

Religious Tourism and Identifying of Tourist Satisfaction among pilgrims -An empirical Study

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Abstract

This paper aimed to examine the pilgrims' perception of selected temples in Tirumala (Lord Balaji). For this investigation, primary data were collected from 120 respondents through a structured questionnaire. It also includes a review of the various services provided by the four selected temples under the study. Tirumala is a temple Place with many Shiva and Vishnu temples, the researchers selected familiar temples of Tirumala like, Govindaraja Temple, Kapilatheratham Temple, Japali Temple, and Padamavathi Temple (Tirumala and Tirupati surrounding Temples). Given the unique capability of Tirumala for attracting religious tourism, this study seeks to address the problems and hurdles in its path to radiance. Convenience sample was used to collect data as the population is not stable and immeasurable.

Result : Factor analysis to find out important factors in service quality among pilgrims tourists who visited the Tirumala and Tirupati temples. KMO and Bartlett's test to measure the sampling adequacy. Multiple regression analysis was applied to three dimensions of service quality (Physiological Service, Religious ambiance) The study brings to light the need of proactive monitoring of Tirumala Tirupathi Devasthanams[TTD] in Tirumala temples for the

provision of water and rest room facilities, proper source of Information with relevant language and slang, maintenance of neat and hygienic, waiting rooms especially breast-feeding mothers, reasonable cost for prasadam and accommodations to ensure the satisfaction of pilgrims.

Conclusion: Hence the result revealed that there is an impact on service quality of pilgrim tourists' towards pilgrim services and infrastructure facilities, three factors were clubbed under service availability of basic service to pilgrim tourists, quality service at pilgrim centers and service quality in infrastructure facilities in factor analysis.

Keywords : Service facilities, Pilgrim Satisfaction, Safety and Hygiene,

1. INTRODUCTION

Humans have travelled since time immemorial. Travel was part and parcel of human life. food preparation and processing operations, safety, or acquisitions of resources were the early travelling for motivation. The idea of travel for pleasure or exploration emerged thereafter. Today, tourism can be discover as leisure time used for traveling and seeking desires experience. The extremely difficult life can be attributed as the reason for people look for travel for pleasure. People do need activities, new experience and adventures to be able to disconnect from work and duties. In time in memorial the Sanskrit words says that 'Tiru in "Tirumala" or "Tirupati" a Telugu origin word or Sanskrit origin word Tamil origin word , thiru means shri in Tamil that denotes auspicious, holy. Lord Venkateswara Swamy Temple is one of the most revered shrines in India as well as World for Hindus located at the earthly point where Lord Vaishnavi temples, this shrine is of immense importance to India, in terms of both religion and heritage. This temple is dedicated to Sri Venkateshwara, a form of Vishnu.

Tourists groups may often to change the place in formal and informal. There are different types of group tourists. There are elegant groups like wedded pair, particularly newlywed pupils, Friends & family groups, of students studying in the same class. Recently cooperative holidays are enjoyed also by a group of Peer groups belonging to a common business establishment. People may form different groups in the course of the journey itself. For instance, pilgrims may start their journey separately but the different terrain and the strain of the journey may often bring them together.

Tourism in Andhra Pradesh is mostly considered as pilgrimage and heritage tourist destination. The centuries old glorious temples and colourful religious events attract millions of domestic as well as foreign tourists. The statistics reflect that the top 7 states with regard to inflow of domestic tourists in India during 2019, Andhra Pradesh has the distinction of first position having attracted 185.8 million tourists followed by Uttar Pradesh and Tamil Nadu. In the last few years Andhra Pradesh has achieved a extraordinary by touching the highest figures i.e. around more than five times during 1993-2019.

Andhra Pradesh is a well acknowledged pilgrimage destination which is a home to different religious pilgrim centres. The famous Tirupati temple located in the Tirumala

hills is one of the major religious centres of Andhra Pradesh. This temple is a dwelling to Lord Venkateshwara and is considered as a richest temple of Hindus in the whole world. Besides this, Amaravati's Shiva Temple is also considered to be a renowned religious place for Hindu devotees. Sri Kalahasti Temple located in Tirupati around, Andhra Pradesh is another ancient Hindu temple that is a popular pilgrimage site.

