

# Assessing The Impact of Festive Seasons and Historical Significance on Tourism in Udupi Region: A Study of Udupi Shree Krishna Matta

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## Abstract:

This study examines the impact of festive seasons and historical significance on tourism in the Udupi region, with a focus on Udupi Shree Krishna Matta. The research investigates the role of these factors in attracting visitors and their effects on the local economy, commercial area, and socio-economic conditions. The study aims to provide insights for sustainable tourism development, enhancing the visitor experience, and maximizing benefits for the local economy.

**Keywords:** Udupi Shree Krishna Matta, Tourism, Religious Significance, Commercial Activities.

## Objectives

- To examine the role of festive seasons and historical significance in attracting visitors to Udupi Shree Krishna Matta.
- To examine the impact of tourism on the local economy and commercial area.
- To investigate the effects of tourism on the socio-economic conditions of the Udupi region.

## Introduction

Udupi, a coastal town in Karnataka, India, is renowned for its rich cultural heritage and religious significance. At the heart of this heritage lies Udupi Shree Krishna Matta, a historic temple and monastic complex that attracts devotees and tourists alike. The temple's historical significance and festive seasons have long been believed to contribute to its appeal, but the extent to which these factors influence tourism in the region remains unexplored.

This study aims to investigate the impact of festive seasons and historical significance on tourism in Udupi region, with a specific focus on Udupi Shree Krishna Matta. By examining the role of these factors in attracting visitors, we hope to shed light on the economic and socio-economic effects of tourism on the local community. Our research will provide valuable insights for stakeholders seeking to promote sustainable tourism development in the region, enhance the visitor experience, and maximize the benefits of tourism for the local economy.

The introduction sets the stage for the study, providing context and background information on the

research topic. It also highlights the research gap and the objectives of the study, which will guide the investigation and analysis that follows.

Udupi Shree Krishna Matta being the heart of Udupi district is located in south India's holiest Vaishnavite coastal town in Karnataka. It is located 397.8 kilometres from the capital of Karnataka Bangalore. Earlier, Udupi belonged to the undivided Dakshina Kannada district. Now formed as an independent district. But it can be said to be the smallest district in the constituency. The total area of the district is 3575 sq.km. On August 25, 1997, Udupi district came in to existence after being separated from Dakshina Kannada. Uttara Kannada district, Shivmogga district and Chikkamangaluru district are in the north side of the district, while Dakshina Kannada district is south and the Arabian sea coast is to the west. There are only 3 taluks, 9 hoobalis, 146-gram panchayats, 248 villages.

Udupi district is famous as a tourist destination. It is also known as the "Land of Temples". The enchanting beaches, and evergreen forests of this place have turned into a paradise for tourists. Some of the famous places around Udupi are described here Saint Mary's Island, Kapu, Maravanthe beach, Jomlutheertha, Kudlu falls, Kolara, Karkala, Atturu, Pajaka, Dandatheertha, Suvarna river and Malpe beach.

In the present scenario Malpe has become a large commercial sector in Udupi district, this is mainly because here three kinds of commercial activities take place that is fishery business and its import and export and also from tourism. Apart from this Udupi Shree Krishna Matta has a special vibe that attracts an abundant number of people from different corners of the nation as well as foreigners.

The city is surrounded by temples and Ashta matta (8 mattas). The surrounding places of this Holy Kshetra are pleasant making it a good place for the devotees to visit. Despite being a small district, it has always attracted devotees from every nook and corner. Shree Krishna matta is filled with devotees in large numbers who come to have Darshan of Lord Shree Krishna every day.

### **Architecture of Udupi Shree Krishna Matta**

The Udupi Shree Krishna matta's main entrance is on the southern side. When the visitors enter from that way, on right side they can see a tank named 'MadhvaPushkarani' this tank is fully covered by stone steps and there is a 'mantapa'. In the hind garbhagriha is found the sculpture of Lord Shree Krishna which is the idol of worship. He has a tall churning rod (Kadagolu) in his right hand. The devotees may take Darshan of Lord Shree Krishna outside through a window. The idol of Shree Krishna cannot be seen directly, but through a 9 holed window called 'Navagraha'. As per historical background of Udupi Shree Krishna Matta there is a small square window to view Lord Krishna and people stand in the queue and normally have about some seconds to view the lord and the temple staff would be regularly monitoring the crowd.

On the south west corner of the tank, we can see shrine of Bhagirathi. This sacred tank at present after Madhvacharya is being called as 'Madhavasarovar' but it was called Virajteerth in Kritayuga, Anthsarovar in Trethayuga and Dwaparyuga.

Since the period of Madhvacharya Bhagirathi flows in to this tank once in 12 years, in rainy season on the day of 'Bhagirathi Janmadivas'. This same holy water is being used daily for Abhisheka during the worship of Lord Shree Krishna. The entrance to Shree Krishnamatta is just opposite to this tank. And opposite to this door an idol of Shree Channakeshava can be seen.

