

Religion Tourism and Entrepreneurial Development (A Case Study Hazrat Data Ganj Bakhsh Shrine)

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ABSTRACT

Tourism as an industry has become one of the rapidly flourishing economic sector in the world, and its earliest form is religion tourism that starts from the dawn of humanity. All the cities of the world hosted religious centers are not only a major part of the cultural landscape, but they also promote the economic activities in the form of local business and marketing. Religion tourism generates revenue in multiple ways: money spent by tourists enhances the scale of the local business and spending by local government and residents which in return accelerates the economic activities. This study has been conducted for a Shrine of Hazrat Data Ganj Bakhsh (HDGB) in Lahore (Pakistan) to check how religion based tourism promotes entrepreneurial activities. The relationship has been checked by the visitor's perceptions and local business activities at Hazrat Data Ganj Bakhsh (HDGB) shrine. For this empirical research, primary survey has been conducted for the sample size of 360 questionnaires from the tourists, management and entrepreneurs around HDGB shrine. The visitor's perceptions are measured with directional signage, safety and security, displays and exhibits, good value for money, and equal access.

Key Words: Hazrat Data Ganj Bakhsh shrine, visitor's perceptions, entrepreneurial activities, religious tourism.

Introduction

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. To become one of the rapidly growing economic sectors in the world, tourism experienced a continual evolution, and expanding modern tourism is ,Nowadays .diversification over the last few decades creasing It is closely linked to the economic enlargement and includes .an industry umber of new destinations. So, modern tourism has become a key driver of socio-economic development of a country In spite of the political chaos, wars, medical scares, natural catastrophes, bomber attacks, fiscal and energy crises in different

countries of the world, international trade in tourism services has grown enormously since 1970s. Tourism has become an international economic and social force. Among different types of tourism professional tourism is meticulously associated to the productive activity (Tureac and Turtureanu, 2010).

Tourism to religious places is called religious tourism. Religious tourism can be defined as: "It is a special tourist activity oriented by religious culture, with the help of specific eco-cultural environment, and it refers to such special tourist activities as worship, research, sightseeing and culture carried out by religious followers and lay tourists"(Raj et al., 2013). Religious tourism is a special form of tourism, which is entirely or intensely motivated for religious reasons. Religious tourism is one of the ancient type of tourism. Modern religious tourists are more capable to visit holy cities and holy sites around the world. The well-known holy cities in the world are Mecca, Madinah, Karbala, Jerusalem and Varanasi. People of different religions visit these cities for the gratification of their religious obligations.

All the cities of the world hosted religious centers are not only a major part of the cultural landscape, but they also promote the economic activities in the form of local business and marketing. At International level Mecca, Jerusalem and Rome attract millions of visitors similarly some cities attract millions of people at the national level.

Same like other religions, Muslims also feel attraction to visit countries like Saudi Arabia, Iran, and Iraq especially for the visit of sacred places of these countries. Many Muslims like to travel to areas where the Islamic culture and values are respected, including halal and convenience foods in the religious practice which provide a comfortable sense of security (Irvani and Mozaffari, 2013). Muslim and Non-Muslim tourists are attracted to different Islamic areas, events, gatherings and festivals by stimulating them as spiritual tourism products (Haq and Yin Wong, 2010). First and foremost is Ibn Battutah (1304-1368) who has visited most of the Islamic world approximately over a period of thirty years. Thus, the idea of travelling and tourism is genuinely rooted in the Islamic tradition(Nursanty, 1945).Number of pilgrims who came from all over the world contribute a lot in the GDP of the visited country. Like wise famous religious sites of different countries are visited by many people from all around the world. For every country including Pakistan religious tourism is a source of generating revenue. Alongwith other benefits of enhanced tourism the entrepreneurs who are performing their entrepreneurial activities around different tourism sites specially get benefit from increased number of tourists.