2. PILGRIM IN TIRUPATI AND TIRUMALA

Tirupati is one of the most ancient and spectacular places of pilgrimage in India. It is situated in Tirupati District in Rayalaseema region, Andhra Pradesh (AP). The town owes its existence to the sacred temple of Lord Sri Venkateswara situated on the Tirumala Hill adjoining it along with Sri padmavathi ammavari temple, Tiruchanoor, Sri Govinda Raju Swamy Temple Srinivas Mangapuram . With a history that dates back to over 12th centuries, the temple is the jewel in the crown of ancient places of devotion in south India. Tirumala Tirupati Devasthanams (TTD) maintains ten more temples and their sub-shrines in the Tirumala-Tirupati surrounding.

TTD provides a wide range of services to make pilgrimage a unique spiritual experience. Seven hills of Tirumala, Sri Venkateswara Swamy temple is the popular as the most ancient pilgrimages Place in India. Tirupati is the richest and most visited religious tourist center in the world followed by the Vatican City. Lord Balaji Temple, located on the seven hills of Tirumala Hills is well known as the Lord's presidency over Venkatachala hills. Tirupati is well connected by road and rail to all the major cities of South Indian, adequately connected by air. Shrine sanctorum houses the splendid idol of Lord Balaji. Thousands devotees of Lord Vishnu travel this temple to seek the blessings. This big and commodious temple is covered by picturesque Tirumalai range. Pilgrims from all over the planet come to the Temple throughout the year. The temple is surrounded with the Fabolous 'gopuram' or tower. The 'Vimana' or Cupola beyond the sanctum is shining with gold plate and is called as "the Ananda Nilayam". The main importance of the temple is the idol of Lord Venkateshwara or which has the figures of both Vishnu and Shiva, preserving and destroying aspects of the Hindu trinity Gods. This is revered temple city, in the Tirupati district of Andhra Pradesh. One can view the majestic Tirumala Hill at an altitude of 3200 ft beyond sea level in its backdrop. The destination is splendid and the architecture of the temple is so magnificent. The Brahmotsavam fair here is regarded to be the biggest festivals. Indians and even foreigners travel Tirupati Balaji during this time. Tirupati-Tirumala, with its celebrated Venkateshwara shrine, receives over 3 crore pilgrims annually and is the single largest contributor to Andhra Pradesh's total tourist. Andhra Pradesh stands at fourth position in attracting foreign & domestic tourists as well.

3. FAMOUS PILGRIMAGE DESTINATIONS

3.1 Sri Padamavathi Ammavari Temple

Tiruchanur, is one of the most established Small local towns found 5km far from Tirupati, it is the natural dwelling place of Goddess Sri Padmavathi ammavaru, the

adored consort of Lord Venkateshwara swamy. This place is famously known as "Alarmelmangapuram" or Alimelumangapuram. By legend as Goddess Lakshmi Mata.

Beautifully arranged on the highest point of the slopes, Tirumala - the dwelling place Lord Venkateswara, is rumoured as the most oldest temple in India,

In indignation, Sri Lakshmi mata (the Lord's consort) came to Pathala Lokam, where she heard a perfect voice expressing that a pushkarini was burrowed on the riverbank of the Swarnamuki, and here she inundated herself in retribution for a long time. In the thirteenth year (amid the month of Karthika Masam, on Panchami thiratham in the last fortnight, highlighted by the nakshathram Uttarashadha), Sri Padmavati ammavaru rose up out of a brilliant lotus. It is trusted that Goddess Lakshmi Mata herself rose as Sri Padmavati ammavaru place is deficient without a visit to this temple.

3.2 Sri Govindaraja Swamy Temple

When south India was capture by Muslim rulers, the consort presiding deity in Tirupati, Sri Govindaraja Swamy was brought and sheltered in Tirupati. After the situation in Tirupati returned to normal, the Lord Sri Govindaraja Swamy's idol was brought back Tirupati.

