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## **Pilgrim Satisfaction towards the Basic Amenities with Reference to Badrinath: An Empirical Study**

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### **Abstract**

The purpose of this study was to assess the overall satisfaction level among pilgrims who visited Badrinath. The Badrinath temple was taken into consideration by the researcher when doing their study. The most popular pilgrimage site in the Garhwal Himalayas is the temple of Badrinath. Numerous construction projects are underway to improve the infrastructure, and they have the potential to boost pilgrimage and spiritual tourism in this region. It is clear that the key to aiding pilgrims in their spiritual growth is pilgrimage tourism. Spiritual and religious tourism, sometimes known as pilgrimage, is a category of travel that is entirely motivated by religious objectives. In order to identify and investigate pilgrims' propensity for religious tourism development in this location, a study on Badrinath was carried out. This study seeks to ascertain pilgrims' preferences, recognition of, and satisfaction with the various services offered in Badrinath as well as their level of satisfaction with regard to access to food, transportation options, and darshan and service opportunities. To determine the pilgrims' overall satisfaction, this study used ANOVA and descriptive statistics.

### **Introduction**

Tourism is the leisure activity of travelling from one location to another. Travel has always been a popular way for individuals to unwind after a long day at work. Various picturesque attractions and lovely sites entice people to go on vacation. Wanderers' curiosity led to the discovery of other countries. Tourism is one of the world's most important ongoing service areas in modern society. The growth of the service sector has a significant impact on a country's economic features such as job creation, infrastructure, and so on. Tourism, according to Foster Douglas, is "an activity containing a complex mixture of material and psychological aspects." Accommodation, attractions, and entertainment are examples of material. A wide range of attitudes and expectations are among the psychological elements."Thus, tourism is an activity of marketing the destination attributes and gathering revenue by fulfilling the customers' expectations.

Tourism in India has grown considerably. Lakhs of local and international tourists from all over the world visit various locations in India, facilitating the government's exceptional foreign exchange

gains. According to the tourism development board, there are approximately 1500 million visitors travelling throughout the country. The tourism business also helps other service industries such as infrastructure, hospitality, and transportation. The government is taking several promotional initiatives in these industries in order to increase tourist inflows into the country(Sweetlinsubi, 2012). The social and cultural values of the tourist and host communities are influenced by the tourism industry. Travelers have the ability to convey cultural values from one society to another. The holiday industry provides tourists with the opportunity to learn about numerous customs and cultural practises. Local residents have the possibility to work without having to leave their neighbourhoods. The country's historic and traditional beliefs are growing as a result of effective tourism(Sharma, 2012).

Religious tourism is a form of visiting sacred shrines for mythological purposes. People travel to these locations in quest of tranquilly and communication with God. Pilgrimages to divine sites have existed for centuries, even when there were no comforts, infrastructure, or resources. It was limited to persons who were assumed to be of mature age, those who had accomplished all of their tasks to their family, and who would then continue to attend religious destinations in order to obtain "Moksha," with often bleak possibilities of returning home. Slowly, as affluence and amenities increased, this assumed the shape of tourism. When individuals of all classes and ages ventured to investigate these places of spiritual and religious significance, the economy of that country and, in particular, the state that contained these venerated places grew. Despite the fact that India is a secular state, every religion places equal emphasis on visiting their holy shrines. Hindus travel from all across India to visit major temples such as Badrinath, Puri, Rameshwaram, Kedarnath, Gangotri, Yamunotri, Dwarka, Tirupati, and others. Christians flock to churches, Muslims flock to mosques and Dargas, and Buddhists flock to Buddha temples. These holy travels among the religious community contribute to the total growth of a person's mythological knowledge. It satisfies the need for divine knowledge and promotes awareness of traditional culture and values.

