

**Tourist Satisfaction on Thiruchendur Temple**

**Project submitted in partial fulfilment of the requirement for the  
Degree of Masters of Business Administration in  
Tourism and Travel Management**

**BY**

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**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER  
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**PROJECT**

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**M.VIDYA**

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**CERTIFIED AS BONAFIDE RESEARCH WORK**

  
17/5/23

**SIGNATURE OF HEAD OF THE  
DEPARTMENT**

  
17.5.23

**SIGNATURE OF THE GUIDE**

## DECLARATION

I declare that the project entitled "**Tourist Satisfaction on Thiruchendur Temple**" submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December to May under the guidance of

**Dr. V. Vaidehi Priyal MBA, Ph.D.**, Assistant Professor, of Department of Tourism and Travel Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other similar institution of Higher Learning.

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## **INTRODUCTION**

# **CHAPTER -I**

## **INTRODUCTION**

### **1.1 TOURISM**

Tourism is travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes". Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Tourism numbers declined as a result of a strong economic slowdown between the second half of 2008 and the end of 2009, and in consequence of the outbreak of the 2009 H1N1 influenza virus, but slowly recovered until the COVID-19 pandemic put an abrupt end to the growth. The United Nations World Tourism Organization estimated that global international tourist arrivals might decrease by 58% to 78% in 2020, leading to a potential loss of 1.2 trillion in international tourism receipts. Globally, international tourism receipts to 3 trillion in 2005, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging source markets such as China, Russia, and Brazil had significantly increased their spending over the previous decade. Global tourism accounts for c. 8% of global greenhouse-gas emissions. Emissions as well as other significant environmental and social impacts are not always beneficial to local communities and their economies. For this reason, many tourist development organizations have begun to focus on sustainable tourism in order to mitigate negative effects caused by the growing impact of tourism. The United Nations World Tourism Organization emphasized these practices by promoting tourism as part of the Sustainable Development Goals, through programs like the International Year for Sustainable Tourism for Development in 2017, and programs like Tourism for SDGs focusing on how SDG 8, SDG 12 and SDG 14 implicate tourism in creating a sustainable economy. Not only it makes significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area Tourism is as such a part of socio-economic development as any other related activity. For these reasons NGOs and government agencies promote a specific region as a tourist destination, and support the development of a tourism industry in that area. The contemporary phenomenon of mass tourism result in over development, however alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism in a sustainable way.

### **1.1.1 SIGNIFICANCE OF TOURISM:**

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world’s trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism. The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs.

### **1.1.2 ECONOMIC IMPACTS OF TOURISM**

Tourism is a sector that can contribute to the economic, environmental, and also social growth of a region or country at large. At the same time, it can also adversely affect the growth. If the negative outcomes of tourism are not allowed to outweigh the economic benefits, then it can keep good balance between its beneficial outcomes and investments made towards tourism. Not all impacts of tourism are overt. They are often indirect and assessed by the judgement of the observer.

Let us see how tourism impacts economy, environment, and society.

#### **Positive Economic Impacts of Tourism**

- Inbound tourism helps to generate revenue from foreign shores.
- Inbound and domestic tourism create job opportunities.
- Inbound and domestic tourism stimulate the development of infrastructure
- It generates opportunities for small scale local businesses.

#### **Negative Economic Impacts of Tourism**

- Outbound tourism creates economic leakage.
- All types of tourism create a sense of dependency on the customer or economic recession.
- It can also promote parallel economies

- The revenue earned from the tourism business seldom is beneficial to the local population if the destination has accommodation provided by international hotels. Environmental Impacts of Tourism Positive Impacts of Tourism on Environment
- It promotes investment in conservation of natural habitats. • It thus in turn, contributes to the stability of the ecosystem.
- In developing countries, it discourages deforestation and over-fishing in large water bodies.
- It contributes to creating awareness of the value of environment for humans. Positive Impacts of Tourism on Environment
- It promotes vandalism and littering.
- It invites air, and water pollution.
- It creates a large carbon footprint and creates a sense of dependency on the natural resources.

## **1.2 COMPONENTS OF TOURISM**

### **1.2.1 Attraction**

Attractions are component of tourism. They are often called “tourist attractions” because they tend to attract tourists. Attractions are the places, people, events, and things that make up the objects of the tourist gaze and attract tourists to destinations. Common examples include natural and cultural sites, historical places, monuments, zoos and game reserves, aquaria, museums and art galleries, gardens, architectural structures, theme parks, sports facilities, festivals and events, wildlife, and people. The history of attractions is inextricably linked with the development of the tourism industry. An attraction exists when a tourism system is created to designate and elevate it to the status of an attraction. Sectors such as transport, accommodation, and travel retail exist as part of this system because they support the desire for tourists to see attractions.

### **1.2.2 Tourist Attraction**

Before we delve into the ins and outs of the different types of tourist attractions, we first need to understand what a tourist attraction is. A tourist attraction, often also referred to as a visitor attraction, is a place of interest that is commonly visited by tourists. A tourist attraction will usually have value to the tourist in one of the following areas-

- Historical significance
- Cultural value
- Political significance

- Nature
- Natural or built beauty
- Leisure
- Amusement and fun

Tourist attractions make up an important part of the visitor economy. The visitor economy comprises the activities and expenditure involved in supplying products and services for visitors by both the private and public sectors. Tourist attractions contribute significantly to the tourism industry. Tourist attractions are an important part of the tourism industry. Some tourist attractions are there predominantly to provide entertainment, such as theme parks and zoos.

## **Types of Tourist Attraction**

### **Natural attractions**

Natural attractions Is one that is occurring naturally which is not built by man. There are many types of natural attractions around the world.

#### **The Natural attractions include:**

- National Park
- Beaches
- Caves
- Mountain
- Hills
- Water falls

#### **Man Made attractions:**

Man made attractions that are not Natural and are created by man. Man made attractions can be separated into two groups: attractions that are made for tourists' purposes and attractions that are made for other purposes but since been used for tourism.

#### **Man Made attractions include**

- Entertainment Park
- Wildlife attractions
- Museum and art galleries
- Unique built attractions
- Special events

### **1.2.3 Accommodation**

The second component of tourism is accommodation. This means that tourists have a place to stay upon reaching the destination and a way to get food. Much like accessibility, accommodation also needs to be economical, safe and comfortable. The type of accommodation also varies according to the location. For instance, a stay in the mountains may require a cabin or a place to pitch tents. Other accommodations include hotels and motels. When a traveller goes on a trip, he/she wishes to have a good place to stay with all amenities and luxuries. A place with lots of comforts attracts travellers even more. The Short-Term Rentals says that 60% of family traveller's like to accommodate in hotels, while 21% prefer to resorts. The Booking website gives an analysis that 73% of traveller's yearn to stay in greenish accommodation at least once in their lifetime in the olden days, travellers used to book the rooms through a travel agent or by contacting the hotel accommodations team. For instance, what would be the first thing that a traveller who is planning for a trip does? The traveller searches for the availability of rooms in the net along with many queries like – Are there any local affiliations near to the Hotel? What about the food menu provided? Am I entitled to any exclusive amenities inside my room? At that time, if your website acts as an answer key for the tourist's questions, then you will be able to stand out from your competitors.

### **1.2.3 Amenities**

Amenities at a tourist spot include all facilities that a tourist needs at a destination. These are basic facilities provided to the tourists such as medical aid, foreign currency exchange, safety and security, communication facilities and so on. The amenities provided make the things easier for the tourist in his/ her new environment. Thus, the amenities available to a tourist that will help maintain the popularity of a destination among tourists.

- Natural Amenities
- Man-Made Amenities

### **1.2.4 Accessibility**

Access is a subject of transport infrastructure and transport technology. Whilst transport infrastructure includes airports, harbours, motor ways and rail networks, transport technology becomes important in the form of costs of travel and the time consumed in reaching the destination. Therefore, accessibility can be specified in terms of the extent of comfort or hassle with which visitors can reach the destinations of their liking. The three critical factors in transportation – cost, convenience and speed – affect the success of every destination or tourism product, even if it is intended to be highly exclusive. For most tourists, the choice of travel mode is guided by the choice of destination. Once again there are attractions of particular modes, including convenience, comfort and perhaps speed, as well as 'distractions' such as safety, and the same constraints of time and cost.

## **Types Of Accessibility**

### **Road**

A road is an identifiable route of travel, usually surfaced with gravel, asphalt or concrete, and supporting land passage by foot or by a number of vehicles. The most common road vehicle in the developed world is the automobile, a wheeled passenger vehicle that carries its own motor. As of 2002, there were 591 million automobiles worldwide. Other users of roads include motorcars, motorcycles, buses, trucks, bicycles and pedestrians, and special provisions are sometimes made for each of these. For example, the use of bus lanes give priority for public transport, and cycle lanes provide special areas of road for bicycles to use.

Motorcars offer high flexibility, but are deemed with high energy and area use, and the main source of noise and air pollution in cities; buses allow for more efficient travel at the cost of reduced flexibility. Road transport by truck is often the initial and final stage of freight transport.

### **Rail**

Rail transport is a means of conveyance of passengers and goods by way of wheeled vehicles running on rail track, known as a railway or railroad. The rails are anchored perpendicular to railroad train consists of one or more connected vehicles that run on the rails. Propulsion is commonly provided by a locomotive, that hauls a series of unpowered cars, that can carry passengers or freight. The locomotive can be powered by steam, diesel or by electricity supplied by trackside systems. Alternatively, some or all the cars can be powered, known as a multiple unit. Also, a train can be powered by horses, cables, gravity, pneumatics and gas turbines. Railed vehicles move with much less friction than rubber tires on paved roads, making trains more energy efficient, though not as efficient as ships. Intercity trains are long-haul services connecting cities; modern high-speed rail is capable of speeds up to 430 km/h (270 mph), but this requires a specially built track. Regional and commuter trains feed cities from suburbs and surrounding areas, while intraurban transport is performed by high-capacity tramways and rapid transits, often making up the backbone of a city's public transport. Freight trains traditionally used box cars, requiring manual loading and unloading of the cargo. Since the 1960s, container trains have become the dominant solution for general freight, while large quantities of bulk are transported by dedicated trains.

### **Water**

Water transport is the process of transport that a watercraft, such as a boat, ship or sailboat, makes over a body of water, such as a sea, ocean, lake, canal or river. If a boat or other vessel can successfully pass through a waterway it is known as a navigable waterway. The need for buoyancy unites watercraft, and makes the hull a dominant aspect of its construction, maintenance and appearance. When a boat is floating on the water the hull of

the boat is pushing aside water where the hull now is, this is known as displacement. In the 1800s, the first steamboats were developed, using a steam engine to drive a paddle wheel or propeller to move the ship. The steam was produced using wood or coal. Now, most ships have an engine using a slightly refined type of petroleum called bunker fuel. Some ships, such as submarines, use nuclear power to produce the steam. Recreational or educational craft still use wind power, while some smaller craft use internal combustion engines to drive one or more propellers, or in the case of jet boats, an inboard water jet. In shallow draft areas, hovercrafts are propelled by large pusher-prop fans. Although slow, modern sea transport is a highly effective method of transporting large quantities of non-perishable goods. Commercial vessels, nearly 35,000 in number, carried 7.4 billion tons of cargo in 2007. Transport by water is significantly less costly than air transport for transcontinental shipping. Short sea shipping and ferries remain viable in coastal areas.

## **Air**

A fixed-wing aircraft, typically airplane, is a heavier-than-air flying vehicle, in which the special geometry of the wings generates lift and then lifts the whole vehicle. Fixed-wing aircraft range from small trainers and recreational aircraft to large airliners and military cargo aircraft. For short distances or in places without runways, helicopters can be operable. (Other types of aircraft, like autogyros and airships, are not a significant portion of air transport.) Air transport is the fastest method of transport. Commercial jets reach speeds of up to 955 kilometres per hour (593 mph) and a considerably higher ground speed if there is a jet stream tailwind, while piston-powered general aviation aircraft may reach up to 555 kilometres per hour (345 mph) or more. This celerity comes with higher cost and energy use, and aviation's impacts to the environment and particularly the global climate require consideration when comparing modes of transportation. The Intergovernmental Panel on Climate Change (IPCC) estimates a commercial jet's flight to have some 2-4 times the effect on the climate than if the same CO<sub>2</sub> emissions were made at ground level, because of different atmospheric chemistry and radiative forcing effects at the higher altitude. U.S. airlines alone burned about 16.2 billion gallons of fuel during the twelve months between October 2013 and September 2014. WHO estimates that globally as many as 500,000 people at a time are on planes. The global trend has been for increasing numbers of people to travel by air, and individually to do so with increasing frequency and over longer distances, a dilemma that has the attention of climate scientists and other researchers, the press, and the World Wide Web. The issue of impacts from frequent travel particularly by air because of the long distances that are easily covered in one or a few days, is called hypermobility and has been a topic of research and governmental concern for many years.

## 1.3 RELIGIOUS TOURISM

Religious tourism refers to travel that is motivated by religious or spiritual reasons. It involves visiting places that are considered to be holy or sacred by a particular religious group or denomination. Religious tourism can include activities such as visiting religious sites, attending religious events and festivals, participating in religious rituals and ceremonies, and engaging with the local community.

### 1.3.1 Positive Impact on Religious Tourism

- Religious tourism can have several positive impacts on both the destination and the tourists. Some of these impacts include:
- **Economic benefits:** Religious tourism can bring significant economic benefits to a destination. Tourists may spend money on accommodations, food, transportation, souvenirs, and other items, which can help support local businesses and create jobs. Additionally, religious sites often require maintenance and renovation, providing employment opportunities for locals.
- **Cultural exchange:** Religious tourism can facilitate cultural exchange between tourists and locals. Tourists may learn about the local culture, customs, and traditions, while locals may learn about the tourists' beliefs and practices.
- **Preservation of heritage:** Many religious sites have significant historical and cultural value. Tourism can provide funding for the preservation and restoration of these sites, helping to ensure that they remain accessible for future generations.
- **Spiritual enrichment:** Religious tourism can provide a sense of spiritual enrichment for tourists, who may find meaning and inspiration in visiting sacred sites, participating in religious ceremonies, and interacting with like-minded individuals.
- **Social cohesion:** Religious tourism can promote social cohesion by bringing people from different backgrounds together in a shared experience. This can help to build bridges between communities and promote understanding and tolerance.
- **Environmental preservation:** Many religious sites are located in natural areas, such as mountains or forests, which can be fragile ecosystems. Tourism can provide funding for the preservation of these environments, such as through conservation efforts, waste management, and sustainable tourism practices.
- **Education and research:** Religious tourism can provide opportunities for education and research. Tourists may learn about the history and significance of religious sites, while scholars and researchers can study the impact of religion on society and culture.

- **Community development:** Religious tourism can contribute to community development by providing funding for infrastructure, such as roads, utilities, and public facilities. Additionally, tourists may engage in volunteer work, such as building schools or helping with social programs, which can provide tangible benefits for local communities.
- **Promotion of peace and tolerance:** Many religious traditions promote peace, tolerance, and understanding. By visiting religious sites and engaging with people of different faiths, tourists can gain a greater appreciation for diversity and promote these values in their own communities.
- **Personal growth:** Religious tourism can also provide opportunities for personal growth and self-reflection. Tourists may engage in meditation, prayer, or other spiritual practices, which can help to reduce stress and promote mental and physical health.

### 1.3.1. Negative Impacts on Religious Tourism:

There are several negative impacts that can affect religious tourism. Some of them include:

- **Conflict and Violence:** One of the major negative impacts on religious tourism is conflict and violence. Religious sites are often targeted in acts of terrorism, which can lead to a decline in tourist numbers and create a sense of fear and insecurity among visitors.
- **Overcrowding:** Another negative impact of religious tourism is overcrowding. Popular religious sites can become overcrowded during peak seasons, which can lead to long wait times, limited access to the site, and a reduction in the quality of the visitor experience.
- **Environmental Damage:** Religious tourism can also have a negative impact on the environment. Large numbers of visitors can result in damage to natural habitats and local ecosystems. Additionally, the construction of new infrastructure to support tourism can also have a negative impact on the environment.
- **Disrespectful behaviour:** Religious tourism can also result in disrespectful behaviour towards the local community and religious traditions. Visitors may not always adhere to local customs and traditions, which can lead to tension and conflict.
- **Economic Exploitation:** Finally, religious tourism can lead to economic exploitation. Local communities may not benefit from the tourism revenue generated by religious tourism, with profits instead going to large corporations and foreign investors. This can result in economic inequality and a lack of investment in local infrastructure and services.

- **Economic inequality:** Religious tourism can exacerbate economic inequality in destination countries, where profits from tourism are not distributed equally amongst the local population. This can create social tensions and resentment towards visitors.
- **Religious extremism:** In some cases, religious tourism can be used as a cover for extremist activities. This can create safety concerns for visitors and locals, and may lead to travel restrictions or even the closure of certain religious sites.
- **Cultural insensitivity:** Visitors to religious sites may not be aware of or sensitive to the cultural norms and traditions of the local community. This can lead to cultural misunderstandings and tensions, and may even be seen as disrespectful.
- **Overcrowding:** Popular religious sites can become overcrowded with visitors, especially during peak tourist seasons. This can lead to long wait times, difficulty accessing the site, and a less enjoyable experience for visitors.
- **Lack of infrastructure:** In some areas, religious sites may not have the necessary infrastructure to support large numbers of visitors, such as adequate transportation, accommodations, and facilities. This can create a challenging and uncomfortable experience for visitors.

