
ASSESSMENT OF THE MEASURES INITIATED BY THE GOVERNMENT FOR THE PROMOTION OF TOURISM IN THE RAMAYANA CIRCUIT OF UTTAR PRADESH

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Abstract

This study critically examines the initiatives instigated by the Government of Uttar Pradesh to enhance tourism along the Ramayana Circuit. This circuit encompasses significant religious, historical, cultural, and natural sites associated with the epic Ramayana, which have emerged as major tourist attractions. The study investigates government policies, infrastructure improvements, marketing strategies, and their impact on regional economic development and social advancement. Employing a mixed-methods approach, the paper analyses both statistical and descriptive data to evaluate the effectiveness of these initiatives.

Keywords: Religious Tourism, Ramayana Circuit, Policy, Initiative, Promotion

Introduction

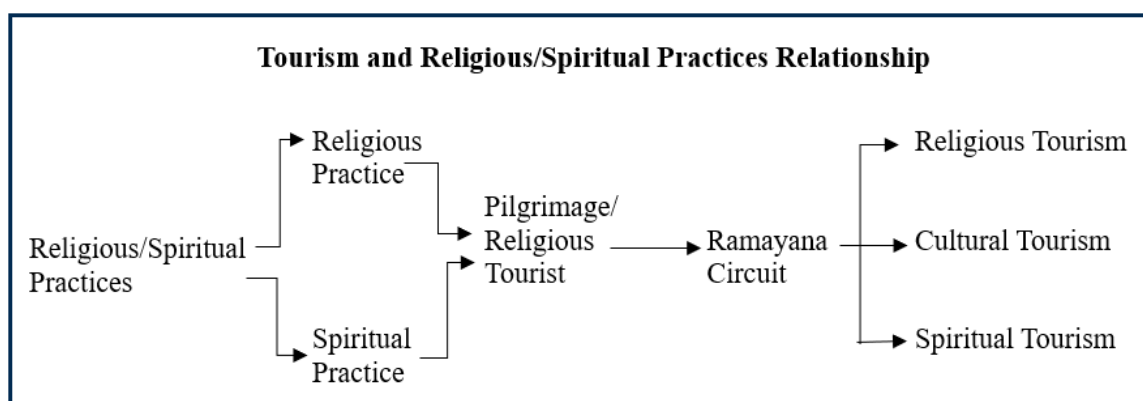
Tourism is pivotal in economic development, cultural preservation, and regional growth. The UNWTO's *"Tourism Towards 2030"* long-term prognosis and evaluation of future tourism trends projects that, between 2010 and 2030, the number of foreign visitors worldwide will rise at an average annual growth rate of 3.3%. This translates into an additional 43 million foreign visitors annually, bringing the total number of arrivals to 1.8 billion by 2030. Ramayana Circuit is becoming a major destination for pilgrimages, and cultural research, religious and heritage tourism in India has grown significantly. This circuit, which encompasses historical and religious locations connected to the epic Ramayana, has been promoted by the Uttar Pradesh government through

several initiatives. These projects seek to boost local economies, improve visitor experiences, and improve infrastructure.

One of India's most culturally diverse travel routes is the Ramayana Circuit, a historical and religious destination. This circuit connects important sites related to the Hindu epic Ramayana and stretches across important Uttar Pradesh cities and towns. To increase tourism in this area, the Uttar Pradesh government has recently launched several projects. The purpose is to evaluate the government's initiatives and their success in advancing eco-friendly travel, protecting cultural assets, and stimulating regional economies. This research critically evaluates the policies, developmental projects, and promotional strategies implemented by the Uttar Pradesh government to boost tourism along the Ramayana Circuit. By employing a mixed-methods approach-analyzing both quantitative data such as tourist footfall and revenue generation and qualitative insights including community impact and cultural sustainability, the study assesses the effectiveness of these measures. The findings aim to provide a comprehensive understanding of how tourism-driven development influences regional growth, socio-economic benefits, and heritage conservation. Ultimately, this paper seeks to determine whether the government's efforts have successfully transformed the Ramayana Circuit into a sustainable and economically viable tourism destination while preserving its cultural and spiritual significance. One of the industries with the quickest rates of growth in the world is tourism, which also plays a major role in regional development, job creation, cultural exchange, and economic progress. Government initiatives and tourism policies are critical in determining the course, expansion, and sustainability of the travel and tourism sector. This literature study looks at how tourist policies and government activities have changed over time, with a special emphasis on India and references to other countries.

