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## Research Article

## A Comparative Study of Spiritual Healing Practices and Their Influence on Wellness Tourism Trends and Economic Development: A Case Study with Reference to Jharkhand in India

 Kiran Kumari <sup>1\*</sup>, Dr Shobha Sarita Bhuinyan <sup>2</sup>

<sup>1,2</sup> Binod Bihari Mahto Koyalanchal University, Dhanbad, Jharkhand, India

Corresponding Author: \* Kiran Kumari 

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### Abstract

Healing rites Nowadays, tourism is a major factor in fostering mental health and holistic well-being. It also supports local economies and cultural preservation while encouraging environmentally friendly and conscientious travel habits. Spiritual guidance Tourism is defined as travel that is done to improve one's physical, emotional, mental, or spiritual well-being through structural and holistic healing approaches. It combines travel with spiritual or religious experiences to promote relaxation and personal growth. Jharkhand spiritual healing tourism offers a fascinating chance to investigate the relationship between spirituality and local treatment methods. Eastern India's Jharkhand state is renowned for its many natural and frightening sites, as well as its indigenous tribal populations and cultural history. This region's spiritual healing tourist industry is expanding due to the combination of resuming traditional healing methods and expanding their use in health care. Experience with wellness. Combining wellness practices with Jharkhand's cultural legacy, spiritual healing tourism has become a game-changing segment of the global tourism business. India still has a lot of potential as a destination for wellness travel. This study explores how home spiritual healing practices impact wellness tourism trends and support local economic growth. Promoting Jharkhand's indigenous healing tradition through wellness tourism packages can create jobs, preserve cultural heritage, and most local reserves, according to the research's mixed-method approach, which combines qualitative interviews with spiritual professionals, tourism experts, and community leaders with quantitative analysis of tourism and economic data. If backed by sustainable development, spiritual healing tourism has the potential to be a major engine of economic expansion.

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**KEYWORDS:** spiritual, sustainable development, economic development, Tourism, Wellness.

## 1. INTRODUCTION

In this modern era tourism is playing a vital role for the economic development, attracting millions of people towards its, there are many types of tourism which is cultural tourism, adventure tourism, Eco tourism, business tourism, medical tourism and many more but now days Wellness tourism is one of the growing segment of the Global travel industry, it promote physical, mental and spiritual healing practices that have their roots in traditional framework and culture. Many place including Bali, Thailand and parts of India has successfully incorporated spiritual healing into the tourism offering drawing Wellness seekers from all over the world. In India mahakumbh mela is one of the largest religious tourism gathering festivals from all over the world, it is deeply rooted in Hindu culture and spirituality and is held every 12 years at four scared rivers Banks pilgrimages sites Prayagraj ( Allahabad), Haridwar, Ujjain and Nashik, this Mela is considered as a spiritual significance practices it is believe that taking a Holi dip in the scared rivers during the Kumbh Mela washes away sins and lead to salvation which is known as shahi snan or Royal bath .Thus this type of tourism is playing a crucial role in economic development in this day and era .In Eastern India's Jharkhand state is know as land of forest and home to a rich cultural and rituals to spiritual centers like Baidyanath Dham in Deoghar ,Parasnath Hills ,Netarhat, Itkori famous for spiritual significance ,Dalma Wildlife Sanctuary ,Ramkrishna Mission Ashram and many more places and area which has the potential to establish itself as a wellness tourism destination by combining ancient customs with nature which appeals to contemporary tourists seeking a genuine and life changing experiences ,if implemented properly then spiritual activities in Jharkhand can boost local economies in addition to

promoting wellness and rest. Jharkhand not only boost wellness tourists but also empower local economies and create employment by promoting sustainable and wellness tourism. This article explores the unique spiritual healing practices of Jharkhand and examines the influences of Wellness tourism trend, by combining traditional cultural knowledge with contemporary tourism strategies. The articles explore Jharkhand Unique spiritual healing practices and look at how they affect Wellness and how they can help the state economy by drawing in both domestic and foreign tourist looking for Holistic healing and cultural feelings in order to achieve sustainable growth for its society. Jharkhand can mark itself as a location that offer spirituality uplifting innovation, Additionally the state is developing Wellness tourism drastically.