Saint Ramanuja Charya had a vision of Lord Sri Govindaraja Swamy in his dream. The Lord advised him to make arrangements for him to reside in Tirupati. Sri Ramanujacharya was then aware of Sri Govindaraja Swamy's stay in Tirupathi during the Muslim invasion. With the help of the king, he visited the place he saw in his dream. To their astonishment, they found Lord Govindaraja Swamy's vigraham there.

3.3 Srinivasa Mangapuram Temple

Srinivasa Mangapuram is a Semi urban near Tirupathi. Sri Kalyana Venkateswara Swamy Temple is located in this area. Legends say that Lord Sri Venkateswara Swamy after his marriage with Goddess Padmavathi ammavaru stayed here for some time before proceeding to Tirumala, as per Hindu customs newly married couples are not supposed to climb hills, such devotees can have darshan of the Lord at this temple and attain moksha. It is also said that individuals having trouble getting into wedlock can pray here and get rid of troubles. Kalyana Utsavam were performed here every day to Lord.

4. REVIEW OF LITERATURE

Tourism sector has a most importance for the development of our nation. It is contributing not only to economic development of the nation but also is very important from the socio-historical point of view. Actually, it is a multidimensional activity. The researcher presented the various literatures relating to service quality pilgrim tourists which were collected from the various national and international referred journals and the same was presented below.

Amitabh Mishra (2017) found that the main reasons for dissatisfaction of tourists are Hygiene and Sanitation at the destination. The hotel stay, shopping malls and market place, food and drinks in the market were rated dirty and unhygienic by the majority of tourists. According to the World Tourism Organisation (2015) around 8% of the total export earnings on good and service receipts accounted approximately worldwide through international tourism. The International tourism receipts amounted to 532 billion surpassing all other international Trade categories. Bagri (1995) has discussed the unfolding and development of tourism. The government has not concentrated on the developing resources of tourism. Bhat (2002) study the factors of tourism on income generation and asset creation. He found that the factors of tourism are more effective in households living in the neighbouring area of developed tourists' nodes.

Chadee and Mattson (1996) in his study done on New Zealand, he concentrated on tourist satisfaction in tourism with four factors that affected tourist satisfaction globally namely eat food outside, accommodation, sightseeing and hired a car. Such these approaches leave out lots of other determinants relating to quality service such as tour guides and other hygienic factors.

C.B. Venkata Krishna Prasad (2015) aims to identify the level of satisfaction and complication faced by the tourists. And he also said that "tourism Quality services" should be updated periodically to fulfil the requirement of the pilgrim tourists.

Dr. Manish Madan (2015) he said safety is one of the most important anxieties for all tourists, so the government need to pay special concentration on safety and security for the tourists.

Devanatha (2019) found that tourists who visit Kodaikanal during summer had faced lots of problem with accommodation and stay in the hotels, there were disappointed regarding accommodation. He found that the cottages which are available in fewer quantities were charged high, Apart from the shortage of rooms, unavailability of parking spaces also cripples tourist's town, and bad road causes inconvenience among tourists. A tourist requests the municipal administration of Kodaikanal to take necessary precaution to maintain the roads during the season time as to attract more tourists.

G. Vasudevan (2019) said that it is the need of the hours to sensitise and engage the cab and auto rich saw drivers in the city of Madurai to attract and retain the tourist for a day or more and they should be made as ambassadors of the city. Involving in fleecing the tourist should be stopped. "If you want the tourist to stay in the city for one or two days and that should be done through cab and auto rich saws." Karim and Geng-Qing Chi (2010) found that destinations food image predisposed traveller's trip objective positively.

5. OBJECTIVES

The following are the specific objectives of the study.

- To Study the perception of Pilgrims about Tirumala Tirupati Devasthanam's(TTD) Temples.

- To identify the impact of service quality of Pilgrim tourists towards Tirumala Tirupati Devasthanam's Temples.
- To suggest specific means to improve pilgrim tourism in Tirupati & Tirumala Temples.

