Preface

Pilgrim tourism is the fertile ground for exercising cultures and talents, festering special kinds of relations between the pilgrims and host population, between the tourist and the host environment. Pilgrimage to a sacred place as an act of religious devotion is an age-old tradition, followed by religions all over the world. The fact that it is often carried out on foot is an older form and has many religious connotations and has made people overlook it as a form of tourism. Apart from the devotional aspect, looked at from the broader point of view, pilgrimage involves, sightseeing, traveling, visiting different places and, in some cases, voyaging by air or sea etc. and buying the local memorabilia, almost everything a tourist does. Also, as in other types of tourism, tourist traffic to a destination can be created by changes in access or demands for new activities. During such visits, pilgrims require some services at, and en route, the pilgrimage destination which is provided by private agencies, Government and concerning Governing body of the shrine. It is important for tourism service providers to understand the diversity of their potential customers and attempt to cater to the needs of all population segments. Quality services leave a positive impression on visitors regardless of their overall experience and also possess the ability...
to increase monetary profits. The premise of service delivery meanders within all aspects of the tourism experience from promotional materials, on-site personnel, cleanliness of facilities, accessibility and employee knowledge and courtesy. A creative approach should be taken in the pilgrim product planning, providing them proper facilities, changing of exhibits, programs and outdoor excursions to offer more reasons for their satisfaction. The focus of this research concerned a study of the pilgrim satisfaction with shrines of Northern India.

The first chapter has been designed to give the description of historical and growth perspective of tourism all over the world and various marketing strategies being used by Indian tourism so far. This has been followed by explanation of pilgrim tourism in India with special focus on shrines of Northern India. Further, a light has been thrown on various services available at the different tourist as well as pilgrimage destinations and the pilgrim satisfaction with the services encountered during their pilgrimage. In addition to these, it also describes various parameters taken into consideration while selecting a travel destination. Apart from these discussed issues an attempt has been made to review the carrying capacity of pilgrim destinations too.

The second chapter has been designed to provide a brief review of the literature which has direct or indirect bearing on the present study.
The third chapter deals in research design commensurate with the objectives of the study. It includes the sampling design, sampling procedure, tool used for data collection and the various statistical tools used for data analysis. Moreover, it also provides the limitation of the present study.

The fourth chapter deals in pilgrim satisfaction and has been designed to find out the role of demographic variables in predicting the satisfaction level at different shrines. An attempt has been made on five point scale ranging from 1 (Highly Dissatisfied) to 5 (Highly Satisfied) to rate their responses towards various attributes related to transportation, food and accommodation, retail services, supervisory services and various infrastructure and related services. Further these attributes has been reduced to meaningful and correlated form with factor analysis. In order to examine the relative importance of the overall satisfaction (dependent variable) and different factors derived from the factor analysis in accessing the satisfaction level of pilgrims (independent variables) multiple regression has been carried out. Finally in this chapter to check the relevance of different hypotheses Independent Samples Test and ONE WAY ANOVA has been carried out and the nature of problems faced by them has also been discussed to
provide certain guidelines for the betterment of various services made available to pilgrims visiting the holy shrines.

The last chapter explains the major findings of the present study along with suitable suggestion has been discussed and model for the pilgrim satisfaction has been designed based on the findings of the study. This chapter also includes certain suggestions to the concerned governing bodies as well as Government who is responsible for the facilitation of different services needed and expected by the pilgrims while visiting the holy shrines of Shri Mata Vaishno Devi, Jwalaji and Shri Shiv Kholi.

As we know tourism all over the world largely relies on pilgrimages and cultural resources and as of today cultural wealth of India is not limited to its massive monuments and sites, but it is also about its natural landscape and the charm of everyday life including local and regional rituals, festivals, crafts, dances, music and traditional cuisine. To sum up it could be better interpreted that tourism needs to learn how to promote cultural and religious assets in an inclusive manner, if it is ever to be sustainable.