### 1.3.2 Challenges Faced in Religious Tourism:

Religious tourism can be challenging due to various factors, including:

- Religious tourism can be a rewarding experience for travellers who are interested in exploring the historical and cultural significance of religious sites. However, there are several challenges that can arise in religious tourism, including:
  - **Language barriers:** Religious sites often have a deep cultural and linguistic history that can be difficult to understand without proper language skills. This can create barriers to communication between tourists and local guides or religious leaders.
  - **Cultural differences:** Religious tourism often involves visiting sites in countries with different cultural practices and traditions. It is important for tourists to be respectful of these differences and be aware of cultural norms and customs.
  - **Political instability:** Some religious sites are located in areas that may be politically unstable or have a high risk of terrorism or conflict. Tourists must take necessary precautions and stay informed about local safety concerns.
  - **Overcrowding:** Popular religious sites can become overcrowded during peak tourist season, making it difficult for tourists to fully enjoy the experience. Long lines and large crowds can also increase the risk of theft and other crimes.

- **Environmental impact:** large numbers of tourists visiting religious sites can have a significant impact on the environment, including damage to historical structures and natural habitats.
- **Ethics and cultural appropriation:** Some tourists may engage in unethical behaviour or cultural appropriation when visiting religious sites. This can include inappropriate clothing, disrespectful behaviour, or taking sacred objects as souvenirs.
- **Lack of accessibility:** Some religious sites may be located in remote or inaccessible areas, making it difficult for tourists with disabilities or mobility issues to visit. This can create a barrier to entry for some travellers who may miss out on the experience.
- **Religious conflicts:** In some cases, religious tourism can become a source of tension or conflict between different religious groups. This can be exacerbated by political or social issues, and can create an uncomfortable or unsafe environment for tourists.
- **Commercialization:** Some religious sites may have become overly commercialized, with souvenir shops and other tourist-focused businesses detracting from the spiritual or historical significance of the site. This can also lead to issues with over-tourism and environmental impact.
- **Misinformation:** In some cases, tourists may be misinformed or misinterpret the historical or cultural significance of a religious site. This can lead to misunderstandings or inappropriate behaviour, and can also impact the preservation of the site for future generations.
- **Cost:** Some religious sites may require significant expenses to visit, including transportation costs, admission fees, and accommodations. This can make religious tourism inaccessible to some travellers who cannot afford the expense.

### 1.3.3 TOP FAMOUS TEMPLE IN INDIA

#### **Vaishno Devi Temple, Jammu:**

It is situated in Karta town in the Reasi district of Jammu and Kashmir and one of the most revered temples in India and one of the unique ones too. Located at a height of 5,300 feet, it needs a long trek of about 12 km, to reach the temple situated at the peak. The trek is long and arduous but for those who are unable to walk that long distance, can take a pony ride or a palanquin or even a helicopter to reach the shrine. The temple is actually located in a cave and there is no statue here but three rock heads, called as pindies. Millions of visitors visit the **Vaishno** Devi temple every year. The temple is open throughout the year.

## **Kedarnath Temple, Uttarakhand**

Dedicated to lord Shiva, the **Kedarnath temple** which is located in the Himalayan ranges in the Garhwal district in Uttarakhand is one of the most sacred temples in India. This temple is believed to have been built by the Pandavas and is one of the oldest temples of the country. It takes a trek of 14 km to reach the temple on the hill. During winters, it gets very cold in the region and hence the temple is open only from April to November. During those months the temple is closed, the deity is taken to Ukhimath for worship. When the whole region was ravaged by floods, the Kedarnath temple remained unaffected and remains one of the main pilgrimage centres of India.

## **Shri Padmanabha Swamy Temple, Kerala**

Located in the capital city of the state, Thiruvananthapuram or earlier known as Trivandrum, Shri Padmanabha *Swamy* temple has a magnificent idol of lord Vishnu in the reclining position over Anantha or the five-hooded serpent. Also, the idol displays the three trinities, lord Brahma and lord Shiva, as the third deity is lord Vishnu himself. One can see that a lotus emerges from the navel of the idol, on which lord Brahma is seated. That is why, the lord is known as Padmanabha (Padma means lotus and Nabha means navel). On the idol's right palm, emerges Shiva Lingam. The temple is one of the most important Vishnu temples in the country.

## **Tirupati Balaji Temple, Andhra Pradesh**

The actual name of the temple is Tirumala Venkateshwara temple of Tirupati, in Andhra Pradesh. It is estimated that at least a lakh or more devotees visit the temple daily. It is located in Tirumala hills and is dedicated to lord Venkateshwara, an incarnation of lord Vishnu, also known as lord Balaji. The 'Brahmotsavam' festival is one of the most famous events of the temple held in September, which is attended by millions of devotees from all over the world. Offering own hair is a ritual here and hence many devotees, both male and female, get their head tonsured as an offering to the Lord. Ladoo's, a sweet, the prasadam or the offering of the temple is also as famous.

## **Sabarimala Temple-Kerala**

Located on the Western Ghat, the Sabarimala temple in Kerala is situated atop a mountain and surrounded by 18 hills and dense forests. It is also one of the largest annual pilgrimage centres in India and it is estimated that around 50 million or more devotees from all walks, religions, caste and creed visit the temple every year. The Sabarimala temple is dedicated to lord Ayyapan, the son of lord Shiva and Mohini, the female form of lord Vishnu. It is believed that it was on these hills that lord Ayyapan meditated after killing Manishi, a demoness who was

harassing the residents of the region. It was at the instance of lord Ayyapan, that his foster father, the king of the region built the temple at the spot. The temple is open only to men but women until the age of 10 and after 50 can visit. Devotees who visit the temple undertake a fast and abstain from alcohol and non-vegetarian food. The Sabarimala temple is open on January 14 on the occasion of Makar Sankranti and during the Mandala Pooja during the month of November-December. The temple is also open to devotees for a few days in the month of August.

### **Shirdi Sai Baba Temple-Maharashtra**

Built in the memory of Saint Sai Baba, **Shirdi** Sai Baba temple also houses the Samadhi of the saint. Located in a small town Shirdi in Maharashtra, it is one of the few temples in India which welcomes people from all faiths. Sai Baba preached unity and peace and his teachings are still listened to and read by devotees. One of the famous quotes of Sai Baba is 'Shraddha-sabre' which means faith and compassion. Thousands of devotees visit the temple daily to pay respect to one of the simplest and revered saints of the country.

### **Badrinath Temple- Uttarakhand**

Badrinath temple is one of the temples in Char Dham, the holy pilgrimage of Hindus. Located at a height of 10,170 feet, it is a long trek to reach the temple. Another interesting feature of Badrinath temple is its marvellous architecture, with stone façade, arches, and special rooftop

### **Dwarkadhish Temple-Gujarat**

One of the temples of Char Dham, the Dwarkadhish temple is one of the most revered pilgrimage centres in India. The temple is believed to be more than 2500 years old. Dedicated to lord Krishna, the temple consists of five stories and the amazing part of the structure is the presence of 72 pillars which provide the support. The Gomti creek flows beside the temple. The entry door is known as Swarga Dewar or the door to heaven and the exit door is called as Moksha Dewar or the door to liberation. There are 56 steps to reach the entry door. The idol of the deity is built in black marble and is decorated beautifully. The height of the idol is 2.25 feet. It is one of the most famous Krishna temples in India and definitely a must-visit not just for ardent devotees but anyone with interest in spirituality. The temple is open in the morning and evening but closed in the afternoon

## **Kashi Vishwanath Temple-Uttar Pradesh**

Kashi Vishwanath temple is definitely one of the holiest and oldest temples in India. Dedicated to lord Shiva, it is built on the banks of Ganga and is located in the city of Kashi in Varanasi in Uttar Pradesh. It is one of the 12 Jyotirlingas in the country and hence has special significance for Hindus. It is believed that devotees who after bathing in the Ganges, visit the temple and offer prayers achieve Moksha or attain salvation. The temple has a huge Shivalinga, which is about 60 cm tall and 90 cm wide.

## **Shri Jagannatha Temple- Odisha**

Shri Jagannatha temple is another famous temple not just in Odisha but in the entire country and the world. It is situated in the district of Puri in Odisha. It is one of the most revered religious sites of Hindus, as it is one of the temples of Char Dham, or the sacred pilgrimage to four temples in the country. The temple is dedicated to lord Jagannath or lord Krishna and also houses lord Balabhadra and Subhadra. The annual Rath Yatra during which the three deities are believed to ride the chariot, is the most important festival of the temple, which is attended by lakhs of devotees from all over the world. Only Hindus are allowed inside the temple.

### **1.3.4 TOP FAMOUS TEMPLES IN TAMIL NADU**

#### **Ramanathaswamy Temple-Tamil Nadu**

Ramanathaswamy temple is one of the temples included in the holy Char Dham and is located in Rameswaram, a small island in Tamil Nadu. It is sacred because it is believed that it was here lord Rama and Sita first reached after defeating Ravana, who had abducted Sita. There are two Shiva Lingams here, one is the Ramalingam and the other is the Vishwa lingam. The Ramalingam was made by Sita and the other lingam was brought here by lord Hanuman. It has amazing architecture and the longest corridor. It is also one of the 12 Jyotirlingas of the country, hence the temple has special significance and is visited by lakhs of devotees daily.

#### **Meenakshi Temple -Tamil Nadu**

Located in the town of Madurai in Tamil Nadu, the Meenakshi temple is an architectural marvel and one of the most famous temples of south India. It is dedicated to goddess Meenakshi or goddess Parvati and her husband, lord Shiva. The unique features of the temple are its 14 gopurams, thousand pillars, a golden vimana over the sanctum and around 33,000 sculptures. The temple is also one of the largest in terms of size as it is spread around.

## **Brihadeeswarar Temple -Thanjavur**

This is a big temple dedicated to the worship of Lord Shiva. It was built in the 11<sup>th</sup> century AD and showcases grand architectural styles of the Chola Kings. This is a UNESCO World Heritage Site and has a Vimana or tower that goes up to 216 ft. This is reportedly the tallest across the globe and the Kamba on top of the tower weighs a massive 80 tonnes and is made from a single granite block.

## **Thella Murugan Temple -Thiruchendur**

Nataraja Temple is one of the most important shrines of Lord Shiva which is located in the town of Chidambaram. Chidambaram temple is among the five Pancha Bootha Sthalams that represents one of the five classical elements and the temple complex is spread across 40 acres in the centre of the city.

Thiruchendur Murugan Temple is among the most visited temple complex in southern India and it is devoted to Lord Murugan. The temple is also among of the richest temples of Tamil Nadu and the largest temple complexes with respect to the area in India.

## **Kapaleeswarar Temple -Mylapore**

The Kapaleeswarar Temple is popularly known to be one of the oldest temples in south Indian history. It is situated in Mylapore, Chennai. The shrine of Lord Shiva is the sole specialty of the temple. This temple was constructed by the Pallavas. Arubathimoovar festival is celebrated grandly in this temple during the months of March – April.

## **Arulmigu Arunachaleshwara Temple -Tiruvannamalai**

Arulmigu Arunachaleshwara temple is situated in Tiruvannamalai. The main God worshipped in this place is Lord Shiva. This temple is believed to be the largest temple that is devoted to Lord Shiva. Karthikey deepam is one of the famous festivals that is celebrated in Arunachaleshwara temple.

## **Kamakshi Amman Temple -Kanchipuram**

Kamakshi Amman Temple is a popular Hindu temple which is dedicated to Kamakshi and is situated in the historic city of Kanchipuram. Goddess Kamakshi is one of the disguises of the goddess Parvati. It is very famous among devotees and every year the temple is flocked with devotees offering prayer.

## **Palani Murugan Temple -Palani**

Palani Murugan Temple is among the six abodes of Lord Murugan in India that is situated at foot-hills of the Palani hills in Dindigul. Arulmigu Dhandayuthapani Swamy Temple is the most famous Murugan temples in India and is frequently visited by a lot of devotees.

### **1.4 PLACE OF STUDY**

#### **1.4.1 THIRUCHENDUR TEMPLE**

Thiruchendur Temple is one of the most esteemed religious places of south India. Located right on the beach of Tuticorin District, it attracts millions of devotees over the year paying respect to the in-house deity of Lord Murugan, the Tamil version of Lord Kartikeya. The temple has a very interesting history rooted in the legend of Lord Murugan's first battle, which was also the purpose of his birth. The temple hosts a number of festivals throughout the year when devotees can make offerings to the god, the most important and popular one being Skanda festival during October-November marking the victory in the battle of Thiruchendur. It is one of the few temples in India which has various forms and avatars of both Lord Vishnu and Lord Shiva together. Being located within 200 metres of the sea, it is a miracle that the temple premise is never flooded - not even during the Tsunami.

#### **1.4.2 HISTORY OF SUBRAMANIYA SWAMY TEMPLE – THIRUCHENDUR**

As described in the Skanda Purana, the demon king Sripada, blessed with Shiva's boon that none but his son can kill him, unleashed torture over everyone living. Devastated, the gods begged Lord Shiva to save them. This led to the birth of Lord Murugan - born of fire sparks and brought up by the goddess of earth. At a battle at Thiruchendur at Tuticorin, he defeated Sripada and killed him, and after that worshipped his Lord father, Shiva at this very spot.

Defeating him was the holy purpose of Kartikeya's birth. He went on to become the commander of war for the gods' armies. He defeated the demon's armies and pinned him up to a tree with his spear. From the broken spear emerged a cock and a peacock, whom he took on his banner and as his vahana. Before and after the war, he camped at the seashore by the Bay of Bengal, and after the war was over, he desired to worship his lord father and ask for his blessings. Hence, Mayan the architect built a shrine where the temple now stands. It is one of the six abodes of Lord Murugan in Tamil Nadu and the only one to be located at the seaside. The other five are situated in Thiruthani, Swamimalai, Palani, Pazhamudircholai, Thirupparankunram, but all of them are atop hills.

### **1.4.3 ARCHITECTURE OF THIRUCHENDUR TEMPLE:**

Originally believed to be a stone structure cut out of the hills, in later years it was renovated and rebuilt with granite. The locally found red sandstone was used for the foundation of the temple, from which the place gets the name 'Senthur' meaning red region.

The Raja Gopuram - the very ornate and main doorway of any South Indian temple which acts as an entrance into the temple premise is situated on the western side. The nine-storeyed, 137 feet long and 90 feet wide elaborate structure called Mela Gopuram rises over everything else into the sky of Thiruchendur. This gate is only used during festivals. The main entrance

is the southern gate called Shanmukha Vilasa. The main sanctum sanctorum of the temple is the home to the deity of Lord Murugan in a standing posture alongside Shivalinga, which is a throwback to the legend of the Lord worshipping his father in this place. Before the main sanctum, in the first corridor, there are shrines, caves and temples dedicated towards his consorts Vali and Deivanai, local hunter king Dattatreya and many deities of Shiva and Vishnu like Nataraj, Kashi Vishwanath and Shankar Narayana.

### **1.4.4 FESTIVALS CELEBRATED IN THIRUCHENDUR TEMPLE:**

#### **Masi and Avani Festivals:**

Twice a year, the temple brahmotsavams are held for 12 long days. Masi is held during February-March and Avani is held during August-September. In both the festivals, the Lord's deity is taken out during the 7th, 8th and 9th day and housed in the Shanmukha Vilasa Mandapam for all the devotees to have a glimpse and pay respects. On the 10th day, the deity is taken out for a procession of temple cars into the city. In the Avani festival, only two cars are there, whereas in Masi all three of them are out. The Theppam floating takes place on the 11th day of the Masi festival. People come in hundreds and thousands to celebrate these festivals in the temple and have a view of the Lord.

#### **Vasant Festival:**

In the month of Chittirai (April-May), the ten days long Vasant festival takes place in the temple. The deity of Murugan and his consorts Valli and Deivanai are taken out of their respective sanctums and placed in the Vasanta Mantap for the gathered devotees to view offer prayers.

## **Vikas Visagam:**

On the Visakam day, Special Abishegam for Lord Shanmugam is performed and during the night time, the procession of the lord and his consorts takes place. It is usually held in the month of May-June.

## **Skanda Sasti Festival:**

Held during October-November for 7 days, this festival marks the defeat of the demon king Sripada in the hands of Murugan. Devotees gather in lakhs during this main festival of the temple. On the sixth day, Surasamharam, a folk-dance representation of the battle between the two is enacted for the devotees. On the seventh, the wedding between Murugan and Deivanai is celebrated.

## **1.4.5 FACTS OF THIRUCHENDUR TEMPLE:**

- In Tamil Nadu, most of the temples are constructed by kings, but this temple was constructed by saints. According to local mythology, this temple has Nine Teertha's. bathing in any of these Teertha is believed to bring magical benefits to the devotees.
- The Thiruchendur Murugan temple is the only temple for Lord Murugan Located near the sea. This temple is located just 200 meters from the seashore.
- The Dutch East India Company occupied the temple during the period of 1646 to 1648, when leaving the temple, they looted everything including the idol of Lord Murugan. They thought that the idol was made of gold, but the idol of Lord Murugan was made of Panchalagam. During their voyage, they face a severe storm. Realising their mistake, they dropped the idol in the sea and escaped from the storm. Later, Lord Murugan came in the dream of his devotee named Vadamaliyappa Pillai and informed the location of the idol and then the idol was recovered from the sea.
- The Raja Gopuram was built over three hundred years ago by Sri Desikamoorthi swami. The Raja gopuram of the Thiruchendur Temple is 150 feet high with nine tiers.
- When the Indian Ocean Tsunami hit the Coast of Tamil Nadu on December 26, 2004. It destroyed everything around the temple except this ancient site.
- Lord Murugan created the well called Nala Kilaru by his spear to quench the thirst of his followers while fighting with Surapadman and other demons.
- According to Hindu temples, this is the only Murugan temple where the Raja Gopuram is located at the west gate without an east gate.
- The Gopuram is higher than the pedestals of Lord Murugan and it is always covered. This door will be opened during the "Kanda Shasti" festival. Devotees will not be allowed through that gate.