Under the Government of India's Swadesh Darshan Scheme, the Ramayana Circuit is a cultural tourist project designed to preserve and promote locations connected to the ancient Hindu epic Ramayana. This examines the Ramayana Circuit's historical, religious, and cultural significance as well as its potential for tourism growth and its effects on local economies and heritage preservation. It looks at the circuit's main locations, their mythological significance, and the initiatives made to build the infrastructure and promote spiritual tourism. Issues and suggestions for the circuit's long-term expansion are also covered. Numerous religious and cultural traditions may be found in India, and the moral and spiritual climate of the nation is shaped by epic stories like the Ramayana. The Ramayana, which is credited to Sage Valmiki, is a sociocultural manual that has influenced literature, art, and architecture for millennia in addition to being a sacred text. To create themed pilgrimage tourist circuits, the Indian government recognized the epic's lasting impact and launched the Ramayana Circuit under the Swadesh Darshan Scheme. Under the Government of India's Swadesh Darshan Scheme, the Ramayana Circuit is a thematic project designed to encourage religious and cultural tourism focused on the Hindu epic, the Ramayana. By highlighting and developing sites related to Lord Rama's life, travels, and events, this circuit hopes to make them interesting and accessible to both pilgrims and tourists. The government hopes to protect cultural heritage, upgrade infrastructure, and improve visitor experiences at some holy sites with this project.

Ayodhya is the birthplace of Shri Ram, and considered as one of the most notable sites in the Ramayana Circuit of Uttar Pradesh. Among other holy places, pilgrims swarm here to see the Ram Janmabhoomi, Hanuman Garhi, and Kanak Bhavan. The next important location in Ram's life is Chitrakoot, which lies between Madhya Pradesh and Uttar Pradesh and is where Shri Ram, Sita,



and Lakshman spent a large portion of their exile. Sacred locations like as Kamadgiri, Gupt Godavari, and Bharat Milap Temple can be found in the tranquil hills and forests of Chitrakoot. Other significant locations in the circuit include Shringverpur, where Shri Ram crossed the Ganga with Nishad Raj's assistance; Prayagraj, which has spiritual importance as part of the exile journey; and Nandigram, where Bharat ruled Ayodhya while Ram was in banishment. The towns of Sitamarhi, Buxar, and Darbhanga are important in Bihar. Sita is thought to have been born in Sitamarhi, Shri Ram was trained under the supervision of sage Vishwamitra and battled demons like Tadaka in Buxar, and Sita married Shri Ram in Darbhanga, which is close to Janakpur in Nepal, where her parents lived.

The circuit covers Nasik in Maharashtra, where Shri Ram resided in Panchavati and where Sita was kidnapped, as well as other locations in western and southern India. Anjaneri, supposedly the birthplace of Hanuman Ji, is nearby. The area surrounding Hampi in Karnataka is connected to Kishkindha, the realm of vanar ruled by Sugriva and where Hanuman resides. Lastly, the renowned Ramanathaswamy Temple, one of the twelve Jyotirlingas, is in Tamil Nadu's Rameswaram, which commemorates the location where Shri Ram constructed the Ram Setu (bridge) to Lanka.

Literature Review

According to Goeldner & Ritchie (2009), tourism policy is a collection of laws, rules, guidelines, directives, development/promotion objectives, and strategies that offer a framework for individual and group decisions that impact the long-term growth of tourism and day operations. To ensure sustainable development, maximize socioeconomic advantages, and minimize negative effects on the environment and culture, Hall (1994) highlights the significance of tourist policy. It is frequently seen as a tactical instrument for international positioning, conservation, and economic planning. Initiatives like Bharat Mala, PRASHAD (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive), and Swadesh Darshan have been introduced to enhance road connectivity, holy sites, and tourism routes. Domestic travel has benefited from better infrastructure, especially in tier-2 and tier-3 cities. Initiatives like Atithi Devo Bhava, Dekho Apna Desh, and Incredible India have greatly improved India's reputation as a travel destination worldwide. According to Chib (2016), branding initiatives have improved the flow of foreign visitors to India and altered public impressions of the country. The government has made e-visas

