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KASI TAMIL SANGAM- A PERSPECTIVE FOR INDIAN PILGRIMAGE TOURISM GROWTH AND A PARADIGM FOR FUTURE REJUVENATION

Dr. ABILASH

Assistant Professor

Indian Institute of Tourism and Travel Management, Gwalior

Mr. V. SARATH CHANDRAR

Teaching Associate

Indian Institute of Tourism and Travel Management, Nellore.

ABSTRACT

Gone are those days, where a bureaucratic nod swayed the very first concept of Tourism i.e. pilgrimage, which is the cradle for interlinking of both the phenomenon. There has been a transition in the method of consolidation of stakeholders in Tourism, with government being the driving force of programme /scheme implementations. With the political soft power in place since 2014, improvisations took place to insulate the existing PRASAD, SWADESH, Adopt a heritage and Apni Dharohar apni pechaan. The article examines the contemporary tourism systems in pilgrimage segment, propelled by Kasi Tamil Sangam an offshoot of “Ek Bharath Seshtra Bharath” and a new paradigm of evolving Pilgrimage Tourism.

KEYWORDS: Bureaucratic nod, consolidation of stakeholders, new paradigms

INTRODUCTION

Every pilgrimage concept, when discussed in the light of Yatra has to foray into the Connecticut of the pilgrim generating destination and the pilgrims. Tamil Nadu and Kasi has also got a along lineage to be exchanged for holiness, culture, scholarly mentorship, arts and folklore and prevails the heritage chest of Tamils.

BACKGROUND

The yesteryears have witnessed, the development of theme based tourism circuits in the design of Swadesh Darshan and Bharath dekho. Government of India under Ministry of higher education has kept in place the initiative of regional connect. Primarily the initiative begun with the students exchange programmes and later the concept got conceived into cultural exchange between the ethnicity among the Indians. Indian Institute of Technology, Madras was assigned with the Kasi tamil and Saurashtra Tamil Sangam. The director of the Institute was assigned with the task of calling out the eligible travellers befitting the norms of the kasi and Saurashtra Tamil Sangam. The lineage that the travel carries dates back to the Tamil Poet Mahakavi Bharathiar, who studied at Banaras on Tamil literature, and the perspective of domestic tourism traversing among the pilgrimage tourists of India commuting between Tamil Nadu and the Uttar Pradesh travelling, to quench the pilgrimage spree among especially among the senior citizens. In this outlay IIT, Madras has diligently outsourced the assignment of pilgrimage tour to IRCTC, which has pitched in the segments of rail tourism and other ancillary services of hotels and flight ticket bookings.

