

Review Article

A STUDY ON SERVICES AND INTENTION TO REVISIT OF PILGRIMS TOWARDS HOLY PLACES IN CHITTOOR DISTRICT

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Received: 10.12.2019

Revised: 12.01.2020

Accepted: 18.02.2020

Abstract

Pilgrimage to holy places is highly important for people belong to Hindu religion that who are usually visiting numerous holy places in India throughout the year. Meanwhile, different services and satisfaction of pilgrims are playing a major role in increasing flow of pilgrims to holy destinations or culturally or religiously important places. Significant difference exists between demographic features of pilgrims and services in holy places. Services in holy places are positively, highly and significantly correlated with intention to revisit of pilgrims towards them. Therefore, to improve intention to revisit of pilgrims, holy places should improve basic amenities and they must price rationally for various services. Holy places should provide variety of food items with superior quality and they must improve entertainment facilities for pilgrims.

Keywords: Holy Places, Intention to Revisit, Pilgrims, Services.

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INTRODUCTION

In present day of globalization, each and every tourist place operates in a highly competitive atmosphere that is related with market situation and demands of tourists (Anderson and Mittal, 2000). Tourism is highly tourists oriented and it reveals that holy or tourist places have distinctive features that are largely attracting tourists. As indispensable part of tourism, services in tourist places have great potential to motivate and attract various segments of tourists. Attractive features and services in tourist places make tourists to visit and enjoy differences among others. The main elements of tourism places are basic facilities, atmosphere, food, accommodation, transport, convenience and hospitality services of local communities (Suradnya, 2011).

Religious tourism is the oldest format of tourism and it encourages pilgrims to visit and get unique experiences in religious or holy places (Raj, 2008). Pilgrims make visit to holy or religious places with various purpose namely for praying, solving personal and family problems, understanding values and experiencing divine feeling (Yakunin et al 2016). Pilgrimage to holy places is highly important for people belong to Hindu religion that who are usually visiting numerous holy places in India throughout the year. Meanwhile, different services and satisfaction of pilgrims are playing a major role in increasing flow of pilgrims to holy destinations or culturally or religiously important places (Baker and Crompton, 2000) and make them to revisit those holy places again. Thus, it is important to study services and intention to revisit of pilgrims towards holy places in Chittoor district.

REVIEW OF LITERATURE

Hosany et al (2010) found that pleasure, affection of locals and unexpected events were positively affecting revisit intention of tourists. Lee et al (2011) concluded that various services and level of satisfaction were influencing intention to revisit of tourists.

Supitchayangkool (2012) revealed price of services, food items, common facilities and security were impacting revisiting intention of tourists. Al-Ababneh (2013) indicated fundamental

amenities, service access and features of places were influencing satisfaction and intention of tourists to revisit to places.

Heru Riyadi et al (2014) showed that services and degree of satisfaction were determining loyalty among tourists. Latiff and Imm (2015) found that transport, accommodation and entertainment were significantly influencing revisiting intention of tourists.

Wantara (2016) concluded that services, satisfaction and value were positively affecting loyalty among religious tourists. Permatasari et al (2017) revealed that services and image of destination had positive influence on loyalty of tourists towards tourist places.

Timur (2018) indicated that services, significance of place and degree of satisfaction of tourists were affecting their intention of tourists to visit again to those tourist places. Naghizadeh (2019) showed that qualities of services in tourist places and level of satisfaction of tourists were significantly influencing their loyalty for those tourist places.

OBJECTIVES OF THE STUDY

1. To study services in holy places.
2. To examine difference between demographic features of pilgrims and services in holy places.
3. To analyze relation between services and intention to revisit of pilgrims towards holy places.

METHODOLOGY

The present study is done in Chittoor district and pilgrims are chosen by applying convenience sampling method and data are received from 275 pilgrims in the study area through structured questionnaire. Percentages are used to understand demographic features of pilgrims and mean and standard deviation are calculated to know opinion of pilgrims on services in holy places. ANOVA and t-tests are employed to examine difference between demographic features of pilgrims and services in holy places. Simple correlation analysis is applied to analyze relation between services and intention to revisit of pilgrims towards holy places.

RESULTS

Demographic Features of Pilgrims

The demographic features of pilgrims are depicted in Table-1. According to gender, female pilgrims are more (57.09 per cent) in comparison with male pilgrims and pilgrims in age of 36 to 45 years are highest (41.82 per cent) among them and the maximum number of pilgrims is with under graduation (37.82 per cent). Majority of pilgrims (47.27 per cent) get Rs.30,001 to Rs.40,000 per month and more number of pilgrims (82.55 per cent) are married in comparing with unmarried.

Table 1: Demographic Features of Pilgrims

Demographic Features	Number of Pilgrims	Percentage
Gender		
Male	118	42.91
Female	157	57.09
Age in Years		
26 to 35	52	18.91
36 to 45	115	41.82
46 to 55	108	39.27
Education		
Intermediate	72	26.18
Under Graduation	104	37.82
Post-Graduation	99	36.00
Monthly Income		
Rs.20,001 to Rs.30,000	61	22.18
Rs.30,001 to Rs.40,000	130	47.27
Rs.40,001 to Rs.50,000	84	30.55
Marital Status		
Married	227	82.55
Unmarried	48	17.45

Services in Holy Places

The services in holy places are depicted in Table-2.

