

A STUDY OF RELATIONSHIP BETWEEN RELIGIOUS TOURISM AND INDIVIDUAL'S SATISFACTION

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Abstract

Pilgrimage and religious tourism have become an integrated part of tourism industry. This is linked with the economic development and finding out new destinations. Tourism is deemed as an economic and social activity which benefits the local places and country by generating employment and income, improvement in tourism and allied sector infrastructure etc. Religion has long been an important motive for travel and pilgrimage journeys are often considered as the first form of organized tourism. Religious Tourism can be defined as travel with the core motive of experiencing religious forms, or the products they induce, like art, culture, traditions and architecture. So, modern religious tourism has also become a key driver of socio- economic development of a country.

Key words: *Economic Development, Harmony, Pilgrimage Journey, Satisfaction, Tourism.*

JEL Classification: *Z30, Z32*

I. INTRODUCTION

Tourism includes the activities of persons travelling to and staying in places outside their unusual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (WTO). Tourism and religion are interlinked with each other. Religious pilgrimage has been one of the important factors for motivation the people to travel. Major religions have insulated tourism as a foundation for spreading their own religious beliefs globally (Raj & Morpeth 2007). The main motive of religious tourism is experiencing religious activities as art, culture, traditions and architecture (Strategic Initiatives & Government Advisory Team 2012, 2).

Religious tourism introduces new values on tourist destinations for visitors as well as local communities as this becomes the part of social and economics phenomenon. These tourists experience complex interactions of feelings, mixing religious sentiments with tourism, leisure and recreation activities (Sharpley, 2009, Collins-Kreiner, 2010, Cànoves, *et al.*, 2012). Religious tourism is a form of tourism of special interest motivated by religious beliefs and with the desire to move out from their permanent residence in order to visit a place called "Holy" at a specific time to get in touch with the divine or completing the religious needs and a sign of gratefulness (Rinschede, 1992, Tomasi, 2002, Smith, 1992) being the motivation for these religious tourism.

The distinction between the motivations of the religious tourist could be shown in the following diagram:

PILGRIMAGE		RELIGIOUS TOURISM		TOURISM
A	B	C	D	E
Sanctuary		Faithful/ Cosmic (Secular)		Cosmic (Secular)

A - pilgrim, *B* - more pilgrim than tourist, *C* - equally pilgrim and tourist *D* - more tourist than pilgrim and, *E* – tourist

Source: Tourism Board of Leiria/Fatima, 2003.

Figure 1: Relationship between Tourism and Pilgrimage with Tourist Classification

Religious travelers are these tourists who are not only motivated by religious motives but also by the elements of classical tourism. The above figure indicated that there are religious tourists who are more pilgrims and less tourists (*B*), those who are equally pilgrims and tourists (*C*) and those who use religious tourism as opportunity for travelling (*D*). Those who have different motives are come at the point *E* and considered as secular traveler (Smith 1992, Mira, 2009)

Jackowski and Smith (1992) have divided the religious tourists in two groups on the basis of motivation and intrinsic needs of the participants. These are as follows:

➤ The Pilgrims, who has a religious motivation and their purpose of visit, is to participate in a ritual, religious event or praying.

➤ Religious Tourists, where motivation is largely depends on knowledge. Their interests are focused on history and the importance of the attractions as a cultural and heritage sites.

Such type of divide has also been done by Smith (1992) and Collins-Kreiner and Kliot's (2000).

➤ Pious pilgrims: the motivation is only for the pilgrims.

➤ More pilgrims than tourists: the main motivation is for pilgrims.

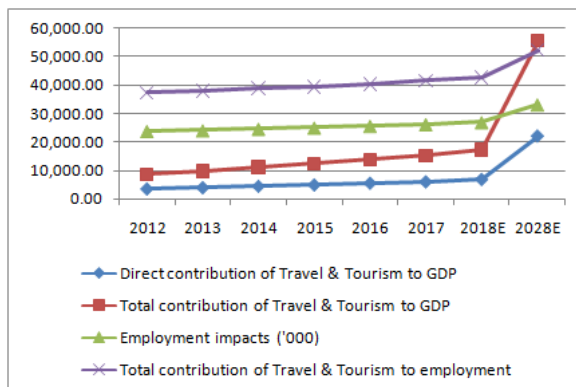
➤ Pilgrims-tourists or religious tourists: the motivation of tourist for pilgrims and others are half of half.

➤ More tourists than pilgrims: the pilgrims' motivation is just secondary.