6. SCOPE OF THE STUDY

- When many people consider Pilgrim, tourism, they think of international travel to exotic destinations. However most tourism is domestic- it relates to tourists travelling within their own country.
- No research has been undertaken on tourism development in Tirupati and Tirumala which is known for rare configuration of religions, historical, cultural and picnic tourism destinations. In this Place are located world famous tourist destinations: Balaji temple, other sacred vaishnavite temples like Govindarajaswamy temple at Tirupati, Padmavathi Temple at Tiruchanur, Kalyana Srinivas temple at Managapuram; So, we are keen to find out the various problems Tirupathi and Tirumala faces to retain its position as a popular shrine tourist attraction and to create consciousness about the history and importance of Lord Venkateswara Swamy temple Tirumala.
- Tourism creates many job opportunities. Tourism is a labour - intensive industry requiring a large number of workers. But tourism jobs are part time and casual.

7. STATEMENT OF THE PROBLEM

Tourism has emerged as an important contributor to the economy of India and particularly the Andhra Pradesh economy. Andhra Pradesh has a great potential for religious tourism, and there are various places of tourist attraction in Tirumala and Tirupati being visited both by the foreign and domestic tourists. However, much remains to be done to exploit the pilgrim tourism potential to the maximum extent.

No doubt there has been a lot of work done on tourism but so far as the above literature is concerned, it is found that there is not so much work done on Tirumala and Tirupati tourism, particularly on the impact of pilgrim tourism on economic development of Tirumala and Tirupati, and therefore there is a need to do appropriate work related to this. Earlier studies had of course discussed about issues like, determinants of tourism or impact of Pilgrim tourism on economic development, trends of tourism and tourism as a pro-poor growth strategy, but in India and particularly Tirupati level it seems that no work has been done regarding the aforementioned issues.

In order to fill this gap, the present study had been proposed to be undertaken to identify the Pilgrims' perception visiting selected temples of Tirumala and Tirupati Surroundings and to analyze the potential of tourism in this region.

8. METHODOLOGY

8.1 Research

This study is intensive research in a particular field to achieve at a better conclusion of a problem. Research methodology is a systematic way of solving the problem. Research methodology is the path through which researchers need to their study are as follows.

8.2 Study Design

The research design is the basic framework or a plan for a study that guides the collection of facts and figures for investigation of data. In this Structured questionnaire the design used empirical research design. It includes field study and fact finding enquires of different kinds. The major purpose of empirical research is description of state of affairs as it exists at present study.

The information is collected from the individual and analyses with the help of different statistical tools for describing the relationship between various variables pertaining to customer relations in the study.

8.3 Empirical Study

For this purpose, an empirical study in the form of a questionnaire-based survey is presented.

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For this purpose, an empirical study in the form of a questionnaire-based survey is presented. It is a way of gaining knowledge using direct and indirect observation or experience. Empiricism values such research more than other kinds. Empirical evidence (the record of one's direct observations or experiences) can be analysed quantitatively or qualitatively. Through quantifying the evidence or making sense of it in qualitative form, a researcher can answer empirical questions, which should be clearly defined and answerable with the evidence collected (usually called data). Study design varies by field and by the questions being investigated. Many researchers combine qualitative and quantitative forms of analysis to better answer questions which cannot be studied in scientific settings, particularly in the social sciences and in education.

8.4 Sampling Design

Tourists, pilgrims, and visitors of Tirupati and Tirumala were the target respondents. The number of respondents contacted for the study is 121. The sampling method used in this study is convenience sampling as the population is dynamic.

8.5 Limitations

All possible care to avoid shortcomings and errors in the collection of data has been taken during the study. At most care and skill are exercised to derive the conclusions and bring out the findings of the research.

Despite all the efforts taken in this regard, the present study is restricted to Tirupati & Tirumala Surrounding temple only. The collected data may spell out only the attitude of respondents based on the experiences with the tour.

The opinion of the respondents is collected for the period of three months (Jan – March'22) and hence, there may be some cognitive changes in their attitude as well as their opinion due to some external clues.

9. RESULTS AND DISCUSSIONS.

Out of 140 questionnaires, 121 were usable. Unusable questionnaires included missing sections either expectation or satisfaction in the survey instrument. Therefore, the data from 121 respondents were analysed in this study. As stated in the research, the respondents were pilgrim tourists who visited at the Tirumala & Tirupati in Jan to March, in 2022. The survey was conducted at five different locations of the Tirumala and Tirupati temples, which were frequently visited by this place.

