Chapter I

INTRODUCTION

1.1 Tourism: A Historical Perspective

Tourism has always been one of the popular modes of recreations for mankind. Instances of people traveling to places other than their home town or state or country to take a break from their routine lives have been common from centuries. Places and countries such as Los Angles, Las Vegas, California, Paris, Tokyo, Cairo, London, Switzerland, The Hawaiian, France, The British Isles, Italy, South Africa, Bali and The Maldives are some of the most visited and popular destinations across the globe due to their natural grandeur or historical significance (V. Sarvani et al. 2007). Tourism is a basic and most desirable human activity which deserves the praise and encouragement of all peoples and all governments (Rome, 1963). It is an industry concerned with attracting people to a destination, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their homes (Negi, 1998). It has been accepted as the second largest industry after oil. It is the greatest producer of world gross domestic product and employment and plays a significant role in promotion of mutual understanding between the people of the world and in maintenance of peace through people to people exchanges and thus contributes to the prosperity of many countries and region (Bagri, 2003). The importance of tourism as an instrument for economic development and employment generation, particularly in remote and backward areas, has been well recognized in the world. Tourism is a product though it is not as tangible and palpable as a commodity. Since it is not
merchandise in the conventional sense of the term, its promotion and publicity has
got to be different from promotion of commodities or articles of day today
consumption. Tourism being a composite service, jointly provided by a
multiplicity of entities at a fixed location, its marketing is far more complex than
conventional marketing. A distinctive feature of tourism is the rigidity of its
location. The consumer has to move to the location for its consumption. Making
the consumer to travel to the tourism product, starts with the creation of
awareness about the product, generating consumer interest and selling a package
of services and facilities either individually or collectively to facilitate travel to
the destination. It is now world’s major industry and continues to expand. It has
power to enhance the environment to provide funds for conservation, culture and
history to set sustainable use limits and to protect natural environment (Sharma,
2003). This has been associated with a more open attitude to global capitalism and
with the remarkable success of a growing number of companies on the world
stage. It studies the travel motives while focusing on the destination, its needs and
types of travelers (Woodside, 1978). A distinctive feature of tourism marketing is
that being an intangible the seller has to sell it as a product while making an
assessment of the demands of the tourists (Page, 1995) and it is instrumental in
choice of a particular destination (Lailajainen, 1981). Its cycle starts with
generation of tourists in some societal culture and its encounter with different
culture as a host and guest (Smith, 1992). The tourism cycle begins and ends with
an exchange among people of different culture and religion, those who need them
and those who meet their needs (Pearce, 1981). In recent times, scenario of
tourism has got shifted towards eco-friendly product and services, this change of
attitude towards traditional, hand-made goods can engender an economic
revolution to which millions of Indians can contribute (Sudhansu, 2006). India is an important long distance market and the frequency of travel for Indian tourist going abroad increased and touched the figure of 4,00,000 in the year 2006 (Girish, 2005). As per the reports airlines in India play a vital role in tourism development as 50 per cent of foreign tourist travel through these modes of transportation and their safety has direct impact on foreign tourist arrivals (Giovanni, 2006). As far as the domestic tourism is concerned about 80 per cent of tourist in India are religious tourists and use the railways and roadways as a means of transportation and two- third of this traffic is concentrated in Tamil Nadu, Andhra Pradesh and Uttar Pradesh (Ford, 2004). Kerala, Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Karnataka and Rajasthan are the leading tourism destinations in India in terms of total tourist arrivals. India is rated highly for its rich art forms and cultural heritage. However, irritants like cheating, begging, unhygienic conditions, lack of safety dampen the spirits of tourists. India can be positioned on the world map only after these hygiene factors are improved along with other motivators (Manjula, 2000). The safety parameters also play a significant role in the repeat visits and socio-economic development of the destination and its people. If safety standards, cultural experiences and convenient transportation ultimately meet the anticipations of tourists, the tourists are likely to recommend their favourite destination to their friends and relatives with positive word-of-mouth. Hence, management in tourism is needed to develop better strategies on relationship marketing that addresses the above three key destination choice attributes (Chen and Gursoy, 2001). In addition to this past travel experience also generates the positive word-of-mouth among the travelers and includes five important variables for tourism process viz. number of countries
visited, number of countries visited for pleasure and three trip characteristics likewise length of stay, number of people in the travel party, and travel mode (Pamela, 2007). However the satisfaction of the tourist with destination is based on three main factors perceived value, service quality and intent to return (Ken McCleary, 2007). Marketing of tourism destination is based on establishing long-term relationships with their tourist customers, it is important to explore the tourists' destination loyalty given a competitive market in tourism around the globe (Heng-Hsiang Huang, 2006). Destination choice has now become a crucial aspect in tourism marketing which in turn leads to tourist satisfaction. Choice of the destination and spots has now been an important decision being discussed by various researchers (Ajzen and Driver, 1991; Chen, 1998; Fesenmaier, 1988; Um and Crompton, 1990). Such decisions have been also linked with the topics of decision rules, decision-making processes, and choice factors (Chen and Gursoy, 2001). Despite the substantial contributions from previous research on decisions to choose tourist destinations (Crompton, 1992; Crompton and Ankomah, 1993; Fesenmaier, 1990; Woodside and Carr, 1988) research pertaining to the linkages between decisions to choose a tourist destination and tourists destination loyalty from a perspective of relationship marketing is limited. As the success and popularity of any destination rely heavily on its hosts in terms of services provided and complexity and globalization of today's competitive business environments and have made quality as one of the most important sources of competitive advantage for the tourism destination. Care, efficiency, effective marketing, benchmarking, staff training and development are all vital for survival and competitiveness in a changeable tourism destination demand (Mohammed, 2006). Tourism is a highly competitive industry, and can no longer compete on
the basis of cost alone. Quality is, therefore, a key element for the competitiveness of the tourism industry. Evaluation of service quality offered to customers is essential, and several evaluation models have been developed in this context (Parasuraman et al. 1985, Cronin and Taylor, 1992, Cheung and Law, 1998). The most known and used models are SERVQUAL, SERVPERF, TQS and ISQM. Future of tourism markets is dependent on the ability of tourism countries to deliver a high quality product that corresponds to the changing tastes, needs, wants and demands of the international traveler and the use of well-developed niche-based marketing strategies to total market growth. The development of such marketing strategies requires tourism officials to measure the image customers have of the destination's tourism products and identify how satisfied they are with the delivery of these products (Jayawardena, 2002). An individual’s assessment of satisfaction is the degree to which a product's performance is perceived to have met or exceeded his or her desires and expectations (Spreng et al. 1996). (Bramwell, 1998) suggested that the products of a destination should be designed to meet the demand of the targeted customers. (Cho, 1998) identified a number of attributes that are most important in the measurement of tourists' satisfaction. (Tribe and Snaith, 1998) also measured tourists' satisfaction with their holiday experience and pointed out that the measurement of satisfaction provides some indication of the degree of customer loyalty (Kozak, 2001) investigated a relationship between overall satisfaction and intention to make a repeat visit similar to that of earlier researches which can be used to provide an indication of the destination's potential for future visits (Gyte and Phelps, 1989). The sphere of tourism is highly diversified and fragmented (Mieden, 1985). Its area of operation is wide spread in terms of domestic tourism, international tourism, medical
tourism, health and recreation, agriculture tourism historical tourism, ethnic tourism educational tourism and most important is pilgrim tourism and all these operate under the common domain (Middleton, 1994). Safety and security, hygiene, Accessibility, transparency, authenticity and harmony are the six main standardized parameters to be adopted by the tourism industry in order to meet and satisfy the needs and wants of tourists (WTO, 2003). Positioning of a destination is the strong attribute that are perceived as important by visitors should be first identified. Also to be identified are other relevant attributes that are unique to the destination and capable of differentiating it effectively from its competitors in its ability to satisfy the customers’ needs (Crompton et al. 1992). Positioning is reverse thinking which starts from mind of prospect and then comes to our self. The concept of positioning as stated by (Ries and Trout, 1981) goes beyond image creation, which merely identifies the attributes that are strengths, to provide guidance on which attributes to be used in the positioning or repositioning and promotion of a product.