Religious tourism is the connection between pilgrimage and tourism. Vast people visit the holy lands for the purpose of pilgrimage and missionary. Hajj yatra of Saudi Arabia is the world's biggest pilgrimage of religious tourism which indicates the over floating of tourists. In modern world youngsters also interact with the sacred places among their religion. Mecca, Jerusalem and Varanasi are the most attracted tourism places for the mythical devotees. Buddhism and Hinduism of the Asian religions are called as the border of religious tourism. The motivation of religious tourism fulfils the search for knowledge and cultural identifications for the knowledge hunters. India is the land of holy sites. Every part of India became located with sacred places of birth, death

and other events of gods and holy saints. Badrinath, Kedarnath, Srirangam, SravanaBelagola etc. are some spiritual places where the people visit frequently (Yogesh bhel, 2012).

Pilgrim satisfaction is the fulfilment of needs and expectations of pilgrims during the sacred journey. Each and every aspect of the spiritual movement and accessibility of basic amenities leads the high satisfaction among the pilgrims. The government will boon with high revenues by the satisfaction of pilgrims. The attraction and accessibility of the tourism product affect the refreshment level of visitors. Improvement in basic services increases the level of satisfaction among the pilgrims.

Pilgrim satisfaction influences the marketing strategy of the tourism industry. Each and every destination attributes must bridge the gap between pilgrim expectation and satisfaction. A successful pilgrimage is recognised by the overall satisfaction of pilgrims. The quality of services and satisfaction inter-related to each other. Pilgrim satisfaction highly depends upon the quality of attributes and service quality connected with the satisfaction (Sahoo, 2013). Pilgrim satisfaction depends on the travel pattern of pilgrims visited the destination. The pilgrims visited for the first time to any destination, highly satisfied with the basic amenities. But the revisit pilgrims laid more expectations on quality of other services like shopping, destination attractions and environmental attributes (Chaudhary and Aggarwal, 2012)

### **Literature Review**

**Bleie (2003)** organised a study on “Pilgrim Tourism in the Central Himalayas: The Case of Manakamana Temple in Gorkha, Nepal”. It was a qualitative study of pilgrimage to Manakamana temple of Gorkha district in Nepal. The study was mainly focused on the travel pattern and pilgrim perception about the temple. It was found that the cable cars were offered to the pilgrims for travelling to the temple. The food and accommodation services reached the expected level of pilgrims. But the pedestrians were unsatisfied with the path of the temple which was fully covered with the rocks and the long duration of travel to the temple. The study recommended that the central Himalayan communities should focus on the qualitative transportation facilities provided to the pilgrims.

**Dixit and Srinivasan(2009)** conducted a study on “Tourism development & sustainability: A case study of Madurai Meenakshi Temple, Tamilnadu, India” based on secondary data collected from the various secondary sources. The study mainly focused on the problems faced by the pilgrims who visited the Meenakshi temple. It was found that the temple darshan system was not sufficient according to the needs of devotees. The language was another problem faced by non-tamil pilgrims. There was no adequate information regarding the facilities like accommodation, transportation and

guide services. The study suggested that there should be a proper line system for the darshan of Meenakshi Amman and Sundareshwar swamy and the temple board should provide correct information regarding facilities in English and Hindi languages.

**Chheang (2011)** conducted a study on “Angkor heritage tourism and tourist perceptions”. The study was based on structured questionnaires and freestyle interviews conducted to the tourists who visited the Siem Reap town. It was found that the tourists were attracted by the scenic beauty of the Angkor temple in spite of the frequent attacks by terrorists and landmines. The tourists were highly satisfied with the Cambodian dishes offered in restaurants. But the hygiene factor in food services was missing in the hotels. The transportation and accommodation services were fully satisfying.

**Palaniappan and Rajakumari (2012)** carried out a study on “Economic Development and Tourism Potential in Vailankanni” based on the conceptual study of Vailankanni (a Catholic church) shrine in Nagapattinam district of Tamilnadu. The study found that the basic amenities were perfectly available to the pilgrims. Food and drinking facilities, accommodation facilities, sanitation and lighting facilities were directly provided by the church committees to the pilgrims. Even in the scarce situation, the committee would fulfil the basic needs of pilgrims.

