

# Chapter 10

## Dimensional Role of the Latest Trends in Sustainability at Religious Places in Rural Rajasthan

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### **ABSTRACT**

*Religious tourism is the blissful and mindful action of a human being. Much of the evidence is present by way of the printed manuscript in the written form of articles in the journal, and news newspapers along with physical evidence from Temples, Mosques, Gurudawaras, and many other places in the world. In earlier ages, some of these temples and mosques were in isolated places or away from society which helped to make them in “DHYAN” (spending time in concentration for GOD). Later some of these places became urban and rural in regions of the world. Rajasthan is the province of India which is known for its colorful culture, rich tradition, royalness, and religious places all over the world. Religious places present in regions of Rajasthan are famous names such as Dargah Sharif Ajmer, Khatu Shyam Ji Ringus, Salasar Balazi Sikar, Karni Mata Mandir, Bikaner, Mahandipur Balazi Karauli, and so on.*

### **INTRODUCTION**

Human being visits from one place to another for different purposes, and religion is one of the main purposes mainly concerned with beliefs, faith and mindfulness. There is much evidence present in many

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manuscripts about these religious practices coming from the past till today. It is correct to say that the oldest form of tourism activity. RT can be referred to as on type of tourism in which people move to religious places either in individuals or groups with motives of missionary, leisure, or pilgrimage. Rajasthan is a region of India that is known to the world for its colorful culture, tradition, and rich heritage apart from harsh weather conditions. Moreover, it is also correct to say that this region has many places that are famous for their pilgrimage concern most of the religious people belong HINDU, MUSLIM, and CHRISTAN. India is known in the world for harmony among Indian citizens with different religious beliefs. Many places in Rajasthan are one of the best illustrations like Daharagh Sharique Ajmer, Khatu Shyam ji Skiar, Shree Salasar Balaji Sikar, Mahandipur Balaji Karuli, Karni Mata Mandir Bikaner, and many other famous pilgrimages. A huge number of people devote use to visit from the rest part of India and the world to this region every year.

The latest trends in religious tourism can have a significant impact on the industry. These trends often reflect changes in the preferences and behaviors of religious travelers. Some of the roles that the latest trends can play in religious tourism include:

**Diversification of destinations:** Travelers are now seeking out new and unique religious destinations beyond the traditional pilgrimage sites. This trend has led to the emergence of lesser-known religious sites gaining popularity.

**Integration of technology:** The latest trend in religious tourism involves the integration of technology to enhance the visitors' experience. This can include the use of virtual reality, augmented reality, and mobile applications to provide informational and immersive experiences.

**Sustainable and responsible tourism:** There is a growing emphasis on sustainable and responsible tourism practices in religious tourism. Travelers are increasingly interested in visiting destinations that prioritize environmental conservation, cultural preservation, and community involvement.

**Wellness and spiritual retreats:** Another trend in religious tourism is the rise of wellness and spiritual retreats. Many travelers are seeking opportunities to relax, rejuvenate, and connect with their spirituality in peaceful and natural settings.

*Figure 1.*  
*Source: Author*



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