### **Historical Background**

Udupi is the birth place of Saint Madhvacharya. He was born on 12th century in Pajaka. Madhvacharya was the founder of the Dwaitha philosophy and taught here approximately 745 years ago. He established

eight mattas known as 'Ashtamattas' namely PuthigeMatta, PalimaruMatta, AdamaruMatta, ShirurMatta, PejavaruMatta, SodheMatta, KaniyurMatta and KrishnapuraMatta which means 8 sanyasi Mattas, in the town. It is the heads of these eight mattas who take up the responsibility of managing Shree Krishna Matta for two years each by rotation. It has become one of Karnataka's most important pilgrimage sites. Amongst the AshtaMattas the Shree Krishna Matta has manifested a special place in the visitor's heart.

The Udupi Shree Krishna Matta is most famous for its large number of visitors who hail from different parts of India as well as from different countries. To the opposite of the Matta there are two Lord Eshwara's temples known as Chandramouleeshwara and Ananteshwara. On every Monday's the devotees have a practice of visiting these temples as that weekday is considered as a special day to seek Lord Eshwara's blessings.

Kanakadasa (1509-1606) was a saintly philosopher from Karnataka. He was popularly known as Haridasa which literary means servant of Hari (Krishna). He was a philosopher of Dvaita Vedanta. He was a follower of Madhvacharya's Dvaita philosophy and a disciple of Vyasatheertha. He was a great devotee of Lord Shree Krishna. However, he was closely associated with Udupi as he was the follower of Vyasarayana Swami. On his request, Kanakadasa once visited Shree Vadirajateertha in Udupi. Since Kanakadasa belongs to lower caste, the Acharyas and Brahmin temple priests would not let him in. He felt hurt by this ill treatment.

Kanakadasa went behind the temple and sang devotional song requesting Lord Krishna to open the door for him. To everyone's surprise, the back wall of the temple miraculously cracked and created a hole on the wall through which Kanakadasa could get a glimpse of Shree Krishna's idol. Later, in his memory that window was named as 'Kanakanakindi'. Kanakadasa was a composer of Carnatic music, poet, reformer and musician. He is known for his keertanasand upabhoga<sup>1</sup>. He devoted his life to composing music and literature with philosophy, which he explained in the simple Kannada language.

### **Daily activities and Practices of Udupi Shree Krishna Matta**

Udupi's Shree Krishna is considered as 'Baala Krishna' means he resides there in the form of a small boy. It is said that the Krishna's idol here is the most beautiful idol of Lord Krishna. A day begins with the 'Ushath Kaala Pooja' which means the Pooja done at 4 am in the morning by the pandits every day. The devotees from the nearby places or some even from far, including the tourists from different states and non-residents of India, assemble in the Matta for Bala Krishna's darshan. At 5 am in the morning the idol of lord Shree Krishna is offered with 'Panchambrutha Abhishekha' which means a mixture of milk, honey, sugar, ghee, and curd is poured on the idol. At 5:30 am the devotees are allowed to have Baala Krishna's darshan. Normal footfall to Udupi Shree Krishna Matta is approximately 15,000 to 20,000 and in the afternoon Mahapooja is offered. Soon after that the devotees are served fresh food that is called Annasantharpane in the form of prasada in the Matta except on Ekadashi day, because there is a belief that, Lord Vishnu fasts on that particular day and as Lord Shree Krishna is considered as an Avatar of Lord Vishnu, meal is not prepared.

### **Observations and Analysis of the Study**

The observations and analysis of information were collected through interaction with various devotees, tourists, administrative staffs of Udupi Shree Krishna Matta and also interaction with the traders around the temple were as mentioned below;

