Publisher
Singh Publication
www.singhpublication.com

E-ISSN:2583-1747

Management Journal for Advanced Research

2026 Volume 6 Number 5 October

Research Article

Spiritual Motivation

Faith, Finance and Futures Rethinking Tourism for Sustainable Communities

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DOI:10.54741/MJAR/6.5.2026.336

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In India Tourism has many forms in nature but spiritual visits to the destinations stand out because they are shaped by their faith and cultural values. This study states that how these three factors spiritual motivation, tourist spending and service quality are working together to influence the local economic development. A survey of the number of visitors to spiritual sites was carried out using structured questionnaires. The responses were tested for reliability and the results showed that the measures were consistent. This research paper does not follow normal distribution, Spearman's Rank correlation has been applied to examine the relationships among the variables. Factor analysis confirmed that the three constructs were valid and explained most of the variation of the data. The findings shows that tourists with a strong spiritual motivation tend to spend more on local goods and services. Service quality plays a key role because better facilities and infrastructure encourage higher spending and longer stays. The strongest link was found between spending and service quality, which means that visitors feel satisfied with the services so they can contribute more to the local economy. These results suggest that spiritual tourism can support sustainable development if managed carefully. This study argues that faith is the driver of tourist behavior. Finance Reflect spending that supports communities and future destinations represent the sustainable path that can be built when tourism is aligned with the local needs. Future recommendations include improving the infrastructure in eco-friendly waste, involving communities in service delivery and using regular service to monitor tourist satisfaction. By doing so spiritual tourism can preserve cultural heritage while strengthening livelihoods and promoting sustainability.

Keywords: spiritual motivation, factor analysis, spearman's rank correlation, sustainability, constructs

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How to Cite this Article

Bhattacharyya S, Faith, Finance and Futures Rethinking Tourism for Sustainable Communities. Manag J Adv Res. 2026;6(5):19-25.
Available From
https://mjar.singhpublication.com/index.php/ojs/article/view/336

To Browse

Manuscript Received	Review Round 1	Review Round 2	Review Round 3	Accepted
2026-09-07	2026-09-23			2026-10-14

Conflict of Interest	Funding	Ethical Approval	Plagiarism X-checker	Note
None	Nil	Yes	4.52	

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1. Background of the Study

Tourism in India has many branches. But visits to spiritual destinations have grown steadily in recent years. People travel to places such as Varanasi, Bodhgaya, Rishikesh, Tirupati etc. not only to see monuments or landscapes but to seek peace, balance and cultural connections. This type of tourism is different from leisure travel because it is shaped by emotional and spiritual needs. Visitors often return to the same destinations, stay longer and spend more on the local services and the services. This behavior creates opportunities for local communities to benefit economically and socially. Spiritual tourism is also linked to sustainability when visitors are satisfied with their experience, they contribute to local economies through spending, they support jobs and they help deserve cultural traditions. At the same time, eco-friendly infrastructure and responsible tourism practices can also reduce environmental pressures. In this way spiritual tourism can balance economic growth, social well-being and environmental preservation. Many destinations face challenges. Infrastructure and service quality are not always aligned with tourist expectations. While governments and organizations have promoted circuits and invested in facilities, less attention has been given to how tourists themselves perceived their experience. Without understanding motivation and satisfaction, it is difficult to design strategies that convert visits into lasting economic benefits. This study addresses that gap by focusing on tourist motivation, spending patterns and perceptions of service quality. These factors together influence local economic development.

2. Literature Review

Spiritual tourism has gradually moved from being a purely religious activity to a broader experience associated with personal well-being, cultural learning and economic participation. Although pilgrims and spiritual seekers have traveled for centuries, recent study showed that their activities create measurable economic effects for local communities. Researchers have examined the relationship between different perspectives including destination management, service quality and cultural preservation, visitor motivation and sustainable development.

One of the earlier discussions of the subject was presented by Medhakar and Haq (2012) examined the growing significance of spiritual tourism in India. Their work highlighted India's strong position as a destination for visitors seeking spiritual experience through pilgrims, meditation and Wellness practices. The study also pointed out that the benefits of spiritual tourism extend beyond visitor arrivals as expenditure generated by tourists supports local business and employment opportunities. At the same time the author emphasized the importance of maintaining authentic spiritual experience because commercialization may weaken the cultural value of destinations.

A different perspective emerged in the work of Mukherjee et al. (2020) explored how spiritual destinations contribute to sustainable tourism development. Their findings showed spiritual tourism creates economic opportunities supporting cultural continuity within communities. The study suggested that visitors often engage directly with local traditions, products and services allowing tourism income to circulate within the community. Excessive tourist pressure can create environmental and social challenges, reducing the long term benefit of tourism.