1.2 Tourism in India: Growth Perspective

India is a land of contrasts from tropics to snow. It is the second most populous and seventh largest country in the world with a wide variety of tourist attractions which makes its presence on the world tourism map. No region in the world is more colorful and picturesque than India. Its ancient monuments and buildings designed by great craftsman of by gone days, its tradition, culture, philosophy, festivals, religion and art testify to one of the oldest and richest civilization and are of absorbing interest. Understanding the tourism potential of India, ABTA (Association of British Travel Agency) has ranked India as the number one
destination among the top fifty places in 2006. “Code Nast Traveller” The world’s leading travel and tourism journal has also ranked India as top four preferred holiday destinations in the world (Shrivastava, 2009). Traveling and Tourism has been an integral part of Indian Culture and Tradition. In ancient time, tourism was confined to pilgrimage only. People used to travel to holy places situated all over the country. People also traveled to participate in fairs, exhibition and festivals. Because of this, the concept of “Atithi Devo Bhavah” (Guest is God) and “Vasudhaiva Kutumbkam” (All World is a Family) started. Tourism as an industry brings many advantages as it not only benefits the urban agglomerations but also boosts the rural economy. Indian tourism marketers have traditionally attempted to sell their services rather than market those services (Zafar U. Ahmed et al. 2002). India is covered with holy sites associated with the exploits of the gods, the waters of a sacred river, or the presence of holy men. It is viewed as a substitute for religion or a religious phenomenon (Turner and Turner, 1978), or virtually as a competitor, which competes with religion over the constant increase in leisure time (Smith, 1992). Tourism Industry today is one of the world’s fastest growing industries. It has earned over 735 billion worldwide, generated by over 842 million international travelers in year 2006 and the number of tourists has been increased to 898 million in 2007 (WTO). Domestic tourism also has been increased up to at least 9000 million worldwide. The contribution of tourism industry in world trade is 30 per cent and in world GDP, it continued to be 10.6 per cent in year 2005 and the employment generated by tourism industry was 221.568 million worldwide which is 8.3 per cent of the total employment in the year 2005.06. Tourism has not been a government priority, but it nonetheless provides around 6 per cent of foreign-exchange earnings. In 1951, only 16,800
foreign tourists came to India and reached nearly 1.8 million in 1992. The 8th Five year plan estimated an annual increase of 6 to 7 per cent in visitor arrivals. In the mid-1990s, the Government offered special tax incentives to the industry to help alleviate a shortage of hotel rooms. Estimated gross export earnings from tourism were Rs.24 billion and net earnings Rs.17 billion, making the industry an important foreign-exchange earner. The contribution of tourism to GDP of the country was 5.9 per cent in 2003-04. The Indian economy stepped up a gear around 2003. Since then it has maintained an average annual growth rate in real GDP of about 8.5 per cent a year while employment in tourism sector both direct and indirect was 41.8 million in 2003-04 accounting for 8.78 per cent of total employment in the country. India's tourist arrivals increased from 3.92 million in 2005 to 4.43 million in 2006, showing an increase of 13 per cent by showing the same pace of growth it touched the figure of 5 million with an earning of 11.95 billion in 2007. An average growth rate of tourism in India was 13 per cent as compare to world growth rate of 7 per cent. Although, the tourism industry in India has a share of 0.52 per cent of world tourism and the receipts as 0.89 per cent of the world receipts. India's tourism sector has grown by 6 per cent with 5.3 million arrivals in 2008, despite the global slowdown hitting the tourism industry worldwide. Though, the foreign tourist arrival has recorded a double-digit growth, domestic travel is the backbone of Indian tourism industry, with 460 million Indians travelers in the year 2007. Foreign exchange earnings from tourism also increased from $ 5730.86 million in 2005 to $ 6569.34 million in 2006 and reached the figure of $ 9 billion in 2007 with the growth rate of 33 per cent as against the corresponding period in 2006. According to “World Tourism Institute” and “World Tourism and Travel Corporation” (Vision, 2020) the prediction for
tourism is that till 2020, the number of tourists traveling across world will be nearly 1600 million and they will spend nearly $2000 billion on it. The average growth in tourism is expected to be nearly 4.3 per cent and the receipts will be 6.7 per cent of the total receipts. India has been promoting its healthcare tourism by providing the visitors with private healthcare facilities. It is expected that the total market for medical tourism will reach US$ 2 billion by 2012, representing a CAGR of 60.69 per cent. Personal disposable income during 2002-2007 grew at a CAGR of 14.16 per cent, thereby driving domestic as well as outbound tourism. Indian outbound tourist flow is expected to increase at a CAGR of 13.30 per cent over the five-year period spanning from 2008 to 2012. The Govt. of India gave a special thrust to improving the quality of tourism infrastructure in the country. During the 10th plan period 2002-07, the tourism infrastructure development projects worth Rs. 1925 crore were sanctioned for 1113 tourism projects spread throughout the country. During 2005-06, 246 projects amounting Rs. 600 crore were approved. The efforts made during the 10th plan showed spectacular results. India’s share in world arrivals was 0.53 per cent in 2006 while it was only 0.37 per cent in 2001. India’s share in the global tourism is expected to reach 1.5 per cent by 2010. The growth in India’s tourism market is expected to serve as a boon, driving the growth of several associated industries, including hotel industry, medical tourism industry, pilgrim tourism industry and aviation industry. It has been observed that 12.5 per cent additional jobs were created in the tourism sector during 10th Plan period (Agarwal, 2007) with under 0.3 per cent of the world’s tourists and around 1 percent of world tourism spending, India, however, has barely tapped its tourism potential. In spite of all hypes and publicities about tourism marketing in India its performance is very poor. India was ranked 43rd in
the world list of international arrivals just because of poor infrastructure, aviation facilities. However small countries like France, Spain, Hungry and Poland ranked 1st, 3rd, 8th and 9th respectively. The main attraction of the Indian market is not just that it is growing rapidly, although growth forecasts suggest that its growth may outpace that of China in the foreseeable future. Indians in the affluent middle classes are growing very rapidly by 40-50 million a year by some estimates and made 5.4 million trips abroad in 2006 and that growth in trips has been fairly modest, averaging 5 per cent a year from 2002-06 (WTM, 2007). It is more the fact that the Indian middle class segment is well educated and knowledgeable, has shown the tremendous growth in their overall development which makes foreign travel so much more accessible and enjoyable for them. While many countries do require visas of Indians and this is one of the main deterrents to travel. Indians unlike the Chinese are relatively free to travel independently, where and when they wish. And they are allowed to take up to US $10,000 a year out of the country for holiday travel. Finally, the Indian market is generally a much easier market in which to work than China (WTTR, 2007). The main factor that hampered the growth of Indian tourism is an insufficient aviation carrying capacity, bad road, rail and inadequate accommodation facilities. (Jain, 1996) suggested studying tourism concept as a marketing challenge focusing especially on middle-income group visitors as they form a major part of the Indian population. Apart from this high tax rates are also responsible for this steady growth because Indian hotels charge 40 per cent service tax, compared to other Asian countries where it is only 3-6 per cent (V. Sarvani et al. 2007). The greatest concentration of pilgrims in any region in the world occurs in India's mountain regions of Himachal Pradesh and Uttar Pradesh, with an arrival of 9.3 million
pilgrims each year at Haridwar and Rishikesh. Major sites of pilgrimage exist in this region since the beginning of Hindu civilization, if not before. Today tourism accounts for nearly half of the domestic product of hill areas of Uttar Pradesh and Himachal Pradesh. Sixty per cent of the tourists are pilgrims, almost entirely from other parts of India (Shreedhar et al. 1995b). The word tourism came into existence in nineteenth century in English but in India it is as old as our civilization because Harappan people 3000-1500 BC used to have trade with people of Sumer and towns lying along the Persian Gulf (Raveendran, 2003). The development of tourism in independent India as an economic activity started with the establishment of tourist traffic branch in 1949 in the then Ministry of Transport of the Union Government (Sharma et al. 2003). Every destination area interested in tourism should be involved in the tourism planning process. Although tourism planning can be arduous, time consuming, costly and hard to sell, it is an essential activity in today’s rapidly changing business environment. The absence of tourism planning in a destination can eventually lead to irreversible economic, social-cultural and economic damage and to loss of market share. There are many barriers to tourism planning in every destination area, but the rewards resulting from an effective tourism planning process far outweigh the efforts needed to surmount these. Tourism is now world’s major industry and continues to expand. Tourism has power to enhance the environment to provide funds for conservation, culture and history to set sustainable use limits and to protect natural environment.
1.3 Pilgrim Tourism in India

