

# Ayodhya: A study on the Influence of Social Media Marketing on Spiritual Tourism in India

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## Abstract

This study investigates the interplay between the construction of the Ram temple in Ayodhya, India, and the impact of social media marketing on spiritual tourism in the country. Drawing on theories of cultural heritage, religious tourism, and digital marketing, this research explores how the Ayodhya Effect and strategic social media marketing initiatives influence traveller perceptions, motivations, and behaviours. Social media platforms are powerful tools for disseminating information, shaping narratives, and fostering engagement with spiritual destinations. Through targeted campaigns, captivating visuals, and compelling storytelling, stakeholders in the spiritual tourism sector leverage social media to promote pilgrimage sites, religious festivals, and cultural experiences. By examining tourists' attitudes, preferences, and travel intentions, the research seeks to uncover the extent to which the construction of the Ram temple and associated social media marketing efforts influence visitor perceptions of spiritual destinations in India. Findings from this study contribute to a deeper understanding of the relationship between cultural heritage, religious identity, and tourism development in India. Moreover, insights from the analysis offer practical implications for destination marketers, tour operators, and policymakers seeking to capitalize on the synergies between religious heritage and digital communication channels to enhance the visitor experience and promote sustainable tourism growth in the country.

**Keywords:** Ayodhya, Cultural Heritage, Digital Marketing, Religious Pilgrimage, Social Media Marketing, Spiritual Tourism

## 1. Introduction

India, with its rich tapestry of spiritual heritage and diverse cultural landscape, has long been a magnet for pilgrims and seekers of spiritual enlightenment. Ayodhya served as a catalyst, amplifying the allure of spiritual destinations and igniting a fervour for pilgrimage among devotees across the country. This seismic shift in public consciousness paved the way for a burgeoning industry centred around spiritual tourism.

A massive Hindu temple honouring the heavenly monarch Rama has been built at the location of RAM Janmabhoomi in Ayodhya, India. With design cues drawn from holy images and ceremonies, this temple complex is intended to depict the narrative landscape of Rama's life and acts.

The Indian government has been instrumental in promoting spiritual tourism as a vital part of its broader

tourism agenda, recognizing the appeal of India's spiritual heritage worldwide. Initiatives like Swadesh Darshan and PRASAD aim to develop pilgrimage circuits, improve connectivity, and upgrade amenities at sacred sites. Collaborating with religious institutions and local communities, the government ensures sustainable tourism practices to preserve these revered destinations' ecological and cultural integrity. Through such efforts, spiritual tourism remains central to India's tourism strategy, fostering economic growth and cultural exchange while preserving its spiritual legacy.

Social media marketing plays a crucial role in promoting spiritual tourism in India by amplifying the cultural and spiritual experiences offered at destinations like Ayodhya. Through engaging content, social media platforms facilitate the dissemination of information, fostering connections, and enticing travellers to explore the spiritual richness of these destinations.

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Social media enables spiritual tourism stakeholders, including tour operators, travel agencies, and religious institutions, to reach a global audience instantaneously. Through captivating visuals, engaging content, and targeted advertising, they can showcase the diverse spiritual experiences India offers, from the tranquil banks of the Ganges River to the majestic temples of Varanasi. Moreover, social media facilitates direct engagement with prospective travellers, allowing them to ask questions, share experiences, and seek recommendations. Platforms like Instagram and Facebook provide avenues for user-generated content, where visitors can share their transformative spiritual journeys, inspiring others to embark on similar quests.

Spiritual tourism in India encompasses visits to sacred sites, pilgrimage centres, and spiritual retreats, attracting millions of domestic and international travellers seeking enlightenment, solace, and cultural immersion. Social media platforms offer a unique opportunity to connect with this audience and significantly influence their travel decisions.

