

# An Empirical Study on Young Pilgrimage Tourists' Satisfaction with Special Focus on the Golden Temple, Vellore

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## Article Info

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## Abstract:

In this paper, the researcher aims to throw light on diverse proportions which turn as a matter fact for the satisfaction of pilgrims about the destined centre. The concept of pilgrimage is often associated with religion and holiness. It is an expedition with an organised purpose. It has some great moral implication. To particularise it is a trip to a holy place or shrine which is of great value, faith and belief to an individual. But on the longer-range these travels accommodate various issues in Tourism. The arrival of tourists has a pivotal role in the economy of that locality. The arrival of tourists' differs from time to time in a year. Tamil Nadu Tourism report clearly shows the difference in the arrival of domestic pilgrims in the year 2018.14, 16,675 tourists visited Tamilnadu between January and December and it increased as 26, 98,936 in the month of Dec'18. Pilgrims prefer the month of December, probably to combine relaxation, worship, enjoyment, get to gather, cultural exploration and satisfaction.

Concerning the satisfaction of pilgrims, pilgrim centres try to attract and satisfy pilgrims by providing more amenities and facilities. Those centres support the pilgrims to explore the environment, economic, and socio-cultural behaviour of the people who are living in and around the pilgrim centres. In some cases, the pilgrims are not satisfied with the available facilities. This empirical survey thus aims to concentrate on the problems connected with facilities and satisfaction of pilgrim tourists, especially youngsters who visit the golden temple, which is located near to Vellore city, Tamil Nadu, India. The findings of the survey reveal that the influencing factor for young pilgrims is the ease of transportation, food and beverages quality. One way ANOVAs result also proves that there is a statistically significant relationship between the gender and availability of goods and cultural experience among young pilgrims in the Vellore city.

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## I. Introduction

Tourism is one of the chief larger markets in India in terms of economy. The tourism portfolio of India falls into different caters like cruises, pilgrim tourism, sports, domestic, medical, adventurous, and cultural significance. The arrival of domestic and international tourists contributes much to the national income. The total input of the tourism sector in India's GDP has been increasing.

The available reports pointed out that the GDP of the Indian tourism sector will increase from rupees 15.24 trillion to 32.0 trillion between 2017 to 2018. Around 184 nation's tourism GDP, India secures the rank of seventy in the year 2017. The foreign exchange earning of India ranked its tourism earning as a third largest earner. WTTC (World Travel and Tourism Council) report states that the tourism sector in India launched around 40 million jobs in the year 2016. It positioned India in the second

place in terms of employment generated through tourism in the later year. It occupies around 9.3 percentages in the total job of that year. The job vision in this sector is expected to be some 52.3 million employments by the year 2028. Considering all these the pilgrim tourism has a remarkable impact on the economy of India.

#### **A. Concept of Pilgrim Tourism Pilgrim Tourism**

The word 'Pilgrimage' means a voyage in the direction of ethical or religious implication. It can be put forth as, a journey to a holy place or other sites which is of greater value to an individual's principle and trust. Or often it marked as a journey into someone's own belief. It also had a deep notch in terms of materials, creative expressions, historic value, and community practices, building a site, art and object. This also serves as a way to bring mob from a variety of zones, race, castes, and civilization. It also gives a chance for the pilgrims to know people and places in the pilgrimage centres.

#### **B. Tourism Satisfaction**

The satisfaction of tourists in terms of the facilities is itself serves an attraction to get back the same pilgrims again to that place. The satisfaction of pilgrims or the satisfaction in tourism can be defined as an estimation of paid out money on any particular product or can be any service which has been serving as a key factor of tourists judgement related to the tourism. To make it simple the evaluation of available amenities and the contentment it offers to a tourist contributes much to the tourism satisfaction.

