bar{x}$ = 4.77, σ = 1.92).

8.6.2 Socio-Cultural Opportunities

With the help of Table 8.17 to find out the Socio-Cultural Opportunities of Buddhist tourism for local residents using measurement of mean the top five attributes described as, opportunity to interact with different cultures ($\bar{x}$ = 4.93, σ = 2.02), Opportunity to open local performing art Centre($\bar{x}$ = 4.86, σ = 2.05), I can provide good opportunities for the growth of my family($\bar{x}$ = 4.72, σ = 2.06), Opportunity to learn different language($\bar{x}$ = 4.71, σ = 2.09), and opportunity to get educated($\bar{x}$ = 4.62, σ = 2.01).

8.7 Relationship between Demographic Variables and Opportunities of Buddhist Tourism for Local Residents

8.7.1 Relationship between Gender and Opportunities of Buddhist Tourism for Local Residents

Null H_{03} :

“There is no relationship between the gender of residents and the opinion regarding opportunities for local residents for Buddhist tourism.”

A t-test was applied to test this null hypothesis (H_{03}), and the result is shown in Table 8.18.

Table 8.18: Relationship between Gender and Opportunities (t-test)

Gender		Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results
Economic Opportunity	Male	56.09	13.29	-2.50	-1.83	0.07	S.
	Female	58.59	11.96				
Socio-Cultural Opportunity	Male	23.57	7.76	-0.80	-0.99	0.32	S.
	Female	24.37	7.47				
Overall	Male	79.66	15.28	-3.30	-2.07	0.04	N.S.
	Female	82.95	14.47				

Table 8.18 defines the level of significance for overall opportunity less than 0.05 ($p < 0.05$), and the null hypothesis is not supported.

Hence, it is concluded that there is a positive relationship between the gender of residents and the opinion regarding opportunities for Buddhist tourism for local residents.

8.7.2 Relationship between Age and Opportunities of Buddhist Tourism for Local Residents

Null H_{04} :

“There is no relationship between the age of residents and the opinion regarding opportunities of Buddhist tourism for local residents.”

ANOVA was applied to test this null hypothesis (H_{04}), and the result is shown in Table 8.19.

Table 8.19: Relationship between Age and Opportunities

Variables	Mean Square	F	Sig.	Results
Economic Opportunity	446.43	2.70	0.07	S.
	165.05			
Socio-Cultural Opportunity	56.98	0.97	0.38	S.
	58.77			
Overall	206.45	0.91	0.40	S.
	227.41			

Table 8.19 defines the significance level for an overall opportunity greater than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between the age of residents and the opinion regarding opportunities for Buddhist tourism for local residents.

8.7.3 Relationship between Educational Background and Opportunities of Buddhist Tourism for Local Residents

Null H_{05} :

“There is no relationship between educational background of residents and the opinion regarding opportunities of Buddhist tourism for local residents”.

ANOVA was applied to test this null hypothesis (H_{05}), and the result is shown in Table 8.20.

Table 8.20: Relationship between Educational Background and Opportunities

Variables	Mean Square	F	Sig.	Results

Economic Opportunity	98.56	0.59	0.67	S.
	167.15			
Socio-Cultural Opportunity	165.28	2.87	0.02	N.S.
	57.68			
Overall	160.70	0.70	0.59	S.
	227.98			

Table 8.20 defines the significance level for an overall opinion of more than 0.05 ($p > 0.05$), and the null hypothesis is supported. However, the opinion of socio-cultural opportunities has a significance value of less than 0.05 ($P < 0.05$). It means there are different opinions based on educational background about socio-cultural opportunities of Buddhist tourism by local residents.

8.7.4 Relationship between Marital Status and Opportunities of Buddhist Tourism for Local Residents

Null H_{06} :

“There is no relationship between marital status of residents and the opinion regarding opportunities of Buddhist tourism for local residents”.

A t-test was applied to test this null hypothesis (H_{06}), and the result is shown in Table 8.21.

Table 8.22: Relationship between Marital Status and Opportunities

Variable	Gender	Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results
Economic Opportunity	Male	56.48	13.37	-1.65	-1.13	0.26	S
	Female	58.13	11.48				
Socio-Cultural Opportunity	Male	23.96	7.49	0.49	0.56	0.58	S
	Female	23.48	8.16				
Overall	Male	80.44	15.58	-1.17	-0.68	0.49	S
	Female	81.61	13.63				

Table 8.22 defines the significance level for an overall opportunity greater than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between the marital status of residents and the opinion regarding opportunities for Buddhist tourism for local residents.

8.7.5 Relationship between Live Away from the Nearest Tourist Place and Opportunities of Buddhist Tourism for Local Residents

Null H_{07} :

“There is no relationship between live away from the nearest tourist place of residents and the opinion regarding opportunities of Buddhist tourism for local residents”.

ANOVA was applied to test this null hypothesis (H_{07}), and the result is shown in Table 8.23.

Table 8.23: Relationship between Living Away from the nearest Tourist Place and Opportunities

Variable	Mean Square	F	Sig.	Results
Economic Opportunity	46.08	0.27	0.89	S
	167.68			
Socio-Cultural Opportunity	108.04	1.85	0.12	S
	58.26			
Overall	85.57	0.37	0.83	S
	228.74			

Table 8.23 defines the significance level for an overall opportunity greater than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between living away from the nearest tourist place residents and the opinion regarding opportunities for Buddhist tourism for local residents.

8.7.6 Relationship between Length of Residence at the Destination and Opportunities of Buddhist Tourism for Local Residents

Null H_{08} :

“There is no relationship between lengths of residence at the destination and the opinion regarding opportunities of Buddhist tourism for local residents”.

ANOVA was applied to test this null hypothesis (H_{08}), and the result is shown in Table 8.24.

Table 8.24: Relationship between Lengths of Residence at the Destination and Opportunities

Variable	Mean Square	F	Sig.	Results
Economic Opportunity	118.73	0.71	0.55	S
	166.83			
Socio-Cultural Opportunity	50.83	0.86	0.46	S
	58.82			
Overall	272.55	1.20	0.31	S
	226.96			

Table 8.24 defines the significance level for an overall opportunity greater than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that the length of residence at the destination and the opinion regarding opportunities for Buddhist tourism for local residents are separate.

8.8 Opinion about Policy for Local Residents

A tourism policy for residents should balance promoting tourism as an economic driver and ensuring the local community's needs and interests are respected. This section discusses opinions about policy for local residents.

Table 8.25: Opinion about Policy for local residents

Si No	Policy	strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7)						
		1	2	3	4	5	6	7
P1	Policy for promotion of partnerships among local tourist businesses	56	33	19	41	77	71	103
		14.0	8.3	4.8	10.3	19.3	17.8	25.8
P2	Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community	29	34	26	23	110	61	117
		7.3	8.5	6.5	5.8	27.5	15.3	29.3
P3	Policy for co-operation between public and private sector for local tourism development	35	41	19	25	87	73	120
		8.8	10.3	4.8	6.3	21.8	18.3	30.0
P4	Policy for collaboration among public sector units for local	25	32	33	8	80	79	143
		6.3	8.0	8.3	2.0	20.0	19.8	35.8
P5	Policy for improvement of your rural area through improvement in infrastructure	29	33	24	21	88	85	120
		7.3	8.3	6.0	5.3	22.0	21.3	30.0
P6	Policy for the local community of Buddhist tourism initiatives involving decision-making with the bureaucrats, tourism department, etc.	35	35	30	19	64	79	138
		8.8	8.8	7.5	4.8	16.0	19.8	34.5
P7	The policies for improving the basic facilities in your village or rural area, such as safe water, electricity, telephone, safety, and security, are excellent.	31	28	19	22	89	84	127
		7.8	7.0	4.8	5.5	22.3	21.0	31.8
P8	The policy for improving the tourism development activities in your village is receiving continuous financial and technical support from the Government agencies.	38	58	33	43	108	53	67
		9.5	14.5	8.3	10.8	27.0	13.3	16.8
p9	Policy for improvement of	31	36	29	23	93	78	110

	business of rural tourism stakeholders in your village to get the support of governmental/international /national tourism bodies to maintain a constant demand of visitors.	7.8	9.0	7.3	5.8	23.3	19.5	27.5
P10	Policy for providing loans, taxation benefits, and subsidies for local residents who want to start the tourism business.	34	28	23	43	96	82	94
		8.5	7.0	5.8	10.8	24.0	20.5	23.5
P11	Policy for promoting local fairs & festivals by the village authority in your village/rural area to attract tourists	28	38	23	34	81	73	123
		7.0	9.5	5.8	8.5	20.3	18.3	30.8

Table 8.25 shows opinion about policy for local residents to participate tourism business, out of 400 respondents 103 (25.8%) respondents were strongly agree of policy for promotion of partnerships among local tourist businesses, 117 (29.3%) were strongly agree of policy for public sector commitment to minimizing the negative social impacts of tourism on the local community, 120 (30%) respondents were agree of policy for co-operation between public and private sector for local tourism development, 143 (35.8%) respondent were strongly agree of policy for collaboration among public sector units for local, 120 (30%) respondents were strongly agree of policy for improvement of your rural area through improvement in infrastructure, 138 (34.5%) respondents were strongly agree of policy for involve the local community in decision making of rural tourism initiatives with the bureaucrats, tourism department etc., 127 (31.8%) respondents were strongly agree of policy for improvement of the basic facilities in your village/rural area such as safe water, electricity, telephone, safety & security are excellent., 108 (27%) respondents were agree of policy for improvement of the tourism development activities in your village are receiving continuous financial support and technical support from the Govt.

agencies, 110 (27.5%) respondents were strongly agree of policy for improvement of business of rural tourism stakeholders in your village to get the support of governmental/international/national tourism bodies to maintain a constant demand of visitors, 96 (24%) respondents were somewhat agree of policy for provide loans, taxation benefits & subsidies for the rural folks who want to involve small businesses in tourism at rural level by government, and 123 (30.8%) respondents were strongly agree of policy for promotes local fairs & festivals by the village authority in your village/rural area to attract tourists.

Table 8.26: Policy for local residents (Descriptive Statistics)

Policy	Mean	Std. Deviation
Policy for promotion of partnerships among local tourist businesses	4.69	2.10
Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community	5.01	1.89
Policy for co-operation between public and private sector for local tourism development	4.97	1.99
Policy for collaboration among public sector units for local	5.24	1.91
Policy for improvement of your rural area through improvement in infrastructure	5.10	1.90
Policy for the local community of Buddhist tourism initiatives involving decision-making with the bureaucrats, tourism department, etc.	5.08	2.03
The policies for improving the basic facilities in your village or rural area, such as safe water, electricity, telephone, safety, and security, are excellent.	5.18	1.89
The policy for improving the tourism development activities in your village is receiving continuous financial and technical support from the Government agencies.	4.38	1.92
Policy for improvement of business of rural tourism stakeholders in your village to get the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.	4.96	1.92
Policy for providing loans, taxation benefits, and subsidies for the rural folks who want to involve small businesses in tourism at the rural level of government.	4.90	1.86
Policy for promoting local fairs & festivals by the village authority in your village/rural area to attract tourists	5.03	1.93

Table 8.26 shows policy for residents using measurement of mean that top five attributes described as, policy for collaboration among public sector units for local ($\bar{x}=5.24$, $\sigma=1.91$), policy for improvement of the basic facilities in your village/rural area such as safe water, electricity, telephone, safety & security are excellent ($\bar{x}=5.18$, $\sigma=1.89$), policy for improvement of your rural area through improvement in infrastructure ($\bar{x}=5.10$, $\sigma=1.90$), Policy for involve the local community in decision making of rural tourism initiatives with the bureaucrats, tourism department etc. ($\bar{x}=5.08$, $\sigma=2.03$), and Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community ($\bar{x}=5.01$, $\sigma=1.89$).

8.9. Relationship between Demographic Variables and Policy of Buddhist Tourism for Local Residents

8.9.1 Relationship between the Gender of Residents and the Opinion Regarding Policy for Local Residents at Buddhist Circuit in Bihar

Null H_{09} :

“There is no relationship between genders of residents and the opinion regarding policy for local residents at Buddhist Circuit in Bihar”.

A t-test was applied to test this null hypothesis (H_{09}), and the result is shown in Table 8.27.

Table 8.27: Relationship between Genders of Residents and Policy for Local Residents

Variable	Gender	Mean	Std. Deviation	Mean Difference	t	Sig. (2-tailed)	Results
Policy	Male	55.22	10.68	2.08	1.81	0.07	S
	Female	53.14	11.03				

Table 8.27 defines the level of significance for an overall opinion regarding the policy for locals residents as more significant than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between the gender of residents and the opinion regarding the policy for local residents at the Buddhist Circuit in Bihar.

8.9.2 Relationship between Length of Residence at the Destination and the Opinion Regarding Policy for Local Residents at Buddhist Circuit in Bihar

Null H_{10} :

“There is no relationship between the lengths of residence at the destination and the opinion regarding the policy for local residents at Buddhist Circuit in Bihar.”

ANOVA was applied to test this null hypothesis (H_{10}), and the result is shown in Table 8.28.

Table 8.28: Relationship between Lengths of Residence at the Destination and Policy for Local Residents

Variable	Mean Square	F	Sig.	Results
Policy	172.83	1.48	0.22	S
	116.88			

Table 8.28 defines the level of significance for an overall opinion regarding the policy for local residents as more significant than 0.05 ($p > 0.05$), and the null hypothesis is supported.

Hence, it is concluded that there is no relationship between the lengths of residence at the destination and the opinion regarding the policy for local residents at the Buddhist Circuit in Bihar.

**CHAPTER 9: GOVERNMENT POLICY TOWARDS
FOR THE DEVELOPMENT OF
BUDDHIST TOURISM**

CHAPTER 9

GOVERNMENT POLICY TOWARD THE DEVELOPMENT OF BUDDHIST TOURISM

9.1. Introduction

A tourist policy is a set of rules and directives created by a government or other organization to direct the growth and administration of the tourism sector in a specific location. Typically, it includes the aims and objectives for the development of tourism together with the precise steps that will be taken to reach those goals. A tourism policy is a collection of laws, rules, guidelines, directives, development/promotion objectives, and strategies that serve as a framework for decisions made by both individuals and groups that have a direct impact on the long-term growth of the tourism industry and the day-to-day operations of a destination (Goeldner & Ritchie, 2007). The state and its different governmental entities act, set regulations, promote marketing campaigns, and hire different development projects regarding the tourism sector. Policies about tourism can address many other topics, such as:

Destination development: comprises building the infrastructure and services that travelers require, including lodging, transportation, and attractions, in addition to techniques for drawing them in, like marketing and promotion.

Sustainability: Tourism policies should guarantee that the industry grows in a way that is both socially and environmentally sustainable. This entails maximizing tourism's positive effects while minimizing its detrimental effects on the environment and nearby populations.

Cultural preservation: Local cultures may be significantly impacted by tourism. Cultural heritage should be safeguarded and preserved, and tourism should benefit the local community according to tourist policies.

Economic development: By producing income and jobs, tourism has the potential to be a significant engine of economic growth. Tourism policies should

prioritize optimizing the industry's financial gains while guaranteeing an equitable distribution.

Eastern India's Bihar state is the birthplace of Buddhism itself, having been the site of Siddhartha Gautama's enlightenment under the Bodhi Tree in Bodh Gaya, his transformation into the Buddha, and the impetus behind a spiritual revolution that still inspires millions of people today. This rich history has made Bihar a thriving center for Buddhist tourism, drawing visitors worldwide looking for historical immersion, spiritual solace, and cultural immersion. Buddhist tourists from different parts of India and the globe come to Bihar. The tourism policy of India and the Bihar government is to develop Buddhist tourism in Bihar.

