CHAPTER 7

TOURISTS’ SATISFACTION FROM VARIOUS ATTRIBUTES OF SHAKTIPEETHS
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About the Chapter:
This chapter studies the tourists’ perception and satisfaction about various products and services in the Shakti Peeth area. It is well established fact the overall tourist satisfaction and a tourist’s intention to return are partially determined by his/her assessment of the destination’s different attributes. In this respect, tourists’ satisfaction with respect to transportation, accommodation, sightseeing, parking facility, shrine management, darshan arrangement, attitude of Pujaris’ etc. is identified. There are many studies explore a destination’s performance by analyzing declared tourist satisfaction with different aspects of the destination. In addition, research on destination loyalty shows that one of the most decisive factors in a further visit to a destination by tourists is their satisfaction with previous stays there. The importance of the study goes beyond the fact that explicit evaluations of dissatisfaction provide complementary information on the experience at a destination. The analyses that were performed show that dissatisfaction statements have an obvious bearing on both tourists’ overall satisfaction and their intention to return.

7.1 TOURISTS’ SATISFACTION
Overlooking such effects could mean relinquishing the opportunity to correct negative aspects of the holiday experience. In this respect, the results that were obtained from the intention-to-return analysis are highly illustrative. For sun and sand destinations, the estimated model reveals that negative situations tied in with overdevelopment, tourism congestion and the destination’s environmental degradation are highly important in explaining tourists’ intention not to return. We must point out that dissatisfaction evaluations have a greater bearing on the intention to return than on overall satisfaction. In the case of the overall satisfaction, dimensions of dissatisfaction are significant, although their influence is not as strong as those of satisfaction. Initially, this leads to the conclusion that negative experiences at a destination might not determine overall satisfaction, yet they nevertheless
make the destination less attractive, and thus reduce the probability of a return visit. This might be due to the tendency to rate holidays satisfactorily, given the personal and emotional involvement inherent in the experience and their associated cost. Yet there is no such reinforcement when stating the intention to return. This issue is important in evaluations of the holiday experience and it ought to be explored in greater detail in future studies. For policy-makers at holiday destinations, several implications can be inferred from this study. First of all, not all factors that define a holiday experience at a destination are positive or pull factors. To make a correct diagnosis of a destination, it is important to know how both the destination’s positive and negative aspects affect tourists.

The negative ones are particularly relevant because they can be specific to a destination and thus single it out negatively in comparison with other rival destinations. Secondly, in a competitive environment, it seems advisable to attract the repeat visitor segment. In this case, it is important to bear in mind that overall tourist satisfaction and the intention to return are not just determined by the destination’s positive factors. Perceived negative factors can be decisive in discouraging tourists from making a return visit. In consequence, decision-makers at destinations must make the same effort to boost positive aspects and correct negative ones. Decision makers at destinations must bear in mind the results of this study in an additional sense. Some of the problems of a tourist destination’s development have been acknowledged, in terms of unsustainability or excess carrying capacity. It has been accepted that there can be negative aspects to the growth of a tourist destination, particularly in relation to the deterioration of natural resources. In the results of the paper it is shown that tourists are, in effect, sensitive to negative aspects of a destination that might be derived from over-development or congestion. Additionally, the results of the paper show that tourists make a complex, dual assessment of the destination’s characteristics, in such a way that attributes that contribute positively to a destination’s performance can generate simultaneous feelings of satisfaction and dissatisfaction on the part of the tourist.
## Table 7.1

