

Impact of Simhastha 2016 on Tourism of Ujjain

Dr. Ashish Pathak¹ and Sakshi Singh²

Professor, Shri Atal Bihari Vajpayee Government Arts and Commerce College, Indore, MP, India¹
Research Scholar, Shri Atal Bihari Vajpayee Government Arts and Commerce College, Indore, MP, India²
sakshisingh1207@gmail.com

Abstract: *The Kumbh Mela is the Great Religious Bathing Festival of India, celebrated in a cycle of 12 years in the four cities of Prayag (Allahabad), Haridwar, Ujjain and Nashik. The Kumbh Mela in these cities is celebrated as per the specific configuration of the planets. The Kumbh Mela has been studied from the perspective of Religion by many people around the world, but the study of this event from the planning perspective is still lacking. The study reveals the effect of Simhastha on tourism industry in India and would help the planners and decision makers in planning and managing the Simhastha and as an opportunity to trigger the local development.*

Keywords: Mega Events, Simhastha, Kumbh Mela, Ujjain, Impact, tourist and pilgrims.

I. INTRODUCTION

Ujjain Simhastha is a Hindu religious mela held every 12 years in the Ujjain city of Madhya Pradesh, India. It is one of the four fairs traditionally recognized as Kumbha Melas, and is also known as Ujjain Kumbh Mela. According to Hindu mythology, Vishnu dropped drops of amrita (the drink of immortality) at four places, while transporting it in a kumbha (pot).

These four places, including Ujjain, are identified as the present-day sites of the Kumbh Mela. "Kumbh" in its literal English translation means "Pot", which emerged from "Samudra Manthan" (Churning of the Ocean) between Gods and Demons. The term 'Mela' signifies 'Fair'.

Impact of Simhastha on tourism are the following:

- **Economic Impact:** Simhastha Ujjain has a substantial economic impact on the tourism industry in Ujjain and its surrounding areas. During the festival, there is a surge in tourist arrivals, leading to increased demand for accommodations, transportation services, food and beverages, retail, handicrafts, and other tourism-related businesses. Local entrepreneurs and small-scale businesses witness a significant boost in revenue, creating job opportunities and stimulating economic growth.
- **Tourism Infrastructure Development:** Simhastha Ujjain acts as a catalyst for infrastructure development in Ujjain. To accommodate the large influx of pilgrims and tourists, the local government and authorities invest in improving transportation networks, roadways, sanitation facilities, accommodation options, and crowd management systems. These infrastructure upgrades not only cater to the needs of visitors during the festival but also benefit the local population and enhance the overall tourism infrastructure of the region.
- **Cultural Heritage Promotion:** Ujjain has a rich cultural and historical heritage, and Simhastha Ujjain provides a platform to showcase and promote this heritage to a global audience. The festival offers visitors the opportunity to witness ancient rituals, religious processions, traditional performances, and spiritual discourses. The cultural significance of Simhastha Ujjain contributes to the preservation and revitalization of local traditions, customs, and arts, thereby safeguarding the intangible cultural heritage of the region.
- **International Exposure:** Simhastha Ujjain attracts pilgrims and tourists from different parts of India and abroad. The international exposure garnered by the festival helps put Ujjain on the global tourism map, creating awareness and generating interest in the city as a travel destination. The festival serves as a cultural exchange platform, allowing visitors to experience the diversity of Indian spirituality and fostering cross-cultural understanding. Socio-cultural Implications: Simhastha Ujjain has profound socio-cultural implications

for the local community. The festival brings people from different backgrounds and regions together, promoting harmony, unity, and social cohesion. It provides a sense of identity and pride to the residents of Ujjain, strengthening their cultural roots and inspiring them to actively participate in the preservation of their traditions. Additionally, the influx of visitors during Simhasth Ujjain exposes locals to different cultures, ideas, and perspectives, contributing to a broader worldview and understanding.

- **Sustainable Tourism Practises:** Hosting Simhasth Ujjain also necessitates the implementation of sustainable tourism practises. The festival organisers and local authorities are increasingly aware of the importance of preserving the environment, minimising waste, and promoting responsible tourism during the event. Efforts are made to educate visitors and locals about sustainable practises, waste management, and the conservation of natural resources, ensuring that the festival leaves a positive ecological footprint.
- **Post-event Tourism Growth:** Simhasth Ujjain has a lasting impact on tourism even after the conclusion of the festival. The heightened visibility and international exposure of Ujjain attract tourists beyond the event period. Many visitors who attend Simhasth Ujjain develop a fascination for the city and return at different times to explore its historical sites, spiritual attractions, and cultural heritage. This post-event tourism growth helps to sustain the local tourism industry and supports ongoing economic development in Ujjain. Simhasth Ujjain has a significant impact on tourism in the region. The festival serves as a magnet for tourists and pilgrims, boosting the local economy, promoting infrastructure development, and providing international exposure to the city of Ujjain. It plays a crucial role in the preservation and promotion of cultural heritage, fostering socio-cultural cohesion, and encouraging sustainable tourism practises. Furthermore, Simhasth Ujjain's influence extends beyond the event itself, as it contributes to post-event tourism growth and the long-term sustainability of the tourism industry in Ujjain. Overall, Simhasth Ujjain stands as a remarkable example of how a religious festival can positively impact tourism, bringing numerous benefits to the host city and its residents.