## 2. Jharkhand potential as a spiritual tourism hub

Given its rich cultural Legacy, long standing custom and scientific beauty Jharkhand often refer to as a "land of forest" which has a great deal of potential to develop into a centre of spiritual tourism. Jharkhand is located in Eastern India and share border with Bihar to North up to North West Chhattisgarh to West Orissa to south and West Bengal to East according to Geographical positioning Jharkhand is situated in the Eastern half of the India in the tropical zone roughly between 22 degree north to 24 degree 37 minutes latitude and 83 degree 15 minutes to 87 degree 01 East longitude giving it a predominantly subtropical climate with significant biodiversity and rich natural resources. As of 2023 Jharkhand population is estimated to be approximately 39.5 million.

Fig .1 Map of Jharkhand



## 2.1 Unique spiritual and religious significance of Jharkhand

### A. Temples and shrines:

- **Baidyanath Dham (Deoghar):** It is one of the 12th Jyotirling and significant Hindu pilgrimage site in Baidyanath Dham. During month of shraavan according to hindu calendar millions of people worships for spiritual healing practices.
- **Parasnath Hills:** It is the highest mountain peak in the state and named after Parasnath, the 23<sup>rd</sup> Tirthankara.
- **Rajrappa Temple:** It is the place with waterfall and a pilgrimage center therefore it attracts millions of devotees annually as it is dedicated to goddess Chhinnmastika.
- **Numerous lesser:** known Shrines that reflect tribals and folk spiritual practices.

### B. Tribal spiritual practices:

Indigenous Jharkhand have distinctive culture and human activities that revolve around natural worship and animism. One search group is Sarna which serves as a centre of healing and worship for tribal community and tourists.

## 2.2 Natural resources supporting Wellness tourism

- **Serene landscape:** An ideal location for spiritual Retreat and Wellness tourism such as Hundru Falls, Dassam fall and Netarhat is a dense forest with Hills and waterfall.
- **Eco spiritual connection:** In keeping with the expanding trend of Wellness and spiritual tourism the Tranquil environmental lines provide meditation yoga retreats and nature-based rituals experiences.

## 2.3 Opportunity for the Holistic healing and Wellness

- **Ayurveda and Traditional healing:** Traditional Jharkhand travel healing methods which frequently involve Herbs and rituals might be incorporated into contemporary Wellness travel packages.
- **Yoga and meditation centre:** Establishing a Yoga meditation centre and capitalizing on India's worldwide reputations for spiritual Wellness is made possible by the natural setting.

## 2.4 Rich cultural heritage

Many festivals such as Kusu Parab, Sarhul, Karma Puja etc and many other festivals and rituals showcase a remarkable fusion of spirituality, natural worship and cultural traditional drawing in tourists from all around the world.

### Location of wellness tourism with their activities:

Tab. 1 Location of wellness tourism

Location	Wellness activities
Deoghar	Pilgrimage, meditation, Ayurvedic therapies
Parasnath Hills	Spiritual trek, meditation camp
Netarhat	Forest Retreat, Sunrise meditation, Eco tourism
Itkhor	Buddhist meditation, historical spiritual significance
Dalma wildlife sanctuary	Eco-therapy, nature walk, forest bathing
Ramkrishna Mission Ashram	Spiritual healing practices, meditation camps, plants and Herbs bathing

## 3. Significance of spiritual healing practices and Wellness tourism

- Restoration of balance
- Cultural preservation
- Global appeal
- Economic growth
- Promote sustainability
- Health benefit
- Cultural exchange
- Complementary medicines

## 4. Problem statement

Spiritual healing practices are one of the Jharkhand's largest growing industries of Wellness tourism but still there is a challenge of facing such as lack of skilled manpower, absence of basic amenities all this hinders the economic growth; to overcome with such obstacles various initiatives are required for promotion of Wellness tourism in Jharkhand which will form the assets to the economy. Local people are still unaware of marketing spiritual healing practices which can lead to the Wellness tourism and lead to the development of the local area as well.