**Devi (2012)** organised a study on “A study on tourist satisfaction and their preference to act as responsible tourist for sustainable tourism” based on structured questionnaires collected from 94 tourists who visited Mahabalipuram temple in Tamilnadu by convenience sampling method. Likert scale and ANOVA were used for data analysis. The study found that the quality of amenities provided in the destination was reached the overall expectation level of tourists. The accommodation, transportation, food services and shopping facilities were strongly attracted by their improving hygienic condition among the Tourists.

**Fernandes, Pimenta, Gonçalves and Rachao (2012)** conducted a research work on “A new research approach for religious tourism: the case study of the Portuguese route to Santiago” based on a survey of face-to-face interviews from pilgrims who visited the Portuguese routes to Santiago in Camino (the Christian pilgrimage). The study mainly concentrated on the behavioural patterns and satisfaction among the pilgrims. It was revealed that the major pilgrims were using airways by means of transportation. The pilgrims were least satisfied by the accommodation and food services that were available. A lot of pilgrims suffered due to the improper condition of roads and dangerous driving of drivers.

**Raj (2012)** organised a research study on “Religious tourist’s motivation for visiting religious sites” based on action research conducted to examine the visitors’ motivations for Islamic faith pilgrimage. Logbook tool was utilised to collect the data from respondents. The study found that the

faith and love en route for the Islamic religion motivated the pilgrims to visit the Quba and Hajj in Saudi Arabia. It also concluded that besides the travel motivation, religious faith and love in god became attracts the pilgrims towards the destination.

**Verma (2013)** structured a research work on “Tribulations Faced by the Pilgrims at Shri Mata Vaishno Devi, Jammu” based on the survey of 750 pilgrims who visited Mata Vaishno Devi temple by the quota sampling method. It was found that the pilgrims were least satisfied with the sanitation and food services in the destination. Pilgrims also suffered by the high rental rates, fixation of Pithu and Ponys, inadequate transport facilities and improper darshan times.

**Babu (2013)** carried out a study on “Tourism to Tirupati - An Empirical Study” based on the pilgrim satisfaction towards the availability of basic facilities in Tirupati of Andhra Pradesh. 300 pilgrims were surveyed by the interview method. Percentage method used for the data analysis of the research. The study determined that major pilgrims were satisfied with the destination attributes. It was suggested that in order to increase the satisfaction level of devotees, the TTD board must implement better security measures, better tour programs and restrict middlemen, to promote tourism.

**Naik (2014)** conducted a study on “Tirumala Tirupati Devasthanams Programmes it’s Impact on Pilgrims – A Study”. The study mainly focused on the pilgrims’ perception of the facilities like food services, medical aid, transportation and temple darshan available in the temple surroundings. It was based on the survey method and 100 pilgrims were interviewed by convenience sampling method in Tirupati. Percentage method used to analyse the data collected from the respondents. The study found that there were a number of facilities available at free of cost to the pilgrims, mainly food services and transportation. The devotees were highly satisfied with the temple darshan. It was concluded that the TTD board would create more awareness about information regarding the facilities and Darshan Sevas to the pilgrims.

**Bagri and Kala (2015)** accompanied a research study on “Tourists’ satisfaction at Trijuginarayan, India: An Importance-Performance analysis”. The study conducted a survey based on 200 questionnaires collected from the tourists that visited the Trijuginarayan temple in Uttarakhand. Likert scale and Importance-performance analysis (IPA) was used to analyse the data. It was found that there was an occurrence of the great difference between the Expectation and satisfaction level of tourists. The tourists were unsatisfied with the condition of weather and transportation & accommodation facilities. It was suggested that the Uttarakhand government should maintain the quality of facilities availed by the tourists and develop the destination according to the expectations of tourists.

**Kumar and Singh (2015)** conducted a study on “The expectations and satisfaction of Hindu pilgrims in North-West India- the case of Naina devi shrine” based on 150 questionnaires filled by the pilgrims at Naina Devi temple. The data was analysed through the paired t-test method. The study exposes the overall expectations of the tourists and their satisfaction towards the facilities of the location. It was also found that the pilgrims have more expectations towards accommodation, food and beverages and transport services. The overall satisfaction was moderate level in pilgrims whereas the expectation to reconsider the destination was at a lower level. It was concluded that the destination has to pay more attention to the hygienic facilities and should focus on the development of accurate tourism policies.