II. TESTING OF HYPOTHESIS

- H01: There is a no association between impact on Tourism and Organisation of Simhasth.
- H11: There is association between impact on Tourism and Organisation of Simhasth.

2.1 Descriptive Statistics

	Mean	Std. Deviation	N
MEANGREEN SIMHASTH	4.0333	.79679	300
IMPACTONTOURISM	4.0473	.76933	300

The variables taken here are organisation of green Simhasth and impact on tourism to test the null hypothesis. The correlation coefficient has been used, and in descriptive statistics, the Mean of green Simhasth and impact on tourism are 4.03 and 4.04, and the numbers of respondents are 300.

		MEAN GREEN SIMHASTH	IMPACT ON TOURISM
MEANGREEN SIMHASTH	Pearson Correlation	1	.781**
	Sig.(2-tailed)		.000
	N	300	300
IMPACTONTOURISM	Pearson Correlation	.781**	1
	Sig.(2-tailed)	.000	
	N	300	300

**Correlation is significant at the 0.01 level (2-tailed).

In the table, the correlation coefficient of green Simhasth and impact on tourism is 0.781, which shows a positive correlation between green Simhasth and impact on tourism. Here the p-value is 0.000 at a 0.001 level of significance. In this case, the given p is .000 (meaning $p < .001$). Since this value is lower than any conventional alpha, we can reject H_0 . Moreover, it can be concluded that there is a relationship between green Simhasth and impact on tourism. Hence Alternate hypothesis(H_1) is accepted.

III. LITERATURE REVIEW

Mega Events are generally defined as short-term events with fixed duration and long-term consequences for the host cities. Such events have global publicity and are associated with large scale impacts. Such Events are capable of re-prioritizing the Urban Agendas of the city by stimulating the urban development process (Dimopoulou 2009).

Mega Events are opportunities for socializing, celebrations of achievement, markers of time and vehicles for political posturing (Smith 2012). They work as catalysts for economic transformation, help upgrade urban infrastructure, strengthen the image of the city and accelerates the implementation of desired urban policies. Such events engage all the sectors of city's life and administration and thus bring benefits across all sectors: infrastructure, services, culture, environment, education and economy. The Mega Events around the world range from a huge traditional event that seems to be managed in a completely ad-hoc manner to a post-modern event with very heavy and permanent preparations (Kammeier 2002).

IV. CONCLUSION

The Kumbh Mela has been used as a tool to positively transform the tourism of Ujjain and bring city of a higher level of development. . The impact of Simhasth Ujjain on tourism is profound and multi-faceted, bringing numerous benefits to the local economy, cultural heritage, infrastructure development, and international exposure. . It could promote community empowerment, international understanding, environmental preservation, cultural exchange, and economic growth. We can use tourism's transformational potential to build a more just, enriching, and sustainable world by adopting responsible tourist practises, promoting sustainable projects, and prioritising the welfare of both host communities and visitors.

REFERENCES

- [1]. Busa, Federica, Zhang Min, Wu Jianzhong, Vicente Gonzalez Loscetales, Cheng Jian, and Tiziana Bertone. "Mega Events as Catalysts for Urban Transformation." In Shanghai Manual- A Guide for Sustainable Urban Development in the 21st Century. Shanghai.
- [2]. CDP, Ujjain. (2008) Comprehensive Development Plan. Ujjain: JnNURM, 2006. Mega Events as Catalyst for Urban Transformation- A Case of Kumbh Mela in Ujjain Chen, Na. "What economic effect do mega-events have on host cities and their surroundings." 2008.
- [3]. Corporation, Nashik Municipal. Kumbh Mela Plan. Nashik: NashikMunicipal Corporation, 2003.
- [4]. Corporation, Ujjain Municipal. Sinhastha Kumbh Mela- 1992. Ujjain: Ujjain Municipal Corporation, 1992.
- [5]. Dimopoulou, Efi. (2009) "Mega Events as an opportunity for Urban Regeneration- Impact on a Host Greek City." Mega Events as an opportunity for Urban Regeneration- Impact on a Host Greek City. Greece: International Workshop on Spatial Information for Sustainable Management of Urban Areas, 4 February 2009.
- [6]. <http://www.ujjaintourism.in/>. Ujjain Toursim- The city of Temples. <http://www.ujjaintourism.in/kumbh%20fair.php> (accessed January 2013, 22).
- [7]. ICRA, Management Consulting Services (2012) Comprehensive Mela Plan for Simhastha 2016 at Ujjain; Concept Plan Report. Concept Plan, Ujjain: EPCO- Environmental Planning and Coordinating Organization, 2012.
- [8]. Kammeier, H. Detlef. "Coping with 'pulsar effects': Towards a conceptual framework." Coping with 'pulsar effects' in the context of sustainable urban development: Towards a conceptual framework. Athens: 38th ISOCARP Congress, September 2002.

- [9]. Kumbh Mela. 2009. <http://www.kumbhmela.co.in> (accessed March 08, 2013).
- [10]. Kumbhmelaallahabad.gov.in. Kumbh Mela 2013.
- [11]. http://kumbhmelaallahabad.gov.in/english/flying_camera_pics.html (accessed February 10, 2013).