Research conducted by Agarwal et al. (2021) focused on tourist experience and destination satisfaction. The study found that destination infrastructure, accessibility, cleanliness and hospitality influence how visitors evaluate their spiritual journey. Spiritual motivation remains an important reason for travel, tourists increasingly expect services that meet modern standards. Their findings suggested that the service quality has a direct influence or on refit visitation and economic contribution.

The relationship between spirituality and personal transformation was examined by Buzinde (2020) Forecast primarily on economic outcomes, this work emphasized the emotional and psychological dimension of spiritual travel. The author argued that spiritual tourism cannot be understood only through financial measures because visitors often seek meaning, self-reflection and personal growth. Such experience influenced destination attachment and encouraged deeper engagement with local culture.

Bala (2022) examined spiritual tourism from the perspective of community development and sustainability.

The study highlighted the role of local participation in shaping tourism outcomes. Communities that are actively involved in tourism activities tend to receive greater economic benefits and show stronger support for conservation efforts. The research also indicated that tourism development strategies should not focus only on attracting visitors. It may provide an equal attention is required for infrastructure development, service delivery and Environmental Protection.

These studies show that spiritual tourism is no longer viewed as a religious phenomenon. It is increasingly recognized as a multidimensional activity that influences economic development, visitor satisfaction, cultural preservation and community well-being. The reviewed literature consistently suggested that visitor motivation, spending behavior and service quality are closely connected. Some literature indicates that successful tourism development requires more than attracting visitors. Long-term benefits depend on how destinations manage services, maintain cultural authenticity and involve local communities in tourism activities. These observations provide an important foundation for understanding the relationship between spiritual tourism and sustainable local development.

3. Research Gap

The review of a previous study showed that spiritual tourism has received considerable attention from researchers. Existing researchers examined destination management, sustainability, cultural preservation and dissatisfaction, community participation. These studies have contributed significantly to understanding the broader impact of spiritual tourism. Many studies discuss the economic potential of spiritual tourism without directly examining how spiritual motivation influences tourist spending behavior. Earlier research frequently focused on destination development and infrastructure while giving less importance to the combined relationship among motivation spending pattern and quality of services. The factors are usually studied separately even though they operate together during the tourism experience. A large portion of literature relies on conceptual discussion or case based observation.

Many studies use statistical techniques to test whether this relationship is significant from the perspective of tourism themselves. The studies related to sustainable tourism often discuss environmental and cultural outcomes but provide less evidence regarding how visitor experience contributes to the local economic development.

The present study attempts to address these gaps by examining the relationship between spiritual motivation and the responses collected from the tourist. Through the reliability analysis, correlation analysis and factor analysis the study is to provide empirical evidence on how these factors contribute to sustainable local economic development.

4. Objectives of the Study

This study is guided by four main objectives and each drawn directly from the research problem:

1. To link between motivation and spending patterns to examine how spiritual motivation influences today’s spending pattern and contributes to local economic development.
2. The role of service quality to assess how the quality of service and the infrastructure affect today’s satisfaction and economic contribution.
3. Today’s perception for sustainable strategy is to provide insight that can guide a sustainable tourism pattern strategies benefiting communities economically, socially and environmentally.
4. To validate the constructs of spiritual motivation, spending patterns and service quality using factor analysis to ensure that the measures are reliable and suitable for further analysis.

5. Research Methodology

The study was designed as a quantitative descriptive investigation. The purpose was to measure how spiritual motivation, tourist spending and service quality interact to influence local economic development. A structured questionnaire was chosen as the main tool of the data collection because it allows for systematic measurement of perceptions and behaviors. The design was Jay scripted in nature, meaning that it aimed to capture patterns and relationships rather than manipulate variables or test intervention. This approach was suitable because the focus was on understanding how tourists behave and their actions affect communities.

Population and sample: The population for this study consisted of tourists visiting spiritual destinations across India. These destinations included temples, meditation retreats and other places associated with spiritual practices. Since the population was large and diverse, convenient sampling was used to select respondents. A total of 121 tourists participated in this. The sample was considered adequate for statistical analysis specially for correlation and factor analysis that required a reasonable number of observations to produce reliable results. Convenient sampling has the limitations it was chosen because of accessibility and feasibility in reaching tourists during the visits.

Data collection: Data were collected using a structured questionnaire distributed through Google Forms. The questionnaire included items measuring spiritual motivation, spending behavior and perceptions of service quality. Each item was rated on a Likert scale allowing responses to be quantified for statistical analysis. The use of online forms ensure that the data could be collected efficiently and stored securely. Responders were informed about the purpose of the study and participation was voluntary. This method provided a consistent format for response and reduced interviewer bias.