- Lord Murugan was called “Jayanthi Naathar” because he defeated Sorapadman. After a while this name become Thirujeyenthipuram over time it became “Thiruchendur”.

#### **1.4.6 HOW TO REACH THIRUCHENDUR TEMPLE**

The temple is located at a distance of 60 kilometres south-east of Tirunelveli, 40 kilometres from Tuticorin and 75 kilometres north-east of Kanyakumari. Thiruchendur is well connected with many major cities across South India. Thoothukudi Railway Station is the nearest station to the temple at a distance of around 42 kilometres. The nearest airport is at Madurai around 99 kilometres away.

#### **1.6 OBJECTIVES:**

- To analysis the demographic profile of tourists visiting the Thiruchendur Temple and their level of satisfaction
- To understand the service quality of tourist satisfaction on Thiruchendur temple.
- To identify the factors affecting tourist satisfaction at Thiruchendur Temple
- To suggest that effective measure to achieve tourist satisfaction on Thiruchendur temples

#### **1.7 SCOPE OF STUDY:**

The study mainly focuses on understanding the importance of religious tourism in tourism industry. Tourism industry can be linked with any way directly or indirectly. Religious tourism plays a key role in tourism industry over the world. In this study main focus is on analysing the tourist satisfaction on selected religious site in Thiruchendur. It also reveals the preference, needs and satisfaction of tourists regarding the sites. This helps to know whether the existing product of service they are offering are really satisfying the tourist.

#### **1.8 LIMITATION OF THE STUDY**

- The Research was done in short span of time with a limited sample size.
- Due to the confidentiality of some information was accurate response and some information was not revealed by some of the respondent.
- Respondent had marked the questionnaire which may be socially irrespective of their actual feeling c cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.

## **1.9 CHAPTERISATION:**

The following chapter and content analysis will be applicable to the research study:

### **Chapter-1 Introduction:**

- In this chapter a holistic perspective is provided of the proposed research. The chapter provides brief introduction about Tourism, Components of Tourism, Introduction on Religious Tourism, Place of Study, Objectives of the study, Scope of study, Research limitations.

### **Chapter -2 Review of Literature:**

- In this chapter review literature is on Tourist satisfaction in Thiruchendur temple.

### **Chapter-3 -Research Methodology:**

- In this chapter, it provides the discussion on how the study is conducted and its description by using research design, Data collection method, Research instrument, Sampling design, Tools used for analysis - (Percentage analysis, descriptive statistics, Chi-square test, KMO Bartlett test.)

### **Chapter-4 Analysis and Interpretations:**

- In this chapter, data is analysed in details and interpreted in terms of primary theme of the dissertations. The results of the analysis and its discussions are given to disclose the proposed problem.

### **Chapter -5 Finding and Suggestion, Conclusion**

- In this chapter the research is concluded. The finding of the study is summarized. It also proposes various suggestions and conclusion for effective on tourist satisfaction In Thiruchendur temple.



## **REVIEW OF LITRATURE**

## **CHAPTER -II**

### **REVIEW LITRATURE**

Review of literature is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated, and assimilated that work into the work at hand.

A literature review creates a "landscape" for the reader, giving her or him a full understanding of the developments in the field. This landscape informs the reader that the author has indeed assimilated all (or the vast majority of) previous, significant works in the field into her or his research

**Canny (2013)** The study attempted to investigate the relationship between the five dimensions of service quality on tourist satisfaction. Since, tourist satisfaction is considered to be a great predictor for future behavioural intentions in many natures of tourism destinations, the second purpose of this study was to investigate the relationship between tourist satisfactions on future behavioural intentions. This study was examined using Seroquel model and analysed with multiple regression analysis. This field research was conducted on 28–31 May 2012 at the Borobudur temple, Magellan, Central Java Indonesia. The model was tested using data collected from 200 domestic local tourists. The findings of this study showed that service quality had significant positive relationship with tourist satisfaction. While the study was revealed that positive relationship also occurs between tourist satisfaction on future behavioural intentions.

**Yang hangs Yu (2023)** The study mainly focused on the effect of tourist perceived value on tourist satisfaction and behaviour intention; the relationship between tourist perceived value and life satisfaction in religious tourism has been overlooked. This study aims to examine the link between tourist perceived value and life satisfaction and whether tourist satisfaction can play a mediating role in the process, specifically in the context of Chinese religious tourism. Data on Buddhist temple tours in China were collected through surveys, semi-structured interviews were conducted to gain the construct of the Buddhist tourist perceived value and regression analyses were used to test the study's hypotheses. We developed and tested a scale of measurement of Buddhist tourist perceived value through 21 items grouped into seven dimensions: quality, price, emotional value, social

value, educational value, physical attributes, and nonphysical attributes. Results from 537 tourists revealed that tourist perceived value is positively related to life satisfaction, and tourist satisfaction plays a mediating role in the relationship between perceived value and life satisfaction. Findings of this study provide a Buddhism-specific perspective for tourist perceived value.

**Shachi Yadav. (2010)** The aims of the study to explored the impact of socio-cultural factors on pilgrimage tourism at Lotus Temple. This investigates the relationship of sociocultural factors with the satisfaction level of tourists. Based on questionnaire analysis from 196 respondents. The research approach is a mixed method comprising exploratory and descriptive research. The paper discusses the strengths of the Lotus Temple and challenges faced by the tourists. It was found that travel motivations differ between foreign and domestic tourists. It also demonstrates that socio cultural factors have a bearing on the overall satisfaction of tourists. The results have implications for the development of a structured approach, to create a superior experience of the tourist at the Lotus Temple. The level of satisfaction and perception of socio-cultural factors are critical issues, in making the pilgrimage an attractive tourist destination. This study illustrates that, the tourist's perception of socio-cultural factors plays a significant role on tourist satisfaction.

**Fahmi Prihantoro (2019)** Done his study at Sunan Muria Tomb, Kudus, Central Java related to the satisfaction of tourists on the limited accessibility which is one of the four components that must be owned by a tourist destination according to Cooper, et.al. (1993), in addition to attractions, amenities, and ancillary service. This research uses descriptive qualitative method and phenomenological approach. Methods of data collection with field observation, in-depth interviews and literature study. The results of this study indicate that access to the tomb of Sunan Muria, both with the stairs and motorcycle taxi is still far from feasible. The stairs are not flat because it is made of stone times, quite steep and there is no cover on so if the rain down the stairs become muddy and slippery. Although there is motorcycle taxi service, but the level of security is also low. This destination for tourists still has interesting attractions as pilgrimage destination with adequate amenities (food stalls and lodgings) and ancillary service from the YM2SM or Sunan Muria foundation and the Tourism Office of Kudus District Government, although accessibility is very problematic. All the visitors complained about this, but that did not dampen interest for a return visit. This is an anomaly in the Sunan Muria pilgrimage destination.

**Thowayeb H. Hassan (2022)** identified the impact of satisfaction with the provided services (food quality, transportation, accommodation, medical services and the religious guidance) on the spiritual experience of religious tourists, as well as the potential moderating role of pilgrims' demographic characteristics on the relationship between service satisfaction and experience. A structured survey was distributed among the domestic pilgrims in Mecca, Saudi Arabia who performed Hajj under the control of three licensed agencies. Results showed that the satisfaction with transportation services and religious guidance were independent antecedent predictors of the spiritual experience. Furthermore, pilgrims' age had significantly moderated the relationship between satisfaction with medical services and experience. National authorities can effectively improve the spiritual experience by providing comfortable means of transportation and reliable religious scholars to guide the pilgrims at different sacred destinations.

**Ravi Bhushan Kumar (2015)** aimed to evaluate expectation and satisfaction of Hindu pilgrims at Naina Devi Shrine situated in the north-western Indian state Himachal Pradesh. This has been done following the Expectancy Disconfirmation Theory. There are twenty attributes under eight different aspects selected for the measurement of expectation and satisfaction of pilgrims. It is revealed that out of twenty attributes, eleven attributes emerge at the 'satisfied' level, five at the 'indifferent' and four at the 'dissatisfied'. The overall satisfaction levels of visitors were at moderate levels although the possibility of revisiting the destinations is low, recommending the destinations to others was high. The result of the study emphasized the necessity of improving appropriate entertainment activities, upgrading the cleanliness hygiene and sanitation situation and reconstructing the prices charged for accommodation and souvenirs items which leading to the destinations in order to enhance the satisfaction of pilgrims. The findings of this research may be useful in developing policy and undertaking promotional measures for intensifying pilgrimage tourism sector in the area.

**Ardiwansyah Nangong (2018)** Studied that tourism and pilgrimage is still less prominent in Indonesia amid the large potential market segment in this business. The main purpose of this study to explore the effect of experience and religiosity on the satisfaction of pilgrims in religious tourism since the impact of religious tourism can vary based on level of religious experience of adherents. The quantitative approach conducted through distributing questionnaires to 125 people who are Umrah pilgrims. The study findings show a significant role of experience and religiosity to increase pilgrim satisfaction on the journey of Umrah. This study also highlights the implications in the context of religious tourism that the role of personal values and tourist behaviour is very substantial. Motivation that is spiritually has a bigger impact than emotional experiences in fulfilling the expectations of pilgrims on religious sites. The results study indicates necessary matters in creating satisfaction in religious tourism while still combining profane and spiritual aspects.

**Ann Suwaree Ashton (2018)** Researched to investigate how spiritual retreat tourism influences tourist satisfaction and intention to revisit a destination. A quantitative approach was employed and a self-administered survey was used to collect data. A multiple regression analysis was used to analyze data. The results revealed that push factors including novelty, relaxation, transcendence, self-esteem, physical appearance and escape influence spiritual retreat tourist satisfaction; while pull factors, especially authentic experiences, natural settings, peaceful atmosphere, far from the usual places and historical significance, influence spiritual retreat tourist satisfaction, in turn leading to intention to revisit the same destination.

**Nora Zulivianti (2022)** Aimed to investigate the influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations in West Sumatra. The environmental factor is perceived environmental value. Meanwhile, non-environmental factors are halal-friendly destination performance, sustainability tourism development, and halal destination image. The survey was conducted by distributing questionnaires to 690 respondents who visited halal tourism destinations in West Sumatra. It was analysed by using the Structural Equation Modelling The results indicate environmental factors (perceived environmental values and non-environmental factors halal-friendly destination performance, sustainable tourism development, and halal destination image influence tourist satisfaction. Moreover, sustainability tourism development mediates the effect of perceived environmental value on tourist satisfaction. However, sustainability tourism development does not mediate the effect of halal-friendly destination performance on tourist satisfaction. Meanwhile, the halal destination image does not moderate the effect of sustainability tourism development on satisfaction. Thus, our research can be used as a reference for tourist destination managers to increase tourist satisfaction by maintaining and managing the tourist destination environment properly.

**Fatikha Rizdiana Dewi (2022)** Prambanan temple which is located on the border of Yogyakarta and Central Java. To analyze the effect of experience quality, perceived value and satisfaction on behavioural intentions in Yogyakarta tourism This research is a kind of quantitative research conducted by the survey. Data collection techniques used in this study by questionnaire. Sample of this study was prambanan temple tourist and fulfil the criteria by the researchers. The number of respondents used in this study were 179 respondents. Sampling technique used is non probability sampling with purposive sampling method. The data analysis in this study were descriptive statistics and SEM (structural Equation modelling. The results of this study showed overall the hypotheses proposed in this study has a significant and positive influence. For indirect effects, perceived value in this study does not mediate the relationship between experience quality and satisfaction.

**Sheikh Majedul Huq (2021)** Identified influential factors in visitors' satisfaction with the Kantanagar Temple as a tourist destination and explore the level of satisfaction An Exploratory Factor Analysis has been used to determine the influential factors of satisfaction. We performed an exhaustive review of the data to identify the top ten variables that affect visitors' satisfaction with the destination. Destination Attraction, Environmental Favourability, Tourism Infrastructure and ICT, Service Provider Attitude, Safety and Security, Quality of Services, Transportation Facilities, Access to Local Lifestyle, Food Attraction, and Service Cost are the most significant factors that directly influence variables on visitors' satisfaction, such as attractive historical and archaeological, safety and security, tourism infrastructure Many of these can be found in the temple. As a result, the government should conserve various archaeological sites in order to attract visit Agencies are required by law to present and run campaigns at regular intervals in order to increase visitor trust.

**Sujay Vikram Singh (2018)** This paper attempted to analyse visitor satisfaction by using Importance Performance analysis in the city Varanasi. The study will select a set of components of visiting the attractions experience that affects visitor satisfaction at a destination through mixed methodology by interviews and structured non-disguised questionnaire in the study. The study would help the administration, Destination Marketing Organisations, Travel agencies of Varanasi to identify tourist needs and wants and thus improving their quality of Services. The benefits will be increased manifolds for business, the government and the communities

**Anusha Pai (2013)** Studied the pilgrim satisfaction at Udupi Sri Krishna Mutt to capture their perception, preferences and satisfaction with various services and facilities available in Udupi and to measure the level of satisfaction with respect to transportation facilities in the temple town, Darshan /seva availability,accommodation, information and communication, Prasadam availability of souvenirs and behaviour of local vendors The least important factor as perceived by the pilgrims was Shopping and Tourism Services. Practically,it may not be possible to provide highly personalized services to the all the tourists, however, better care could beand must be taken to make the pilgrim experience more divine and cherishing.

**Nuria Huene Alcoser (2019)** Focused on a heritage destination of an archaeological nature, and is aimed at analysing the profile of the cultural tourist level of satisfaction after visiting the site. Information was collected using a closed questionnaire given to tourists. An analysis has been used to determine the relationship between socio demographic characteristics and satisfaction, with significant results found in relation to gender and income level. This has helped to highlight what underlies the differences in tourists' post-visit satisfaction. These analyses

have provided information that can be used in the planning of future sustainable tourism marketing strategies; thus, this study provides some recommendations on how to improve the provision of services and the management of these types of heritage elements.

**Tao Zhang (2016)** Researched Tourist satisfaction on Chaoshan area, a special place located in the southeast of Guangdong province in China, relationship between religious tourists' motivation, satisfaction and behavioural intention. The study showed that the different social backgrounds of tourists' form diverse cognition and experiences about religious tourism, and their motivations, satisfaction and behavioural intention as tourists vary. Tourists' motivation and satisfaction has a positive phase relation. Tourists' motivation with satisfaction as the intervening variable also has a positive phase effect on tourists' behaviour intention. The result shows that religious tourists' motivations include experiencing a religious atmosphere, and having a rest and recreation. It also shows that religious tourists want to travel with their family members and friends. While traveling, religious tourists like to talk with Buddhist monks or nuns. Compared to other tourism types, religious tourists have higher expectations about temple environment, traveling experience, peripheral service and temple management.

**Meghna Verma (2019)** Focused on to demarcate the antecedents of tourist satisfaction religious tourism and its impact on their event loyalty. To evaluate these attributes, survey was done in the kumbha Mela area and data was collected using structured questionnaire. A random sampling technique is followed for data collection, and 2326 samples are considered for final analysis. The hypothesized relationships were tested by considering the case study of Kumbh Mela held at Ujjain, India in 2016. Factor analysis followed by structural equation modelling (SEM) technique is used to examine these hypothesized relationships. The results obtained from SEM signifies that given the perceived motivation, service quality and safety levels are fulfilled, pilgrims in a religious gathering are more likely to feel satisfied with their visit and presumably show a positive intent to revisit or recommend others to experience Kumbh Mela. The empirical findings provide essential insights regarding enriching visitor's experience; which can be of interest to event managers and planners of such mega religious gathering.

**Ying Kai Liao (2021)** Aimed to develop the destination consumption-customer attitude model to explain tourist travel satisfaction and revisit intention with the moderating effect of religious involvement. Data were collected using a survey questionnaire. Respondents of 392 tourists who visited four major Buddhist monasteries in Taiwan have been analyzed, and research hypotheses were assessed by employing partial linear square structural equation modelling. The findings revealed that destination consumption has positive and significant effects on rational attitude and emotional attitude toward revisiting a destination, which further facilitates travel satisfaction and revisit intentions, this study supported the moderating role of religious involvement on the

influence of national and emotional attitude and travel satisfaction on revisit intention. The results emphasized that symbolic experiential and functional consumption of a certain religious destination will significantly influence the rational and emotional attitudes toward revisiting the same destination. and suggested that destination marketer should design a tourist's destination consumption based on not only functional factors but also symbolic factors such as self-concept, lifestyle, and destination and experiential factors such as entertainment, joy, pleasure, escape. Since the issues of destination consumption were still subject to further validation, this study provided an important reference for destination marketing to develop marketing strategies.

**Hao Zhang (2018).** Aimed to identify the relationship among the following factors: cross-cultural awareness, tourist experience, authenticity, tourist satisfaction, and acculturation. It also sought to determine what role that tourist activities play in acculturation. to provide a feasibility plan for the effective management, protection, and sustainable development of World Cultural Heritage Sites. We chose Chinese in Korea immigrants, workers, and international students) who visited the historic villages of Korea Hahne and Yang Yong used as the research object, and used 430 questionnaires for analysis. The confirmatory factor analysis and structural equation model were used to verify proposed hypotheses. The results showed that Chinese in Korea, who have higher cultural awareness, had more interests in objective authenticity , historical traditions, cultural heritage, and architecture of world heritage sites; Chinese in Korea could feel and appreciate the true value of traditional culture through tourist experience; The objective authenticity and existential authenticity have a positive effect on tourist satisfaction; and, Higher tourist satisfaction could effectively promote cultural integration and assimilation, and prevent cultural separation and marginalization.