This study seeks to delve into the evolving landscape of spiritual tourism marketing in India in the post-Ayodhya era. By analysing the socio-cultural, economic, and political factors shaping this phenomenon, we aim to gain insights into the underlying motivations driving the surge in pilgrimage tourism and its impact on the Indian tourism industry as a whole. Key areas of investigation will include the role of religious institutions and organizations in promoting spiritual tourism, the development of infrastructure and amenities to accommodate pilgrims, and the marketing strategies employed to attract domestic and international tourists alike.

## 2. Global Tourism Overview

Travelling across international borders for pleasure, business, or other reasons is a part of the diverse field known as global tourism. It is essential to economic growth since it creates jobs, income, and possibilities for cross-cultural interaction. But issues like overtourism, environmental damage, and the effects of emergencies like pandemics underscore the necessity of sustainable practices and conscientious tourism management. Changes in global geopolitics, technological advancements, and changing customer preferences all constantly alter the tourist industry. For tourism to remain sustainable and distribute benefits fairly across the globe, sustainability, inclusivity, and community participation must be prioritized.

Following the COVID-19 pandemic, global tourism has experienced a resurgence as travel restrictions eased and vaccination rates increased. With pent-up demand for exploration and relaxation, tourists are once again flocking to destinations worldwide. From iconic landmarks to remote getaways, the industry is witnessing a revitalization as travellers seek diverse experiences and reconnect with the joy of discovery. Despite ongoing challenges and uncertainties, the rebound in global tourism reflects a collective longing for exploration, cultural exchange, and the restoration of the vibrant tapestry that defines our interconnected world.

## 3. Spiritual Tourism in India

Spiritual tourism extends beyond religious pilgrimage, offering a holistic journey involving exploration of sacred sites, ritual engagement, and immersion in diverse spiritual teachings. Following the Ayodhya incident, the Indian government recognized the economic and cultural potential of spiritual tourism, actively promoting initiatives to capitalize on this growing sector. Ayodhya, a sacred city in India, is undergoing heritage-inclusive development with infrastructure upgrades and the opening of the Ram Mandir temple. This could potentially transform Ayodhya into a global tourist destination similar to Mecca and the Vatican, bringing significant economic benefits. Understanding the interplay of religion, politics, and

**Table 1.** Details of tourist arrivals in India

Year	Domestic Tourists (millions)	Foreign Tourists (millions)	Revenue from Religious Tourism (in crore ₹)
2022	1,433	6.64	1,34,543
2021	677	1.05	65070
2020	-	-	50,136

Source: (Hindustantimes.com, 2024)

**Table 2.** Details of tourist arrivals across the globe

Year	Foreign Tourists (millions)	Revenue from Religious Tourism (in million \$)
2022	960.19	1328.74
2021	435.51	1241.7
2020	406.56	1071

Source : (<https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/>)

tourism in India is crucial for responsible and inclusive tourism development in the country.

## 4. Review of Literature

This literature review explores the multifaceted relationship between the events in Ayodhya, spiritual tourism growth, and the influence of social media marketing, drawing insights from various scholarly sources. A systematic literature search was conducted using databases such as Scopus, and Google Scholar, with keywords including “Ayodhya,” “spiritual tourism,” “social media marketing,” and related terms. Studies published between 2000 and 2022 were included in the review. The selected articles were then screened based on relevance to the topic, and data extraction was carried out to identify key themes and findings.

The review identified several key themes in the literature,

- Historical and cultural significance of Ayodhya,
- The impact of the Ayodhya verdict on religious sentiments and pilgrimage tourism,
- Role of social media marketing in promoting spiritual destinations in India.
- The importance of digital platforms in engaging tourists, enhancing destination visibility, and influencing travel decisions.

