CHAPTER 3
RESEARCH DESIGN

About the Chapter:

This chapter tries to explain the complete of the research process. It explains the research need, objectives, scope, limitations, methodology, and sources of primary and secondary data. This chapter also discusses the various statistical techniques used to analyze the primary and secondary data. This chapter gives a direction to the research process. In this chapter the need of study, scope of the study, objectives, hypothesis, research methodology, significance of the study, limitation of the study have been presented systematically.

3.1 STATEMENT OF THE PROBLEM

After the detailed review of literature and examining the research gap researcher has selected the statement of problem for study as:

"Religious Tourism in Himachal Pradesh: A study of Shakti Peeth Circuit of Himachal Pradesh"

3.2 NEED OF STUDY

Since the ages Himalaya is a major destination for the travellers whether for pilgrimages or as a spiritual centre or a study centre or a place of any other activity. But after the British involvement in the area this Himalaya becomes important place as a health resort. But after independence tourism has increased to a greater extent in Himalayan region and became a source of employment and income for the people. Tourism is the world’s largest industry, promotes increased interaction of political and economic forces within a society. It may be regarded as consisting of tourists, a business, and an environment or community in which it operates. And this tourism phenomenon affects all these elements. These days tourism has been identified as the tool for the development.
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FIGURE 3.1
CONCEPTUAL FRAMEWORK OF THE STUDY

Conceptual Framework

Research Design

Coordination Scheme

Selection of Study Area

Sampling Method
- Purposive Sampling
- Stratified Sampling
- Simple Random Sampling

Data Collection and Sources

Data Entry and Processing

Data Interpretation and Findings

Primary Data
- Reconnaissance Survey
- Interview
- Field Observation
- Questionnaire Survey
- Focus Group Discussion for Control Variable

Secondary Data
- Official Documents
- Reports
- Books
- Development Plan
- Statistical Report
- Official Websites

Recommendations for Policy implementations and Future plans and Prospects

Analysis and Interpretation

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Himachal Pradesh is known as the “abode of God.” Each village in Himachal Pradesh is having its own local deity. Most of the tourists from the plains visit Himachal Pradesh for religious purposes and the tribal circuit including Dharmshala, which is famous for its Buddhism and Monasteries. Himachal is blessed with some Shakti Peeth places. These places are supposed to be related with the goddess ‘Sati’, whose dead body was taken by lord ‘Shiva’ under deep anguish and pain. Lord Vishnu cut this body in several pieces resulting in development of fifty one Shakti Peeth places all over the India. Out these fifty one places, five are located in Himachal Pradesh. Every year millions of pilgrims visit various shrines in Himachal Pradesh. As tourism being a social phenomenon, this arrival of people leads to the development of new sociological concepts. Like flow of income, development of new facilities and change in the culture and traditions. These days tourism has turned into an important economic activity, which is seen with optimism by the governments and natives.

Tourism being a complex and newest area of study, and there is dearth of studies on tourism in India as well on Himachal’s perspectives. It becomes prerequisite to study these important aspects of tourism, so that a good planning can be made for the development of tourism. There is no study has been undertaken specifically on the religious tourism and its impact on the development of local community. Hence the need is to undertake a study upon the religious tourism and to study the various problems associated with this form of tourism.

Even in the time when international tourism is facing huge challenges in the wake of terrorism and the war, planning and the emphasis on the regional travel is the need of the hour. Himachal Pradesh is the state with a lot of potential for the domestic (Religious) tourism. To make it more economic efficiency oriented, more studies required for its proper management, before it gets deteriorated. Hence this study on impacts of religious tourism for the development of community is quite important in contemporary era.

3.3 SCOPE OF STUDY

Focus:

The study will be focused upon Religious Tourism, especially tourism at Shakti Peeths of Himachal Pradesh. Study will be aiming at finding out the role of religious tourism in the development of local community.
Area:

The study will cover Shakti Peeths or Devi circuit of Himachal Pradesh. Study will include places as Naina Devi Temple, Jwalaji Temple, Chintpurni Temple, Brajeshwari Temple and Chamunda Devi temple.

FIGURE 3.2

SHAKTIPEETHS OF HIMACHAL PRADESH

To get the best result from a research an appropriate method has been adopted. This was possible by conforming to a standard methodology having the following features:
1. Selection of the topic or determining the field of research – in the present case the researcher has selected Religious tourism and its impacts on the development of community as the field of research.