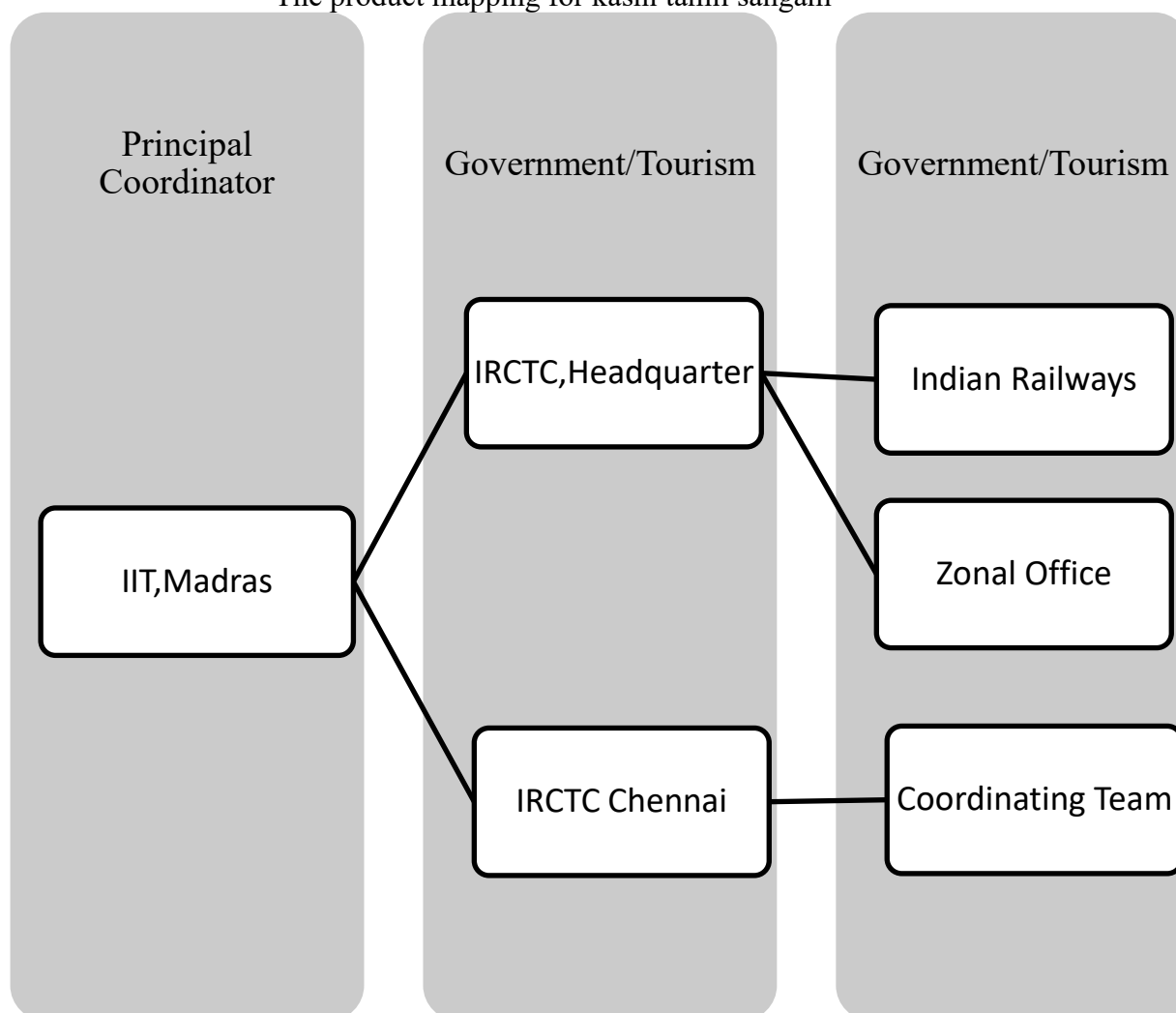
METHODOLOGY

A pilgrimage concept, in Tourism, could be best framed using the bricolages of various asserts of tourism supplies by the business suppliers. Bricolage, being a qualitative research

method, used to condense the concepts into code intercepts and labels. The study aims to bring in the various bricolage concepts and funnel them into concept identity for furthering the scope of the pilgrimage studies in India.

The study amasses the opinions of the frontline operators in this, kasi tamil sangam to have a perfect reflection on the new avenues in Tourism, emerging out of pilgrimage tour operation. A bricolage concept is developed, based on the interview codes of the tourist monitors, who travel with the tourist, and their observations on the entire scheme by the government. Their views have been mapped as crucial ones, as they have prominent reflections on the services and the stakeholders.

The product mapping for kashi tamil sangam



Based on the identified responsibilities shouldered by the IRCTC officials, the extracts from the opinions of the Tour Monitors were taken into consideration in the form of a qualitative Interview and intercepts were coded and decoded into labels.

DISCUSSION

Roles Played by the Tour Monitors	Public Relation	Protocol	On Field Tour Managing	Stakeholders Coordination
	Ek Bharath Sestra Bharath/Kasi Tamil Snagam			
Components	IRCTC	Transport	Middle men	Hospitality Partners

Products and Services	Mediator for regional connect. Alloting frontline operators for initiating Marketing efforts. Coordinating with the Implementing Agency	Transit and Comfort assignment. Coordination with the Train itinerary. Transportation Product lines.	1.Rates Deliberations. 2.Schedule Management 3. Sight seeing and allied product developments.	1.Tayloring Accomodation facilities based on the onsite complaints and Queries of the tourists.
New emerging Tourism markets out of EBSP and Kasi Tamil Sangam	1.Pilgrimage 2. Heritage 3. Educational 4. Senior Tourism 5.Sustainable			

Source: Author's DATA

The opinions expressed in the data set by the Tour monitors have given great insights into the entrepreneurial avenues for pilgrimage tourism in India. The segregation of IRCTC, Transport, Middle men and Hospitality partners and administering them among the tour monitors opinion on them has given a beautiful source of tourism product lines.

CONCLUSION

The result generated has protruded into the new paradigms, that might develop among the pilgrimage circuits evolving in the lines of Indian Knowledge system .This is the main cause of attempting the paper and the would act as a snippet for the research attempts on the Pilgrimage Tourism avenues in the government sector.

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