Studies that prove the historical significance of Ayodhya as the revered birthplace of Lord Rama, hold immense cultural and religious significance for Hindus (Sharma & Tiwari, 2019) studies have proved it as a palace of birth with historical and mythological evidence that is surrounding Ayodhya, highlighting its central role in Hindu spirituality and pilgrimage traditions. (Singh & Dwivedi, 2020) discuss how the temple in Ayodhya has reinvigorated religious sentiments among devotees, leading to increased footfall at sacred sites and the revitalization of local economies reliant on pilgrimage tourism. Scholars have explored the role of spiritual tourism in fostering interfaith dialogue and cultural exchange, particularly in diverse religious landscapes like India (Bhatt & Chaturvedi, 2019). This research suggests that pilgrimage experiences in Ayodhya have the potential to promote religious tolerance, mutual understanding, and social cohesion among visitors from different faith backgrounds.

Spiritual tourism in Ayodhya fosters interfaith dialogue and social cohesion by bringing together pilgrims from different religious backgrounds. This promotes mutual understanding, tolerance, and respect among visitors, contributing to peaceful coexistence and cultural exchange (Bhattacharya & Das, 2020). Ayodhya’s authenticity and cultural heritage contribute significantly to its appeal as a spiritual tourism destination. Tourists seek authentic experiences that allow them to connect with the city’s rich history and religious traditions (Singh & Patel, 2019).

Singh and Rana (2023a) highlight the pivotal role of Hindu functionaries in pilgrimage traditions and religious tourism in their book chapter titled “Hindu Pilgrimages and Religious Functionaries” within “Host Communities and Pilgrimage Tourism: Asia and Beyond.” These religious figures, particularly Hindu functionaries, play a crucial role in orchestrating and overseeing religious ceremonies and events, thereby fostering pilgrimage and religious tourism. They facilitate various pilgrimage-related activities, including rites associated with ancestry and creation, in destinations such as Varanasi and Gaya. Through a case study of religious trust, the authors illustrate how inherited faith drives support for pilgrimage, reflecting an increasing awareness of preserving Hindu identity and supporting pilgrimage functionaries.

The Sutarya (2023) study analyzes the transformation of the Prambanan Temple into a Hindu pilgrimage site in Indonesia, focusing on the abhiseka ritual and its historical connections. Kanungo (2023) explores the development of the sacred urban complex in Hardwar-Rishikesh, emphasizing their significance as spiritual and ritualistic Hindu cities. Awasthi (2023) investigates pilgrimage tourism in Pashupati Kshetra, Nepal, highlighting the importance of Lord Pashupatinath and suggesting improvements in facilities and management to maximize the economic benefits of pilgrimage.

Saul (2023) examines the Marwari merchants’ role in building Hanumān temples and promoting Rāma worship. Singh and Rana (2023b) analyze the distribution of Hindu pilgrimage sites in India, emphasizing transformative journeys. Lazzaretti and Jacobsen (2024) focus on Hindu majoritarianism scholarship, considering institutional and everyday aspects. Lazzaretti (2023) investigates “Ayodhya 2.0” in Varanasi, exploring legal discourses’ impact on Hindu majoritarian claims. Yadav (2023) explores the economic and social benefits of pilgrimage tourism in northern India.

The construction of the Ram Temple in Ayodhya has boosted spiritual tourism. It has also resulted in economic potential. Ayodhya now boasts of an airport. Massive infrastructural improvements have been executed. Ayodhya is set to attract over 50 million tourists annually. The temple can be considered as a catalyst for India's tourism growth (ET, January 22, 2024) (<https://economictimes.indiatimes.com/industry/services/travel/how-ayodhya-ram-mandir-can-become-indias-mecca-and-vatican-of-domestic-and-global-tourist-hub/articleshow/107043232.cms?from=mdr>)

The construction of the Ram temple in Ayodhya has boosted spiritual tourism, but challenges such as misinformation, overcrowding, and sustainability remain. Maintaining communal harmony is important due to India's diverse religious and cultural landscape. Social media platforms like Facebook, Twitter, and Instagram play a vital role in promoting Ayodhya as a spiritual tourism destination (Pandey & Gupta, 2021). Digital storytelling helps showcase Ayodhya's cultural and religious significance. Social media marketing influences tourist preferences and aids in promoting educational tourism, benefiting India economically, socially, politically, and culturally (Gupta & Bhaskar, 2022) (Krishnamurthy & Somasundaram, 2022) Sustainable practices are necessary to address infrastructure, waste management, and crowd control challenges. Ayodhya can also offer holistic wellness experiences to enhance foreign tourist influx while preserving its natural heritage through responsible tourism practices (Kumar & Rajan, 2020) (Agrawal & Singh, 2020).

