

# Pilgrimage Destination And Expectations In India – A Study Of Mathura And Vrindavan

Ritesh Sharma, Suvijina Awasthi, K.K Agarwal

**Abstract:** Spirituality has become an important subject of research in social and business areas in recent times. With Spirituality new dimension are adding up in the tourism industry, which can be understand under the term which we call spiritual tourism. The present study tries to establish the relationship between satisfaction and spirituality among tourists by visiting the tourist destinations in Mathura and Vrindavan, a holy land. Religious/ Spiritual tourism is a journey which is entirely inspired because of spiritual/ Religious purpose. By visiting these places, tourist can meet their spiritual growth, happiness and have peace in life. Holy/ spiritual tourism is the main platform for the above cause and for exchanging cultural values and traditions with each other. There is special kind of relationship between the pilgrims and the environment of the holy place. The present study is an attempt to find out the visitor's recognition, inclinations and fulfillment with different type of services accessible and figure out the degree of fulfillment of sightseers related to nourishment, transport offices, darshan/seva accessibility, books, etc. at Mathura and Vrindavan.

**Key Words:** Spiritual tourism, Pilgrim, Satisfaction, Expectations, Service, Mathura, Vrindavan

## 1 INTRODUCTION

At present tourism is playing a very important role in the development of economy of many countries. The reason behind this is that with the help of tourism lot of revenue is generated, the people who visits tourist destination they consume good quantity of goods and services. It leads to the collection of taxes from businesses in the tourism industry, and also gives rise the opportunity for employment in the areas of service industries which are associated with travel and tourism. Tourism has its own indirect and direct effect on society which leads to the economic development of any country. This industry pick up country's economy by stimulating the development process. It also restores cultural values, tradition and heritage, which actually helps in maintaining international harmony and peace. It is observed that spirituality has become an important subject of research in social and business areas in recent times. With Spirituality new dimension are adding up in the tourism industry, which can be understand under the term which we call spiritual tourism. There is another name by which we can understand Spiritual tourism, that term is known as religious heritage tourism. Spiritual tourism includes visiting all the attractions and sites related to spirituality with which a pilgrim can feel emotionally and spiritually connected associated. Spiritual tourism can also be understood as pilgrimage tourism. In this the tourism are looking for luxury, they can even bear difficulties to achieve the divine goal that is spirituality. Spiritual tourism can be regarded as a new concept, but cannot be regarded as a new phenomenon. Lot of research is going on globally on the concept of spiritual tourism. It is a area which is grabbing the attention from the researcher throughout the globe. The reason is not only to attain spirituality but due to the reason that it has a potential to become the largest and strongest segment of the tourism

industry. The travel industry is an informative, profitable or social activity which involves the development of people and takes them away from their day today schedule to an alternate one for business or individual work (UNWTO, 2008). When there were no technological advancements and people were not having any place of shelter, they used to roam here and there and that was only for their survival. But, as the civilizations started taking new shape travel became the necessity. During that time people began moving for business, education, financial and religious purposes extremely in large sum. In late 2000's the travel industry endured a major financial turn, and in 2008 and till the end of 2009 it began improving and now it has turned into a new shape and has become a significant contributor in the economy of almost every nation. The travel industry can be of different types, it varies from people to people depending upon their respective needs. For example some people travel for recreation, some for medical treatment, some for work, and some with the family etc. As soon as the needs of the people changes their interest began expanding to kinds of the travel. It gives direction to grow to the travel industry. According to World travel and the travel industry council, development of outside travelers has expanded up to 7.63 billion in India. The development pace of the travel industry in India is around 13.4 % against 7-8% development in comparison to other parts of the world. Similarly, the development of foreign visitors has also expanded in the country came upto 7.46 million which is better than earlier years. Outside trade profit from the travel industry have additionally expanded as far as US dollar got appreciated around 7.6% in comparison to earlier 5.8%. With new plan presented by the legislature of India for Visa on appearance for very nearly 43 nations has prompted a development of the travel industry by 1,213.8 %. Travel to strict spots has been there from the antiquated occasions. Every religious community have separate place for worship, such as, Gurudwara among Sikh, Masjid among Muslims, and temples among Hindus. It has been perceived that a relation exists between the journeys and the travel industry. Then again journey the travel industry is additionally recognized as a particular sort of the travel industry. It is considered as perhaps the most established sort of the travel industry .As the footfall of the pilgrims is increasing day by day, in that