**Tourists' Satisfaction from Various Attributes of Shaktipeeth Areas of Himachal Pradesh**

<table>
<thead>
<tr>
<th>Physical and Social Impacts of Tourism</th>
<th>Extent of Satisfaction</th>
<th>Total</th>
<th>Mean</th>
<th>S.D</th>
<th>Skewness</th>
<th>Chi-Square</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Accommodation facility</td>
<td>108 (22) 268 (53) 48 (10) 56 (11) 20 (4)</td>
<td>500 (100)</td>
<td>2.22</td>
<td>1.03</td>
<td>0.963</td>
<td>68.24</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>2. Public conveniences/ facilities</td>
<td>112 (23) 288 (57) 52 (10) 28 (6) 20 (4)</td>
<td>500 (100)</td>
<td>2.11</td>
<td>0.94</td>
<td>1.29</td>
<td>107.04</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>3. Arrangement of darshan</td>
<td>60 (12) 248 (59) 56 (11) 116 (23) 20 (4)</td>
<td>500 (100)</td>
<td>2.31</td>
<td>1.06</td>
<td>0.56</td>
<td>60.24</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>4. Attitude of Pujaris/Priests</td>
<td>64 (13) 89 (18) 43 (8) 284 (57) 20 (4)</td>
<td>500 (100)</td>
<td>3.21</td>
<td>1.17</td>
<td>-0.752</td>
<td>449.22</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>5. Attitude of shrine management</td>
<td>102 (20) 201 (40) 52 (10) 112 (23) 33 (7)</td>
<td>500 (100)</td>
<td>2.57</td>
<td>1.24</td>
<td>0.45</td>
<td>165.37</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>6. Attitude of local people</td>
<td>64 (13) 81 (16) 32 (6) 198 (40) 125 (25)</td>
<td>500 (100)</td>
<td>3.48</td>
<td>1.36</td>
<td>-0.635</td>
<td>172.45</td>
<td>&lt;0.01</td>
</tr>
<tr>
<td>7. Attitude of shopkeepers having PUJA items</td>
<td>76 (15) 248 (50) 48 (9) 98 (20) 30 (6)</td>
<td>500 (100)</td>
<td>2.52</td>
<td>1.15</td>
<td>0.661</td>
<td>312.34</td>
<td>&lt;0.01</td>
</tr>
</tbody>
</table>
### TOURISTS SATISFACTION FROM VARIOUS ATTRIBUTES OF SHAKTIPEETHS

<table>
<thead>
<tr>
<th></th>
<th>Availability of literature of shrine/place</th>
<th>Cleanliness of shrine premises</th>
<th>Transport facility to the place</th>
<th>Parking facility</th>
<th>Safety and security</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>89 (18)</td>
<td>132 (26)</td>
<td>89 (18)</td>
<td>162 (32)</td>
<td>108 (22)</td>
</tr>
<tr>
<td></td>
<td>76 (15)</td>
<td>145 (29)</td>
<td>113 (23)</td>
<td>143 (28)</td>
<td>162 (32)</td>
</tr>
<tr>
<td></td>
<td>28 (6)</td>
<td>28 (6)</td>
<td>43 (9)</td>
<td>67 (13)</td>
<td>23 (5)</td>
</tr>
<tr>
<td></td>
<td>162 (32)</td>
<td>98 (20)</td>
<td>143 (28)</td>
<td>59 (12)</td>
<td>145 (29)</td>
</tr>
<tr>
<td></td>
<td>145 (29)</td>
<td>97 (19)</td>
<td>112 (22)</td>
<td>500 (100)</td>
<td>62 (12)</td>
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<tr>
<td></td>
<td>500 (100)</td>
<td>500 (100)</td>
<td>500 (100)</td>
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<td>500 (100)</td>
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<tr>
<td></td>
<td>3.39</td>
<td>2.77</td>
<td>3.13</td>
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<td>2.77</td>
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<tr>
<td></td>
<td>1.49</td>
<td>1.50</td>
<td>1.45</td>
<td></td>
<td>1.39</td>
</tr>
<tr>
<td></td>
<td>-0.493</td>
<td>0.279</td>
<td>-0.150</td>
<td></td>
<td>0.193</td>
</tr>
<tr>
<td></td>
<td>112.34</td>
<td>78.9</td>
<td>50.52</td>
<td></td>
<td>129.46</td>
</tr>
<tr>
<td></td>
<td>&lt;0.01</td>
<td>&lt;0.01</td>
<td>&lt;0.01</td>
<td></td>
<td>&lt;0.01</td>
</tr>
</tbody>
</table>

**Source:** Data collected through questionnaire, S.D - Standard Deviation, Values in brackets show percentag
1. ACCOMMODATION FACILITY