Pandey *et al.* (2022) used Twitter to study India's medical and spiritual tourism. By analyzing real-time Twitter data through sentiment analysis, data visualization, and Python, they gained insights into tourist experiences and sentiments. Similarly, Kocyigit and Küçükçivil (2022) explored the relationship between social media platforms and cultural tourism. They emphasized the role of social media in tourism management's marketing strategies, individual engagement, and cultural tour organization. Understanding the dynamic interplay between social media and cultural tourism was underscored as conceptually important.

Chandrasekaran and Annamalai (2022) studied Indian Destination Marketing Organizations' social media posts and found that interactive and informative content received the most engagement, suggesting DMOs should tailor content to platform characteristics for effective tourist engagement.

Singh and Dhankhar (2021) find that social media is crucial for tourists at religious spots in India, supporting search, planning, booking, and sharing experiences. Arora and Sharma (2020) emphasize digital marketing's effectiveness in sustaining and promoting small-to-medium religious events in India, attracting tourists and ensuring tourism sustainability.

## 5. Objectives of the Study

The growth of spiritual tourism in India, particularly for destinations like Ayodhya, has been notable in recent years. However, the role of social media marketing in shaping the perceptions of tourists has not been explored in depth. There is a lack of comprehensive studies integrating spiritual tourism and social media marketing. This study proposes to address this gap and provide recommendations to the stakeholders in spiritual tourism.

- To evaluate the efforts of the Indian Government in promoting spiritual tourism destinations.
- To analyse the role of social media marketing as an influence on the decision-making for all spiritual tourism in India.
- To understand the impact of social media marketing promotions on the decision-making behaviour of Indian consumers towards spiritual tourism.
- To propose strategies for using social media marketing in promoting spiritual tourism, especially for Ayodhya.
- To identify the social media channel that is most effective in promoting spiritual tourism.

## 6. Hypotheses

H1: There is a positive association between the intensity of social media marketing efforts and the awareness of spiritual tourism destinations in India.

H2: There is a difference in the perception of males and females about the influence of social media platforms in increasing awareness about spiritual tourism destinations.

H3: There is a difference in the perception across different age groups of the influence of social media platforms in increasing awareness about spiritual tourism destinations.

H4: There is a positive association between gender and interest in spiritual tourism.

H5: There is a positive association between age and frequency of travel for spiritual tourism in India.

H6: There is a positive association between age and interest in travelling for spiritual tourism places in India.

## 7. Methodology

A causal research design was used with quantitative analysis. A convenience sampling method was used. Data was collected through a structured questionnaire in Bangalore. Statistical techniques like descriptive statistics, ANOVA, and chi-square were used for analysis.

## 8. Results and Discussion

The questionnaire contained two questions wherein the respondents were asked to provide their preferences on a Likert scale (Strongly Disagree to Strongly Agree). This is a scale on a continuum. The scale reliability was measured using SPSS software and the results are presented:

**Table 3.** Scale reliability using the test Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.754	0.757	2

The scale reliability is 0.754 and this is considered acceptable.

**Table 4.** Factors influencing the decision to go on a spiritual tour

Factors influencing the decision to go on a spiritual tour	No of respondents	%
Availability of affordable travel packages or deals	15	6%
Historical or cultural importance of the destination	102	41%
Recommendations from friends and family members	22	9%
Opportunity for personal growth and reflection	35	14%
Religious or spiritual significance of the destination	77	30%
	251	100%

**Table 6.** Influence of social media platforms across genders

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Social media platforms influence your awareness of spiritual tourism destinations.	Male	143	3.4545	1.01903	0.08522
	Female	108	3.4352	.95968	0.09235

## 9. Key Findings of the Research

From Table 4, the two most important factors that influence the decision to go on a spiritual tour are the historical/cultural significance of the destination (41%) and the religious significance (30%). Interestingly, the affordability dimension assumed the least significance. This means that when people decide to undertake spiritual tours, they are not unduly concerned about the budget if they have made up their minds to undertake the travel. From Table 5, it is observed that there is a high familiarity with Ayodhya's status as a spiritual centre across all age groups.