#### **C. FDI in the Tourism Sector of India**

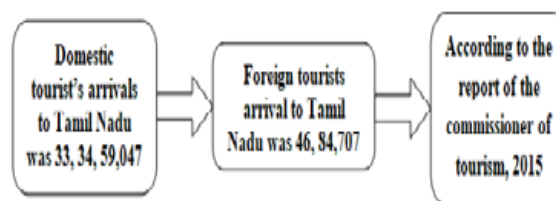
On seeing the income earned through tourism sector, the Indian government takes ample efforts to attract the investments by increasing the attractive factors in aforementioned sector. It was clear while interpreting the FDI (Foreign Direct Investment) report covers from April 2000 to June 2018. The FDI in the Indian tourism sector was around 11.39 \$ in those mentioned years. As said tourism and travel is a wide market for FDI in India. It was thus documented that both the international and domestic tourists are the deciding factor for FDI in India. It again underlines the necessity of the hospitality sector in India, which denotes tourism satisfaction. Thus it is a major factor for the investment not only in present but also for the future.

#### **D. Job Opportunities for Youngsters in Pilgrimage Tourism**

The spiritual tourism and it is blowing up in India eventually lead to the vibrant increase of hospitality industry. It increases the nation's income; on the other hand, it installs a wide range of job opportunities. The pilgrims, in particular, the young pilgrims of the domestic category will possibly study the place and opportunity in a pilgrim centre. It helps them to start business centres like stalls, travel sector, accommodation service, and any other relevant centres. The chance to get self-employment will be increased to an extent. It benefits both learned and as well as nominal youngsters. At the same time, the students who are pursuing their higher studies in a place very close to a pilgrim centre may utilise it for their career. It can be utilised in these possible sectors viz, foodstuff and beverage services, small food outlet, food production, mini catering unit, bakery and related stores, travel, tour, and event management, human resource development, marketing, etc. on analysing these factors the job opportunities for youngsters based on pilgrimage tourism is bright.

#### **E. Tourism in Tamil Nadu**

**Graph 1. Arrival of tourist in Tamil Nadu**



While analysing the tourism of Tamilnadu, again it strikes that tourism is a steadfast sector which contributes much to the world economy. It offers a bulk of jobs as well as new openings for trade and investment. Misusing this opportunity may lead to the exploitation of environment and resources which in turn affect the health, wealth, economic viability and structure of the tourism. Thus, understanding the tourism is important. The key purpose of tourism is to know places, people, cuisines, and to share views, enjoy and understand cultural values in terms of arts, music and literature. In 2015, the commissioner of tourism, Tamilnadu, precisely reports that the domestic tourist's arrival to Tamil Nadu was 33, 34, 59, 047 and the arrival of foreign tourists to Tamil Nadu was 46, 84,707. The data was represented in Graph 1. This report emphasizes the importance of tourism in Tamilnadu.

#### *F. New Age Indian Travellers in Tourism*

There is a significant increase in the arrival of youngsters as pilgrims can be found in recent times. It can be clear from the report of IITM, 2019. Indian International Travel Mart (IITM) was held on 9 to 11, August'19, at YMCA, Chennai. Wherein, India's foremost tour and sightseeing display were showcased with a wide range of destinations. The display covers different spheres which include adventures, culture and heritage, pilgrimages, hills and all other things. Around 450 participants participated. They are from over fifteen countries as well as from twenty states of India. They belong to several departments like tour operators, travel agents, hotels and resorts, tourist organisations, airlines, cruises, and online tour portals. This exhibition remarkably pointed out those youngsters, Indian traveller's especially pilgrim's focal point have stimulated trip to an additional experience added travel.

