

A Critical Interpretation on Insight and Satisfaction of Pilgrims towards Attributes Of Pilgrimage Places in Hyderabad City

Dr.K.G.Selvan

Professor, PRIST School of Business, Vallam, Thanjavur, TN.

A.Madhu Kumar Reddy

Research Scholar, PRIST School of Business, Vallam, Thanjavur, TN.

Article Info

Volume 82

Page Number: 11647 - 11654

Publication Issue:

January-February 2020

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 21 February 2020

Abstract

Pilgrimage is an imperative portion of Hinduism and millions of pilgrims are visiting different temples in every day in India to take part in religious functions, festivals and get knowledge from ancient temples and holy places. More than one third of pilgrims have medium degree of insight on attributes of pilgrimage places. Significant association exists between demographic features of pilgrims and their insight towards attributes of pilgrimage places except for age and monthly income. Insight of pilgrims on attributes of pilgrimage places is positively, medially and significantly related with their satisfaction. In order to improve insights of pilgrims on attributes of pilgrimage places, they should provide good accommodation and they must give better public amenities and they should provide good security to pilgrims.

Keywords: Attributes, Insight, Pilgrims, Satisfaction.

I. INTRODUCTION

Religion and tourism activities are fundamentally interrelated by means of pilgrimage (Fleischer, 2000). Pilgrimage is a traveling activity which comes from religious beliefs to visit temples and holy places for understanding of internal feelings and experiencing spirituality (Babu, 2013). Therefore, pilgrims are making visit to various religiously important places for getting blessings from God and or to meet their religious commitments (Raj and Mopeth, 2007) and it is the

oldest and traditional tourism activity establishes as religious tourism (Al-Amin, 2002).

Religious tourism is having high potential in India as it has rich traditions, temples, pilgrim places and festivals related to culture and religion

(Gade and Jagtap, 2014). Pilgrimage is an imperative portion of Hinduism and millions of pilgrims are visiting different temples in every day in India to take part in religious functions, festivals and get knowledge from ancient temples and holy places (Scott, 2012). The present day pilgrims require various amenities in temple places and at the same time, different attributes of pilgrimage places are highly attracting pilgrims. Hence, it is essential to study on insight and satisfaction of pilgrims towards attributes of pilgrimage places in Hyderabad city.

II. REVIEW OF LITERATURE

Perunjodi (2011) found that environment, attractiveness and quality of various services had significant influence on religious tourists. Vijayanand (2012) concluded that

accommodation, transport, food, parking area, water availability and shopping were affecting satisfaction of pilgrims.

Patwal and Agarwal (2013) revealed that basic amenities, services, image of place and supportive facilities had influence on satisfaction of pilgrims. Nithila (2014) indicated that accessibility, attractive features and facilities available were significantly affecting satisfaction among tourists.

Ashdaq et al (2015) found that variety of services and their qualities, image of place and travel agents' service were influencing satisfaction of pilgrims. Pai et al (2016) concluded that management practice of temple, services, facilities and supportive activities were affecting satisfaction among pilgrims.

Pavan and Reddy (2017) revealed that clean and calm, environment and services in destinations had significant influence on satisfaction of pilgrims. Veerakumar and Suresh (2018) indicated that accommodation, food, transportation and comforts were affecting satisfaction among tourists.

III. OBJECTIVES OF THE STUDY

- i) To study insight of pilgrims towards attributes of pilgrimage places.
- ii) To examine association between demographic features of pilgrims and their insight towards attributes of pilgrimage places.
- iii) To analyze relation between insight and satisfaction of pilgrims towards attributes of pilgrimage places.

IV. HYPOTHESES OF THE STUDY

1. There is no significant association between demographic features of pilgrims and their insight towards attributes of pilgrimage places.
2. There is no significant relation between insight and satisfaction of pilgrims towards attributes of pilgrimage places.

V. METHODOLOGY

The present study is carried out in Hyderabad city and convenience sampling method is employed to select pilgrims and data are gathered from 250 pilgrims through questionnaire method. Percentages are used to examine demographic features of pilgrims and mean and standard deviation are computed to understand insight of pilgrims towards attributes of pilgrimage places. Chi-Square test is applied to examine association between demographic features of pilgrims and their insight towards attributes of pilgrimage places. Simple correlation analysis is employed to study relation between insight and satisfaction of pilgrims towards attributes of pilgrimage places.

VI. RESULTS

6.1. DEMOGRAPHIC FEATURES OF PILGRIMS

The demographic features of pilgrims are depicted in Table-1. Considering of gender, number of female pilgrims (55.60 per cent) is higher as compared to male pilgrims (44.40 per cent). Regarding age of pilgrims, age group of 41 – 50 years is dominant among pilgrims (36.80 per cent) and in education, the highest number of pilgrims hold college education (40.00 per cent). Most of them are in receipt of monthly income of Rs.25,001 – Rs.35,000 (39.20 per cent) and in marital status, more number of them are married pilgrims (80.80 per cent) in comparison with unmarried pilgrims (19.20 per cent).