- *\*Ritesh Sharma, Assistant Professor GLA University Research Scholar, School of Studies in Management, Jiwaji University*
- *\*\*Prof. Suvijina Awasthi Head & Dean, School of Studies in Management, Jiwaji University*
- *\*\*\*Prof.K.K Agarwal, Department of Commerce, Govt.M L B College of Excellency,Gwalior (M.P)*

case the pilgrimage destinations have to capitalize on their basics to give good services and facilities to them relate to their stay, food, accommodation, darshan facility etc. For example, Vaishno devi temple has a separate board which we call as Shrine board which look after the food, darshan and accommodation facilities for their pilgrims.

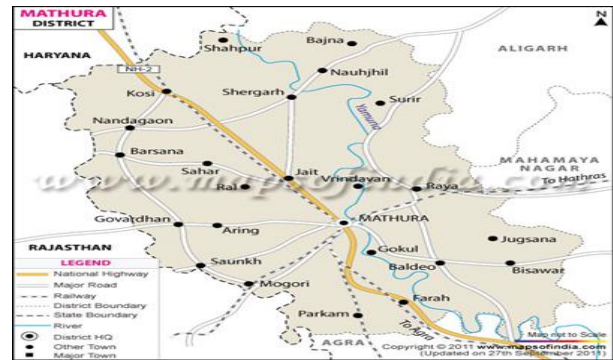
### India and Spiritual Tourism

India is a secular country where we can find unity in diversity. Here different types of religions exist and grow together. The existence of a large number of temples, mosques, churches, gurudwaras and monasteries in India motivates the tourists from all across the globe. It has now become a new fashion to practice to know and follow the distant religions and spiritual practices. Especially in western country like US Yoga studies are implanted as a separate branch of study which is able to bring peace and happiness in their life. It is not surprising that some of these people again interested in going to the place of their new beliefs and, therefore, are involved in "Spiritual Tourism. Not surprisingly India has become the most popular destination for this purpose. Visits in India take travelers to the next level in their life. India includes many spots and destination of spiritual and religious importance. To name few 'Golden Temple(Amritsar); 'Varanasi' or 'Kashi', 'Mathura' and 'Vrindavan' (Uttar Pradesh) (which are the area of our study); 'Somnath' and 'Dwarka' (Gujarat); 'Dargah Khwaja Saheb' (Ajmer); 'Haridwar' and 'Rishikesh', Gangotri' (Uttarakhand); 'Rameshwaram' (Tamil Nadu); JagannathPuri (Orissa); Tirupati (Andhra Pradesh); also, Bodh Gaya (Bihar) and many more.

**Now let us focus on the area of our study which is Mathura and Vrindavan.**

### Geography of Mathura

Situated on the banks of the Holy Yamuna River in the territory of Uttar Pradesh, Mathura is popular for being the origination of Lord Krishna. Mathura is at the focal point of Vraj, Braj or Brij-Bhoomi, alluded to as Shri Krishna Janma-Bhoomi which truly signifies 'Ruler Krishna's origination.' It is only an hour's drive from Agra. The whole district is spotted with amazing sanctuaries, devoted to various parts of Lord Krishna's life. The city, with its rich history and culture, is a journey spot for Hindus. A portion of the renowned sanctuaries of Mathura are Shri Krishna Janmsthan Temple, Dwarikadhishji Temple, Vishram Ghat, Bhuteshwar Temple and so forth. Master Krishna cherished milk and spread, and from now on Mathura is known for its milk-based items, particularly the "Peda", delicate milk sweet that's crisp and melts in your mouth. Handiworks and a wide assortment of knickknacks that are identified with the narrative of Lord Krishna and his youth Lilas are likewise well-known here. The city becomes animated during the various celebrations that are praised consistently. Different spots of enthusiasm for Mathura are the Mathura Museum, Govardhan Hill, and Kans Qila.