**Anil Verma (2017)** examined the effect of historical nostalgia generated during the trip to a cultural heritage site on destination loyalty intention of the heritage tourists through perceived value and satisfaction. A survey was conducted at one of the world cultural heritage sites Mahabalipuram, India. A conceptual model was developed and the hypotheses were tested using structural equation modelling technique. The results revealed that the historical nostalgia had a significant positive effect on the perceived value, satisfaction and tourists' destination loyalty intention. The paper contributes to the tourism studies by revealing the antecedent role of historical nostalgia and suggests tourism managers to use historical monuments and structures to evoke historical nostalgia in order to attract heritage tourists.

**Joyce K. Joseph (2020)** analysed devotee satisfaction according to their demographic profile and identifies key factors that affect the overall satisfaction of pilgrims visiting the temple at the Sabarimala mass gathering destination. A total of 526 visitors were contacted with a pre structured, field tested questionnaire. This was

analysed using the Statistical Package for Social Sciences. Factor analysis, regression analysis and two-step cluster analysis were used to elucidate satisfaction parameters. The identified factor groupings for pilgrim satisfaction at Sabarimala destination are food and accommodation, safety and security, health and sanitation, ecology and environment and communication and transportation. From the analysis of various results of the present study, it is evident that the mass pilgrimage of Sabarimala destination exhibits the signs of a secular experience and its visitors are mainly motivated by spiritual aspects.

**Valentina Della Corte (2015)** investigated the main elements that can influence customer satisfaction in tourist services, with specific reference to tourism industry. The importance of this topic resides in the fact that tourists' positive experiences of service, products, and other resources provided by tourism destinations can produce customer retention as well as positive word-of-mouth. Indeed, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. Thus, information about tourists' loyalty is important to destination marketers and managers in order to sustain destination attractiveness. This paper aims to identify the print caplet competitive strategies that the variety of stakeholders, cooperating together in a destination, has to implement in order to increase tourist satisfaction and loyalty. In order to study the link between destination attributes and tourist satisfaction, the paper collects cross-sectional data via questionnaire, from May 2012 to May 2013. The adopted approach allows to individuate the factors that can influence tourist satisfaction, their (positive or negative) direction and their magnitude. This paper uses 14 tourist satisfaction indicators in order to measure the global satisfaction. Furthermore, this study allows to identify the current strengths and weaknesses of the tourist offer. In particular, the study paid attention to the phase of service delivery since it is the time when customer satisfaction is generated. From this study, it comes out that tourist satisfaction depends on a complex process where the role of each actor is fundamental and it must be in tune with all the other ones. Findings show that tourists visiting Naples are not completely satisfied, supporting that Naples has not a clear destination image.

**Pablo Juan Cárdenas-García (2016)** Researched Tourist Satisfaction is an excellent predictor of tourist behaviour, often used in marketing and destination management. This paper analyses the extent to which tourist satisfaction influences tourism expenditure at the destination using a gamma regression model, based on the information obtained from 2967 surveys conducted in 14 emerging urban cultural destinations in Andalusia, Spain. The results obtained show that there is indeed a correlation between tourist satisfaction and tourism expenditure at the destination, and guide the implementation of specific policies by stakeholders in these destinations, in order to increase the economic impact generated by this activity.

**Sangjae Lee (2011)** Examined the causal relationship between tourist expectations, tourist motivations, tour quality, tourist satisfaction, tourist complaints and tourist loyalty of Chinese tourists in the Republic of Korea using path analysis. It was found that tourist expectations have a negative effect on the perceived experiential quality of the tour, yet tourist motivation has a positive effect on the perceived tour quality. In turn, the perceived tour quality has a positive effect on tourist satisfaction. Similarly, there is an inverse relationship between satisfaction and tourist complaints, and a positive relationship exists between satisfaction and loyalty. Equally, the higher is the number of complaints, the lower are the loyalty levels. These results will provide potential guidelines for inbound tour agents who plan to attract Chinese tourists to Korea and enable them to formulate appropriate strategies. This study also seeks to contribute to conceptual and policy formation by understanding the determinants of tourist satisfaction and loyalty.

**Nur hayati (2017)** This study aimed to analyze the influence of the service quality of tourism (attractions, facilities and service, accessibility) to customer satisfaction. Results of previous studies show that the quality of tourism services to the satisfaction of tourists there is a significant positive effect on the result, but there is also a significant negative effect, then the problems that need to be investigated are: Do accessibility, facilities and services, the attraction of tourism has a positive and significant impact on tourist satisfaction at Bali travel destinations in Bandung, Indonesia.

**Prabha ramseook – monuron (2015)** Investigated Tourists' perceptions of destination image, perceived value, tourist satisfaction and loyalty are vital for successful destination marketing. The aim of the study was to investigate the relationship among destination image and perceived value and to empirically test the constructs that are likely to influence tourist satisfaction, which in turn affect tourist loyalty. The conceptual model was developed on the basis of existing theoretical and empirical research in the fields of marketing and tourism. The empirical data was collected in an island were drawn based on the study findings, and recommendations for future researchers were made tourism destination - Mauritius. A total of 370 questionnaires were returned and the data were analysed using Structural Equation Modelling. The theoretical and managerial implications.

**Rajulbalmukund mistry (2018)** examined the tourists' satisfaction in relation with the destination attributes importance. A descriptive research design & survey method was adopted for the study. For sampling, convenience & snowball techniques were used & the total sample size was 385 tourists visiting Gujarat. Structured questionnaire was used as an instrument. The Research specifies that destination attributes importance has significant influence on the tourists' satisfaction. It also indicates the dimensions of destination attributes that

tourists consider important while deciding their trip to Gujarat. They are: tourist attractions and benefits sought, on-site management factors, accessibility and socio-cultural factors of the destination.

**R Rajesh (2013)** This study analysed components, attributes, factor influencing the destination image and examine the tourist satisfaction and determinants of destination loyalty. This is a conceptual paper attempts at evaluating recent empirical on destination image, tourist satisfaction and loyalty. The conceptual framework model is developed on the basis of existing theoretical and empirical research in the field of destination marketing. The models include four constructs. Tourist Perception constructs has been influenced by factors like Historical and Cultural Attractions, Destination Affordability, Travel Environment, Natural Attractions, Entertainments and Infrastructure. Destination image construct has been influenced by factors like Infrastructure & Facilities, Heritage Attractions, Natural Made Attractions, Destination Safety & Cleanness, Friendly Local Community & Clam Atmosphere, Rejuvenation and Service Price and Affordability. The satisfaction construct has been influenced by factors like Entertainments, Destination Attractions and Atmosphere, Accommodation, Food, Transportation Services and Shopping. The destination loyalty construct has influenced by intentions to revisit, word of mouth promotion and recommending to others. The earlier study result reveals that tourist perception, destination image and tourist satisfaction directly influence destination loyalty. The outcomes of the study have significant managerial implications for destination marketing managers.

**Sonali Tirith Gaikwad (2020)** Aimed at destination loyalty of the tourists based on their satisfaction at the world heritage site of Ellora caves. The sampling group of the study consisted of 60 tourists who visited Ellora Caves in July 2019. Pearson correlation analysis was applied for data analysis. The study concluded that there was a positive and strong affiliation between tourist satisfaction and destination loyalty. Constructive suggestions like adherence of strict rules & regulations and quality training programmes for service providers were given to improve tourist's delight at Ellora Caves. The suggestions given are applicable for destination planners, and tourism authorities for future revisit

**Miguel Jesús Medina-Viruel (2019)** analyzed the motivation and satisfaction of tourists who visit the monumental ensembles of the World Heritage cities of Úbeda and Baeza Spain. To do so and to identify the types of tourists who visit this site, a segmentation was conducted of the emotional perception and cultural motivations of each tourist. The results highlight the existence of a common cultural identity among the tourists from nearby—the identity of the Andalusian Renaissance—and suggest a high level of satisfaction among tourists with a primarily cultural motivation for visiting the destination.

**Jin Huh (2021)** Attempted to investigate the relationship between cultural/heritage destination attributes and overall satisfaction, and to identify the difference in the overall satisfaction of tourists in terms of selected demographic and travel behaviour characteristics. The expectancy-disconfirmation theory provided a conceptual framework for this study. This theory holds that consumer first form expectations of products or service performance prior to purchasing or use. The study area for this study was Virginia Historic Triangle and indicate that there is a relationship between destination attributes and overall satisfaction with cultural/heritage experience.

**Tonga Zhang (2021)** The main aim of this study identified whether tourism commercialization can positively impact tourists' perceived authenticity and tourist satisfaction in the context of cultural heritage tourism. We divide tourism authenticity into objective authenticity, constructive authenticity, existential authenticity and postmodern authenticity and propose a relationship model of tourism commercialization, the four authenticities, tourist satisfaction and loyalty. A survey was conducted in Lang Zhong Ancient City, a representative millennium-old county in China. A total of 618 valid domestic tourist questionnaires were collected. The partial least squares structural equation modelling (PLS-SEM) suitable for theory development was used for the conceptual model validation. The results indicate that tourism commercialization positively affects objective, constructive, existential and postmodern authenticity and tourist satisfaction; the four authenticities positively affect tourist satisfaction, while only objective and existential authenticity and tourist satisfaction positively affect tourist loyalty.

**Maximilian F (2019)** Focused on the assessment of tourist satisfaction in cultural heritage tourism destinations in Zanzibar Stone Town, UNESCO's World Heritage site; in terms of tourist emotional satisfaction, tourist touching loyalty, tourist satisfaction with the tourism destination attributes and tourist willingness to revisit tourism destinations. This study is chosen, because many studies on cultural heritage resources in Tanzania have, until recently, concentrated on the archaeology, management and conservation of the heritage, leaving out issues of tourist satisfaction. Data were collected through questionnaires and the sample size included 105 tourists who visited Zanzibar Stone Town in October and November, 2014. The findings show that overall satisfaction of tourists with Zanzibar Stone Town tourism destinations is high, among other things, because of the good quality and attributes of the site. The paper recommends that hygiene and sanitation of the town should be improved. It is also imperative that a quick maintenance of some sites, such as the House of Wonders Museum, be accomplished, in order to increase best tourist satisfaction with this vital UNESCO's World Heritage site.

**Sasirekha. K (2022)** Aimed at assessing the satisfaction level of tourists with the a difference in service quality, attributes of Mahabalipuram, and ensure their interest towards Responsible Tourist and encouraging Heritage Tourism in the destination. The study was conducted during April 2022 among 188 tourists from United

States of America, Europe, Australia and Asia. The gathered was analysed using SPSS software. Hypotheses 1: was set to test the significant between overall tourist satisfaction and destination amenities such as good accommodation, food quality, transport availability, sufficient shopping complex, and kindness of local natives, Hypothesis 2 was set to test the preference to be a responsible tourist and heritage tourism factors such as eco-friendly rooms, mode of transport, switching over to heritage tourism site to maintain nativity, local produce merchandise. Finally Hypothesis 3 was set to test the significant difference between preferences to become a responsible tourist towards heritage tourism development in Mahabalipuram., The survey conducted among the tourists' for this study very well proved that overall tourists and visitors are satisfied with the accommodation facilities, quality of food served in the hotels/resorts and restaurants, kindness native residents and plenty of shopping facilities and local produces available at the destination. While analysing on the aspects of tourists' interest towards Heritage Tourism in Mahabalipuram, the majority crowd of the tourists visiting Mahabalipuram wish to contribute towards Heritage tourism that can be considered by their preference to switch over to nearby optional tourism spot in order to sustain and uphold the capacity of the existing tourist destinations

## **RESEARCH METHODOLOGY**

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyse the data with selected theories. At last, the conclusion is drawn.

#### **Research Methodology**

Research methodology defined as the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studios inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover and answer the question through the application of scientific procedure. Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well-structured methodology concerning the research problem is devised.

#### **Definition**

According to Waltz & Bousel (1981) “Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships.

Kothari (2006) defines “Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem.

### **3.2 RESEARCH DESIGN:**

To start research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the 'research onion' respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analysing the data. Positivism is the philosophy which provides a natural science way to conduct the research. The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviours and purchasing decisions, a quantitative approach is used to analyse the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet- mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet- mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

### **3.3 SOURCE OF DATA**

The primary and secondary data are used for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed to respondents for their feedback. Further coding and analysis were done for each question's responded to reach the finding suggestion and finally to conclusion of the topic.

## **Primary Sources**

The primary data are those which are collection of fresh and for the first time and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. The primary data has been collected through a structured questionnaire and multiple-choice questions.

## **Secondary Sources**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process such as published books, articles, journals, Internet, and published survey reports of various countries on religious Tourism, Socio economic impacts and Local Residents impacts of tourism.

### **3.4 Questionnaire**

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The structured questionnaire consists of mainly two kinds of questions:

Multiple choice questions

Rating scale questions

The respondents filled the multiple-choice questions especially on five-point Likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research method for the questionnaire is five-point Likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

### **3.5 CONSTRUCT MEASUREMENT (SCALE) LIKERT SCALE**

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire Is administered in the following way:

SCALES

SCORES

Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied
5	4	3	2	1

### **3.6 RESEARCH INSTRUMENT**

For the purpose of studying the objectives and testing the hypotheses, structure questionnaire was used as an instrument to collect the data. The questionnaire for the tourists has been divided into three aspects so as to fulfil the objectives of the respondents. The first section captures the demographic characteristics and second section captures about the popular street foods and the third section captures the impacts of tourism in Madurai.

### **3.7 SAMPLING DESIGN**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design is determined before data are collected.

#### **3.7.1 SAMPLE SIZE**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study is 250. The local residents were considered for the study. Approximately 250 respondents were interviewed from the Madurai.

#### **3.7.2 SAMPLING PROCEDURES**

The sampling procedure used is convenience sampling. The sampling is selected on the Basis of convenience in and around Madurai popular streets which served as Main factor for the selection of the sampling procedures. The convenience sampling is a non-Probability technique where subjects are selected because of their convenient.

### **3.8 TOOLS USED FOR ANALYSIS**

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument was distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version

#### **Frequency Analysis**

Frequency Analysis is a part of descriptive statistics. In statistics, frequency is the number of times an event occurs. Frequency Analysis is an important area of statistics that deals with the number of occurrences (frequency) and analyses measures of central tendency, dispersion, percentiles, etc.

#### **3.8.2 Descriptive Statistic**

Statistical tools such as mean and standard deviation allow for the objective measure of opinion, or subjective data, and provide a basis for comparison. Low standard deviation means data are clustered around the mean, and

high standard deviation indicates data are more spread out. A standard deviation close to zero indicates that data points are close to the mean, whereas a high or low standard deviation indicates data points are respectively above or below the mean.

### **3.8.3 Chi-Square Test:**

The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.

### **3.8.4 KMO And Bartlett Test**

The KMO and Bartlett test evaluate all available data together. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables.

## **ANALYSIS AND INTERPRATION**

## **CHAPTER-4**

### **ANALYSIS AND INTERPRATIONS**

#### **4.1 INTRODUCTION**

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analysed and tabulated the data based on the demographic profile of the respondents, visitor satisfaction and service quality. Analysis and Interpretation form the central part of the research process.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and putting them together in new arrangement for the purpose of interpretation. Interpretation is a search for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers of the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions and the formulation of conclusion.