<sup>1</sup> As defined by Dr. P Gururaj Bhat

- The devotees who take vows for their particular wishes, on them fulfilling they have food which is served on the floor inside the dining hall & some of the devotees have a belief that by eating meal in this manner might cure their illness, this shows their devotion and belief in lord Shree Krishna. As a result, during the weekends the number of tourists increases to 25,000.
- One of the main reasons for Udupi Shree Krishna Matta to be famous is they offer 16 different types of Poojas whereas in other temples they have only 3 types that is Ushathkaala Pooja, Madhyanadha Pooja, Ratri Pooja. As the Udupi's Shree Krishna is known as Baala Krishna in order to keep him happy the Swamis have made Rathas (chariots) of all those kinds which Baala Krishna likes and draws his attention. There are 7 different types of Rathas made of Gold, Silver, Navaratna (9 gems), Wooden (big and small), Vimana etc.
- In the 'Rajangana' they conduct a number of cultural activities like classical dance, singing, skit, Yakshagana, Tiger dance etc especially on special occasions like 'Shree Krishna Janmashtami' and Paryaya.
- During festive seasons like 'Shree Krishna Janmashtami' the Matta and its surrounding that is the rathabeedhi is filled with nearly 50,000 people from all over the country including foreigners.
- One of the greatest and most interesting aspect of management of the matta is that it is rotated once in every two years among the swamis of eight mattas in a preset order, that process is known as 'Paryaya' and this is celebrated in the month of January. This is very famous because once in 2 years the entire right of management of Udupi Shree Krishna Matta gets transferred from one Swami of a particular Matta out of the Ashtha Matta to another. This occasion attracts highest number of tourists up to lakhs. Paryaya 2024 had 2.5 lakhs to 3 lakh tourists who took part in the celebration. The celebration starts with a procession from Jodukatte till Krishna Matta. All the Swamiji's of the Ashtha Matta come by that procession to Krishna Matta. Amongst them Swamiji of any one Matta which is decided to be managing Krishna Matta for the upcoming 2 years resides the 'Paryaya Peetha'. Furthermore, the existing commercial activities are increasing when compared to normal days. During this occasion additionally temporary shops/stalls related to food items as well as flowers, fruits, toys are installed.

Travel or pilgrimage to religious places in India is considered an integral part of our culture and tradition. Pilgrimage tourism has its own importance for various reasons, firstly it is widely believed that the places of worship have a special power and certifies this is the many miracles that are reported by people visiting various places. Religious tourism is a big revenue generator for different countries. The tourism sector employs the largest workforce in the world. Religious tourism draws huge crowds in the form of tourists. All religions have their holy places, such places are called by different names like Temples, Church, Masjid and Gurudwar. The pilgrimage is a journey undertaken for betterment of the spiritual knowledge and peace. As the modern means of travel like the road transport, railways and air travel have increased tremendously likewise the number of tourists and pilgrims visiting the various pilgrim centers also increased.

South Indian tourism is considered as pilgrimage and heritage tourist destination. The centuries old glorious temples and colorful religious festivals attract millions of domestic tourists. Udupi's Krishna Matta has a special place in the devotees and visitors heart and due to this it attracts an abundant number of devotees and pilgrims.

The streets of Rathabeedhi are often crowded. People from different cultural backgrounds also visit this place as they conduct unique kinds of cultural activities. Most likely the devotees and believers of lord Shree Krishna constantly keep visiting this place. In spite of this there are numerous tourists who come in

order to visit the Matta but end up visiting different other tourism places in Udupi. This proves that the Matta inspires the tourists from out of Udupi to visit other tourism places in Udupi. This in return increases the footfall of visitors in other tourism places of Udupi.

Senior citizens who stay nearby the Matta are found taking a walk in the rathabeedhi either early in the morning or evening. Not only senior citizens but there are also other young people who prefer to have a morning or evening walk across rathabeedhi as its vibe soothes their minds.

Bhajans are sung by aged ladies who come there every day in order to attain peace of mind and there some people who come to listen to bhajanas. Above all it's the pleasant feeling due to the positive energy from the temple that makes the visitors to come again and again. In 'Rajangana' which means a stage setup numerous cultural activities are conducted. The Swami of the Matta conducts preaching sessions there for anyone who is interested to listen to him.

There is a building near the parking lot known as 'Geeta Mandira', it was established in the year 1992 by Sugunendra Theertha Swami. The people from different states such as Kerala and Tamilnadu come here, and from different districts of Karnataka. Here in the morning sharp at 7am the holy book of hindus the Bhagvath Geetha verses are narrated until evening 7pm. Inside the Geeta Mandira there is an idol of Shree Krishna in front of which bhajans are sung mostly by ladies, some people come here to meditate and repetition of the divine name of Lord Shree Krishna. At present they have started a new activity called 'Koti Geeta lekhanayagna' it means writing the 'sthothras' or 'manthras' in the provided book. This book is published in several languages like Kannada, English, Hindi, Tamil, Telugu, Malayalam, Marathi etc. Once it's completed then it's submitted to the in-charge person who then offers it to Shree Krishna's idol and given back to the writer.

Similar to most of the temples even this matta has a Goshala means a place where cattle are given shelter and looked after. They treat the unwell cattle and feed them grasses, hay, etc. The milk obtained from them is used during pooja or abhisheka on the Krishna's idol. The remaining milk is converted to curd and used to prepare buttermilk for meals.

The matta acts as a great sector of providing employment and distribution of wealth. Along with its cultural activities it has been and at present involving in number of social welfare activities. It has made it possible for several people to earn a livelihood by giving them a chance to setup tiny shops in Rathabeedhi and also in different locations even outside Udupi district. And in return they have to pay rent which is usually less compared to places rented by the public. This has helped many people to earn their livelihood. Primarily the shops have been earning a good amount of profit due to the increase in the footfall over the years and this has strongly contributed to the improvement in their standard of living.