Pilgrims are persons in motion, passing through territories not their own and seeking something we might call completion, or perhaps the word clarity will do as well a goal to which only the spirit’s compass points the way (Richard, 2004). As the pilgrims of all castes, classes of different states and countries have devotion and faith in the matter of religious worship. It is believed that there is a sacred aim behind this and that aim is to fulfill the desire of obtaining “Punya” and to get rid of “Paap” apart from their personal motives. The pilgrims coming from different areas and castes stay together and all of them observe the rules and tradition of that faith of religious recitations, sacred fasts, restriction of food and diet. Travel for religious purposes has assumed an increasing significance these days. It is a well-established custom in many parts of the world. In India due to diversity of culture and emotions people give utmost importance to spiritual matters and visit holy places. India being a second largest populated country in the world generates huge revenue through its pilgrimage places (Jha, 1978). The tourism traffics both domestic and international for various purposes like ethnic, socio-cultural understanding; pleasure, environmental change, and religious purpose have been increased significantly since recent time. It is the pilgrimage or “tirath yatra” or tourism for religious purpose that has caused people to travel for regeneration of spirit, mental peace and quick cultural exchange. India is known as a country of fairs and festivals. It is said that there is hardly a day in the course of a year when a fair or festival is not being celebrated in some part of the country. These fairs and festivals are a source of wonder and amazement to tourist and in turn provide a huge source of revenue and employment to the country. The
major source of revenue in India in tourism comes from pilgrim tourism. The major pilgrim destinations like Tirupati Balaji, Shri Mata Vaishno Devi are two remarkable examples of well administered shrines and have an average crowd of two crore annually which in turn contributes a lot to the employment generation of the local and strengthen the economy of the state (Sushma, 2004). India has its own importance in terms of pilgrimage. However major sources of crowd generation are Kumbh mela, held once after twelve years in Nasik, Ujjain, Haridwar and Allahabad, accumulate huge number of devotees in a single day around 8 million. Similarly twelve jyotirlings which are wide spread throughout the country also have regular visitors to these places like Haridwar, Mathura-Vrindawan, Varanasi, Puri, Madurai, Nasik, Tanjavur, Guruvayur, Kanchipuram, Dwarka, Rameshwaram, Nathdwara Ajmer, Amritsar, Anandpur Sahib, Jwalaji, Chitpurni, Chamunda Devi, Mata Vaishno Devi, Shri Amarnathji, Shiv khori any many more. The Buddhist pilgrim centres like Rajgriha, Bodhgaya, Nalanda (all in Bihar) and Sarnath in Uttar Pradesh are naturally of special interests to the followers of Buddhism. These Buddhist pilgrim centres constitute a very important element of travel and tourism in India. Further the Jain temples of Dilwara and Mt Abu draw thousands of followers, proving once more that a sojourn to pilgrim centers is one of the prominent reasons. Moreover, Hinduism being the largest religion, as well as the oldest one, their pilgrim centres in India outnumbers the others. Even, the followers from outside the country travel to India to make a visit of places like Mata Vaishno Devi, Amaranth ji, Kedarnath, Badrinath, Gangotri and Yamunotri, Brajbhoomi, Rameshwaram all reflecting the faith and belief of the one of the largest religious groups of the world. Due to the diversity of their allocation, during 1988-1999 for the first time, Government of
India established tourism circuits for the better facilitation and development of these areas as well as to provide maximum coverage to pilgrims (Raveendran, 2003). India has been the birthplace of many religions like Hinduism, Jainism, and Buddhism etc. leading to the devotion of Gurus, Mahatmas and Pirs visiting far of places of religious importance with great hardships. The pilgrimage destinations and religious centers ought to have facilities and aesthetic requirements which not only meet the pilgrim’s religious and spiritual needs but also keep them generating a desire to visit the destination time and again. In spite of all the hypes and publicities about foreign tourism, domestic tourism accounts for nearly ninety percent of tourism in India. Out of this ninety percent, over eighty percent falls in the category of pilgrim tourists. It is indeed an irony and a pity that till recently this segment of tourism has received very little notice and attention. One of the reasons for this apathy could be the fact that this segment of tourism consists largely of poor and inarticulate sections of society who are driven by faith and devotion to visit places of pilgrimage, and perform rites and rituals, which their forebears have been doing for ages. The National Action Plan for Tourism 1991 for the first time recognized the importance of pilgrim tourism and drew attention to the need for improvement of infrastructure in places of pilgrimage for a better growth of pilgrim tourism and increase in their satisfaction (Goswami and Raveendran, 2003). 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 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. Today the
Buddhist and Jain shrines in remote parts of India have seen huge increases in
visits as they become more accessible (Shreedhar, et. al. 1995). Indian soil is
dotted with pilgrimages and there is hardly any place in India which is not held
sacred for one reason or other (Stanley, 1991). Most researches identify religious
tourism with the individual's quest for shrines and locales, where the visitors seek
to experience the sense of identity with sites of historical and cultural meaning
such as religious festivals or religious tourist attractions associated with historical
or cultural events. Others, however, denote religious tourism as a type of tourism,
whose participants are motivated in part or exclusively for religious reasons
(Fleischer et al. 1995) and closely or loosely connected with holiday making or
with journeys undertaken for social, cultural or political reasons. There are
multifunctional journeys, which involve religious dominant factors along with
other tourist motivations. For instance, a pilgrim's tour to a specific holy site may
well include a visit to an attractive tourist site with no religious significance.
While paying attention to religious needs requires identifying the religious affinity
of the tourist and may incur some inconvenience and some extra cost associated
with furnishing the room with some removable religious ornaments prior to the
arrival of the tourist, it can be argued that attention paid to such subtle special
needs may increase tourist satisfaction which, in turn, may attract more tourists
and increase revenues (Rinschede, 1992). Sacred and historic sites in developing
countries are subjected to extraordinary economic pressures and change. Often
being the only remaining open spaces in densely populated urban or rural
agricultural landscapes, they are in danger of being overrun, either by surrounding
development, or by growing recreational uses. In India, most of the shrines and
temples face pressures from pilgrims, international tourists and local day-visitors,
all with different goals and needs. There are two apparently conflicting goals: to
increase international pilgrimages and tourism use of the site, and to enhance the
site for local day-visitors. Just because a pilgrim can be in a secular state and
spend a day at a sea resort during a pilgrimage journey. Indeed, as pilgrims link
visits to religious sites with pleasure outings it is almost impossible to distinguish
between religious tourists and ordinary travelers (William et al. 2002). Earlier
motivation for traveling was just visiting the holy shrines and temples as
pilgrimage to Mecca, Kairouan in Tunisia, Jerusalem, St. Davids in Whales,
which drew a large number of pilgrims for over a hundred years (Robinson,
1976). Now days the concept of pilgrim tourism has shifted from its core motive
to business and for the better pilgrimage proper check over controlling begging,
host courtesy, queue management, capacity limits, setting standards of
accommodation, need of guides and controlling profiteers has become essential
for the shrines and sacred places in order to meet expectations and perceptions of
the pilgrims and the success of pilgrim destination and shrines (Ahmed, 1992). If
they are satisfied their positive word-of-mouth will generate more potential
visitors and if not they will speak negative and shatter the image of services at
destination thereby affecting its business. Now the marketers of these places are
required to do more and more on continuous basis for the overall development of
destination so as to meet the changing needs and wants of their potential visitors.
1.4 Pilgrim Tourism in Northern India

Being a country of the pious, India is dotted with pilgrimages which are widespread throughout the country. Pilgrimage tourism in India is extremely popular. Great religions like Hinduism, Buddhism and Sikhism have originated on the Indian soil. There are seven main sacred cities in India Varanasi, Puri (Jagannath temple), Mathura, Ayodhya, Dwarka, Haridwar and Kanchi. Many of the great spiritual teachers are associated with these sacred places. Probably the greatest concentration of pilgrims in any region in the world occurs in India's mountain regions of Jammu and Kashmir, Himachal Pradesh and Uttar Pradesh, where millions of pilgrims each year arrive the major entry point into the Pahari region. Major sites of pilgrimage (dhams) like Shri Mata Vaishno Devi, Amarnathji, Shri Shiv Kori, Budha Amaranth and temples under Kangra valley Shrines like Jwalaji, Chitrpurni, Chamunda Devi have existed in this region since the beginning of Hindu civilization, if not before. Apart from this Sri Harmandir Sahib temple, Hemkund Sahib, most revered shrines for Sikhs and Buddhist Shrines also have several pilgrim spots in Punjab and Himchal Pradesh apart from Sarnath in Bihar. Today tourism accounts for nearly half of the domestic product of hill areas of Jammu and Kashmir, Himachal Pradesh and Uttar Pradesh. Sixty per cent of the tourists are pilgrims; almost entirely from other parts of India (Goswami et al. 2003). These pilgrim places not only contribute to the economy of the state but also provide an employment opportunity to local people and therefore need a careful marketing strategy so as to overcome different constraints that hamper its growth.
1.5 Tourism Marketing in India