From Tables 6 and 7, it is observed that there is no difference in the influence of social media platforms

**Table 5.** Familiarity with Ayodhya's status as a spiritual centre

			How familiar are you with Ayodhya's status as a spiritual centre?		
			Not familiar at all	Very familiar	
Age Group	18-23	Count	6	130	
		% within Age Group	4.4%	95.6%	
	24-34	Count	4	62	
		% within Age Group	6.1%	93.9%	
	35-44	Count	3	15	
		% within Age Group	16.7%	83.3%	
	45-54	Count	0	21	
		% within Age Group	0.0%	100.0%	
	Above 55	Count	1	9	
		% within Age Group	10.0%	90.0%	
	Total		Count	14	237
			% within Age Group	5.6%	94.4%

**Table 7.** Independent samples test (gender versus influence of social media platforms)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Social media platforms influence your awareness of spiritual tourism destinations.	Equal variances assumed	0.570	0.451	0.153	249	0.879	0.0194	0.127	-0.23	0.27
	Equal variances not assumed			0.154	237.2	0.878	0.0194	0.126	-0.23	0.27

**Table 8.** Social media platforms influence your awareness of spiritual tourism destinations

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-23	136	3.4265	1.03016	0.08834	3.2518	3.6012	1.00	5.00
24-34	66	3.5152	0.94856	0.11676	3.2820	3.7483	1.00	5.00
35-44	18	3.7222	0.66911	0.15771	3.3895	4.0550	3.00	5.00
45-54	21	3.4286	0.92582	0.20203	3.0071	3.8500	2.00	5.00
Above 55	10	2.8000	1.22927	0.38873	1.9206	3.6794	1.00	5.00
Total	251	3.4462	0.99202	0.06262	3.3229	3.5695	1.00	5.00

**Table 9.** Chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.598 <sup>a</sup>	16	0.008
Likelihood Ratio	25.601	16	0.060
Linear-by-Linear Association	1.505	1	0.220
N of Valid Cases	251		

across genders. Therefore, hypothesis 2 is rejected. From Tables 8 and 9, it is observed that the perception of the influence of social media platforms across age groups is different. The p-value in the Chi-square test indicates that this association is significant. Therefore, hypothesis 3 is accepted.

From Table 12, among the male respondents, 75% are interested in spiritual tourism. Among the female respondents, 66% are interested in spiritual tourism. To test whether the mean values of interest in spiritual tourism

across genders are statistically significant, an individual sample t-test was carried out. From Table 13, it is observed that the p-value (significance) is 0.923. Therefore, the conclusion is that there is no association between gender and interest in spiritual tourism. We reject hypothesis no. 4. From Table 14, the p-value (significance) is 0.214 which is greater than the level of significance assumed (0.05). Therefore, the frequency of undertaking spiritual tours is similar across all age groups. Hypothesis 5 stands rejected.

To analyse the differences between the means of the different age groups concerning their interest in spiritual tourism, a one-way ANOVA test was performed. The variances across the different age groups were not equal. Therefore, the Welch test was conducted. This test is significant and therefore ANOVA can be performed. The p-value (significance) is 0.033. This means that at a significance level of 5%, the null hypothesis is rejected. This means that the means of interest in spiritual tourism vary across the different age groups. To find out about the populations where this difference exists, the Games Howell test was used (Tables 13-15). The Games-Howell