The demographic characteristics of the respondents are shown in Table 1. The gender distribution of the respondents was quite even, with 70.2% male respondents and 29.8% female respondents. The dominant age group of the respondents was 51 to 60 years (44.6%), followed by 41 to 50 years (28.1%), and 60 & above years (15.7%), whereas 31 to 40 years (12%) made up the smallest group. Most of the respondents (59.5 per cent) reported that they came from places in Andhra Pradesh, and 34.7 per cent from places within India but outside of AP, 5.8 per cent from outside India.

Table No. 1 Demographic Characteristics of the Pilgrim

(N= 121)

S.No	Variable	Freq.	Per cent	S.No	Variable	Freq.	Per cent
1	Gender			5	Occupation		
a	Male	85	70.2	A	Professional	19	15.7
b	Female	36	29.8	B	Private Service	20	16.5
2.	Age(in Yrs)			C	Business / Industrialist	25	20.7
a	31 – 40	14	11.6	D	Govt. Servant	21	17.4
b	41 – 50	34	28.1	E	Formers/ Landlords	27	22.3
c	51 -60	54	44.6	F	Others	09	7.4
d	60 & above	19	15.7	6.	Family income(in Rs)		
3.	State			A	Below 40000	32	26.4
a	With in AP	72	59.5	B	40001-60000	22	18.2

b	Out of AP	42	34.7
c	Out of India	7	5.8
4	Education		
a	Upto Secondary	14	11.6
b	Under Graduate	24	19.8
c	Graduate	33	27.3
d	PG & Above	12	9.9
e	Technical/ Professional	38	31.4

C	60001-80000	13	10.7
D	80001-1,00,000	28	23.1
E	1,00000 -120,000	83	20
F	Above 1.20 lakhs	6	5.0

Source : Primary data.

In terms of level of education, 27.3 per cent of the respondents are graduates; 31.4 per cent Professionals and 19.8 per cent are under-graduates or with 10 plus two education level. 9.9 Post-graduate and beyond, and 11.6 per cent with Upto secondary school of education. The results show that sample respondents have relatively high educational attainment.

In terms of occupation, 22.3 per cent respondents are Formers/Landlords, 20.7 per cent respondents Business/Industrialist. 17.4 per cent respondents government servants. 15.7 Per cent respondents have professionals (including software engineers, doctors, lawyers, etc.) 16.5 per cent private service employees, 7.4 per cent Other respondents like contractors, realtors, etc., With regard to respondents' annual household income, the model class is with annual household income of below Rs. 40000 (26.4), followed by Rs. 80,001 – 1,00,000 (23.1 per cent), Rs.40,001 – 60,000 (18.2 per cent), Rs. 1,00,000 -1,20,000 (20 per cent), Rs. 60,001- 80,000 (10.7 per cent), and is Rs.1,20,000 and above (5.0 per cent).

Table No. 2 Behaviour Characteristics of the Pilgrim

(N=121)

S.No	Variable	Freq.	Per cent
1	Frequency of Re-Visit (Nos.)		
a	Below 4	40	33.1
b	5 – 8	62	51.2
c	9 times& above	19	15.7
2	Length of Stay		
a	Day Visitor	26	21.5
d	Below 3 Days	34	28.1
c	4-6 Days	49	40.5
d	6 days & above	12	9.9
3.	Source of Information		
a	Self knowledge due to prior Visits	23	19.0
b	Friends & Relative	38	31.4
c	Travel Agents	22	18.2
d	Tourism Dept	16	13.2

f	Tour Operators	12	9.9
g	Others	10	8.3
4	Travel Pattern		
a	Family & Relatives (Below 3)	12	9.9
b	Family & Relatives (4-6) Members	21	17.4
c	Family & Relatives (7& above)	16	13.2
d	Friends & Colleagues (Below 3)	15	12.4
e	Friends & Colleagues (4- 6) Members	12	9.9
f	Friends & Colleagues (7 & Above)	14	11.6
g	Students /Others (Below 3)	12	9.9
h	Students /Others (4-6) Members	6	5.0
i	Students /Others (7 & Above)	13	10.7

Source : Primary data.