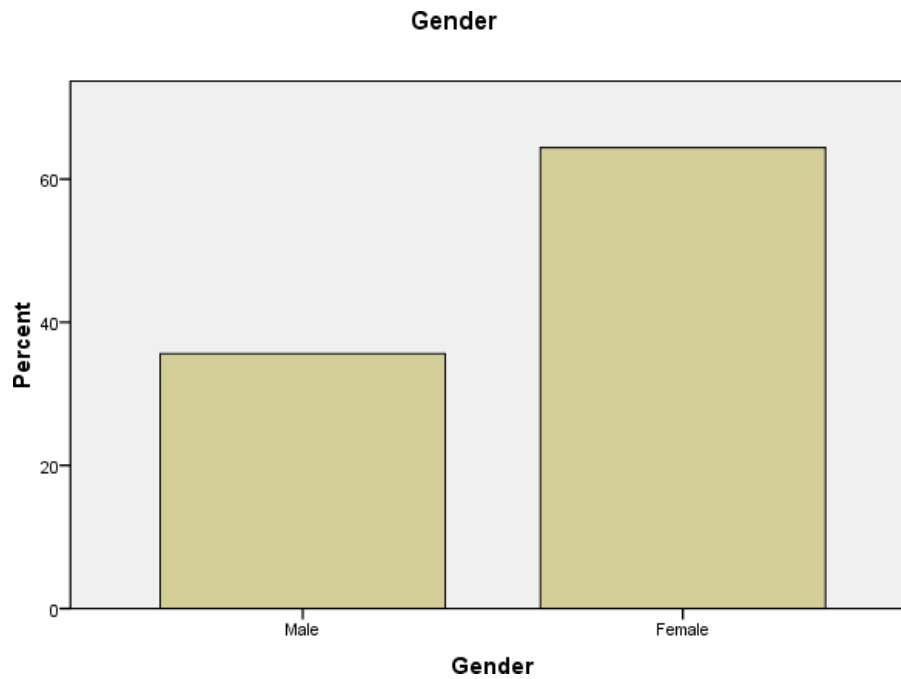
The data collected for the current study tourist satisfaction on thiruchendur has been tabulated, analysed, interpreted and presented in this chapter. The analysis is based on the following tools

## 4.2 DEMOGRAPHIC PROFILE

**TABLE 4.2.1**  
**GENDER**

	Frequency	Percent
Male	89	35.6
Female	161	64.4
Total	250	100.0

The above table 4.2.1 shows that Based on the data provided, out of 250 individuals surveyed, 161 identified as n. 89 individuals, or 35.6% of the sample, identified as male

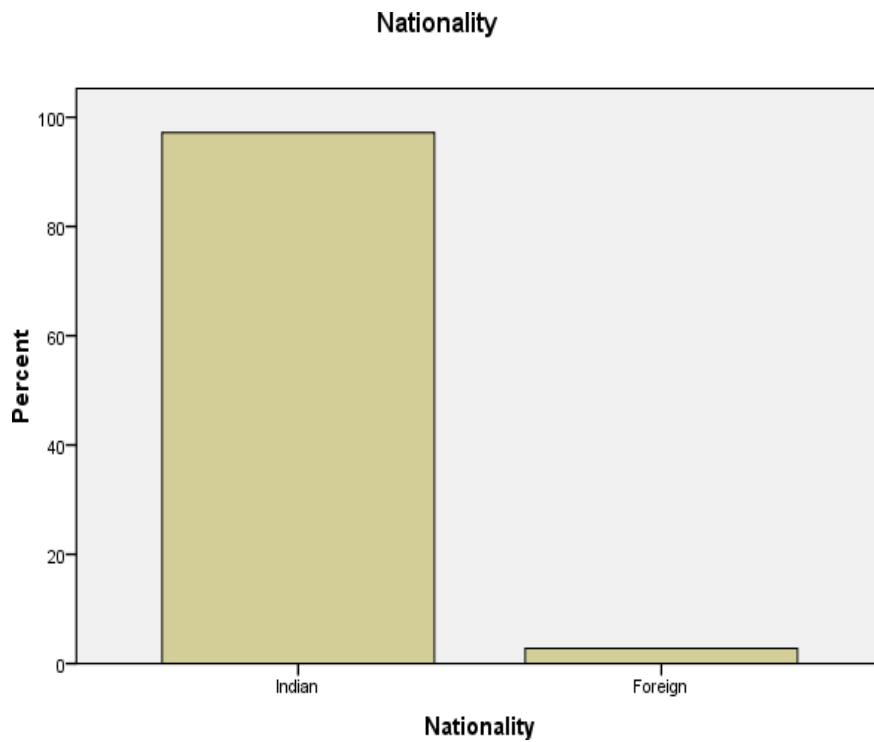


**Figure 4.2.1**

**TABLE 4.2.2**  
**NATIONALITY**

	Frequency	Percent
Indian	243	97.2
Foreign	7	2.8
Total	250	100.0

The above table 4.2.2 shows the majority of respondents, 243 out of 250 (97.2%), were Indian nationals, while only 7 respondents (2.8%) were foreigners.

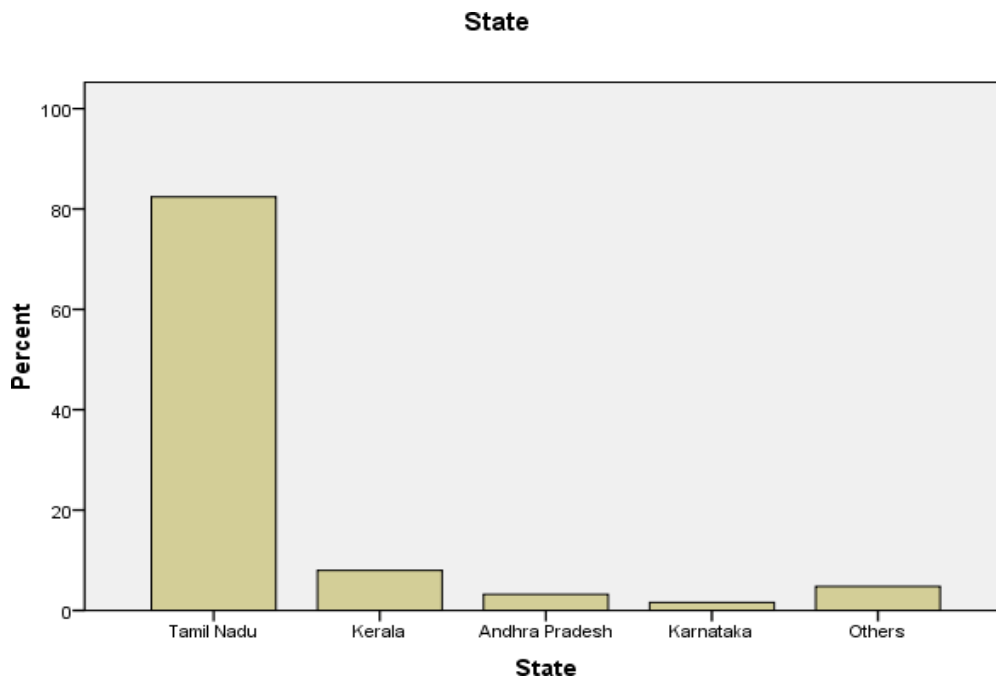


**Figure 4.2.2**

**TABLE 4.2.3**  
**STATE**

	Frequency	Percent
Tamil Nadu	206	82.4
Kerala	20	8.0
Andhra Pradesh	8	3.2
Karnataka	4	1.6
Others	12	4.8
Total	250	100.0

The table 4.2.3 shows Based on the data provided, out of 250 individuals surveyed, the majority, 206 individuals or 82.4% of the sample, identified their state as Tamil Nadu. 20 individuals, or 8.0% of the sample, identified their state as Kerala. 8 individuals, or 3.2% of the sample, identified their state as Andhra Pradesh, and 4 individuals, or 1.6% of the sample, identified their state as Karnataka. The remaining 12 individuals, or 4.8% of the sample, identified their state as "Others".



**Figure 4.2.3**

**TABLE 4.2.4**  
**PLACE OF LIVING**

	Frequency	Percent
Rural	78	31.2
Urban	137	54.8
Semi-Urban	35	14.0
Total	250	100.0

The table 4.2.4 shows Based on the data provided, out of 250 individuals surveyed, 137 individuals or 54.8% of the sample identified their place of living as urban. 78 individuals or 31.2% of the sample identified their place of living as rural. 35 individuals or 14.0% of the sample identified their place of living as semi-urban.

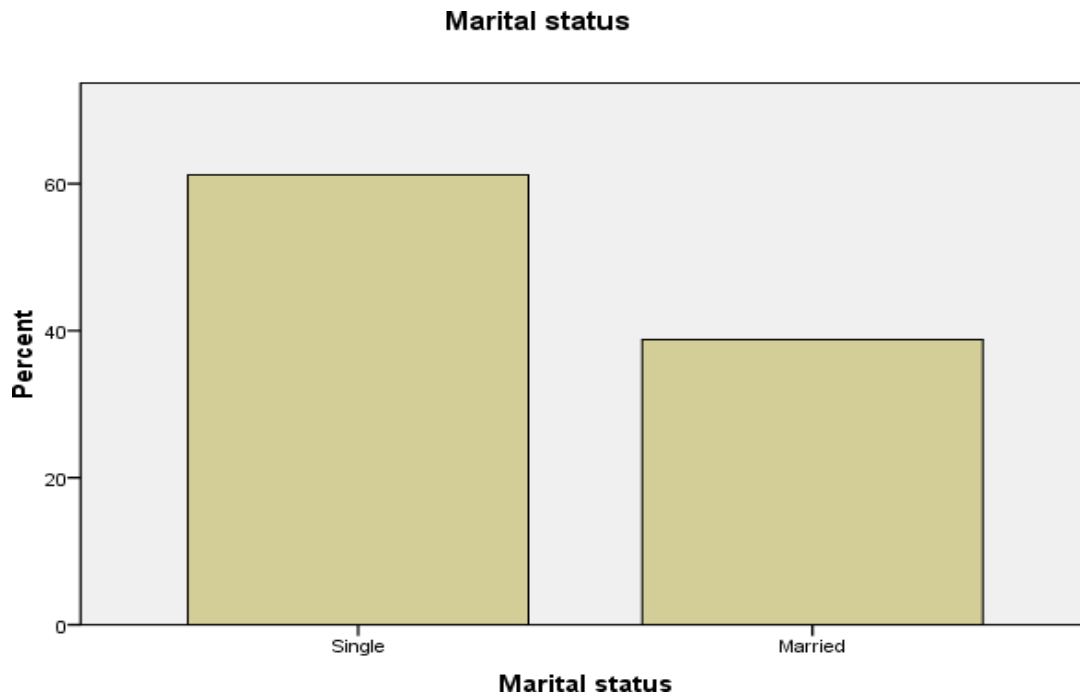


**Figure 4.2.4**

**TABLE 4.2.5**  
**MARITAL STATUS**

	Frequency	Percent
Single	153	61.2
Married	97	38.8
Total	250	100.0

The table 4.2.5 is Based on the data provided, out of 250 individuals surveyed, 153 individuals or 61.2% of the sample identified their marital status as single. 97 individuals or 38.8% of the sample identified their marital status as married.

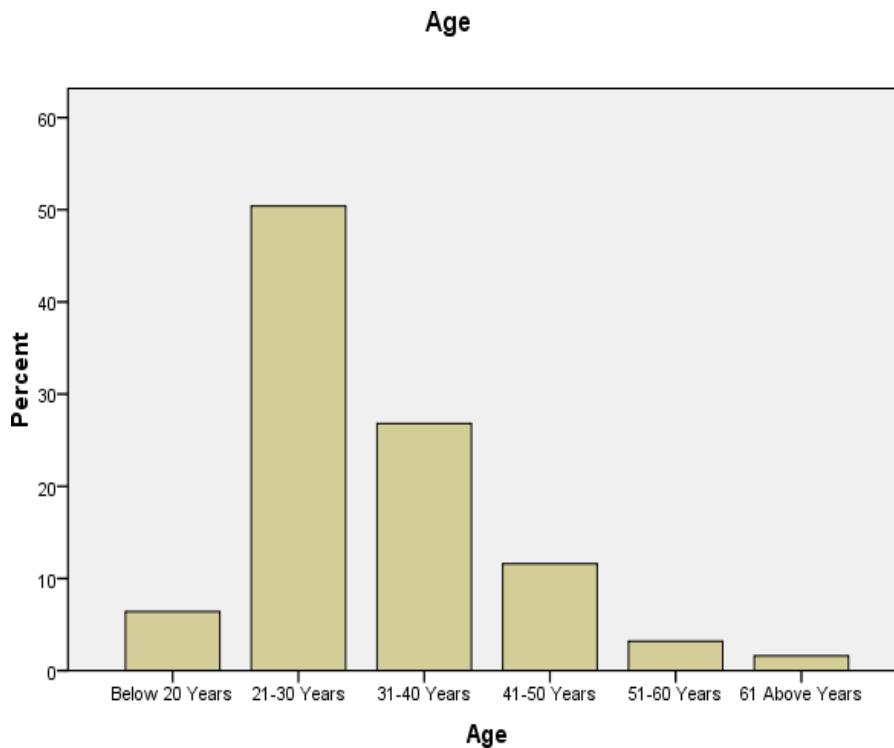


**Figure 4.2.5**

**TABLE 4.2.6**  
**AGE**

	Frequency	Percent
Below 20 Years	16	6.4
21-30 Years	126	50.4
31-40 Years	67	26.8
41-50 Years	29	11.6
51-60 Years	8	3.2
61 Above Years	4	1.6
Total	250	100.0

The table 4.2.6 is Based on the data provided, out of 250 individuals surveyed, 126 individuals or 50.4% of the sample were between 21-30 years old. 67 individuals or 26.8% of the sample were between 31-40 years old. 29 individuals or 11.6% of the sample were between 41-50 years old. 16 individuals or 6.4% of the sample were below 20 years old. 8 individuals or 3.2% of the sample were between 51-60 years old and 4 individuals or 1.6% of the sample were 61 years old or above.

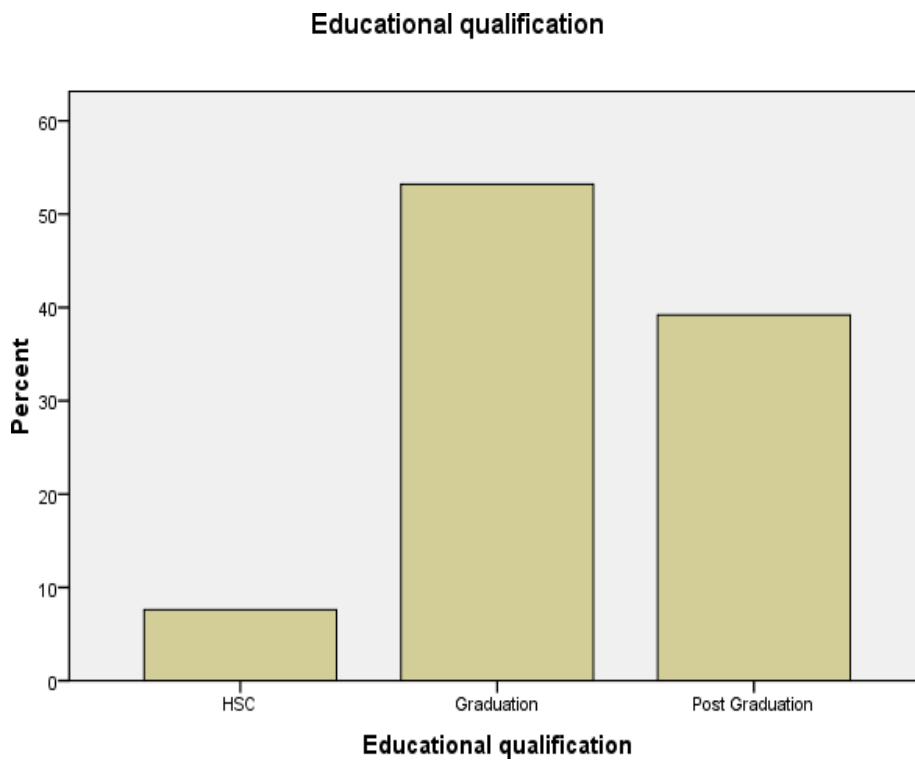


**Figure 4.2.6**

**TABLE 4.2.7**  
**EDUCATIONAL QUALIFICATION**

	Frequency	Percent
HSC	19	7.6
Graduation	133	53.2
Post Graduation	98	39.2
Total	250	100.0

The table 4.2.7 is Based on the data provided, out of 250 individuals surveyed, 133 individuals or 53.2% of the sample had a graduation level educational qualification. 98 individuals or 39.2% of the sample had a post-graduation level educational qualification. 19 individuals or 7.6% of the sample had an educational qualification at the HSC level.

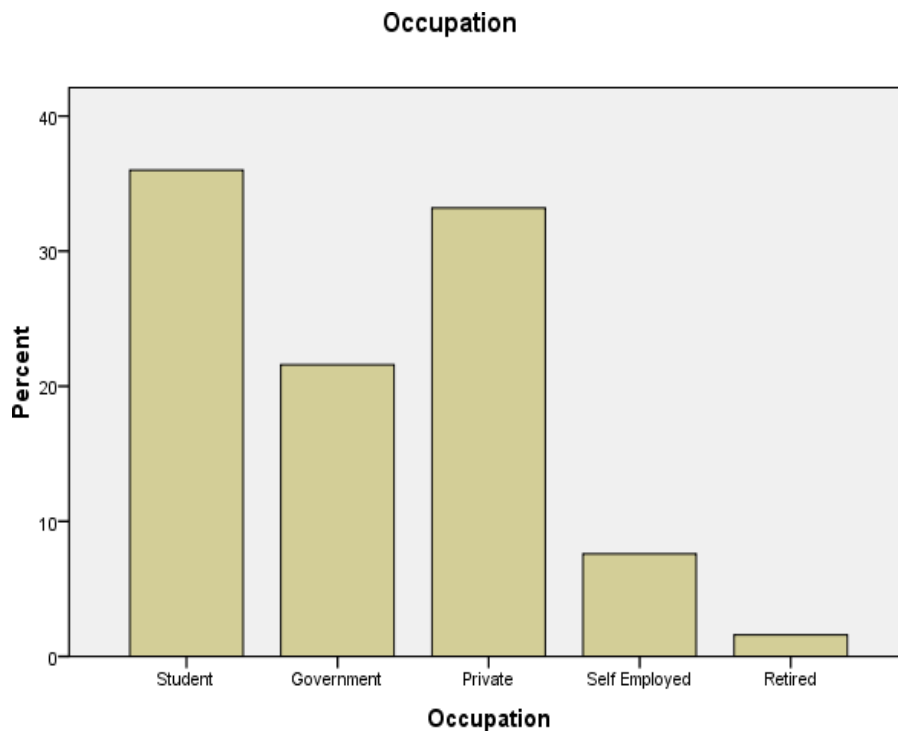


**Figure 4.2.7**

**TABLE 4.2.8  
OCCUPATION**

	Frequency	Percent
Student	90	36.0
Government	54	21.6
Private	83	33.2
Self Employed	19	7.6
Retired	4	1.6
Total	250	100.0

The table 4.2.8 is Based on the data provided, out of 250 individuals surveyed, the largest group of individuals identified their occupation as being a student, with 90 individuals or 36.0% of the sample. 83 individuals or 33.2% of the sample identified their occupation as being in the private sector. 54 individuals or 21.6% of the sample identified their occupation as being in the government sector. 19 individuals or 7.6% of the sample identified their occupation as being self-employed and 4 individuals or 1.6% of the sample identified their occupation as being retired

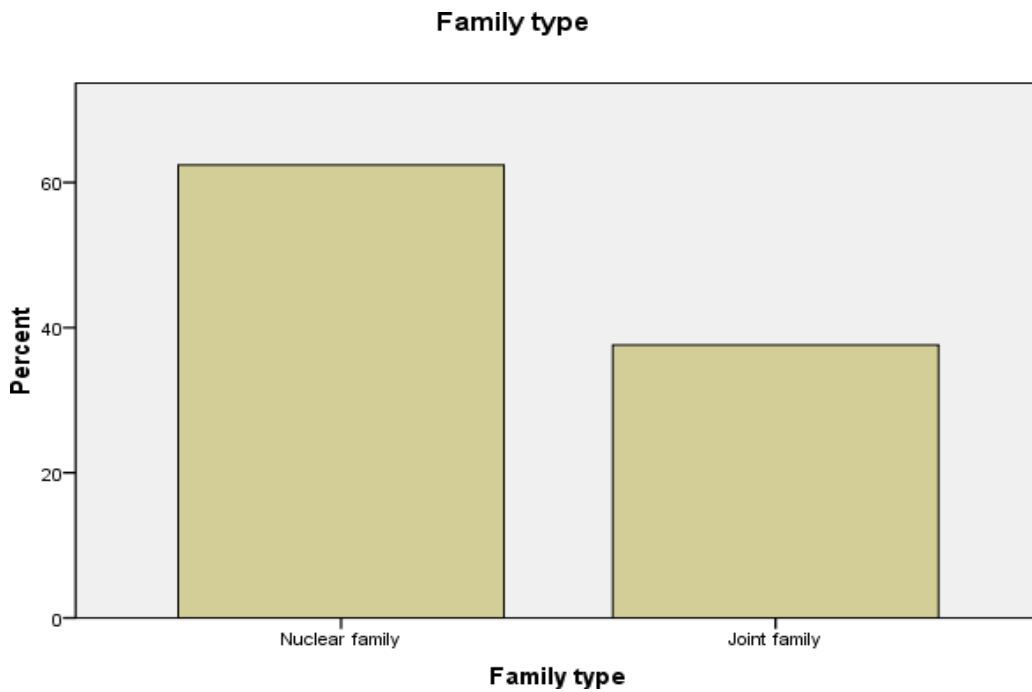


**Figure 4.2.8**

**TABLE 4.2.9  
FAMILY TYPE**

	Frequency	Percent
Nuclear family	156	62.4
Joint family	94	37.6
Total	250	100.0

The table 4.2.9 is Based on the data provided, out of 250 individuals surveyed, 156 individuals or 62.4% of the sample identified their family type as nuclear. 94 individuals or 37.6% of the sample identified their family type as joint.