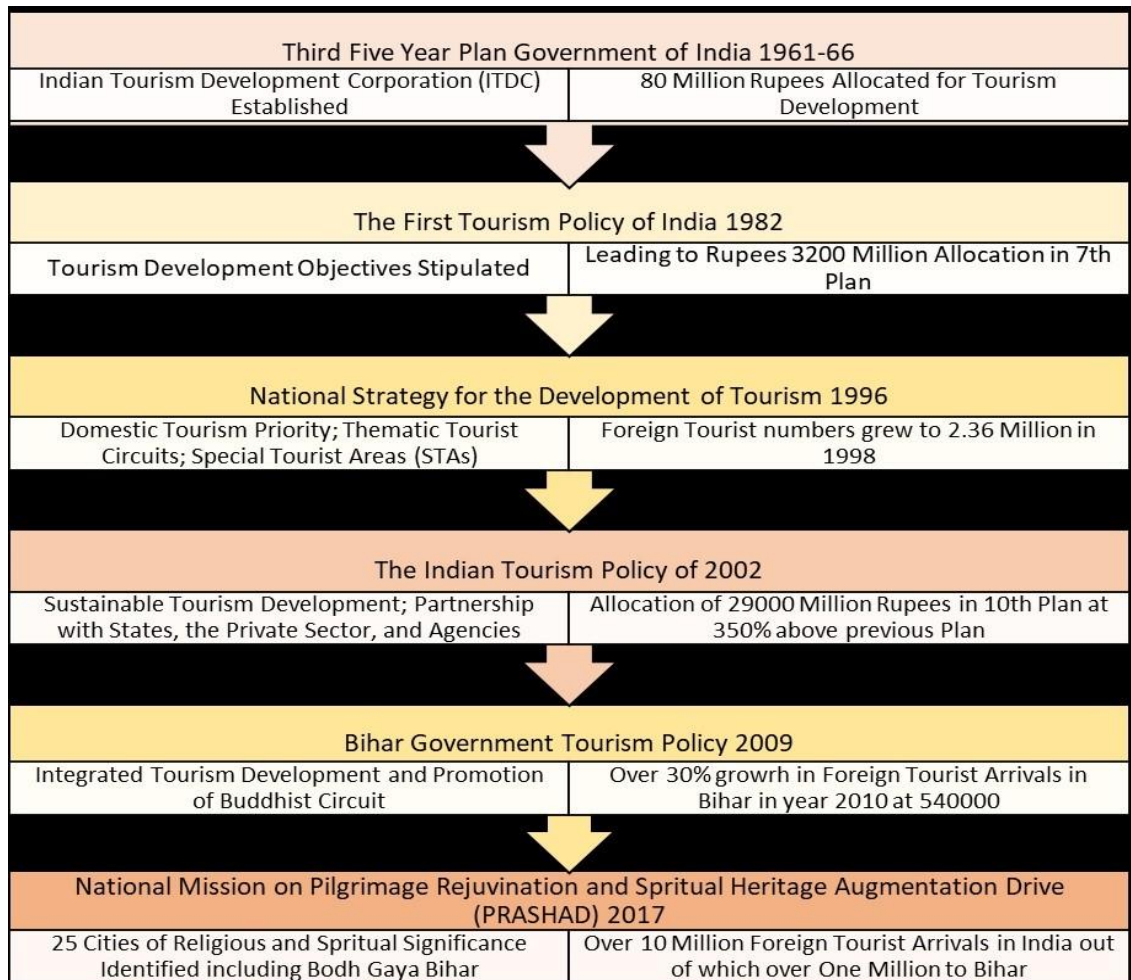


Fig 9.1: Summary of Tourism Policy Initiatives and Implications
Source: (Upadhya et al., 2020)

9.2. Indian Government Policy towards the Development of Buddhist Tourism

With its rich cultural and religious history and diverse natural attractions, India has enormous potential for expansion in the tourist sector despite playing a relatively minor part in the global tourism scene. The Sargent Committee's 1945 report served as the inspiration for the establishment of India's tourism bodies by Sir John Sargent. The Committee suggested establishing a distinct tourism organization in the hub, with regional offices in the major cities. The Ad Hoc Committee, comprised of members from the tourism, transportation, and hotel industries, was established in 1948 by the independent government working through the Transport Ministry. The government has occasionally incorporated travel and tourism planning and development into its five-year plans. The Ministry's duties include planning and programming, public relations and conferences, travel trade, hospitality and lodging, additional lodging and wildlife, market research, and administration. These are examples of both promotional and organizational activities. In 1966, the India Tourism Development Corporation (ITDC) was founded. India has long been acknowledged as a top destination for domestic and foreign travelers seeking a spiritual experience. In light of this, it may be possible to investigate the potential of Buddhist tourism to draw travelers.

Given that Gautam Buddha established Buddhism in this area over 2,500 years ago, India is called the "Land of the Buddha." In ancient India, several Buddhist structures, such as Stupas, Viharas, Chaityas, Pillars, and Rock Edicts, were constructed by Mauryan, Gupta, and Satvahana emperors. Buddhism is the fourth most popular religion in the world, and it is practiced by around 500 million people worldwide.

The central government takes the following initiative for the development of the Buddhist circuit

9.2.1 Swadesh Darshan Scheme

The Swadesh Darshan Scheme was launched in 2014 to create theme-based travel routes nationwide. Under this plan, the Buddhist Circuit program encouraged the

integrated development of sacred Buddhist sites nationwide. Launching its flagship program, "Swadesh Darshan," in 2014–15, the Ministry of Tourism offered financial support to State Governments, UT Administrations, and Central Agencies for the development of tourism infrastructure at several destinations, contingent on funding availability, appropriate project report submission, adherence to program guidelines, and use of previously released funds, among other requirements. Seventy-six projects totaling Rs. 5292.57 crore were approved under designated thematic circuits across 31 States and Union Territories of the nation between 2014–15 and 2018–19. The Ministry of Tourism has planned a Buddhist Circuit Train FAM Tour and Conference set to take place from October 4–8, 2021, to capitalize on the potential of Buddhist tourism. The FAM tour itinerary includes visits to well-known Buddhist sites and conferences in Varanasi and Bodhgaya. About 125 delegates, including travel agents, hoteliers, media representatives, and representatives of state and Ministry of Tourism governments, are expected to attend the event. In addition, some 100 regional tour operators and other tourism and hospitality industry participants will be present at the events in Varanasi and Bodhgaya to discuss the essential topics about the growth and advancement of tourism in the region. The goal of the recently redesigned Swadesh Darshan program, known as SD2.0, is to provide ethical and sustainable travel experiences by focusing on the needs of travelers and locations. The following Buddhist circuits have been identified in five Indian states under the Swadesh Darshan scheme:

Table 9.1: Buddhist Destination under Swadesh Darshan Scheme

Si No	State	Name of Circuit	Name of the Project	Amt. Sanctio ned	Amt. Releas ed	Amt. Utiliz ed	Physic al Status (%)	Implemen ting Agency
1	Andhra Pradesh	Buddhist Circuit 2017-18	Development of: Shalihundam-Bavikonda-Amravati-Anupu	24.14	24.14	24.14	Complete	Andhra Pradesh Tourism Development Corporation
2	Bihar	Buddhi	Development	95.18	93.22	93.22	Complete	Bihar State

		st Circuit 2016- 17	ent of Buddhist circuit- Constructi on of Conventio n Centre at Bodhgaya				ete	Tourism Developm ent Corporatio n
3	Gujar at	Buddhi st Circuit 2017- 18	Developm ent of Junagadh- Gir Somnath- Bharuch- Kutch- Bhavnaga r- Rajkot- Mehsana	26.68	22.28	19.96	Compl ete	Tourism Corporatio n of Gujarat Limited
4	Madh ya Prade sh	Buddhi st Circuit 2016- 17	Developm ent of Sanchi- Satna- Rewa- Mandsaur -Dhar	74.02	72.75	69.08	Compl ete	Madhya Pradesh State Tourism Developm ent Corporatio n
5	Uttar Prade sh	Buddhi st Circuit 2016- 17	Developm ent of Srawasti, Kushinaga r, & Kapilwast u	87.89	72.56	69.82	Compl ete	Uttar Pradesh State Tourism Developm ent Corporatio n (UPSTDC)
6		Waysid e Amenit ies 2018- 19	Developm ent of Wayside Amenities in Uttar Pradesh and Bihar at Varanasi- Gaya; Kushinaga	15.07	14.32	14.16	Compl ete	Hindustan Prefab Limited (HPL)

			r-Gaya-Kushinagar in collaboration with MoRTH					

Source: (MOT, 2024b)

9.2.2 CBSB (Scheme of Capacity Building for Service Providers)

Under this system, the institutions either conduct training at the service providers' location or on their property, utilizing their infrastructures. The faculty and students are heavily used in the case of IHMs and FCIs. Since many service providers are situated close to popular tourist destinations, it is necessary for them to receive training at their place of employment.

The Guidelines will encompass training programs for the following, including creating a certification system:

- i) Skill Development in general for fresh candidates;
- ii) Specialized skill development, including language courses for fresh as well as existing service providers;
- iii) Training of teachers, administrators, and planners;
- iv) Basic Skill up-gradation in general for existing service providers;
- v) Training of Trainers Programmes;
- vi) Awareness Programmes;
- vii) Awareness of tourism benefits/knowledge in the rural areas.

Table 9.2: Central Government Affiliated Institutes of Hotel Management in Bihar

Institute Name & Address	Principal	Telephone/Fax/Email/Website	Courses
Institute of Hotel	Mr. Pulak Mandal	06224-275354 06224-274937	B.Sc. in Hospitality and

Institute Name & Address	Principal	Telephone/Fax/Email/Website	Courses
Management Near Ramashish Chowk Opp. State Circuit House Vaishali, Hajipur, Hajipur Bihar - 844101		06224-276486 (Fax) hajipurihm[at]gmail[dot]com (E-mail) https://www.ihmhajipur.net/	Hotel Administration - Generic • M.Sc. in Hospitality Administration • Diploma in Food Production • Diploma in Food & Beverage Service

Source: (NCHMT, 2023a)

Table 9.3: State Government Institutes of Hotel Management in Bihar (Affiliated by NCHMT)

Institute Name & Address	Principal	Telephone/Fax/Email/Website	Courses
State Institute of Hotel Management Opposite Magadh University, Dobhi Road, Gaya Bihar - 824234	Mr. Dhiman Banerjee	0631-2200156 0631-2200158 ihmbodhgaya[at]gmail[dot]com (E-mail)	• B.Sc. in Hospitality and Hotel Administration - Generic • Diploma in Food Production • Diploma in Food & Beverage Service

Source: (NCHMT, 2023b)

Table 9.4: Indian Institute of Tourism & Travel Management

Institute name	Address & telephone/fax/email/website
Indian Institute of Tourism & Travel Management (Camp), Bodhgaya	OPP. Magadh University Campus Gaya-Dobhi Road, Bodh Gaya (Bihar)-824231

Source:(IITTM, 2023)

Table 9.5: List of University (Buddhist Course) in Bihar

Si No	Name	Address	Recognition Date	Course
1	Nav Nalanda Mahavihara University	Bhikshu Jagadish Kashyap Marg Nalanda-803111, Bihar, India https://www.nnm.ac.in/	1951	Pali, Buddhist Studies, Buddhist Heritage and Tourism Management
2	Nalanda University	Rajgir, Nalanda-803116, Bihar, India https://nalandauniv.edu.in/	2010	Buddhist Studies

Source: (Nalanda University, 2024; Nav Nalanda Mahavihara University, 2024)

9.2.3. World Heritage Site

The government of India applies more Buddhist sites for the reorganization of World Heritage sites (UNESCO) to increase Buddhist tourist inflow. World Heritage sites recognize the following Buddhist sites in Bihar.

Table 9.6: List of World Heritage Sites in Bihar

Si No	Name	Address	Recognition Date
1	Mahabodhi Temple Complex	Bodh Gaya, Bihar, India	June 26, 2002
2	Archaeological Site of Nalanda Mahavihara	Nalanda, Bihar, India	2016

Source: (UNESCO, 2024)

9.2.4. Buddhist Conference

The Ministry of Tourism routinely hosts Buddhist Conclaves and Conferences to highlight India's advantage of having numerous Buddhist sites and to take a fresh approach to the developing field of spiritual tourism. On February 6-7, 2010, an International Buddhist Heritage Conference was held at Nalanda, followed by trips to Bodh Gaya. The conference's subject was "Explore Buddhism in the Land of Origin." From September 29 to October 1, 2012, in Varanasi and Bodh Gaya, the Ministry of Tourism, in partnership with the State Governments of Uttar Pradesh and Bihar, organized the International Buddhist Conclave (MOT, 2014).

Every alternate year, the Ministry of Tourism hosts the Buddhist Conclave, which aims to promote India as a Buddhist destination and to reach critical global markets. The following International Buddhist Conclave dates are November 17, 2021, through November 21, 2021. In the area of branding and promotion, the Ministry has worked on several ongoing projects, such as a web portal, an annual events calendar, a live virtual exhibition at the national museum, social media marketing, and campaigns in essential source markets like Vietnam, Thailand, Japan, South Korea, Sri Lanka, etc.

On April 20, 2023, Prime Minister Shri Narendra Modi officially opened the first Global Buddhist Summit in New Delhi. The Ministry of Culture, in partnership with its grantee body, the International Buddhist Confederation (IBC), will host the Global Buddhist Summit (GBS) from April 20 to 21 at the Ashok Hotel. Speaking at a press conference, he announced that notable Buddhist monks worldwide would come to India for the first time to participate in the summit and that discussions about addressing modern issues using Buddhist philosophy and thought will be covered. Given that Buddhism originated in India, this global summit will highlight the significance and importance of India in Buddhism (Ministry of Culture, 2023).

Additionally, according to Sh. G. Kishan Reddy, this global summit will serve as a platform for strengthening diplomatic and cultural ties with other nations. The Union Minister revealed that approximately 30 countries would send representatives

to this summit, with approximately 171 foreign participants and 150 delegates from Indian Buddhist organizations.

Prominent academics, leaders of the Sangha, and practitioners of Dharma from around the globe are in attendance at the meeting. There are 173 foreign participants, including 84 Sangha members, 151 Indian delegates, including 46 members of the Sangha, 40 nuns, and 65 laypeople from outside of Delhi. More than 30 ambassadors from foreign embassies will be among the almost 200 attendees from the NCR region at the meeting. The delegates will talk about the urgent global concerns of the day and search for the Buddha Dhamma, founded on universal principles, for solutions.

The discussions will fall under the following four themes:

1. Buddha Dhamma and Peace
2. Buddha Dhamma: Environmental Crisis, Health and Sustainability
3. Preservation of Nalanda Buddhist Tradition
4. Buddha Dhamma Pilgrimage, Living Heritage, and Buddha Relics: a resilient foundation to India's centuries-old cultural links to South, Southeast, and East Asian countries.

9.2.5. Dedicated Buddhist Website

The Incredible India website features Buddhist sites, and the Ministry of Tourism has created a specialized website called www.indiathelandofbuddha.in. This website seeks to promote and present the rich Buddhist heritage of India, as well as the essential locations that Buddha himself visited around the nation. It also wants to demonstrate the Buddhist legacy his disciples left behind, including the contemporary monasteries. The website includes many helpful elements that make it more interactive and give users a deeper level of involvement when they travel. This website aims to promote and display India's Buddhist heritage, increase traveler numbers to the nation's Buddhist places, and foster amicable relationships with other Buddhist-interested nations and communities.

9.2.6 Action Plan

To develop a unified strategy for the "Revival of India as a Global Centre of Buddhist Culture and Tourism with Special Focus on Bodhgaya," an action plan has been developed. The Ministry of Tourism has been designated as the nodal Ministry to oversee the implementation of the Action Plan. The Action Plan comprises interventions under four verticals: i) Public Awareness, Communication, & Outreach; ii) Infrastructure and Logistics; iii) Cultural Heritage, Research, & Education; and iv) Connectivity.

9.2.7. Visa Facility

A new Indian Visa (eVisa India), known as the Electronic Indian Tourist e-Visa on Arrival (eVisa India Tourist), was introduced by the Indian government when it first began to change its visa policies. This Visa allowed citizens of a select few countries to apply online for the India Visa on Arrival if they intended to visit the nation as tourists for leisure and sightseeing(www.india-visa-online.org, 2023). Potential tourists can apply for an electronic visa also to avoid the need to visit an Indian embassy. To travel, the Ministry of Tourism has collaborated closely with the Ministries of Home Affairs and External Affairs to relax the nation's visa requirements. The Ministry backed the introduction of the e-Visa program on November 27, 2014, and the e-Tourist Visa that followed. When it was first implemented for 46 nations, inbound tourism significantly increased. Citizens of 165 countries can currently use the e-tourist visa program. Following the outbreak, the government also offered 500,000 free tourist permits. In 2021, the Ministry of Tourism and the Ministry of External Affairs partnered to appoint Tourism Officers in 20 countries whose role is to promote Indian tourism in those nations(PIB, 2023).

Indian Immigration has launched the Tourist Visa on Arrival (TVOA) program under the Visa-on-Arrival category. This program is available to international nationals who are citizens of just 11 countries. Most visa-on-arrival facilities are provided to Buddhist countries. Table 9.6 shows that out of 11 (eleven) countries, 6

(six) are Buddhist countries that avail of the visa-on-arrival facility. These nations specifically consist of the following.

Table 9.7: Visa on Arrival Country and Buddhist Population

SI No	Visa on Arrival Country	Buddhist (%)	No of Buddhist
1	Finland	< 0.1%	< 10,000
2	Japan	36.2%	45,820,000
3	New Zealand	1.6%	70,000
4	Cambodia	97.9%	13,690,000
5	Singapore	33.9%	1,730,000
6	Luxembourg	< 0.1%	< 10,000
7	Vietnam	16.4%	14,380,000
8	Philippines	< 2%	1,861,600
9	Laos	66.1%	4,100,000
10	Indonesia	0.8%	2,062,150
11	Myanmar	89.9%	38,410,000

Source:(Pew Research Center, 2012; *Tourist Visa on Arrival (TVOA) Scheme*|

National Portal of India, 2024)

9.2.8. Indian Railway

To attract Buddhist tourists, the Indian railway started the **Mahaparinirvan express** train through IRCTC on March 28, 2007. The total tour takes eight days and seven nights. The voyage visits many significant Buddhist pilgrimage sites, including Lumbini, the site of his birth; Bodhgaya, the site of his enlightenment; Sarnath, the site of his first teaching; and Kushinagar, the site of his attainment of Nirvana. The tickets are booked through a particular dedicated IRCTC website, i.e., <https://www.irctcbuddhisttrain.com>.