➤ Secular tourists: travel without the pilgrims' motivation.

The following table explains about the contribution made by travel and tourism industry in the economic development of India. It is evident that direct contribution of T&T to GDP is increasing year by year and will reach to 6787.9 INR billion in 2018 which leads to 21,975 INR billion in 2028. Total contribution is also increasing in GDP. Direct contribution and total contribution is also increasing year to year, thus can be concluded that this sector has great potential to support economy and generate employment directly or indirectly.

The given below table 1 shows the tourists arriving in the cities of Allahabad and Varanasi. It can be said that the number of tourists are increasing from 2013 to 2017. Every year number is increasing from the previous year. If the tourists which had came to Allahabad in 2013 at the eve of Kumbh Mela and Snan, excluded from the total tourists then it will also show an increasing trend.



Source: WTTC "Travel & Tourism Economic Impact 2018- India"

Figure 2: The Economic Contribution of Travel & Tourism

(INR billion, nominal prices)

Table 1: Tourist Arrival in Allahabad and Varanasi

Year	Type	Allahabad	Varanasi
2013	Indian	84717964	4966161
	Foreign	387719	285252
	Total	85105683	5251413
2014	Indian	35605966	5202236
	Foreign	107141	287761
	Total	35713107	5489997
2015	Indian	40001670	5413927
	Foreign	109281	302370
	Total	40110951	5716297
2016	Indian	41146674	5600146
	Foreign	109571	312519
	Total	41256245	5912665
2017	Indian	41764987	5947355
	Foreign	109675	334708
	Total	41874662	6282063

NOTE: The tourist arrival in maha kumbh mela/snan, allahabad in year-2013 of month January 2013 to march 2013 of Indian tourist- 7,83,15,500 and Foreign tourist- 3,50,000 (Total tourist- 7,86,65,500) is included in above figure of Allahabad.

Source: Uttar Pradesh Tourism Department

TOURISM QUALITY STANDARDS

World Tourism Organization (WTO, 2003) has designed six standards for tourist product or service that have to be put into consideration when tourism enterprise/destination management is taking decision related to tourism product design and marketing. These standards are as follows:

- Safety and security
- Hygiene
- Accessibility
- Transparency
- Authenticity
- Harmony

Source: WTO Guide for Local Authorities on Developing Sustainable Tourism (WTO, 2003)

II. REVIEW OF LITERATURE

Singh (2007) has stressed that proper attention should be given to needs, wants and the happiness of the tourists regarding various services who have chosen to visit pilgrimage site for surviving in this competitive world. Vijayanand (2012) concluded through his study that pilgrims were satisfied with shopping facility and safety during the visit but not satisfied with the facilities provided at the pilgrimage sites as accommodation, transportation, road, drinking water and food etc. The study has suggested improving the infrastructure to bring more satisfied religious tourists. Important

factors of tourists' satisfaction are accommodation, room rent and transportation and the least are the factors related to the shopping and tourism services in the area. Safety and security becomes vital for the satisfaction of the tourists. Patwal and Agarwal (2013) have used factor analysis to study the satisfaction in Mahakumbh Mela 2013 at Allahabad. They have found four factors as basic facilities, support facilities, enhancers and concerns. Basic facilities have a strong impact on the satisfaction and support facilities and enhancers come after that. They have concluded that there is urgent need to formulate effective strategies to attract more satisfied tourists to the place in near future. Tourists' satisfaction could be increased by providing them a clean atmosphere, guides or instructors at reasonable rates, hygienic food, reasonable accommodation etc. Gupta and Sharma (2008) have tried to find out the pilgrims' expectation and satisfaction level and found that two attributes are satisfying while

the four are coming in the category of dissatisfying, these are: religious ambience in the lobby of the hotel and the interior décor of the rooms, religiously sensitive staff, prepared itineraries for sale on the religious circuit, information about the religious destination and information about the requirements at a destination respectively. They have suggested offering desired services to the pilgrims to match with their expectation to increase the satisfaction of the pilgrims. Mishra and Pal (2009) have used Expectancy-disconfirmation theory to study the satisfaction of the tourists. Twenty attributes have been identified for the study and after the study it is concluded that tourists were satisfied eight attributes, neutral with three and dissatisfied with nine attributes. The mean value of respondents' overall level of satisfaction inclined moderately towards the high end of satisfaction scale. For determining the levels of satisfaction; attitude, expectations, perceptions and tourist satisfaction were used which influence tourist behavior (Ryan 1995).

