Chapter II

REVIEW OF LITERATURE

A lot of literature on tourism marketing in general is available but most of the studies could not give due weightage to pilgrimage tourism. However, an attempt has been made in the present chapter to review the literature covering different aspects of tourism, pilgrimage tourism, and important pilgrimage services viz. accommodation, transportation, retail, food, infrastructure and supervisory services.

The literature on tourism covered the different aspects of the tourism services. These studies recommended active cooperation between suppliers of different services according to the changing tourism needs. Tourism is defined as a fragile industry with high involvement and high risk product requiring frequent co-ordination between different suppliers and more supply led, constituted with dreams and fantasies of its customers (Seaton and Bennet, 1996). Natural environment represented the main resource for many tourism destinations and tourists were increasingly interested in spending their vacation in natural areas (Sara. D et al. 2007). Burton, 1995 studied the origin of tourism, its relation to motivation and the overall behavior of tourists. The study described the spatial process of tourist development model which proceeded with the understanding of the destination area and the potential tourist’s generation area, economical push factors motivating people to travel and accordingly integrating the tourist product life cycle for tourism development. Studying tourism concept was suggested as a marketing challenge focusing especially on middle-income group visitors as they
form a major part of the Indian population (Jain, 1996). A schematic was presented by putting tourism services in a series as per their use during a trip. It recommended establishing a strong link within the series through integrated efforts of related agencies. Tourism was addressed as a service product, where effective and systematic marketing holded the key to bring back the guest as a friend (Singh, 1994).