Map 9.1 Buddhist Circuit Tourist Train Route

Source: (IRCTC, 2023)

9.2.9. Look East Policy

The Look East Policy, also known as the Act East Policy, is an Indian foreign policy initiative to strengthen India's economic and strategic ties with Southeast and East.



Map 9.2: Association of Southeast Asian Nations

It was launched in 1991 by then-Prime Minister Narasimha Rao as a shift away from India's historical focus on South Asia and the West. The Act East Policy,

formerly the Look East Policy, has had a significant, if complicated, influence on Buddhist travel to India.

Below is a summary of the favorable and complex features:

9.2.9.1 Enhanced Development Focus: The policy prioritizes expanding India's Buddhist circuit, which includes important pilgrimage destinations like Sarnath and Bodhi Gaya. This entails spending on facilities, communication, and infrastructure to facilitate and ease travel for Buddhist travelers.

9.2.9.2 Enhanced Cultural Ties: The policy strongly emphasizes cultural diplomacy, enhancing India's ties with Southeast Asian nations where Buddhism is the predominant religion. This translates into festivals, cultural exchange initiatives, and teamwork to conserve Buddhist legacy, create a sense of community, and draw visitors.

9.2.9.3 Promotion of Northeast India: The policy acknowledges the region's strategic location bordering Southeast Asia as well as its rich Buddhist past. The construction of a trilateral highway between Manipur and Thailand is one initiative that will not only facilitate pilgrim access but also increase regional trade and tourism.

9.2.9.4 Reviving Buddhist Sites: Southeast Asian countries have helped to revitalize Nalanda University, a historically significant hub of Buddhist scholarship. This draws academics and students, enhancing the tourist experience on an intellectual and spiritual level.

9.2.9.5 Tourist Information Centre

A tourist information center (TIC) is a physical location or online resource that provides visitors with information about a particular tourist destination. They are typically staffed by knowledgeable locals who can answer questions about attractions, transportation, accommodation, dining, and events. TICs can also provide maps, brochures, and other printed materials. Ministry of Tourism opens tourist information

centers across the country and internationally. The Ministry of Tourism runs the following overseas tourist information centers:

Table 9.8: India Tourism Overseas Offices

Si N o	Touris m Offices	Address	Jurisdiction
1	India tourism Beijing	Unit 709, 7th Floor, East Tower, Twin Towers, B-12, Jianguomenwai Avenue, Chaoyang District, Beijing Tel: 0086-10-6568-6294, Fax: 0086-10-6586-8594 India tourism.beijing[at]yahoo[dot]com	Mainland China, Hong Kong, Macau and Mongolia.
2	India tourism Frankfur t	60311 Friedenstrasse 2, Frankfurt/Main, Germany, Tel: 49-69- 24294927,24294928,24294915,24294916,242 94912 Fax: 49-69-24294977 accts[at]india-tourism[dot]com	Austria, France, Germany, Italy, Malta, Portugal, Spain and Israel.Scandinavian & Nordic countries: - Denmark, Finland, Iceland, Norway and Sweden.
3	India tourism Tokyo	Ginza KM Building 8floor, 8-14-5, Ginza, Chuo-ku Tokyo-104-0061, Tokyo Tel: +81-3-3544-5061/3544-5063, Fax: +81-3-6264-3388 Padmini.brahma[at]nic[dot]in indtourt[at]smile[dot]ocn[dot]ne[dot]jp	Japan, North & South Korea, and Taiwan.
4	India tourism Singapor e	20 Kramat Lane, #01-01 United House, 228773, Singapore Tel: 65-6235-3800, Fax: 65-6235-8677 indiatourism[dot]sg[at]gov[dot]in gd[dot]bairwa[at]nic[dot]in	Brunei, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar , Philippines,Singapo re, Thailand, Vietnam, Australia, New Zealand, Fiji and the Pacific islands.
5	India tourism London	High Commission of India, India House, Aldwych London WC2B4NA, United Kingdom, London Tel: 44 20 7437 3677, Fax: 44 20 88341112	Belgium, Ireland, Luxembourg, Netherlands and UK.

6	India Tourism New York	1270 Avenue of the Americas, Suite 303, New York, 10020, USA., New York Tel: 212-586-4901, 212-586-4902, 212-586-4903, Fax: 1 212-582-3274	USA, Canada, Greenland, Central & South America and Caribbean Islands.
7	India tourism Dubai	Post Box 12856, NASA Building, Al-Maktoum Road, Deira, Dubai, UAE., Dubai, Tel: 971-4-2274848, 2274199, Fax: 971-4-2274013 indiatourism[dot]dubai[at]gov[dot]in	Bahrain, Egypt, Iran, Iraq, Jordan, Kingdom of Saudi Arabia, Kuwait, Lebanon, Qatar, Syria, Turkey, Cyprus, UAE, Yemen and Africa.

Source:(MOT,2024a)

Note: Red colored name shows Buddhist country

Table 9.8 shows that Indian tourism offices are run overseas by India's, Ministry of Tourism to facilitate information about tourism inquiries. The red-colored name shows a Buddhist country. The policy of the Ministry of Tourism is to run tourism offices in all significant Buddhist countries to enhance Buddhist tourism.

9.2.10. Draft National Tourism Policy 2022

The Draft National Tourist Policy 2022 provides a foundation for the responsible and sustainable expansion of India's tourist industry. The policy was created by the Ministry of Tourism using current events as a basis. In 2002, the Indian government first unveiled its New Tourism Policy. The 7-S Mantra serves as the foundation for the policy: Sahyog (co-operation), Sanrachnaa (infrastructure), Safari (cleanliness), Suvidhaa (facilitation), Suraksha (security), and Swaagat (welcome).

9.3. Bihar Government Policy towards the Development of Buddhist Tourism

The Buddhist circuit in Bihar consists of Vaishali, Rajgir, Nalanda, and Bodhgaya. The area is replete with the remnants of monasteries, often called stupa, as Buddhism flourished in ancient Bihar. Given that Siddhartha Gautama is claimed to have gained enlightenment under the Bodhi Tree at Bodh Gaya, the location is revered in Buddhism.

The Bihar government unveiled its tourism policy in 2009 to boost the state's economy and quicken tourism growth in the area, focusing on expanding the state's Buddhist circuit. There are the following strategies for the development of Buddhist tourism:

9.3.1 Enhancing Transport and Connectivity

The government plans to improve connectivity and transportation by connecting Buddhist tourist locations to top-notch highways. Additionally, it has brought in specialized automobiles, unique tourist trains with predetermined routes, and air taxi services for certain circuits.

9.3.2 Establishment of Tourist Security Force

To give visitors to any given tourist destination and Buddhist Destinations a sense of security and to assist them in cooperating with the authorities, the State Government will hire security officers to provide security services. To achieve this, qualified security officers from the private sector will be hired and stationed at several well-known tourist destinations, or a competent and skilled force will be found.

9.3.3 Improving the International and Domestic Marketing of Buddhist Destinations

The Bihar government launched a forceful and aggressive marketing campaign highlighting Buddhist travel sites in the area. The state implemented strategies to set itself apart from competing travel destinations and create a consistent and strong market presence in the travel and tourism sector. To promote Bihar travel spots, it also intends to participate in national and international tourism activities(Upadhya et al., 2020).

9.3.4. Highlighting More Buddhist Destinations

Bihar government is exploring more Buddhist sites other than Bodhgaya, Rajgir, Nalanda, and Vaishali. Bihar government developed Buddha Smriti Park, or Buddha

Memorial Park, on the occasion of the 2554th birth anniversary of Buddha. The revered Bodhi tree has two saplings: one was imported from Bodh Gaya and the other from Anuradhapura in Sri Lanka. On May 27, 2010, the Tibetan spiritual leader, Dalai Lama, inaugurated Buddha Smriti Park(PTI, 2010).

9.3.5 Enhancing and Expanding Lodging, Dining, and Recreational Amenities

To provide upscale services to domestic and foreign travelers, the government started a project to construct affordable five-star hotels in the state's most popular tourist locations.

9.3.6 Establishment and Encouraging Institutions for Human Resource Development

To build a pool of skilled workforce for the hospitality and travel and trade industries, establish Hotel Management Institutes, Food Craft Institutes, and Travel and Trade Institutes. Training programs for guides, particularly those who speak foreign languages, will be implemented to meet the demand for knowledgeable guides who can communicate in multiple languages at all tourist destinations. Additionally, as part of the Government of India's "Capacity Building Programme," short-term training sessions will be provided for all tourism stakeholders, including police, customs, immigration, and taxi drivers.

Table 9.9: List of University/Institute run Tourism and Hospitality Course

Si No	University/Institute Name	Address	Course
1	State Institute of Hotel Management, Bodhgaya	Opposite Magadh University, Dobhi Road, Gaya Bihar – 824234 https://www.ihmbodhgaya.com/	• B.Sc. in Hospitality and Hotel Administration - Generic • Diploma in Food Production • Diploma in Food & Beverages Service
2	Magadh University, Bodhgaya	Bodhgaya-824234, Bihar, India https://magadhuniversity.ac.in/	• Hotel Management Course • Buddhist Studies • Pali and Prakrit • Foreign Language and

			Cultural Co-operation
3	Nalanda Open University, Nalanda	Open Badgaon, Nalanda-803111, Bihar, India Http://www.nou.ac.in	• Certificate Course in Pali • Certificate course in Prakrit • B. A (Hons.) in Tourism • Certificate Course in Buddhist Studies
5	Chandragupt Institute of Management, Patna	Mithapur Institutional Area Patna-8000001, Bihar, India https://www.cimp.ac.in	• International Centre for Tourism and Hospitality Research

Source: (CIMP, 2024; IHM, 2024; MU, 2024; NOU, 2024; VKSU, 2024)

9.3.7 Organized Buddhist Mahotsav

Bihar government organized Buddhist Mahotsav and festivals to enhance Buddhist Tourism.

Table 9.10: Buddhist Mahotsav

Si No	Name of Festival	Destination	Duration
1	Rajgir Mahotsav	Mela Ground, Rajgir, Bihar, India	November 30 to December 2, 2023
2	Bodh Mahotsav	Kalchakra Ground, Bodhgaya, Bihar, India	January, 27-29 2023

Source: (DOT, Bihar, 2024)

Positive tourism policies that influence the growth of tourism facilities appear to be associated with the rise of visitors to Bihar's Buddhist tourism attractions. Over the past 50 years, the union and state governments of India and Bihar, respectively, have developed and implemented tourism strategies that have been instrumental in drawing religious travelers from all over the world to the Buddhist sites in Bihar. To encourage Buddhist tourism, the state of Bihar still needs stronger laws and marketing.

CHAPTER 10: DISCUSSION OF THE RESULTS

CHAPTER 10

DISCUSSION OF THE RESULTS

10.1 A Brief about the Research Study

The researcher has conducted a mixed type of research study to evaluate the variables that affect tourist (Domestic and Foreign) problems during trips, Buddhist pilgrimage resources of Bihar, problems faced especially for foreign tourists, socio-economic profile of tourists, growth, and importance of tourism in Bihar. Additionally, the study of the Opportunity and importance of tourism policy for residents to boost tourism industries in Bihar is another goal of this study. Conveniently, the researcher gathered relevant data for this study and used statistical methods to examine it. In addition, the appropriate secondary data were also collected and reviewed to assess tourist goals, policies, and financial investments made in different Bihar tourism projects.

10.2 Significance of the Study

Tourism is a people-focused industry that has become a worldwide phenomenon. India is the birthplace of many religions and has numerous internationally renowned holy landmarks. As a result, it offers fantastic chances for religious tourism. Bihar has a very promising future for religious tourism because there are so many sacred places. Therefore, religious tourism in Bihar has a bright future and enormous potential. However, despite the State's awareness of interest in religious tourism, it must be sufficiently promoted. For this newly developed kind of tourism to flourish and increase, more resources are required, and more safety and security measures must also be implemented. The tourist sector in Bihar is still in its infancy but has the potential to increase, making a significant socio-economic contribution to the State. Bihar is lucky for Buddhist tourism because most destinations are related to Buddha, including Bodhgaya (Where Buddha enlightenment was held), in Bihar. The study of Buddhist tourism in Bihar is significant for its historical, religious, cultural, academic, and socio-economic contributions. It helps preserve cultural heritage, promote

religious understanding, generate tourism revenue, generate employment, and contribute to scholarly Research and international relations.

10.3 Objective of the Study

The study primarily evaluates the problems, opportunities, and factors that attract Buddhist tourism to Bihar. The following objectives were considered during the study.

1. To analyze the growth of Buddhist tourism in Bihar.
2. To examine the importance of the tourism industry in the study area.
3. To study the socio-economic and demographic profile of Buddhist tourists.
4. To assess the problems of Buddhist tourism and its opportunities.
5. To identify the factors responsible for Buddhist tourism attractions.
6. To study various government policies for the development of Buddhist tourism.

10.4 Hypothesis of the Study

For the subsequent research work, hypotheses are formulated to explore, evaluate, assess, and measure the tourism potential of Buddhist heritage and its relationship with other attributes.

1. There is no significant relationship between the gender, age, religion, educational background, occupation, or income of the domestic tourists and their opinion regarding the problems faced at the Buddhist circuit destination in Bihar.
2. There is no relationship between the gender of domestic tourists and the opinion regarding problems of medical facilities faced by the Buddhist circuit destination in Bihar.
3. There is no relationship between the income of domestic tourists and the opinion of tax paid during the trip to a Buddhist circuit destination in Bihar.
4. There is no relationship between the gender of domestic tourists and the opinion of policy to be implemented by the government.

5. There is no significant relationship between the nationality, gender, age, religion, educational background, occupation, or income of the foreign tourists and their opinion regarding the problems faced at the Buddhist circuit destination in Bihar.
6. There is no relationship between the nationality and gender of foreign tourists and the opinion regarding problems of medical facilities faced by the Buddhist circuit destination in Bihar.
7. There is no relationship between the income of foreign tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar.
8. There is no relationship between nationality and opinion regarding problems with the services of the Indian Embassy.
9. There is no relationship between nationality and opinion regarding the encashment of foreign exchange.
10. There is no relationship between nationality and opinion regarding problems with airport services.
11. There is no relationship between the nationality and gender of the foreign tourist and the opinion regarding the policy for the development of the Buddhist circuit destination in Bihar.
12. There is no relationship between gender, Length of Residence of residents, and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar.
13. There is no relationship between gender, age, educational background, marital status, living away from the nearest tourist place of residents, Length of Residence at the Destination of residents, and the opinion regarding opportunities for Buddhist tourism for residents.
14. There is no relationship between gender, Length of Residence at the Destination of residents and the opinion regarding policy for residents at Buddhist Circuit in Bihar.

10.5 Outline of the Thesis

The researcher has divided the entire research thesis into the following chapters

Chapter I: Introduction

This Chapter discusses the introduction of the evolution of tourism. This Chapter thoroughly discusses Indian tourism, Bihar tourism, and Buddhist tourism, as well as the significance of the study, scope, objective, and hypothesis. The State of Bihar is crucial for Buddhist tourism because of Buddha's enlightenment in Bodhgaya (Geary, 2009b), Bihar. The numerous roles that Buddhist tourism plays in terms of economic, socio-cultural, and environmental elements, as well as its capacity to offer opportunities for local citizens living in and around the tourism destination, influence the success of Buddhist tourism development in Bihar.

Chapter II: Importance and Growth of Tourism in Bihar

This Chapter discusses the importance of tourism in study area, which depends on several factors. In this regard, we discuss physical settings, demographics, political settings, and economic status, such as fund allocation for tourism purposes, tourism status, infrastructural development, and opportunities. The second phase of this Chapter discusses the growth of Buddhist tourism in Bihar.

Chapter III: Buddhist Destination in Bihar

This Chapter is entitled Buddhist Pilgrimage Resources of Bihar. It thoroughly discusses Bihar's different destinations. Buddha enlightenment in Bodhgaya Bihar, Rajgir was the place where Buddha spent twelve long years in meditation, and the Kalama sutta delivered by Buddha in Kesariya, Vaisali was the place where Buddha first halted after becoming an ascetic. His teachings and travels impacted the establishment of the world's first university, Nalanda, which is part of this research study. The Chapter also discusses the less explored Buddhist destination of Bihar.

Chapter IV: Literature Review:

Chapter three discusses a previous study related to this study. A literature review is an organized investigation to address the researchers' questions about the study's goals. The researcher follows a systematic quantitative literature review. For this purpose, the researcher reviewed 105 research papers published in the top 15 journals.