**Syamala and Kakoti (2015)** carried out a study on “A Study on Religious Tourism-Potential and Possibilities with reference to Shirdi: A place of Religious Tourism”. The study was fully based on the primary data collected in the form of observation, interview and questionnaires from the pilgrims who visited Shirdi Sai Baba Mandir. It was revealed that the pilgrims were highly satisfied with the accommodation rates, infrastructure facilities and food services offered by the temple authorities. But the attitude of local people, shopping malls and public transportation disappointed the pilgrims. A few of pilgrims did not avail any services. The study suggested that the government and temple authorities must observe the distribution of services.

**Anusha Pai, Naresh Nayak and Jai Badlani (2016)** organised a study on “Expectations and satisfaction of pilgrims at holy destinations-A case of Murudeshwara”. The study was based on 94 questionnaires related to the pilgrim preference and satisfaction according to the basic facilities from the respondents. The instrument was measured through a Likert scale. Factor analysis and multiple regression analysis were used to analyse the data. The study concludes that the local authorities have to pay attention to transportation and other support services, which leads the pilgrims to high satisfaction.

**Oter and Cetinkaya (2016)** structured a study on “Interfaith Tourist Behaviour at Religious Heritage Sites: House of the Virgin Mary Case in Turkey”. The study was based on the inductive approach in data collection from pilgrims visited Mother Mary house in Turkey. It was found that the area of Mother Mary house was connected with the Islamic and Christian youngster pilgrims. The study also reveals that there was a great tourist influx in the area by the faith of pilgrims despite the problems in transportation and language barrier.

**Vembu, Sivakumar, Srinivasan, Veeramani, Senthilvel and Vanitha (2017)** conducted research on “Spiritual Tourism and Identification of Satisfaction among Pilgrims – An Empirical Study”. The study was based on an investigation of 150 questionnaires filled by the pilgrims who visited

Ekambaranathar temple, Kailasanathar temple, Kamakshi Amman temple and Varadaraja swamy temple in Kanchipuram, Tamilnadu. The Likert scale used to analyse the data. The study found that there was an essential improvement needed in the condition of drinking water facilities, Prasadam and Food facilities, clock room services and waiting for hall facilities. The revisited pilgrims were suffering from the insufficient facilities available in the sacred destination. Finally, it was concluded that the Tourism ministry and Devasthanam board would construct the major policies and procedures regarding the development of proper basic amenities.

**Kartik and Mani (2018)** structured a study on “Tourist Perception and Satisfaction towards Pilgrimage Tourism: A Comparative Study between Dindigul and Madurai Districts” which was based on a scientific investigation conducted to the 675 pilgrims who visited the Palani temple and Madhurai Meenakshi amman temple. The study mainly aimed at the evaluation of pilgrim satisfaction on temple darshan, Accommodation and transport facilities available at the destination. It was found that the pilgrims were highly satisfied with both destinations. After the tenth five year plan the state government increased the quality of amenities according to the tourist influx in the two divine destinations.

### **Objectives of the Study**

- To assess the pilgrim overall satisfaction level towards the basic amenities in Badrinath
- To find out the availability of basic amenities in the religious destination , Badrinath

### **Study Area**

Badarinath is one of the 108 divyadhama incarnations of Lord Vishnu and a holy shrine for Vaishnavites. Along with the Badrinath temple, the village of Badrinath contains the Panch Badri temples of YogDhyan Badri, Bhavishya Badri, Adi Badri, and Vriddha Badri. The native appellation for a particular kind of wild fruit, Badari, gave rise to the name of the Badarinath tirtha. It is believed that Goddess Laxmi assumed the shape of a berry tree to protect Lord Vishnu from the scorching sun while He was performing penance in these mountains. Lord Vishnu lives there, but it is also the residence of many pilgrims, saints, and sages who come here to meditate in search of enlightenment. According to Hindu tradition, Adi Shri Shankaracharya restored Badarinath, also known as Badari Vishal, to restore Hinduism's lost splendour and to knit the nation's people together. It was constructed during a time when there was concern that Hinduism might lose its prominence and splendour as Buddhism was growing in the Himalayan range. In order to restore Hinduism's former glory, Adi Sankaracharya constructed temples in the Himalayas for the Hindu gods Shiva and Vishnu.