March, 1994 examined tourism literature between 1974 and 1986 and suggested that although marketing discipline offered tourism a variety of strategic tools and conceptual insights even it has been undervalued by tourism policy makers and practitioners. The study suggested using marketing research by developing an operational definition of tourism products and services, thereby providing a more useful marketing insight for tourism operators and promoters. The problem of marketing in tourism was analyzed due to the uniqueness of tourism market characterized by an intangible service being sold which cannot be inspected prior to purchase (Sihalin, 2000). She stressed customer oriented tourism research for developing a marketing plan, focusing upon long term tourist needs, wants and satisfaction. The positive and negative impact of tourism development on its services and products was evaluated using convenience sampling process on a five point Likert scale by Upchurch and Teivan, 2000 and recommended a proper analysis of the economic and social environment variables from a longitudinal view with appropriate experimental methodology. The strategies being adopted by Kerala to market its tourist destinations was studied by V. Sarvani et al. 2007 and revealed that India was lacking in systematic branding and positioning of its destinations. He suggested that fragmented marketing approach being adopted by various destinations apart from focused
approach has lead to the under popularity of various undisclosed destinations. Study recommended proper infrastructure and adequate marketing approach to strive in future competitive market. Walle, 1997 examined the importance of qualitative v/s quantitative tourism research and recommended the use of statistical tools supplemented with more qualitative methods, capable of dealing with vital tourism marketing problems like limited choice, discourteous personnel behavior, customer dissonance etc. The level of expectations of German travelers to Australia together with their perception and trip satisfaction was ascertained by Weber 1997. A pre-trip/post-trip assessment approach was utilized along with regression analysis to determine the tourist satisfaction level. The study found that disconfirmations do in deed seem to have a considerable impact on trip satisfaction. It was not only the extent to which expectations were met that affected satisfaction but certain travel characteristics might also have an impact on satisfaction. Behavior characteristics of tourists regardless of nationality was analyzed by Pizam et al. 1997. The study found that least number of perceived differences were in the variables of trust in tourist trades and letter writing where all nationalities were perceived to be alike. Satisfaction with a travel agent had an influence on customer repeat patronage positively. Marketing culture of a travel agent and relational selling behavior of a travel agent his sales expertise, were influential in determining customer repeat patronage (Wulf, 2001). Therefore it was suggested to have travel agents who have knowledge about the tourist services and potential customers in tourism. Sharp and Sharp 1997 proposed that the construct of customer repeat patronage as the outcome of satisfaction. Customer repeat patronage might be reflected with the relationship between relative attitude toward a travel agent and repeat patronage of the service provided.
by the agent. A systematic approach towards managing tourism effort and activities was provided by Alavi and Yasin, 2000. He recommended creating an environment conducive to tourism by training human resources, improving related infrastructure, encouraging tourism related investments, integrating tourism related strategies to insure consistency and a well coordinated over-all tourism strategy. Indian tourism marketers had traditionally attempted to sell their services rather than market them (Zafar U. Ahmed et al., 2002). Further Seven specific steps were recommended for increasing tourism to India viz. improving the image, identifying target markets; strategically locating tourist offices; developing promotional themes; correcting attitudinal problems; improving product strategy. Ankomah, Crompton and Baker 1996 reported the influence of cognitive distance on the formation of choice sets. Cognitive distance is people’s beliefs about distances between places in large scale spaces, which were far apart and obscured so as not to be visible from each other. The study found that distance was the most important factor in their choice of destination. In the case of overestimated perceived distances, the probability of destination being visited was reduced. It suggested rectifying destination distortions. A model was developed by Asuncion and Martin, 2004 which explained the different factors which form the post-visit image of a destination. Based on a literature review, this involved analyzing the relationship between the different components of the perceived image and the factors which influenced its formation. Briggs, 1997 recommended primary research based upon face-to-face interviews through a structured questionnaire covering the main aspects of tourism marketing viz. tourist profile, effectiveness of tourism services, reasons for visiting and the kind of development visitors would like to see next time in the product and services
offered. Costa, Jorge, Ferrone and Livio, 1995 studied socio-cultural perspectives on tourism planning and development and stated that the level of educational attainment and the respondent's age was found to be the most important variables associated with the effects of tourism and choice of destination. Missing Service Quality model, focusing on the construct of service image, representing the point at which gap can occur between an expected and a perceived service was developed by Gronoss, 1982. It argued that the function and range of service activities included; what were customers looking for, evaluating and how was service quality perceived and influenced. The outcome of this evaluation provided the difference between experienced services and perceived services. Heng and Chou, 2006 studied the relationship marketing concept and suggested to explore the tourists destination loyalty forces given a competitive market in tourism around the globe. Study proposed a model of tourist's satisfaction, trust and destination loyalty in tourism. Model identified some parameters to be covered by the marketers as development of culture-based products and good use of cultural features, characteristics, heritage and events in tradition along with safety standards, and convenient transportation which influenced travelers repeat patronage process. Javier, et al. 2004 studied perceived value of the purchase of a tourism product and stated that purchase value was a subjective construct that varied between cultures, between customers and at different times. Study developed and suggested a scale of measurement of the perceived overall value of a purchase through 24 items grouped into six dimensions which were value of the travel agency, value of the contact personnel, and value of the tourism package purchased, value of price, emotional value and social value. The nature and concept of tourism services was analysed by Kandampully, 1993 and found that
the tourists of today were very critical of quality of service and were unwilling to compromise. The study proposed a systematic model viz. process flow in dynamic service quality to facilitate effective service quality improvement. The model suggested effectively gathering regular feedback information from customers for redesigning the service process and achieving step by step service excellence. Kotler, Bowen and Makens 1996 expected the marketing professionals to understand the complexities of tourism services and responded to changing tourist needs through creative strategies as per marketing requirements. This required understanding a tourist destination, identifying target markets, segmenting the market, assessing demand for tourism and formulating relevant strategies. Lin et al., 2006 identified that marketing culture; relational selling behaviour and sales expertise were influential in determining customer repeat patronage through satisfaction, while marketing culture was proposed to have a direct effect simultaneously on the repeat patronage. Also the communication techniques of travel agents were the prime factors behind the repeat patronage. Therefore, it suggested on specialized training courses for understanding the influence of marketing culture and other proposed factors so as to understand the needs of the tourist.