In 2014, Pakistan earned 283 million US\$ from international tourism receipts (UNWTO, 2015). The international tourists come in Pakistan due to two main reasons one is the natural beauty of the Northern areas, and second one is the presence of sacred places of different religions. Pakistan is crucible of two of the great religions of the world, Buddhism and cradle of another, Sikhism. From all over the world, Gurdwaras of Nankana Sahib and Hasanabdal are a great

magnetism for Sikhs from all over the world. Shrines of Sufis and Saints, appeal a large number of tourists from different religions, and regions of the world. These include the shrines of Hazrat Data Ganj Bakhsh, Hazrat Shah Hussain, Hazrat Mian Mir, Hazrat Bahauddin Zakaria, Hazrat Baba Farid in Punjab, Hazrat Lal Shahbaz Qalandar and Hazrat Shah Abdul Latif Bhattai in Sindh.

Pakistan is a country having hundreds of the shrines of Sufis and Saints, and holy places related to Muslims, Sikhs, Buddhists, and Christians. Millions of tourists visit these religious sites from within and outside the country. The most important and largest event held in Lahore is at Hazrat Data Ganj Bakhsh (HDGB) shrine, which attract a large number of tourists across the country. Abdul Hassan Ali Ibn Usman al-Jullabi al-Hajveri al-Ghaznawi or Abul Hassan Ali Hajveri (sometimes spelled Hujwiri, Hajweri, Hajveri), also known as Data Ganj Bakhsh (Persian/Urdu: which means the master who bestows treasures) or Data sahib was a Persian religious scholar of 11th century. In South Asia, he significantly devoted his life for the preachings of Islam (Werbner, 2005). The shrine of HDGB is located in Lahore near the eminent Badshahi Mosque. Every year thousands of devotees come to the shrine to attend Annual day of HDGB. Hundreds of thousands of people visit HDGB shrine every year to pay their respects and say their prayers. The big complex includes Hajveri Mosque. The Annual day of HDGB is celebrated on 18th to 20th Safar (Islamic month) every year. Daily 30,000-40,000 visitors visited the shrine, and on Thursday the number of visitors raised up to 60,000-70,000. Provided from some manual information by Auqaf & Religious Affairs Department, Lahore, Pakistan it is explored that on Urs (Annual Day) of HDGB approximately 20-25 lac devotees visited the shrine. The annual collection of revenue from HDGB's shrine is 202,595,245 Rupees.

Tourists or individual's perceptions can be measured by different factors, and it has a strong connection with religious tourism including attitudes, interests, needs, experiences, expectations, etc. In this study individual's perceptions are particularly measured with five different dimensions i.e.: directional signage, safety and security, displays and exhibits, good value for money, and equal at the site, because the visitors of HDGB shrine mostly develop their perception while considering these dimensions. Stephen P. Robbins has defined perception as "A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment" (Robbins & Judge, 2014). Perception is important, because behavior of individuals, and their visitation patterns are based on their perception of what reality is, not on reality itself. "We don't see things as they are, we see things as we are" (Robbins & Judge, 2014). According to Robbins there are different factors that can influence perceptions including; factors in the perceiver, factors in the situation, factors in the target. Here, this study measure individual's perceptions by directional signage, safety and security, displays and exhibits, good value for money, and equal access at the site. These measurements of perceptions are used by (Hughes et al., 2013) in their work. The

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detail of the variables for the measurement of individuals perception used in this study is as follow:¹

Directional Signage

A directional signage is an indication or signal used mainly to provide information about the location of the possible destinations, and is considered a subset of the informative signs group. Directional signage plays important role in the tourist satisfaction. Directional signage is an important part of making HDGB shrines a visitor friendly destination. They are easily recognized by being 'white writing on a blue or brown background'. They are located along the roadside, and also within the shrine to guide drivers and tourists to key services and popular tourist attractions.

Safety and Security

Safety & security measurements include public safety & security vehicle, foot patrols (uniformed), walk through gates, sprinkler systems, fire and burglar alarms, emergency phones located throughout the shrine, Safety workshops, Self-defense workshops etc.