2. Research Design – in this work it has been opted to be a exploratory study, bounded in place and time, and having a holistic view, exploring relationships between various stakeholders of tourism in the state, and further religious tourism development was the main target at study places.

3. Nature of investigation, qualitative or quantitative – the researcher has embarked more on qualitative than on quantitative approach.

4. Procedure of data collection – the researcher has adopted the questionnaire, opinionnaire, observations, document study and collecting information by organising on-the-spot workshops/ FGD’s of stakeholders as data collection procedures.

5. Analysis and interpretation – from inductive to deductive.

3.4 OBJECTIVES OF THE STUDY

1. To study the concept of religious tourism and Shakti Peeths.

2. To find the existing infrastructural facilities (Resource Inventory) at Shakti Peeth places of Himachal Pradesh.

3. To study the role of religious tourism in the development of local community by examining the economic, socio-cultural and physical impact of religious tourism on local community.

4. To study tourists' perception and satisfaction about various facilities of Shakti Peeths.

5. To analyse various religious tourism impacts upon local community.

6. To identify/develop suitable suggestions and recommendations for the development religious tourism.

**Fulfilment of the first and second objective:** This objective has been achieved with the help of the secondary sources, reviewing the existing literature on the concerned area. Further on -spot observations have been made to develop resource inventory.
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Fulfilment of third, fourth and fifth objective: To fulfil this objective a review of prior studies on the concerned subject have been undertaken and a questionnaire/opinionnaire based on Likert Scale (attached herewith) has been prepared to find out the perception of the tourism stakeholders (tourists, local community, travel intermediaries, officials, temple trust authorities) regarding the religious tourism and ultimately impacts of tourism have been identified with the help of questionnaire containing the items regarding their opinions about the tourism development.

Further workshops and focused group discussions have been organised to have on-the-spot discussions and conclusions have been made out of panel discussions.

Panel of experts' included; local community representatives, people belonging to the district administration, tourism department, authority from temple trust.

A detailed resource inventory of the places was prepared which contained information regarding: religious background; other recreational features; entertainment; tourism resource and infrastructure-access, transport and parking, accommodation, convenience and comfort, financial resources, health and safety, human resources, information, political resources, shopping travel services.

3.5 RESEARCH METHODOLOGY

In accordance with the problems to be researched and appropriateness of the techniques of investigation, research designs have been classified broadly into three categories: Exploratory Research Design, Descriptive and Diagnostic Research Design and Hypothesis Testing or Experimental Research Design.

The major emphasis of exploratory study is on the discovery of ideas and insights. This design is flexible enough to provide opportunity for considering different aspects of a problem under study. In-built flexibility in research design is needed because the research-problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which fact may necessitate changes in the research procedure for gathering relevant data. Generally, the following three methods in the context of research design for such studies are talked about:

1. The review of concerning literature.
2. The primary survey.

3. Analysis of insight stimulating examples.

In the present work recourse these instruments are primarily undertaken.

The Review of Literature happens to be the most simple and fruitful method of formulating the problem and generating the first hand perception about its solution. Work already done by others should be reviewed and on the basis of those new perception has to be developed. In the first part of this chapter this task has been undertaken.

The study will be having primary as well as secondary data.

Data to be used

Secondary Data

Secondary data was collected from the following sources:

Published and unpublished records of temple management

Annual reports of tourism department.

Various books relating with the information about religious tourism.


Primary Data:

Primary data was collected with the help of questionnaires, which was prepared to find out the expectations of tourists/pilgrims regarding the various tourist facilities available at Shakti Peeth places, perception of the tourism stakeholders (tourists, local community, travel intermediaries, officials, temple trust authorities) regarding the religious tourism and the impacts of tourism have been identified with the help of questionnaire containing the items regarding their opinions about the tourism development.

Further workshops and focused group discussions have been organised to have on-the-spot discussions and conclusions have been made out of panel discussions.
Panel of experts’ included; local community representatives, people belonging to the district administration, tourism department, authority from temple trust.

**Format of the Questionnaire**

Questionnaire was prepared so as to get comprehensive information.