The various dimensions of service marketing like competitive sophisticated customer expectations were studied by Lovelock, 1983 and proposed five schemes for classifying services on the basis of the nature of the service relationship with the customer, relative demand and supply and delivery process were recommended. Maja and William, 2007 introduced customer-based brand equity and applied it to a two Slovenian markets. It revealed that an image played a vital role in evaluation but was not the only brand dimension that would
be considered but the dimensions of awareness, quality, and loyalty were also been examined. Results revealed that brand equity differed between the markets according to their evaluation of brand dimensions. The socio-economic and physical impact of tourism on the destination area and the experiences of the tourists was evaluated by Mathieson and Walls, 1983. Lack of methodological and conceptual research in tourism was found and recommended that ensuring such opportunities, as provided the tourists with an enjoyable and satisfying experience. Middleton and Hawkins, 1998 asserted that success of tourism was measured in terms of service performance experience regarding relaxation, happiness, entertainment, adventure and satisfaction imparted to its customers. It stressed on need for deep and continuous understanding of visitors, their behavior and the product and services they purchase. Most of the service offerings or packages consisted of a core service i.e. centre piece of service offerings, the primary benefit sought by customer and peripheral services i.e. supplementary to primary benefit. Peripherals provide leverage and support the total package. Thus the concept of core and peripheral service provided a framework for thinking systematically about a delivery system while formulating a definite strategy (Norman, 1984). In evaluating a travel destination Pamela, 2007 examined the relationship between two sets of variables that were used. Five variables divided into two parts were used to evaluate travel destination. Past travel experience and three trip characteristics. The second set of variables consisted of four criterion variables referred to as destination evaluation variables were used to evaluate the travel destination. Results indicated that a portion of the variance in destination evaluation could be attributed to previous travel. Parasuraman, Zeithamal and Berry, 1985 developed SERVQUAL a model of service quality, which claimed
that the consumer evaluates the quality of a service experience as the outcome of the differences (5 gaps) between the expected and perceived services. These gaps indicated unsuccessful service delivery and, therefore reducing these gaps in the perceived and expected service quality lead to a higher customer satisfaction. The scope and potential for new destinations for tourism was studied by Patnaik, 2006. He also studied the overall infrastructure facility and other services available to tourists at the different destinations. It suggested making tourist circuits and linkages with other themes for smaller destinations. The study also suggested for improvement in marketing mix, modes of service delivery, transportation facility and accommodation facility improvement.

Tourism has occupied an important place not only in business sector but also in academics (Kamra, 1996). He brought forward economic and non-economic criteria affecting domestic tourism and recommended promotion of pilgrim and religious tourism instead of the present tendency to pamper international tourism for adequate development of tourism industry and economy as a whole. Special needs related to the religious affiliation of the ordinary tourist were identified by Adi Weidenfeld, 2006. He recommended identifying the religious affinity of the tourist and incurring some inconvenience and some extra cost associated with furnishing the room and use of souvenirs as reminders of particular places, as symbols of certain cultures and also as a reflex of social processes, interests and power relations and participation of local community in tourist area development. Shalini, 2006 attempted to describe the prototypical pilgrim from amongst the wide array of contemporary religious and secular tourists. Firstly, the concept of pilgrimages was discussed, so to distinguish it from the tourism concept secondly, the geographical notion of genus loci was
employed to exemplify the fundamental quest. During a pilgrimage a pilgrim could be in a secular state and could spend a day at a sea resort and it was almost impossible to distinguish between religious tourists and ordinary travelers (Smith, 1992). Pilgrimage tourism might be of short-term religious tourism and long-term tourism (Rinschede, 1992). He suggested better strategies in terms of long-term visits of several days or weeks to national and international pilgrimage sites and recommended the betterment of number of participants, choice of transport, seasonal travel, and social structure.

Problems related to conflicting interests of pilgrims and tourists were discussed along with some management strategies designed to minimize these conflicts in a study conducted by Lucy 2006. The Pilgrim inflow to seven main sacred cities in India was analysed by Kevin 1999 and he 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. Study also focused on the management of pilgrimage related services for better pilgrimage in future. The pilgrim’s inflow at holy shrines of Tirupati Balaji, Shiridi, and Sabrimala was studied by Raghuraman and Madhvan, 2000. The study was based on personal observation, questionnaire, and primary data. The study suggested for the improvement in quality of services at shrines, waiting time, queue management and increase in darshan time and making availability of accommodation facility through computerized system. The pilgrim inflow at the Dargah of the Sufi saint, Khwaja Moinuddin Chishti and Pushkar a sacred shrines was analyzed and the study revealed that these sacred places were lacking in airport and were off the main rail routes. It had no large hotels, so apart from the’ Urs’ of Pir Chishti and
the Pushkar fair, the place attracted few tourists and owing to the rough winding road, it was not easily accessible and so seldom visited by tourists (Lesser 2000).

