

A STUDY ON PILGRIMAGE OPINION IN TRICHY DISTRICT

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Abstract

A pilgrimage is often a spiritual journey, but some pilgrimages deal with other kinds of devotion. India is a land of religions like Hinduism, Buddhism, Jainism, Islam and Christianity having their major pilgrimage centers in different parts of the country. Religion and spirituality are the key factors of motivation the travelers to major pilgrim destinations having developed largely as a result of their connection to sacred places, persons and events. The growth of domestic tourism is also largely depends on pilgrimage tourism in India. This research paper is based on primary data which comes mainly respondents visited the pilgrim centers in Tiruchirappalli district and other literary sources have been used too. The present paper is concerned with level of satisfaction on visitors visiting the pilgrimage centers on various services offered to them are evaluated and comes out with some suggestions to improve the scheme.

Keywords: Pilgrimage, destinations, respondents and satisfaction

I.INTRODUCTION

Pilgrim Tourism in India

A pilgrim is journey to a blessed place as part of religious concern. As the pilgrims of all castes, classes of different states and countries have devotion and faith in the matter of religious worship. It is believed that there is a sacred aim behind this and that aim is to fulfill the desire of obtaining —Punya and to get rid of —Paap apart from their personal motives. The pilgrims coming from different areas and castes stay together and all of them observe the rules and tradition of that faith of religious recitations, sacred fasts, restriction of food and diet. Travel for religious purposes has assumed an increasing significance these days. It is a well-established custom in many parts of the world. In India due to diversity of culture and emotions people give utmost importance to spiritual matters and visit holy places. India being a second largest populated country in the world generates huge revenue through its pilgrimage places (Jha, 1978). The tourism traffics both domestic and international for various purposes like ethnic, socio-cultural understanding; pleasure, environmental change, and religious purpose have been increased significantly since recent time. Now days the concept of pilgrim tourism has shifted from its core motive to business and for the better pilgrimage proper check over controlling begging, host courtesy, queue management, capacity limits, setting standards of accommodation, need of guides and controlling profiteers has become essential for the shrines and sacred places in order to meet expectations and perceptions of the pilgrims and the success of pilgrim destination and shrines (Ahmed, 1992). If they are satisfied their positive word-of-mouth will generate more potential visitors and if not they will speak negative and shatter the image of services at destination thereby affecting its business. Now the marketers of these places are required to do more and more on continuous basis for the overall development of destination so as to meet the changing needs and wants of their potential visitors.

II.STATEMENT OF THE PROBLEM

In India many religions are followed and people move to the religious sites at various time for many reasons especially for their rituals. During visit they face many problems like cleanliness at the pilgrim centers, food and accommodation shortage etc. This problem has created an unflagging interest in the mind of the investigator to embark on study of tourism industry in Tiruchirappalli district.

III.NEED FOR THE STUDY

Tourism brings in its wave a spurt of employment opportunity directly and indirectly to many people. Its pleasant caavery river, coconut groves, paddy fields, sugarcane and banana plants which are substantial ecological factors for the growth of tourism. It connects social, cultural, religious and economic factors. Hence there is a need to focus all these factors which are related to tourism industry in Tiruchirappalli district. This study made an attempt to analyze the pilgrim opinion in Tiruchirappalli district.

IV.OBJECTIVES OF THE STUDY

- ✓ To measure satisfaction level of pilgrims for major services like food, transport and accommodation and during the pilgrimage to shrine.
- ✓ To assess the level of satisfaction of foreign and domestic tourist in Trichy District.

V.REVIEW OF LITERATURE

Rajasulochana N. (2008)¹ reviewed the rural tourism policy in Tamilnadu context. It was pointed out that most of the ongoing schemes as well as proposed scheme are concentrating only on religious sites thus reinforcing 'temple' tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, far tourism and nature

tourism were ignored. The suggestion included that Tamilnadu should learn destinations marketing from Kerala and Goa. Innovation is required for destination marketing and Tamilnadu should recognize the significance of branding, packaging, promoting and positioning of its products.

Prasad Purna (2008)² analyzed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centers in Kerala are inadequate, basic amenities are absent in tourism centers, non-availability of trained guides, cleanliness to be developed, taxi drivers are to be humane and pleasing etc. The suggestions included getting feedback from tourists distribute tourism publicity material at airport, proper sign boards and so on.

VI.METHODOLOGY

Research Design

- ✓ The research focused on Primary and secondary data. The Primary data collected through the structured questionnaire. The researcher collected 50 respondents while comprising 25 domestic and rest of the foreigners, but 05 questionnaires are incomplete. Hence only 45 questionnaires are valid. The secondary data was collected through the Journals, Books, Magazines and social websites.
- ✓ Data collected are carefully fed into the computer and tables are prepared with the help of **SPSS package**. Statistical tools such as simple percentage analysis used for to assess the percentage of the respondents. Chi-square test and ANOVA are used for testing the hypotheses.

VII. DATA ANALYSIS AND INTERPRETATIONS

Distribution of Respondents by Food and Beverages

Opinion	Frequency	Percentage
Subsidized	05	11.3
Economical	25	55.2
Excessive	10	22.2
No comment	05	11.3
Total	150	100.0

Table – 7.1

Table 1.0 reveals the opinion about food and beverages of the sample respondents. Among the tourist, 11.3 per cent of them feel that food and beverages provided to them is subsidized; 55.2 per cent of them feel that it is economical; 22.2 per cent of them feel that it is excessive and rest 11.3 per cent of them did not say anything. Hence it is inferred that majority of the sample respondents feel that food and beverages provided to them are economical.