### **Research Methodology**

This research is designed in a descriptive and exploratory form. On the whole it was designed with the motive of understanding the footfall in Udupi Shree Krishna Matta. And subsequently understanding the impact of excessive footfall on the local economy as well as socio-economic condition of the district. This data includes surveys and questionnaires which were administered to the local residents and the visitors in order to gather information regarding the people perception, footfall, spending patterns, and demographics. Alternatively, the impact of tourism on the local economy and socio-economic conditions of the district.

The local articles, surveys, research studies on tourism development, socio-economic conditions and local economy were reviewed. Its purpose was to provide context and background information for the study.

Along with that even data from tourism boards was collected which were related to the tourism's impact on the revenue generation, tourist arrivals and infrastructure development.

Stratified method of randomly sampling was used to select the interviews and sample for the survey. First preference was given to the local residents and then the visitors in order to interview them. And their interview was mainly depended on their availability and willingness to participate in the survey. Analysis of quantitative data was done by using descriptive statistics, inferential statistics, and correlations. Qualitative data was analyzed using thematic analysis and content analysis in order to identify themes and patterns.

The main aim of the study was to provide a clear understanding of the footfall in Udupi Shree Krishna Matta and its impact on the socio-economic conditions of the places near to it and the local. This was possible through using combination of both primary and secondary data and also both quantitative and qualitative analysis.

### **Literature Review**

Pilgrimage tourism seems to be a newer academic concept but it is certainly not a new phenomenon. Several studies have been made relating to Udupi Shree Krishna Matta and almost all of them state that footfall in Matta has a positive impact on the local economy. That is certainly due to the increase in employment opportunities and this in turn leads to increase in the revenue. The various kinds of articles, journals, research studies all of these have portrayed the major positive impacts of tourism in Udupi Shree Krishna Matta and how it has affected the socio-economic conditions of the district. One of the major impacts is the transfer of the culture to those who are willing to adopt it.

According to an article published in 'Times of India' by Vinobha K Ton Mar 13, 2021 the Udupi Krishna Matta had various renovation works which costed to Rs 1.19 crore. It included construction of 'Vishwapatha', a path for the convenience of devotees to visit Madhwa Sarovara and shrines in the temple in queue, developed at a cost of Rs 52.63 lakh. Electrical and painting works up to Rs. 31.88 lakh and many more other makeovers was done.

As per the book 'Udupiya Itihasa' written by Dr. P Gururaj Bhat, "Kanakadasa, a lower caste devotee, was denied entry to Udupi Shree Krishna Matta. So, disheartened he walked behind the temple and sung devotional songs, asking Lord Krishna to open the door for him. Lord Krishna's idol was pleased, so he turned and made a hole in the wall for Kanakadasa to see his idol. Hence the window is termed Kanakanakindi".

As per the research article by Dr. M R Hegde, published in International Journal of Advance Research in Computer Science and Management Studies in 2017, the matta have also come out in a big way to help the old and infirm members of the society by establishing Vraddhashrama (homes for the old) and they have also established orphanages to take care of the children who are deprived of the parental care. They have also provided healthcare facilities to the poor people of the nearby areas. The Matta has envisaged a special scheme by the name Gosurakshana (protection and care of cows) for providing a proper shelter to the stray cattle.

### **Data Interpretation**

Udupi Shree Krishna Matta is the most popular Hindu temple in Karnataka, India. It attracts a large number of tourists and devotees throughout the year, and especially during festival and special occasions. Footfall in this matta is significant not only for religious reasons but also for its economic and social impact on the

local community. The temples footfall generates revenue for the local economy through donations, offerings and sale of products and services by shops under its management.

**Paryaya**

In the process of transferring the authority of mattas management a set of keys is given from one swami to other. Mainly a vessel namely ‘Akshaya Pathre’ is also given. This vessel has a unique history of 800 years, saint Madhvacharya used to prepare and offer ‘Naivedya’ means prasadh to Lord Shree Krishna. The word Akshaya means infinity. It is believed that no matter how many people are served food from that vessel it never gets empty. Hence to showcase this belief the matta has a pile of woods kept in a chariot form, it means that whoever goes there in hunger never returns with an empty stomach.