Source: [www.mapsofindia.com](http://www.mapsofindia.com)

### Geography of Vrindavan

Vrindavan is the place where Lord Krishna spent his childhood. This place has importance for pilgrims for achieving deep peace and spiritual satisfaction. The town exists in the Mathura region of Uttar Pradesh. Dotted with charming widely varied vegetation over, the interesting community attracts pioneers from everywhere throughout the world. With a proper mix of the old and the new places, this place is having a strong social and spiritual acceptance. Starting from Radha Damodar, Meera Bai, Madan Mohan, Chandrodaya, Katyanipeeth, Govind Dev temple to the acclaimed Banke Bihari Ji. Apart from this, Vrindavan is a significant vacation destination. Ascending on the banks of the Yamuna waterway, the city of Agra has been connected with the historical backdrop of India, since old occasions. This delightful city is an ideal case of India's rich culture and legacy. It is referenced in the epic story Mahabharata as 'Agravana,' actually interpreted as 'fringe of the woodland.' Home to one of the Seven Wonders of the World, the Taj Mahal, Agra is a globetrotter's destination. You can say that the Mughals have left a changeless impact on this city which is obvious in the different catacombs and fortifications found here. Be entranced by the rambling and lofty Agra Fort. Its numerous royal residences, mosques, and tombs are a glad tribute of Mughal engineering. The legends of the Mughal Emperor Akbar and his mythical subjects are still kept alive at the remnants of Fatehpur Sikri, which is situated on the edges of Agra. The chowks (commercial centers) and rear entryways found in the city are typically the center of numerous exercises. Quite a while back, every one of the craftsmans and skilled workers who drudged to make the Taj Mahal a reality set up their homes close by, making the system of rear entryways known as Taj Ganj.





to do a pre reserving (63.70%) and spent a surmised measure of 1000-5000 Rs. (35.4%).

Description	Response
Gender	
Male	56.60%
Female	43.40%
Age	
Under 18	5.40%
18-25	22.20%
26-34	27.40%
36-45	33.40%
Above 45	11.60%
Reasons for travelling to Mathura and Vrindavan	
Worship/pilgrimage	30.70%
Outing and excursion with family	19.30%
Image and popularity of the place	22.30%
Cultural and artistic legacy of the place	23.10%
Due to Visiting their family and friends or relatives	3.20%
People visit Yamuna river	1.40%
Times visited Mathura and Vrindavan	
1 <sup>st</sup> time	22.50%
Only Once	29%
2-5 times	37.60%
More than 5 times	10.90%
How did you get knowledge about Mathura and Vrindavan?	
Through friends and relatives	41.00%
Press/Media	31.60%
Through Travel and tour Agency	1.10%
Through Internet	23.10%
Newspaper /Magazines	1.10%
Other	2.10%
Mode of Travel	
Own car	37.0%
Railway /Train	32.50%
Airways (Nearby airport Delhi)	7.50%
Taxi	14.50%
Through private or state transport Bus Service	8.50%
Chosen option of Booking	
Booked Individually /Private	70.20%
Booked with the help of travel agency	29.80%
Visit Duration	
01 day	33%
01- 4 days	36.20%

4-8 days	23.40%
More than a week	7.40%
Accommodation Preference	
Home stay	24.60%
Lodge/Budget hotel/Ashram/Dharamshala	48%
3 star hotel/resort	27.40%
Pre Booking of Lodging?	
Yes	37.10%
No	63.90%
Budget Trip? (Transportation, lodging, food etc.)(in Rupee).	
Less than 2000	25.60%
2000-5000	35.40%
5000-8000	29.20%
More than 8000	9.80%

**Table 1 – Respondents Demographic Profile (%)**

### Factor Analysis

It is used to find the fundamental scope of pilgrim's total satisfaction with the help of 26 variables. These were analyzed factor analysis by using the Varimax rotation method. The factor analysis extracted 5 factors (26 variables) which were ranging between 0.572 to 0.823. The result of the analysis as follows-

KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY.		0.746
BARTLETT'S TEST OF SPHERICITY	APPROX. CHI-SQUARE	1.268
	DF	325
	Sig.	0