Tourists were asked to put their opinion about the satisfaction from accommodation facilities in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.1 that there were 108(22%) respondents are strongly dissatisfied from the accommodation facilities, 268(53%) respondents are dissatisfied and 48(10%) respondents have shown neutral attitude. While 56(11%) respondents were satisfied and 20(5%) respondents have strongly satisfied from the accommodation facilities in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 2.22 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.03). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.96) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (68.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.1
ACCOMMODATION FACILITY
CHAPTER 7

TOURISTS SATISFACTION FROM VARIOUS ATTRIBUTES OF SHAKTIPEETHS

2. PUBLIC CONVENIENCES/ FACILITIES

Tourists were asked to put their opinion about the satisfaction from public conveniences and facilities in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.2 that there were 112(23%) respondents are strongly dissatisfied from the accommodation facilities. 288(57%) respondents are dissatisfied and 52(10%) respondents have shown neutral attitude. While 28(6%) respondents were satisfied and 20(4%) respondents have strongly satisfied from the public conveniences and facilities in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 2.11 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (0.94). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (1.29) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (107.04) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.2

PUBLIC CONVENIENCES/ FACILITIES

![Graph showing the percentage of responses regarding public conveniences/facilities](image-url)
3. ARRANGEMENT OF DARSHAN

Tourists were asked to put their opinion about the satisfaction from arrangement of darshan in the Shaktipeeth. It is evident from the table 7.1 and graph 7.3 that there were 60(12%) respondents are strongly dissatisfied from the arrangement of darshan, 248(59%) respondents are dissatisfied and 56(11%) respondents have shown neutral attitude. While 116(23%) respondents were satisfied and 20(4%) respondents have strongly satisfied from the arrangement of darshan in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 2.31 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.06). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.56) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (60.24) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.3
ARRANGEMENT OF DARSHAN
4. ATTITUDE OF PUJARIS/PRIESTS

Tourists were asked to put their opinion about the satisfaction from attitude of Pujaris in the Shaktipeeth. It is evident from the table 7.1 and graph 7.4 that there were 64(13%) respondents are strongly dissatisfied from the arrangement of darshan, 89(18%) respondents are dissatisfied and 43(8%) respondents have shown neutral attitude. While 284(57%) respondents were satisfied and 20(4%) respondents have strongly satisfied from the attitude of Pujaris in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 3.21 which come towards satisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.06). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the upper side. The negative value of skewness (-0.752) denotes the disparity in the responses tends to fall above average. On applying chi-square test its calculated value (449.22) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.4
ATTITUDE OF PUJARIS/PRIESTS
5. ATTITUDE OF SHRINE MANAGEMENT

Tourists were asked to put their opinion about the satisfaction from attitude of shrine management in the Shaktipeeth. It is evident from the table 7.1 and graph 7.5 that there were 102(20%) respondents are strongly dissatisfied from the arrangement of darshan, 201(40%) respondents are dissatisfied and 52(10%) respondents have shown neutral attitude. While 112(23%) respondents were satisfied and 33(7%) respondents have strongly satisfied from the attitude of shrine management in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 2.57 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.24). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.45) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (165.37) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.5
ATTITUDE OF SHRINE MANAGEMENT
6. ATTITUDE OF LOCAL PEOPLE

Tourists were asked to put their opinion about the satisfaction from attitude of local people in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.6 that there were 64(13%) respondents are strongly dissatisfied from the arrangement of darshan, 81(16%) respondents are dissatisfied and 32(6%) respondents have shown neutral attitude. While 198(40%) respondents were satisfied and 125(25%) respondents have strongly satisfied from the attitude of local people in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 3.48 which come towards satisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.36). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the upper side. The negative value of skewness (-0.635) denotes the disparity in the responses tends to fall above average. On applying chi-square test its calculated value (172.45) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.6
ATTITUDE OF LOCAL PEOPLE
7. ATTITUDE OF SHOPKEEPERS HAVING PUJA ITEMS