Tourism marketing in India is primarily confined to international tourism. Though some of the state Governments has started domestic tourism marketing in recent times, the efforts are still at initial stage. The future of Indian tourism rests basically on domestic tourism. The Government of India initiated international tourism promotion and marketing in 1952, by opening a tourism office at New York and another overseas tourism office for promotion of tourist traffic was opened in London in 1955. Presently overseas tourism offices are situated at New York, London, Los Angeles, Toronto, Geneva, Paris, Frankfurt, Milan, Amsterdam, Dubai, Bahrain, Bangkok, Kuala Lumpur, Tokyo and Sydney. The existing programme of the tourism promotion by the Government consists of drawing up region wise tourism marketing strategies, plans keeping in mind existing market segments and consumer needs and implementing the same in each market. Marketing the consumer to travel to the tourism product starts with creation of awareness about the product, generating consumer interest, and selling a package of services either individually or collectively so as to facilitate travel to the destination. In recent times sustainable development of tourism by developing an appropriate marketing strategy has become an important aspect for the success of tourism marketing programme. Unlike most consumer goods, the meaning attributed to religious goods, or the process by which goods acquire sacred meaning, involves not only the good or the context, but also the marketers themselves (Nurit et al. 2001). There is a great potential for cultural and heritage tourism in India. Endowment of biodiversity, forest Rivers, mountains provide a huge prospect for tourism in these hill and rural areas. As marketers have
traditionally attempted to sell their services rather than market them so now seven specific steps are recommended for increasing tourism to India: improving the image, identifying target markets, strategically locating tourist offices, developing promotional themes, correcting attitudinal problems, improving product strategy, and lastly promoting India as a convention destination (Zafar, 2002). But the marketing of religious organizations is sufficiently different from business and other non-business marketing to justify separate consideration. Unlike most consumer goods, the meaning attributed to religious goods, or the process by which goods acquire sacred meaning, involves not only the good or the context, but also the marketers themselves. Indian Government must attend to all seven steps before being able to significantly improve their ability to attract domestic and foreign tourists. In short, India has to position itself culturally to establish itself in the economic world with special emphasis on an overall revival of tourism scenario in the country so as to project India in world tourism map.

1.6 Pilgrim Satisfaction

Satisfaction is an important aspect in any business success. However it becomes more important in case of service industries like tourism, hospitality and banking etc. In tourism, consumer satisfaction or dissatisfaction is a function of disconfirmation arising from discrepancies between prior expectations and actual performance (Oliver, 1980). Tourist satisfaction is one of the most discussed concepts in the field of tourism marketing and the sociology of tourism. The more the similarity between cultures, the more the satisfaction. An actual situation that corresponds with or is even better than expectation results in satisfaction. On the
other hand perceived service quality is customer’s assessment of an overall excellence or superiority of the service (Zeithamal, 1998). Tourist satisfaction is the result of the interaction between a tourists experience at the destination area and the expectation about destination (Pizam et al. 1978) measuring and assessing tourist satisfaction is crucial in destination marketing. Satisfaction reinforces positive attitudes towards a brand resulting into greater likelihood that the same brand will be purchased again (Assael, 1987). It has been observed that a clear understanding of the destination and an interaction between host and guest is more important in terms of cross cultural exchange. (Pizam et al. 1978) defined satisfaction as the result of the interaction between tourists experience at the destination area and the expectation he or she had about that destination. The pilgrim is said to be satisfied when weighted sum total of experiences compared to the expectations result in feelings of gratification and the pilgrim is said to be satisfied when his/her experiences compared with expectations result in feeling of displeasure. In tourism marketing satisfaction is post purchase behavior that is of strategic importance for business because of its influence on repeat purchase and word-of-mouth recommendations (Berkman and Gilson, 1986). Satisfaction with accommodation, outdoor activities and attractions has strongest impact on overall satisfaction with the holiday. Today, tourist reception has become profession in its own right with its own professional identity and each job within the profession has its own culture and characteristics (Siestrunck, 1996). So in order to meet and satisfy their needs and wants at reasonable profit, marketers of services are needed to have an in-depth idea and information about their culture, region and socio-economic profile so as to get them better served. Cross cultural comparative research is one of the most important of many different research methodologies in
terms of tourist satisfaction measurement. It compares the tourist satisfaction levels of different nationalities by using a direct and indirect method where former directly asks the tourists themselves about their experiences, perception and satisfaction levels and later asks local residents, business owners, tour operators and guides etc. about their perception of how the tourists are enjoying (or not) their experiences (Kozak, 2001). Satisfaction is influenced by the availability of customer services and the provision of quality customer service.

Failure to pay proper attention to influential attributes in choice intention leads to customer negative evaluation and unfavorable word-of-mouth. (Moutinho, 1987) stated that tourist satisfaction is a function of tourist product performance, specific expectations and expectancy confirmation and disconfirmation based upon post-purchase evaluation of vacation and the destination. There are three good reasons to pay so much attention to tourist satisfaction: first, high tourist satisfaction provides positive word-of-mouth recommendations of product and services to family and friends, which in turn brings new customers: second, it creates repeat customers by satisfying them first time around, and so they provide a steady source of income without the need of additional marketing expenditure: third, it limits complaints and compensation payments which are expensive, time consuming and bad for an image held by the destination. So it is an important aspect to be deeply analysed by the players in the tourism industry to create healthy brand image and repeat patronage in this context of travel and tourism.
1.7 Travel Attributes

Travel attributes play a vital role in tourist satisfaction. It is believed that a comprehensive understanding of the destination decision process is likely to make substantial contribution to the practice of tourism marketing. Travel attributes are the set of attributes which when aggregated together, describe a place as a travel destination. They include all the elements that are related to the destination and travel to the place such as destinations physical and cultural characteristics, the mental and actual distance required to get to the destination. As the customers do not choose goods themselves but it is the attributes possessed by the products that act as an input factor and so resulting in product utility (Lancaster, 1966). It has also been observed that tourist have little idea about the destination and the information which they get is either communicated through their friends and relatives who have already visited that destination or by the media or from the social groups (Mok and Armstrong, 1996). However above all, success of any travel destination relies heavily on its attraction; its amenities or facilities; and its accessibility for tourists (Holloway, 1986), in addition to it safety, reasonable price, sanitation and hygiene and good accommodation are important in any destination success (Shih, 1986).

Tourism as a destination is partly given and partly man made. In the given side are the natural amenities and on the other side are the facilities been given by the human being. These facilities are supposed to be designed by the service agencies in such a way that which are budgetary in nature as well as meet the tourist perceived and expected satisfaction from them. (Siu et al. 1987) suggested that the effective marketing of any destination requires an understanding of how tourists from different geographic and cultural
backgrounds perceive that destinations attributes. An understanding of the perceived importance of various travel attributes to tourists is an important step in facilitating market segmentation and promotion. There is not much difference in the satisfaction levels among tourists from different countries but the demographic profile of tourists and the activities in which they participate during stay may have influence on the overall satisfaction levels (Peter, Danaher and Nicole 1994) and successful tourism marketing requires clear understanding of factors that affect a destinations image and attractiveness (Ahmed et al. 1990); (Haahti, 1986). From a cultural perspective understanding of perceptions helps in creating different market themes for different market segmentations.