*Questionnaire for Tourists/Pilgrims (Domestic and Foreigners) and for the LOCAL COMMUNITY (Locals, tourism intermediaries, administration officials and management of shrines)*

It was prepared to find out their expectations and satisfaction regarding various facilities available in the study area and to find out their comments about the facilities used and the suggestions for the further improvement. This questionnaire consists of questions focused to find out the impacts of religious tourism in terms of Economic, Socio-cultural and Physical aspects.

**Hypothesis**

1. **Hypothesis Ho:** The variables are uncorrelated in the population of local community.
2. **Hypothesis Ho:** There is no relationship between benefits of religious tourism and local residents’ support for tourism development.
3. **Hypothesis Ho:** The residents living in Shakti Peeth areas have a negative attitude towards tourism.
4. **Hypothesis Ho:** Residents perception of religious tourism impacts are not influenced by residents’ demographics such as age, income level, occupation and level of education.
5. **Hypothesis Ho:** Tourists are satisfied with the various services and facilities of Shakti Peeth areas.

**Sample Size and Sample Design**

**Universe**

The Shakti Peeth Circuit of Himachal act as the universe and the tourists visiting these religious sites/pilgrims; people in the tourism industry, Local people and the people in the management of the religious sites will be the elementary unit.

**Sampling method:**

In the present study we have used *multi-stage sampling*.
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Stage One: At this stage the Devi Circuit of Himachal Pradesh was the total area i.e. Naina Devi, Jawala Ji, Chintpurni, Brajeshwari and Chamunda Devi Temple.

Stage Two: At this stage tourists have been selected on the basis of the quota sampling and from each site 100 tourists/Pilgrims.

The total sample of tourist is

5 (Places) x 100 (Tourists) = 500 --------------------------(1)

On the same pattern local community (including intermediaries) were be selected as,

5 sites x 50 = 250 ---------(2)

Local community is further segregated as

Travel agents.....5 from each Shakti Peeths
Hoteliers.......10 from each Shakti Peeths
Transport service providers....10 from each Shakti Peeths
Local people.......25 from each Shakti Peeths

Sample of officials and people from management of religious site was 10 from each place, selected on the basis of the quota sampling.

The total Sample will be sum of (1) and (2) = 750

Total sample size: Total sample size selected is 750. The ultimate sample was selected on the basis of convenient random sampling.

Table 3.1

Description of Sample

<table>
<thead>
<tr>
<th></th>
<th>Naina Devi</th>
<th>Chintpurni</th>
<th>Jwala Ji</th>
<th>Brajeshvari</th>
<th>Chamunda</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourists</strong></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Local Community</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Including travel</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>intermediaries)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>150</td>
</tr>
</tbody>
</table>

Total Respondents from study area: 750
3.6 DATA ANALYSIS AND INTERPRETATION

For the analysis of data the Statistical Package for the Social Sciences (SPSS, version 11.5) was used. Specifically, the data analysis plan was divided into three parts – univariate, bivariate, and multivariate – based on the numbers of variables used in the analysis. The main univariate statistics used in the analysis included: frequency distributions, means, and standard deviations. Keeping in view of the study, the data collected have been analyzed and interpreted with the help of the

1. Mathematical methods
2. Statistical methods
3. Graphical methods

1. Mathematical Methods

In the present study the data collected was analyzed with the help of the mathematical method as follows:

a. **Arithmetic Mean**

A mathematical representation of the typical value of a series of numbers, computed as the sum of all the numbers in the series divided by the count of all numbers in the series. Arithmetic mean is commonly referred to as "average" or simply as "mean". The arithmetic mean is the "standard" average, often simply called the "mean".

\[ \bar{x} = \frac{1}{n} \cdot \sum_{i=1}^{n} x_i \]

b. **Standard deviation**

Standard deviation is a widely used measurement of variability or diversity used in statistics and probability theory. It shows how much variation or "dispersion" there is from the average (mean, or expected value. In the case where \( X \) takes random values from a finite data set \( x_1, x_2, \ldots, x_N \), with each value having the same probability, the standard deviation is

\[ \sigma = \sqrt{\frac{1}{N} \sum_{i=1}^{N} (x_i - \mu)^2}, \quad \text{where} \quad \mu = \frac{1}{N} \sum_{i=1}^{N} x_i. \]

c. **Coefficient of Variation**
In probability theory and statistics, the coefficient of variation (CV) is a normalized measure of dispersion of a probability distribution. It is also known as unitized risk or the variation coefficient. The coefficient of variation (CV) is defined as the ratio of the standard deviation \( \sigma \) to the mean which is the inverse of the signal-to-noise ratio. The CV is defined only for non-zero mean and the absolute value is taken for the mean to ensure it is always positive. The coefficient of variation (CV) is defined as the ratio of the standard deviation \( \sigma \) to the mean \( \mu \):

\[
CV = \frac{\sigma}{\mu}
\]

which is the inverse of the signal-to-noise ratio.