Tourists were asked to put their opinion about the satisfaction from attitude of shopkeepers having puja items in the Shaktipeeth. It is evident from the table 7.1 and graph 7.7 that there were 76(15%) respondents are strongly dissatisfied from the arrangement of darshan, 248(50%) respondents are dissatisfied and 48(9%) respondents have shown neutral attitude. While 98(20%) respondents were satisfied and 30(6%) respondents have strongly satisfied from the attitude of shopkeepers having puja items in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 2.52 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.15). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.661) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (312.34) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.7
ATTITUDE OF SHOPKEEPERS HAVING PUJA ITEMS
8. AVOIDABILITY OF LITERATURE OF SHRINE/ PLACE

Tourists were asked to put their opinion about the satisfaction from availability of literature of shrine/place in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.8 that there were 89 (18%) respondents are strongly dissatisfied from the arrangement of darshan, 76 (15%) respondents are dissatisfied and 28 (6%) respondents have shown neutral attitude. While 162 (32%) respondents were satisfied and 145 (29%) respondents have strongly satisfied from the availability of literature of shrine/place in the Shakti Peeth areas. The mean score of the sample as per the table have worked out to be 3.39 which come towards satisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.49). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the upper side. The negative value of skewness (-0.493) denotes the disparity in the responses tends to fall above average. On applying chi-square test its calculated value (112.34) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.8
AVAILABILITY OF LITERATURE OF SHRINE/ PLACE
9. CLEANLINESS OF SHRINE PREMISES

Tourists were asked to put their opinion about the satisfaction from cleanliness of shrine premises of the Shaktipeeth area. It is evident from the table 7.1 and graph 7.9 that there were 132 (26%) respondents are strongly dissatisfied from the arrangement of darshan, 145 (29%) respondents are dissatisfied and 28 (6%) respondents have shown neutral attitude. While 98 (20%) respondents were satisfied and 97 (19%) respondents have strongly satisfied from cleanliness of shrine premises of the Shaktipeeth areas. The mean score of the sample as per the table have worked out to be 2.77 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.50). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.279) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (79.9) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.9
CLEANLINESS OF SHRINE PREMISES
10. TRANSPORT FACILITY TO THE PLACE

Tourists were asked to put their opinion about the satisfaction from transport facility to the Shaktipeeth area. It is evident from the table 7.1 and graph 7.10 that there were 89(18%) respondents are strongly dissatisfied, 113(23%) respondents are dissatisfied and 43(9%) respondents have shown neutral attitude. While 143(28%) respondents were satisfied and 112(22%) respondents have strongly satisfied from transport facility to the Shaktipeeth area. The mean score of the sample as per the table have worked out to be 3.13 which come towards satisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.45). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the upper side. The negative value of skewness (-0.150) denotes the disparity in the responses tends to fall above average. On applying chi-square test its calculated value (52.52) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.10
TRANSPORT FACILITY TO THE PLACE
11. PARKING FACILITY

Tourists were asked to put their opinion about the satisfaction from parking facility in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.11 that there were 162 (32%) respondents are strongly dissatisfied from the parking facility, 189 (38%) respondents are dissatisfied and 23 (5%) respondents have shown neutral attitude. While 67 (13%) respondents were satisfied and 59 (12%) respondents have strongly satisfied from parking facility in the Shaktipeeth area. The mean score of the sample as per the table have worked out to be 2.35 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.36). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.820) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (121.34) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.11
PARKING FACILITY
12. SAFETY AND SECURITY

Tourists were asked to put their opinion about the satisfaction from safety and security in the Shaktipeeth area. It is evident from the table 7.1 and graph 7.12 that there were 108 (22%) respondents are strongly dissatisfied from the safety and security, 162 (32%) respondents are dissatisfied and 23 (5%) respondents have shown neutral attitude. While 145 (29%) respondents were satisfied and 62 (15%) respondents have strongly satisfied from safety and security in the Shaktipeeth area. The mean score of the sample as per the table have worked out to be 2.77 which come towards dissatisfied level. A lot of disparity in the responses of the sample from the mean has been disclosed by the computed value of standard deviation (1.36). Furthermore the value of skewness has turned out to be affirmative indicating that variation has been towards the lower side. The positive value of skewness (0.193) denotes the disparity in the responses tends to fall below average. On applying chi-square test its calculated value (129.46) has been found to be showing significant difference at 1% level of significance. Thus it can be revealed that null hypothesis is rejected and alternated hypothesis is accepted, which conclude that the responses of people are not equally distributed over the issue.