## Research Methodology

At this study, a sample size of 250 pilgrims who visited the Badri Narayan temple in Badrinath. A questionnaire using relevant secondary data from books, journals, published articles to determine pilgrim satisfaction with various types of tourism products and services at Badrinath, such as lodging, boarding, food, transportation, accommodation, banking, communication, and so on. The questionnaires were personally distributed to recipients who were eager to fill them out and share their thoughts on religious tourism. This is tested on a 5-point Likert scale, with 1 being highly dissatisfied and 5 being highly satisfied. SPSS software was used for the data analysis.

## Data Analysis and Findings

**Table 1: Demographic Profile of Respondents**

	ITEMS	NUMBER OF SAMPLES	PERCENTAGE
<b>GENDER</b>	Male	112	44.8
	Female	138	55.2
<b>AGE</b>	Below20	18	7.2
	20-40	128	51.2
	40-60	65	26.0
	Above 60	39	15.6
<b>OCCUPATION</b>	Government Service	47	18.8
	Private Service	57	22.8
	Self Employed	9	3.6
	Professional	8	3.2
	Agriculturist	12	4.8
	Homemaker	32	12.8
	Student	64	25.6
	Other	21	8.4
<b>ACCOMPANYING</b>	With Family	133	53.2
	With Friends	19	7.6
	With family & friends	38	15.2
	Alone	60	24.0
<b>SIZE OF THE GROUP</b>	2 to 4	85	44.7
	4 to 6	48	25.2
	6 to 8	32	16.8
	8 and more	25	13.3
<b>REASON FOR VISITING THE DESTINATION</b>	To fulfil vows	43	17.2
	On the advice of Priest & Elders	9	3.6
	To pray for fulfilment of a wish	21	8.4
	On a spiritual visit	177	70.8
<b>INFORMATION ABOUT THE TEMPLE</b>	From priest and elders	58	23.2
	From the social media	66	26.4



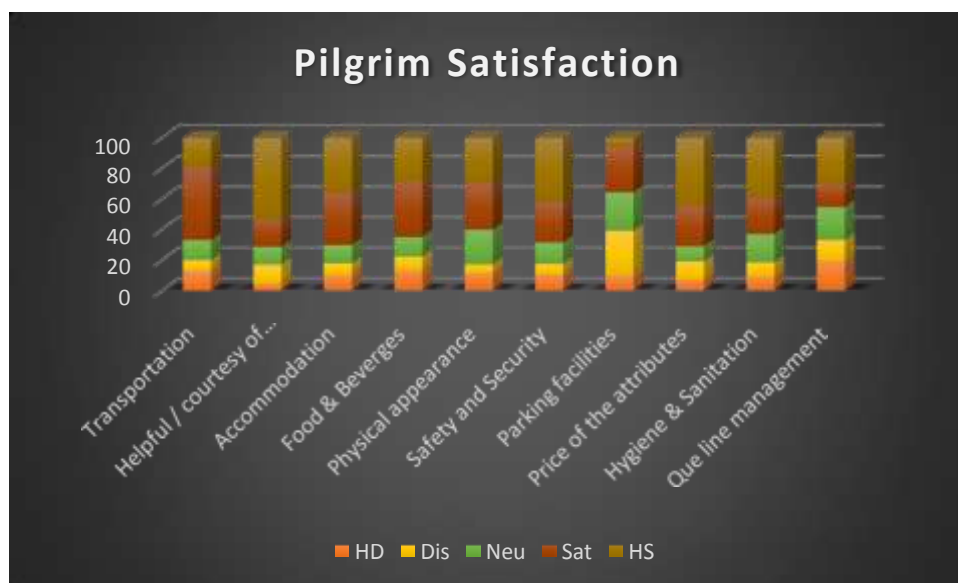
	From friends & relatives	75	30.0
	Others	51	20.4