1.8 Selecting a Travel Destination

Selecting a travel destination is one of crucial decision for the travels. A travel destination is chosen in part based upon perception of its ability to satisfy one’s felt needs. (Mayo, 1973) examined regional images and regional travel behavior. It has been observed that image of a destination is critical factor while selecting the destination. The tourist may posses a variety of images in connection with travel. There are two levels of images viz. organic image and induced image. Organic image is the sum of all the information that has not been deliberately directed by advertising or promotion of a country or destination. Induced image is formed by deliberate portrayal and promotion by various organizations involved with tourism (Mayo and Jarvis 1981) suggested three level decision making approach based on earlier studies followed by (Mathieson and Wall 1982) who
suggested five stage process of travel-buying behavior in this context is given below in figure 1.1:

![Figure 1.1](image_url)

Selecting a destination is an important decision in tourism marketing. It comprises all the activities that are mainly concerned with destination choice. People have different reasons for their travel and each reason has its own importance and implication in tourism. Holidays represent a period of time when an individual is free from everyday constraints and is able to indulge his or her wishes. They also represent a deliberate purchase in which one’s limited financial resources are
invested in buying time in a specific destination. Consumer’s degree of interest and involvement in purchasing particular products or services ranges from low to high and (Cohen, 1968) defined involvement as a state of arousal that a person experiences in regard to consumption related activity. Involvement is likely to be high when the purchase has functional and symbolic significance and entails some financial risk (Asseal, 1987). Many people take their vacations in the company of friends or relatives. Families reach joint decisions about important choices by mutual consensus and it is the important factor in selecting the particular destination (Costa, Jorge, Ferrone and Livio, 1995) socio-cultural perspectives on tourism planning and development stated that the level of educational attainment and the respondent's age have been found to be the most important variables associated with the effects of tourism and choice of destination. As the main factor behind the decision to travel to a particular destination are the need to satisfy inner desires and curiosity and fulfillment of psychological and emotional needs. Choosing the travel destination is an important decision for the tourist, and knowledge of the process involved is a fundamental concern for the tourism industry. Attraction, facilities and accessibility are the three important parameters of a tourist destination. A tourist destination can be popular when it has all the three attributes. Every destination differs with its potential to attract the tourists. In order to stay competitive in the fast-growing tourism industry organizations have to gain a better understanding of the mechanisms behind the destination-choice process (Wrenn, 1993). To promote any tourist destination it is important to pay attention to what the visitor want and expect from destination and to work for the betterment of activities needed by them. For tourism planning to succeed, the involvement and participation of the residents of the destination areas is
important because planners are more likely to obtain support from the community, a vital ingredient in the success of any new project. The criterion being adopted by the tourist regarding choice of destination is given below in Destination Selection Tree in Figure 1.2

Figure 1.2

Sources of Dissatisfaction for Pilgrim and Tourists at the Destination are given below in Figure no. 1.3

Figure 1.3
1.9 Carrying Capacity and Tourist Area Life Cycle

The concept of carrying capacity has got immense importance now the days. Simply, the carrying capacity of a site, resort or even a region refers to its ability to take tourism use without deteriorating. In other words, capacity intervenes the relationship between the tourist and tourist resource or destination. (Mathiesen and Wall 1982) defined it as the maximum number of people who can use a site without an unacceptable alternation in the physical environment and without an unacceptable decline in the quality of experience gained by visitors. Sustainability is important in tourism (WCED, 1987) defined it as meeting the needs of present without compromising the ability of the future generations to meet their own needs.

1.10 Types of Carrying Capacity

1. Physical

This relates to the suitable use of land available for activities and also includes the finite capacity of the facilities (such as car-parking spaces, covers in restaurants, or bed spaces in accommodations).

2. Psychological

The Psychological (or perceptual) capacity of site is exceeded when a visitor’s experience is significantly impaired. Some people are crowd tolerant and enjoy busy places, while others shun them. Therefore it is a very individual concept and difficult to influence by management and planning.
3. Biological

The Biological capacity of site is exceeded when environmental damage or disturbance is unacceptable. This can relate to both flora and fauna, although more work has examined the capacity thresholds of vegetation (at picnic site, along paths or in dune ecosystems) to take use than has looked at the tolerance of animals or birds to tourism.

4. Social

Social carrying capacity concept has been derived from community based tourism planning and sustainability. It determines the level of developments that are acceptable to the host community residents and businesses.

1.11 Tourist Area Life Cycle

Tourist area life cycle states that destination goes through a cycle of evolution similar to the lifecycle of a product. The shape of TALC curve depends upon factors such as the rate of development, access, Government policy, market trends, and competing destinations each of which can delay or accelerate progress through the various stages. One particular benefit of TALC is that it provides a framework for understanding how destinations and their markets evolve (Butler, 1980) and its shape varies depending upon supply-side factors such as investment capacity constraints, tourist’s impacts and planning responses. TALC starts with exploration, involvement, development, consolidation, stagnation, decline and
lastly rejuvenation. In order to cope with upcoming changes in the emerging
tourism world marketers of these destination are required to keep vigil on an
overall development of the destination so as to keep them changing as per the
needs and requirements and to meet the needs and expectations of both supply
and demand side.

1.12 Satisfaction with Package Tours

With the ongoing changes in the tourism industry in recent times, services
provided by the tour leaders may also result in customer satisfaction and
dissatisfaction. In recent times, India has enabled itself to carve a small niche for
itself among international tourists but has failed to take a share of the package
tourism industry, as ninety per cent of tourists coming to India do not buy any
packages (Manjula, 1996). Just because of the lack of information and advantages
to be sought from package tours. Taking a holiday is a major part of many
people’s dream and is likely to be the greatest source of one’s satisfaction and
dissatisfaction (Hughes, 1991). Traveling has become fashionable for many
Taiwanese people, and package tours are the preferred mode of outbound travel
(Chiang et al. 1997). Immature marketing strategies being adopted by the tour
agencies and lack of experience of both tour leaders and outbound tourists
inevitably increase the confrontation between the two parties. Tourist satisfaction
is a critical concern for travel agencies to generate future business. The tour
leaders are responsible for creating the positive image of their brand among
customers. The intense contact and constant interaction with the tour participants
gives the tour leaders a positive advantage over a company in serving their
customers (Geva and Goldman, 1991). A multitude of factors such as India's image, infrastructural bottlenecks, tough competition and inappropriate marketing are responsible for this situation. So an enhanced understanding of what has happened or happening between the tour leaders and customer is essential for business success (Zhang and Chow, 2004). Different variables like ability to handle contract agreed upon, complaints, time, ease of reach, information about manners and customs, being knowledgeable about sights, price, as well as pleasantness and helpfulness are some of the factors that are needed to be properly designed and communicated for the success and repeat patronage of customers. Customer repeat patronage may be reflected with the relationship between relative attitude toward a travel agent and repeat patronage of the service provided by the agent (Lin and Ding 2005). Traveler’s perception of tour passes through an evolutionary process as per the set of attributes one goes through and perceives the trip quite differently in the end. It recommended interwoven attributes and constant service quality throughout the trip by developing effective strategies as per consumer segments (Geva and Goldman 1989). Satisfaction with a travel agent has an influence on customer repeat patronage positively. Marketing culture of a travel agent and relational selling behavior of a travel agent his sales expertise, have an influence in determining customer repeat patronage through satisfaction, while marketing culture is proposed to have a direct effect simultaneously on the repeat patronage (WuIf, 2001). Customer satisfaction not only generates loyalty to particular travel agency but also leads to positive word-of-mouth. In most of the cases it has been observed that intermediaries who bridge the gap between demand and supply side play a vital role in customer retention because any change in terms and conditions before and
after trip have direct impact on destination branding. Because due to the changing needs of market and scarcity of time and costs tourist wish to travel more and more in a reasonable price. In tourism in which majority travels alone or in groups of two or three, they have an immense desire for travel partner so as to make best use of their time. Package tours in India have shown tremendous growth because due do the diversity of location and little idea about the destinations reach, the another way left is to rely on tour and travel agencies which make them feel delighted by meeting their expectations as well as their desires. The conceptual model pertaining to the sectors and critical incidents of a guided package tour is given below in figure 1.4
1.13 Satisfaction with Accommodation Services