Displays and Exhibits

Displays include anything that is put in a projecting place in order that it may readily be seen and exhibits include an object or collection of objects including different paintings, sceneries, and material etc. on public display in order to attract public attention. It also includes telling the stories of the service and sacrifice of HDGB during his lifetime.

Good Value for Money

Good value for money is in the perception of the buyer or receiver of the goods or services. The proof of good value for money is in having the confidence that the goods/services obtained are worth price paid. It also includes the convenience and fitness for the purpose of the tourists of the shrine both in monetary and spiritual terms.

Equal Access

Equal access mean people from different races, religions, ethnic groups, nationalities are allowed to visit HDGB shrine equally.

¹ Researcher's perception

The drive of this paper is to provide the tourists of HDGB shrine with directional signage, safety and security, displays and exhibits, good value for money, and equal access at the site. This paper mainly focuses to find out the relationship between religious tourism and individual's perceptions at Hazrat Data Ganj Bakhsh's (HDGB) Shrine.

Significance of the Research

Pakistan is a developing country and it is blessed with a lot many tourists attraction places specially of religious nature. The study is need of time for several reasons: Firstly, it provide knowledge on the impact of individual's perceptions and entrepreneurial activities at HDGB Shrine and, it provides some original insights into the interactions between Islamic religion and tourism, which are of value to the authorities, industry, academics and local communities around shrine. Secondly, this study also provides help to the entrepreneurs of the HDGB shrine to address their issues and take proper measures to promote religious tourism in the country, specially in Lahore. Last but not least, this study provide a base and guideline for all those who want to develop a relationship between individual's perceptions and entrepreneurial activities of different sacred places of different religions, in future.

Objectives of the Study

The study has three research objectives:

1. If visitors are provided with directional signage, displays and exhibits, good value for money, and equal access at HDGB shrine then it enhance entrepreneurial activities around HDGB shrine.
2. Proper safety and security measurements of HDGB shrine is encouraging tourists to visit the shrine more often and it enhance entrepreneurial activities around HDGB shrine.
3. The last objective of this study is to provide a base to the researches of this field to explore the relationship between individual's perceptions and religious tourism.

Literature Review

Internationally, the tourism industry is the single largest employer due to its direct and indirect impact on the economy of a country. Most recently it is evolved into a new era of religious or faith-based tourism which not only include visiting sacred places by the visitors, but also include religion-based cruises, recreational faith, fellowship, rallies, guest-stays, and faith-based camps (D'Amore, 2009).

Individuals with several dimensions of socio-cultural perceptions have a positive relationship with Islamic belief and Islamic practices, and the level of Islamic piety and it significantly vary with potential changes in the individual's

perceptions (Zamani-Farahani and Musa, 2012). It is important for the visitors to provide them with proper directional signage, display and exhibits, good value for money, and equal access to the site in order to increase tourist's visits to different sacred places such as cathedrals (Hughes et al., 2013). There is a link between individual's perception and enhancing entrepreneurial activities of small businessmen doing business around tourists attraction places, and if this link is strong then it boost up economic growth of a country as a whole. Tourism is one of the rapidly growing services sector in the world. Tourism can be enhanced by boosting investment in advanced infrastructure, establishing more employment opportunities, and intensifying a country's tax revenues and foreign exchange earnings (Tang and Abosedra, 2014). Some of the empirical studies found that tourism dramatically speed up economic growth of a country, and a source of revenue for local entrepreneurs e.g.(Oh, 2005 ; Eugenio-Martin et al., 2004; Ghali, 1976; Sequeira and Maças Nunes, 2008; Min et al., 2016; Leitão and Shahbaz, 2016).

