



A Study on Tourist Satisfaction and Dissatisfaction towards Tourism Services in Palani Murugan Temple

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Abstract

Pilgrimage tourism is a journey to holy places and it is an oldest form of tourism in the world. A person who makes a journey to such place is called pilgrims. From ancient time people thinks that making travel to religious sites are one of his religious duty. India has naturally and historically important religious sites which are belonging to various religious groups. It attracts many people from all over the world, every year. Tamil Nadu is one of the states in India it has plenty of well known religious destinations and Palani is the most divine among all abodes of Lord Murugan. It attracts lacks of devotees and safeguards the life of many peoples who were associated and dependent on this religious tourism sites. Hence this study focuses its attention to satisfaction of pilgrims regarding services provided by the devasthanam in Palani Murugan temple.

Keywords: Pilgrims, Tourism, Services, Satisfaction, Problems.

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Introduction

Pilgrimage tourism is one of the oldest forms of tourism and it earns over 3.5 trillion worldwide. India has more number of religious sites and also offers various types of tour packages to pilgrims around the world. Pilgrimage tourism plays a vital role in narrowing economic imbalance in the country. Tamil Nadu is one of the states in India and it has been astonishingly impressive in pilgrimage tourism. Tourist who visits holy places in Tamil Nadu increased every year and pilgrimage tourism served as an important economic center in the state. It creates direct as well as indirect income and Employment and also developed the other industries like Hotel, Handicraft, Agriculture and Transport.

Statement of the Problem

Palani is the most divine among all abodes of Lord Murugan. This is the third Padai veedu and it is located in Dindigul district of Tamil Nadu. It attracts lacks of devotees from all over India. In the year 2014, the Domestic Tourist who were visited palani were 614364 and the foreign Tourist were 10148. This temple is managed and controlled by Arulmigu Dhandaythapani swamy devasthanam. It offers various services to pilgrims in this temple. The main source of income to palani temple is donations from its devotees; such

income is used for not only up keeping of temples and also used for Education and other important purposes. Every year person's arrival to palani by way of Pada Yatra that is walking pilgrimage was increased and provides employment opportunities and income to people who live in and its surroundings in the form of hotels, investment in infrastructure development, taxis, car parking, catering services, purchase of goods, and services like water, electricity, gas, food and beverages etc. The increase in number of pilgrims to palani leads to survival of local people who are depending it as their living authority. It is possible when the pilgrims are satisfied with the services which are provided in this temple. Hence this study focuses its attention to satisfaction of pilgrims regarding services provided by the devasthanam and also study what are the problems faced by them in palani Murugan temple.

Objectives

The objectives of the study are

1. To study the Socio Economic Profile of the Respondents
2. To analyze the satisfaction level of the services provided by the devasthanam
3. To find out the problems faced by the respondents in palani Murugan temple

Hypothesis of the Study

The following hypotheses are framed in order to attain the objectives of the study.

1. There is no significant association between the socio economic factors of the sample pilgrims and

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their level of satisfaction towards services provided in the Palani Murugan Temple.

Scope and Significance of the Study

The study has been undertaken from the point of view of the Pilgrims who are visited to Arulmigu Dhandayathapani Swamy Temple, Palani in Dindigul District of Tamilnadu. The present study aims to identify the factors which are influenced in the level of satisfaction of the pilgrims regarding services rendered by the Devasthanam and find out what are the problems faced by them during their visit. The result of the study may be useful for the devasthanam, in order to improve its services and also retain the pilgrims' satisfaction and their reentry.

Research Design

Research design briefly gives details about the method of data collection, Measurement and analysis of data. This study is descriptive in nature. In this study both primary and secondary were used. For collecting data, a well structured Questionnaire was used. Convenience sampling technique was used to select Respondents. The data were collected from 100 pilgrims who are visited to Arulmigu Dhandayathapani Swami Temple, palani. The secondary data were collected from various published sources such as Magazines, Newspaper, Websites etc., the data which were collected through Questionnaire are analyzed with various statistical Tools. They were Simple percentage analysis, Standard Deviation, Chi-Square Test and Weighted Average method.

