

Most Kashi Vishwanath temple tourists gave 4.5 stars

► Continued from P 1

It is expected to rise to Rs 44,903 crore by 2030 at current price.

The study also highlights tourist satisfaction from spot or activities, Kashi Vishwanath Temple Corridor (KVT) and tourism facilities.

On a scale of 5, tourists were most satisfied with the KVT (4.5), evening aarti (4.2), river/ghats (3.9), boat ride (3.7), and Sankat Mochan temple (3.7). Tourists were moderately satisfied with Kal Bhairav temple and Annapurna temple (3.2), Sarnath (2.6) while they were least satisfied with the Visalakshi temple (1.7) and panchkosi (1.2).

PILGRIM'S PROGRESS

► First time visit for **59%** of the respondents

► **57%** respondents are a group of two – typically husband and wife

► **68%** tourist decent level of satisfaction concerning facilities and management at Kashi Vishwanath temple

► **41%** reported a high degree of satisfaction from various spots



► **91%** said they would recommend a visit to Kashi to friends/relatives

The study also enquired on Kashi Vishwanath Temple Corridor access, convenience, aesthetics, and view, with tourists reporting high

satisfaction for food and beverages (3.9), visitor flow management, behaviour of temple priests, security (3.6 each), information and accommo-

dation (3.5 each). The lockers, signages, women safety, local transport, cleanliness, toilets were areas of concern for the tourists.

The report also revealed that tourists were highly dissatisfied with city traffic (2.3), local conducted tours (1.6) and guides (1.1).

According to the EDII consultant, Ankush Tripathi, the study suggested that Yatri Niwas for budget tourists, cafeteria (with multiple outlets) for mass catering, information centres and films on vantage locations and interactive digital kiosks.

EDII director general Sunil Shukla said, "It's evident that tourists are highly con-

tended with the temple corridor and evening aarti, but the panchkosi and Vishalakshi temple need immediate attention of the govt to develop it as a tourist-friendly spots."

The study also highlights absence of MICE (Meetings, Incentives, Conferences and Exhibitions) and wedding destination business in Kashi. There is a fair amount of film shoot business. "The congestion at KVT and ghats, too many tourists at the same site are seen. There is noise pollution and traffic jams. The e-rickshaw and operator charges are not metered. There is haggling and, sometimes, unfair charging," added Shukla.