If the part of the tourism entrepreneur continues to be ignored, then the tourism development literature would be incomplete (Koh and Hatten, 2002). In order to understand the tourism industry properly, one needs to be more than a knowledgeable tourist to various interesting sites, one should also be a inhabitant who knows the value of tourism to his or her community and also having awareness in defending the locality's quality of life (Harrill, 2004). Alongwith this knowledge, for tourism development entrepreneurship is very important. Though, entrepreneurship in tourism has received only limited attention and practically no academic consideration has been paid to entrepreneurship in ethnic tourism development. In developing ethnic tourism, entrepreneurs play a powerful role and they paly very important role in the commodification and marketing of ethnic culture (Yang and Wall, 2008). Tourism entrepreneurs decide the level, procedure, pace, and scale of the community's touristscape(Koh and Hatten, 2002). The relationship between entrepreneurial skill and entrepreneurial intention is moderated by entrepreneurial orientation (Ibrahim and Mas'ud, 2016). Religious tourism entrepreneurship is particularly important because it is a main source of revenue for a country. Many mousques, cathedrals and other religious places are visited due to their association with religious beliefs of the people of different religions. Entrepreneurs who are associated with these sites should be provided with peaceful and sucure environment because entrepreneurs seek to lessen their exposure, in an often ambiguous and instable commercial environment (Hitchcock, 2000). Small enterprises are numerically the most noteworthy part of the tourism economy, both in the developed and developing world (Rogerson, 2004). There is a significant relationship between innovation, propensity to take risks, entrepreneurial family and entrepreneurial intention. In the development of entrepreneurial traits and intents of university students education does not look to play a vital role (Gurel et al., 2010). For economic progress, entrepreneurship is measured as an essential force, as it engenders development and acts as a vehicle

for advancement and change. A great degree of participation is required by the entrepreneurial sector in tourism industry (Lordkipanidze et al., 2005). Such entrepreneurial participation has generated employment prospects for the local population. For the sustainability of tourism destinations in developing countries, local community involvement in the form of small-scale entrepreneurship add noteworthy and far-reaching social and economic paybacks (Kokkranikal and Morrison, 2002). The development of entrepreneurship is possible by having good understanding and perceptions of local tourists that are based upon the historical events, cultural practices, and procedures, current political and economic problems, and flexible consciousness of environmental change (Wells et al., 2016).

In tourism sector, entrepreneurial opportunity recognition depends on individual traits of the tourists. Entrepreneurial opportunity recognition is significantly influenced by the individual's characteristics, including self-efficacy, prior knowledge, and social networks. In tourism industry, previous knowledge and social networks are the two most vital predictors of an individual's entrepreneurial alertness (Nikraftar et al., 2016). There must be a good collaboration between small tourism enterprises in the improvement of rural destinations. Municipalities play a vital part as facilitators of the entrepreneurial environment, deprived of inventive, dedicated, and risk-taking entrepreneurs no destination will embellish (Komppula, 2014). According to the previous literature, small and medium hotels are addition of the entrepreneurial features of the owners of the hotels. Information technology is found to be a significant tool to encourage these hotels, but typical methods such as signboards and word of mouth are still significant (Jaafar et al., 2011). One way to increase local participation in local entrepreneurship is to listen to the local communities. This is the beginning of the process, the next step is to give empowerment to local people then it become more than just a buzzword or hopeful sentiment. This is possible with the involvement of local communities in partnership with the state, its agencies, and the big operators rather than a host community that ensues to have a chief fascination on its doorstep (Hampton, 2005).

The contribution of Pakistan in global tourist arrivals and receipts is very less which accounts for only less than 1%, while its share in South Asian tourist arrivals is only 9% (Touqir, 2004).

This study investigates the factors that impact the individual's motivations to visit Hazrat Data Ganj Bakhsh shrine based on their perceptions, and then this increased number of tourists also increase entrepreneurial activities of local entrepreneurs around HDGB shrine. It would also help the entrepreneurs that are performing commercial activities around HDGB shrine, and they would be able to promote their business in a better way in line of visitors' perceptions and preferences. Our area of investigation cover HDGB shrine's visitors, management and entrepreneurs doing their entrepreneurial activities around HDGB shrine. This study is vital because this is a unique research on its nature, and it would be a great contribution in the literature. This work is new and worth considering and it would provide a base to further researchers who are interested to work in the same field.