Results

Table I. Socio-Economic Profile of the Respondents

S.No	Socio – Economic Factors		No. of Respondents	Percentage
1	Gender	Male	58	58%
		Female	42	42%
2	Age	Below 20	13	13%
		21 - 40	45	45%
		41 - 60	34	34%
		Above 61	8	8%
3	Education	Up to Metric	04	04%
		Higher Secondary	25	25%
		Graduate	50	50%
		Diploma Courses	9	9%
		Illiterate	12	12%
4	Occupation	Self Employment	30	30%
		Govt. Employee	22	22%
		Private Employee	17	17%
		Professionals	14	14%
		Others	17	17%
5	Annual Family Income	Up to Rs.1,00,000	22	22%
		Rs.1,00,001 - Rs.3,00,000	40	40%
		Rs.3,00,001 - Rs.5,00,000	26	26%

Limitations of the Study

1. The study was conducted only in palani Murugan temple, so the information may not be compare with other area.
2. The result arrived is applicable only to the study period.
3. The analysis was made based on the information provided by the respondents; their opinions are dynamics they keep changing time to time.

Review of Literature

Vijayanand .S (Jan 2012), in his study states that Most of the places, especially rural areas and the areas which have no core competence or business, survive due to religious tourism. Taylor (2009) pointed out that In India pilgrimage tourism provides jobs both directly and indirectly about 21% of people, representing an average of 8.9% of total employment. Shinde (2007), in his study he found that when the structure of the work force in Indian economy is analyzed, the importance of pilgrimage tourism becomes more significant due to its contribution in employment creation. Das gupta (2006) mentioned his study that pilgrimage tourism has opened several sources of cash earning as a result of several new occupations. Handler and Saxton (1988) found that thereby improving the economic situation at the people in India. In addition, revenue generated from pilgrimage tourism has enabled Govt. to allocate pilgrimage resources, for improving pilgrimage tourism.

Analysis and Interpretation of Data

The results of the analysis of the collected Data are presented below:

		Above Rs.5,00,001	16	16%
6	Place of Origin	Within the City	47	47%
		Within the State	25	25%
		Other State \ UT	24	24%
		From Foreign Country	04	04%

Source: Primary Data

Level of Satisfaction

Customer satisfaction is the base of any business expansion because of the stiff competition prevalent in the market. In this study, in order to measure pilgrims satisfaction, services provided by the Devasthanam in Palani murugan temple are grouped and classified as Transport Services, Basic services, Temple services, Guide services and Other services. The

respondents are asked to give their opinion about each of these services. Accordingly, pilgrims a response has been measured by applying a scoring scheme with a five point scale. The maximum score of each service is five and the minimum score is one. On the basis of the scores obtained the respondents have been classified into three categories namely those with high level, medium and Low level of satisfaction.

High Level = A.M + S.D (22+4 = 26)

Low Level = A.M - S.D (22-4 = 18)

Medium Level = Between High Level and Low Level. (19 to 25)

***A.M = Arithmetic mean, S.D = Standard Deviation**

Table II. Classification of Respondents on the Basis of Level of Satisfaction

S.No	Satisfaction Level	No. of Respondents	Percentage
1	High Level	48	48%
2	Medium Level	30	30%
3	Low Level	22	22%
	TOTAL	100	100%

Source: Primary Data

It is inferred from the above table that majority of 48% of the respondents are having High level of satisfaction towards services provided by the Devasthanam in Palni Murugan Temple, 30% of the respondents are having Medium level of satisfaction and 22% of the respondents are having low level satisfaction.

Chi- Square Analysis

In order to analyse the association between socio economic factors and satisfaction level of the pilgrim's chi-square test was employed and the results are discussed below:

Table III. Hypothesis Testing

S.No	Factor	S.L	D.F	C.V	T.V	Significant
1	Relationship between Gender and satisfaction level	5%	2	0.245	5.99	NS
2	Relationship between age and level of satisfaction towards services	5%	6	4.038	12.6	NS
3	Relationship between educational qualification and satisfaction of service utilization	5%	8	5.308	15.5	NS
4	Relationship between occupation and level of satisfaction	5%	8	17.46	15.5	S
5	Relationship between Income and level of satisfaction	5%	6	11.985	12.6	NS

Source: Primary Data

*S-Significant, NS – Not Significant, S.L – Significant Level, C.V – Calculated Value, T.V – Table Value.

Relationship between Gender and satisfaction level

Inference: It may be concluded that there is no relationship between the Gender and Satisfaction Level. (CV < TV).

Justification: Hence, it may be concluded that Gender is not an important factor for the satisfaction level of the Pilgrims regarding of services provided by the Devasthanam.

Relationship between age and level of satisfaction

Inference: It may be concluded that there is no relationship between the Age and Satisfaction Level. (CV< TV).