Table-1. Demographic Features of Pilgrims

Demographic Features	Number of Pilgrims	Percentage
----------------------	--------------------	------------

Gender	250	
Male	111	44.40
Female	139	55.60
Age		
21 – 30 Years	39	15.60
31 – 40 Years	69	27.60
41 – 50 Years	92	36.80
51 – 60 Years	50	20.00
Education		
Informal	65	26.00
School	85	34.00
College	100	40.00
Monthly Income		
Rs.15,001 – Rs.25,000	42	16.80
Rs.25,001 – Rs.35,000	98	39.20
Rs.35,001 – Rs.45,000	76	30.40
Rs.45,001 – Rs.55,000	34	13.60
Marital Status		
Married	202	80.80
Unmarried	48	19.20

6.2. INSIGHT OF PILGRIMS TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The insight of pilgrims towards attributes of pilgrimage places is depicted in Table-2.

Table-2. Insight of Pilgrims towards Attributes of Pilgrimage Places

Insight towards Attributes of Pilgrimage Places	Mean	Standard Deviation
Pilgrimage places are highly attractive	3.87	0.93
Pilgrimage places provide peaceful atmosphere	3.90	0.92
Pilgrimage places are easily reachable	3.84	0.95
Pilgrimage places have good accommodation	3.40	1.08
Pilgrimage places give varieties of food	3.83	0.98
Pilgrimage places have better public amenities	3.38	1.10
Pilgrimage places have shopping area	3.78	1.02
Pilgrimage places provide sufficient information	3.85	0.94
Pilgrimage places give good security	3.34	1.12
Pilgrimage places have adequate parking area	3.76	1.05

The pilgrims are agreed with pilgrimage places are highly attractive, pilgrimage places provide peaceful atmosphere, pilgrimage places are easily reachable, pilgrimage places give varieties of food, pilgrimage places have shopping area, pilgrimage places provide sufficient

information and pilgrimage places have adequate parking area, while, they are unsure with pilgrimage places have good accommodation, pilgrimage places have better public amenities and pilgrimage places give good security.

6.3. DEMOGRAPHIC FEATURES OF PILGRIMS AND THEIR INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The distribution of pilgrims based on their insight towards attributes of pilgrimage places is

Insight towards Attributes of Pilgrimage Places	Number of Pilgrims	Percentage
Low	65	26.00
Medium	88	35.20
High	97	38.80
Total	250	100.00

The findings disclose that 38.80 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 26.00 per cent of them hold low degree on it.

Gender	Insight towards Attributes of Pilgrimage Places			Total	Chi-square Value	Sig.
	Low	Medium	High			
Male	34 (30.63)	45 (40.54)	32 (28.83)	111 (44.40)	8.380	.015
Female	31 (22.30)	43 (30.94)	65 (46.76)	139 (55.60)		
Total	65 (26.00)	88 (35.20)	97 (38.80)	250 (100.00)	-	-

(The figures in the brackets are percentage to total) In male pilgrims, 28.83 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 30.63 per cent of them hold low degree on it. In female pilgrims, 46.76 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 22.30 per cent of them hold low degree on it.

The Chi-square value of 8.380 is significant elucidating that significant association

Age	Insight towards Attributes of Pilgrimage Places			Total	Chi-square Value	Sig.
	Low	Medium	High			
21 – 30 Years	5 (12.82)	13 (33.33)	21 (53.85)	39 (15.60)	10.338	.111
31 – 40 Years	21 (30.44)	25 (36.23)	23 (33.33)	69 (27.60)		

depicted in Table-3. By applying Mean \pm SD, insight of pilgrims on attributes of pilgrimage places is segmented as high, medium and low. Mean is 36.96 and SD is 3.85.

Table-3. Distribution of Pilgrims Based on their Insight towards Attributes of Pilgrimage Places

6.3.1. GENDER AND INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between gender of pilgrims and insight towards attributes of pilgrimage places is depicted in Table-4.

Table-4. Gender and Insight towards Attributes of Pilgrimage Places

exists in five per cent level between gender of pilgrims and insight towards attributes of pilgrimage places.

6.3.2. AGE AND INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between age of pilgrims and insight towards attributes of pilgrimage places is depicted in Table-5.