available to nationals of more than 150 nations. The user experience has been improved by digital tourist apps, online booking systems, and QR-coded travel guides. India's tourist policy has changed significantly over time to reflect shifting social, technological, and economic concerns. The first comprehensive strategy that established the framework for organized tourism growth in the nation was the National Tourism Strategy of 1982, which placed a strong emphasis on infrastructure development, public-private partnerships, and marketing initiatives. This policy started initiatives to create a more favorable environment for growth after acknowledging the potential of tourism to provide jobs and foreign exchange. Twenty years later, the National Tourism Policy of 2002 aimed to establish tourism as a key driver of economic expansion by promoting increased involvement from the corporate sector and highlighting the significance of ethical and sustainable tourist practices.

By utilizing digital technology, promoting niche tourism industries like spiritual, wellness, eco, and adventure tourism, and enhancing overall travel convenience for both domestic and foreign travelers, the Draft National Tourism Policy of 2022 more recently signifies a move towards a comprehensive and integrated approach. But as Bhatia (2012) notes, ineffective implementation, and a lack of coordination across government agencies frequently undermine the efficacy of these regulations, which remains a major obstacle to achieving India's tourist industry full potential.

Government Initiatives to Promote the Ramayana Circuit

To capitalize on India's rich cultural legacy, the Swadesh Darshan Scheme was introduced in 2015 and includes several theme-based tourism circuits, such as the Ramayana Circuit (Swadesh Darshan Scheme, n.d.). For development under this circuit, the Ministry of Tourism has selected some locations in states including Madhya Pradesh, Bihar, and Uttar Pradesh. But the progress has been patchy. The head of the Ramayana Circuit National Committee, for example, voiced his displeasure with the delays in project commencement in 2017, citing lack of coordination and bureaucratic inertia as major obstacles (Mahesh Sharma: Head of panel for Ramayana Circuit dissatisfied about delay, 2017).

Impact on Regional Economies and Communities

The expansion of the Ramayana Circuit has the potential to significantly strengthen local economies by increasing tourism, which will create jobs and better infrastructure. In the Sitamarhi area of Bihar, known as the birthplace of Sita, stakeholders have underlined the necessity of public-

private partnerships to develop all-inclusive tourism packages. However, successful implementation and fixing infrastructure deficiencies are necessary to achieve these benefits. Research on the Ramayana Circuit portion in Uttar Pradesh has shown several significant issues, such as a lack of good lodging options, poor infrastructure, and difficult accessibility. In addition to discouraging tourists, these drawbacks restrict locals' access to economic prospects (Chaudhari & Kabia, 2023). These partnerships seek to improve the socio-economic standing of local populations and basic utilities (Sitamarhi, Bihar, offers enormous potential for religious tourism in line with the Ramayana Circuit, 2021).

Challenges in Implementation

Despite the good intentions behind laws and projects, research such as Kaur (2018) and Rao (2021) has shown several issues: fragmentation of policies and bureaucratic delays. Central and state agencies do not coordinate well. underuse of the money. deterioration of the environment brought on by mass tourism. inadequate involvement of the community in the planning process. The successful execution of government activities in the tourist sector still faces several significant obstacles, even after progressive tourism policies were developed and many promotional campaigns were introduced. The inability of central and state authorities and different government departments to coordinate, which frequently leads to overlapping tasks and ineffective implementation, is one of the most enduring problems. Infrastructure development, financing disbursements, and project approvals are further slowed down by bureaucratic red tape and delays. The quality of visitor experiences is frequently hampered by poor infrastructure, especially in rural and isolated tourist locations. Furthermore, a lack of marketing and promotion for lesser-known locations concentrates tourists in a small number of congested sites, which exacerbates overtourism and degrades the environment. The expansion of a professional tourism workforce is further hampered by gaps in skill development and a shortage of trained labor. Furthermore, local communities' limited participation in tourism planning and benefit distribution frequently results in grassroots rejection and a sense of ownership. The impact of government initiatives is further reduced by underutilization of money allotted, inadequate monitoring systems, and a lack of real-time data for well-informed policy decisions. These difficulties show how India's tourist government needs to be more inclusive, transparent, and integrated.