#### *G. Profile of the Golden Temple, Vellore*

The golden temple which is located in the Amristar is the striking idea while thinking about the Golden Temple. Now, one more temple is added to share the same title which stands as a pride for the city of Vellore. It now attracts a vast number of pilgrims towards Vellore, which is very close to the temple. The attraction of the Golden temple, Vellore is that it has covered with gold. For which huge devotees assemble as a juncture to seek blessings from the goddess Mahalakshmi devotionally addressed with the title Sri Lakshmi Narayani. The temple is located in a place called Sripuram in Thirmalaikodi, Vellore. The temple attracts the visitors and pilgrims to get wisdom through the message of the Vedas. This wonderful Golden Temple is glistening with 1.5 tonnes of gold and the temple's inner structure resembles the spherical construction of the parliament of India.

## **II. Review of Literature**

The researcher presents various literatures which are relating to the satisfaction of pilgrim tourists. The articles and publications were collected from various national and international refereed journals and the same was presented below.

**According to UNWTO report**, tourism is having a few negative effects. Tourism has reported for 5% of global CO<sub>2</sub> emissions. It is just because of the transportation emission and as of the hotel industry. Likewise, the environments of tourist destination are made dirty and unclean by with dumping of plastics and wastes. One the other hand

it may also lead to cultural chafing between locals and tourists.

**Bornhorst et. al, (2010)** carried out a study on pilgrim satisfaction which helps the tourism trade to make a mode to enlarge and preserve a large and loyal client base for long-run success. Satisfied tourists can bring accomplishment to the business, as they are likely to flood back and give support to that destination. **C.B. Venkata Krishna Prasad** clearly says that the core intent of his study is to spot the plane of satisfaction and complexity faced by the religious tourists. The author mentioned that there is a shortage of tourism infrastructure and facilities like transport, accommodation, food, drinking water and sanitation, etc. It comes under 'Quality Tourism'. Quality has to be periodically updated. The basic facilities are a threat in regarding the high price, safety, sanitation, security, clean drinking water, and exploitation of the local vehicle operators should be checked properly to fulfil the religious tourists who pay a visit to that religious destination. **Clemons & Woodruff (1992)** conducted research in consumer behaviour pattern says that the tourist satisfaction level will counts on their hope is related to the attributes. Their expectation from the holiday, their perception of outcomes from their place of stay, and destination satisfaction are the largely essential feature.

**Devanathan (2019)** in the research article says that pilgrim's satisfaction is a big threat to the economy of that place and the nation. The author pointed out that around one crore tourists pay their visit to Kodaikanal each year. These tourists encountered inconveniences like shortage of rooms and parking. It resulted in the crippling down of tourist attraction of that place. Here the tourists' satisfaction matters a lot. **Fodness (1994)** said pilgrims have their ideas which are different. The opinion change is visible. It ranges from the need to visit a pilgrim centre, religious rituals and prayers. Fodness further says that by understanding the pilgrim's motivation/ideas and patterns such as travel and the consumption patterns will help a tour organiser to serve them much better. While considering this as a parameter the researcher tries to develop different methodologies and parameters to develop motivations i.e. "pull" and "push" methods. The 'push' constitutes the travel destination of pilgrims and 'pull' denotes a specific factor for the destination, it provides a motive for which a pilgrim chooses a place and mode for pilgrimage. **Heung, Qu, and Chu (2001)** in their research showed that the factors like age, gender, and education were important in making decisions about a pilgrim destination. Their study further suggested that the lower age group interpret the

'investigation' influence stature superior to the upper age group.

**Jang & Fend (2007)** opines that only a less pile of students tends to analyse the customary affiliation between the two variables *i.e.* tourist motivation and level of satisfaction to guide tourist management. In fact these variables build the main mould of tourist behaviour. Without any question, it is clear that satisfaction makes the relevant variables in analysing tourist behaviour, towards the consumption and service and the decision to revisit the place. **Jensen (2011)** found that the age group range from 55 - 64 plus years rated their societal association lower than the young age bunches. Senior voyagers often pick travel destinations to visit religious spots, while this perspective is not a deciding factor for youths. **Mishra and Ojha (2014)** focus on evaluating the necessity of advertising India as a rich tourism objective. In projecting India as a country has entirely different tourism practice with its varied geography and cultures will grab tourists' attention. The travel inspiration is the deciding factor for pilgrim tourists for selecting one particular pilgrim destination over the other affirms **Crompton (1979)**.