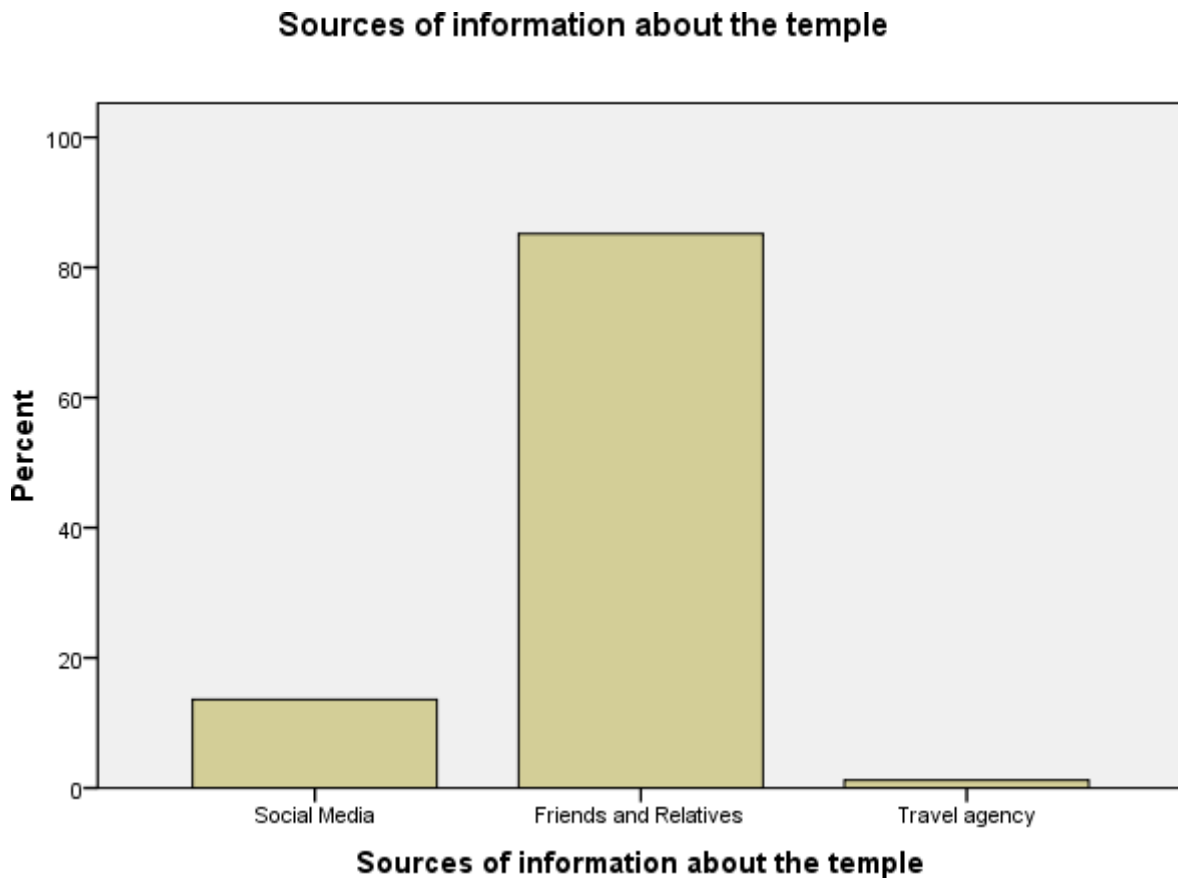


**Figure 4.2.9**

**TABLE 4.2.10**  
**SOURCES OF INFORMATION ABOUT THE TEMPLE**

	Frequency	Percent
Social Media	34	13.6
Friends and Relatives	213	85.2
Travel agency	3	1.2
Total	250	100.0

The table 4.2.10 is Based on the data provided, out of 250 individuals surveyed, the majority, 213 individuals or 85.2% of the sample, identified their friends and relatives as their source of information about the temple. 34 individuals or 13.6% of the sample identified social media as their source of information. Only 3 individuals or 1.2% of the sample identified a travel agency as their source of information about the temple.

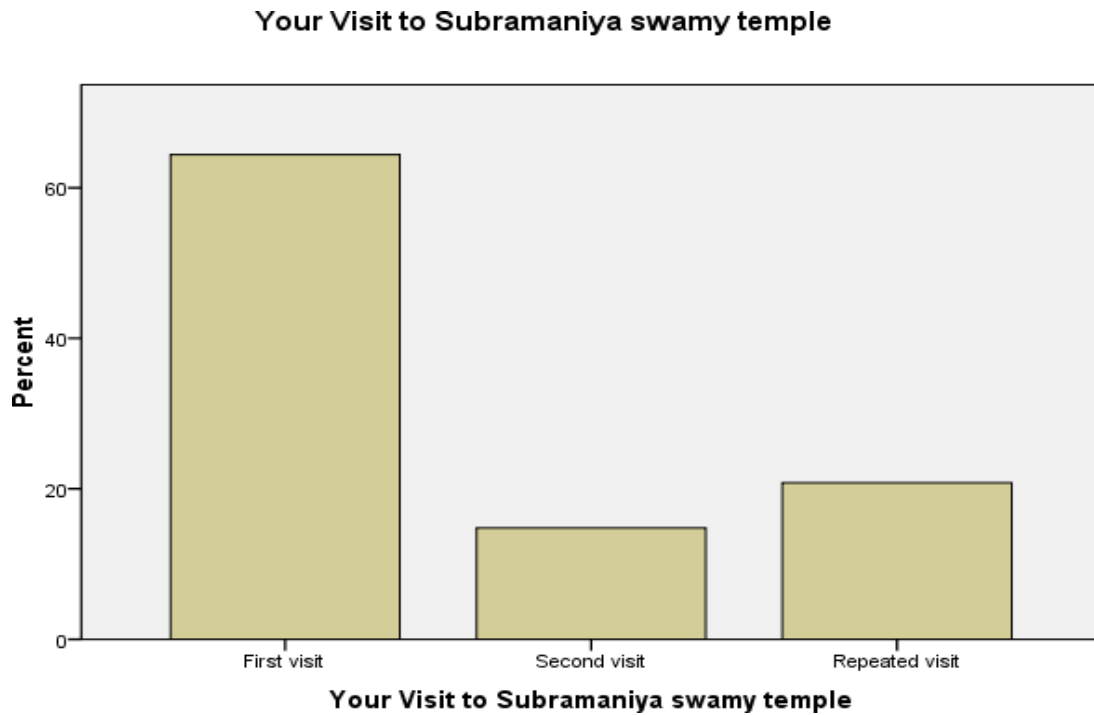


**Figure 4.2.10**

**TABLE 4.2.11**  
**VISTING THIRUCHENDUR TEMPLE**

	Frequency	Percent
First visit	161	64.4
Second visit	37	14.8
Repeated visit	52	20.8
Total	250	100.0

The table 4.2.11 shows Based on the data provided, out of 250 individuals surveyed, 161 individuals or 64.4% of the sample were visiting the Thiruchundur temple for the first time. 37 individuals or 14.8% of the sample were on their second visit to the temple. 52 individuals or 20.8% of the sample were on repeated visits to the temple.

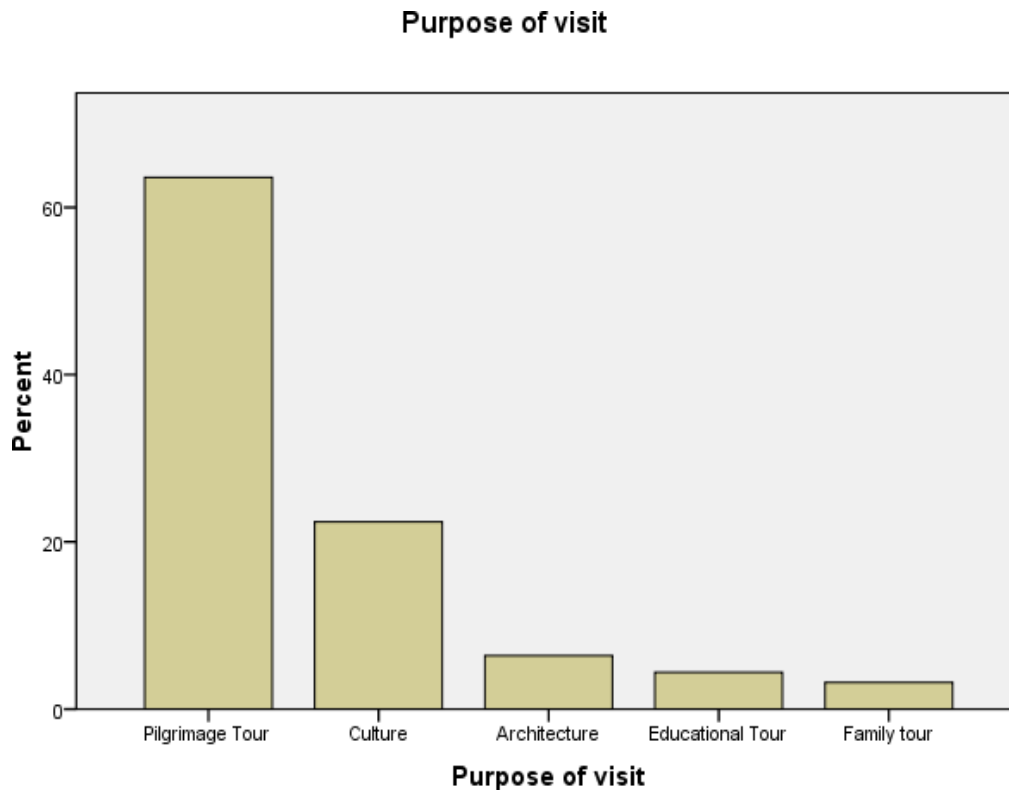


**Figure 4.2.11**

**TABLE 4.2.12**  
**PURPOSE OF VISIT**

	Frequency	Percent
Pilgrimage Tour	159	63.6
Culture	56	22.4
Architecture	16	6.4
Educational Tour	11	4.4
Family tour	8	3.2
Total	250	100.0

The table 4.2.12 shows Based on the data provided, out of 250 individuals surveyed, the majority, 159 individuals or 63.6% of the sample, visited the Thiruchundur. Temple for pilgrimage purposes. 56 individuals or 22.4% of the sample visited for cultural reasons, while 16 individuals or 6.4% of the sample visited for architectural reasons. 11 individuals or 4.4% of the sample visited for educational purposes, and only 8 individuals or 3.2% of the sample visited the temple as part of a family tour. Therefore, the majority of the visitors to the temple visited for religious or spiritual reasons.

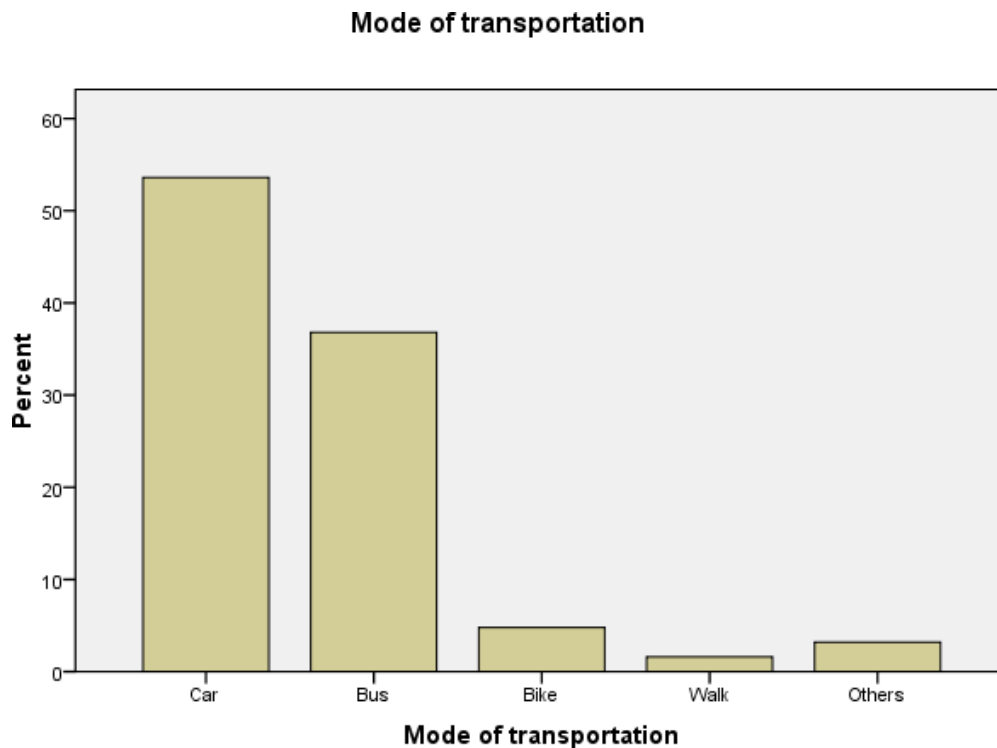


**Figure 4.2.12**

**TABLE 4.2.13**  
**MODE OF TRANSPORTATION**

	Frequency	Percent
Car	134	53.6
Bus	92	36.8
Bike	12	4.8
Walk	4	1.6
Others	8	3.2
Total	250	100.0

The table 4.2.13 shows Based on the data provided, out of 250 individuals surveyed, the majority, 134 individuals or 53.6% of the sample, used a car as their mode of transportation to the Thiruchundur temple. 92 individuals or 36.8% of the sample used a bus, while only 12 individuals or 4.8% of the sample used a bike and 4 individuals or 1.6% of the sample walked to the temple. 8 individuals or 3.2% of the sample used other modes of transportation. Therefore, the majority of the visitors to the temple used a car as their mode of transportation.

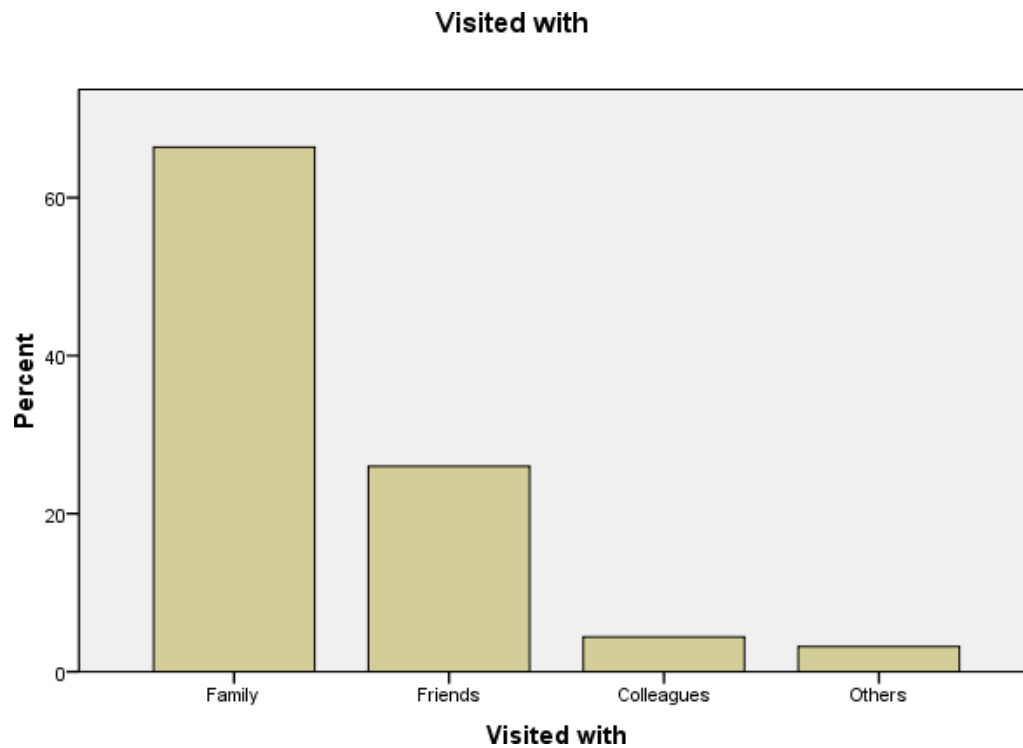


**Figure 4.2.13**

**TABLE 4.2.14  
VISITED WITH**

	Frequency	Percent
Family	166	66.4
Friends	65	26.0
Colleagues	11	4.4
Others	8	3.2
Total	250	100.0

The table 4.2.14 shows Based on the data provided, out of 250 individuals surveyed, the majority, 166 individuals or 66.4% of the sample, visited the Thiruchundur temple with their family. 65 individuals or 26.0% of the sample visited with friends, while only 11 individuals or 4.4% of the sample visited with colleagues. 8 individuals or 3.2% of the sample visited with others. Therefore, the majority of the visitors to the temple visited with their family.