Chapter V: Research Methodology

This Chapter adequately explains the methodologies used in this research project and describes the chosen method. The Chapter also discusses identifying the opportunities for Buddhist tourism in the Bihar region. It has also been justified to address certain methodology-related concerns. This Chapter discusses the study's many measures to carry out the project and achieve its goals. The study's methodology, sampling strategy, instrument creation, and statistical techniques used for data analysis are all covered in this Chapter, along with the research approach.

Chapter VI: Analysis of Domestic Tourists

This Chapter describes the interpretation, data analysis, and conclusions of domestic tourists, along with a test of hypotheses. The respondents' travel and demographic profiles are displayed, including details about gender, age, marital status, education level, employment, income, who covered the cost of the trip, the primary reason for the visit, the number of people in the travel party, prior visit experience, length of stay, types of vacation packages, country of origin, and information sources.

Chapter VII: Analysis of Foreign Tourists

This Chapter describes the interpretation, data analysis, and conclusions of domestic tourists, along with a test of hypotheses. The respondents' travel and demographic profiles are displayed, including details about gender, age, marital status, education level, employment, income, who covered the cost of the trip, the primary reason for the visit, the number of people in the travel party, prior visit experience, length of stay, types of vacation packages, country of origin, and information sources.

Chapter VIII: Analysis of Local Residents

This Chapter describes residents' interpretation, data analysis, and conclusions, along with a test of hypotheses. The data was collected from 400 local resident respondents through schedules. The respondents' demographic profiles include gender, age, marital status, education level, and income. The data set was appropriately prepared before running any statistical tests, including coding, cleaning, and screening (looking for and handling outliers, missing data, and normalcy).

Chapter IX: Government Policy towards the Development of Buddhist Tourism

Chapter nine is entitled about the different policies that need to be implemented for tourism development in Bihar. This Chapter also sheds light on different prevalent practices of Bihar tourism and what remedies are required for them. These points are vital for tourism development and must be addressed efficiently to promote tourism.

Chapter X: Conclusion, Limitations & Implication

The tenth Chapter, entitled Conclusion, limitation, and implications of the entire research study, highlights the study's key findings. Moreover, it covers a string of recommendations and suggestions. At the end, the list of various references used in the form of a Bibliography and appendices is provided.

10.6 A brief about Tourist, Local Residents, and Tourist Destination

This study primarily divides respondents into two categories: domestic and foreign tourists and local residents. The researcher has conveniently contacted both groups to get relevant data for the study. Selected tourists traveled to Bihar Buddhist tourist locations, while the hosts chosen were those who lived in those Bihar Buddhist tourist destinations. A total of 520 (260 domestic and 260 foreign) tourists and 400 locals served as sample units for this study. The most famous Buddhist tourist sites in Bihar, including Bodhgaya, Rajgir & Nalanda, Vaishali, and Kesariya, were chosen by the researcher to collect data.

10.7 Statistical Tools and Techniques used for this Research

There are following statistical tools and techniques used by researchers to analyze the collected data and test the Hypothesis

- ❖ Descriptive statistics are used to measure the socio-economic and demographic profile of respondents. Frequency distribution and percentage were used for the opinion about problems and awareness of tax structure, medical facility, policy for tourists, issues of getting a visa, problems of encashment of cash services of airports, and also an opinion about the importance of tourism and the Opportunity for local residents.
- ❖ An attempt has been made to identify the factors responsible for Buddhist tourism attractions, and the Garrett Ranking Test has been used to rank the priority.
- ❖ The researcher has applied Independent t-tests to study the opinion about problems of tourists and demographic variables (gender & religion), medical facilities and gender, information related to policy to be implemented by the government and gender, and also to study local residents' importance of tourism and gender, opportunities for local residents and gender and marital status, and opinion regarding policy for local residents and gender.
- ❖ ANOVA test to be applied for an opinion about problems of tourist and demographic variables (age, education, occupation, income) and awareness of tax structure and income, nationality and problems of services of the Indian embassy, encashment of foreign exchange and services on airports. In addition to the local resident's ANOVA test used for the analysis of the importance of tourism and length of residency and Opportunity of Buddhist tourism for local residents and demographic variables (age, education, living away from nearest tourist place, length of residence), opinion regarding the policy for local residents and length of residence.
- ❖ The researcher used Garret's ranking for ranking to visit a Buddhist destination in Bihar.
- ❖ The researcher conducted a factor analysis to determine the underlying factors influencing tourist attractions.

- ❖ Based on the mean score, rank was given to the selected criteria of tourism and opinions regarding problems faced by tourists, the importance of tourism for locals, and opportunities for locals.

10.8 A Brief about Questionnaire

A questionnaire is the main means of collecting quantitative primary data. To get primary data, two sets of close-ended questionnaires were employed. Tourists at particular tourist destinations provided primary data for one set of data collection, whereas the local residents of the chosen locations.

10.8.1 Questionnaire for Tourists

The purpose of the survey for tourist was to gather information about their perceptions and opinions regarding tourism-related factors as well as the problems faced during the tour. As a result, the questionnaire were split into the nine following sections. **Section A** contains the respondents' complete socio-economic and demographic details (Gender, Income, Age, Marital status, Nationality, Educational Qualification, Religion, and Occupation). **Section B** This Section includes their tripographic details (Place to Entry in Bihar, Number of Times of Visit to the Buddhist Circuit in Bihar, Accompanying Persons, Type of Accommodation, Length of stay, Sources of Information on the Buddhist circuit in Bihar); **Section C** contains set of questions for the purpose for Visit the Buddhist Circuit in Bihar, **Section D** contains set of questions which identify the factor responsible for Buddhist tourism attraction, **Section E** contains questions about problem faced by tourist during trip in Buddhist circuit in Bihar (Accommodation Problems, Food Problems, Parking Problems, Transportation Problems, Sanitation Problems, Spot Problems, Guide Problems), **Section F** contains questions about problems of medical facility faced by Buddhist tourist during the trip in Buddhist circuit in Bihar **Section G** contains questions related to opinion about the taxation by tourist. **Section H** includes questions that are helpful to policy formation for Buddhist tourism in Bihar, and **Section I** contains questions about the problems faced by foreign tourists during trips to the Buddhist circuit in Bihar other than the above problems.

10.8.2 Questionnaire for Local Residents

The local resident's questionnaire aimed to analyze the potential for tourism growth and pinpoint the policies for advancing the local populace. There were closed-ended questions in it. There were five sections to it: viz. **Section A** contains the complete demographic profile of the Local Residents (Gender, Income, Age, Marital status, Educational Qualification, and Occupation); **Section B** this Section includes their attachment to tourism (working in tourism a related field, Spouse, parents, sibling or children status, living away from tourist place, local history about Buddha, length of residence, **Section C** contains set of questions regarding importance of Buddhist Tourism (Economic, sociocultural and ecological), **Section D** contains questions about opportunities through Buddhist Tourism (Economics and sociocultural), **Section E** contains questions about government policy that can be impact of life of local residents.

10.8.3 Reliability and Validity of Questionnaire

A reliability test is used to evaluate the dependability and consistency of a measurement tool, like a scale, questionnaire, or test. It is crucial to carry out dependability tests on measurement equipment to make sure that it is delivering reliable and insightful findings. The study used Cronbach's Alpha for the reliability test. Cronbach's Alpha for domestic tourist questionnaire construct Buddhist Tourism Attractions was 0.805, problems were 0.818, Medical Facilities were 0.729, tax structure was 0.817, policy was 0.786, for foreign tourist questionnaire construct Buddhist Tourism Attractions were 0.833, problems were 0.724, Medical Facilities were 0.728, tax structure was 0.766, policy was 0.745, for local resident's questionnaire construct importance was 0.816, Opportunity was 0.758 and policy was 0.711.

To ensure the questionnaire's content was valid, the researcher spoke with several academics, researchers, and specialists in marketing, tourist management & hospitality, and scholars. They provided guidelines on how the questionnaire items and layout should be reworded. Before the questionnaire was given out, the researcher also carried out a pilot study to gather information from the actual sample group.

10.9 Major Findings

Through discussions with tourists and local residents and trips to various locations, the researcher highlighted the diverse facets of tourism in Bihar, a Buddhist destination. The following explains a few of the study's most notable findings.

Table 10.1: Summary of the Hypotheses Tested

Hypothesis Related to Foreign Tourist									
Problems Faced by Domestic Tourist									
Hypothesis	Accommodation	Food	Parking	Transportation	Sanitation	Spot	Guide	Safety & Security	Overall
There is no relationship between gender of domestic tourist and the opinion regarding problems faces by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
There is no relationship between the age of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
There is no relationship between the religion of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."	S	S	S	S	S	S	S	S	S
There is no relationship between educational background of domestic tourist and the opinion regarding problems faced	NS	NS	S	S	S	S	S	S	S

by the Buddhist circuit destination in Bihar									
There is no relationship between the Occupation of domestic tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
There is no relationship between the income of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	N S	N S
Medical Facility Problems Faced by Domestic Tourist									
Hypothesis	Availability of Doctors		Qualified Doctors		Medical Shop		Medicine		Overall
There is no relationship between the gender of domestic tourists and the opinion regarding the problems of medical facilities faced by the Buddhist circuit destination in Bihar	NS		NS		NS		NS		N S
Opinion of Tax by Domestic Tourist									
Hypothesis	Luxury Tax		Expenditure Tax		Entry Fee of Monuments		Tourist Vehicle Tax		Overall
There is no relationship between the income of domestic tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar	S		NS		NS		NS		N S
Opinion about Government Policy by Domestic Tourist									

Hypothesis	Signboard in Your Language	QR Code (Information on Monuments)	Tourist Security Force to be well trained	Hi-tech Tourist Information Centre	Tourist Security Force Trained to Speak Your Language	Apply The cyclopean wall of Rajgir to be World Heritage site	Website of Indian Tourism & Bihar Tourism to be attractive	Special Train for Buddhist Circuit	Overall
There is no relationship between gender of domestic tourist and the opinion of policy to be implemented by government	NS	NS	NS	NS	NS	NS	NS	S	NS
Hypothesis Related to Foreign Tourist									
Problems Faced by Foreign Tourist									
Hypothesis	Accommodation	Food	Parking	Transportation	Sanitation	Spot	Guide	Safety & Security	Overall
There is no relationship between the nationality of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	NS	S	S	S	S	S	NS	S	S

There is no relationship between gender of foreign tourist and the opinion regarding problems faces by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
There is no relationship between the age of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	NS	S	S	S	S	S
There is no relationship between the religion of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar."	S	S	S	S	S	S	NS	S	S
There is no relationship between educational background of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
There is no relationship between the Occupation of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	NS	S	S	S	S	NS
There is no relationship between the income of foreign tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar	S	S	S	S	S	S	S	S	S
Medical Facility Problems Faced by Foreign Tourist									
Hypothesis	Availability of Doctors	Qualified Doctors	Medical Shop	Medicine	Overall				
There is no relationship between nationality and the opinion regarding problems of medical facility faced by	NS	S	S	S	NS				

foreign tourist at the Buddhist circuit destination in Bihar									
There is no relationship between the gender of foreign tourists and the opinion regarding the problems of medical facilities faced by the Buddhist circuit destination in Bihar	S	S	S	S	NS				
Opinion of Tax by Foreign Tourist									
Hypothesis	Luxury Tax	Expenditure Tax	Entry Fee of Monuments	Tourist Vehicle Tax	Overall				
There is no relationship between the income of foreign tourists and the opinion of tax paid during the trip to the Buddhist circuit destination in Bihar	NS	NS	NS	NS	NS				
Opinion about Government Policy by Foreign Tourist									
Hypothesis	Signboard in Your Language	QR Code (Information on Monuments)	Tourist Security Force to be well trained	Hi-tech Tourist Information Centre	Tourist Security Force Trained to Speak Your Language	Apply The cyclopean wall of Rajgir to be World Heritage site	Website of Indian Tourism & Bihar Tourism to be attractive	Special Train For Buddhist Circuit	Overall
There is no relationship between nationality and the opinion regarding policy for the development of Buddhist circuit destination	S	S	S	NS	NS	S	NS	NS	S

in Bihar									
There is no relationship between gender of domestic tourist and the opinion of policy to be implemented by government	NS	NS	NS	S	S	S	S	NS	NS
Services of the Indian Embassy, Encashment of Foreign Exchange and Services on Airports									
Hypothesis	Results								
There is no relationship between nationality and opinion regarding problems with the services of the Indian Embassy	S								
There is no relationship between nationality and the opinion regarding Encashment of Foreign Exchange	NS								
There is no relationship between nationality and opinion regarding airport services	S								
Hypothesis Related to Residents									
Importance of Tourism									
Hypothesis	Economic	Socio-Cultural		Ecological		Overall			
There is no relationship between gender of residents and the opinion regarding importance of tourism in the Buddhist circuit in Bihar	NS	S		S		S			
There is no relationship between the length of residence at the destination of residents and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar	S	S		S		S			

Opportunities for Local Residents				
Hypothesis	Economic	Socio-Cultural	Overall	
There is no relationship between the gender of residents and the opinion regarding opportunities for local residents for Buddhist tourism	S	S	NS	
There is no relationship between the age of residents and the opinion regarding opportunities of Buddhist tourism for local residents	S	S	S	
There is no relationship between educational background of residents and the opinion regarding opportunities of Buddhist tourism for local residents	S	NS	S	
There is no relationship between marital status of residents and the opinion regarding opportunities of Buddhist tourism for local residents	S	S	S	
There is no relationship between live away from the nearest tourist place of residents and the opinion regarding opportunities of Buddhist tourism for local residents	S	S	S	
There is no relationship between length of residence at the destination and the opinion regarding opportunities of Buddhist tourism for local residents	S	S	S	
Opinion about Policy for Local Residents				
Hypothesis	Policy			

There is no relationship between gender of residents and the opinion regarding policy for local residents at Buddhist Circuit in Bihar	S
There is no relationship between the length of residence at the destination and the opinion regarding the policy for local residents at Buddhist Circuit in Bihar	S

10.9.1 Finding from Primary Data (Domestic Tourist)

- ❖ The finding indicates the demographic profile of the domestic tourists: 63.8% were male, 58.8% were 30 to 60 years old, 75% were married, 92.3% were non-Buddhist, 35.8% were had senior secondary, 22.7% were doing business/professionals, 46% earn up to 50000.
- ❖ According to the trip profiles of the respondents (domestic tourists), Bodhgaya (37.3%) was the most favourable place to enter Bihar; 28.5% of respondents were the first to visit Bihar, 35.8% of respondents were visiting Bihar with family, and 46% of domestic tourists got information through the internet.
- ❖ The primary purpose of most domestic tourists visiting Buddhist destinations in Bihar is to know the historical background of Buddha. The most attractive factors for Buddhist tourism attractions were the Buddha enlightenment in Bodhgaya Bihar, have great historical significance and rich cultural heritage; the Buddha delivered the last ceremony at Vaishali; the Buddha spending a rainy season in Rajgir Bihar; Ruins of the world's largest/oldest Buddhist University in Nalanda.
- ❖ The majority of the tourists have faced transportation problems followed by food problems. A less no of respondents faced spot problems during the trip. Safety and security are the main concerns when traveling anywhere on the globe. Tourists prefer a safe and secure destination to visit. In the Buddhist circuit of Bihar, tourists are given negative responses for safety . In this research findings safety & security of tourists ($\bar{x}$ = 5.292, σ =1.768) were high mean values ,

followed by thieves and robbery ($\bar{x}= 5.288, \sigma=1.715$). Another problem faced by tourists during the trip was the beggar's nuisance ($\bar{x}= 4.181, \sigma=1.887$).

- ❖ The result of t-test indicated that there is no different opinion between gender, religion of domestic tourist and the opinion regarding Accommodation Problems (Availability of Rooms, Proper Boarding Facilities, Room Ventilation, Availability of Power/Electricity, Hotel Staff Behaviour), Food Problems (Price of Food, Quality of Food, Taste of Food, Hygiene condition of food, Restriction of alcohol /liquor), Parking Problems (Space Facility for Parking, Safety and Security of vehicle, Parking Charges, Time Limit for Vehicle Parking), Transportation Problems (Bus Services, Availability of Train Services, Availability of Air Services, Tariff for Taxi, Frequency of Transport, Traffic Jams), Sanitation Problems (Toilets, Cleanliness, Water Facilities, Lighting Facilities), Spot Problems (Entry Fee, Product Prices near Destination, Heavy Rush), Guide Problems (Language Problems, Behaviour of Guides, Availability of Services, High Fees Charged by Guides), Safety & Security Problems (Safety & Security, Thieves and Robbery, Beggars Nuisance).
- ❖ The result of ANOVA indicates that there is no different opinion between age, occupation of foreign tourist and Accommodation Problems (Availability of Rooms, Proper Boarding Facilities, Room Ventilation, Availability of Power/Electricity, Hotel Staff Behaviour), Food Problems (Price of Food, Quality of Food, Taste of Food, Hygiene condition of food, Restriction of alcohol /liquor), Parking Problems (Space Facility for Parking, Safety and Security of vehicle, Parking Charges, Time Limit for Vehicle Parking), Transportation Problems (Bus Services, Availability of Train Services, Availability of Air Services, Tariff for Taxi, Frequency of Transport, Traffic Jams), Sanitation Problems (Toilets, Cleanliness, Water Facilities, Lighting Facilities), Spot Problems (Entry Fee, Product Prices near Destination, Heavy Rush), Guide Problems (Language Problems, Behaviour of Guides, Availability of Services, High Fees Charged by Guides), Safety & Security Problems (Safety & Security, Thieves and Robbery, Beggars Nuisance).