In recent times hotel business has been acknowledged as a global industry, with producers and customers reaching out to the far corners of the world. One of the most challenges which the hotel industry is facing is of increasing level of visitors and competitions. However competition has greater implication for customers,
providing them with increased choice, value for their money and better services (Kandampully and Suhartanto, 2000). Service area has become leading aspect of today’s economy and quality in service is essential in modern competitive environment to remain competitive and financially successful. Services delivered should be like that, it not only meets customer satisfaction but may also try to exceed (Chmpan et al. 2005). Dissatisfaction with service failures reflects the joint influence of failure type and value orientation. Specifically, a face-conscious value that emphasizes a positive public self-image has an aggravating effect on dissatisfaction, and the effect is stronger for process failures (Haksin et al. 2006). Service quality means meeting and exceeding the expectations of the customer (Ghosh and Jiju, 2004) and effective services encounters viz. check in, room, restaurant, breakfast, checkout and recommended maintaining a satisfaction level of each encounter by improved quality for better over-all satisfaction (Danhar and Mattsson, 1994) along with maintaining the guest history and data bank with the information concerning permanent clients. The use of the customer profile and geographical origin as well as preference data, preferred room category, method of payment, likes and dislikes and duvet or traditional bedding may also encourage tourists to stay at the hotel repeatedly (Jones et al. 1999) and while paying attention to religious needs, hoteliers must identify the religious affinity of the tourist and may incur some inconvenience and some extra cost associated with furnishing the room with some removable religious ornaments prior to the arrival of the tourist, it can be argued that attention paid to such subtle special needs may increase tourist satisfaction which, in turn, may attract more tourists and increase hotel revenues (Adi Weidenfeld, 2006). The clarification of the dimensions is important for managers in the hotel industry as it identifies the bundles of service
attributes consumers find important. The clarification of the structure is also important as it confirms, in a hotel context, that customers see service quality in its entirety as a second order dimension (Hugh, 2006). Customer hold service expectations based on many criteria and past experience, word of mouth and advertising is one of the important ingredients of service quality. Customer make comparison between perceived and expected quality standards based on certain travel assumptions (Hackl and Westlund, 2000). A good match between services offered by the hotel and those desired by tourists should result in the tourists' willingness to pay higher prices and return as customers on future trips (Choi and Chu, 2001, Enz et al. 1999). As there is tremendous competition in tourism destination marketing and there is an opportunity for destination to focus on the youth and backpackers which account for ten per cent of the overseas visitors to UK who prefer budget accommodation, prefer meeting their counterparts and independently organize flexible travel schedule (Ueltschy et al. 2002). In order to survive in this competitive market, hoteliers must provide a service which is higher than expected other wise customer will probably be dissatisfied and might move to competitors (Akan, 1995). Basically, travel and tourism encompasses transport, retail, accommodation, catering, recreation and health for guests. During the last fifty years tourist arrivals to India has shown tremendous growth and is likely to surpass other world exports (Jayawardena, 2002). The main determinants which are supposed to be the back bone of hotel industries are access, communication, competence, courtesy, credibility, reliability, responsiveness, security, understanding and tangible around these the whole process of hotel industry rotates (Parasuraman, 1998). While trying to find out the hotel guest satisfaction the major difference in the satisfaction can be clarified by
the intangible and tangible dimensions of the three departments of the hotel like reception the housekeeping department and food and beverages which have their influence in customer satisfaction and dissatisfaction. It is generally believed that service quality has its direct impact on customer satisfaction; hence if service quality is improved satisfaction will also get improved which is only possible by making customer feel like home when they are far away from their native place (Soutar, 2001). Hospitality industry, which classifies its product according to facilities, services, amenities, location, activities, room size and different types of tourists, should move to a finer and more delicate classification including religious affiliation of the tourist and level of religious observance. But customer’s overall satisfaction may be related to their assessment of not only service quality (courtesy, responsiveness) but also product features (size of hotel and price). Satisfaction is thus a multi-faceted concept and is even more complex when the focus is on destination rather than individual service provider (Knuston et al. 1995). Measuring tourist’s satisfaction with a particular destination is not simply the cumulative evaluation of the service quality but there are various activities and experiences that are key attributes of a specific destination (Kozak and Remmington, 2000). In hotel industry organizational climate is an underutilized hotel management tool in the understanding of employee’s perception and hotel performance which have strong correlation between organizational climate, customer satisfaction and hotel performance (Michael et al. 2001). Customer satisfaction has been noted as a major element which needed to create and sustain competitive business (Ueltschy et al. 2002). The differences between what consumers in the travel market say they want and what they will actually buy. Based on the thesis suggested by Dann (1981), Pearce and
Caltabiano (1983), who believed that the best way to understand consumer’s motivations for holiday travel or benefits sought from holiday destination, is to study consumers past travel behavior. It is also believed that consumers may be unable to express their real travel motives, so it is best to look not at the benefits they seek but at the benefits they realize and also suggested performing segmentation study of each visitor on the basis of derived benefits (Shoemaker 1994). Satisfaction with accommodation, outdoor activities and attractions has strongest impact on overall satisfaction with the holiday (Peter et al. 1994). Hence the satisfaction in hotel industry is supposed to be the outcome of comparison between expectations and experiences and the fit between these two attributes leads to customer delight in terms of repeat patronage and contributing to the economy of the region and its all round development.

1.14 Satisfaction with Transport Services

Far away is far away if we don’t go there. Mobility is an essential element for encompassing journey. The choice of destination depends on traveler but the factors behind their movement like airlines, railways, roads and even porters also play a vital role in their mobility. Transport has been a necessary mode of travel from the early days of pilgrimage; but technological developments have enabled tourists to travel long distances and facilitated the rapid growth of destinations (Prideaux, 2000). Transport for tourism refers to all trips from an originating zone to a destination area and also the trips within the destination area including return trips to home or holiday with stops at places, refreshment and accommodation (Loomish and Walsh, 1997). Development of new transportation modes, routes
and alternatives has opened up the world to tourism. People travel either in their own private mode of transportation or alternatively use a group travel mode offered by a common carrier. The importance of road construction and transport infrastructure to the evolution of tourism development is assessed with reference to the existing situation of that destination. The construction and maintenance of an adequate road system and transport are the key ingredients in servicing visitor’s and are important part of tourism planning (Simulcik, 1996). Tourism destination would be of little value if their locations are inaccessible. Mobility is an essential element for encompassing journey. In India in addition to foreign tourism domestic tourism plays a major role with seventy percent travelers traveling within the country. However the choice of destination relies heavily on travels but the factors behind their movement also play a vital role in their mobility. The transport services like airlines, railways, buses, taxis and even porters constitute the basic tourist infrastructure at the destination (Sushma, 2004). As the tourism industry is basically concerned with movements so its cost and ease are the critical factors needed to be improved and maintained in order to handle huge floating population. As the majority of people prefer and take the shortest or otherwise most-efficient route possible from their point of origin to their destination (Meyer and Miller, 1984). Movement patterns also have an impact on designing transport infrastructure as they are more easily predicted in small, compact destinations with few attractions and a limited transportation network than in complex urban or expansive rural destinations which have multiple accommodation and attraction nodes. Destination’s topography also influences the smiting of facilities and the form of transport network, which in turn affects tourist flows. Tourist’s are unfamiliar with and intimidated by the
nuances of the public transit systems in the destination area they use to visit (Page, 1999). Though it varies with the place and type of tourists and many of the most popular destinations have special transportation systems specifically for tourism, which have a direct impact on spatial behavior of both independent and package tours. In tourism selection of transport consists of two basic elements, forms of transport available and perceived costs and benefits of traveling on different forms of transportation. The distance to be traveled and the cost per trip determine the preference of selecting one mode over another. The mode of transport tourists chose forms an integral part of their experience and is often neglected in tourism research. At the destination, the nature of experience varies in accordance to the perception of the tourist, the context within which the transport is used and the design of the transport service (Dann, 1994). Domestic tourism in many countries is based on the private automobile also called as “rubber-tire tourism” which provides greatest flexibility in route choice, attraction selection and time use and those who do not have direct access to these facilities rely on local public transit system (Rurco et al. 1998). Knowledge of tourist’s preference and actual daily itineraries and the factors affecting them helps transporters to better coordinate and identify bottlenecks (Van D. Knapp, 1999). The influence of cognitive distance on the formation of choice sets also has a greater impact on destination visit and distance is the most important factor in their choice of destination. In the case of over estimated perceived distances, the probability of destination being visited is reduced (Ankomah et al. 1996) and rectifying destination distortions along with the noise levels at all the prominent locations in India due to heavy vehicular movement lead to the exploitation of local community based resources is an important element in the betterment of
transportation services. Tourism industry is needed to have an adequate concern towards transport oriented infrastructure developments where its ease and cost are the critical factors needed to be improved and maintained in order to have a better logistical policies and implications in tourism industry.