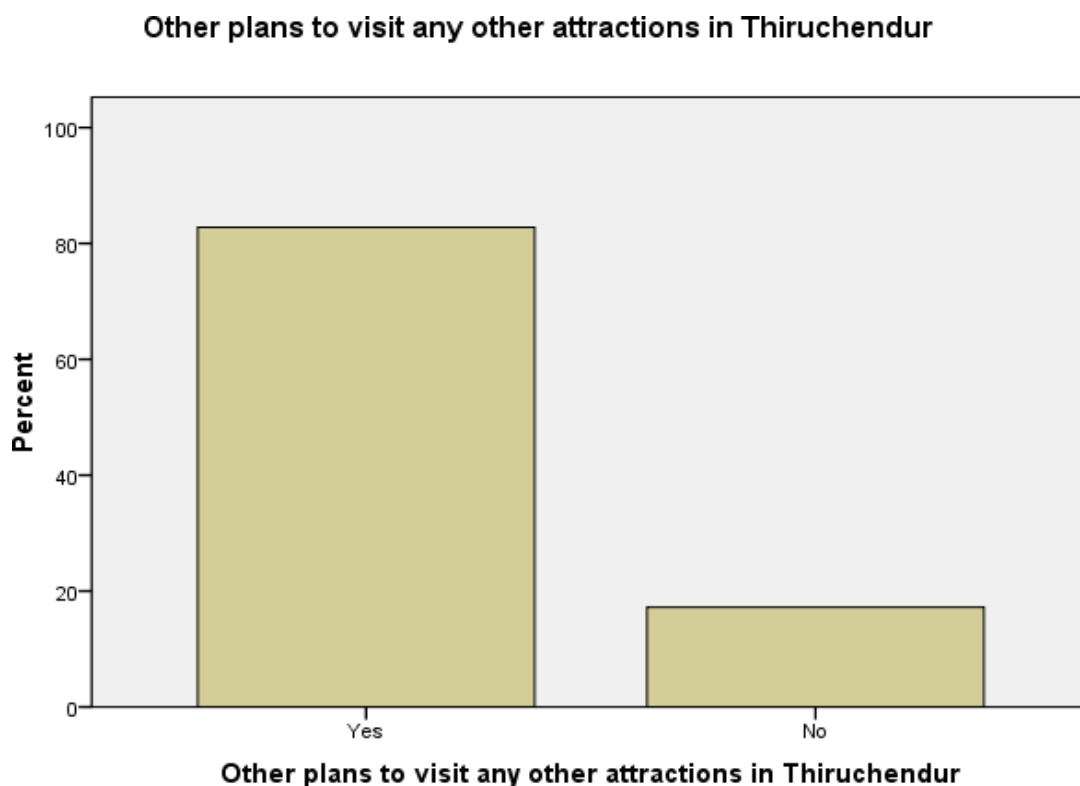


**Figure 4.2.14**

**TABLE 4.2.15**  
**OTHER PLANS TO VISIT ANY OTHER ATTRACTION IN THIRUCHENDUR**

	Frequency	Percent
Yes	207	82.8
No	43	17.2
Total	250	100.0

The table 4.2.15 shows based on the data provided, out of 250 individuals surveyed, the majority, 207 individuals or 82.8% of the sample, planned to visit other attractions in Thiruchendur. Only 43 individuals or 17.2% of the sample did not plan to visit any other attractions. Therefore, the majority of the visitors to the Thiruchendur temple planned to visit other attractions in Thiruchendur as well.

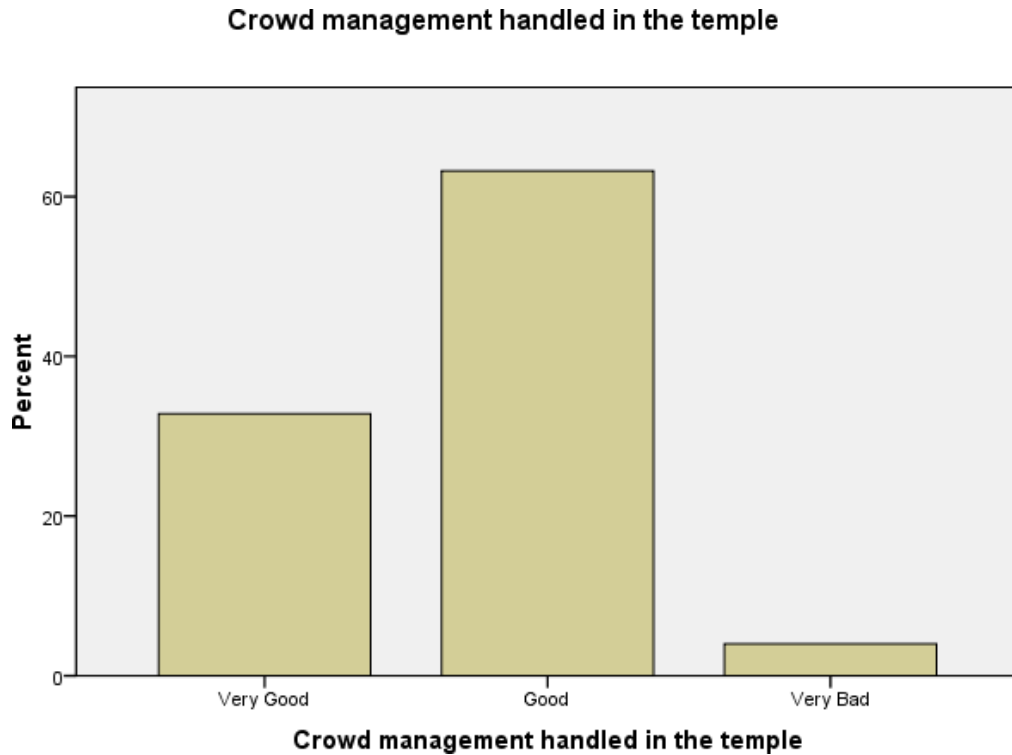


**Figure 4.2.15**

**TABLE 4.2.16**  
**CROWD MANAGEMENT HANDELED IN THE TEMPLE**

	Frequency	Percent
Very Good	82	32.8
Good	158	63.2
Very Bad	10	4.0
Total	250	100.0

The table 4.2.16 shows based on the data provided, out of 250 individuals surveyed, 82 respondents or 32.8% rated the crowd management in the Thiruchundur temple as “Very Good,” while 158 respondents or 63.2% rated it as “Good.” Only 10 respondents or 4% rated the crowd management as “Very Bad.” Therefore, the majority of visitors to the temple rated the crowd management as either “Good” or “Very Good.”



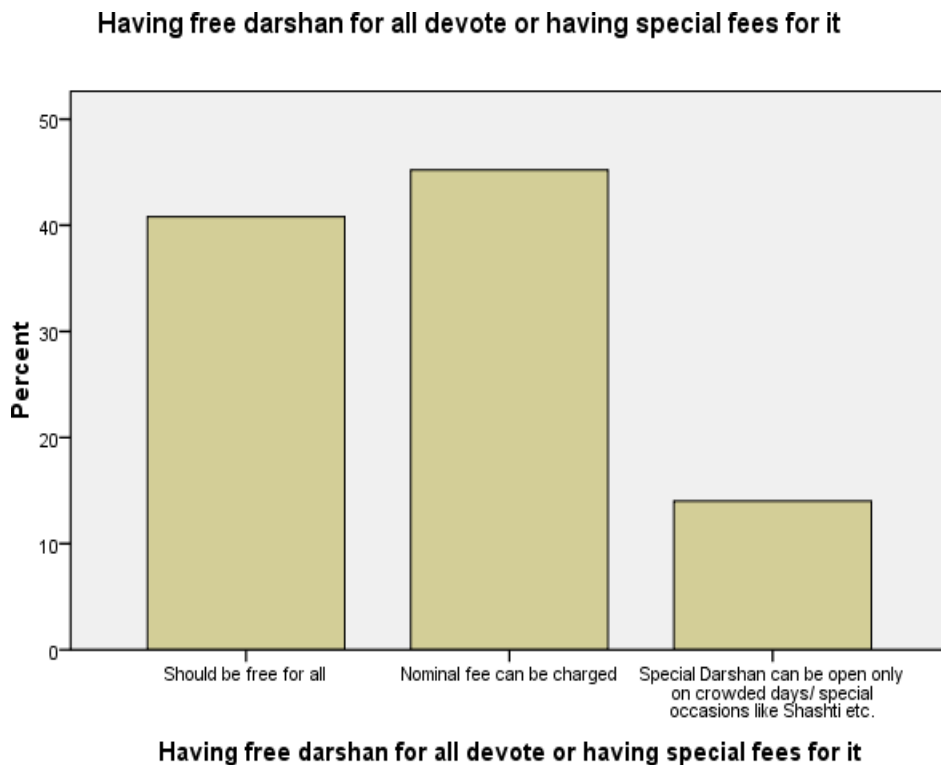
**Figure 4.2.16**

**TABLE 4.2.17**

**HAVING FREE DARSHAN FOR ALL DEVOTE OR HAVING SPECIAL FEES FOR IT**

	Frequency	Percent
Should be free for all	102	40.8
Nominal fee can be charged	113	45.2
Special Darshan can be open only on crowded days/ special occasions like Shashti etc.	35	14.0
Total	250	100.0

The table 4.2.17 shows The majority (45.2%) of the respondents feel that a nominal fee can be charged for the free darshan in the temple. Meanwhile, 40.8% of the respondents believe that it should be free for all devotees, and 14.0% of the respondents feel that special darshan can be opened only on crowded days or special occasions like Shashti. Therefore, the majority of the respondents do not seem to mind paying a nominal fee for the free darshan in the temple.

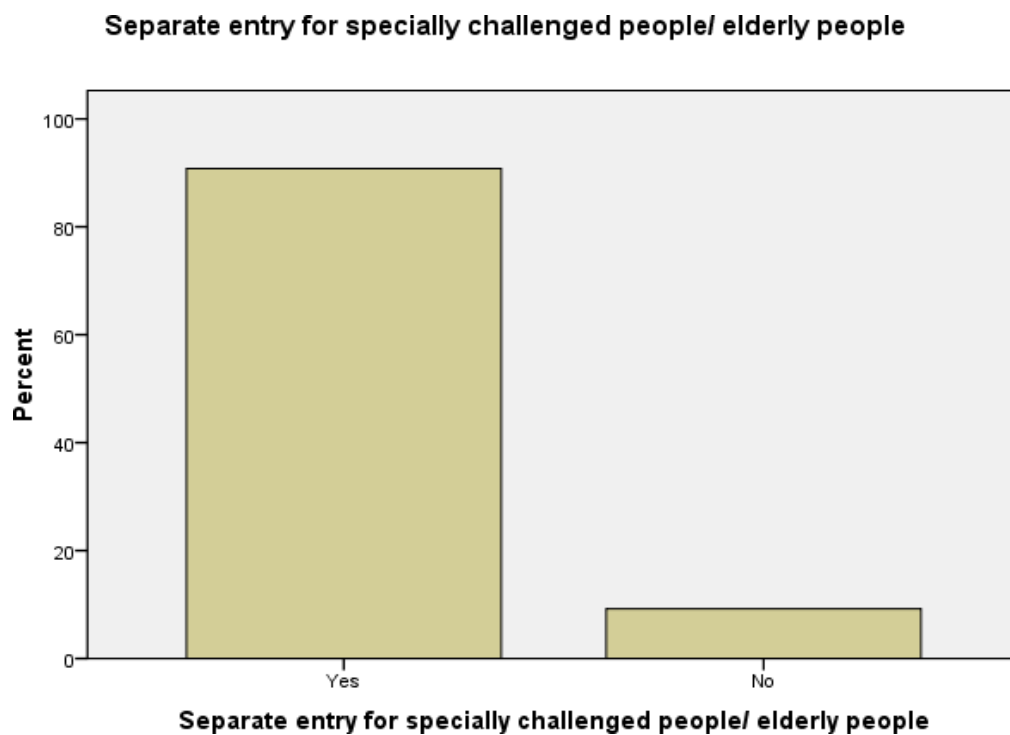


**Figure 4.2.17**

**TABLE 4.2.18**  
**SEPARATE ENTRY FOR SPECIALLY CHALLENGED PEOPLE / ELDERLY**  
**PEOPLE**

	Frequency	Percent
Yes	227	90.8
No	23	9.2
Total	250	100.0

The table 4.2.18 shows. The majority of the respondents (90.8%) believe that there should be a separate entry for specially challenged people and elderly people in the Thiruchundur temple.

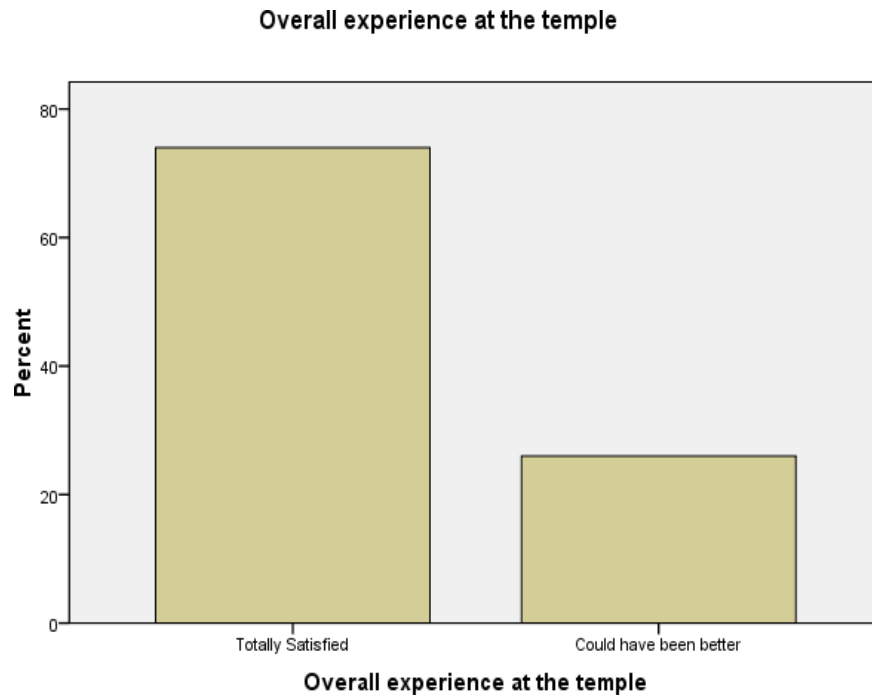


**Figure 4.2.18**

**TABLE 4.2.29**  
**OVERALL EXPERIENCE AT THE TEMPLE**

	Frequency	Percent
Totally Satisfied	185	74.0
Could have been better	65	26.0
Total	250	100.0

The table 4.2.29 shows the majority of the respondents, accounting for 74%, were totally satisfied with their overall experience at the temple. On the other hand, 26% of the respondents felt that their experience could have been better. This indicates that a significant proportion of visitors had a positive experience at the temple, while a smaller proportion felt that there was room for improvement. It could be useful for the temple authorities to identify areas of improvement and work towards enhancing the visitor experience.



### 4.3 DESCRIPTIVE SATATICS

#### Descriptive Statistics for Satisfaction on Thiruchendur temple

TABLE 4.3.1

Descriptive Satisfaction					
	N	Minimum	Maximum	Mean	SD
Aware Of Famous Sashti Festival in Thiruchendur Temple	250	1	5	2.09	0.812
Beach Near the Temple Well Maintained	250	1	5	2.09	0.812
Satisfied With the Parking Facilities Near The Temple	250	1	5	2.10	0.823
Able to contact police/Temple employees in case of any queries	250	1	5	2.01	0.768
Satisfied with medical help available in the temple for tourist during emergency	250	1	5	2.09	0.812
Good wheel chair/buggy facilities for old /physically challenged people	250	1	5	2.10	0.824
Adequate shops/facilities to buy pooja related items	250	1	5	1.94	0.787
Satisfied with the waste management and overall clean lines of the temple and its surrounding	250	1	5	2.24	0.947
Valid N (listwise)	250				

The above table (4.3) shows that the descriptive statistics on the factors mean value. The mean value range from 0.947– 1.94. In the scale factor denote 1 mean lowest value and 7 mean highest value.