- ❖ Based on the educational background, there is the same opinion regarding Parking, Transportation, Sanitation, Spot, Guide, and Safety & Security Problems except Accommodation and food problems.
- ❖ There are different opinions regarding problems at the Buddhist circuit in Bihar on the basis of income, except Accommodation Problems, food problems, Parking Problems, Transportation Problems, Sanitation Problems, Spot Problems, and Guide Problems.
- ❖ The result was that 58 (22.3) domestic tourists availed of medical facilities during their trips to Bihar. The result shows that the availability of doctors ($\bar{x}$ = 4.24) was the main problem. The result of the t-test indicates that there are different opinions about medical facilities according to the gender of domestic tourists.
- ❖ 64.33% of domestic tourists know about the tax structure. The rank (high to low) of opinion about tax according to the responses given by domestic tourists, the Expenditure tax ranked 1, the Entry fee of monuments ranked 2, the Tourist vehicle tax ranked 3, and the luxury tax ranked 4. ANOVA test indicates that the opinion of domestic tourists about different taxes (Expenditure Tax, Entry Fees of Monuments, Tourist Vehicles Tax), except luxury tax, is influenced by the income of domestic tourists during trips to the Buddhist circuit of Bihar.
- ❖ The descriptive statistics and responses of domestic tourists show all items (Signboards in your language, QR-Information on monuments code, Hi-tech Tourist Information Centre, Tourist security force trained to speak your language, Applying Cyclopean wall of Rajgir to be as a world heritage site, Website of India tourism & Bihar tourism is to be attractive, Special train for Buddhist circuit) related to policy highly recommended to implemented by government.

10.9.2 Finding from Primary Data (Foreign Tourist)

- ❖ People from different nations with diverse cultural backgrounds can visit Buddhist sites. The respondents belong to China, Sri Lanka, Vietnam, Myanmar, Bhutan, Japan, Cambodia, South Korea, Nepal, Mongolia, and the USA.
- ❖ The finding indicates the demographic profile of the foreign tourists, 75.4% were male, 53.4% were 30 to 60 years old, 66.92% were married, 98.08% were

Buddhist, 37.69% had senior secondary, 31.15% were private employees, 40% earned up to \$ 15000.

- ❖ According to the trip profile of the respondents (foreign tourists), Bodhgaya (60.77%) was the most favorable place to enter Bihar. 61.15% of respondents were first visitors to Bihar, 53.46% of respondents were visiting Bihar as part of a group tour, 38.46% of foreign tourists stayed here for four days, 63.46% of foreign tourists liked to stay in hotels, and approximately 96% of foreign tourists got information about Buddhist destinations of Bihar through religious Books.
- ❖ Chanting is the primary purpose of most foreign tourists who visit Buddhist destinations in Bihar. The most attractive factors for Buddhist tourism attraction were Buddha enlightenment in Bodhgaya Bihar, which has a great historical significance and rich cultural heritage; Buddha delivered the last ceremony at Vaishali; Buddha spending a rainy season in Rajgir Bihar and the Ruins of the world's largest/oldest Buddhist University in Nalanda.
- ❖ The result of t-test indicated that “There is no different opinion between gender of foreign tourist and the opinion regarding Accommodation Problems (Availability of Rooms, Proper Boarding Facilities, Room Ventilation, Availability of Power/Electricity, Hotel Staff Behavior), Food Problems (Price of Food, Quality of Food, Taste of Food, Hygiene condition of food, Restriction of alcohol /liquor), Parking Problems (Space Facility for Parking, Safety and Security of vehicle, Parking Charges, Time Limit for Vehicle Parking), Transportation Problems (Bus Services, Availability of Train Services, Availability of Air Services, Tariff for Taxi, Frequency of Transport, Traffic Jams), Sanitation Problems (Toilets, Cleanliness, Water Facilities, Lighting Facilities), Spot Problems (Entry Fee, Product Prices near Destination, Heavy Rush), Guide Problems (Language Problems, Behavior of Guides, Availability of Services, High Fees Charged by Guides), Safety & Security Problems (Safety & Security, Thieves and Robbery, Beggars Nuisance).
- ❖ The result indicates (t-test) that there are no opinions about different problems according to religion except guide problems.

- ❖ The results for medical facilities show that 30 (11.5%) foreign tourists avail of medical facilities during their trip to Bihar. The result indicates that qualified doctors ($\bar{x}= 4.07$) were the main problem.
- ❖ The t-test result indicates that there are different opinions about medical facilities according to the gender of foreign tourists.
- ❖ ANOVA test indicates the different opinions about medical facilities according to the nationality of foreign tourists.
- ❖ 81.15% of foreign tourists know about tax structure. The rank of opinion (high to low) about tax according to the responses given by foreign tourists is the entry fee of monuments ranked 1, luxury tax ranked 2, tourist vehicle tax ranked 3, and expenditure tax ranked 4.
- ❖ ANOVA test indicates that the opinion of foreign tourists about tax (Luxury Tax, Expenditure Tax, Entry Fees of Monuments, Tourist Vehicles Tax) is influenced by the income of foreign tourists during trips to the Buddhist circuit of Bihar.
- ❖ 58.8% of foreign tourists need help getting visas. Foreign tourists have not faced problems encashment of foreign exchange, but foreign tourists have problems at airports.
- ❖ Foreign tourists' opinions regarding the embassy's services and services at airports vary according to nationality. Still, there are different opinions regarding the encashment of foreign exchange.
- ❖ The descriptive statistics and responses of foreign tourists show all items (Signboards in your language, QR-Information on monuments code, Hi-tech Tourist Information Centre, Tourist security force trained to speak your language, Apply Cyclopean wall of Rajgir to be as a world heritage site, Website of India tourism & Bihar tourism is to be attractive, Special train for Buddhist circuit) related to policy highly recommended by foreign tourist to be implemented by government.

10.9.3 Finding from Primary Data (Local Residents)

- ❖ The finding indicates the demographic profile of the local residents: 66.8% were male, 66.5% were 30 to 60 years old, 73.3% were married, 36.5% were educated up to secondary, 31.15% were private employees, 62.8% earned up to 50000.

- ❖ There are fewer local residents involved in the tourism business. Only 18.5% of the resident respondents reported engaging in tourism-related activities, compared to 81.5% who did not involve themselves in tourism activity.
- ❖ 28% of the resident respondents reported their spouse, parents, siblings, or children engaging in tourism-related activities, compared to 72% who did not engage in the tourism business.
- ❖ The researcher collected data within 5 km of the Buddhist circuit destination in Bihar, but most of the residents (35.3%) residing within 1 km of the Buddhist circuit destination in Bihar.
- ❖ The length of residence is essential for the Opportunity for local residents; most of the respondents have resided for more than ten years in the research area.
- ❖ 84.8% local residents know about Buddhist history about the destination.
- ❖ The mean value shows that "Demand for Local products, handicrafts & agricultural products by tourists have benefitted the traditional businesses and the local economy" ($\bar{x}$ = 5.29) is higher than other statements.
- ❖ The t-test result shows no different opinion of importance (Sociocultural Importance, Ecological Importance) except for Economic Importance and gender.
- ❖ It is concluded that there is no relationship between the length of residence at the destination of residents and the opinion regarding the importance of tourism in the Buddhist circuit in Bihar.
- ❖ Tourism can provide several opportunities for local communities. It can create jobs, generate revenue, attract investment, promote cultural understanding, boost community pride, and create new opportunities for social interaction and community engagement. Bed and Breakfast (Home Stay) Scheme ($\bar{x}$ = 5.07), Opportunity to interact with different cultures ($\bar{x}$ = 4.93), Opportunity to open local performing art Centre ($\bar{x}$ = 4.86), Tourism is a never-ending source of income ($\bar{x}$ = 4.85), Cab rentals opportunities ($\bar{x}$ = 4.83) are the top five opportunities for locals.
- ❖ The overall opinion of local tourists about the Opportunities (Economic Opportunity, sociocultural Opportunity) through Buddhist tourism is different by gender, but opinion is the same according to marital status.

- ❖ The opinions regarding age, education, length of residence, living away from the destination of residents, and opportunities for Buddhist tourism for local residents are the same except for sociocultural opportunities and education.
- ❖ The result shows that the top five policies for local residents are described as Policy for collaboration among public sector units for local ($\bar{x} = 5.24$), Policy for improvement of the basic facilities in your village/rural area such as safe water, electricity, telephone, safety & security are excellent ($\bar{x} = 5.18$), Policy for improvement of your rural area through improvement in infrastructure ($\bar{x} = 5.10$), Policy for involve the local community in decision making of rural tourism initiatives with the bureaucrats, tourism department etc. ($\bar{x} = 5.08$), and Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community ($\bar{x} = 5.01$).
- ❖ There is no different opinion regarding the policy implemented by the government for local residents at Buddhist destinations according to gender and length of residence.

10.9.4 Finding from Secondary Data (Bihar)

- ❖ Bihar is a prominent, well-known destination for Buddhist tourism. There are many Buddhist tourist destinations, including Bodhgaya – where Buddha enlightenment; Rajgir – where Buddha stays during the rainy season; Nalanda- an ancient Buddhist university; and Vaishali- which first halted after becoming an ascetic.
- ❖ Bihar, India, holds significant importance in Buddhism as it is the birthplace of Buddhism. While Bodh Gaya, Rajgir and Vaishali are the most famous Buddhist destinations in Bihar, other lesser-known and less-explored places also have historical and spiritual significance like Kesariya, Lauriya Nandangarh, Areraj, Rampurva, Hajipur, Gurpa, Jethian, Kurkihar, Champanagar, Ghosrawan, Indasala cave, Budha Smriti park, Dona Stupa, Vikramshila university, Bhuraha etc.
- ❖ According to the Bihar economic survey 2022-2023, Bihar's growth rate was 11% higher than the national growth rate (8.7%) (Chart-5.1). Hotel and restaurant

were the leading growth subsector (grew by 132%), followed by air transport (grew by 54%) under the service sector (Fig 5.1). The percentage share of hotels and restaurants was 0.9%, followed by air transport at 0.1% in 2021-2022 (Fig 5.2).

- ❖ The tourism sector in Bihar has been growing steadily in recent years. In 2022, the State received a record 25.33 million domestic tourists, a growth of 10.2% over 2021.
- ❖ In Bihar, tourism's total share is 11.99% of Bihar's SGDP and the 11th largest wage earner in revenue, with \$3.13 billion in 2017.
- ❖ There are many projects run by the government of Bihar and the union government with the collaboration of other countries and organisations for the development of tourism in Bihar (Table 5.8 and Table 5.9).
- ❖ The Tourism sector contributed 3.5% to Bihar's SGDP in 2022 and is expected to grow at a CAGR of 6.5% from 2023 to 2028.
- ❖ One hundred one guides, 40 travel agencies, 80 hotels, and 53 restaurants (Table 5.10) are registered with the tourism department. Still, many stakeholders need to be registered to benefit from the tourism industry.
- ❖ The multiplier impact of tourism in Bihar is \$4752 million. This means the effects of the tourism industry on Bihar's economy are \$4752 million.
- ❖ Under the Bihar Investment Promotion Policy 2016, the state government has received a proposal for investment in the tourism sector worth Rs 814.16 crore (67 units) of stage I clearance and is currently working on 19 units worth Rs 149.84 crore.
- ❖ The allocated fund utilization was only 38% (146.90 crores), while the allotted Budget in 2021-2022 was Rs 377.90 crore.
- ❖ Bodhgaya has the highest percentage (39.51%) of foreign tourists then Nalanda (23.36%), Rajgir (23.34%), and Vaishali (13.79%) of total foreign tourist footfall Buddhist destinations in Bihar.
- ❖ The most favorable place (54.58%) visited by domestic tourists was Rajgir, followed by Bodhgaya (20.14%), Vaishali (12.92%) and Nalanda (12.36%).
- ❖ The number of foreign tourists who visited Buddhist destinations (Bodhgaya, Rajgir, Nalanda, and Vaishali) was 685389 (63%), and domestic tourists were

7185129 (21%). The total number of foreign tourists who visited Bihar was 1087971, and domestic tourists were 33621613.

- ❖ Bihar government took the initiative (Enhancing Transport and Connectivity, establishing a Tourist Security Force, Improving the International and Domestic Marketing of Buddhist Destinations, Highlighting More Buddhist Destination, Enhancing and Expanding Lodging, Dining, and Recreational Amenities) for the development of tourism under New Tourism Policy 2009.
- ❖ The state government opened institutions for training to build a skilled workforce (Table 9.10).
- ❖ Bihar government organized Buddhist Mohotsav and festivals (Rajgir Mahotsav, Bodh Mahotsav) to enhance Buddhist Tourism.

10.9.5 Finding from Secondary Data (India)

- ❖ The central government launched the Buddhist Circuit Train FAM Tour and Conference to develop Buddhist tourism under the Swadesh darshan scheme.
- ❖ The central government sanctions many infrastructural projects under the Swadesh darshan scheme (Table 9.1).
- ❖ The central government launched CBSB (Scheme of Capacity Building for Service Providers). Under this system, the institutions either conduct training at the service providers' location or on their property, utilizing their infrastructures in IHM Vaishali, IITTM Bodhgaya, and SIHM Bodhgaya.
- ❖ The government of India applies more Buddhist sites for the reorganization of World Heritage sites (UNESCO) to increase Buddhist tourist inflow. Currently, Mahabodhi Temple Complex Bodhgaya and the Archaeological Site of Nalanda Mahavihara Nalanda are world heritage sites and applied cyclopean wall of Rajgir for recognition of world heritage sites.
- ❖ The central government runs Buddhist courses in Nav Nalanda Mahavihara University Nalanda (Ministry of Culture, Government of India) and Nalanda University Rajgir (Ministry of External Affairs).
- ❖ The central government organized a Buddhist conference. Every alternate year, the Ministry of Tourism hosts the Buddhist Conclave. On April 20, 2023, Prime

Minister Shri Narendra Modi officially opened the first Global Buddhist Summit in New Delhi.

- ❖ The Ministry of Tourism, Government of India, has created a unique website called www.indiathelandofbuddha.in.
- ❖ Ministry of Tourism, Government of India develop action plan for the "Revival of India as a Global Centre of Buddhist Culture and Tourism with Special Focus on Bodhgaya,"
- ❖ The central government introduced a Visa on Arrival for most Buddhist countries (Table 9.8).
- ❖ The Ministry of Railway started a special Buddhist train named Mahaparinirvan Express.
Tickets are booked through a dedicated IRCTC website,
"https://www.irctcbuddhisttrain.com."
- ❖ The Government of India launched the Look East Policy, also known as the Act East Policy, to strengthen its relationship with Buddhist countries.
- ❖ The government of India opened the TIC (Tourist Information Centre) in a Buddhist country.

10.10 Interpretation of Results

The study aimed to explore the growth, problems, prospects, and strategic approaches to enhance Buddhist tourism in Bihar. Bihar, with its rich Buddhist heritage, has immense potential to become a significant destination for Buddhist pilgrims and tourists worldwide. The study focused on identifying key obstacles, assessing potential opportunities, and proposing strategic measures to foster growth in this niche tourism sector.

10.10.1 Growth of Buddhist Tourism

The growth of Buddhist tourism in Bihar has been a significant development over recent year. Bihar, often referred to as the cradle of Buddhism, is home to many sacred Buddhist sites that attract millions of pilgrims and tourists from around the world. Buddha enlightened in Bodhgaya, Bihar(Geary, 2009b).The tourism sector in

Bihar has been growing steadily in recent years. In 2022, the state received a record 25.33 million domestic tourists, a growth of 10.2% over 2021. Notably, in 2020 and 2021, the COVID-19 pandemic severely negatively influenced the worldwide tourism industry, leading to a sharp fall in international Travel and tourism-related economic activity. In 2019, the total number of tourists who visited Bihar was above 35 million. Even in the last ten years, the Growth of Buddhist Tourism has increased. However, the COVID-19 pandemic significantly affected the tourism sector, with an 83.41% decline in international visitors and 71.82% in 2020. This year, international visitor arrivals could reach 80% to 95% of pre-pandemic levels. Table 2.11 and chart 2.2 shows that the number of tourists in the Buddhist destination of Bihar was increasing continuously, and the tourism industry of Bihar was proliferating. However, in 2020, due to the pandemic, this figure has come down (decreased) significantly. The number of tourists was only 1683774, including domestic tourists, which was only 1469149, and foreign tourists, which was 214625. As is evident from the above table, the tourism industry has been destroyed due to the Covid-19 pandemic (Jaipuria et al., 2021). Tourism activities have come to a halt for the last two years. Due to the pandemic, the industry is facing the threat of a financial crisis. Due to this, people currently need to come out of their houses to journey, which has a direct negative impact on the tourism industry itself.