The demographic profile of the respondents has been tabulated in table 1 which reveals that out of the total respondents 250, 112(44.8%) were male, while 138 (55.2%) were female, thus showcasing a non-skewed profile of pilgrims, which consists of almost equal representation, though female pilgrims are more than male pilgrims. The age group of the respondents included in the study varies below 20 years, 18 (7.2%), (20-40) years 128 is 51.2%, (40-60) years is 65(26.0%) and Above 60 is 39 (15.6%). The occupation of the respondents included in the study varies, 47 respondents were from government sector, 57 were from private, 09 self-employed, 08 respondents were professional, 12 respondents were from agriculture sector, 32 respondents were home maker, 64 respondents were students and 21 respondents were from other sectors. The specifics of the respondents' Accompanying are 53.2 % of the 250 respondents are travelling with their families, 7.6% respondents are visiting with friends, 15.2% respondents are travelling with both their families and friends, and 24% respondents are travelling alone. This demonstrates that the majority of respondents (53.2 percent) are on family vacations. According to the demographic data, 190 out of the 250 respondents were travelling in a group. Thus 44.7% of the 190 respondents were travelling with the size of 2 to 4 members in a group while 25.2% respondents were travelling in 4 to 6 members group. Besides that, 16.8% were travelling with 6 to 8 members group and the remaining 13.3% were travelling with 8 and more members in a group. On studying the description of the reason for the visit to the sacred destination. 70.8% of pilgrims choose this holy site for a spiritual visit, 17.2 % come to fulfil their vows, 8.4 % come to pray for wish fulfilment, and 3.6 % come on the advice of priests and elders. As a result, the majority of 71.6 % of pilgrims deemed this area for spiritual visits, enabling them more inclined to return to this Badrinath temple. Of all the 250 respondents from the survey conducted, 23.2% of the respondents were knew about the temple from priest and their elders, 26.4% pilgrims were known about this place through the social media, 30% of the pilgrims know about this place by their friends and relatives and 20.4% pilgrims did not disclose their awareness about the temple.

**Table: 2 Responses regarding Pilgrim Satisfaction**

Services	Highly Dissatisfied		Dissatisfied		Neutral		Satisfied		Highly Satisfied	
	Value	Percent	Value	Percent	Value	Percent	Value	Percent	Value	Percent
Transportation	32	12.8	18	7.2	33	13.2	119	47.6	48	19.2
Helpful / courtesy of police	11	4.4	32	12.8	29	11.6	45	18.0	133	53.2
Accommodation	25	10.0	20	8.0	30	12.0	85	34.0	90	36.0
Food	33	13.2	23	9.2	32	12.8	91	36.4	71	28.4

&Beverges										
<b>Physical appearance</b>	28	11.2	15	6.0	57	22.8	75	30.0	75	30.0
Safety and Security	26	10.4	18	7.2	35	14.0	65	26	106	42.4
Parking facilities	25	10.0	73	29.2	63	25.2	74	29.6	15	6.0
Price of the attributes	18	7.2	30	12.0	25	10.0	64	25.6	113	45.2
Hygiene & Sanitation	23	9.2	23	9.2	47	18.8	58	23.2	99	39.6
Que line management	48	19.2	35	14	54	21.6	37	14.8	76	30.4



**Figure 1: Pilgrim Satisfaction towards the basic amenities**

Table 2 displays the survey results, demonstrating that the pilgrims reported their maximum satisfaction with Helpful / courteous of police constituting 53.2% when the 'Highly satisfied' and 'Satisfied' categories are combined. Other services are ranked as follows: Price of the qualities (45.2%), Safety and Security (42.4%), Hygiene & Sanitation (39.6%), Accommodation (36%), Que line management (30.4%), Food & Beverages (28.4%), Transportation (19.2%), and Parking facilities (6%). Tourists, on the other hand, were extremely unsatisfied with Que line management (19.2%) and Food & Beverages (13.2%).