**Table 2: Kaiser-Meyer-Olkin and Bartlett's Test for Factors Affecting Tourist Satisfaction**

S.No	Variable number	Variable name	Factor loading	Factor
1	v15	Types and different Variety of food and its availability	0.771	Food
2	v16	food Quality	0.66	
3	v13	Medical facilities at the place	0.667	
4	v17	Hygiene in the restaurant	0.652	
5	v12	Hygiene in the rooms of hotel	0.588	
6	v19	Services available in the temple	0.784	Management of Temple
7	v20	Facility of Darshan	0.746	
8	v18	Temple management and staff	0.728	

9	v7	Maintenance of tourist sites	0.656	Infrastructure
10	v23	Souvenir availability	0.687	
11	v26	Availability of sufficient information on website	0.677	
12	v22	Infrastructure and its Maintenance	0.646	
13	v21	Arrangements for safety	0.634	
14	v20	Cooperation of shopkeepers	0.572	
15	v5	Quality of tour packages by the tour operator	0.742	Service Support
16	v4	Transport facility and Safety	0.652	
17	v2	Availability of local transport service	0.633	
18	v3	Availability of interpretation facilities at tourist sites	0.618	
19	v6	Tourist guide availability	0.583	
20	v10	Accessibility and comfort of guest houses and Hotels	0.823	Services Delivered By Hotel
21	v11	Availability of rooms in hotels, dharmshalas and lodges	0.786	
22	v9	Banking facilities near the at the place	0.657	

**Table 3: Factor Analysis of Factors Affecting Tourist Satisfaction of Pilgrims at Mathura and Vrindavan**

Factor 1 with factor ranging from 0.588 to 0.771 tended to things which are related to food and hygiene. It also include: Variety and accessibility of nourishment, Quality of nourishment, Restorative offices, Hygiene at the eating place, Hygiene in rooms. Factor 2 with factor stacking extending from 0.656 to 0.784 tended to things related to Management of temples. In addition it also include: Temple Services, facility for Darshan, Maintenance and Management of temple. Factor 3 with factor stacking going from 0.572 to 0.687 tended to things identified with Infrastructure. In addition to this factor also include: Availability souvenir, sufficient data on web Site, Infrastructure and Maintenance, Arrangement of Safety, and cooperation of Shopkeepers. Factor 4 with factor stacking extending from 0.583 to 0.742 tended to things identified with Service support. In addition to this factor also include: Quality of the tour package, transport facility and safety, availability of local transport, Proper elucidation offices at places of interest, Availability of traveler guide etcFactor 5 with factor stacking going from 0.657 to 0.823 tended to things identified with Services delivered by the Hotel. In addition to this factor also include: Easy openness of lodgings and visitor houses, Availability of rooms in hotels, dharmshalas and lodges, banking facilities near the place.

Variable	Mean Value
----------	------------

Food	2.42
Management of Temple	2.13
Infrastructure	2.30
Service Support	2.35
Services delivered by hotel	2.21

**Table 4: Representation of Tourist's Satisfaction Level**

Table 4; reveal the satisfaction level or tourists with reference to various facilities at Mathura and Vrindavan. From the above table we found that, the food services recorded the highest Mean value which is 2.42 followed by service support 2.35 and Infrastructure i.e. 2.30 while the temple management shows the lowest mean value 2.13, but services provided by the hotel is above the mean value of temple management which is 2.21. This shows that, to augment the tourism on Religious and Spiritual places, government should focus on the management of temples so that, more tourist will be inclined.

#### Imperial Regression Analysis

The study used Multiple Regression Model to measure the impact of independent variable on the dependent variable. The independent variables are as follows:-

1. Infrastructure
2. Services delivered by the Hotel
3. Management of Temples
4. Service Support
5. Food

Where as we have taken overall satisfaction of customers as a dependent variable as shown in the below regression equation –

$$Y_t = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + u_t$$

Where,  $Y_t$  = overall satisfaction (dependent variable)

$X_1$ : Infrastructure

$X_2$ : Services delivered by the hotel

$X_3$ : Management of Temples

$X_4$ : Service support

$X_5$ : Food

Variable	B (constant)	Beta Weight	P-Value
Infrastructure	0.213	0.253	0.016
Services delivered by hotel	-0.045	-0.053	0.556
Management of temple	0.297	0.36	0.001
Service support	0.004	0.006	0.955
Food	0.097	0.124	0.272

**Table 5: Multiple regression analysis**

$$\beta_0 = 0.673$$

$$F\text{-Value} = 9.753$$

$R^2 = 0.356$

P Value = 0.001

Although,  $R^2$  value is small i.e. 35.6% but the overall goodness of the model is significant as the F-statistics is enough high which is 9.75.