**Showing footfall during Paryaya**

Table 1.1

Years	Footfall
2018	2.5 lakhs
2020	3 lakhs
2022	80k
2024	4 lakhs

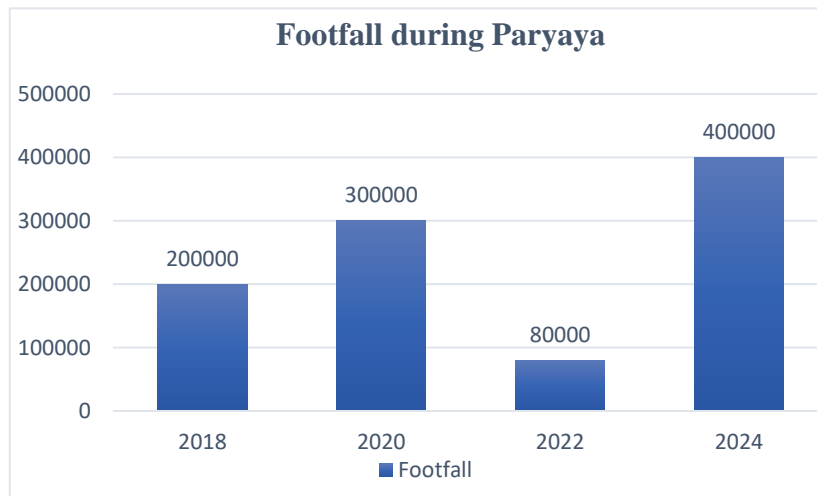


Chart 1.1

**Interpretation**

- As per the interview conducted with the management staff, their responses are highlighted in the above table.
- As paryaya is a process of transferring the management of the matta it is done once in two years and this celebration attracts an abundant number of visitors as shown in the year 2018, 2020 and 2024.
- But in the year 2022 as the world faced a pandemic the footfall had drastically fallen to 80000.

**Shree Krishna Janmashtami**

Shree Krishna Janmashtami is most awaited festival for the devotees of Lord Shree Krishna. During this day special poojas are offered to Shree Krishna and devotees from far flung places to experience this

special occasion. This festival withholds numerous cultural activities. Shree Krishna Leelotsava is an important component of Janmashtami in Udupi. Here visitors can witness various kinds of entertaining programs conducted in the rajangana or in rathabeedhi. A special form of dance known as ‘Huli Vesha’ in Kannada which means tiger dance is performed in many festivals including Krishn Janmashtami and is one of the most exciting components of the celebrations. Different groups participate in the dance. Hundreds of devotees offer the sacred ‘Arghya’, libation of water or offering water and food or prasada to Shree Krishna at midnight. At the day time special pooja is offered as a part of ‘Shree Krishna Leelotsava’. And ‘Vittlapindi’ (Mosaru Kudike) will be held where, different teams participate in the task of bursting clay pots containing curd and other items. In rathabeedhi after ‘Mosaru kudike’ snacks are distributed to the devotees.

**Showing footfall during Krishna Janmashtami**

**Table 1.2**

Years	Population
2018	70000
2019	80000
2020	1000
2021	20000
2022	25000
2023	60000

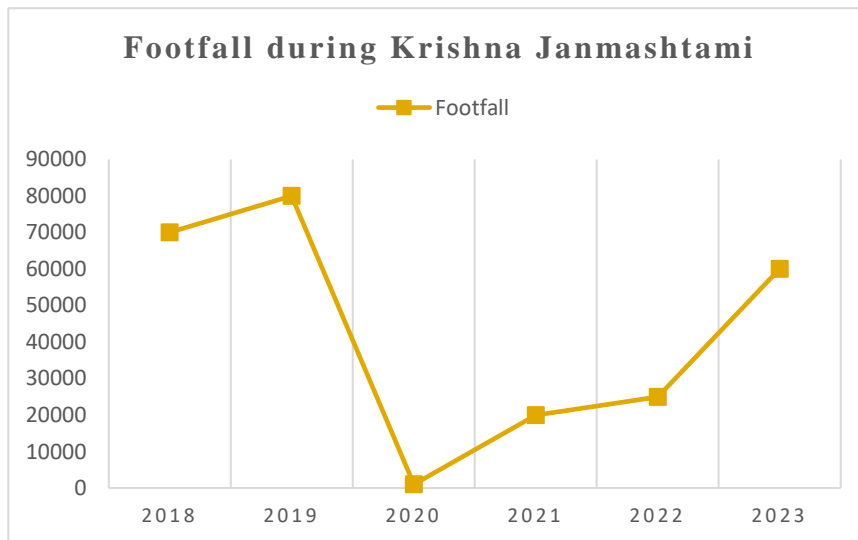


Chart 1.2

**Interpretation**

- The above chart depicts the footfall of visitors during the auspicious day that is the birthday of Lord Shree Krishna.
- In the year 2018 and 2019 that is before the pandemic period the matta was filled with nearly 80000 visitors.
- In the year 2020 due to pandemic there was a drastic decrease in the footfall of visitors to 1000. But in 2021 and 2022 the footfall slightly increased from 20000 to 25000.
- The footfall range came back somewhat to its usual range in the year 2023.