The behavioral characteristics of the respondents are shown in table : 2 A good number of tourists (51.2 per cent) revisited Tirumala and Tirupati, 5 to 8 times in the past. 33.1 per cent of the respondents revisited less than 4 times, 15.7 per cent of the respondents revisited 9 times or more The main reason for frequent and repeated visits is visited to world famous Lord Balaji temple.

With regard to the length of the stay, 40.5 per cent of the respondents stayed for 4 to 6 days, followed by 28.1 per cent for below 3 days, another 21.5 per cent day-visitors, did not staying for more than 24 hours and 10 per cent for stayed 6 days and above.

With regard to sources of information for the present visit, the largest group of respondents 19 per cent had Self knowledge due to prior visits, 31.4 per cent were dependent on friends and relatives, 18.2 per cent on travel agents and 13.2 per cent from tourists department, 8.3 per cent from other sources, and 9.9 per cent from tour operators (Table 2).

The following travel behaviour pattern can be observed. Respondents traveled in family and relative groups of various sizes (17.4 per cent) , followed by friends and colleagues (12.4 per cent), and students and others (10.7 per cent) Thus, travel with family and relatives, and friends & colleagues is the most popular pattern. Thus informal sources (self-knowledge, friends and relatives) were the dominant sources (69.7 per cent) of information.

10. Relationship between Pilgrims' perceptions of TTD Services and Overall Satisfaction

Amenities Provided Tirumala Tirupati Devasthanams Temples

Factor analysis was conducted on the Nine attributes that gave a two-factor solution. Table 3 presents the results of factor analysis. The Eigenvalues suggest that the two-factor solution explains 78.993per cent of overall variance. The two factors underlying pilgrims' perception of "amenities provided by Tirumala Tirupati Devasthanams

Temples” service are: physiological Services needs factor and religious ambiance factor.

KMO measure of sampling adequacy is .682 which is above the prescribed minimum level of 0.4, and Bartlett’s Test of Sphericity value, 354.215, $p=.000$, is found to be significant. Taken together, these tests provide the minimum standard that should be passed before a factor analysis or a principal components analysis can be done.

Two factors underlying pilgrims’ perceptions of amenities provided by Tirumala Tirupati Devasthanams Temples :

Factor 1, physiological service needs, consists of five attributes namely “Transport Service”, “Amenities along the walk way”, “Tonsure Service”, “Accommodation”, and “Hygiene & Safety”. It explains away 51.751 per cent variance with an eigen value of 2.588.

Table No. 3 Factor Analysis Results of Perception of Attributes in Tirumala & Tirupati Temples

Attributes	Factor Loading		Communality
	Physiological Services	Religious ambiance	
(1)	(2)	(3)	(4)
Factor 1			
Transport Service	0.911		0.912
Amenities along the walk way	0.911		0.937
Tonsure Service	0.779		0.672
Accommodation	0.764		0.632
Hygiene & Safety	0.742		0.620
Factor 2			
Darshan		0.893	0.799
Free meals		0.733	0.579
Divinity		0.720	0.612
Laddu Prasadam Services		0.701	0.599
Eigen Value	2.588	1.312	
Variance (per cent)	51.751	27.242	
Cumulative Variance (per cent)	51.751	78.993	
Reliability Alpha (%)	78.2	70.8	
Number of Items	5	4	

Notes: 1. Extraction Method – Principal Component Analysis

2. Rotation Method – Varimax with Kaiser Normalisation

3. KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.682

4. Bartlett’s Test of Sphericity: $p = 0.000$ ($\chi^2=354.215$, $df = 12$)

Religious ambiance factor (Factor 2) loaded with four attributes. This factors accounted for 27.242 of the variance, with an eigenvalue of 1.312 and reliability of 70.8%. These attributes were “Darshan,” “Free meals,” “Divinity,” and “Laddu Prasadam Services.”

Correlation Analysis

Table.4 presents the correlation analysis between two factors and overall satisfaction. The correlation between overall satisfaction and the physiological Service needs factor is positive and significant at the .05 level (.217 $p=.041$), which means there is a moderate correlation between physiological Services needs factor and overall satisfaction.