## 5. REVIEW OF LITERATURE

### A. Introduction of spiritual healing practices

- Spiritual healing practices are deeply rooted in cultural, historical and religious traditions across the world. These practices are often interlinked with Holistic approaches to health and Wellness by (Dosey, 2001).
- Jharkhand, a state in Eastern India is known for its rich tribal Heritage and spiritual traditions, making it an ideal location to study the intersection of the healing practices and tourism (Chakraborty, 2017).

### B. Wellness tourism Global are Indian context

- India with its ancient healing system like Ayurveda and yoga has emerged as a prominent destination for Wellness tourism (Smith and Puczeko 2014)
- Wellness tourism is a rapidly growing segment of the Global tourism industry valued at billions of dollars annually (Global Wellness Institute, 2020).

### C. Spiritual healing practices in Jharkhand

- Jharkhand tribal communities practice Unique spiritual healing traditions, including ritualistic ceremonies, herbal medicines and connection with nature (Roy 2015).
- This practice not only sustains Community Health but also attracts tourists seeking authentic spiritual experiences (Mund and Singh, 2018).

### D. The economic impact of Wellness tourism

- In India states such as Kerala and Uttarakhand have average cholesterol and spiritual Heritage to boost Wellness tourism providing a Framework that Jharkhand could imitate Sharma 2018.
- Wellness tourism significantly contributes to the Global and regional economy by creating employment opportunities, generating foreign exchange and promoting local Industries (Global Wellness Institute 2022).

## 6. Problem to be investigated

Tourism nowadays playing a crucial role in development of the economy there are different types of tourism but among them Wellness tourism is growing drastically all over the world it becomes importance as it is providing several spiritual healing practices for wellbeing and several studies are been done across the world regarding Wellness tourism and spiritual healing practices but few work on comparative study of spiritual healing practices and their influence on the Wellness tourism Trend and economic development with regards to Jharkhand

## 7. OBJECTIVE OF THE PAPER

To assess the economic impact of the Wellness tourism driven by the spiritual healing practices in Jharkhand.

## 8. METHODOLOGY

This study employes half yearly data of 2024, the data for increased in tourist numbers, for evaluating increased in economy activity in netarhat due to the Wellness tourism generated by job opportunities and revenue collection whereas spiritual healing practices is also been collected by the help of primary data.

**Area of research:** The proposed study intends to assess the wellness tourism in netarhat and to convey spiritual healing practices in Ramakrishna Mission Ashram in Ranchi with the help of random sampling method.

**A. Data sources:** The propose of research paper is based on primary and secondary data through the various magazine, journal, newspaper and interview by the tourist.

**B. Statistical tools:** Descriptive statistic and inferential statistics is been used in this paper

**C. Unit of the study:** Sampling unit is comprising with the women, men and school going children belonging to the selected place.

## 9. RESULT AND FINDING

### Result Of Analysis of Wellness Tourism Perception Among a Sample Of 50 Respondents in Netarhat by Likert Scale Responses.

The result of the likert scale response was completed by 50 respondents to assess the efficacy and influence of structure practices at the Netarhat are shown in table. The surveys' objective was to gather participants opinion and experiences about a number of topics, including the peaceful environment, business revenue, job opportunity generated by wellness tourism. In order to get insight into the efficacy of wellness tourism. Each respondent was given a rating scale from 1(strongly disagree) to 5 (strongly agree).