Table 2: Services in Holy Places

Services	Mean	Standard Deviation
Basic amenities	3.39	1.11
Calmness	3.82	0.94
Price	3.35	1.17
Convenience	3.84	0.90
Security	3.76	1.03
Transportation	3.74	1.07
Food	3.37	1.14
Accommodation	3.80	0.98
Entertainment	3.32	1.21
Hospitality	3.72	1.09

The pilgrims are agreed with services of calmness, convenience, security, transportation, accommodation and hospitality, while, they are neutral with services of basic amenities, price, food and entertainment in holy places.

Demographic Features of Pilgrims and Services in Holy Places

The relation between demographic features of pilgrims and services in holy places is depicted below.

Gender and Services in Holy Places

The relation between gender of pilgrims and services in holy places is depicted in Table-3.

Table 3: Gender and Services in Holy Places

Gender	N	Mean	Standard Deviation	t-value	Sig.
Male	118	36.22	5.21	2.782**	.006
Female	157	38.01	5.42		

** Significant at 1% level

The mean value of services in holy places for female pilgrims (38.01) is higher in comparison with male pilgrims (36.22 per cent) which explain female pilgrims opine services are in higher as compared to male pilgrims.

The t-value of 2.782 is significant explicating that significant difference exists between gender of pilgrims and services in holy places.

Age and Services in Holy Places

The relation between age of pilgrims and services in holy places is depicted in Table-4.

Table 4: Age and Services in Holy Places

Age	N	Mean	Standard Deviation	F-Value	Sig.
26 to 35	52	37.77	5.70	7.044**	.006
36 to 45	115	36.88	5.49		
46 to 55	108	37.41	5.19		

**Significant at 1% level

The mean value of services in holy places for pilgrims in 26 to 35 years, 36 to 45 years and 46 to 55 years are 37.77, 36.88 and 37.41 correspondingly which explain pilgrims in 26 to 35 years opine services are in higher as compared to other age categories. The F-value of 7.044 is significant explicating that significant difference exists between age of pilgrims and services in holy places.

Education and Services in Holy Places

The relation between education of pilgrims and services in holy places is depicted in Table-5.

Table 5: Education and Services in Holy Places

Education	N	Mean	Standard Deviation	F-Value	Sig.
Intermediate	72	36.47	5.80	6.555**	.006
Under Graduation	104	37.45	5.48		
Post-Graduation	99	37.62	5.02		

** Significant at 1% level

The mean value of services in holy places for pilgrims with intermediate, under graduation and post-graduation are 36.47, 37.45 and 37.62 correspondingly which explain pilgrims with post-graduation opine services are in higher as compared to other educational groups.

The F-value of 6.555 is significant explicating that significant difference exists between education of pilgrims and services in holy places.

Monthly Income and Services in Holy Places

The relation between monthly income of pilgrims and services in holy places is depicted in Table-6.

Table 6: Monthly Income and Services in Holy Places

Monthly Income	N	Mean	Standard Deviation	F-Value	Sig.
Rs.20,001 to Rs.30,000	61	37.10	4.90	6.028**	.006
Rs.30,001 to Rs.40,000	130	36.58	5.80		
Rs.40,001 to Rs.50,000	84	38.42	4.98		

** Significant at 1% level

The mean value of services in holy places for pilgrims in monthly income of Rs. 20, 001 to Rs. 30,000, Rs. 30,001 to Rs. 40,000 and

Rs. 40,001 to Rs. 50,000 are 37.10, 36.58 and 38.42 correspondingly which explain pilgrims in monthly income of Rs. 40,001 to Rs. 50,000 opine services are in higher as compared to rest of monthly income groups. The F-value of 6.028 is significant explicating that significant difference exists between monthly income of pilgrims and services in holy places.

Marital Status and Services in Holy Places

The relation between marital status of pilgrims and services in holy places is depicted in Table-7.

Table 7: Monthly Income and Services in Holy Places

Marital Status	N	Mean	Standard Deviation	t-Value	Sig.
Married	227	36.69	5.50	3.846**	.000
Unmarried	48	39.92	4.03		

** Significant at 1% level

The mean value of services in holy places for unmarried pilgrims (39.92) is higher in comparison with married pilgrims (36.69 per cent) which explain unmarried pilgrims opine services are in higher as compared to married pilgrims.

The t-value of 3.846 is significant explicating that significant difference exists between marital status of pilgrims and services in holy places.

Relation between Services and Intention to Revisit of Pilgrims towards Holy Places

The relation between services and intention to revisit of pilgrims towards holy places was analyzed through simple correlation analysis and the results are depicted in Table-8.

Table 8: Relation between Services and Intention to Revisit of Pilgrims towards Holy Places

Particulars	Correlation Co-efficient
Services and Intention to Revisit of Pilgrims towards Holy Places	0.63**

** Significance in 1% level

The correlation coefficient between services and intention to revisit of pilgrims towards holy places is 0.63 and it is demonstrating they are positively and highly interrelated in one per cent level.

CONCLUSION

The foregoing analysis shows that significant difference exists between demographic features of pilgrims and services in holy places. Services in holy places are positively, highly and significantly correlated with intention to revisit of pilgrims towards them. Therefore, to improve intention to revisit of pilgrims, holy places should improve basic amenities and they must price rationally for various services. Holy places should provide variety of food items with superior quality and they must improve entertainment facilities for pilgrims.

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DOI: 10.5530/jcdr.2016.2.4