1.15 Satisfaction with Food and Retail Services

As part of the process of rapid growth, the tourism industry has become more diversified, selling better-targeted and more sophisticated products. Shopping is an important element in tourism. Shopping attracts nearly fifty per cent of the expenditures of Taiwanese tourists (Mark, Tsang and Cheung, 1999). It is common for tourists and pilgrims to purchase food, craft, authentic mementos, souvenirs and gift giving items as a part of culture and tradition. For tourists shopping is not only a must do activity but also a destination attraction (Timothy and Butler, 1995). Shopping is an attraction which complements other attractions in a package tour (Mark et al. 1999) and from the perspective of destination economic gains, shopping contributes significantly and affords job opportunity to local merchants as well as for those that make the products that they sell. The shopping motives of tourists can be divided into three categories: economic reasons such as cost saving by way of bargaining, psychological effects pertaining to the identification of the destination and strengthening social ties (Nayga et al. 1994). At the basic level food selection of an individual is governed by a number of sensory characteristics such as color, taste, smell and texture and the degree of acceptance and preference differs among the various groups of people (Messer, 1976). The cultural identity of the people is also identified through their
preferences for particular flavors and spices in the food (Rozin, 1973). A household’s demand for ready-made food while staying away from home depends upon variety of constraints like prices, income, time and demographic constraints (Hayden Stewart, 2004). Today the consumer is in charge. A biggest challenge for retailers in today’s market is to provide value to their purchase. Retail chains have become gatekeepers to consumers market. Therefore, knowledge about retailer’s buying behavior is also as important as customers (Piyush and Dwarika, 2007). Quality of service attracts new customers and ensures consumer retention. Consumer retention provides a higher profit contribution and has to grow in terms of the value and frequency of purchases. The importance of customer retention is underlined by the concept of the "lifetime value" of a customer and future of tourism markets is dependent on the ability of tourism countries to deliver a high quality product that corresponds to the changing tastes, needs, wants and demands of the domestic and international travelers (Jayawardena, 2002). The marketers' mediation process is intended to embed authenticity into the products or services they market because this authenticity is monotonically related to the retailer's proximity to the consumer's cultural world. Marketing principles may require substantial alterations before they can be profitably employed by a shrines or temples administration.

Marketing would seem to be an appropriate means to use to develop programs and consummate exchanges consistent with the mission and objectives of the shrines. In tourism marketing, consumers while staying away from their homes expect tailor-made facilities and the costs that suits best for the services. A well satisfied customer is willing to pay the firm well for its products and services just because customer finds value in them as it is believed that traveling to some
extent is a hectic activity performed when an individual is traveling from origin to
destination, they may have to cross different boarders, different cultures and
experiences different food traditions which the traveler may not feel comfort with
themselves. So the basic characteristics of food they feel better for them should be
portable, at reasonable price, full of necessary nutrients and most important one
which actives body metabolism while traveling. In order to enhance the
destination loyalty before the potential visitors, the core services must be up to the
mark and food and accommodation are the basic amenities which need keen
concentration that some consumers may be unable to express their real travel
motives, so it is best to look not at the benefits they seek but at the benefits they
realize and performing segmentation of each visitor on the basis of derived
benefits (Shoemaker, 1994). As the tourism studies the cross-cultural behavior,
variety and availability, price, and quality are the important variables in retail and
shopping services which need serious attention of the Government and the locals
who are pre-dominantly occupying this business just because the involvement of
Government owned shops and restaurants at religious places are either very few
or very costly and the local community plays a vital role in this category of
business.

1.16 Satisfaction with Infrastructure and Other Services

Today’s tourism environment is increasingly competitive and complex as every
tourism organization is intensifying its promotional efforts aimed at tourist
dollars. The ongoing nature of the tourism requires appropriate estimates about
various infrastructure and facilities development well in time at local, regional,
state and national level (Kye-Sung Chon, Michael and Olsen, 1990). Infrastructure represents all forms of construction above or below ground needed by an inhabited area, with extensive communication with the outside world as a basis for tourism activity in the area. The lack of infrastructure prevents growth of tourism. Infrastructure does not normally generate income and is treated as a public investment while super-structure is normally a private sector activity aimed at generating profit at the destination (Chris Cooper et al. 1996). The image of destination relies heavily on the facilities which being a host it provides to its guests, in terms of buildings, health and safety, telecommunication, roads, transport, medical facilities and banking facilities. Tourism destination needs better accommodation transportation and retail services which are the basic needs of the visitors. Better infrastructure facilities helps in attracting more and more visitors to it. As the visitors to the destinations are increasing, but the same time infrastructure development is not going on at the same pace. Another limitation which hampers the infrastructure growth is that these places are in danger of being overrun, either by surrounding development, or by growing recreational uses. To overcome two apparently conflicting goals: to increase international pilgrimages and tourism use of the site, and to enhance the site for local day- visitors it is important to find the feasible solution for the overall development of the destination (Brian et al. 1990). To enhance destination loyalty proper check over controlling begging, host courtesy, queue management, capacity limits, setting standards of accommodation, need of guides and controlling profiteers and separate marketing efforts for different pilgrim segments with modernized pilgrim infrastructure as per their requirements (Ahmed, 1992) as the frequency to visit destination also depends on these facilities because repeat visitors visit fewer
destinations despite their longer stay in New Zealand and their impact is more concentrated on fewer locations and attractions. First time visitor may use to travel as much as they can and can be better served to retain their repeat visit to the destination (Oeremann, 1997) because disconfirmations do in deed seem to have a considerable impact on trip satisfaction. It is not only the extent to which expectations are met that affects satisfaction but certain travel characteristics and infrastructure facilities available may also have an impact on satisfaction. (Weber, 1997) and (Kevin, 1999) analyzed the pilgrim inflow to seven main sacred cities in India and suggested for better queue management and adequate hotel services on these places so as to fulfill the religious desire of pilgrims from these sacred places. Apart from this, local communities must build tourism complexes, with simple hostel and other facilities which would become the focus of tourism along treks, near wildlife reserves or at other destinations to become centers for the sale of local crafts, foods and other necessities of tourists. These complexes should complement rather than compete with private guesthouses and restaurants owned by local residents so as to attract more and more tourist throughout the year (Gupta, 1999). The main crowd generating areas in tourism marketing are religious places so in order to handle pilgrim inflow (Lesser, 2000) in the dargah of khwaja moinuddin chishti and pushkar a sacred shrines of Muslims and Hindus identified the lack of infrastructure facilities like airport, off the main rail routes, no large hotels and owing to the rough winding road, it is not easily accessible and so seldom visited by tourists and while studying the motivations, expectations, and experiences of the pilgrims of braj mandal and the behavior of their hosts (Mishra, 2000) suggested a coordination of Government bodies and NGO’s to create the required infrastructure with respect to the increasing inflow
of pilgrims. And the improvement of quality of services at shrines of Tirupati Balaji, Shiridi, Sabrimala in terms of waiting time and queue management, increase in darshan time and making availability of accommodation facility through computerized system is also recommended (Raghuraman and Madhvan, 2000). Pilgrims and tourists face a lot of problems as regards to various facilities made available to them and more and more focus on infrastructure, retail, and health facility and transportation development is needed to streamline the better pilgrimage at religious destinations and making tourist circuits and linkages with other themes for smaller destinations which have the potential for tourism by means of improved marketing mix, modes of service delivery, transportation facility and accommodation facility improvement (Patnaik, 2006) also helps in overall development of the destination and in turn attracting more and more visitors. India is lacking in systematic branding and positioning of its destinations and the fragmented marketing approach being adopted by various destinations apart from focused approach has lead to the under popularity of various undisclosed destinations (V Sarvani et al. 2007) the proper infrastructure and adequate marketing approach along with focused branding and positioning of destination so as to strive in future competitive market. Endowment of biodiversity, forest river mountains provide a huge prospect for tourism in these hill and rural areas but the major challenges for Indian tourism is exploitation and deforestation which lead to extensive urbanization and gradual decline in country’s heritage and culture and infrastructure, security and safety in these areas especially for foreign nationals and so as to position the nation in global market has become one of the biggest issue and challenge for marketers of these destinations.
1.17 Destination Brief- Shri Mata Vaishno Devi