**Reisiger & Turner (2003)** found that tourism satisfaction adds fine repute to tourism merchandise and suppliers of a tourist's destination. It expands client loyalty, reduces the price and elasticity in aspects. Similarly, the tourism satisfaction towards service suppliers will create rapid progression and improvements in the inflow of tourists business. **Ruhi Refath Aara & Arfat Ahmad Sofi (2018)** stated that Jammu Kashmir is a state with fascinating natural beauties, catchy greens like gardens, forests, and has many pilgrimage centres and historical places. It arouses a great attraction for tourists and pilgrims. This state is heavily dependent on the tourism sector for its economy. According to the tourism department of Jammu and Kashmir, totally 16% of the state's population is both directly or indirectly is a dependent relative of tourism. **Sharma and Giri (2009)** conducted a study by highlighting the significance of ease of access in tourist destinations, mobility and infrastructure. Furthermore, to make out the consideration in an apt context regarding the services, a swot up was carried out by **Sathish and Venkatesakumar (2014)** the target pilgrims were pilgrims who visit the Tirumala Tirupati Temple, Andhra Pradesh. They analysed the factors which include ticket booking system, informations, experience and facilities which are available at the temple. **Sivakumar (2018)** recommends that ten monuments including Taj Mahal and Mahabalipuram should be converted into iconic tourist centres to catch the attention of more tourists.

**Swadesh Darshan Scheme (SDS)** has implemented the necessity of developing the tourism sector with detailed transportation and sanitation in the pilgrim centres. Developing the connections like road, rail, water, transport and air, developing the local hospitalities like toilet facilities, cloakrooms, money exchange facility, waiting bays, information/help desk, parking lots, shopping zones *etc* are the main scheme to attract tourists. This suggestion was strengthened by senior tourism officials. **The Press Trust of India (2018)** conducted a special survey via online platform booking.com. This survey was made across 28 countries which cover Australia, Brazil, China, France, Germany, Italy, *etc*. The survey pointed out that 21% of Indian Travellers are facing language barriers. The survey further revealed that 83% of tourists commit mistakes in understanding and getting lost. Tourists of 83% mispronounce a word in local languages, and 28 % misunderstand things in restaurants. **The Times News Network (2019)** highlighted that tourists who visited Kodaikanal often face bitter experience towards the deprived condition of roads on the hill station. Further, it pinpointed the poor condition of road reduces the grab of tourists towards Kodaikanal.

**FICCI report (2018)** underlined certain key issues like cost of food, shortage of skilled persons, hike in the land prices, adequate warehouse facilities *etc* are in poor condition. The report further hinted that to operate a successful business from tourism all these should be governed properly. **Vuonic (1996)** recommended that pilgrim tourism is made with key objectives hence it should just be facilitated properly. **Woodside & Dubelaar (2002)** concludes that the tourist's choice and action outline is based on a broader range of association among the variables and which is a deciding and influences the tourist at their choice of destination. The "Dynamic model of tourist behaviour" stands up as a foundation for a variety of researches. **Westbook and Oliver (1991)** pilgrim tourism are well found and well-established, it is longstanding marketer orientation. The rising position of tourism in the worldwide economy and the mounting contest in the universal tourism bazaar construct the importance to develop the tourist's satisfaction concerning the diverse services as well as the utilization of the products.