10.10.2 Problems of Buddhist Tourism

Despite the growth and potential of Buddhist tourism in Bihar, several problems need to be addressed to ensure sustainable and inclusive development. These problems span accommodation problems, food problems, parking problems, transportation problems, sanitation problems, spot problems, guide problems, safety & security problems, problems of medical facility, tax problems. The majority of the tourists have faced transportation problems (P. Kumar & Gupta, 2018) discussed the problems faces by tourists/travellers while travelling in India, followed by food problems supports the previous study (Muthulakshmi, 2017; Parsheera, 2006). A less no of respondents faced spot problems during the trip. Safety and security are the main concerns when traveling anywhere on the globe. Tourists prefer a safe and secure destination to visit. In the Buddhist circuit of Bihar, tourists are given negative responses for safety. In this research findings safety & security of tourists ($\bar{x}$ = 5.292,

$\sigma = 1.768$) were high mean values, followed by thieves and robbery ($\bar{x} = 5.288$, $\sigma = 1.715$). Another problem faced by tourists during the trip was the beggar's nuisance ($\bar{x} = 4.181$, $\sigma = 1.887$). This finding, however, was consistent with previous findings (Agrawal et al., 2010b; Amir et al., 2015; Sardar et al., 2020; Wilks, 2006; Zou & Zhu, 2020). There is no relationship between the gender, age, religion, educational background and occupation of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar but the significant relationship between the income of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar. In the terms of foreign tourist there is no relationship between the gender, age, religion, educational background and occupation of domestic tourists and the opinion regarding problems faced by the Buddhist circuit destination in Bihar, but there is no relationship between the Occupation of foreign tourist and the opinion regarding problems faced by the Buddhist circuit destination in Bihar.

The demand for sufficient medical facilities designed with visitors in mind is growing as more people explore the Buddhist destination in Bihar. In addition to improving travellers' experiences, ensuring that they have access to high-quality healthcare services is essential to preserving the security and goodwill of popular tourist locations. There are 58 domestic and 30 foreign tourist avail medical facility. The result shows that the availability of doctors ($\bar{x} = 4.24$) was the main problem, and the availability of medical shops ($\bar{x} = 3.60$) was not a problem rating given by domestic tourists (Parsheera, 2006). The opinion of domestic tourist according to gender were significantly different regarding the problems of medical facilities in Bihar and the opinion of foreign tourist according to nationality and gender were significantly different regarding the problems of medical facilities.

Tax is another important cause to affect tourist footfall in any destination. Taxes have a big influence on tourism, and depending on their kind, level, and perceived fairness, they can either encourage or discourage travelers. Destinations can effectively control the impact of taxes on tourist foot traffic by enacting diverse tax policies, investing in quality, collaborating on marketing campaigns, maintaining open lines of communication, and routinely examining tax structures. The opinion of

domestic and foreign tourist significantly different between income and tax paid during the trip to the Buddhist circuit destination in Bihar.

Problems with embassy services, foreign exchange encashment, airport services, and other service-related concerns all have an impact on the number of foreign tourists that arrive and therefore hinder the growth and reputation of India's tourism industry as a whole. The finding of the research suggests 58.8% of the participants expressed difficulty obtaining an Indian visa, 22.8% of respondents strongly disagreed with the problem about the services of the Indian embassy, 26.5% of respondents strongly disagreed with the problem of encashment of foreign exchange, 14.2% of respondents strongly disagreed with the problem of airport services. The opinion of foreign tourist is not relationship according to nationality and opinion regarding problems with the services of the Indian Embassy. There is relationship between nationality and the opinion regarding Encashment of Foreign Exchange and there is no relationship between nationality and opinion regarding airport services.

10.10.3 Prospects of Buddhist Tourism

Buddhist tourism serves as a catalyst for socio-economic development, cultural preservation, and community empowerment in local communities. By harnessing the economic benefits, preserving cultural heritage, enhancing infrastructure, and fostering social development, Buddhist tourism enriches the lives of local residents while promoting global understanding and harmony. Sustainable practices and inclusive strategies are key to maximizing the positive impacts of tourism while safeguarding the well-being and aspirations of future generations in Buddhist heritage regions. The findings suggest there is no relationship between gender and length of residence of residents and the opinion regarding importance of tourism in the Buddhist circuit in Bihar.

Locals benefit greatly from tourism in many parts of the world by using their natural surroundings, cultural heritage, and distinctive customs to create jobs, promote community growth, and improve quality of life. This thesis examined the various benefits that tourism provides for locals, placing a focus on social development, cultural preservation, and economic empowerment. The finding suggests there is significant relationship between the gender of residents and the opinion regarding

opportunities for local residents for Buddhist tourism and there is no relationship between the age, educational background, marital status, live away from the nearest tourist place of residents and length of residency of residents and the opinion regarding opportunities of Buddhist tourism for local residents.

10.10.4 Strategy of Buddhist Tourism

Tourism is a vital sector for economic growth, cultural exchange, and employment generation. The implementation of effective government policies can significantly enhance the tourism experience, ensuring that destinations are attractive, accessible, and sustainable. Understanding tourists' opinions on the policies that governments should implement can provide valuable insights for shaping a robust and visitor-friendly tourism strategy. Information related to policy to be implemented by the government was high, which means respondents agreed to be implemented by the government, the most appropriate policy suggested by foreign and domestic tourist are cyclopean wall of Rajgir to be as a world heritage site, Website of India tourism & Bihar tourism is to be attractive (M. A. Rahman, 2014b), hi-tech tourist information Centre (V. Pandey et al., 2023b), tourist security force trained to be spoken your language (SAE-JENG & Sribayak, 2018), Q.R. (Information on monuments) code (Emek, 2012; Octavia et al., 2019; Tan & Chang, 2011), Tourist Security forces to be well trained, signboard in your language (Datang, 2020; Rambousek, 2005). The finding suggests there is relationship between gender of domestic and foreign tourist and the opinion of policy to be implemented by government and there is no relationship between nationality and the opinion regarding policy for the development of Buddhist circuit destination in Bihar.

The state government and union government implemented different strategy for development of Buddhist tourism like Swadesh darshan scheme, scheme of capacity building for service providers, world heritage site, Buddhist conference, dedicated Buddhist website, action plan, visa facility, Indian railway, look east policy, tourist information centre, Bihar government policy towards the development of Buddhist tourism, enhancing transport and connectivity, establishment of tourist security force, improving the international and domestic marketing of Buddhist destinations, highlighting more Buddhist destinations, enhancing and expanding lodging, dining, and

recreational amenities, establishment and encouraging institutions for human resource development, organized Buddhist Mahotsav etc.

A well-crafted tourism policy for local residents should be inclusive, sustainable, and responsive to community needs and aspirations. By prioritizing promotion of partnerships among local tourist businesses, public sector commitment to minimizing the negative social impacts of tourism on the local community, co-operation between public and private sector for local tourism development, collaboration among public sector units for local, improvement of your rural area through improvement in infrastructure, the local community of Buddhist tourism initiatives involving decision-making with the bureaucrats, improving the basic facilities in your village or rural area, such as safe water, electricity, telephone, safety, and security, are excellent, improving the tourism development activities in your village is receiving continuous financial and technical support from the Government agencies, improvement of business of rural tourism stakeholders in your village to get the support of governmental/international/national tourism bodies to maintain a constant demand of visitors. The research finds top policy suggested by local residents was policy for collaboration among public sector units for local, policy for improvement of the basic facilities in your village/rural area such as safe water, electricity, telephone, safety & security are excellent, policy for improvement of your rural area through improvement in infrastructure , Policy for involve the local community in decision making of rural tourism initiatives with the bureaucrats, tourism department etc., and Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community. The previous study (Aly et al., 2019; Bichler, 2021b; Cañizares et al., 2014; Cavus & Tanrisevdi, 2003; Gao & Wu, 2017; Seki, 2013; Thetsane, 2019; Vieira et al., 2016) finding supported same policy. The findings suggest there is no relationship between gender and length of residents and the opinion regarding policy for local residents at Buddhist Circuit in Bihar. Sustainable tourism policies not only benefit local residents by enhancing their quality of life and economic opportunities but also contribute to the long-term resilience and attractiveness of tourism destinations.

10.11 Suggestions

Based on all the work done, there are a few suggestions that came out from this Research as follows: -

- Bihar's basic tourism infrastructure is in disrepair; the state government must either fix it on its own or cooperate with the federal government or the PPP model to accomplish this. This is a crucial role for the tourism industry, and the state government might ask for international collaboration to enhance things. International funding is available for historical sites to develop their infrastructure; state governments can also use this funding for enhancements.
- Transportation is another problem at Buddhist destinations. Traffic jams and the availability of buses are common problems. The government should sort out these problems. To attract Buddhist tourists, the Indian railway started the **Mahaparinirvan Express** train. The government should start a new train like this.
- The Government of India has already opened tourist information centers in Buddhist countries (China, Singapore, and Japan); it should open at least one in each Buddhist country.
- Bihar government organized Rajgir Mahotsav and Bodh Mahotsav; the government expanded these Mahotsav internationally.
- There are two World Heritage sites in Bihar. These sites are related to Buddha. The government should try to recognize other world heritage sites, such as Cyclopean Wall Rajgir, Vikramshila University Bhagalpur, Barabar Cave, Venu van Rajgir, Buddha Relic Stupa Vaishali, etc.
- Heritage sites must have enough sanitary restrooms and other facilities. Periodic maintenance is also required for these facilities.
- Another aspect that requires consideration is safety and security, as well as thieves and robbery; the state government can enhance this by successfully upholding the status quo of law and order. The state government must employ tourism police at significant locations to ensure visitors' safety and security.
- Beggars Nuisance is another problem at Buddhist destinations in Bihar. The government should take appropriate action.

- Every religious tourism destination ought to have a primary healthcare facility on site to offer basic tiredness and stress alleviation and first aid.
- The state government must build these tourism destinations to international standards. For this reason, the government must create new tourism policies that meet global standards.
- The central government should expand visa-on-arrival facilities for Buddhist countries.
- The lodging available at these locations needs to be more dilapidated. It must be significantly improved, or it will undermine all efforts to increase the State's tourism revenue. The requirements for opening a new hotel must be more accommodating and approachable to enable international hotel chains and new entrepreneurs to open new hotels at these locations.
- Every tourist is likely introduced to local handicrafts and craftspeople during a tour. Local governments are required to set aside sufficient space for stores selling Indian handicrafts, clothes, and traditional goods. Local and national handicrafts will be sold and shown at the locations. The local products should be identified and, after standardization, made available to tourists directly from the local producers. This will directly benefit artisans, farmers, and the locals involved.
- Both domestic and international aviation connectivity needs to be improved in these locations. Newer airports and flights need to be added to this for better results. Connectivity needs to be sufficiently improved to connect these locations with tourist-producing areas. The government can collaborate with the private sector, the central government, or other countries to improve this.
- State governments may levy fees on tourists for administrative purposes, while the Indian government may collect an appropriate administrative charge.
- Many people will be employed by the tourism sector, which will also bring in more money for the government. The government's revenue stream will also benefit from additional taxes, such as corporation taxation.
- There are 1094074 workforces required for the tourism industry since 2025. For this purpose, the Union and the State governments are focusing on opening new institutions or starting tourism-related courses in universities.

- Both governments should go on aggressive campaigns in Buddhist countries. The purpose of visiting the Buddhist circuit in Bihar differed from foreign and domestic tourists. The first purpose of foreign tourists was to chant, and domestic tourists visited to learn about the historical background of Buddha. Governments may plan advertisements according to purpose.
- The government should take the initiative to connect locals with tourism. For this purpose, the government should arrange training, give subsidies for local tourism ventures, involve the local community in the decision-making of tourism initiatives, improve infrastructure, and improve basic facilities.
- Bihar government to ensure the utilization of funds allocated by the Budget for tourism development.
- There are fewer registered tourism stakeholders. For this purpose, governments should take the initiative to generate employment through tourism.
- There are 67 (stage-I clearance) and only 19 operational units until 2022. Governments should make favorable policies to start new tourism ventures.
- Bihar, India, is significant in Buddhism as it is the birthplace of Buddhism. While Bodh Gaya, Rajgir, and Vaishali are the most famous Buddhist destinations in Bihar, there are other lesser-known and less-explored places (Rampurva, Hajipur, Gurpa, Jethian, Kurkihar, Champanagar, Ghosrawan, Indasala Caves, Dona Stupa, Vikramshila University, Bhuraha, and many more) that also have historical and spiritual significance. The government should develop these lesser-known Buddhist destinations.
- To make a tourism policy for the development of Buddhist tourism, the government should create a particular Buddhist Tourism policy.
- The tourists at the Buddhist circuit destination in Bihar were from different countries and spoke different languages. QR-based information for destinations and road indicators in other languages was useful for tourists.

10.12 Conclusion

Given that India is among the most sought-after travel destinations worldwide, the industry's ability to generate foreign money is widely recognized. It is a labor-

intensive, employment-focused business that is poised to lead the globe in these areas. The industry pays well, and it has always been a wonderful place to work. There was a global religious upheaval in the sixth century B.C. During this time, there was widespread spiritual and moral turmoil in society, which prompted reformers worldwide to speak out against the status quo religious system and work to rebuild it from scratch.

After about millennia of existence, the flame that Prince Siddhartha (Gautam Buddha) had lighted sitting on Vajrasana under the Bodhi Tree at Bodh-Gaya could not spread in its homeland, but it survives in the form of universal compassion, ideals of brotherhood, truth, and non-violence, which have been woven into the very texture of Indian thought. Buddhism has grown into a vital force in people's lives. Siddhartha was born in Lumbini (Nepal) and got Nirvana at Kusinagar (U.P.). During his lifetime, he has visited several places in Bihar, including great reminiscences and significant tourist sites. The important tourist sites are Bodhgaya, Rajgir, Vaishali, and Nalanda.

The Research focuses on the Buddhist pilgrimage sites in Bihar according to their growth, problems, prospects, and strategy. Counting upon different countries that follow Buddhism, the number of visitors is very high. Even this growth is minimal as per the efforts implemented by the government. The Buddhist circuit of Bihar needs a new, refreshing tourism policy for Buddhist pilgrimage tourism. While collecting feedback during the Research, there were lots of areas that need improvement like basic infrastructure is insufficient, tourists facing accommodation problems, transportation problems, guide problems, spot problems, sanitation problems, safety and security problems, visa problems, medical problems, problem facing at airports, problems with services of Indian Embassy, and problems of encashment of foreign exchange. The study suggests that the government plans to advertise according to the purpose of visits. Job creation is the foremost Opportunity for residents through Buddhist tourism. It has highly recommended a specific policy for domestic tourists, foreign tourists, and local residents from this Research.

10.13 Limitations

This work has many limitations because it is a pioneering attempt to assess Buddhist tourism's development, issues, prospects, and strategy in the Bihar region. The following are the limits encountered throughout the study's execution:

- There were few secondary sources, and many more were required for this investigation to assess a final outcome. This Research also has some degree of this constraint. Primary data was prioritized to prevent it, and resources were gathered through alternative methods.
- It's possible that the host and some of the tourists' comments were biased and prejudiced.
- Field visits are crucial, and this work was completed to integrate them. In any case, this study had some shortcomings, and the researcher believes this is one area where the work may have some limitations.
- Furthermore, the respondents' "Neutral" response may have impacted the study's findings.
- The cost of doing this kind of job is significantly higher, as the researcher discovered while doing this study. Additionally, there are certain restrictions in this area.

10.14 Scope for Future Studies

The following are some of the scope for further Research

- An analysis of the development and new concerns surrounding Buddhist tourism in Bihar.
- To research the effects of Buddhist travel to Bihar.
- An investigation into the Bihar Buddhist Tourism Service Quality.
- Challenges and Problems in Tourism Management with Particular Reference to Bihar.
- The Issues and Perspectives of Tourism Development in Bihar.
- Generalization of results of this study by using a large sample.

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APPENDIX I

Research Questionnaire

Dear Sir/Madam

I am a Scholar of PhD at School of Hotel Management and Tourism, Lovely Professional University, Punjab. As a part of the course, I am doing research. I invite you to participate in a research study titled ***“A Study of Growth, Problems, Prospects and Strategy of Buddhist Tourism in the Region of Bihar .”***The research aims to discover the problems tourists experience when traveling in the Buddhist circuit in Bihar and give suggestions to the government to solve these problems. The enclosed questionnaire has been designed to collect information related to the study. Your participation in this research project is entirely voluntary. You may decline altogether. Your responses will remain confidential and anonymous and be reported as a collective combined total. No other than the researchers will know your answers to this questionnaire. Please participate in this project; please answer the questions on the questionnaire as best you can. It should take approximately twenty minutes to complete. If you have any questions about this project, please get in touch with the undersigned.