Barriers in the Ramayana Circuit occurs during Successful Implementation

Infrastructural Deficits: Many locations are less appealing to tourists because they lack basic amenities, including hygienic lodging, dependable transportation, and adequate sanitation.

Administrative Delays and Bureaucracy: The Ramayana Circuit National Committee reported stopped development, demonstrating how inefficiencies within governmental entities have resulted in project delays (Mahesh Sharma: Head of panel for Ramayana Circuit dissatisfied over delay, 2017).

Environmental and Cultural Concerns: Uncontrolled development close to places of worship puts the environment and culture in danger. For instance, uncontrolled pollution and rubbish can make these places less sanitized and appealing.

Limited Community Involvement: According to Chaudhari and Kabia (2023), a lack of local community involvement in tourism planning and development can result in opposition and lost chances for inclusive growth.

Possible Alternatives

The following tactics are suggested to deal with these issues:

Public-Private Partnerships (PPPs): When government organizations and private businesses work together, they can pool resources, knowledge, and creativity to build infrastructure and provide services more effectively.

Sustainable Development Practices: Reducing environmental effects and conserving cultural heritage can be achieved by implementing eco-friendly lodging and encouraging responsible travel.

Involving local communities in tourism planning guarantees that development is in line with their needs and goals, promoting sustainability and ownership. This is known as community engagement and capacity building.

Streamlined Administrative Procedures: Project implementation can be accelerated, and delays can be minimized by streamlining bureaucratic processes and improving interdepartmental collaboration (Mahesh Sharma: Head of panel for Ramayana Circuit angry over delay, 2017).

Objectives and Hypothesis of the Study:

- To assess the government's initiatives to promote tourism along the Ramayana Circuit.

Hypothesis:

H₁: There are significant impacts of the government's initiatives on the promotion of tourism in the Ramayana Circuit.

H₀: There are no significant impacts of the government's initiatives on the promotion of tourism in the Ramayana Circuit.

Methodology

In this study, the initiatives taken by the government to promote the Ramayana Circuit will be assessed from a variety of perspectives, along with secondary data for review. The proposed framework illustrates the suggested relationship between the satisfaction level of different stakeholders of the Ramayana Circuit in Uttar Pradesh and perceived stakeholders' effectiveness, affective responses (i.e., positive and negative attitudes), and the strategies initiated by the government or be in priority to promote tourism in the region. The data is collected through a scheduled questionnaire as responses of the stakeholders of tourism in the region, whether it may be the office bearers of sacred and holy places (i.e., temples), government officials, NGOs, and respondents from tourism entities (i.e., hotels, travel agencies). A total of forty-two questionnaires with twenty-five questions were asked to collect primary data, of which seven are related to the dependent, independent, and mediating variables, and the remaining questions are related to the demographics of respondents and the study area. By using a 5-point Likert scale, the answers to the questions must be collected. The "rate the significance level of strategy on the scale of very poor to excellent" questions used to assess the beliefs and opinions of respondents are Likert scale questions. This questionnaire is divided into two sections. Section A consists of questions about the respondents' demographic characteristics. Section B covers the questions about the variables in this study. The questions in Section B are designed using a 5-point Likert interval scale (Shiau et. al. 2020), which has been used to assess the attitude and opinion of the stakeholders, and the normal range is 1 (very poor) to 5 (excellent). The most recent versions of SPSS is used to analyse the data collected for this study. The key applications of SPSS are regression assumption testing

and demographic analysis. The structural equation models are then estimated, and the hypothesis is tested.

Data Analysis and Interpretations

The demographic profile of the respondents mainly indicates their organisation, from where the stakeholders are associated in the tourism industry. A total number of valid responses was 42, with no missing data across all variables. The organizations surveyed include Temples: 40.5%, Government Authorities: 9.5%, Tourism Entities (e.g., hotels, travel agencies): 45.2% Others: 4.8%. This distribution of Table 01 indicates a strong representation from tourism entities and temples, which are likely to have direct involvement in religious tourism circuits.

Types of Organisations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Temple	17	40.5	40.5	40.5
	Government Authority	4	9.5	9.5	50.0
	Tourism Entity (Hotel/Travel Agency, etc.)	19	45.2	45.2	95.2
	Other	2	4.8	4.8	100.0
	Total	42	100.0	100.0	

Table 01. Analysis of stakeholders associated with different types of organisations.