Table-5. Age and Insight towards Attributes of Pilgrimage Places

41 – 50 Years	29 (31.52)	34 (36.96)	29 (31.52)	92 (36.80)		
51 – 60 Years	10 (20.00)	16 (32.00)	24 (48.00)	50 (20.00)		
Total	65 (26.00)	88 (35.20)	97 (38.80)	250 (100.00)	-	-

(The figures in the brackets are percentage to total)

In pilgrims with 21 – 30 years of age, 53.85 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 12.82 per cent of them hold low degree on it. In pilgrims with 31 – 40 years of age, 33.33 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 30.44 per cent of them hold low degree on it. In pilgrims with 41 – 50 years of age, 31.52 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 31.52 per cent of them hold low degree on it. In pilgrims with 51 – 60 years of age, 48.00 per cent of

pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 20.00 per cent of them hold low degree on it.

The Chi-square value is 10.338 and it is not significant elucidating that no significant association exists between age of pilgrims and insight towards attributes of pilgrimage places.

6.3.3. EDUCATION AND INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between education of pilgrims and insight towards attributes of pilgrimage places is depicted in Table-6.

Table-6. Education and Insight towards Attributes of Pilgrimage Places

Education	Insight towards Attributes of Pilgrimage Places			Total	Chi-square Value	Sig.
	Low	Medium	High			
Informal	17 (26.15)	29 (44.62)	19 (29.23)	65 (26.00)	19.723	.001
School	26 (30.59)	36 (42.35)	23 (27.06)	85 (34.00)		
College	22 (22.00)	23 (23.00)	55 (55.00)	100 (40.00)		
Total	65 (26.00)	88 (35.20)	97 (38.80)	250 (100.00)	-	-

(The figures in the brackets are percentage to total)

In pilgrims with informal education, 29.23 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 26.15 per cent of them hold low degree on it. In pilgrims with school education, 27.06 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 30.59 per cent of them hold low degree on it. In pilgrims with college education, 55.00 per cent of pilgrims

hold high degree of insight towards attributes of pilgrimage places, although, 22.00 per cent of them hold low degree on it.

The Chi-square value of 19.723 is significant elucidating that significant association exists in one per cent level between education of pilgrims and insight towards attributes of pilgrimage places.

6.3.4. MONTHLY INCOME AND INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between monthly income of pilgrims and insight towards attributes of pilgrimage places is depicted in Table-7.

Table-7. Monthly Income and Insight towards Attributes of Pilgrimage Places

Monthly Income	Insight towards Attributes of Pilgrimage Places			Total	Chi-square Value	Sig.
	Low	Medium	High			
Rs.15,001 – Rs.25,000	10 (23.81)	11 (26.19)	21 (50.00)	42 (16.80)	6.790	.341
Rs.25,001 – Rs.35,000	30 (30.61)	32 (32.65)	36 (36.74)	98 (39.20)		
Rs.35,001 – Rs.45,000	20 (26.32)	30 (39.47)	26 (34.21)	76 (30.40)		
Rs.45,001 – Rs.55,000	5 (14.70)	15 (44.12)	14 (41.18)	34 (13.60)		
Total	65 (26.00)	88 (35.20)	97 (38.80)	250 (100.00)	-	-

(The figures in the brackets are percentage to total)

In pilgrims receive monthly income of Rs.15,001 – Rs.25,000, 50.00 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 23.81 per cent of them hold low degree on it. In pilgrims receive monthly income of Rs.25,001 – Rs.35,000, 36.74 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 30.61 per cent of them hold low degree on it. In pilgrims receive monthly income of Rs.35,001 – Rs.45,000, 34.21 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 26.32 per cent of them hold low degree on it. In pilgrims receive monthly income of Rs.45,001 – Rs.55,000, 41.18 per cent of pilgrims hold high degree of insight towards

attributes of pilgrimage places, although, 14.70 per cent of them hold low degree on it.

The Chi-square value is 6.790 and it is not significant elucidating that no significant association exists between monthly income of pilgrims and insight towards attributes of pilgrimage places.

6.3.5. MARITAL STATUS AND INSIGHT TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between marital status of pilgrims and insight towards attributes of pilgrimage places is depicted in Table-8.

Table-8. Marital Status and Insight towards Attributes of Pilgrimage Places

Marital Status	Insight towards Attributes of Pilgrimage Places			Total	Chi-square Value	Sig.
	Low	Medium	High			
Married	44 (21.78)	71 (35.15)	87 (43.07)	202 (80.80)	12.142	.002
Unmarried	21 (43.75)	17 (35.42)	10 (20.83)	48 (19.20)		
Total	65	88	97	250	-	-

	(26.00)	(35.20)	(38.80)	(100.00)		
--	---------	---------	---------	----------	--	--

(The figures in the brackets are percentage to total)

In pilgrims with status of married, 43.07 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 21.78 per cent of them hold low degree on it. In pilgrims with status of unmarried, 20.83 per cent of pilgrims hold high degree of insight towards attributes of pilgrimage places, although, 43.75 per cent of them hold low degree on it.