I sincerely thank you for your assistance in this critical endeavor.

Thanking You.

Section A: Socio-Economic Demographic Details

Please mark your response by placing a tick (✓) in the appropriate box.

1. Nationality

a). Indian b). Foreigner

(If you are a foreigner, then write Country Name.....)

2. Gender

- a). Male b). Female
- 3. Age
 - a). 18 -30 b). 30- 60 c). 60 years and above
- 4. Marital Status
 - a). Married b). Unmarried
- 5. Religion
 - a). Buddhist b). Non- Buddhist
- 6. Education Background
 - a). Up to Secondary (Up to Lower Secondary)
 - b). Senior Secondary (Upper Secondary)
 - c). Graduate (Under Graduate)
 - d). Post Graduate (Graduate)
 - 5. Others
- 7. Occupation
 - a). Govt Employee b). Private Employee
 - c) Business/professionals d). Agriculture
 - e) Student e) others
- 8. Monthly Income (\$1= Rs 85)
 - a). Up to Rs 50000 (Up to \$ 5000)
 - b). Rs 50000 – Rs 100000 (U\$ 5000 - \$ 10000)
 - c). Rs 100000 - Rs 150000 (U\$ 10000 - \$ 15000)
 - d). Rs 150000 - Rs 200000 (U\$ 15000 - \$ 20000)
 - e). Rs 200000 and above (\$ 20000 and above)

Section B: Trip Profile of the Respondents

Please mark your response by placing a tick (✓) in the appropriate box.

9. Place to Entry in Bihar

a). Bodhgaya	b). Patna	c). Rajgir
d). Vaishali	e). Nalanda	f). Another city

10. Number of Times of Visit to the Buddhist Circuit in Bihar

a). First Visit	b). Second Visit
c). Third Visit	d). More than Third Visit

11. Accompanying Persons

1. Individually	2. Family
3. Officials	4. Friends
5. Group Tours	

12. How long would like to stay here?

1. 1 day	2. 2 days
3. 3 days	4. 4 days
5. 5 days and More	

13. Where have you stayed?

a). Hotel	b). Dharmasala
c). Resort	d). Monastery

e). No need to Stay

14. Sources of Information

- a). Television
- b). Internet
- c). Newspaper/Magazine
- d). Religious Book
- e). Travel Agent
- f). Friends/Relatives
- g). Government Agencies
- h). Broachers

Section C: Purpose of Visit of the Respondents

Please give the rank (1 to 8) in the appropriate box.

15. Rank the Purpose of Visit of your visit to this place

Si	Purpose	Rank
PU1	Chanting	
PU2	Pilgrimage	
PU3	Historical Background of Buddha	
PU4	Peace and Entertainment	
PU5	Research and Study	
PU6	Purification and Salvation	
PU7	Meditation/ Vipassana	
PU8	Religious Food	

Section D: Factor Responsible for Buddhist Tourism Attraction

The following statements describe the factors responsible for the attraction of Buddhist tourism to the Buddhist Circuit in Bihar on a 7-point Likert scale.

16. Factor Responsible for Buddhist Tourism Attractions

Si No	The factor responsible for Buddhist tourism attractions	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale; where strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), Strongly agree (7).

Tourist Schedule

		1	2	3	4	5	6	7
AT1	Have a great historical significance							
AT2	Have rich cultural heritage							
AT3	Buddha enlightenment in Bodhgaya Bihar							
AT4	Buddha delivered the last ceremony at Vaishali in Bihar.							
AT5	Buddha spends a rainy season in Rajgir Bihar.							
AT6	Ruins of the world's largest Buddhist University in Nalanda							
AT7	Other footprints of Buddha							
AT8	Archeological museums in Nalanda							

Section E: Problems Faced by Tourists at Buddhist Circuit in Bihar

The following statements describe problems faced by tourists at the Buddhist Circuit in Bihar on a 7-point Likert scale.

17. Opinion about Problems Faced by the Buddhist Tourists

Sl.	Problems Faced by the Buddhist Tourists	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7
Accommodation Problems								
PA1	Availability of Rooms							
PA2	Proper Boarding Facilities							
PA3	Room Ventilation							
PA4	Availability of Power/Electricity							
PA5	Hotel Staff Behavior							
Food Problems								

Tourist Schedule

PF1	Price of Food							
PF2	Quality of Food							
PF3	Taste of Food							
PF4	Hygiene condition of food							
FT5	Restriction of alcohol /liquor							
Parking Problems								
PP1	Space Facility for Parking							
PP2	Safety and Security of vehicle							
PP3	Parking Charges							
PP4	Time Limit for Vehicle Parking							
Transportation Problems								
PT1	Bus Services							
PT2	Availability of Train Services							
PT3	Availability of Air Services							
PT4	Tariff for Taxi							
PT5	Frequency of Transport							
PT6	Traffic Jams							
Sanitation Problems								
PS1	Toilets							
PS2	Cleanliness							
PS3	Water Facilities							
PS4	Lighting Facilities							
Spot Problems								
PR1	Entry Fee							
PR2	Product Prices Near Destination							
PR3	Heavy Rush							
Guide Problems								
PG1	Language Problems							
PG2	Behavior of Guides							
PG3	Availability of Services							
PG4	High Fees Charged by Guides							
Safety & Security problems								
PE1	Safety & Security							

Tourist Schedule

PE2	Thieves and Robbery							
PE3	Beggars Nuisance							

Section F: Information Related to Medical Facility at Buddhist Circuit in Bihar

The following statements describe the Medical facility at Buddhist Circuit in Bihar

18. Do you avail of a medical facility?

a) Yes

b) No

19. Opinion about Medical Facilities Problems (*If yes, please put the response*)

Sl.	Medical Facilities Problems	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7
PM1	Availability of Doctors							
PM2	Medical Shops							
PM3	Qualified Doctors							
PM4	Medicines							

Section G: Information Related to Tax

The following statements describe the Tax structure.

20. Are you aware of the tax structure?

a) Yes

b) No

21. Opinion about the Taxation (*If yes, please put the response*)

Sl.	Opinions about the Taxation	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: very high (1), medium high (2), high (3), neutral (4), low (5), medium low (6), shallow (7).						
		1	2	3	4	5	6	7
OT1	High Luxury Tax							
OT2	High Expenditure Tax							

Tourist Schedule

OT3	High Entry Fees of Monuments							
OT4	High Tourist Vehicles Tax							

Section H: Information Related to Policy to be Implemented by the Government

The following statements describe information related to policy to be implemented by the government at the Buddhist Circuit in Bihar on a 7-point Likert scale.

22. Opinion about the policy to be implemented by the government

Sl.	Opinion about the Policy	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7
P1	Signboards in your language							
P2	QR (Information on monuments) code							
P3	Tourist Security forces to be well-trained							
P4	Hi-tech Tourist Information Centre							
P5	Tourist security forces trained to speak your language.							
P6	Apply the Cyclopean Wall of Rajgir to be a World Heritage site.							
P7	Website of India tourism & Bihar tourism is to be attractive.							
P8	Special train for Buddhist circuit							

Section I: Only for Foreign Tourists

The following statements describe problems related to foreign tourists.

APPENDIX II

Research Questionnaire

Dear Sir/Madam

I am conducting a survey on the “**A Study of Growth, Problems, Prospects and Strategy of Buddhist Tourism in the Region of Bihar**” for my Ph.D. (Tourism) Programme at Lovely Professional University. I would be highly grateful if you could share some of your views on the following questions. I am a Scholar of Ph.D. at School of Hotel Management and Tourism, Lovely Professional University, Punjab. As a part of the course, I am doing research. I invite you to participate in a research study titled [Type the company name]”. The enclosed questionnaire has been designed to collect information related to the study. Your views and suggestions will help build Bihar's tourism industry. Your participation in this research project is entirely voluntary. You may decline altogether. The information provided shall be used for academic purposes, and the respondent's identity shall be kept confidential. Please participate in this project; please answer the questions on the questionnaire as best you can. It should take approximately twenty minutes to complete. If you have any questions about this project, please get in touch with the undersigned. I am soliciting your kind co-operation. I remain.

Thanking You.

Section A: Demographic Details

Please mark your response by placing a tick (✓) in the appropriate box.

1. Gender

a). Male

b). Female

2. Age

a). 18 - 30

b). 30 – 60

c). 60 and above

3. Marital Status

Schedule for Residents

- a). Married b). Unmarried

4. Educational Qualification

- a). Up to secondary b). Senior Secondary c). Graduate
d). Post Graduate e). Other

5. Monthly Income of Host Community:

- a). Less than Rs 50000 b). Rs 50000 – Rs 100000
c). Rs.100000 – Rs 150000 d). Rs 150000 – Rs. 200000
e). Above Rs. 200000

Section B: Attachment with Destination

Please mark your response by placing a tick (✓) in the appropriate box.

6. Do you currently work in a tourism-related field?

- a). Yes, b). No

7. Does your spouse, parents, siblings, or children work in tourism?

- a). Yes, b). No

8. Live Away from the Nearest Tourist Place

- a). Within 1km b). 1 to 2 km c). 2 to 3 km
d). 3 to 4 km e). 4 to 5 km

9. Length of Residence at the Destination:

- a). Less than 5 years b). 5-10 years c). More than 10 years

10. How much do you know about the local history of Buddha?

- a). I know a great deal about local history of Buddha
b). I know a little about the local history of Buddha

c). I know practically nothing about the local history of Buddha

Section C: Importance of Buddhist Tourism

The following statements describe the importance of Buddhist tourism for locals on a 7-point Likert scale.

11. Importance of Buddhist Tourism

Si. No.	Importance of Buddhist Tourism	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7
Economic Importance of Buddhist Tourism								
EI1	Buddhist Tourism has created jobs in the Study area.							
EI2	Due to Buddhist Tourism, the basic facilities, infrastructure in the village, and accessibility have improved.							
EI3	Buddhist Tourists like to buy local & handmade products.							
EI4	Buddhist tourists appreciate the skills of the locals and are ready to pay a reasonable amount for their art & craft.							
EI5	The growth in Buddhist tourism has motivated the youth to be involved in tourism-related jobs & activities.							

Schedule for Residents

EI6	Tourists ' demand for local products, handicrafts, and agricultural products has benefitted traditional businesses and the local economy.							
EI7	The scope of Buddhist tourism has encouraged the private player's participation (investment) in the Buddhist areas.							
EI8	Organizations like NGOs and SHGs are supporting the preservation & development of Buddhist tourism initiatives.							
EI9	Some local people earn money by leasing their land & property for tourism purposes.							
Social-Cultural Importance of Buddhist Tourism								
SI1	Buddhist tourism has resulted in more significant positive cultural enrichment & interaction of host and guest.							
SI2	Locals feel proud of their culture when tourists reveal interest in it; thus, the self-esteem and respect of locals are increased.							

Schedule for Residents

SI3	Buddhist tourism has given cultural identity and pride to the place and local community.							
SI4	The Buddhist tourists buy traditional clothes and shawls, preferably made from local materials & local artisans.							
SI5	Buddhist tourism has led to more awareness of the importance of protecting culture.							
SI6	The area's heritage has been protected more since the development of Buddhist tourism.							
SI7	The women of the Buddhist area are participating in tourism activities.							
SI8	Buddhist tourists like to taste the local food.							
SI9	Buddhist tourism has resulted in more excellent co-operation between the locals and a sense of shared history.							
SI10	The local community gives importance to their culture.							
SI11	Improved Quality of Police Protection							
Ecological Importance of Buddhist Tourism								

Schedule for Residents

ECI1	Buddhist tourism has resulted in the preservation of natural resources and the landscape.							
ECI2	Buddhist Tourism has made villages adopt renewable & energy-saving technology.							
ECI3	There is a proper disposable system in place for waste & sewage.							
ECI4	Local people have started protecting their environment, a significant attraction for Buddhist tourists.							
ECI5	Tourism spending has also facilitated the preservation and conservation of the environment.							
ECI6	The local community and local SHGs/NGOs are partnering to protect the environment of the place.							

Section D: Opportunities for Local Residents

The following statements describe opportunities for Buddhist tourism for locals on a 7-point Likert scale.

12. Opportunities for Local Residents

Si No	Opportunities for Local Residents	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale:

Schedule for Residents

		strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7
Economic Opportunity								
EO1	Provides opportunities for Travel Agent, Domestic Tour Operator, Excursion Agents							
EO2	I can generate sufficient income.							
EO3	Ticket booking							
EO4	Tourism has generated a market for my handicraft products.							
EO5	Cab rentals opportunities							
EO6	Tourism is a never-ending source of income.							
EO7	Bed and Breakfast (Home Stay) Scheme							
EO8	Opportunity to become a Forex agent							
EO9	Opportunity to open Hotel, Motel/ Road Side Facilities, Resort, Guest/Tourist Rest House							
EO10	Opportunity to open Vipassana, Yoga, and Meditation Kendra							

Schedule for Residents

EO11	Opportunity to open Restaurant / Fast Food Centre/food Plaza/Food Court, etc.							
EO12	To become Photographer							
Social - Cultural Opportunity								
SCO1	Opportunity to get educated							
SCO2	Opportunity to learn a different language							
SCO3	Opportunity to open a local performing art Centre							
SCO4	Opportunity to interact with different cultures							
SCO5	I can provide good opportunities for the growth of my family.							

Section E: Policy for Local Residents

The following statements describe the policy for locals on a 7-point Likert scale.

13. Policy for Local Residents

Si. No.	Policy for Local Residents	Please read carefully and express your level of disagreement or agreement for each statement by ticking (✓) on the scale: strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), or strongly agree (7).						
		1	2	3	4	5	6	7

Schedule for Residents

P1	Policy for promotion of partnerships among local tourist businesses							
P2	Policy for public sector commitment to minimizing the negative social impacts of tourism on the local community							
P3	Policy for co-operation between public and private sector for local tourism development							
P4	Policy for collaboration among public sector units for local							
P5	Policy for improvement of your rural area through improvement in infrastructure							
P6	Policy for the local community of Buddhist tourism initiatives involving decision-making with the bureaucrats, tourism department, etc.							
P7	The policies for improving the basic facilities in your village or rural area, such as safe water, electricity, telephone, safety, and security, are excellent.							
P8	The policy for improving the tourism development activities in your village is receiving continuous financial and							

Schedule for Residents

	technical support from the Government agencies.							
P9	Policy for improvement of business of rural tourism stakeholders in your village to get the support of governmental/international/national tourism bodies to maintain a constant demand of visitors.							
P10	Policy for providing loans, taxation benefits, and subsidies for local residents who want to start the tourism business.							
P11	Policy for promoting local fairs & festivals by the village authority in your village/rural area to attract tourists							

Thank you for your valuable input, and again, state that the information would not be shared with anyone else.