Variables: The study included both independent and the dependent variables. Independent variables are Spiritual motivation (belief, inner fulfillment and the cultural connection), Tourist's spending pattern (local products or services, accommodation and services) and service quality and infrastructure (facilities, transport and hospitality). A dependable variable that is a local economic development measure through indicators such as bending pattern, employment impact and support for local business communities This structure allows students to study how motivation and service quality influence spending and how spending contributes to an economic development.

Tools for analysis: Several statistical tools were used to analyze the data. Descriptive statistics like mean, standard deviation, minimum and maximum values were calculated to summarize the responses. Reliability analysis like Cronbach's alphas was used to test the consistency of the survey items. The test values above 0.7 conforms that the measures are reliable. Normality test, the Shapiro-Wilk test, was applied to check whether the data followed a normal distribution.

Results showed that the data were not normal that has been guided to choice of correlation method. Correlation analysis Spearman's Rank correlation was used because it is suitable for the ordinal data and non-normal distributions. This test measured the strength and the direction of relationships among the variables Factor analysis like Exploratory factor analysis EFA was conducted to validate the construct of spiritual motivation, spending pattern and the service quality. The KMO statistical test and Bartlett test confirmed that the data was suitable for the factor analysis and Varimax rotation was applied to achieve clear separation of the factors.

The framework of the study was based on the idea that spiritual motivation influences spending behavior that in turn is shaped by service quality. Together these factors contribute to local economic development. The model can be summarized as spiritual motivation affecting spending patterns that can have an effect on this service quality and finally it will be the local economic development. This framework reflects the holistic nature of spiritual tourism where faith drives behavior, spending supports communities and service quality ensures satisfaction and sustainability.

6. Data Analysis and Findings

Descriptive Statistics

Table 1: Descriptive Stat

Grouping	Mean	Std. Deviation	Minimum	Maximum
Spiritual Motivation + Spending Pattern	4.014	0.645	2.5	5.0
Spending Pattern + Service Quality	3.847	0.641	2.0	5.0
Spiritual Motivation + Service Quality	3.888	0.704	2.0	5.0

Source: Author's calculation using SPSS

Interpretation: Spiritual motivation and spending pattern together, today's generally have a strong divine motivation which positively impacts spending behavior. While spending patterns and service quality, positive perception of service excellence influences spending and aligns with economic development. Spiritual motivation and service quality together create a strong perception that combined with all visitor's satisfaction and the local development.

The mean values across all the combinations are above 3.8 which indicates that respondents generally agreed with the statements measuring motivation, spending and service quality. The highest mean 4.014 was observed for the link between spiritual motivation and the spending pattern that is suggesting the faith-driven tours are more likely to contribute financially to the local economies. The relatively low standard deviation around 0.64 to 0.70 showed that respondents were consistent with limited variation. Minimum values of 2.0 to 2.5 indicate that some tourists' were less motivated or less satisfied but the majority expressed the positive perceptions. These results confirm that the spiritual motivation and the service quality are important drivers of spending behavior that turn into local economic development.

Reliability Analysis

Table 2: Reliability Analysis

Item / Variable	Mean	Std. Deviation	Item-Total Correlation	Cronbach's Alpha if Item Deleted
Spiritual Motivation (IV1)	4.014	0.645	0.775	0.789
Tourist Spending Pattern (IV2)	3.847	0.641	0.728	0.702
Service Quality & Infrastructure (IV3)	3.888	0.704	0.837	0.776

Source: Author's calculation using SPSS

Interpretation: Kronback Alpha was used to test internal consistency of the survey items. All items total correlations above 0.7 that indicate a strong relationship between individual items and the overall scale. Convex alpha values remain 0.7 even if any item is deleted, confirming that the scale is reliable and that the questionnaire consistently measured spiritual motivation, spending behavior and service quality. Reliability strengthens confidence in the data and ensures that the observed relationship is not due to random variations.

Normality Test

Table 3: Test of Normality

Variable	Shapiro–Wilk Statistic	p-value
Spiritual Motivation	0.79–0.84	< 0.001
Spending Pattern	0.75–0.88	< 0.001
Service Quality	0.82–0.87	< 0.001

Source: Author's calculation using SPSS

Interpretation: The Shapiro-Wilk test was applied to check the data distribution whether normally or not. Since all the P values are less than 0.001, the null hypothesis of normality is rejected. That confirms data doesn't follow the normal distribution. Given that the responses were collected on a Likert scale. As a result, non-parametric tests such as Spearman's Rank correlation were selected instead of parametric tests like Pearson correlation. This ensures that the data analysis is valid and appropriate for the type of data collected.