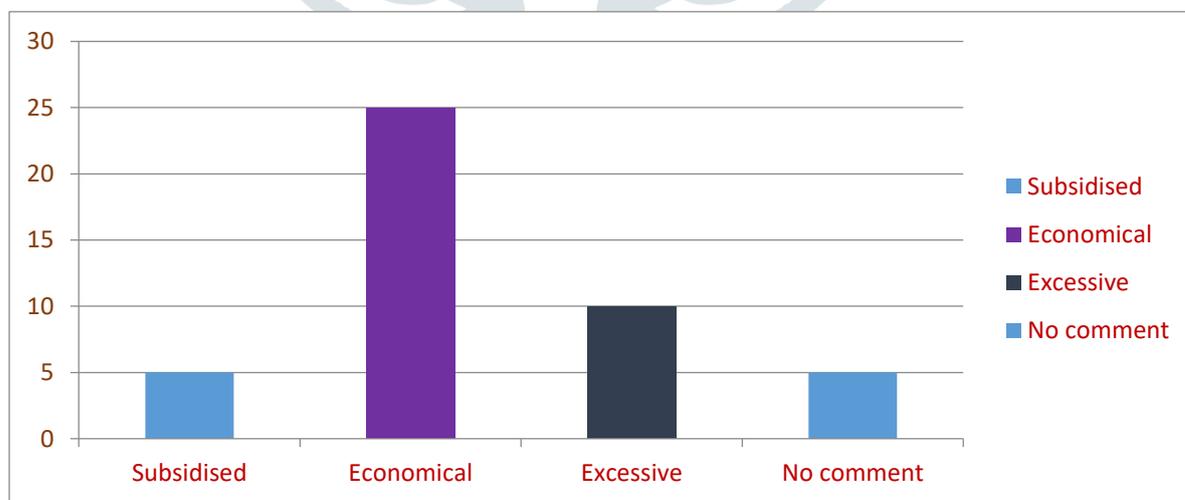


Figure 7.1Opinion about Food & Beverage

Opinion about the Quality of Dinner

Opinion	Frequency	Percentage
Delicious	17	37.8
Tasty	20	44.4
No comment	8	17.8
Total	45	100

Table 7.2

The opinion about quality of dinner of sample respondents is collected and shown in table 2.0. It is inferred that 37.8 per cent of the sample respondents opined that the dinner is delicious; 44.4 per cent of them feel that it is tasty; and the rest 17.8 per cent of them did not say anything. Hence it is inferred that majority of the sample respondents feel that it is tasty.

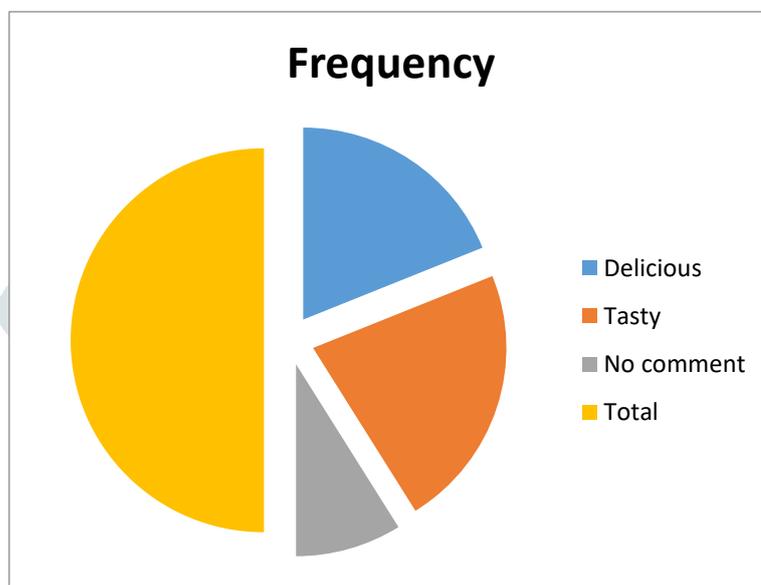


Figure 7.1 Opinion about Quality of Dinner

SUGGESTIONS

The government of Tamilnadu must also develop an institute of hotel management and tourism guidance in the state to have better equipped units like tourist bungalows, hotels, midways, night resorts etc. The government of Tamilnadu should open a large tourist information center in Chennai to motivate guide both foreign and domestic tourists to visit the pilgrims in and around the state of Tamilnadu. Advertisements through mass media and net source should be done to create awareness amongst the tourists regarding the pilgrim centers in Tamilnadu.

CONCLUSION

There are many beautiful temples, churches and mosques in Tamilnadu which can be visited by all religions. Now Pilgrimage Tourism is gaining importance. If the local tradition may change it entirely affect the existing community of the area. Thus Responsible Tourism is to be followed. Considering the importance of our tradition/culture, the state government of Tamilnadu should take necessary initiatives to improve the satisfaction of pilgrimage tourist. Observation of Pilgrim opinion shows that more active tourists are more satisfied with Trichy. The results reflect the fact that pilgrims desire for experiences at destination. Basically human are not satisfied on their social needs when they receive various types of services when they use.

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