The regressors show a positive impact on the regressand. Variables like infrastructure ( $\beta_1$ ) and temple management ( $\beta_3$ ) have a positive and significant impact as their p-value is less than 5% level of significance, see table 4. It clearly shows that good facilities arrangement such as fine infrastructure and good temple management gives a higher level of satisfaction with these sites that is Mathura and Vrindavan.

### Summary, Discussion and Conclusion

The study was directed to the visitor's recognition, inclinations and fulfillment with different type of services accessible and also to figure out the degree of fulfillment of sightseers related to nourishment, transport offices, darshan/seva accessibility, books, etc. at Mathura and Vrindavan. In addition to this, the purpose of the study was also to know the travelers' observation, inclination and satisfaction for the different places and sites accessible at Mathura and Vrindavan. The subsequent target was to discover the fulfillment and delightment level among the travelers. The study shows that good facilities arrangement such as fine infrastructure and good temple management gives a higher level of satisfaction with these sites that is Mathura and Vrindavan. The travel industry can be a generally excellent wellspring of salary for the neighborhood population; thus it is essential particularly for the nearby specialists to offer significance to these variables.

### Limitations

As this investigation was done at just two places, when directed somewhere else the outcomes may fluctuate. Furthermore if this investigation is led over some undefined time frame the outcomes will change and the examination will appear various outcomes in the event that it is directed during various seasons over a year.

### Social Implications

This examination might be used as manual for further investigation or might be for a more extensive examination which incorporates correlation between two sanctuaries. The outcomes may change when this investigation is finished with various sanctuary towns or nations, and so forth. The result of this examination may profit a few associations, such as, the travel industry service of India, the travel industry service of Uttar Pradesh, nearby improvement specialists, specialist co-ops, and site administrations for further advancement of the sites.

## 4 REFERENCES

- [1] Ahmed Z. (1992). Islamic Pilgrimage (Hajj) to Kaaba in Makka (Saudi Arabia). *An International Tourism Activity, The Journal of Tourism Studies*. 3 (1), .35-43
- [2] Gaurav M.D. and Jagtap, J.P. (2014). Study of Jejuri Khandoba Temple: A Geographical Approach, *International Journal of Advance and Applied Research (IJAAR)*.
- [3] Haq, F., and Jackson, J. (2007). Applying Porter's generic strategies to marketing of spiritual tourism in Pakistan, paper presented at Australian and New Zealand

Academy of Management, 2007, University of Western Sydney, Sydney, Australia.

- [4] Haq, F., Wong, H., and Jackson, J. (2008). Applying Ansoff's growth strategy matrix to Consumer Segments and Typologies in Spiritual Tourism, paper presented at 8th International Business Research Conference, 2008, Crown Plaza Hotel, Dubai, UAE.
- [5] Hernandez-Avila, I. (1996). Mediations of the Spirit: Native American Religious Traditions and the Ethics of Representation. *American Indian Quarterly*.
- [6] Kotler, P., Bowen, J. T., and Makens, J. (2008). *Marketing for hospitality and tourism*. 8<sup>th</sup> Edition. New Jersey: Prentice-Hall, Inc.
- [7] Lloyd, D.W. (1998). *Battlefield Tourism*. New York: Berg.
- [8] Smith, K. A. (2007). Distribution channels for events: Supply and demand-side perspectives. *Journal of Vacation Marketing*, 13(4), 321-333.
- [9] Straitwell, J. (2006). *Mecca and the Hajj: Lessons from the Islamic school of hard knocks*. California: Straitwell Travel Books.
- [10] Vukonić, B. (1996). *Tourism and Religion*, New York
- [11] Vukonić, B. (1998). Religious tourism: economic value or an empty box? *Zagreb International Review of Economics and Business*
- [12] Weidenfeld, A. (2006). Religious needs in the hospitality industry. *Tourism and Hospitality Research*