Gade and Jagtap (2014), while trying to assess the level of satisfaction of religious tourists, have found that accessibility, food, drinking water and accommodation was freely available except in festive occasions. Otherwise they were satisfied with these services. Poor ranking was given to darshan facility, behavior of local persons and other management of shrine aspects.

Master and Prideaux (2000) investigated the variance by age, gender, occupation and previous overseas travel of Taiwanese cultural / heritage tourists to determine if demographic and travel characteristics have any influence on the responses regarding the significance of attributes and satisfaction levels.

Lee (1996) has examined the individual trip features and past experiences with a destination. He has checked the relationship between past experience and place attachment. To identify the past experience questions were asked regarding the number of trips they had made earlier to the place.

III. OBJECTIVES OF THE STUDY

On the basis of the review of literature following Objectives of the Study have been framed:

- To study the motives of religious tourism in Varanasi and Allahabad City;
- To identify the influence of demographic factors on the dimensions of religious tourism service quality;
- To examine the impact of religious service quality towards pilgrims satisfaction.

Hypotheses:

H01: There is no significant influence of Age on satisfaction regarding facilities at the Religious Places.

H02: There is no significant influence of Monthly income level on satisfaction regarding facilities the Religious Places.

H03: There is no significant influence of Gender on satisfaction regarding facilities the Religious Places.

H04: Harmony, Authenticity, Transparency, Accessibility, Hygiene and Safety & Security have a positive impact on Tourist Satisfaction.

IV. RESEARCH DESIGN AND METHODOLOGY

Descriptive research design has been used for the study. Descriptive research is characterized by the prior formulation of specific research questions and hypotheses. Thus, the information needed is clearly defined. As a result, descriptive research is preplanned and structured. It is typically based on large representative samples. A descriptive research design specifies the methods for selecting the sources of information and for collecting data from those sources. The population was the individual tourists who have come for religious purpose to both the cities. The locale of the study is 2 major cities of Uttar Pradesh i.e. – Varanasi and Allahabad. The study is conducted in the 2 major cities of Uttar Pradesh during the year December 2018, i.e. data collection from respondents through structured. Sampling is well established technique to pursue the research investigation with scientific objective. For this study convenience sampling is used. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. A sample of 100 pilgrims has been taken for the study for the better understanding of research work. For the study, Primary data and Secondary data, both, were used. Primary Data are the data that are collected for the first time by an investigator for a specific purpose. Primary data are 'pure' in the sense that no statistical operations have been performed on them and they are original.

Secondary Data are the data that are sourced from someplace that has originally collected it.

The data has been collected through close ended questionnaire. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The respondents were primarily tourists that visit Varanasi City and Allahabad City for religious purpose.

V. RESULTS AND DISCUSSION:

When our needs and desires are met that feeling is known as satisfaction. It is very hard to bound the satisfaction in words. If the tourist is unsatisfied i.e. he/she has experienced less than what they had expected. It is imperative to measure the tourists' satisfaction by using various significant indicators of satisfaction (Oliveira, 2011). This is considered as the final stage of psychological processes that involve various concepts. This could be envisaging as an internalization of perception that comes after the visit is over. Every tourist evaluates his/her satisfaction differently for the same tourist destination based on the different factors of perception that contributes to the experience (Gallarza, Gil & Calderón, 2002). The difference between perceived or manifested satisfaction and induced satisfaction is rooted in the temporal space of the experience (Beerli & Martín, 2004).

According to the Travel & Tourism Competitiveness Report 2017 brought by World Economic Forum, India has improved 12 places to reach the 40th position globally. The country has seen continued growth in international arrivals over the past 15 years, reaching the 8 million mark in 2015. India continues to charm international tourists with its vast cultural and natural resources (9th and 24th, respectively), and its price competitiveness advantage (10th). India continues to enrich its cultural resources, protecting more cultural sites and intangible expressions through UNESCO World Heritage lists, and via a greater digital presence. International openness (55th, up 14 places), through stronger visa policies implementing both visas on arrival and e-visas, has enabled India to rise through the ranks. The T&T sector benefited from improvements in the country's ground transport infrastructure, which has traditionally been a challenge (29th). Health conditions are improving, though they remain inadequate (104th). Similarly, ICT readiness (112th), security concerns (114th) and human resources (87th) are improving, but remain weak. While further improvements are needed across these dimensions, India is taking small but important steps in the right direction. The Indian T&T sector presents significant opportunities that are yet to be reaped, especially in the provision of tourist service infrastructure (110th), and in terms of additional accommodation capacity and entertainment facilities.