Methodology and Empirical Framework

A primary survey has been conducted to measure the relationship between religious tourism and entrepreneurial development with close ended questions. The primary data is collected from the visitors, management and entrepreneurs of HDGB shrine on the individual's perceptions and entrepreneurial activities. The questionnaire has been validated by a panel of experts and incorporated suggested changes. In order to check the reliability of the questionnaire, a pilot survey is conducted by circulating total eighty questionnaires. The reliability of the questionnaire related to individual's perception is 0.793, measured through Cronbach's Alpha.

The descriptive statistics is employed on the demographic questions (included part I and II). Regression is run to measure the impact of individual's perceptions on the entrepreneurial activities around HDGB shrine. Individual's perceptions and entrepreneurial activities can be measured with many other dimensions as well. So, this can also be the delimitation of the study.

The SPSS software is used for analysis to measure the impact of individual's perceptions and entrepreneurial activities at HDGB shrine.

Data Description

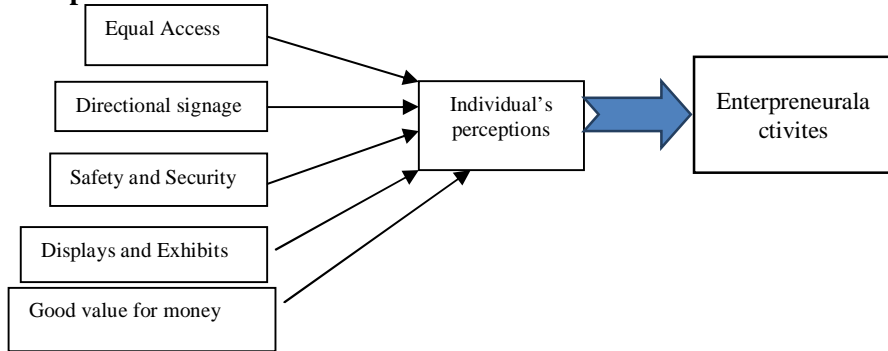
The average number of visitors per day who visit the shrine are around 25,000-30,000 people. So, the population of the study consist of all the visitors of HDGB shrine. The sample of this study is calculated through sample survey calculator. With the sample survey calculator, 360 respondents have systematically and conveniently selected to collect information and data analysis. The respondents are the tourists that visit HDGB shrine, the management and entrepreneurs of HDGB shrine. The calculated and circulated sample is 360, among which only 312 questionnaires are entertained from the visitors, management and entrepreneurs of HDGB shrine. The questionnaire of the study comprises of two parts; part I includes demographic factors related to visitor, management and entrepreneurs of HDGB shrine. The second part includes close ended questions with 5-point Likert Scale (The options are restricted to strongly agree=5, Agree=4, Neutral=3, Disagree=2 and Strongly Disagree=1) to measure the relationship between individual's perceptions and religious tourism with five different dimensions (directional signage, safety and security, displays and exhibits, good value for money, and equal access).

Research Design

The exploratory research follow the conceptual framework which is given in Fig. 1 below. The independent variable is individual's perceptions. Individual's perceptions are measured with five distinct variables including: directional signage, safety and security, displays and exhibits, good value for the money, and

equal access at the site. Entrepreneurial activities are measured with five distinct questions.