d. Skewness

In probability theory and statistics, skewness is a measure of the asymmetry of the probability distribution of a real-valued random variable. The skewness value can be positive or negative, or even undefined. Qualitatively, a negative skew indicates that the tail on the left side of the probability density function is longer than the right side and the bulk of the values (possibly including the median) lie to the right of the mean. Karl Pearson suggested simpler calculations as a measure of skewness, the Pearson mode or first skewness coefficient, defined by,

\[
Skew = (\text{mean} - \text{mode}) / \text{standard deviation},
\]

2. Statistical Methods

Following descriptive statistical technique have been employed in the present study. Statistical methods provide an indispensable tool for collecting, organizing, and analysing and interpretations data expressed in numerical terms.

a) Descriptive statistical measures

b) Non-Parametric tests.

a) Descriptive Statistical Measures

The statistical analysis based on the computation of descriptive statistical measures is mostly applied in action research, and provide valuable information about the
nature of a particular group and that group only. Weighted Arithmetic mean method has been used in this study.

b) Non-Parametric Tests

\( \chi^2 \) test

Non-parametric test, which has been used in this research, is chi-square test. The chi-square test is used to test if a sample of data came from a population with a specific distribution. A chi-square test (\( \chi^2 \) test) is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

Test of Significance

One-Way Analysis of Variance (ANOVA)

To examine relationship patterns more than two variables, One-Way Analysis of Variance (ANOVA) was applied in the case that the independent variable was divided into three or more subgroups. To run ANOVAs, the normality of the distributions was assumed.

MULTIVARIATE ANALYSIS

Factor analysis

Factor analysis is a statistical method used to describe variability among observed variables in terms of a potentially lower number of unobserved variables called factors. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modeled as linear combinations of the potential factors, plus error terms. The information gained about the interdependencies between observed variables can be used later to reduce the set of variables in a dataset.

3. Graphical Methods

In the present study the data collected have been analyzed with the help of the graphs where needed in the following ways:

1. Bar Diagrams
2) Pie Diagram.
3.7 LIMITATIONS OF THE STUDY

Studies are confined to particular geographical area, in the tools and techniques applied, in sample and procedures and so on depending on researchers' resources. This is termed as the limitations of the study. Research is a never-ending process with never ending scope. The study of religious tourism is particularly a complicated process, owing to complex, multi-disciplinary and non-quantifiable nature of subject. Here, much depends on individual perceptions, value system and interpretations, which obviously differs from person to person. While working on the present research problem, the researcher, besides the above constraints had many other limitations, some situational and few self imposed. The complex nature of study area in its large parts has particularly been a major hurdle in conducting the research. Thus, due to unavailability of authentic and systematic information, the scholar had to depend extensively on field survey.

In the present study limitations are:

1) The study is limited to Himachal.

2) The study is limited to the Shakti Peeth places of Himachal.

3) No major prior work has been done in Himachal Pradesh on this or related subject. We had to take help from research scholars of other states, which was available scantily.

4) Travel intermediaries and officials were hesitant to respond fully. Evenly time the researcher had to convince that information so collected would be kept confidential and would be used for research work only. In spite of all this some of them either refused to respond or did not answer some of the questions contained in the checklist/checklist.

Summary

The present study focuses religious tourism and Shakti Peeth circuit of Himachal Pradesh. There are five Shakti Peeths in Himachal Pradesh; these are Chamunda, Brajeshvari, Naina Devi, Jwala Ji and Chintpurni. Present study investigates the religious tourism in these Shakti Peeths and tries to analyse the community and tourists perception regarding them. It investigates the perception of local community and various other tourism stakeholders about tourism impacts. The statement of the problem selected is “Religious Tourism in Himachal Pradesh: A study of Shakti Peeth Circuit of Himachal Pradesh”.

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