#### A. Statement of the Problem

By analysing the reviews, the researcher has recognized various research problems which are highly relevant and connected to the problems faced by young pilgrim tourists in the study area. Though tourism offers good measures to the pilgrims during their visit to spiritual places in India, still some



young tourist pilgrims have poor satisfaction about road safety and security and less frequent transport facilities in the spiritual places. Alongside they are facing more problems in the booking of accommodation, getting hygiene food, air and water, less availability of goods services, less chance to learn local cultural practice and less prevalence of English. Considering all these aforementioned problems, many researches was conducted in India based on tourist satisfaction with special focus on rural tourism, medical, spiritual, eco-tourism, cultural and adventure tourism. Only feeble or no studies was conducted with the focus on the satisfaction of young pilgrimage tourists in India that too in Vellore city, Tamil Nadu. So, the researcher has identified this as a research problem and tries to fill the research gap through the study.

### ***B. Objectives of the study***

The objectives of the research are as follows:

1. To study the demographic profile of the young pilgrim tourist respondents in the selected destination.
2. To identify young pilgrimage tourist's satisfaction during their spiritual visit to Vellore city.

### ***C. Hypothesis testing***

**H1:** There is no significant relationship between gender and pilgrim tourist's satisfaction among young tourists' at the Golden Temple, Sripuram, Vellore.

### ***D. Research Methodology***

The researcher surveyed for the empirical study and used both primary and secondary data for analysis. The primary data covers questionnaire, data were collected through the survey method. The secondary data were collected from reputed articles, magazines, newspapers, journals, and websites. Convenient sampling method was applied for this study. A structured questionnaire was implemented which has two parts as, part A-personal data and part B-related to the satisfaction of young pilgrim tourists about the Golden temple, Vellore. Five-point Likert's scale was used for rating which starts from 5-strongly agreed to 1-strongly disagree. This study is formulated with hypothesis setting, 125 questionnaires were issued and responses were

collected. Out of that 100 questionnaires were found complete and was taken for analysis. The sample area for the study is the Golden Temple, Vellore District, Tamil Nadu, India. Data analysis for the study was formulated with percentage analysis, One way ANOVA and factor analysis by using SPSS.

### ***E. Reliability and validity***

The researcher utilised Cronbach's alpha and calculated it to test the reliability and internal consistency of each identified dimension. According to Nunnally (1978), Cronbach's alpha is the capable gadget to offer reliable results and the recommended minimum value is 0.7. However, Hair et al. (2010) suggested that a value of 0.6 is fit in exploratory research. In the present research, the reliability result of Cronbach's alpha towards the satisfaction of young pilgrim tourist is 0.762. Further, the researcher applied content validity and ensured the same with the help of subject experts, detailed review of literature related to hospitality and service sector, hotel industry, spiritual/pilgrimage and other related sectors.

### ***F. Limitation of the study***

The sample size for the study is restricted to 100. The study covers only the Golden temple, Vellore city in Tamil Nadu. The respondents are the youngsters who visited the golden temple. The views expressed by those tourists at a particular point and time may not be expected to same always, hence the results of this study cannot be compared with other similar studies.

### ***G. Period of the study***

The study was done for a period of four months, from December 2018 to March 2019.

### ***H. Data Analysis***

#### ***Demographic Profile***

1. The Descriptive characteristics of the tourist pilgrimages like gender, education, native locality and states have been collected and are given below in Table 1.
2. The details are listed along with the percentage for the betterment of understanding.

- Limited variables are used to enhance accuracy and clarity.

### Interpretation of the table

Table 1. Demographic characteristics of the respondents

Demographic characteristics	Variables	Frequency	Percentage
Gender	Male	53	53%
	Female	47	47%
<b>Total</b>		<b>100</b>	<b>100</b>
Education	B.com	44	44%
	BBA	24	24%
	BCA	17	17%
	BSC	15	15%
<b>Total</b>		<b>100</b>	<b>100</b>
Native	Urban	51	51%
	Rural	49	49%
<b>Total</b>		<b>100</b>	<b>100</b>
State	Tamil Nadu	44	44%
	Karnataka	9	9%
	Kerala	5	5%
	Andhra Pradesh	41	41%
	Others	1	1%
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Author's finding