Conceptual Framework



Results and Discussion

Descriptive Statistics related to Management and Entrepreneur

Demographic factors		Frequency	Percentage
Job related to tourism	Yes	48	15.4
	No	37	11.9
	Not related	227	72.8
Personal Income per month	<20	29	9.3
	20-40	36	11.5
	41-60	10	3.2
	61-80	8	2.6
	81 above	3	1.0
	Not related	226	72.4
Reason for Tourism	Recreation	6	1.9
	Culture	51	16.3
	Nature	11	3.5
	Shopping	8	2.6
	Relaxing	9	2.9
	not related	227	72.8
Devotion to your religion	not that religious	9	2.9
	quite religious	26	8.3
	religious		
	Religious	43	13.8
	not related	234	75.0
Pattern of visitation	Daily	18	5.8
	Weekly	27	8.7
	Monthly	29	9.3

Yearly	9	2.9
once in a life	4	1.3
not related	225	72.1

The profile of the respondents shows that majority of the entrepreneurs around shrine and management persons are associated with religious tourism. Their earnings are dependent on the presence of the visitors that visit the shrine. The most of the visitors earn twenty to forty thousand personal income per month. The main reason for tourism at shrine is for their internal satisfaction, and some of the respondents believe is to attend the cultural festivals there. The meager percentage of the visitors come for shopping, recreation activities and relaxation. The devotion to religion of the entrepreneurs is not strong. 75% of the entrepreneurs are just doing their business there but they are not strongly affiliated with there lion.

Table No.1 :Correlation Matrix

	ENP	EA	DE	DS	GVM	SS
ENP	1.000000	0.156335	0.360792	0.395045	0.565041	0.446581
EA	0.156335	1.000000	0.006191	0.141143	0.096464	0.219165
DE	0.360792	0.006191	1.000000	0.169053	0.197857	0.146403
DS	0.395045	0.141143	0.169053	1.000000	0.435858	0.500098
GVM	0.565041	0.096464	0.197857	0.435858	1.000000	0.434515
SS	0.446581	0.219165	0.146403	0.500098	0.434515	1.000000

The above table presents the results of correlation matrix of variables of individual perceptions and entrepreneurial activities. The correlation analysis is used to test the presence of multicollinearity among the regressors. The results show that almost all the variables are not highly correlated with each other. Thus, this depicts that there is no issue of multicollinearity between variables of the study. The high level of correlation exists between directional signage and safety and security.

Table No. 2: Regression Analysis

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.290244	1.202229	1.904998	0.0577
DE	0.132267	0.024142	5.478723	0
DS	0.054526	0.035325	1.543552	0.1237
GVM	0.399944	0.050625	7.900108	0

SS	0.115767	0.032812	3.528194	0.0005
EA	0.065842	0.044789	1.470053	0.1426

This table presents the findings of regression analysis for the relationship of individual perception's with entrepreneurial activities, as Farahani & Musa, (2012) explored that Islamic belief and Islamic practices, and the level of Islamic piety significantly vary with impending variations in individual's perceptions. By providing directional signage, display and exhibits, good value for money, and equal access increase tourist's visits (Hughes et al., 2013).

The results have explored that there is a positive significant relationship between displays and exhibits and entrepreneurial activities. It depicts that more the displays and exhibits, more would be the entrepreneurial activities. It strengthens the visitor's awareness about shrine, and educate them properly which in return creates a positive image of shrine. Good value for money and safety and security have positive significant relationship with entrepreneurial activities (Hitchcock, 2000). It means that the management of the shrine maintains proper security arrangements which motivates and secure the visitors to visit the shrine easily. This increased pattern of visitation automatically increases the commercial activities around shrine and helped economy of Pakistan to grow, because tourism intensely speed up economic development of a country, and it is a source of revenue for local entrepreneurs (Oh, 2005 ; Eugenio-Martin et al., 2004; Ghali, 1976; Sequeira and Maças Nunes, 2008; Min et al., 2016; Leitão and Shahbaz, 2016).

The visitors feel convenience by spending their money and get more attraction to visit the shrine. By this spending pattern, the generation of revenue is not only limited to the entrepreneurs near shrine, but also it facilitates the other production process. The directional signage and equal access have positive insignificant relationship with entrepreneurial activities which reveals that people of other religions have equal access to visit the shrine. The main reason behind this is that, in a country like Pakistan Muslims are in majority. Minorities are Christians, Sikhs and Hindus. Shrines basically are appealing places for Muslims because of their religious affiliation, but the culture of Pakistan is very cooperative towards the people of other religions and since independence people of different religions have equal access to visit the holy places including shrines.