**Comparison between the Demographic Variables (age, educational qualification) and their Satisfaction on Thiruchundur temple**

Ho1: There is a significant difference between the demographic variable s(age, educational qualification) and their Satisfaction on Thiruchundur temple

**TABLE 4.3.2**

<b>Demographic variables</b>	<b>Particulars</b>	<b>N</b>	<b>Mean</b>	<b>F</b>	<b>Sig</b>
Age	Below 20 Years	16	1.89	1.360	.240
	21-30 Years	126	2.03		
	31-40 Years	67	2.08		
	41-50 Years	29	2.26		
	51-60 Years	8	2.33		
	61 Above Years	4	2.50		
	Total	250	2.08		
Educational qualification	HSC	19	2.32	1.526	.219
	Graduation	133	2.03		
	Post Graduation	98	2.09		
	Total	250	2.08		

The table 4.3.2 shows the result of descriptive statistics for two demographic variables: age and educational qualification, for the sample of 250 respondents.

For age, the respondents ranged from below 20 years old to 61 years and above, with a mean of 2.08 and a standard deviation of 0.671. The largest age group was 21-30 years old with 126 respondents.

For educational qualification, 19 respondents had completed HSC, 133 had graduated from college, and 98 had completed post-graduation. The mean was 2.08, and the standard deviation was 0.671. The largest group was respondents who had graduated from college with 133 respondents

#### 4.4 CHI-SQUATRE TEST:

##### Comparison between the Demographic Variables (gender, marital status) and their Satisfaction on Thiruchundur temple

Ho: There is no relationship between the demographic variables (gender, marital status) and their Satisfaction on temple

**TABLE 4.4.1**

<b>Demographic variables</b>	<b>Particulars</b>	<b>N</b>	<b>Mean Rank</b>	<b>Chi-Square</b>	<b>Asymp. Sig.</b>
Gender	Male	89	135.37	2.608	.106
	Female	161	120.04		
	Total	250			
Marital status	Single	153	118.49	3.757	.053
	Married	97	136.56		
	Total	250			

The table 4.4.1 shows result of Chi square in the table are gender and marital status. The table provides the frequency of participants for each category, the mean rank, chi-square value, and the asymptotic significance value for each demographic variable.

For the gender variable, there were 89 male participants and 161 female participants. The mean rank for males was 135.37 and for females was 120.04. The chi-square value was 2.608, with an asymptotic significance value of .106, indicating that there was no significant association between gender and overall satisfaction with the temple experience.

For the marital status variable, there were 153 single participants and 97 married participants. The mean rank for singles was 118.49 and for married individuals was 136.56. The chi-square value was 3.757, with an asymptotic significance value of .053, suggesting that there may be a weak association between marital status and overall

satisfaction with the temple experience. However, since the p-value is only slightly below the conventional alpha level of .05, caution should be exercised when interpreting the result

#### 4.5 KMO AND BARTLETT' TEST

#### KMO AND BARTLETT' TEST TOURIST SATISFACTION IN THIRUCHUR TEMPLE

**TABLE 4.5.1**

<b>KMO And Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.941
Bartlett's Test of Sphericity	Approx. Chi-Square	1.560E3
	df	45
	Sig.	.000

The table 4.5.1 shows Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is a statistical test used to evaluate the suitability of data for a factor analysis. The KMO value ranges from 0 to 1, with values closer to 1 indicating better suitability for factor analysis. In this case, the KMO value is 0.941, which is considered excellent and indicates that the data is highly suitable for factor analysis.

The Bartlett's test of sphericity is another statistical test used to determine whether a correlation matrix is suitable for factor analysis. The null hypothesis of this test is that the correlation matrix is an identity matrix, which would indicate that there are no correlations between the variables. If the p-value of the test is less than 0.05, the null hypothesis is rejected and the correlation matrix is considered suitable for factor analysis. In this case, the p-value is 0.000, which is less than 0.05, indicating that the correlation matrix is suitable for factor analysis.

## 4.5.2 TOTAL VARIANCE EXPLAINED FOR SATISFACTION ON THIRUCHUNDUR

**TABLE 4.5.2**

Total Variance Explained						
Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.122	61.224	61.224	6.122	61.224	61.224
2	.774	7.740	68.964	.774	7.740	68.964
3	.642	6.418	75.382	.642	6.418	75.382
4	.481	4.806	80.188	.481	4.806	80.188
5	.427	4.268	84.456	.427	4.268	.348
6	.371	3.711	88.167	.371	3.711	88.167
7	.348	3.480	91.647	.348	3.480	91.647
8	.306	3.060	94.708	.306	3.060	94.708
9	.293	2.925	97.633	.293	2.925	97.633
10	.237	2.367	100.000	.237	2.367	100.000
Extraction Method: Principal Component Analysis.						

The table shows the total variance explained by each principal component extracted through Principal Component Analysis. The first principal component explains 61.224% of the total variance, followed by the second, third, and fourth components that explain 7.740%, 6.418%, and 4.806% of the variance, respectively. The cumulative percentage of variance explained by the first four components is 80.188%. The remaining components explain less than 5% of the variance each. The extraction method used was Principal Component Analysis.

### Scree Plot

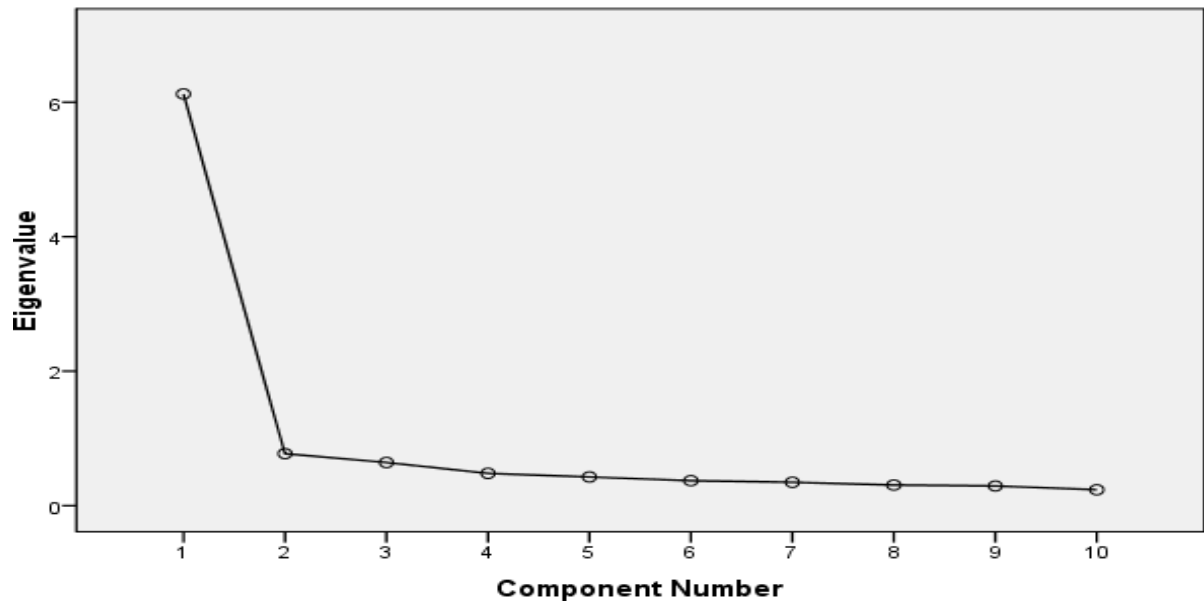


Figure 4.5.2

**Table 4.5.3**

<b>Rotated Matrix</b>	<b>Component</b>
	<b>1</b>
<b>Aware of famous Sashti festival in Thiruchendur temple</b>	<b>.612</b>
Beach near the temple well maintained	.830
<b>Satisfied with the parking facilities near the temple</b>	<b>.800</b>
<b>Able to contact police/Temple employees in case of any queries</b>	<b>.761</b>
<b>Satisfied with medical help available in the temple for tourist during emergency</b>	<b>.799</b>
<b>Aware of the accommodation facilities provided by the temple authorities in Thiruchendur temple</b>	<b>.818</b>
<b>Clean and edible water available at the temple premises</b>	<b>.847</b>
<b>Good wheel chair/buggy facilities for old /physically challenged people</b>	<b>.745</b>
<b>Adequate shops/facilities to buy pooja related items</b>	<b>.790</b>
<b>Satisfied with the waste management and overall clean lines of the temple and its surrounding</b>	<b>.796</b>
<b>Extraction Method Principal Component Analysis</b>	
<b>I components extracted</b>	

#### **4.5.3 Rotated Matrix for Satisfaction on Thiruchendur temple**

This is the rotated matrix resulting from a principal component analysis with one component extracted. Each item (e.g., "Aware of famous Sashti festival in Thiruchendur temple") is correlated with the extracted component, which is represented as "Component 1". The values in the table represent the strength and direction of the correlation between each item and the component. For example, "Clean and edible water available at the temple premises" has a high positive correlation (.847) with Component 1, that it is strongly associated with the overall experience at the temple. The items with high positive correlations with Component 1 suggest that they are important factors contributing to visitors' overall satisfaction with the temple.

## **FINDINGS & SUGGESTIONS, CONCLUSIONS**

## CHAPTER -5

### FINDING AND SUGGESTION

#### 5.1 FINDING

- The majority of the respondent female 64.4% of the sample
- The majority of respondents, 243 out of 250 (97.2%), were Indian nationals
- The majority, 206 individuals or 82.4% of the sample, identified their state as Tamil Nadu.
- The majority of respondents 54.8% of the sample identified their place of living as urban
- 61.2% of the sample identified their marital status as single.
- 50.4% of the sample were between 21-30 years old.
- 53.2% of the sample had a graduation level educational qualification
- The largest group of individuals identified their occupation as being a student, with 90 individuals or 36.0% of the sample.
- 62.4% of the sample identified their family type as nuclear.
- 85.2% of the sample, identified their friends and relatives as their source of information about the temple.
- 64.4% of the sample were visiting the Thiruchendur temple for the first time.
- the majority, 159 individuals or 63.6% of the sample, visited the Thiruchendur temple for pilgrimage purposes
- the majority, 134 individuals or 53.6% of the sample, used a car as their mode of transportation to Thiruchendur temple
- the majority, 166 individuals or 66.4% of the sample, visited the Thiruchendur temple with their family.
- the majority, 207 individuals or 82.8% of the sample, planned to visit other attractions in Thiruchendur.
- 82 respondents or 32.8% rated the crowd management in the Thiruchendur temple as Very Good
- The majority (45.2%) of the respondents feel that a nominal fee can be charged for the free darshan in the temple.
- The majority of the respondents (90.8%) believe that there should be a separate entry for specially challenged people and elderly people in the Thiruchendur temple.
- The majority of respondents (63.6%) are very satisfied with their awareness of the famous Sashti festival in Thiruchendur temple
- The majority of the respondents (79.6%) were either very satisfied or satisfied with the maintenance of the beach near the temple
- The majority of respondents (69.6%) were either very satisfied or satisfied with the parking facilities near the temple.

- The majority (77.6%) of the respondents were either very satisfied or satisfied with their ability to contact police or temple employees in case of any queries
- The majority of the respondents (72.4%) were either "very satisfied" or "satisfied" with the medical help available in the temple for tourists during an emergency
- The majority of the respondents (68.4%) were either very satisfied or satisfied with the accommodation facilities provided by the Thiruchendur temple authorities
- 45.6% (114) of them are satisfied
- Satisfied (47.2%) with the wheel chair/buggy facilities for old/physically challenged people at the Thiruchendur temple.
- 49.6% were "satisfied" with the availability of shops/facilities to buy pooja related items at the Thiruchendur temple.
- 45.6% were satisfied with the waste management and overall cleanliness of the temple and its surroundings
- The majority of the respondents, accounting for 74%, were totally satisfied with their overall experience at the temple.
- Visitors are somewhat satisfied with the ability to contact police or temple employees for help.
- Visitors are somewhat satisfied with the medical help available in case of emergencies.
- Visitors are somewhat satisfied with the wheelchair/buggy facilities provided for older or physically challenged people.
- Visitors are somewhat satisfied with the shops and facilities available to buy pooja related items.
- Visitors are somewhat satisfied with the cleanliness and waste management at the temple and its surrounding area

## 5.2 SUGGESTIONS

Based on the survey results, it seems that the majority of visitors to the Thiruchendur temple are satisfied with their experience. However, there are areas where improvements could be made.

One suggestion would be to improve the availability of information for visitors, particularly for those who are visiting for the first time. This could include providing more detailed information about the temple's history, rituals, and traditions, as well as information about other attractions in the area. This could be done through brochures, signage, or an audio guide.

Another suggestion would be to improve the facilities for older or physically challenged visitors. While many respondents were satisfied with the wheelchair/buggy facilities, there may be room for improvement in this area, particularly in terms of availability and accessibility.

Finally, there could be a focus on improving waste management and cleanliness in and around the temple. This could include more frequent cleaning, better waste disposal facilities, and efforts to encourage visitors to be more mindful of their impact on the environment.

Overall, the survey results suggest that the Thiruchundur temple is generally meeting visitors' expectations, but there are areas where improvements could be made to enhance the visitor experience.

### **5.3 CONCLUSIONS**

Based on the analysis of the survey results, it can be concluded that the majority of the respondents were Indian nationals, female, and in the age group of 21-30 years. Most of the respondents were from Tamil Nadu and lived in urban areas. The majority of visitors were visiting the temple for the first time and for pilgrimage purposes. Most of the visitors used a car as their mode of transportation and visited the temple with their family. The majority of respondents were satisfied with the facilities and services provided by the temple, such as maintenance of the beach, parking facilities, and medical help during emergencies. However, visitors were only somewhat satisfied with the availability of shops and facilities to buy pooja related items and the cleanliness and waste management at the temple and its surrounding areas. The overall satisfaction level of visitors was high, with 74% of respondents being totally satisfied with their experience at the temple. In conclusion, the Thiruchendur temple in Thiruchendur is a popular pilgrimage destination that provides a satisfactory experience to its visitors.

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## **ANNEURE**

I **M. VIDYA**, Pursuing MBA Tourism and Travel Management from Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, conducting research titled "**TOURIST SATISFACTION ON TIRUCHENDUR TEMPLE**". as a part of my academic study. I request you to spare your valuable time in filling this questionnaire. All the information that you provide will be used for Academic and Research purposes only.

### **PART-A**

**Please answer the following questions by putting a tick mark/value in the appropriate box**

**Gender:**

- **Male**
- **Female**

**Nationality:**

- **Indian**
- **Foreign**

**State:**

- **Tamil Nadu**
- **Kerala**
- **Andhra Pradesh**
- **Karnataka**
- **Others**

**Place Of Living**

- **Rural**
- **Urban**
- **Semi-Urban**

**Marital Status:**

- **Single**
- **Married**

## **Age**

- **Below 20**
- **21-30**
- **31-40**
- **41-50**
- **51-60**
- **61 Above**

## **Educational Qualification**

- **Up to SSLC**
- **HSC**
- **Graduation**
- **Post Graduation**
- **Others**

## **Occupation**

- **Student**
- **Government**
- **Private**
- **Self Employed**
- **Unemployed**
- **Retired**

## **Source Of Information About Thiruchendur Temple**

- **Social Media**
- **News**
- **Friends and Relatives**
- **Travel agency**

## **Your Visit To Thiruchendur Temple**

- **First visit**
- **Second visit**
- **Repeated visit**

## **Purpose Of Visit**

- **Pilgrimage Tour**
- **Culture**
- **Architecture**
- **Educational Tour**

### **Mode Of Transportation**

- **Car**
- **Bus**
- **Bike**
- **Walk**

### **Nature Of Tourist**

- **Local**
- **Outsider**

### **Visited With**

- **Family**
- **Friends**
- **Colleagues**
- **Others**

## **PART-B**

### **ANALYZING THE TOURIST SATISFACTION IN TIRUCHENDUR TEMPLE**

**Do you have any other plan to visit any other attraction in Thiruchendur**

- **Yes**
- **No**

**How was the crowd management handled in the temple?**

- **very Good**
- **Good**
- **Very Bad**

**Do you feel that we need to have free darshan for all devotees or should there be any special fee for it?**

- **Should be free for all**
- **Nominal fee can be charged**
- **Special Darshan can be open only on crowded days/ special occasions like Shashti etc.**

**Do you think there should be a separate entry for specially challenged people/ elderly people**

- **Yes**
- **No**

**KINDLY GIVE YOUR RATING ACCORDING TO YOUR SATISFACTION ON  
SUBRAMANIYA SWAMY TEMPLE**

(5-Very Satisfied, 4-Satisfied, 3-Neutral, 2-Dissatisfied ,1-Very Dissatisfied)

	<b>Very Satisfied</b>	<b>SATISFIED</b>	<b>NEUTRAL</b>	<b>DISSATISFIED</b>	<b>VERY DISSATISFIED</b>
<b>Are you aware of famous Shashti festival in Thiruchendur temple</b>					
<b>Is the beach near the temple well maintained</b>					
<b>Are you satisfied with the parking facilities near the temple</b>					
<b>Where you able to contact police/Temple employees in case of any queries</b>					
<b>Are you satisfied with medical help available in the temple for tourist during emergency</b>					
<b>Are you aware of the accommodation facilities provided by the temple authorities in Thiruchendur temple</b>					
<b>The water available at the temple premises is clean and edible</b>					

<p><b>The wheelchair/buggy facilities for old/ physically challenged people were Good</b></p>					
<p><b>Are there adequate shops/facilities to buy pooja related items</b></p>					
<p><b>Are you satisfied with the waste management and overall cleanliness of the temple and its surrounding</b></p>					

**How was your overall experience at the temple**

**Totally Satisfied**  
**Could have been better**

**Do you have any other suggestion to give: \_\_\_\_\_**