APPENDIX III

LIST OF PUBLICATION

i) Publication in Journals

S. No.	Title of the Paper	Journal Name	Journal indexing (Scopus/UGC/Web of Science)	ISSN NO/ VOL NO, ISSUE NO
1	Branding of Tourism in Rajgir as a Green Tourism: Visitor's Perceptions	Sport and Tourism Central European Journal (Sport i turystyka)	Scopus	26574322, 7,2
2	Resident's perceptions towards tourism development in Buddha's footsteps in India	Journal of Eastern European and Central Asian Research	Scopus	23288280, 11, 1
3	Blockchain Payment Services in the Hospitality Sector: The Mediating Role of Data Security on Utilisation Efficiency of the Customer	Data	Scopus	23065729, 8, 8
4	Impact of E-learning on the Higher Education Sector during the COVID-19 pandemic through Pedagogy tools: An observational Study	Revista de Educación y Derecho	Scopus	23864885, 27
5	Role of Government to Development of Buddhist Tourism in Bihar	Vidyabharti International Interdisciplinary Research Journal (Special Issue)	Web of Science	23194979
6	To Study the Impact of Social and Economical Life on Buddha Tourism in the Region of Bihar	Shodh Sanchar Bulletin	UGC	22293620, 36, 2
7	Emerging Trends & Challenges of Tourism & Hospitality Sector after Economic Reforms in India	Shodh Sanchar Bulletin	UGC	22293620, 36, 2

ii) Publication in Books/Book Chapters

S. No	Title of the Chapter	Book Title	Name of Publisher	Indexing (Scopus/UGC/Web of Science)	ISBN Number
1	Environment education and insurance awareness - a boon to Indian insurance sector	The Impact of Climate Change and Sustainability Standards on the Insurance Market	John Wiley & Sons	Scopus	97813941-67944
2	Application of metaverse in the hospitality industry	Influencer Marketing Applications Within the Metaverse	IGI Global	Scopus	97816684-88980
3	Metaverse and cultural marketing in hospitality and tourism	Cultural Marketing and Metaverse for Consumer Engagement	IGI Global	Scopus	9781668-483121
4	Challenges and advantages of location-based services in tourism industries	Enhancing Customer Engagement Through Location-Based Marketing	IGI Global	Scopus	9781668-481776
5	Overtourism: Causes, Impacts and Solution	Overtourism as Destination Risk	Emerald	Scopus	978-1-83909-707-2
6	Opportunities and Challenges of Yoga Tourism in India	Hospitality and Tourism: Emerging Practices in Human Resource Management	Emerald		978-81-949793-6-4
7	Social and Emotional Learning: Keys to the Success of E-Learning	Technology-Driven E-Learning Pedagogy Through Emotional Intelligence	IGI Global		9781668-476390
8	Financial Well-being Among Tourism Industries Employees in India	Digital Transformation, Strategic Resilience, Cyber Security and Risk Management	IGI Global		9781804552629

9	Sustainable Development of Bihar Tourism: An Entrepreneurial Opportunity	Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies	IGI Global		9781668-447451
10	Woman's Empowerment: A Continuous Process	Institutions, Resilience, and Dynamic Capabilities of Entrepreneurial Ecosystems in Emerging Economies	Shanlax		
11	Opportunities and Challenges of Yoga Tourism in India	Current Research in Economics, Commerce and Management	Bharti Publication		978-81-949793-6-4
12	Use of Social Media by SMEs in the Tourism Industry	Strengthening SME Performance Through Social Media Adoption and Usage	IGI Global		9781668457702
13	The Impact of Dark Tourism on Local Communities	Dark Tourism	Emerald Publishing Limited		9781837973378
14	Effective Technology for Gender Equity in the Hospitality Business: Global Perspectives	Effective Technology for Gender Equity in Business and Organizations	IGI Global		9798369334355
15	A Conceptual Model for Exploring Innovation in Family Firms: Integration of Socio-emotional Wealth and	In Entrepreneurial Behaviour of Family Firms: Perspectives on Emerging Economies	Emerald Publishing Limited		9781837539352

	Resource-based Theory Perspectives.				
16	Green Labeling and Green Scapes in the Hospitality and Tourism Industry: A Perspective Study of Industrial Employees Attracting Brand Mark of Hospitality Organizations in UT Regions.	Strategic Tourism Planning for Communities: Restructuring and Rebranding	Emerald		978-1-83549-015-0

iii) Publication in Conference proceedings

S. No.	Journal Name	Title of the Paper	ISSN Number, Volume, Issue Number
1	International Applied Social Sciences Congress	Perceived Financial Risk as Moderator of Satisfaction, Destination Image and Revisit Intention	

iv) IPR Details

S. No.	Type of IPR(Patent/copyright/ Design/ Trademark)	IPR Number	Title
1	Copyright	L-128251/2023	The Challenges of Buddhist Tourism and their Opportunities for the Local Resident

APPENDIX IV

LIST OF CONFERENCES

Si No	Date	Paper Name	Name of Confrence	Organiser
1	1-2 Nov, 2019	To Study the Impact of Social and Economical Life on Buddha Tourism in the Region of Bihar	Sustanable Developmental Goals and Management Practices in Tourism & Hospitality Sector	LPU, Punjab
2	12 February 2020	Hospitality management education in India current status and opportunity	National Conference on Emerging Paradigms in Management	Vaish College of Education, Rohtak
3	13-14 March, 2020	Yoga tourism- A new emerging segement of Indian tourism	Future Trends in Tourism and Hospitality Industry	Panjab University, Chandigarh
4	11-12 Feb, 2022	Rebranding of Tourism in Rajgir as a Green Tourism: visitor's perceptions	Sustanable Developmental Goals and Management Practices	LPU, Punjab
5	06-May-22	Role of Technology to Creating New Trends in the Tourism Industries	Hospitality 2.0- Reimagining the Hospitality and Tourism Space held at School Hospitality Management	Auro university, Surat, Gujarat
6	26-27 May, 2022	Local Residents Attitudes and Perception Towards Tourism Development: A case Study of Heritage City Rajgir, India	Reflection on New Tourism and New Normal in Post Covid-19	Central University of Jammu
7	3-4 Feb, 2023	Consumer perception towards WhatsApp as Marketing Tools- A study on Punjab region	Sustainable Developmental Goals and Management Practices	LPU, Punjab
8	13-15 Nov, 2023	Perceived financial risk as a moderator of satisfaction, destination image and revisit intention		University of Malta, Malta Europe

9	27- 29t Feb, 2024	Tourism and Sustainable Development Goals: A Stakeholder Perspective from Bihar	Sustainable Developmental Goals and Management Practices	LPU, Punjab
10	4-5 April,2024	Impact of Local Foods on Revisit Intention of Foreign Tourist in the Buddhist Circuit of Bihar	Culinary Tourism: Nourishing Experience, Enriching Destinations	GNA University, Punjab

APPENDIX V

LIST OF WORKSHOPS

Si No	Date	Paper Name of Workshop	Organiser
1	22-26 June, 2020	National Workshop on Statistical Analysis using SPSS	LPU, Punjab
2	16 July 2022	Basic of Questionnaire Design	Khalsa College for Woman Amritsar

APPENDIX VI

Bihar Tourism Policy 2023: An In-Depth Analysis

Bihar, a state rich in history, culture, and natural beauty, has been striving to carve a significant niche in the tourism sector. The Bihar Tourism Policy 2023 is an ambitious and comprehensive framework designed to harness the state's potential as a prime tourist destination. This policy aims to revitalize the tourism industry by promoting its diverse cultural heritage, historical landmarks, natural landscapes, and spiritual destinations, while simultaneously driving economic growth, generating employment, and fostering sustainable development.

By virtue of Government Order No. 2825, the Department of Tourism of the Government of Bihar has declared the Bihar Tourism Policy 2023. Published on December 27, 2023. By assisting local business owners and the private sector with the Single Window Clearance System, Ease of Doing Business, and other appealing incentives and subsidies, the policy aims to establish a range of tourism-related projects and services. The policy will be in effect for five years following the approval date. It is an all-encompassing, forward-looking policy designed to support and promote the state's tourist industry. The vision of the New Tourism Policy-2023 is to “develop Bihar as center of spiritual, cultural and eco-tourism through sustainable means with focus on investment and livelihood creation”.

Historical and Cultural Significance of Bihar

Bihar's historical and cultural heritage is unparalleled. Home to ancient civilizations and major historical events, Bihar boasts an array of significant sites, including Nalanda, Bodh Gaya, Vaishali, and Rajgir. These sites are not only important for their historical value but also hold immense spiritual significance, particularly for Buddhism and Jainism. The state is dotted with architectural marvels, ancient universities, and religious landmarks that attract scholars, historians, and spiritual seekers from across the globe.

Strategic Objectives of Bihar Tourism Policy 2023

The Bihar Tourism Policy 2023 outlines several strategic objectives aimed at transforming the state into a leading tourist destination. These objectives include:

1. **Enhancing Tourist Infrastructure:** Developing world-class infrastructure to provide a comfortable and enriching experience for tourists. This includes improving transportation networks, building high-quality accommodations, and upgrading amenities at tourist sites.
2. **Promoting Cultural and Heritage Tourism:** Leveraging Bihar's rich cultural and historical assets to attract tourists interested in exploring the state's heritage. This involves preserving and promoting historical sites, organizing cultural festivals, and creating immersive cultural experiences.
3. **Boosting Eco-Tourism:** Encouraging sustainable tourism practices by promoting eco-tourism. This includes developing eco-friendly resorts, promoting wildlife sanctuaries, and creating awareness about environmental conservation.
4. **Facilitating Spiritual Tourism:** Capitalizing on Bihar's spiritual heritage by promoting sites like Bodh Gaya, Nalanda, and Rajgir. This involves enhancing facilities for pilgrims, organizing spiritual retreats, and developing meditation centers.
5. **Fostering Adventure Tourism:** Introducing adventure tourism activities such as trekking, river rafting, and wildlife safaris to attract adventure enthusiasts. This also includes ensuring safety measures and providing necessary infrastructure.
6. **Encouraging Rural Tourism:** Promoting rural tourism to showcase the traditional lifestyle, crafts, and cuisine of Bihar's rural areas. This aims to provide tourists with a unique and authentic experience while supporting local communities economically.
7. **Marketing and Promotion:** Implementing aggressive marketing strategies to promote Bihar as a tourist destination. This includes digital marketing, participation in national and international tourism fairs, and collaborations with travel agencies.
8. **Capacity Building and Skill Development:** Investing in training and skill development programs for local communities and stakeholders involved in the tourism sector to enhance service quality and hospitality standards.

Key Features of Bihar Tourism Policy 2023

The Bihar Tourism Policy 2023 encompasses several key features designed to achieve the outlined strategic objectives:

1. **Public-Private Partnerships (PPP):** Encouraging private sector participation through PPP models to develop and manage tourism infrastructure and services. This aims to leverage private sector expertise and investment for the growth of the tourism sector.
2. **Incentives and Subsidies:** Providing various incentives and subsidies to attract investments in the tourism sector. This includes tax rebates, financial assistance for infrastructure development, and incentives for eco-friendly projects.
3. **Digital Transformation:** Utilizing digital technologies to enhance the tourist experience. This includes developing mobile apps, virtual tours, online booking systems, and providing Wi-Fi at tourist sites.
4. **Sustainable Tourism Practices:** Promoting sustainable and responsible tourism practices to minimize environmental impact and preserve the natural and cultural heritage of the state. This includes waste management initiatives, promoting renewable energy, and implementing eco-friendly policies.
5. **Community Involvement:** Proactively integrating local communities in the growth of the tourism industry to guarantee that they profit from the job possibilities that tourism generates. This includes promoting local handicrafts, cuisines, and cultural performances.
6. **Safety and Security:** Ensuring the safety and security of tourists by enhancing law enforcement at tourist sites, providing tourist police, and implementing safety protocols for adventure tourism activities.

Financial Incentives

The Bihar Tourism Policy-2023 outlines several financial incentives aimed at boosting tourism development and attracting investments to the state. These incentives are designed to encourage both domestic and international investors to contribute to the tourism sector, ultimately enhancing the economic well-being of local communities. Below are some of the key financial incentives included in the policy:

1. Capital Investment Subsidy

Eligibility: New tourism units and expansion projects.

Subsidy Rate: Up to 30% of the eligible capital investment.

Maximum Limit: Up to ₹25 crores for general projects.

Payment Schedule: 50% upon commencement of commercial operations, 25% after two years of commercial operation, 25% after five years of commercial operation

2. Interest Subsidy

Eligibility: Tourism projects availing term loans from recognized financial institutions.

Subsidy Rate: 10% or actual rate of interest on term loan whichever is lower.

Duration: Up to 5 years.

3. Additional Subsidy

Eligibility: projects at major international tourist destination (Gaya, Bodhgaya, Nalanda, Rajgir, Vaishali and Valmiki Tiger Reserve)

Subsidy Rate: 5% capital subsidy additional

4. Land Cost:

100% reimbursement of Land Conversion Charges.

One-time 100% reimbursement of Stamp Duty and registration fees for land lease/sale/transfer for tourism projects.

5. Tax Reimbursements:

80% reimbursement of SGST, capped at 100% of the approved project cost, for up to 5 years from the commencement of commercial operations (COD).

100% reimbursement of electricity duty for new tourism units for the first 5 years from the COD.

6. Guide Reimbursement:

Hoteliers and tour operators will be provided a 5% reimbursement of the monthly remuneration paid to tourist guides.

The maximum monthly limit for this is Rs 5000 per guide for up to 2 years.

7. Green Certification

Reimbursement of 50% of the certification fee paid up to 10 lakhs

8. MICE Incentives

Eligibility: Events organizer organize meetings, exhibitions, conference and events

Subsidy: Up to 50 % or Rs 2 lakh (3 events per organizer per year)

Implementation Mechanisms

The successful implementation of the Bihar Tourism Policy 2023 requires a multi-faceted approach involving various stakeholders, including government agencies, private sector players, local communities, and international organizations. The key implementation mechanisms include:

1. **Institutional Framework:** Establishing a robust institutional framework with clearly defined roles and responsibilities for different stakeholders. This includes setting up a dedicated tourism development authority to oversee policy implementation.
2. **Inter-Departmental Coordination:** Ensuring effective coordination between different government departments such as tourism, transport, culture, and environment to facilitate smooth policy implementation.
3. **Monitoring and Evaluation:** Implementing a comprehensive monitoring and evaluation system to track the progress of various initiatives, identify challenges, and make necessary adjustments to achieve desired outcomes.
4. **Capacity Building:** Investing in capacity building programs for government officials, tourism service providers, and local communities to enhance their skills and knowledge related to tourism development and management.
5. **Funding Mechanisms:** Identifying and mobilizing financial resources from various sources, including government budgets, private sector investments, and international funding agencies, to support tourism development projects

Fig.1: Project Approval Authority

Eligible Investment size	Competent authority
Up to ₹5 Crore	ACS/ Principal Secretary/ Secretary, Department of Tourism
More than ₹5 Crore and up to a limit of ₹15 Crore	Minister, Department of Tourism
More than ₹15 Crore and up to a limit of ₹30 Crore	Jointly by the Minister, Department of Tourism and Minister, Department of Finance
More than ₹30 Crore	State Government

Source: (Department of Tourism, Bihar Government, 2023)

Fig.2: Financial Incentive disbursement

Fiscal Incentive	Competent authority
Up to ₹5 Lacs	Special Secretary, Department of Tourism
More than ₹5 Lacs	ACS/ Principal Secretary/ Secretary Department of Tourism

Source: (Department of Tourism, Bihar Government, 2023)

Anticipated Impacts of Bihar Tourism Policy 2023

The Bihar Tourism Policy 2023 is expected to have a profound impact on the state's economy, society, and environment. The anticipated impacts include:

1. **Economic Growth:** The development of tourism infrastructure and services is expected to drive economic growth by attracting investments, generating employment, and increasing tourist spending. This will contribute to the overall economic development of the state.
2. **Employment Generation:** The growth of the tourism sector is expected to create numerous direct and indirect employment opportunities for local communities. This includes jobs in hospitality, transportation, tour guiding, and handicraft production.
3. **Income Distribution:** By promoting rural tourism and involving local communities in tourism activities, the policy aims to ensure a more equitable distribution of income and economic benefits across different regions and social groups.

4. **Poverty Alleviation:** The economic opportunities created by tourism are expected to contribute to poverty alleviation, particularly in rural areas where tourism activities can provide alternative sources of income.
5. **Cultural Preservation:** The policy's focus on promoting cultural and heritage tourism is expected to contribute to the preservation and promotion of Bihar's rich cultural heritage. This includes the restoration and conservation of historical sites and the promotion of traditional arts and crafts.
6. **Environmental Conservation:** The emphasis on eco-tourism and sustainable tourism practices is expected to contribute to environmental conservation by promoting responsible tourism practices, reducing environmental impact, and raising awareness about the importance of preserving natural resources.

Challenges and Mitigation Strategies

While the Bihar Tourism Policy 2023 is a comprehensive and ambitious framework, its successful implementation may face several challenges. These challenges and their potential mitigation strategies include:

1. **Infrastructure Development:** Developing world-class tourism infrastructure requires significant investment and coordination. Mitigation strategies include leveraging PPP models, attracting private investments, and ensuring effective project management.
2. **Capacity Building:** Enhancing the skills and knowledge of stakeholders involved in tourism development is crucial. Mitigation strategies include implementing comprehensive training programs, providing technical assistance, and promoting knowledge exchange.
3. **Community Involvement:** Ensuring active involvement of local communities in tourism development can be challenging. Mitigation strategies include conducting awareness campaigns, providing incentives for community participation, and promoting inclusive decision-making processes.
4. **Safety and Security:** Ensuring the safety and security of tourists is essential for the success of the tourism sector. Mitigation strategies include enhancing law enforcement,

implementing safety protocols, and providing training to tourism service providers on safety and security measures.

5. **Environmental Sustainability:** Promoting sustainable tourism practices requires a balance between tourism development and environmental conservation. Mitigation strategies include implementing strict environmental regulations, promoting eco-friendly projects, and raising awareness about sustainable tourism practices.

Conclusion

The Bihar Tourism Policy 2023 is a visionary and comprehensive framework designed to transform Bihar into a leading tourist destination. By leveraging its rich cultural heritage, historical landmarks, and natural beauty, the policy aims to drive economic growth, generate employment, and promote sustainable development. The successful implementation of this policy requires effective coordination between various stakeholders, substantial investments in infrastructure and capacity building, and a strong commitment to sustainable and responsible tourism practices. With the right strategies and concerted efforts, Bihar has the potential to emerge as a prominent destination on the global tourism map, attracting tourists from across the world and contributing to the overall development of the state.

Reference:

Department of Tourism, Bihar Government. (2023). *Bihar Tourism Policy 2023*.