



# Rise of Spiritual Tourism in Ayodhya

## Why in News?

After the construction and development works of the Ram temple in Ayodhya are completed in 2024, **tourism is likely to increase tenfold in the city.**

- The inauguration of Ram temple is expected to draw 7,000 people. After the temple opens, the Ayodhya Development Authority is expecting 300,000- 500,000 visitors every day for the next month (February).

## Key Points

- India is focused on the much-anticipated '**pran pratishtha**' (consecration ceremony) **of Lord Ram idol at the Ram Temple in Ayodhya on 22nd January, 2024.**
- The city has undergone major improvements in preparation for the temple's inauguration:
  - **Ayodhya's Spiritual Tourism Boom:** Prior to the Ram temple's opening, **hotel rates** in Ayodhya reportedly **increased and many are already booked.**
  - **Trains to Temple Town: Amrit Bharat trains** are a new kind of superfast passenger train that uses push-pull technology to improve both passenger comfort and speed.
    - **Vande Bharat Express** will connect two prominent temples in Uttar Pradesh - Ram Janmabhoomi and Gorakhnath.
  - **New Ayodhya Airport:** Airlines intend to provide service to and from major cities such as Delhi, Mumbai, Kolkata, Hyderabad, Bengaluru, Chennai, and Ahmedabad in order to accommodate the lakhs of people expected to visit the Ram Temple each day following the sacred event.
- The construction of the Ram Temple has already **helped the economic condition** in Ayodhya. The increasing number of tourists visiting the district **creates new job opportunities for locals.**
  - A number of **new businesses** have sprouted near the temple, offering tourists a **variety of native handicrafts.**