Shri Mata Vaishno Devi Shrine is a prominent pilgrimage destination in Northern India. It attracts near about 75-85 lacks of pilgrims all over India and abroad with an average of 25,000-30,000 pilgrims per day. Next to Tirupati Balaji shrine at Tirumala in Andhra Pradesh, this shrine is the second largest crowd generator situated in hillocks of Trikuta at Jammu and Kashmir in Northern India and contributes a lot to the economy of the state. It is situated at a distance of 39 km to the North of Jammu city and at an altitude of 5200ft on Trikuta hills where the pilgrims reach the worship spot through 30 mt. long and narrow tunnel. But the real effort to increase the facilities offered to the pilgrims in terms of accommodation, transportation, retail services and infrastructure came into existence after the incorporation of Shri Mata Vaishno Devi Shrine Board in 1986. Prior to September 1986, the Management of the shrine and the complex at bhawan and Adhkumari left much to be desired. The track from Katra to bhawan was Kachha and stone littered and nagging beggars could be seen everywhere. There were no basic amenities over there and whole management of the shrine was in hand of local people called “Baridar” by keeping all the above issues in mind and to provide better management- administration and to control the funds of the holy shrine, then and there Government enacted the existence of Shri Mata Vaishno Devi Shrine Board (SMVDSB) on 30th August 1986 which was ratified by the State Legislature in 1988.
1.18 Destination Brief- Jwalaji

Temple of Jwalaji Devi (seven flames) is situated in Jwalamukhi in District Kangra of Himachal Pradesh in India on NH-88. Jwalaji is easily accessible being located on a national Highway and is also accessible throughout the year as weather is pleasant. Hence, the shrine is accessible to the people of all ages throughout the year. The nearest airport at Gaggal in HP is 50 km from Jwalaji. The nearest narrow-gauge railhead is Jwalaji road Ranital at a distance of 20 km from the shrine and broad-gauge railhead is Pathankot at a distance of 120kms. Motor able roads connect this shrine from Delhi, Chandigarh and Dharamshala. Taxis can be hired from these places. This all is hilly area with a beautiful scenic view all along the valley. Frequent state transport bus service is available from all important cities of Punjab, Haryana, New Delhi and J & K. The shrine is well connected by road. Frequent bus and taxi services are available. Deluxe coaches are also available at various places. The other adjoining temples to Jwalaji are Tara Devi Temple, Bhairo Temple, Ambikeshwar Temple, Teda Mandir, Arjun Nanga, Shiv Temple, Radha Temple and Gorakh Dibbi, where water boils itself and flame without ghee, oil and gas remains burning throughout the year. Apart from these ongoing activities temple administration also runs one degree college and one Sanskrit Mahavidyalaya. The management of Jwalaji temple is looked after by the Sub-divisional Magistrate, Dehra, under the supervision of Deputy Development Commissioner, Kangra and was incorporated on 3rd March, 1987 and it comes under Himachal Pradesh Tourism Development Corporation (HPTDC), which was incorporated on 1st September 1972 as a public limited company with an authorized capital of Rs. 2.00 crores, which rose to Rs. 15.00
crores in the year 2002. Earlier the management of temple was in the hands of few local pujaris and baridars. At present 137, baridars are working in this shrine and each one of them delivers his duties after 136 days. No salary is paid to them by the temple staff but 40 per cent of the day collection at main temple and 50 per cent collection made from shaiya bhawan and 50 per cent of the pooja donations made by the pilgrims are paid to them by the Sub-Divisional Magistrate, Dehra. It has both Government and temple paid employees and from Government side, is Deputy Development Commissioner (IAS), Kangra, Sub-Divisional Magistrate (HAS), Dehra, Tehsildar Jwalamukhi, Assistant Temple Officer, Accounts officer, Accountant, Junior Engineer (civil, mechanical and electrical) Plumber, Peon and Police staff. In addition to this from temple side there are 100 employees working in two shifts and security staff that looks after the temple premises round the clock in shifts. Since inception, HPTDC have been endeavoring hard for the promotion and development of tourism in the state. In the beginning the corporation started with modest properties however, over the years it has diversified its product line(s) to cope up with the volatile business changes in the market. Presently, the area of operation encompasses both commercial and promotional activities. At present it provides a complete package of tourism services including accommodation, catering, transportation, tour packaging, sports and adventure activities. Today, it is the largest chain of finest hotels and restaurants in the state with nearly 57 hotels having 943 rooms and 2050 beds spread all over the state. HPTDC also runs 60 restaurants and cafes serving varied cuisine including Himachal delicacies. Further, to overcome the seasonality problem and to increase the occupancy of the hotel the corporation adopted time share schemes for its 17 properties which were launched in Nov.
1998. Since its establishment, corporation has acted as a catalyst, model employer and prime mover for the promotion of foreign and domestic tourism in Himachal Pradesh. The corporation has diversified its activities; broad based its strategy and has contributed significantly to its multiphase socio-economic development of the state. If we peep into its performance, during the period 1990-91 to 1999-2000 the turnover of the company has increase from 710.51 lacks to 2313.56 lacks. Whereas, its capital employed has increased from 627.77 lacks in the year 1990-91 to 1746.11 lacks in the year 1999-2000. Further, the total asset of the company has increased from 1283.61 lacks to 2225.05 lacs in the year 1990-91 to 1999-2000 respectively (HPTDC, 2008). It indicates that the corporation has made profound efforts towards the achievements of its objectives for which it was incorporated.

1.19 Destination Brief- Shri Shiv Khori

Famous cave shrine of ShivKhari situated in District Reasi of J&K State depicts the natural formation of shivlingum. It is one of the most venerated cave shrines of Lord Shiva in the region. The Holy cave is more than 150 mts. long and houses 4 feet high Svayambhu Lingum, which constantly baths in a milky lime fluid dripping from the ceiling. The cave is full of natural impression and images of various Hindu Deities and full of divine feelings. That is why ShivKhari is known as Home of Gods. The route from Jammu to Shiv Khori is full of beautiful and picturesque mountains, waterfalls and lakes. Also in Reasi and Udhampur district, there are many shrines such as Mata Vaishno Devi, Sudhmahadev, Pingla Mata, Mahamaya Chountra Mata, Merhada Mata, Baba Dhandar, and Siad Baba. Shiv
Khori is situated in between the hillocks about 140 km north of Jammu, 120 km from Udhampur and 80 km from Katra. Buses and light vehicles go up to Ransoo, the base camp of pilgrimage surrounded by lush green mountains. People have to traverse about 3 km track on foot which is recently being constructed by the Shiv Khori Shrine Board, Ransoo duly headed by the District Development Commissioner, Reasi as chairman and Sub Divisional Magistrate, as Member. Govt. enacted the existence of Shri Shiv Khori Shrine Board (SSKSB, Ransoo) on December 2003 which was ratified by the State Legislature by an Act on 14th February 2008 vide J&K Government Act No. IV of 2008. Since the Board is at an infancy stage and the development activities for pilgrims are at faster pace. The pilgrims coming to Shri Mata Vaishno Devi can easily club their tour with Shiv Khori and make their darshan complete by paying obeisance to both Shiva and Shakti. The light vehicle is available for Ransoo at Katra and Jammu on the rates duly approved by the Tourism Department of Jammu and Kashmir State. Another route to the Shiv Khori Shrine is available from Jammu via: Akhnoor-Bhambla. The village Ransoo is at a distance of 6 Kms from the Reasi-Rajouri Road, which branches off from the spot known as Kanda Morh. Projects under execution at Ransoo are waiting hall near cave worth Rs. 2.50 crore, conservation of doodh ganga nullah, construction of sarai at Ransoo worth Rs. 39 lakhs, development of parks and gardens, plantation of medicinal plant all along the way, adequate electrification and drinking water facilities. In addition to this 4, 54,464 lakhs pilgrims visited the holy shrine in the year 2007 and in the year 2008, 5, 21,306 Laks pilgrims visited the holy shrine showing an Increase of 66841 and crossed the figure of 8 Laks in the year 2009. As if tourism industry in India has emerged as a major driver of economic development on account of it’s potential
to contribute to gross domestic product, foreign exchange earnings and employment generation. So these newly explored travel destinations can play a vital role towards the overall socio-economic development of these places. 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 it’s 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.