GRAPH 7.12
SAFETY AND SECURITY
7.2 MODEL TO BE ADOPTED: MANAGING SHAKTI PEETHS IN HIMACHAL PRADESH IN SHRI VAISHNO DEVI SHRINE WAY

The management of Vaishno Devi Yatra and the governance and administration of the shrine is done by Shri Mata Vaishno Devi Shrine Board, popularly called the Shrine Board. The Board was set up in August 1986 under the provisions of The Jammu and Kashmir Shri Mata Vaishno Devi Shrine Act, 1986. The Main objective of the act was to provide for better management and governance of the Holy Shrine of Shri Vaishno Devi Ji and its endowments including the appurtenant lands buildings.

Prior to the takeover, the management and control of the shrine was with a private trust called the Dharmshala trust and a group of traditional local residents called Baridars (so called because they collected their offerings as per their turn – Bari). The takeover was necessitated considering the poor state of things and the absence of facilities for the pilgrims. While the offerings were pocketed by the Baridars, the other income including rentals and royalties were taken by the trust. However, there were very few facilities for the Yatries. The Pilgrims who reached the Holy town of Katra from all over India with devotion and faith in their hearts were often met with all kinds of hardship, insensitivity and mismanagement.

Following the act, the administration, management and governance of the Shri Mata Vaishno devi Shrine and the Shrine funds came to be vested in an autonomous Board comprising a chairman and not more than ten members. The Governor of the state of Jammu and Kashmir is the ex-officio Chairman of the Board. He nominates nine members to the board. The board discharges its duties through a Chief Executive Officer. Both these officers are senior officers of the Indian Administrative Services.

Ever since the takeover, the Shrine Board has continuously striven hard to develop a high level of infrastructural and services facilities for the visiting pilgrims so as to make the yatra a memorable and satisfying experience. Today the Shrine Board is recognised as one of the major service providing organisations in the country ranging from improving tracks, electricity, water and sanitation, accommodation, food & refreshments, medical facilities, helicopter facility, ponies, bank, to computerising the Shrine Board activities.

There is a clear need for religious organizations and communities that host religious shrines and other sacred spaces to cater to the needs of tourists. The economic benefits are
obvious, and many communities rely almost entirely upon the religious or spiritual tourism product to survive. There are many ways communities and faiths have adapted to benefit from the inevitable flow of outsiders. The key to success, however, is to continue facilitating tourists and tourism, while maintaining the sacred nature of the place.

**Summary**

The tourist satisfaction about various products and services at a destination leads to the positive impact of image building of the destination. The complete satisfaction of destination is the combination of various services from a destination. Tourist satisfaction leads to revisit and disseminate positive word-of-mouth by the tourists. It is important to deliver what was promised to them. If tourists are satisfied with their travel experience, they are more willing to revisit a destination and spread positive word-of-mouth. The satisfaction from various services in Shakti Peeths is not satisfactory enough in Himachal Pradesh. In Lahaul-Spiti district domestic tourists are more satisfied than the foreign tourists. In Kullu district at the satisfaction level of domestic tourist shows much value than the foreign tourists yet for both tourists the value lie below the average value. Tourist’s satisfaction is very important aspect for the growth of any destination. In Shakti Peeths of Himachal Pradesh, the satisfaction level of tourists’ is not satisfactory. There is need to give much emphasis on the parking facility, well trained staff, good quality accommodation facility, arrangement of darshan in a well planned manner so that devotees need not wait for a long time. There is need to enhance the security at the premises as these are very sensitive areas and many lives died because of stampede in Naina Devi few years back. There is need to adopt the Vaishno Devi model in these Shakti Peeths also, so that it can attract more and more tourists in the area.