From table 1 it is inferred that under gender, male youngsters are 53% and female youngsters are of 47% which shows that male respondents have visited the temple more when compared to female youngsters. Under the education category, there are four sub-categories in which B.Com has 44%, BBA has 12%, BCA has 7%, and B.sc has 5% of youngsters who visited the temple. Out of which the majority of the youngster's group who visited the temple was B.Com students. Under nativity, pilgrims from urban are 51% and rural is 49%, out of which urban young pilgrims have visited more in number than rural young pilgrims. Under states, Tamil Nadu has 44%, Karnataka has 9%, Kerala has 5%, and Andhra Pradesh has 41% of pilgrims who visited the temple and others 1%. Among this, Tamil Nadu and Andhra Pradesh have the highest number of young pilgrims.

### The satisfaction of the young Pilgrims by using One way ANOVA

The following table depicts the relationship between gender and satisfaction among young tourist pilgrims. It was explored with the help of One way ANOVA, the results are given below in table 2.

### Interpretation of the table - Mean score

Table 2. Satisfaction among young tourist pilgrims

Variables	Gender	Mean Score	F	Sig.
Ease of transportation	Male	4.3962	3.267	.074
	Female	4.0851		
Good accommodation	Male	4.1698	12.695	.001
	Female	3.6386		
Availability of consumer goods and services	Male	4.0000	.330	.567
	Female	4.0851		
Quality of food and beverages	Male	4.0189	.209	.648
	Female	3.9362		
Public behaviour and security	Male	3.8868	2.253	.137
	Female	5.5957		
Opportunity for cultural experiences	Male	3.9623	.388	.535
	Female	3.8511		
Overall safety and cleanness	Male	3.9057	.033	.856
	Female	3.8723		
Public services	Male	3.8868	.928	.365
	Female	3.7234		
Prevalence and quality of English language (in signage and public announcements)	Male	3.1698	1.305	.256
	Female	3.4043		

Source: Author's finding

With regards to satisfaction on young tourist pilgrims with easy of accommodation, the male respondents scored 4.39 while compared to female respondents scored 4.08. This shows that the male respondents have easy to get transportation in pilgrim's centres. Accommodation plays a vital role in pilgrims centres, the male respondent's mean score value is 4.16 compared to female respondents mean score value 3.63. This reveals that male respondents get accommodation. Availability of goods and services are an important aspect for tourists, the male respondents mean score is 4.00 and female respondents mean score is 4.08. This reveals that female respondents have comfortable consumer goods and services in pilgrim's centres. The food and beverages is an essential factor for tourists. The result shows that the male respondents have 4.01 mean score and female respondents mean score is 3.96. So, when compared to female respondents the male respondents have taken a good quality of food and beverages at the pilgrim centres.

The public behaviour and security is another important part for the tourists. The male respondents mean score is 3.88 and female respondents mean score is 5.59. When compared to male respondent's female respondents feels more secured and good behaviour among the public in the pilgrim centres. Focusing on the opportunity for cultural experience the result reveals that the male respondents mean score is 3.96 and female respondents mean score is 3.85.

The mean score underlines that the male respondents have more opportunities for the cultural experience than the female respondents. The mean score for male respondents is 3.90 and female respondents mean score is 3.87 in overall safety and cleanness. The result shows that male respondents feel safer and clean in pilgrim centre than the female respondents. The public service plays an important role in the tourists' sectors. Regarding public service, the male respondents mean score is 3.88 and female respondents mean score is 3.72. This shows that male respondents are more satisfied with public service than female respondents. Considering prevalence and quality of English language (in signage and public announcements) the male respondents mean score is 3.16 and female respondents mean score is 3.40. The result shows that female respondents are more satisfied than male respondents regarding the quality of English language speaking and other information.

The one way ANOVA result reveals that out of nine variables only one variable namely accommodation with has a value of 0.001, which is less than the hypothetical value 0.005 at 5% level of significance. Therefore, the null hypothesis is not accepted. Hence, there is a significant relationship between genders with the satisfaction of young tourist pilgrims in Vellore city. This statistical result shows that they get good accommodation while coming for pilgrim's tourism.