As, the study used cross sectional data for estimation which detects the heteroscedasticity issue. The problem of heteroscedasticity has been detected in the regression analysis. For this purpose Breusch-Pagan test is used, which removed the heteroscedasticity for directional signage and equal access.

Table No. 3: Heteroscedasticity Test: Breach-Pagan-Godfrey

F-statistic	2.155711	Prob. F(5,306)	0.0589
Orbs*R-squared	10.61596	Prob. Chi-Square(5)	0.0595

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Scaled explained SS	15.00882	Prob. Chi-Square(5)	0.0103
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**LM stat> Chi sq.
10.615> 0.966**

By this way the results depicts positive significant relationship between directional signage and entrepreneurial activities at 10% level of confidence. It shows that by providing proper directional signage and clearly indicating the places in and around shrine enhance entrepreneurial activities around shrine.

Table No. 4: Regression Results after removing Hetro. For DS

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.033369	1.174954	2.581692	0.0103
DE	0.090393	0.015976	5.658212	0
DS	0.062659	0.034545	1.813818	0.0707
GVM	0.41585	0.04896	8.493691	0
SS	0.112157	0.032226	3.480281	0.0006
EA	0.065716	0.044079	1.490865	0.137

The results depicts that the directional signage does not satisfy the tourists which shows that by providing proper directional signage the tourists will get ease while visiting the shrine and this ease would enhance their visitation pattern and increase in number of tourists increase entrepreneurial activities at HDGB shrine. The main reason behind this is that, the visitors are less educated or have no sense and proper awareness of using the directional signage.

Table No.5 :Least Squares Results after removing Hetro. For EA

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.903869	1.209072	1.574653	0.1164
DE	0.135446	0.024168	5.604328	0
DS	0.049259	0.034577	1.42464	0.1553
GVM	0.38733	0.050385	7.68744	0
SS	0.123732	0.032889	3.762112	0.0002
EA	0.087018	0.046167	1.884858	0.0604

It has been observed that there exists an unequal access to holy places within the shrine area, also for the men and women entry. The visitors argued that

some of the management persons are the main hurdle in approaching the equal access to the shrine. They prefer their relatives and friends to visit the shrine by using their authority there. These type of persons discourage the public and they feel unsatisfaction.

The arguments for unequal access bring into focus the rights of women, the role of religion in state and citizenship rights, process of rationalization requires that the free entry on these points has prohibited in order to protect the public by terrorist attacks. The results depicted in table (5) show that by providing equal access, the tourists will get ease while visiting the shrine and this ease would enhance their visitation pattern and increase in number of tourists increase entrepreneurial activities at HDGB shrine.

Conclusion

The study tries to create a link between individual's perceptions and entrepreneurial activities and concludes that more the displays and exhibits, more would be the entrepreneurial activities. Because it strengthens the visitors awareness about shrine, and educate them properly which in return creates a positive image of shrine. If management of the shrine maintains proper security arrangements then it motivates and secures the visitors to visit the shrine easily. This increased pattern of visitation automatically increases the commercial activities around shrine and in long run helped economy of Pakistan to grow. The spending pattern of visitors generate revenue which not only limited to the entrepreneurs near shrine, but also it facilitates the other production process. People of other religions have equal access to visit HDGB shrine. The main reason behind this is that, in a country like Pakistan, Muslims are in majority. Minorities are Christians, Sikhs and Hindus. Shrines basically are appealing places for Muslims because of their religious affiliation, but the culture of Pakistan is very cooperative towards the people of other religions and since independence people of different religions have equal access to visit the holy places including shrines. Proper directional signage are not provided to the tourists. By providing proper directional signage the tourists get ease while visiting the shrine and this ease would enhance their visitation pattern and increase in number of tourists rise entrepreneurial activities at HDGB shrine.

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