**Table 10.** Interest in Spiritual Tourism across gender

			Not at all interested	Somewhat interested	Partially interested	Interested	Very Interested
Gender	Male	Count % within Gender	5	6	26	35	71
			3.5%	4.2%	18.2%	24.5%	49.7%
	Female	Count % within Gender	5	4	28	26	45
			4.6%	3.7%	25.9%	24.1%	41.7%

**Table 11.** Independent Samples Test

		Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
Interest in S Tourism	Equal variances assumed	.065	.800	-.097	249	.923	-.01360	.13980	-.28893	.26174	
	Equal variances not assumed			-.097	231.367	.923	-.01360	.13966	-.28877	.26158	

**Table 12.** Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
<b>Pearson Chi-Square</b>	20.140 <sup>a</sup>	16	0.214
<b>Likelihood Ratio</b>	20.338	16	0.205
<b>Linear-by-Linear Association</b>	0.521	1	0.470
<b>N of Valid Cases</b>	251		

**Table 13.** Robust Tests of Equality of Means Interest in Spiritual Tourism

	Statistic <sup>a</sup>	df1	df2	Sig.
<b>Welch</b>	7.701	4	46.623	0.000

a = Asymptotically F distributed.

test is used to compare all possible combinations of group differences when the assumptions about the homogeneity of variances are violated. From the results, it is clear that the interest in spiritual tourism varies among the age groups above 55 years, 18-23 years and 24-34 years. Thus,

**Table 14.** Interest in Spiritual Tourism

	Sum of Squares	df	Mean Square	F	Sig.
<b>Between Groups</b>	12.461	4	3.115	2.670	0.033
<b>Within Groups</b>	286.966	246	1.167		
<b>Total</b>	299.426	250			

there is a statistically significant association between the age groups of the respondents and their interest in spiritual tourism. From Figure 1, it is observed that Instagram and YouTube are the most popular social media platforms that respondents use to engage in spiritual tourism activities.

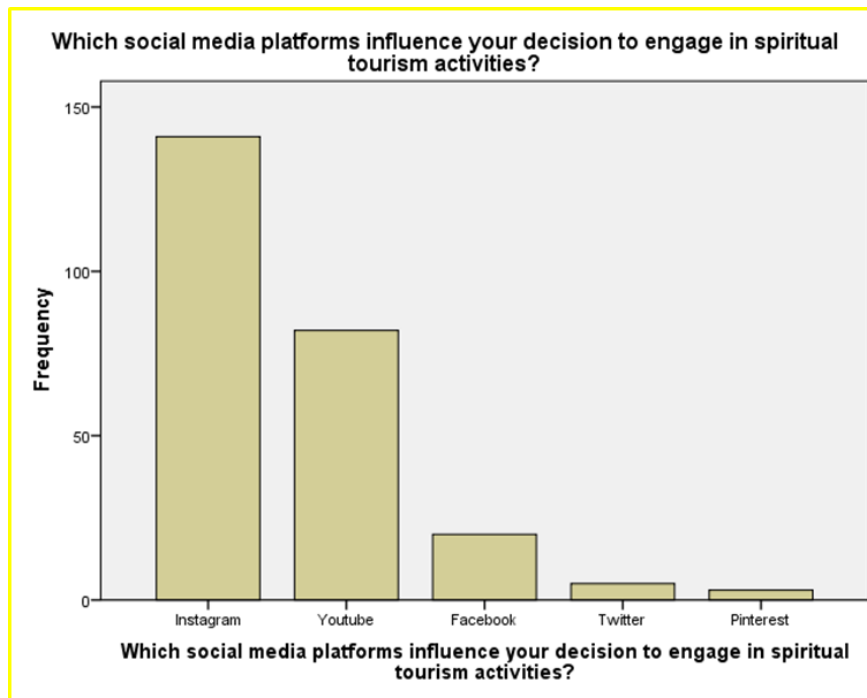
## 10. Summary of Key Findings

- Gender does not significantly affect interest in spiritual tourism (Table 10).
- Frequency of spiritual tours is consistent across all age groups (Table 12).
- Interest in spiritual tourism varies significantly among different age groups (Tables 13-15).

