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

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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

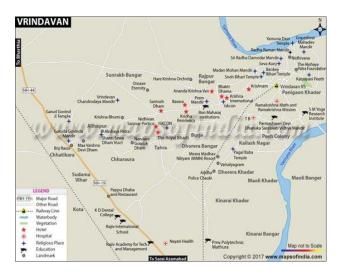
Situated on the banks of the Holy Yamuna River in the territory of Uttar Pradesh, Mathura is popular for being the origination of Lord Krishna. Mathura is at the focal point of Vraj, Braj or Brij-Bhoomi, alluded to as Shri Krishna Janma-Bhoomi which truly signifies 'Ruler Krishna's origination.' It is 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

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. Dabbed 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 BihariJi. 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 TajMahal, 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 FatehpurSikri, 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 craftmans 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.



Source: www.mapsofindia.com

2 REVIEW OF LITERATURE

As stated by (Straitwell, 2006; Brown, 1998; Cohen, 1979; Burton, 1855) spiritual travel industry accounts the most current scholastic idea, it is positively not a matter of strange. According to the research work of Haq, Wong and Jackson (2008), and Hag and Jackson (2006 a, b and c, 2007), the profound vacationer is somebody who visits a particular spot out of the usual condition, with the expectation of deep importance which may lead to In the travel industry advertisers development. consistently attempt to get familiar with the mentality and conduct of visitors to adequately plan and offer their travel industry offers (Kotler et al, 2008; Morgan et al, 2004; Morrison, 2002). These analysts have distinguished a few attributes of vacationers that help in structuring better promoting techniques. Apart from this, travel industry is apparently a more state-of-the-art academic idea so far it is emphatically not another wonder as expressed by (Eade, 2006). In light of survey of writing, Hernandez-Avila (1996), this investigation portrays traveler is a person who visits a specific destination or place out of the standard condition, with the goal of journey - which means as well as development, with no plane strict imperative, and could be strict or non-strict in nature, yet inside the Divine setting, paying little heed to the fundamental thought process in voyaging. Increments in strictly roused travel have agreed with the development of the travel industry in the forefront period Lloyd (1998), and despite the business and its "related practices connect with strict life and the establishments of religion in each side of the world" Bremer (2005), Vukonić (1998) contends that strict the travel industry is a champion among the most understudied zones in the travel industry explore. "Quality the travel industry encounters" is a term always used by goals and associations engaged with the travel industry accommodation inquires about, and arrangement, the board, showcasing and conveyance. Its significance is by verifiably or implicitly expected as opposed to characterized (Jennings, 2006). Most of the investigations into visitor fulfillment in the travel industry have concentrated on figuring out the administrative traits, as these are related to the needs of the clients. From an advertising point of view, consumer loyalty

accomplished at the point when their needs and needs are satisfied Hadjiphanis, (2000) states, there is a for the most part broad comprehension in the academic articles that the arrangement of administration quality is worried about accomplishing consumer loyalty. Gaurav and Jagtap, (2014) claims Religious travel industry have a significant future in a country like India since it is lavishly honored as a place happiness and peace. Off late the possibility of otherworldly the travel industry has moved from its center thought process to likewise obliging a business intention and in this way improved journey offices/administrations have turned out to be vital for the guests to hallowed places and heavenly goals to meet the many and shifted desires and impression of the pioneers and to help the achievement of pioneer goal and sanctums when all is said in done (Ahmed, 1992). Weidenfeld, (2006) suggests a consideration on gathering the phenomenal desire and needs of the travelers. Vukonic, (1996), in an investigation on strict the travel industry, suggests modernizing journey goals with the changing needs of the visitors and providing good food to the guests so they visit the pace again and again.

3 OBJECTIVES OF THE STUDY

From the above literature we have developed the objective as below-

- To find out the visitor's recognition, inclinations and fulfillment with different services accessible in Mathura and Vrindavan.
- To find out the fulfillment of travelers related to food, transport, darshan/seva accessibility, temple management and books.