Correlation Analysis

Table 4: Spareman Rank Correlation

Combination Scores	N	Correlation Coefficient (ρ)	Significance (2-tailed)
Spiritual Motivation + Spending Pattern	121	0.621	$p < 0.01$
Spending Pattern + Service Quality	121	0.528	$p < 0.01$
Spiritual Motivation + Service Quality	121	0.662	$p < 0.01$

Source: Author's calculation using SPSS

Interpretation: The strongest correlation that is 0.662 was observed between spiritual motivation and the service quality. This suggested that tourists who are spiritually motivated also perceive service quality and more positively that may enhance its satisfaction and encourage spending. The correlation between motivation and spending that is 0.621 was also strong that faith-driven tourists contribute financially to local economies. The moderate correlation between spending and service quality that is 0.528 indicates that better services encourage higher spending patterns though the link is a little weaker compared to motivation. The results confirm that motivation, spending and service quality are interconnected and collectively support local economic development.

Factor Analysis

Table 5: EFA

Variable	Factor 1: Spiritual Motivation	Factor 2: Service Quality	Factor 3: Spending Pattern
Spiritual Motivation Q1	0.876	0.163	0.215
Spiritual Motivation Q2	0.779	0.190	0.368
Spiritual Motivation Q3	0.837	0.100	0.028
Spending Pattern Q1	0.362	0.186	0.627
Spending Pattern Q2	-0.025	-0.047	0.851
Spending Pattern Q3	0.302	0.240	0.620
Service Quality Q1	0.311	0.697	-0.073
Service Quality Q2	-0.057	0.868	0.131
Service Quality Q3	0.213	0.700	0.239

Source: Author's calculation using SPSS

Interpretation: The factor analysis confirmed that the survey items into three distinct constructs that is spiritual motivation, service quality and spending pattern. All the KMO test 0.729 that the sampling adequacy was good. Bartlett's test that is $p < 0.001$ that is significant correlation among variables. The total Variance explained 67.8% the three distinct factors account for most of the effective variation. Varimax Rotation used for clear separation of the factors. Spiritual motivation that all the three items load strongly on factor 1 with values above 0.77. This showed that inner beliefs, search for fulfillment and cultural motivations are consistently measured. Spending patterns item load strongly on factor 3 with values above 0.6 especially spending pattern that is 0.851. This indicates that the tourist economy contribution behavior is clearly captured. Service quality that the items load strongly on factor 2 with the values above 0.69. This confirms that perception of infrastructure and hospitality are distinct and reliable. The factor analysis validates the conceptual framework of the study. Faith motivation drives behavior, Final spending pattern deflects economic contribution and service quality ensures to dissatisfaction and sustainability.

This cluster separation of factors strength and confidence and reliability of the constructs and support further analysis of how they influence local economic development.

7. Conclusion of this Study

The study set out to examine how spiritual motivation, the spending and service quality interact to influence local economic development in India. The results confirm that these three factors are strongly connected. Tourists who are motivated by their faith and inner fulfillment tend to spend more on local goods and services. Service quality plays a central role because better infrastructure and hospitality encourage longer stays, repeated visits and higher expenditures. The strongest correlation observed between service quality and spending shows that when tourists are satisfied with facilities they contribute more to the local economy. Reliability analysis confirmed that the survey items were consistent, factor analysis validated the constructs of motivation, spending and service quality. Together these findings strengthen the confidence in the framework used in the study. The explained variance 67.8% showed that the three factors capture most of the differences in the tourist behavior. The broader implication is that spiritual motivation can serve as a pathway to sustainable community futures. Faith Act as a driver of tourist behavior, finance reflects the spending that supports the livelihood and future represents the long-term sustainability that can be achieved when tourism is managed strategically. By investing in eco-friendly infrastructure, improving service quality and involving local communities' spiritual tourism can preserve cultural heritage while also promoting economic growth and social well-being.

8. Limitations of the Study

The study used convenient sampling which may not fully represent the diversity of tourists visiting spiritual destinations. The sample size of 121 respondents is adequate for statistical analysis but may limit generalization to the wider population. Data were collected from the tourists across India but the study did not focus on specific regions or destinations. Differences between urban and rural sites or between popular or less known destinations were not explored in detail. Longitudinal studies would be needed to track changes in motivation, spending and satisfaction over repeated visits.

The study consulted spiritual motivation, spending pattern and service quality but other factors such as cultural identity, environmental awareness or government policy not separately included that they may also influence sustainable tourism outcomes. The study provides an indication that spiritual tourism can contribute to sustainable local development when managed with attention and spiritual motivation spending behavior and the service quality. Future research can build on these findings by expanding the sample including more variables and exploring the regional differences. This will help policymakers and communities to design strategies that maximize the benefit of spiritual tourism while preserving the cultural authenticity and promoting sustainability.

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