**Table 15.** Multiple comparisons

Dependent variable: Interest in spiritual tourism  
Games-Howell

(I) Age Group	(J) Age Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-23	24-34	0.25579	0.17286	0.578	-0.2229	0.7345
	35-44	-0.38562	0.20720	0.362	-0.9913	0.2200
	45-54	0.01120	0.25189	1.000	-0.7247	0.7472
	Above 55	-0.74118*	0.16302	0.002	-1.2295	-0.2529
24-34	18-23	-0.25579	0.17286	0.578	-0.7345	0.2229
	35-44	-0.64141	0.23498	0.067	-1.3122	0.0294
	45-54	-0.24459	0.27519	0.899	-1.0338	0.5446
	Above 55	-0.99697*	0.19713	0.000	-1.5629	-0.4310
35-44	18-23	0.38562	0.20720	0.362	-0.2200	0.9913
	24-34	0.64141	0.23498	0.067	-0.0294	1.3122
	45-54	0.39683	0.29796	0.674	-0.4584	1.2520
	Above 55	-0.35556	0.22784	0.534	-1.0228	0.3117
45-54	18-23	-0.01120	0.25189	1.000	-0.7472	0.7247
	24-34	0.24459	0.27519	0.899	-0.5446	1.0338
	35-44	-0.39683	0.29796	0.674	-1.2520	0.4584
	Above 55	-0.75238	0.26912	0.064	-1.5357	0.0309
Above 55	18-23	0.74118*	0.16302	0.002	0.2529	1.2295
	24-34	0.99697*	0.19713	0.000	0.4310	1.5629
	35-44	0.35556	0.22784	0.534	-0.3117	1.0228
	45-54	0.75238	0.26912	0.064	-0.0309	1.5357



**Figure 1.** Social media preferences for spiritual tourism.



- Instagram and YouTube are the most popular social media platforms for engaging in spiritual tourism activities (Figure 1).
- Social media platforms have a positive influence on promoting spiritual tourism (Tables 4, 5).
- Factors influencing spiritual tour decisions primarily include historical/cultural and religious significance (Table 4).
- Ayodhya's status as a spiritual centre is widely recognized across different age groups (Table 5).

## 11. Conclusion

A survey on spiritual tourism has revealed key findings. Gender does not impact interest, while interest levels vary among age groups. Instagram and YouTube are the preferred social media platforms for engagement. The study highlights the positive influence of social media and factors like historical significance shaping decisions. Ayodhya is widely recognized as a spiritual centre. The Indian Government promotes spiritual tourism through the Swadesh Darshan scheme, developing theme-based tourist circuits. The Ministry of Culture supports initiatives like 'Paryatan Parv' and 'Adopt a Heritage' to create awareness and promote responsible tourism.

The Indian Government has taken steps to improve infrastructure and connectivity to spiritual destinations, making them more accessible to tourists. Investments in transportation, accommodation, and amenities have been made to enhance the overall tourist experience and facilitate smooth travel to these destinations. Additionally, efforts to promote spiritual tourism have been supplemented by marketing campaigns both domestically and internationally, showcasing India's spiritual richness and inviting travellers to explore its sacred sites. The Indian Government's efforts in promoting spiritual tourism destinations reflect a commitment to preserving and promoting the country's cultural and spiritual heritage while also stimulating economic growth through tourism.

Leveraging social media marketing and storytelling techniques can enhance visibility in spiritual tourism. Promoters can share authentic narratives and user-generated content to evoke curiosity, and emotional resonance, and foster a sense of community and authenticity. This attracts a wider audience and enhances the credibility of the destination.

Using VR and AR, virtual tours of spiritual destinations can ignite interest in visiting. Interactive elements like Q&A sessions and guided meditation deepen the connection. Targeted advertising and influencer partnerships on social media reach interested demographics. Monitoring social media metrics enables marketers to optimize content and capitalize on trends.

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