**Showing footfall on a daily basis**

**Table 1.3**

Years	Footfall
2018	22000
2019	25000
2020	0
2021	6000
2022	20000
2023	30000

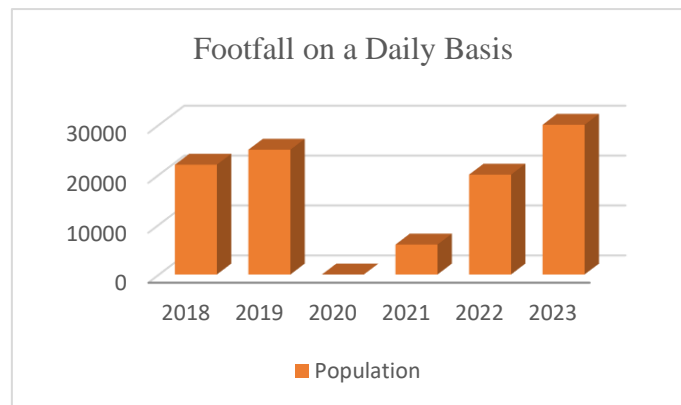


Chart 1.3

**Interpretation**

- From the above chart we can understand that on a daily basis the footfall of the visitors in the past 6 years has faced a lot of changes.
- In the year 2018 and 2019 that is before pandemic, every day the matta got nearly 22000 to 25000 visitors.
- The nearby people visit the matta regularly.
- In the year 2020 as per the government guidelines no tourist were allowed to visit the Shree Krishna matta, except for the poojaries who offered pooja to Lord Shree Krishna.
- We can see that in the year 2021 and 2022 there was a slight increase in footfall of visitors. By the year 2023 the visitors started to visit the matta as before.

**Showing past 6 years Midday Meals & Annasantharpane**

**Table 1.4**

Years	Midday meals	Annasantharpane
2018	12000	10000
2019	13000	12000
2020	0	0
2021	0	2000
2022	8000	6000
2023	13000	12000

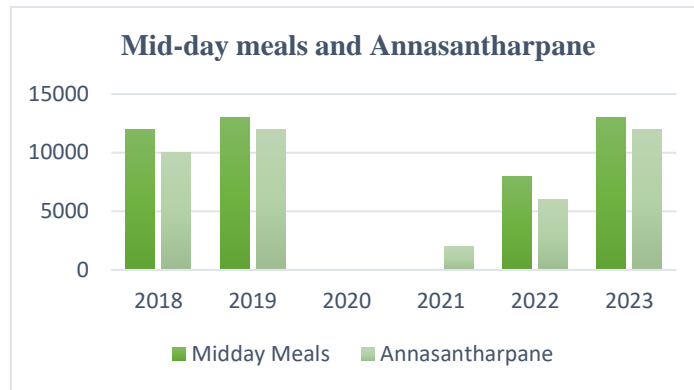


Chart 1.4

### Interpretation

- The matta is well known for its consideration towards the poor people.
- From the above chart we can claim that it has been a source of providing food to the needy.
- The matta had Miday Meals scheme for some of the government school from many years, but in the year 2020 & 2021 due to the pandemic that scheme was stopped by the government order.
- Meals have been provided in the matta to the devotees too but during the pandemic period even that was stopped for a while in the year 2020.
- But later in the year 2021 meals in matta was started again.

### Factors that influence the visitors to visit the Matta

Table 1.5

Contents	Percentages
History	10%
Influence	10%
Tourist place	20%
Meal	30%
Belief	30%

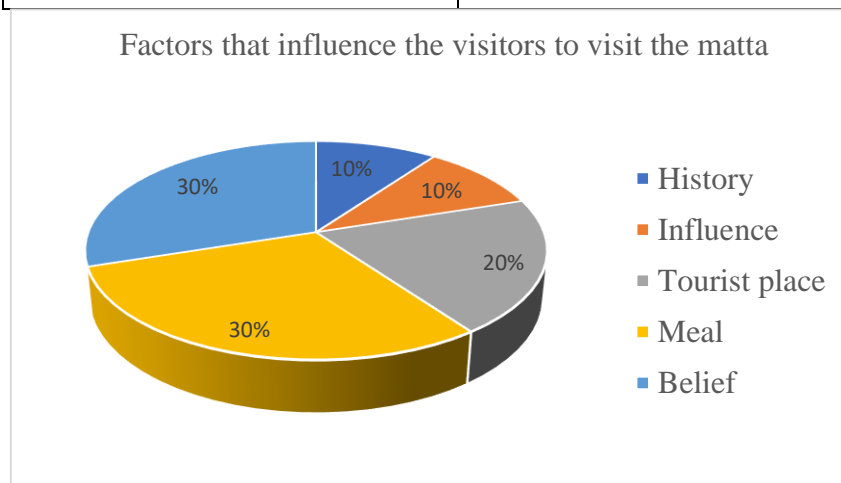


Chart 1.5

### Interpretation

- The above chart showcases the various kinds of factors that influence the visitors to visit the matta.
- The history which the matta holds has attracted 10% of the total visitors. That is due to the various miracles occurred there.
- There are again 10% of tourists who have been suggested by their close ones or known about the matta through social media and thus visited and are visiting the matta.
- Almost many people travel to pilgrimage places somewhere, at least once in a year. Since it is the only opportunity for experiencing such things for many people. Hence, 20% of the visitors come here to experience tourism.
- The matta is well known for its dedication in feeding the hungry. Although it's a part of their usual routine to serve food to the devotees, they also used to supply food to government schools before pandemic, thus 30% of the visitors come with the hope of not returning with empty stomach from the matta.
- Several visitors come with the strong belief of being heard by Lord Shree Krishna and pray there for their wellbeing. It's the trust they have in Shree Krishna that attracts them to the matta which withholds lots of miracles.