The Chi-square value of 12.142 is significant elucidating that significant association exists in one per cent level between marital status of pilgrims and insight towards attributes of pilgrimage places.

6.4. RELATION BETWEEN INSIGHT AND SATISFACTION OF PILGRIMS TOWARDS ATTRIBUTES OF PILGRIMAGE PLACES

The relation between insight and satisfaction of pilgrims towards attributes of pilgrimage places was analyzed through simple correlation analysis and the results are depicted in Table-9.

Table-9. Relation between Insight and Satisfaction of Pilgrims towards Attributes of Pilgrimage Places

Particulars	Correlation Co-efficient
Insight and Satisfaction of	0.54**

Pilgrims towards Attributes of Pilgrimage Places	
--	--

** Significance in 1% level

The correlation coefficient between insight and satisfaction of pilgrims towards attributes of pilgrimage places is 0.54 and it is illustrating that they are positively and mediumly interrelated in one per cent level.

VII. CONCLUSION

The findings of this study make clear that more than one third of pilgrims have medium degree of insight on attributes of pilgrimage places. Significant association exists between demographic features of pilgrims and their insight towards attributes of pilgrimage places except for age and monthly income. Insight of pilgrims on attributes of pilgrimage places is positively, mediumly and significantly related with their satisfaction. In order to improve insights of pilgrims on attributes of pilgrimage places, they should provide good accommodation and they must give better public amenities and they should provide good security to pilgrims.

REFERENCES:

- [1] Al-Amin, H. (2002). Religious tourism in Islamic heritage. *Islamic Tourism*, 2, 32-36.
- [2] Anusha Pai, Naresh Nayak, P., & Jai Badlani. (2016). *Expectations & satisfaction of pilgrims at holy destinations - A case of Murudeshwara*. Paper Presented in Global Business, Economics, Finance and Social Sciences, Kuala Lumpur, Malaysia.
- [3] Babu, J. (2013). Tourism to Tirupati - An empirical study, *International Journal of Research in Management & Technology*, 3(1), 1-4.
- [4] Christina Jeya Nithila, R. (2014). Service quality analysis and its implications – A study on tourism services in Kodaikannal. *International Journal of Scientific Research and Management*, 2(12), 1871-1879.
- [5] Fleischer, A. (2000). The tourist behind the pilgrim in the holy land. *International Journal of Hospitality Management*, 19, 311-326.
- [6] Gade, D.A. & Jagtap, D.P. (2014). Nrusinhwadi as a religious tourist center: A geographical study, *Weekly Science Research Journal*, 1(37), 1-8.
- [7] Muhammad Ashdaq, Haris Maupa, Muhammad Yunus Amar, & Idayanti Nursyamsi. (2015). Analysis of service quality on pilgrims satisfaction and image of hajj and umrahs travel agents in south Sulawesi province, *Indonesia. International Journal of Research in Social Sciences*, 5(6), 1-8.
- [8] Patwal, A. & Agarwal, P. (2013). Pilgrimage satisfaction of religious event: an empirical study. *South Asian Journal of Tourism and Heritage*, 6(2), 77-91.
- [9] Pavan, K., & Narasimha Reddy, T.L. (2017). HR Practices with reference to service quality and pilgrim satisfaction relationship : A case study on Tirumala Tirupati Devasthanam Annaprasadam Refectory. *Global Journal of Finance and Management*, 9(1), 1-14.
- [10] Perunjodi, N. (2011). An assessment of visitor satisfaction with nature-based tourism attractions. *International Journal of Management and Marketing*, 4(1), 87-98.
- [11] Raj, R. & Morpeth, N. (2007). Introduction: establishing linkages between religious travel and tourism. In R. Raj and N. Morpeth, *Religious Tourism and Pilgrimage Festivals Management: An International Perspective*. Wallingford, UK: CABI Publishing.
- [12] Scott, J.S. (2012). Representing sacred space: Pilgrimage and literature. In Coomans, T., et al. (eds.) *Loci Sacri: Understanding Sacred Places. KADOC Studies on Religion, Culture and Society*. Leuven: Leuven University Press
- [13] Veerakumar, K., & Suresh, R.V. (2018). A study on tourists' perception and satisfaction towards hospitality industry in Kumbakonam, Thanjavur district - Tamil Nadu. *International Journal of Pure and Applied Mathematics*, 119(7), 2445-2459.
- [14] Vijyanand, S. (2012). Origin and evolution of pilgrimage tourism management. *South Asian Journal of Marketing & Management Research*, 2(4), 151-170.