The overall scenario of pilgrim tourism in India was evaluated by Goswami and Raveendran, 2003 and they found shortcomings in different facilities offered to the pilgrims. They suggested the improvement in infrastructure in pilgrimage places, betterment of basic facilities like adequate accommodation facility, satisfactory street lightning, good roads, drinking water facility and public conveniences. The study by Ahmed, 1992 provided tips for better pilgrimage management, viz. controlling begging, host courtesy, queue management, capacity limits, setting standards of accommodation, need of guides and controlling profiteers. Gupta, 1999 suggested the involvement of local communities to build tourism complexes, with simple hostel facilities along treks, near wildlife reserves or at other destinations. These could become centres for the sale of local crafts, foods and other necessities of pilgrims and 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. The study by Brian et al. 1990 found that the sacred and historic sites in Sarnath, India were in danger of being overrun, either by surrounding development, or by growing recreational uses. It suggested to overcome increased international pilgrimages and tourism use of the site, and to enhance the site for local day-visitors. Strategies were presented to reduce these present conflicts, allow for growth and respond to local management constraints. Heo et al., 2004 identified problems of the religious tourist segment and their special needs. The pilgrims were facing a lot of problems as regards to various facilities made available to them and suggested for the more and more focus on
infrastructure and transportation development. Study also found that there was no significant difference among the pilgrims on the basis of their domicile (Joseph, 2005). Vukonic, Boris 1996 analyzed the essence of religious attributes to tourism and discussed the nature of religious tourist, the nature of their pilgrimage, the problem of transportation, food catering, accommodation, health care and supervisory staff faced during the pilgrimage. He suggested regular research for appropriate action in updating the pilgrimage destination according to the changing needs of the pilgrims. Williams, 2003 focused on the importance of satisfying religious needs as a part of a tailor-made tourist product in the hospitality industry. Study pointed out that personal values and cultural orientation of various customers not only determined what attributes a customer seeks in the hospitality product but also affected its tariff. Hence, adding religious values to the attributes of the augmented hotel product was recommended to attract new customer segments. Mishra 2000 studied the motivations, expectations, and experiences of the pilgrims of Braj Mandal and the behavior of their hosts. The study based upon direct and indirect investigations examined the problems and prospects of pilgrimage tourism and suggested a model for the better management of pilgrimage tourism. It suggested a coordination of government bodies and NGO’s to create the required infrastructure with respect to the increasing inflow of pilgrims.

The studies on satisfaction from pilgrimage services invariably analysed the pilgrims perception about the performance of various services like hotel and hospitality, airlines, accommodation, transportation etc. These studies stated that the effectiveness of satisfaction can be evaluated in terms of the behavioral changes customers create. Witt and Moutinho, 1994 described the tourists
satisfaction as an emotional response to the successful quality of services delivered. He further explained it as a process of expectations and perceptions whereby satisfied tourist experienced a positive change in attitude towards service. The attitudes, expectations and perceptions of the tourists were significant variables in setting tourism goals, influencing tourist behavior and finally determining levels of satisfaction (Ryan, 1995). The cross-cultural consumer behaviour, travel decision process and tourism product evaluation was studied by Moutinho, 1987. The study argued that tourist satisfaction was a function of tourist product performance, specific expectations and expectancy confirmation and disconfirmation based upon post-purchase evaluation of vacation and the destination. It recommended a strategy for better service quality to meet changing needs of the tourists by examining their behaviour towards tourist services and the destination. Mohammed Eraqi, 2006 measured the extent to which tourism business environment was creative and innovative for internal customer satisfaction. Research concluded that quality was considered as a philosophy for guiding tourism destination when taking decisions related to tourism services and tourism business environment. Study suggested improvement in the environmental conditions, internal transport quality enhancement increasing people awareness and improved level of safety and security conditions. To evaluate service performance, Travelers profile, motivational factors, their satisfaction level and repeat visits on a five point Likert scale were studied (Qu and Ping, 1999). The results indicated that major traveling motivation was remaining away from normal life thus tourist satisfaction level was greatly influenced with the needs and purposes for travel. An in-depth study was needed to determine tourist motivation and satisfaction which was essential for marketers.
and provide greater help to upkeep the improvement of the service quality and enhancement of customer satisfaction. McCollough, 2000 measured service quality on a seven point Likert scale using the convenience-sampling technique and checked customer satisfaction in hospitality sector and tourism industry. The findings revealed service failure and recovery relationship depending upon customer satisfaction and accordingly suggested to build customer confidence in the service quality. Geva and Goldman, 1989 on a seven point Likert scale studied the profile of travelers and measured their expectations and satisfaction by applying factor analysis. The findings revealed that the traveler’s perception of tour passed through an evolutionary process as per the set of attributes through and perceived 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. The expectations of visitors ranging from devout pilgrims to secular tourists at three types of attractions were studied by Lee and Sidney, 1992. These were pilgrimage shrines with strong emphasis on religious devotions, but with few characteristics to attract secular tourists and places where religious festivals were the principal attractions. Problems related to conflicting interests of pilgrims and tourists were discussed along with some management strategies designed to minimize these conflicts.