<http://reports.weforum.org/travel-and-tourism-competitiveness-report-2017/country-profiles/#economy=IND>

Objective 1: To study the motives of religious tourism in Varanasi and Allahabad City;

The following figure indicates the various reasons of religious tourism. The tourists are not coming only for single purpose but they have various motives too. Majority have responded that they have come for to feel the spiritual atmosphere while 34 have said that they come here while following the modern trend in travelling.

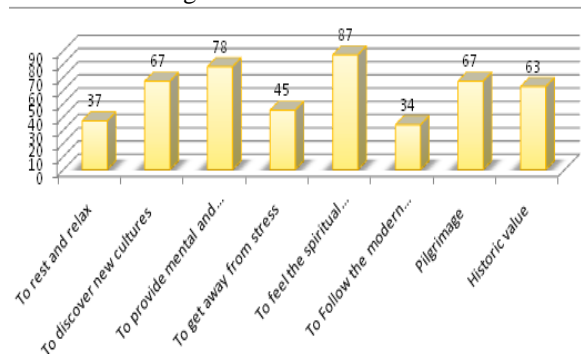


Figure 2: Travel Motives for Religious Tourism

Objective 2: To identify the influence of demographic factors on the dimensions of religious tourism service quality.

An attempt has been made to identify the factors of religious tourism service quality. For this factor analysis has been used. KMO and Bartlett test results about the adequacy of data for factor analysis. A value near to 1 is considered good and here the value is .699 and this indicates that factor analysis could be done to find out the factors of determinants. Kaiser (1974) recommends accepting values greater than 0.5 as acceptable. Bartlett's test of sphericity is significant ($p < 0.000$); that explains existence of sufficient correlation between variables to proceed with the factor analysis. The eigenvalue of the computed factors which are more than 1 and the total 6 factors explains the 66.88% of variance. A value more than near to 60% could be considered for factor analysis. Six factors have been identified as Harmony, Authenticity, Transparency, Accessibility, Hygiene and Safety & Security for the study. Table also suggests that there are 4 items loadings in Harmony, 3 items loadings in Authenticity, 4 items loadings in Transparency, 7 items loadings in Accessibility, 3 items loadings in Hygiene and 6 items loadings in Safety & Security. Principal component analysis with varimax rotation has been used to determine the factor loadings.

It has been said that demographic factors have influence over the factors of satisfaction differently. Various groups have different opinion regarding a particular phenomenon. An attempt has been made to find out whether Age, Gender and Monthly income

have any influence over the various identified factors of religious tourism.

H0: There is no significant influence of Age on satisfaction regarding facilities at the Religious Places.

Table 6: ANOVA

	F	Sig
Safety and Security	2.910	.059
Hygiene	.195	.823
Accessibility	.607	.547
Transparency	.416	.661
Authenticity	2.143	.123
Harmony	.346	.708

To test the hypothesis, One Way ANOVA test is applied and the result is shown in the above table which indicated that p value for all the factors, Harmony, Authenticity, Transparency, Accessibility, Hygiene and Safety and Security, are more than 0.05. So, it can be concluded that age has no influence on the satisfaction regarding facilities at religious places. Thus, it can be said that expectation of the all age group tourists are same in relation to above six factors.

H0: There is no significant influence of Monthly income level on satisfaction regarding facilities the Religious Places.

Table 7: ANOVA

	F	Sig
Safety and Security	3.053	.032
Hygiene	.818	.487
Accessibility	1.056	.371
Transparency	.174	.914
Authenticity	3.221	.026
Harmony	1.863	.141

To test the hypothesis, One Way ANOVA test is applied and the result is shown in the above table which indicated that p value for all the factors, Harmony, Transparency, Accessibility, Hygiene and Safety and Security, are more than 0.05. So, it can be concluded that monthly income has no influence on the satisfaction regarding facilities at religious places. But for authenticity factor there is influence of monthly income as the p value is .026. Thus, it can be said that expectation of the all monthly income group tourists are same in relation to Harmony, Transparency, Accessibility, Hygiene and Safety and Security, but is different for Authenticity.

H0: There is no significant influence of Gender on satisfaction regarding facilities the Religious Places.

