Satisfaction of Religious Tourists

Dr. L. Satheeskumar
Assistant Professor of Commerce, Kunthavai Naachiyaar Government College for Women, Thanjavur – 7
lskdr@yahoo.com

Abstracts- This study is conducted on Satisfaction of Religious Tourists. The researcher has gone for both primary and secondary data. This study is confined only to Thiruvannamalai temple. The primary data were collected by using convenient sampling method. The sample size is restricted to 150 respondents from domestic tourists as well as foreign tourists. The total sample consists of 150 domestic tourists who visit Thiruvannamalai Temple. The main objective of this study is, therefore, to highlight the important of tourist places at Thiruvannamalai, to analyse the satisfaction of arrival tourists pattern of tourists in the study area, to examine satisfaction on the usage pattern of select services by the tourist in the study area and to analyze the level of satisfaction of the tourists on the basis of socio economic characteristic in the study area. The study concludes that The Government of Tamilnadu, the local municipality and the temple officials should take necessary measures to improve the amenities provided to the large number of devotees.

Keywords: Devotees; Holy Mountain; Meditation; Shrines and Worship.

I. INTRODUCTION

Temple is of major importance to most of the Hindus, for they are not only centers of religious activities, but also serve as the focus for the cultural and social activities of the town which encompasses them and the village which surround them. From antiquity till the present day Indian culture and what is nowadays called the Hindus religion have been one and the same reality. Ways of living, beliefs and the practices connected with are a tradition that still rules the daily routine of the Tamils.

Even before the dawn of Hinduism as they know Thiruvannamalai was, as it centuries to be, an important place of pilgrimage1. Eternal Holy Mountain which is the manifestation of Siva, Holy Sri Arunachala, Annamalai is Lord Siva Himself from beginning less the endless top, the one limitless self, a sense of mass jnana [2].

Statement of the Problem

Thiruvannamalai is a sector at present is plagued by a number of factors, which include that the government’s apathy, poor infrastructure, and poor sanitary conditions, pollution, etc. Uncontrolled hotel development has caused many problems in Thiruvannamalai. Astronomical amounts of money are charged from tourists for accommodation, local travel, food and local handicrafts items, etc. Poor infrastructure in another area, which is responsible for dismal performance of tourism sector. Roads are potholed dusty and narrow to say the least. The religious tourists are disappointed and find much difficulty to move from one place to another place, due to lack of road facilities and lack of vehicle to reach in right place and in right time. The visitors in religious tourist places find difficulty due to lack of facilities such as ATM and shopping market.

Therefore, the religious tourists are unable to gather the information and history of the any tourist place. Thus, the tourists return without knowing more about the culture, tradition and history of the tourists place, and it’s being lost and ignored in the minds of the people.

Objectives of the Study

The present study is undertaken with the following objectives.

❖ To highlight the important of tourist places at Thiruvannamalai. (Annamalaiyar Temple)
❖ To analyse the satisfaction of arrival tourists pattern of tourists in the study area, to examine satisfaction on the usage pattern of select services by the tourist in the study area.
❖ To analyze the level of satisfaction of the tourists on the basis of socio economic characteristic in the study area.

II. NEED FOR THE STUDY

Man is a religious as well as a social being. Man without religion is unthinkable similarly without religion, temple is impossible to the religious faith, customs are streamlined only by the divine being. So that temples have been constructed and worshipped by the people. The present study on “Arulmigu Arunachaleswarar temple at Thiruvannamalai A study” exposes the entire realm of the temple.

Aim of the thesis

Thiruvannamalai is the holy place which represents the faith, belief and culture of the people. Various studies have been made by various scholars about that has not been given. But the present study is an attempt to bring out all the features of the temple.

Limitation of the study

The collected data from the primary and secondary sources and the Sivacharyars are properly interpreted without any interruption and presented in proper manner.

Scope of the study

The current year study on analysis relating to arrivals of tourists spots, their spending behaviour and level of satisfaction with reframe to the selected services such as
accommodation and transportation are the focus of the present study.

III. METHODOLOGY

This study is based on descriptive method to bring out all details pertaining to Thiruvannamalai Temple. The method of field study is also undertaken to observe to observe the pujas and festivals and the primary data were collected from selected respondents through interview schedule which is given in appendix I. The secondary data were collected from various journals, and data were collected from statistical hand book. Reflective method is also used to corporate the materials collected for this study and presented them in an appropriate manner.

Sample Plan

This study is confined only to Thiruvannamalai temple. The primary data were collected by using convenient sampling method. The sample size is restricted to 150 respondents from domestic tourists as well as foreign tourists. The total sample consists of 150 domestic tourists who visit Thiruvannamalai Temple.

Chapter Scheme

- The first chapter deals with the Introduction and Profile of the study area.
- The second chapter explains the Review of Literature relating previous studies.
- The third chapter describes the Research Design of the study.
- The fourth chapter analyses the opinion of the Respondents relating to their arrival and usage pattern and level of satisfaction about the select services.
- The fifth chapter deals with findings, suggestions and of the study.