Table 4 : Correlation for Overall Satisfaction with Two Factors of Services provided by Tirumala and Tirupati Temples

		Factor 1	Factor 2
		Physiological Services	Religious ambience
Overall satisfaction of Pilgrims	Pearson Correlation	0.217	-0.136
	Sig. (2-tailed)	0.041*	0.205 ^{NS}
	N	121	121

Note: *Significant at 0.05 level; NS: Not Significant

The correlation between overall satisfaction and the religious ambience factor is negative and not significant.

Multiple Regression Analysis

Table 5 details the results of multiple regression. The two factors are used in a multiple regression analysis as independent variables, the overall satisfaction being the dependent variable. The two independent variables are expressed in terms of standardised factor scores or beta coefficients.

Table No. 5 Regression Results of Pilgrims' Overall Satisfaction Level Based on Physiological Services and Religious ambience

Dependent variables: Overall Pilgrims' satisfaction.

Independent Variables: Physiological Service and Religious ambience Factors

Model Summary			
R	R ²	Adjusted R ²	Std. Error of the Estimate
0.563	0.317	0.294	0.880

Analysis of Variance					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	40.46	4	10.87	14.011**	0.000
Residual	93.75	117	0.760		
Total	134.206	121			

*Note: **Significant at 0.01 level*

Regression Analysis					
Independent variables	B	Std. Error	Beta	t	Sig.
(Constant)	5.365	0.76		68.419**	0.000
Physiological Service	0.296	0.078	0.282	3.755**	0.000
Religious ambience	0.279	0.078	0.266	3.539**	0.001

*Note: *Significant at 0.05 level; ** Significant at 0.01 level;*

To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and the F-ratio are examined. First, the F-ratio which explains whether results of the regression model could have occurred by chance is 14.011 ($p=.0000$) and is considered has highly significant. This shows that the model as a whole has a statistically significant predictive capability. Second, multiple correlation coefficient, R , which is a measure of the strength of the linear relationship between the two factors and overall satisfaction, is .563, which shows that pilgrims have a positive and moderate satisfaction with the two factors. Third, coefficient of determination, R^2 is .317, suggesting about 31.7 per cent of the variance in overall satisfaction is explained by the two factors. Still, the multiple regression procedure declares the model viable by posting a significant F-ratio. In other words, at least one of the two factors is important in contributing to the variance in the overall satisfaction.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the two factors, independent variables, in contributing to the variance in pilgrims' overall satisfaction, dependent variable. The significant factor which remains in the regression equation is factor 1, physiological services factor, beta coefficient

0.282 ($p = .000$). This means one unit increase in satisfaction with “these service factor” would lead to .282 increase in overall satisfaction. The second factor is also statistically significant. In conclusion, one of the two factors is significant in contributing to overall satisfaction.

Table No. 6 Two-tailed Independent One-way ANOVA Results of the Mean Difference of Overall Satisfaction by Behavior Characteristics of the Pilgrim

($N=121$)

Variable	Frequency	Mean	S. D	Value & Sig (2-tailed)
Frequency of revisit				(ANOVA) F = 21.213** P = 0.000
Below 5	40	3.05	0.758	
6 – 10	62	3.90	0.761	
Above 10	19	2.89	0.800	
Length of the Stay (in days)				(ANOVA) F = 32.337** df = 3 P = 0.008
Day Visitor	26	2.19	0.772	
Below 3 Days	34	3.88	0.754	
4 – 6 Days	49	3.87	0.808	
Above 6 Days	12	3.91	0.689	
Travel Group				(ANOVA) F = 2.274* P = 0.013
Family & Relatives Below 3	12	2.98	0.769	
Family & Relatives 4 – 6 Members	21	3.01	0.791	
Family & Relatives 7 & Above	16	3.72	0.741	
Friends & Colleagues Below 3	15	3.04	0.793	
Friends & Colleagues 4 -6 Members	12	3.01	0.745	
Friends & Colleagues 7 & Above	14	3.06	0.838	
Organized groups/ Students / Others Below 3	12	2.61	0.583	
Organized groups/Students / Others 4-6 Members	6	2.60	0.737	
Organized groups /Students /Others 7 & Above	13	2.77	0.725	

Notes : 1. Overall satisfaction mean ranges from 1 (high dissatisfaction) to 5 (high Satisfaction)

2. ** $P < 0.05$ Significant of 5 per cent level.