### How the nearby commercial area is benefited?

The nearby commercial area has flourished, with the 4 gates at Udupi Shree Krishna matta attracting a vast influx of visitors, boosting business opportunities, sales, and revenue for local traders and shopkeepers. The 4 gates at Udupi Shree Krishna matta were thoughtfully installed by Shiroor matta to address the inconvenience faced by devotees and tourists who had difficulty parking their vehicles inside Rathabeedi, particularly during festival seasons, while also supporting the local businesses that thrive around the temple premises. By providing designated entry and exit points, the gates have streamlined visitor flow, reduced congestion, and enhanced the overall experience. This thoughtful infrastructure development has significantly contributed to the smooth management of the large crowd that flock to this revered destination, showcasing the perfect blend of tradition, tourism and commercial activities, ensuring a harmonious and prosperous co-existence.

Krishna Mutt, a revered destination, welcomes tourists through four convenient gates, accessible on foot at any time. Vehicles, however, are permitted entry only during designated hours (8-10 am and 3-5 pm), when the gates are open. This strategic timing coincides with peak commercial activity, as approximately 70 vibrant shops and services come alive, offering a diverse range of products and experiences. Visitors can indulge in refreshing juices, savor local cuisine at hotels, access convenient ATMs, and explore an array of shops selling exquisite cloth, fancy items, precious jewelry, fresh groceries, and fragrant flowers. Additionally, they can discover unique ayurvedic remedies, rare books, and intricate crafts at the melas. With comfortable guest houses, reliable banks, and delectable street food options, Krishna Mutt offers a holistic experience. Notably, the historic Airody shop, with its ancient legacy, stands out among the many attractions, making this destination a true treasure trove of culture, commerce, and spirituality.

The increase in footfall of visitors has been beneficial to the nearby markets. Especially, the shops in Rathabeedhi are the most benefited ones. Shops selling pooja items have been making a good amount of profit as those stuffs are highly demanded by the customers whether they are local people or from different state or country.

The shops sell idols of different Gods, Goddesses and Daivs, but they sell Lord Shree Krishna's idol in

more numbers. They have these idols in all sizes starting from 2 inches to 18 inches. 2 inches idols are of 150 gram and are sold often and 18 inches ones are of 4 to 5 kilograms but these are made only on special orders by the customers. All these idols are made of Brass and 'Panchaloha' that is, combination of 5 metals (Gold, Silver, Copper, Zinc and Iron). Along with idols they also sell Aarthi (Brass), Kaaldeepa (Brass), Cooking vessels (steel, copper, aluminium), Thali (copper, steel, silver, brass), Kalash (copper), Plates (belmetal), Mantap, Peeta, Prabhavali etc.

According to the shop owner on daily basis the shop gets nearly 100 to 200 and during festive seasons 200 to 300 footfalls. Even the tourist from different states or countries come in search of the items sold here. During usual days nearly 100 to 150 and during festive seasons up to 200. Foreigners highly demand for idols of Lord Krishna and Lord Ganesh. As per the shop owner response they earn high profit during Ganesha Chaturthi, Ashtami, Rama Navami, Diwali, Anantha Chaturdashi and Navarathri.

Except for these kinds of shops there are even others like flower shops, hotels, jewellery shops, shops selling traditional wooden items like coconut grater, baskets, curd churner etc. There are even shops which sell Ayurvedic medicines, local spices and masalas etc. and even vegetables grown in village area.

The hotels in Rathabeedhi attract abundant visitors by its delicious traditional dishes. The most famous hotel is 'Mitra Samaja', the major reason is it was the first hotel to invent 'Masala Dosa' which has now become the most demanded dish in many parts of India. From the very day it has drawn attention of many customers and there are many who preferably visit matta to come to this hotel. Although there are many other hotels but this one is the one which is always crowded by customers. Even the lodges booking will be full during festive seasons or holiday season.

The cabs and auto rickshaws have also been benefited due to the increase in footfall of visitors. Tourism is the main source for the cabs and auto rickshaws for their business. Holiday season and festive season especially Paryaya draws the attention of visitors which benefits the travel business. And all this is possible due to the existence of Krishna Matta.