IV. FINDINGS OF THE STUDY

- Out of 150 respondents, 64.7 percent are male and 35.3 percent female.
- Majority of the respondent 28.0 percent are dispersed in the age group 41-50 years. 26% and the respondent are dispersed in the 31-40 years.
- The predominant literacy group 43.3 percent of the respondent has PG level qualification, 39.3 percent of the respondent have upto school level.
- Most of the respondent married and unmarried, 77.3 percent of the respondent are married and 22.7 percent are unmarried.
- Majority of the respondent others high level 48.7 percent followed by the employee 28.0 percent of the respondent, followed by professionals are 13.3 percent and the major sample respondent and they are very much interested to visit Thiruvannamalai.
- Nature of the family of the respondent nuclear family are 50.0 percent and joint family are 50.0 percent.
- Family size of the respondent 57.3 percent have 2-4 members, 38.7 percent are 5-6 members of the respondent.
- Arrive to Thiruvannamalai Temple of the respondent 76.7 percent are dispersed in the by bus and followed by 11.3 percent of the respondent are dispersed.
- Out of the respondent, 85.3 percent of the respondent are others,10% are travel agency,4.7 percent are media. 81.3 percent of the respondent are religious reason, 18 % are culture, visiting relatives and friends 0.7 percent of the respondent.
- Most of the respondent expect your expense while staying at this tourist destination, 86.7 percent of the respondent within what was planned, 12.7 percent are higher than planned and 0.7 percent are lower than planned.
- Members of any religious group of the respondent, 82.7 percent are no, high followed by 10% used to be joining of the respondent. Religious group of the respondent 95.3 percent are
- Hindu, high followed by 2% are individual of the respondent.
- Interested in the religious tourists of the respondent, 62% are middle life, high by followed 30% are early adulthood. Travel distance of the respondent, 92.7 percent are 20 or more miles, followed 6% are by 5-10 miles.
- Religious book of the respondent, 96.7 percent are bagavat gaetai followed by 2.7 percent are bible, 0.7 percent are Koran. Refer the religious book of the respondent,60.7 percent are monthly, high 20.7 percent are annually, 17.3 percent are weekly of the respondent.
- Acquaintances about your religious of the respondent, 87.3 percent are sometimes, high 10.7 percent are regularly of the respondent.

V. SUGGESTIONS FOR THE PROMOTION OF RELIGIOUS TOURISM

As Tiruvannamalai is rich in history and tradition combined with religion to live harmoniously more steps can be taken to promote this city as the religious capital of South India. For thus transport, accommodation and other conveniences to pilgrims should be improved. Making the prominent temple locations easily accessible to pilgrims is a major step to be taken for developing religious centers as tourist centers. Good roads, trains, lodges, dharma Salas for the pilgrims to stay in a comfortable way are very essential. Higher income groups, middle and low income group pilgrim’s needs should be taken care of in this regard.
- Shopkeepers are occupying the temple premises and due to that sanitary standards are low. These traders can be shifted to a distant place.
- Most of the temple details are displayed only in Tamil Language. Due to this tourists are not able to enjoy the aesthetic religious and historical background of the temple. Hence, various language brochures can be freely distributed to tourists. Directional boards leading to the temples may be placed near the temples in a proper way.
- The guide facility for domestic and international tourists may be improved. Rates for guides may be fixed by Government. Prior advance reservation may be made available through website and internet for visit, darshan to see offering poojas and for availing other facilities of the temple.
- During important festival days the temples can have Camera and TV facilities so that the tourists can see the pooja through the TV and CCTV. Maybe the temple administration ought to be to be tourist friendly and devotees friendly so that they act as religious ambassadors of the country. Management of the temples should conduct periodical meeting with the traders, pilgrims and locals to solve the grievances faced by the tourists.
- The temple authorities should see that the sanctity of the temple is not spoiled by the traders, touts and other stake holders. Improving the sanitation in the temple area making the place attractive and providing
information about the religious ceremonies and their timings in various languages for the benefit of tourists will have a good image about the religious spot. Provision for restrooms for women and men outside the temple but near the tourists centre separately will do a great amount of satisfaction for the pilgrims.

- Provision for meditation, Bahaman programme, and discourses on religious and spiritual subjects and cultural shows on religious themes for the pilgrims will enhance the quality of the spiritual environment in temple locations. In this regard the Tamil Nadu Government has recently announced that school students will be taught moral science through stories from Hindu epics in the Hindu temples during the May vacations.

**Benefits of religious tourism in Tiruvannamalai**

- Tiruvannamalai Pilgrims buy souvenirs which helps the local traders to make livelihood.
- The full moon day is very famous and most pilgrims buy this as a remembrance of their trip. Besides the Government and Private sectors will earn a great deal which will boost the economy of the State.

VI. CONCLUSION

Success of any spiritual tourism depends upon the infrastructural support, which has been provided by the government and local administration. In other words, besides accessibility, other infrastructural activities like connecting roads, sewage disposal plants, water, electricity, gasoline, telephone lines, bus terminals, railway stations, accommodation and catering units should also be planned to facilitate the visits of pilgrims. To achieve a high rate of success, carrying capacity of each religious centre must be worked out and accordingly supporting services must be provided. Nowadays, a large proportion of pilgrims mix up religious motives with recreation. So, while designing the package(s) this aspect must be given due attention. As a memorable and enjoyable religious visits for pilgrims can be designed. The Government of Tamilnadu, the local municipality and the temple officials should take necessary measures to improve the amenities provided to the large number of devotees. They should constitute a committee to look into the problems faced by the people and make the pilgrimage convenient. There is no doubt that in the next five years this temple town which is also a spiritual Tourist Centre will attract lakhs and lakhs of people from all over the country and is also a place of cultural and spiritual centre of the Universe.

REFERENCES