The results indicate that significant difference in overall satisfaction of the respondents was found in relation to the frequency of re-visits, length of stay, travel group (One way). However, ANOVA test means suggests that significant differences were found in Frequency of revisit ($F = 21.213$), Length of stay ($F = 32.337$) and Travel group ($F = 2.274$). The study reveal that the respondents who had experienced travel to tourist destination sites were more satisfied that the respondents who had never experienced travel tourist to shrines in Tirumala and Tirupati. Furthermore, the study explains that

the respondents who planned to travel tourists for more than 6 months were very satisfied with the destinations.

Findings

There is a relationship between frequency of revisit to the temples and satisfied regards with service amenities

There is a significant relationship between the length of stay to the temple and Overall satisfaction of the pilgrims

There is a relationship between travel group and Overall satisfaction of the pilgrims.

11. RECOMMENDATIONS

Decade's tourism sector growth has been a major contributor to increased economic development throughout the world. It has created jobs in both large and small units and is a major tourism sectors in many places. It is the dominant economic development in some societies. Yet, the blows of tourism to a community are not widely understood-even where tourism is growing dramatically and must be of the greatest interest or concern. The range of blows from tourism is broad and often influenced areas beyond those commonly associated with tourism Sector. In addition, the following criteria most of the respondents are suggest the improve area of Tirumala and Tirupati surrounding tourism.

- Need to improve the Purified drinking water and rest room facilities.
- Need more maintenance surrounding area of temples, Authorities must pay more attention on appointing more qualified persons to give information of site for relevant language and slang.
- Proper attention must be given to maintenance of safety and hygienic environment.
- Need waiting rooms and especially feeding women for kids.
- Need wheel chair for aged and handicapped persons.
- Increase counter of the prasadam and food facility to pilgrim visitors.
- Temples must arrange some first aid medical attention room for the purpose of protecting the aged pilgrim visitors.
- Scouts must be deputed to facilitate the Pilgrim visitors.
- Wash room facilities also created for aged persons.
- Quick Dharshan Counter needs to be arranged for facilitating all.

The above requirements should fulfill and maintain the surrounding of among the temples of Tirumala and Tirupati. Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry level to high-paying professional positions in management and technical fields in public utilities such as water, sewer,

sidewalks, lighting, parking, public restrooms, litter control, and landscaping. Such improvement benefits tourists and residents alike. Likewise, tourism uplifts improvements in transportation infrastructure resulting in upgraded rail, airports, public transportation and highway roads . Tourism uplifts new elements to join the marketing mix, increasing opportunities for shopping and adding healthy competitiveness. It often increases a community's revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes, and fuel taxes. New jobs generate more income tax revenues. When considering the economic impacts of tourism, it is essential to understand that tourism business often include a significant number of low-paying jobs, often at minimum wage or less.

12. CONCLUSION

To conclude, all these improvements and facilities are done and created, in order to religious tourism are, to perform pilgrimage as an act of worship, to express gratitude, confess sin and to perform a vow, to achieve social and spiritual salvation, to commemorate and celebrate certain religious events, to enhance ones knowledge, communication, to develop special interest in the tourism products, to generate employment and socio-economic benefits, to ensure authenticity and original character of the religious place and to ensure peace and harmony. The growth of any service industry is very complex in today's era. The conclusion of this swot is the availability of basic services to the pilgrim tourists like shelters for resting, toilets, cloakrooms, banks, ATM nearby the pilgrim centres, health centres and special facilities for senior citizens and frequent auto and buses with reasonable fares should be improved in all pilgrim centres in Tirumala and Tirupati to attract more footfalls in pilgrimage tourism. Today, there is an urgent need to carry out an extensive survey of the tourist resources of the state on scientific lines and their usage pattern.

Conflict of Interest

There is no Conflict of Interest

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