During the pandemic period all these shops faced great loss as there were no visitors around. All the shops, hotels, stalls and lodges were closed in the year 2020. After a year they could manage to pick up the business yet it has never been like before.

According to the shop owners it would not be possible for them to earn the same amount of profit if they would establish their business far from the matta. Perhaps, the tourist and even the local public who come to visit matta are the major reason for their profit earning.

Hence the matta is the only reason why the nearby shops are earning good amount of profit. It has become the reason for many people to earn their livelihood. In this way it has a great impact on the socio-economic condition of the region. Various employment opportunities have been generated due to the establishment of the matta.

## Conclusion

The results of the foregoing study have clearly demonstrated that pilgrimage tourism at Shree Krishna Matta, Udipi is playing a major role in socio-economic development. The residents do support the pilgrimage tourism and there have been changes in terms of infrastructure, educational level, inflow of traffic, resorts, revenue through parking, more jobs to local residents, upgradation in standard of living. In any event there is a strong case of considering pilgrimage tourism as an important sector in socio-economic development.

The objective of this research was to investigate the positive impacts of the increase in the footfall of

visitors on the business and socio-economic conditions of the region. The research findings on each of the questions of survey have been presented and discussed.

As cultural tourism requires relatively low investment capital it can be the major tourist attractions. In most parts of rural India, the majority of the population has lack of education and less capital, hence this type of tourism needs to be encouraged and promoted in India. This ensures that tourism contribute towards poverty alleviation that is because this type of tourism is associated with activities such as cultural shows, shops and handicraft sales which do not require High education.

The study has examined a variety of base of involving the local community in tourism development this study represents the significance of pilgrimage tourism and its positive impact on the economy of the district. As pilgrimage tourism is preferred by large number of visitors it has a great impact on the socio-economic conditions of the district and the localities standard of living.

Tourism development in Udupi Shree Krishna Matta has provided various employment entrepreneurial opportunities to the local people or anyone who wish to do so. This will become a good source of generating income and the quality of life of the localities. The study helps us to understand that the involvement of local people in sharing the benefits of tourism is a suitable way to involve the local community in tourism development.

There are concerns that the in-migration of people from other parts of India pose a barrier towards local people's access to tourism benefits by increasing competition. This suggests the need to investigate the magnitude of migration and how it is related to tourism to find out how it can be minimized so that local people can increase their earnings from tourism.

The large number of footfalls in Udupi Shree Krishna Matta poses challenges such as crowd management, maintenance and sustainability. However, it also presents opportunities for community development, cultural exchange and economic growth. Generally, institutions come into being and develop in regions of repute and fame. It is Shree Krishna Matta that has been responsible for the reputation and fame of this region, which has been witnessing development and growth over the year.

Thus, Shree Krishna Matta is more than just a religious entity. Apart from being a religious entity, it is an institution whose role pervades social, economic and cultural spheres of this region. It is a powerful social and economic organization. The network of social relationships and mode of living of the people of Udupi region are greatly influenced by the shrine of Shree Krishna, its rituals, festivities and other socio-economic activities.

### **Suggestions**

- The display of gate open timings on clear signage and information boards at Udupi Shree Krishna Matta ensures a seamless parking experience for tourists, while also supporting the local traders around the Rathabeedi, by streamlining traffic flow and a welcoming ambiance, ultimately boosting the local economy and creating a mutual beneficial (win-win situation for both traders and tourists) situation for all.
- Moreover, a dedicated tour guide department is crucial to cater to the diverse needs of tourists from various cultural backgrounds, providing them with a deeper understanding and appreciation of the matta's cultural and historical significance.
- This department could also recommend other attractions in the Udupi region to willing tourists, promoting local tourism and economic growth. Furthermore, the department could facilitate

partnerships with local businesses, enabling tourists to access exclusive offers and discounts, thereby stimulating commercial activities in the surrounding area.

- Consequently, this would generate revenue for other tourist destinations in Udupi, while the positive experiences of visitors would inspire others to explore these places. The commercial activities could include:
  - Local art and craft shops
  - Traditional cuisine restaurants
  - Souvenir shops
  - Handicraft stalls
  - Cultural events and performances
- The establishment of these two departments by the administration would create employment opportunities, benefiting those seeking employment, and stimulate the local economy, promoting the cultural heritage of the region.
- The establishment of a comprehensive information center and tour guide department under the auspices of Udupi Shree Krishna Matta is essential to enhance the overall experience of visitors and researchers.
- The primary rationale for this necessity is the significant demand for research studies on Udupi Shree Krishna Matta, which is currently hindered by the limited availability of management staff and resources outside regular working hours.
- The creation of an information center would greatly facilitate the research process, eliminating the need for time-sensitive information gathering and providing a centralized resource for researchers and management staff alike.
- The information center or department would provide seamless access to essential resources, significantly enhancing the overall research experience and contributing to the advancement of knowledge.

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