**Table 3: Results of ANOVA Analysis**

Basic Amenities	Gender		Age		Occupation	
	F	Sig.	F	Sig.	F	Sig.
Transportation Facilities	3.15	0.067	0.548	0.626	0.784	0.354
Helpful / courtesy of police	2.71	0.105	0.479	0.717	0.832	0.528
Accommodation Facilities	0.699	0.322	0.589	0.003	0.749	0.652

Food & Beverages	0.239	0.574	1.48	0.001	2.49	<b>0.006</b>
Physical appearance	0.291	0.004	1.78	0.126	1.35	0.235
Safety and Security	0.078	0.755	1.77	0.001	1.67	<b>0.047</b>
Parking facilities	0.059	0.721	3.45	<b>0.026</b>	1.91	0.054
Price of the attributes	0.347	0.001	2.64	0.063	1.24	0.292
Hygiene & Sanitation	2.38	0.155	0.496	0.668	0.734	0.651
Que line management	1.59	0.222	2.57	0.060	1.95	<b>0.036</b>

On the other hand, In table 3, the ANOVA analysis reveals the following points in relation to the demographic variables with the basic amenities.

Gender: Of all the tourists polled at the Badri Narayan temple, women are more satisfied than men. The ANOVA findings reveal that there are considerable differences between men and women. As a result of this investigation, the other satisfaction criteria (Transportation, Helpful / politeness, Accommodation, Food & Beverages, Safety and Security, Parking facilities, Hygiene & Sanitation, and Que line management) show no gender differences. However, the results of the substantial gender disparities for two of the items access to Physical attractiveness (sig 0.004) and Price of the qualities (sig 0.001). Even though it is only tested by one aspect, it speaks to total satisfaction with the temple visit, and hence it and so it can be confirmed that gender influences the satisfaction of the tourist.

Age: An examination of the impact of age on satisfaction indicates significant disparities in the items listed below. The ANOVA analysis found the following as significant: accommodation (sig 0.003), food and beverages (sig 0.001), safety and security (sig 0.001), and parking facilities (sig 0.026). As a result, age has a substantial impact on the level of contentment.

Occupation status: The ANOVA analysis did not show independence regarding the tourist's job condition in terms of overall satisfaction. The ANOVA finds significant differences for only 5 items, that is Transportation, Helpful / politeness, Accommodation, Parking facilities, Hygiene & Sanitation in relation to the tourist's employment status; that is, the tourist's employment position has no effect on their satisfaction.

## Conclusion

The survey was designed to dissect pilgrim experiences, desires, and satisfaction for visiting Badri Narayan Temple in the Gharwal Himalayas, which is well renowned for its social and religious history and pilgrim visits from all over the world. The investigation's primary purpose was to comprehend pilgrim satisfaction, inclination, and fulfilment for the many qualities available at Badrinath. The secondary goal was to find the pilgrims' level of fulfilment and delightment. The

specialists are unable to adapt to their requirement for backing administration, which is a critical aspect in determining the overall satisfaction of the visitor. Local experts and specialized can now move toward the aspects under the help administrations.

According to the findings, the typical pilgrim visiting Badrinath is a complete pilgrimage tourist. As can be observed, the visitor who visits this religious shrine desires a far deeper devotional experience, with culture being the primary motivation for his/her visit. Indeed, the location of Badrinath ensures that tourists would only arrive if they had explicitly intended to do so; that is, the tourist understands exactly what they are searching for with a visit to this temple. The results, on the other hand, suggest that religious tourism is based on a tourist profile that requires adequate infrastructure and well-equipped lodging with food and beverage facilities.

As a result, some practical implications can be presented. Pilgrims are growing more knowledgeable, demanding, and diverse in their motivations. Their loyalty is not assured, and there are risks involved. There is increasing competition to capture that allegiance; as a result, the management of every site should seek to suit the diverse motives and interests of tourists. A religious pilgrim could have a unique reactivity to the location he/she visits, yet the underlying motive is driven by free time or leisure. As a result, in terms of services, the adoption of more comprehensive interpretation centers, as well as the use of modern technologies, would be a beneficial project.

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