Data and Research Methodology

In this study we have taken the sample size 100, and included the tourists visiting various temples of Mathura and Vrindavan. With the help of relevant secondary data which is taken from various books, journals, published articles, and internet, we framed the questionnaire which is utilized to find out tourist satisfaction level among the pilgrims about different types of tourism product and services like lodging, boarding, food, transportation, accommodation, banking, communication etc. at Mathura and Vrindavan. The questionnaires were personally given to the recipients who were ready to fill and give their opinion about the travel. The questionnaire has 26 questions. This is measured on a 5 pointer linkert scale where 1: Strongly dissatisfied and 5 is strongly satisfied.

Result, Finding and Discussion

The statistic and demographics of the respondents shows that 56.6% are male and 43.4% female, falling in the age group of 18-45. Share of the respondents are seen as travelling out to Mathura and Vrindavan for Prayer/journey (30.7%) and have visited these places once (29%). The most of the respondents are the in agreement that they have visit Mathura and Vrindavan with their companions and family members (41.0%) and want to come by Private vehicle (37%). It is obvious from the answer that the majority of the people liked Singular/private booking (48.0%), 3 star lodging/resort (27.4%) and remained between 1-3 days (36.2%). They for the most part not liked

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

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 Vindayan 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 1.40% F' 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? 1.10% Through friends and relatives 41.00% Press/Media 31.60% Through Internet 23.10% Newspaper /Magazines 1.10% Other 2	Description	Response
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Airways (Nearby airport Delhi) Taxi 14.50% Through private or state transport Bus Service Chosen option of Booking Booked Individually /Private Booked with the help of travel agency Visit Duration 01 day 7.50% 8.50% 7.50% 29.80%	Own car	37.0%
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 33%	Railway /Train	32.50%
Through private or state transport Bus Service Chosen option of Booking Booked Individually /Private To.20% Booked with the help of travel agency Visit Duration O1 day 33%	Airways (Nearby airport Delhi)	7.50%
Service 3.50% Chosen option of Booking Booked Individually /Private 70.20% Booked with the help of travel agency 29.80% Visit Duration 01 day 33%	Taxi	14.50%
Booked Individually /Private 70.20% Booked with the help of travel agency 29.80% Visit Duration 01 day 33%		8.50%
Booked with the help of travel agency 29.80% Visit Duration 01 day 33%	Chosen option of Booking	
Visit Duration 01 day 33%	Booked Individually /Private	70.20%
01 day 33%	Booked with the help of travel agency	29.80%
·	Visit Duration	
01- 4 days 36.20%	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 (ADEQUACY.	0.746	
BARTLETT'S TEST OF APPROX. CHI- SPHERICITY 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	
2	v16	food Quality	0.66	
3	v13	Medical facilities at the place	0.667	Food
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	
7	v20	Facility of Darshan	0.746	Management
8	v18	Temple management and staff	0.728	of Temple

9	v7	Maintenance of tourist sites	0.656	
10	v23	Souvenir availability	0.687	
11	v26	Availability of sufficient information on website	0.677	
12	v22	Infrastructure and its Maintenance	0.646	Infrastructure
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	
16	v4	Transport facility and Safety	0.652	
17	v2	Availability of local transport service	0.633	Service Support
18	v3	Availability of interpretation facilities at tourist sites	0.618	
19	<i>v</i> 6	Tourist guide availability	0.583	
20	v10	Accessibility and comfort of guest houses and Hotels	0.823	
21	v11	Availability of rooms in hotels, dharmshalas and lodges	0.786	Services Delivered By Hotel
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)

X1: Infrastructure

X2: Services delivered by the hotel

X3: Management of Temples

X4: Service support

X5: 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-Value= 9.753 R^2 = 0.356 P Value= 0.001

Although, R² 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 repressors show a positive impact on the regressand. Variables like infrastructure (β_1) and temple management (β_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. I 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 coops, and site administrations for further advancement of the sites.

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