Descriptive analysis of the respondents concerning the mean or the average of perspectives and opinions including the reflections of effectiveness as Std. deviation. This study carried out the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh, which comprises in Table 02 as strategy or initiative to promote tourism.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Types of Organisations	42	1.00	5.00	2.6429	1.51128
Are you satisfied with the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh?	42	1.00	3.00	1.0714	.34165

Social Media Campaigns	42	4.00	5.00	4.8333	.37720
International Tourism Fairs	42	4.00	5.00	4.3571	.48497
Global Epicentre of Faith Tourism	42	3.00	5.00	4.5238	.55163
Collaboration with Travel Agencies	42	2.00	5.00	4.2857	.74197
Community-based Events	42	3.00	5.00	4.5476	.55005
Valid N (listwise)	42				

Table 02. *Descriptive Analysis Result of the Respondents.*

Social Media Campaigns, International Tourism Fairs, Global Epicentre of Faith Tourism, Collaboration with Travel Agencies, and Community-based Events are some major initiatives of government which are considered as dependant variable or predictors (constant), on Likert scale from 1-5 and have the individual Means of 4.83, 4.34, 4.52, 4.28, 4.54 and Std, Deviation of 0.377, 0.484, 0.551, 0.741, 0.550 respectively. As the satisfaction status of stakeholders with the initiatives of government is coded differently (using a 3-point scale in which the normal range is 1 = Yes, 2 = No, and 3 = Not Sure), indicating generally overall satisfaction, despite high scores for specific initiatives. The results reveal a paradox: while specific initiatives are highly rated (means above 4.2), overall satisfaction with the government's tourism initiatives is markedly low (mean = 1.07 on a scale of 1–3). This suggests a discrepancy between isolated program performance and general governmental perception. It is also indicative of the lack of communication and partnership between the government and tourism stakeholders.

Regression Analysis Interpretation indicates $R = 0.537$, $R^2 = 0.288$, about 28.8% of the variance in satisfaction with government measures is explained by the five independent variables. Adjusted $R^2 = 0.190$ adjusts for the number of predictors, indicating (Table 03) a moderate fit. Sig. F Change = 0.026 ($p < 0.05$) supports that model is statistically significant at the 5% level.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.537 ^a	.288	.190	.30758	.288	2.917	5	36	.026
a. Predictors: (Constant), Community-based Events, International Tourism Fairs, Collaboration with Travel Agencies, Social Media Campaigns, Global Epicentre of Faith Tourism									
b. Dependent Variable: Are you satisfied with the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh?									

Table 03. Regression Analysis Interpretation of Respondents

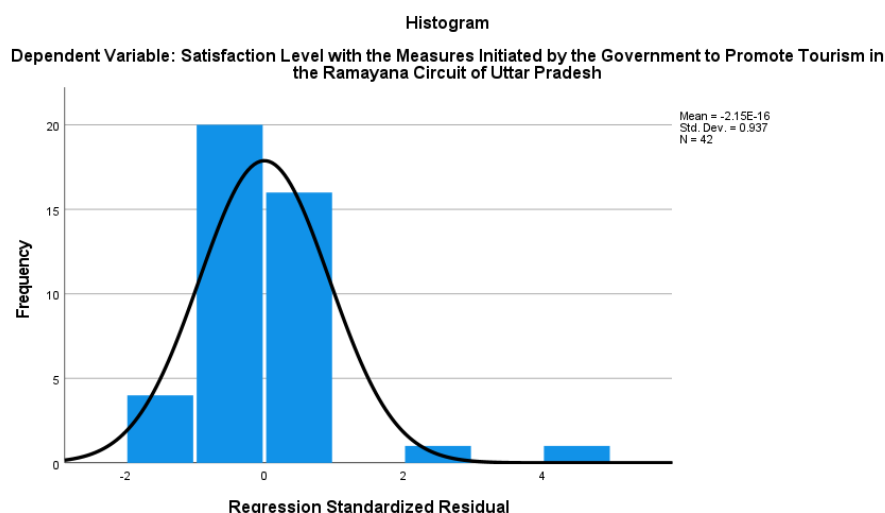
$F(5,36) = 2.917$, $p = 0.026$ or $p < 0.05$ approves that the regression model provides (Table 04) a better fit than a model with no predictors, and reject the H_0 that means predictors are effective in tourism promotion and generate satisfaction among stakeholders. H_1 is accepted that proves there are significant impacts of the government's initiatives on the promotion of tourism in the Ramayana Circuit.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.380	5	.276	2.917	.026 ^b
	Residual	3.406	36	.095		
	Total	4.786	41			
a. Dependent Variable: Are you satisfied with the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh?						
b. Predictors: (Constant), Community-based Events, International Tourism Fairs, Collaboration with Travel Agencies, Social Media Campaigns, Global Epicentre of Faith Tourism						