S.no	QUESTION	STRONGLY DISAGREE (%)	DISAGREE (%)	NEUTRAL (%)	AGREE (%)	STONGLY AGREE (%)	MEAN
1	Netarhat provide a peaceful environment idea for Wellness tourism	8	2	20	40	50	3.52
2	I am satisfy with the quality of Wellness service in Netarhat	6	14	20	20	50	4.72
3	Wellness tourism has increase my business revenue	4	6	20	20	50	3.76
4	Wellness tourism has created more job opportunities in the community	2	8	20	20	50	4.1

This section presents the mean score calculated from the response of 50 participant on various aspect of Wellness tourism, the likert scale range from 1(strongly disagreed) to 5

(strongly agree) and the result indicate the general perceptions of respondent towards specific factor

S.No	Statement Factor	Mean Score	Interpretation
1	Netarhat provide a peaceful environment idea for Wellness tourism	3.52	Neutral to slightly positive
2	I am satisfying with the quality of Wellness service in Netarhat	4.72	Strongly positive
3	Wellness tourism has increased business revenue	3.76	Moderate agreement
4	Wellness tourism created more job opportunity in the community	4.1	Positive agreement

The high means score for the statement Wellness tourism has a good service quality in the Netarhat indicate a strong consensus among respondents about it positive impact. In the contrast the mean score for the Netarhat provide a peaceful environment

idea for Wellness tourism Score 3.5 to suggest a more neutral to slightly positive perceptions highlighting an area for further exploration in promotion its benefit. The moderate agreement on the economic benefit of job of opportunity 3.76 align with

the mixed perceptions of the business revenue for the Wellness tourism.

### Result and findings of spiritual healing practices in Ramakrishna Mission Ashram with the help of likert scale Analysis:

The results of the likert scale survey, which was completed by 50 respondents to assess the efficacy and influence of structural

practices at the Ramakrishna Mission Ashram in Ranchi, are shown in this table. The survey's objective was to gather participant opinions and experiences about a number of topics, including the standard of practices, individual benefits, emotional well-being, and general satisfaction. In order to get insight into the efficacy of spiritual healing methods, each respondent was given a rating on a scale from 1 (strongly disagree) to 5 (strongly agree)

S. No	Statement Factor	Mean Score	Interpretation
1	Spiritual healing enhances satisfaction	3.50	Neutral to slightly positive
2	Wellness Tourism improves mental well-being	4.55	Strongly positive
3	The ashram provides a strong sense of spiritual community and belonging	3.80	Moderate agreement
4	The spiritual healing practices at the ashram attract wellness tourists	4.50	Positive agreement

The analysis of means score reveals varied perceptions among responded. The statement spiritual healing enhance satisfaction record means score of 3.52 indicating a neutral to slightly positive agreement, similarly the statement Wellness tourism improve mental wellbeing recorded 4.55 show a strong agreement, moderate agreement was observed for the Ashram provide a strong sense of spiritual committee and belonging means score in 3.80 while The Spiritual healing practices as the Ashram attract Wellness tourism recorded a positive means score of 4.5 0 which indicate Wellness tourism also generate good spiritual healing practices and improve the mental being of the tourist.

### 10. CONCLUSION

In keeping with the Ashram's mission to provide a series of environments for spiritual growth and healing, the study on spiritual healing practices at Ramakrishna Mission Ashram in Ranchi highlights the transformative potential of spirituality in fostering emotional well-being, mental clarity, and holistic healing among participants. The liquid scale analysis of 50 respondents reveals high levels of satisfaction with the practices and the underscoring the roles in promoting in a peace and self-awareness. Similarly, the expression of wellness tourism in the Netarhart underscores growing appeal as a destination for rejuvenations and retreat with its positive natural beauty and tranquil ambiance it offer for spiritual and wellness tourism, attracting people seeking respite from urban life together, these findings demonstrate how integrated spiritual healing and wellness tourism can be used to develop distinctive and sustainable tourism models by promoting practices and destinations that benefit travelers' well-being and the region's economic development. Future researcher can examine the initiative's financial impact as well as the potential for fusing traditional spiritual practices with contemporary wellness trends.

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#### About the corresponding author



**Kiran Kumari** is a research scholar at Binod Bihari Mahto Koyalanchal University, Dhanbad, Jharkhand, India. Her academic interests focus on environmental studies and biodiversity conservation, with particular emphasis on the ecological impacts of urbanization and habitat transformation on wildlife.