Table 8: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Safety and Security	Equal variances assumed	1.850	.177	-.382	98	.703
	Equal variances not assumed			-.371	75.242	.712
Hygiene	Equal variances assumed	4.334	.040	-.931	98	.354
	Equal variances not assumed			-.875	65.947	.385
Accessibility	Equal variances assumed	.078	.780	1.039	98	.301
	Equal variances not assumed			1.017	77.529	.312
Transparency	Equal variances assumed	.655	.420	.440	98	.661
	Equal variances not assumed			.443	85.577	.659
Authenticity	Equal variances assumed	.002	.967	2.925	98	.004
	Equal variances not assumed			2.942	85.365	.004
Harmony	Equal variances assumed	1.727	.192	2.284	98	.025
	Equal variances not assumed			2.392	94.985	.019

To test the hypothesis, Independent Samples t test is applied and the result is shown in the below table which indicated that p value for four factors, Transparency, Accessibility, Hygiene and Safety and Security, are more than 0.05. So, it can be concluded that Gender has no influence on the satisfaction regarding facilities at religious places when talk about Transparency, Accessibility, Hygiene and Safety and Security. But for Authenticity and Harmony factor

there is influence of Gender on satisfaction as the p value is .004 and .025 respectively.

Objective 3: To examine the impact of religious service quality towards pilgrims' satisfaction.

H04: Harmony, Authenticity, Transparency, Accessibility, Hygiene and Safety & Security have a positive impact on Tourist Satisfaction.

To test the above hypothesis Multiple Regression Analysis has been used. This analysis tells about the relationship between independent variables to

dependent variable. In this study Harmony, Authenticity, Transparency, Accessibility, Hygiene, Safety and Security are independent variables and Satisfaction of Religious Tourists is dependent variable. A value of R 0.790 indicates a good level of prediction. The "R Square" column represents the R^2 value which is the proportion of variance in the dependent variable that can be explained by the independent variables. It can be seen from the above

table that the value of r Square is .599 which indicates that 59.9% of the variation in dependent variable 'Satisfaction of Religious tourists' is explained by the independent variables Harmony, Authenticity, Transparency, Accessibility, Hygiene, Safety and Security. The independent variables statistically significantly predict the dependent variable as $F(6, 93) = 25.664, p < .0005$ i.e., the regression model is a good fit of the data.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.890	.068		51.148	.000
Safety and Security	.174	.069	.162	2.544	.013
Hygiene	.046	.069	-.043	-.670	.004
Accessibility	.188	.069	.175	2.745	.007
Transparency	.806	.069	.748	11.755	.000
Authenticity	.003	.069	-.002	-.039	.049
Harmony	.080	.069	-.074	-1.165	.047

a. Dependent Variable: Satisfaction of Religious Tourists

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable when all other independent variables are held constant. This tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population. If $p < .05$, it can be concluded that the coefficients are statistically significantly different to 0 (zero). It can be seen from the table that all independent variable coefficients are statistically significantly different from 0 (zero).

Regression Model:

$$Y (\text{Satisfaction of Religious Tourists}) = 0.890 + .174X_1 + .046X_2 + .188X_3 + .806X_4 + .003X_5 + .080X_6 + e$$

The above model suggest that all the six factors, Harmony, Authenticity, Transparency, Accessibility, Hygiene, Safety and Security, are positively contributing to the satisfaction of the religious tourists. Transparency becomes the most important factor of the satisfaction while safety & security and Accessibility come after that respectively.

VI. CONCLUSION

Tourism has a positive impact on the economic development (GDP) and employment generation of India. Attracting more and more tourists are vital to a particular place will lead to sustainable development. Religious tourism is a special form of tourism which is based on the strong beliefs of individual in religion. The objective of religious development should be to transform the opportunities into advantages in relation to environment, customs and religious heritage and cultural identity. It is very important to know the tourists satisfaction and behavior because these are vital for the religious tourism development. Pilgrims assess the satisfaction level by comparing the expected services and actual services which are received. If they are satisfied, they will resort to the place and will create a positive image by word of mouth publication which will lead in increasing the number of religious tourists. The study has identified six factors as Harmony, Authenticity, Transparency, Accessibility, Hygiene, Safety and Security which have a positive influence on the pilgrims' satisfaction. The study would be helpful to the policy makers and management in deciding strategies as maintain the competitiveness. The management should focus on those factors on which satisfaction largely depends and work hard on those which have less impact to make it more attractive so that religious could come to the place, thus increasing the income of the local persons and enhancing employment generation.

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