Table 04. Analysis of Variance ANOVA

Only Community-based Events are a statistically significant predictor ($p < 0.01$) of dissatisfaction with government measures. Interestingly, the negative sign in Table 05 indicates that higher ratings of community events are associated with lower overall satisfaction. This could suggest misalignment between local engagement and broader policy satisfaction, perhaps due to perceived tokenism or lack of systemic support.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.562	.957		2.676	.011
	Social Media Campaigns	.160	.133	.176	1.203	.237
	International Tourism Fairs	-.145	.101	-.206	-1.431	.161
	Global Epicentre of Faith Tourism	-.027	.096	-.044	-.284	.778



Collaboration with Travel Agencies	-.019	.071	-.042	-.272	.787
Community-based Events	-.313	.091	-.504	-3.426	.002

a. Dependent Variable: Are you satisfied with the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh?

Table 05. Coefficient Analysis of Responses

Residuals and Model Behaviour results Std. Error of Estimate 0.30758 and Residuals Range -0.36 to 1.37. The residual analysis (Table 06) shows no alarming outliers but suggests that some data points lie far from the regression line, indicating potential heteroscedasticity or omitted variables.

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8219	1.6266	1.0714	.18346	42
Residual	-.36026	1.37339	.00000	.28821	42
Std. Predicted Value	-1.360	3.026	.000	1.000	42
Std. Residual	-1.171	4.465	.000	.937	42

a. Dependent Variable: Are you satisfied with the Measures Initiated by the Government for the Promotion of Tourism in the Ramayana Circuit of Uttar Pradesh?

Table 06. Residual Analysis of Respondents

Findings

- Initiatives are individually successful, especially social media and community events.
- Overall satisfaction is paradoxically low, suggesting issues in coherence, strategy, or communication of the initiatives.
- Community-based events, despite high mean satisfaction, negatively predict overall satisfaction, possibly reflecting deeper discontent with structural or strategic components of government policy.

Implications for Policy

- *Communication Gap:* High satisfaction with initiatives is not translating into favourable views of the overall governmental role.
- *Targeted Engagement Needed:* Specifically explore why well-rated initiatives like community-based events are inversely correlated with general satisfaction.
- *Further Investigation:* A qualitative follow-up study could explore perceptions behind this disjunction, providing context to these quantitative insights.

Suggestions and Recommendations

Improving Infrastructure: To guarantee the long-term sustainability of the tourism industry, concentrate on the sustainable growth of infrastructure. A thriving tourism sector is built on sustainable infrastructure. Eco-friendly building practices, effective transit systems, and robust infrastructure that reduces environmental impact should be the main areas of investment. To finance major projects like highways, airports, and eco-resorts while guaranteeing contemporary conveniences and accessibility for all tourists, public-private partnerships, or PPPs, are essential. Improving digital connectivity in isolated locations also improves the experience of tourists by making it simpler for them to obtain services and information. Furthermore, preserving natural landmarks and heritage sites via collaborative conservation initiatives guarantees their survival for upcoming generations.

Implementation of trash management techniques and eco-friendly tourism regulations: To preserve the environment and keep tourist places appealing, effective waste management is crucial. Pollution can be greatly decreased by putting recycling programs into place, outlawing single-use

plastics, and encouraging reusable alternatives. Sustainability is further supported by encouraging companies to implement circular economy techniques, such as repurposing materials and composting organic waste. Strict laws against unlawful dumping and littering should be enforced by governments and tourism boards, and eco-certifications for eco-friendly hotels and tour operators should be encouraged. These actions contribute to the development of a more sustainable and clean tourism ecosystem.