Justification: Hence, it may be concluded that Age is not an important factor for the satisfaction level of the Pilgrims regarding of services utilized in the Palani Murugan Temple.

Relationship between Educational Qualification and Level of Satisfaction

Inference: It may be concluded that there is no relationship between the Educational Qualification and Satisfaction Level. (CV< TV).

Justification: Hence, it may be concluded that Educational Qualification is not an important factor for the satisfaction level of the Pilgrims regarding of services provided by the Devasthanam.

Relationship between occupation and level of satisfaction

Inference: It may be concluded that there is a relationship between the Occupation and Satisfaction Level. (CV>TV).

Justification: Hence, it may be concluded that Occupation is an important factor for the satisfaction level of the Pilgrims regarding of services provided by the Devasthanam.

Relationship between Income and level of satisfaction

Inference: It may be concluded that there is no relationship between the Income and Satisfaction Level. (CV< TV).

Justification: Hence, it may be concluded that Income is not an important factor for the satisfaction level of the Pilgrims regarding of services utilized in the Palani Murugan Temple.

Problems Faced by the Pilgrims

Pilgrims to Palani faced some problems. In order to analyse the problems Ranking Technique was employed and the Results are highlighted below:

Table IV. Problems Faced by the Pilgrims in Palani Murugan Temple

S.No	Problems	Weighted Score	Rank
1	Frequent Repairs of Winch / Rope	514	III
2	Waiting for Dharisanam	496	IV
3	Theft	532	II
4	Cheating	533	I
5	Charged High Fare	355	VI
6	Unclean Environment	363	V
7	Lack of Co-Ordination of Staffs	346	VII

The above table shows the problems faced by the pilgrims in Palani Murugan Temple. It is noted from the above analysis that most of the respondents were faced by the problem of “Cheating” which ranked as First with a score of 533 points. “Theft” and “Frequent repairs of Winch/ Rope car were got second and Third rank with a score of 532 points and 514 points. Followed by Waiting for Dharisanam and Unclean environment which ranked as Fourth and Fifth with a score of 496 points and 363 points. The sixth and seventh problems faced by the pilgrims were charged High Fare and lack of Co-ordination of Staffs with a score of 355 points and 346 points. Finally it is concluded that majority of the respondents were faced the problem of Cheating and Theft in Palani Murugan temple.

Findings of the Study

The present study reveals that

1. 25% respondents were come from the State of Tamil Nadu, 24% were come from Other State / UT and 4% were Foreign National.
2. 52% of the respondents were came to palani along with their family
3. 37% that is most of the respondents were reached palani by way of Road Transport, 33% of the

respondents were reached palani by way of Padha Yatra.

4. 38% of the respondents were frequently visited Palani Murugan Temple and 32% of the respondents were visited First Time.
5. 41% were planned to visit palani Alone,
6. 27% of the respondents were known about services provided by the devasthanam in Palani Murugan Temple through their Friends
7. 42% were annually spend Rs.10,001 – Rs.30,000
8. 76% of the respondents were willing to visit Palani Murugan Temple during at Festival Time and majority of 51% of the respondents were like to visit palani at Thaipusam Festival
9. The demographic factors like Gender, Age, Educational Qualification, and Income except Occupation were not influenced in the level of satisfaction.
10. Most of the respondents were faced by the problem of “Cheating”.

Suggestions

The following suggestions should be given for the improvement of the services provided by the Arulmigu Dhandayuthapani Swamy Devasthanam, Palani.

1. Focus should be given for Online Reservation
2. Periodical Repairs and Additions is required in case of Winch and Rope car
3. Proper arrangements should be made for Arrangements for Dharsanam
4. Opening of few more Prasatham Stalls in and around the Temple.
5. Special Arrangements for Safety and Security is needed.

Conclusion

From the above analysis it's concluded that most of the pilgrims are satisfied with the services like Basic Facilities, Arrangements for Dharsanam etc.,. In some cases pilgrims are faced some problems like Theft, Cheating, Repairs of winch and Rope car, waiting time etc. However the Devasthanam may implement the above suggestions, in order to satisfy the pilgrims who are visited to Palani Murugan Temple it will leads to safeguard the life of local people who are economically dependent for their Survival.

Scope for Further Research

1. This Study Focus its Attention Only on Palani Murugan Temple, hence it may be extended to other pilgrimage sites in Tamil Nadu as well as India.
2. An analysis may be made in order to found out tourist satisfaction towards services which are marketed in tourist place by marketers.
3. A comparative analysis of two or more pilgrimage sites is possible.

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