#### *The satisfaction of the young tourists – Factor analysis*

In addition to one way ANOVA, the researcher applied factor analysis in order to find out important underlying satisfaction factors among young tourist pilgrims who visited the golden temple. Table 3 shows values of KMO and Bartlett's test to measure the sampling adequacy.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.642
Bartlett's Test of Sphericity Approx. Chi-Square	265.647
Df	36
Sig.	.000

Bartlett's Test of Sphericity was computed to find out whether the number of correlations among the variables is statistically significant or not. Overall Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) was found to be 0.642 and Bartlett's Test of Sphericity was also significant and the chi-square value 265.647, df = 36, level of

significance = 0.000, indicates the suitability of the data for factor analysis. Hence, all these examinations stated that data was appropriate for factor analysis.

#### *Rotated Component Matrix and labelling the factors*

Principle Component Analysis was employed for extracting factors. Factors which has greater value than 0.50 was taken for the analysis. Three extracted factors have been given the appropriate names on the basis of variables represented in each case. The names of the extracted factors, the statement labels and factor loadings are depicted in Table 4.

Table 4. Factor loadings and naming of extracted factors

Variables	Component		
	1	2	3
F1: Quality of food, behaviour and experiences			
Quality of Food and Beverages	.896		
Opportunity for cultural experiences	.872		
Public behaviour and security	.764		
F2: Transportation and accommodation		.896	
Ease of transportation		.872	
Good accommodation		.764	
Availability of consumer goods and services			
F3: Public safety and services			
Prevalence and quality of English languages (in signage and public announcements)			.807
Public services			.753
Overall safety and cleanness			.705

#### *Interpretation*

##### *Factor 1 - Quality of food, behaviour and experiences*

Table 4 identifies the three most influencing and underlying factors. The first factor explains the highest loading has been found for the statement 'Quality of food and beverages' (0.896), followed by 'Opportunity for cultural experiences' (0.872), and 'Public behaviour and security' (0.764).

##### *Factor 2 - Transportation and accommodation*

The second factor explains is made up of three correlated statements. Highest loading is for the statement 'Ease of transportation' (0.896), linked to this, 'Good accommodation' (0.872) and 'Availability of consumer goods and services' (0.764).

### **Factor 3 - Public safety and services**

The third factor explains is also made up of three correlated statements. The highest loading is for the statement 'Prevalence and quality of English languages' (in signage and public announcements) (0.807), followed by 'Public services' (0.753) and 'Overall safety and cleanness' (0.705).

### **III. Conclusion**

From the findings, it can be concluded that the tourism industry is the fast-growing industry in today's growth and development sector of the country. Grabbing the young tourists' mind is very difficult for the existence and the growth of any service industry. This study has concluded that the young tourists who visited the golden temple, Vellore can to be provided with all facilities like good transport, good accommodation, good air and water, local culture, safety and security, availability local handicraft goods and good English speaking mediator. At the same time, overall safety at the golden temple should be maintained in order to retain and to attract more pilgrim tourists especially youngsters. In order to that proper awareness should be spread through various social media. The study also concludes that the young tourists who visit the golden temple have a significant relationship between gender and tourists satisfaction that too with only good accommodation.

### **IV. Suggestion**

The output of the research tends some suggestions. The pilgrim tourism has a special significant potential in the economy. Therefore it is mandatory to maintain good standards in tourist places. It is recommended that the country should bring up a satisfactory figure for hotels, accommodation centres, food services, high transport, and infrastructure. These amenities ensure the ease of transportation in the country and between the available tourist areas. The reports expose that there is less satisfaction can be found towards transport, food, and other needs. Therefore it is a need of the hour to enhance basic facilities in tourism, especially pilgrim tourism to the satisfaction of tourists.

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