Encouragement of tourists to travel responsibly: To promote sustainable tourism, it is essential to educate travelers on responsible travel habits. Campaigns to raise awareness using social media, signs, and tour companies can encourage environmentally beneficial practices, including using less plastic, using less water, and showing respect for wildlife. Programs for carbon offsets enable tourists to make up for their environmental impact, and ethical tourism standards guarantee cultural sensitivity. By following the "Leave No Trace" philosophy, natural areas are protected and kept pristine for future generations of tourists.

Leveraging Technology: To improve the visitor experience, digital resources such as online booking platforms, smartphone apps for travelers, and virtual tours are used. By enhancing sustainability and convenience, technology has the potential to completely transform the travel and tourism sector. Travel planning is made easier by smartphone applications and online booking systems, which provide up-to-date information on eco-friendly lodging, transit, and attractions. Through digital exploration, virtual and augmented reality (VR/AR) experiences help alleviate crowding at vulnerable heritage sites. IoT-enabled traffic control and energy-efficient lighting are two examples of smart city technologies that improve urban tourism while reducing their negative effects on the environment. These developments produce a smooth and environmentally friendly travel experience.

Community-Based Tourism: To increase interaction with nearby communities to guarantee that the advantages of tourism are shared fairly. Encouraging local communities guarantees that the advantages of tourism are distributed fairly. Homestays, locally led tours, and cultural seminars are examples of community-based tourism (CBT) programs that give locals a steady income while maintaining customs. Planning tourism with indigenous groups promotes genuine cultural exchanges and aids in the preservation of their legacy. Revenue-sharing schemes can be used to finance community initiatives that enhance quality of life, such as healthcare facilities and schools.

Programs for language and hospitality training also make it possible for residents to take part in and profit from the tourism industry.

Training Initiatives: To build regional human resources in the travel and hospitality industries. Delivering top-notch, environmentally friendly tourism services requires a trained team. Locals are prepared for jobs in the hospitality, tour guiding, and ecotourism industries through vocational training programs. Courses in language and computer literacy assist employees in serving foreign visitors, while encouragement for entrepreneurship promotes the expansion of small, sustainable enterprises. Destinations can guarantee long-term industry growth, raise service standards, and generate jobs by investing in human capital.

Conclusion

The Ramayana Circuit can boost regional development and make a substantial contribution to India's religious tourism scene. To fully realize this potential, though, infrastructure deficiencies, environmental issues, administrative roadblocks, and active community involvement must be addressed. The Ramayana Circuit may be made a sustainable and rewarding experience for both pilgrims and tourists by taking a comprehensive and cooperative approach. Destinations can achieve economic success while protecting their natural and cultural resources by integrating sustainable infrastructure, technology, community engagement, and responsible tourist practices. From the historic National Tourism Policy of 1982 to the more technologically advanced and integrated Draft Policy of 2022, India's tourism policy has evolved to reflect the government's growing understanding of the importance of tourism as a catalyst for sustainable development, cultural exchange, and economic growth. Implementation issues still exist, nevertheless, despite these well-meaning laws and programs. The sector's full potential is nevertheless hampered by problems like ineffective bureaucracy, inadequate interdepartmental cooperation, inadequate infrastructure, low community involvement, and a lack of skilled workers. There is a need to fulfil the communication gap between stakeholders and government in terms of high satisfaction with initiatives is not translating into favourable views of the overall governmental role. A more collaborative governance approach that incorporates improved training and capacity-building, increased decentralization, stronger public-private partnerships, and improved monitoring systems is necessary to address these issues. India can only realize its ambition of a globally competitive,

inclusive, and sustainable tourism business by continued innovation, excellent execution, and stakeholder participation. For the tourism industry to be robust and inclusive, cooperation between governments, corporations, and travelers is crucial. Initiatives are individually successful, especially social media and community events. Overall satisfaction is paradoxically low, suggesting issues in coherence, strategy, or communication of the initiatives. A balanced strategy that incorporates community involvement, environmental preservation, infrastructural development, and technological innovation is needed for sustainable tourism. Destinations can draw tourists while protecting their natural and cultural resources by implementing these tactics. To create a robust and inclusive tourism sector that benefits all, cooperation between governments, corporations, and tourists is essential. Tourism has the potential to be a potent force for good if it is planned carefully and conducted responsibly.

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