Mcvey and King, 2000 discussed tourism satisfaction in India with reference to hotel accommodation, viz. category-wise hotel services ranging from five star and deluxe to average hotels, state wise distribution of hotels, their occupancy rates, operational characteristics and development of the hotel infrastructure, etc. The study discussed only the supply side of hotel accommodation and ignored the demand side of such accommodation. Thanika
and Darren 2003 studied customers expectations and perceptions of service provided by hotels of Mauritius and highlighted how the service factors were related to customer satisfaction and in the proposed model stated that marketing culture had a direct influence on customer repeat patronage. From the perspective of hotel guest in Sibu, Stanley et al. 2007 examined the service quality variables. Gap five and factor analysis was applied to determine satisfaction and perception of hotel customers. The study resulted in negative gap five perception and a rich expectation and perception factors. The study focused on looking into what exactly do customer expect from a hotel and in turn building a set of perception and expectations. Service delivery process in hotel service on eleven point Likert scale was studied by Danhar and Mattsson, 1994. The findings revealed five 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. Irene et al. 2007 analyzed the service satisfaction levels of hotel customers in Larissa, Greece. Factor and reliability analysis carried out to extract meaning full variables out of several given variables. Factor analysis extracted seven important variables that influenced the service satisfaction of hotel customers and suggested to improve the quality of the given variables so as to sustain year round tourism in hotels. The factors viz: transportation, outdoor activities, accommodation and attractions influenced overall customer satisfaction (Peter, Danaher and Nicole, 1994). The study suggested that there was insignificant difference in the satisfaction levels among tourists from different countries but the demographic profile of tourists and the activities in which they participated during stay influenced the overall satisfaction levels. Tourist satisfaction was studied through a self-developed six point Likert
scale by determining the basic dimensions of perceptual understanding and experience of tourism service quality with special reference to hotels, airlines, tour and attraction services (Otto and Ritchie, 1996). However study did not lend insight into the dynamics of service as how tourists might trade off or weigh their evaluations of different aspects of the service experience in arriving at over-all satisfaction. The differences between what consumers in the travel market say they want and what they will actually buy was investigated by Shoemaker 1994 based on the thesis suggested by Dann (1981), Pearce and Calabiano (1983), who believed that the best way to understand consumers motivations for holiday travel or benefits sought from holiday destination was to study consumers past travel behavior. Ken W Mc Cleary 2007 examined leisure travelers to Hong Kong from seven geographic origins based on their evaluation of four product-related variables: satisfaction with the destination, perceived value, service quality and intent to return and they were found to be significantly co-related with each other. It was observed that when geographic areas of origin were compared significant differences were found in the evaluation of the destination and it was suggested that cultural differences has an influence on destination evaluations choice.

The changes and development in travel and tourism were studied by providing the review of five components viz. transportation, attraction, facilities and services, information and consumer etc (Dorren and Lollar,1985). The study recommended that the overall goal should be to evaluate the tourism industry on the basis of a satisfactory travel experience. Dutta, 1994 studied three major marketing tools viz. promotion, participation and prevention and established its relation with modern tourism marketing strategy. The study recommended sustainable development of tourism by developing an appropriate marketing
strategy. Tourist satisfaction and dissatisfaction among younger Korean tourist as determined by the pre-trip expectation and post-trip performance regarding the destination attractiveness was examined by Bae-Haeng Cho, 1998. Pre-trip and Post-trip questionnaire was filled from the same respondents and suggested that to promote any tourist destination it was important to pay attention to what the visitor want and expect from destination and to work for the betterment of activities needed by them. Baker and Crompton, 2000 assessed the relative impact and inter-relationship of performance quality and general satisfaction on a nine point Likert scale by using factor analysis. The result confirmed that satisfaction was generally enhanced by higher perceptions of performances quality, encouraging more loyal customers. The study suggested that since performance quality was under the control of service providers, their attainment of goal would lead to better inter-relationship. The satisfaction of visitors was examined on a five point Likert scale with respect to sports tourism products and services (Bramwell, 1998). He analyzed how the greater understanding of satisfaction of users with these products and services improved their development. It recommended the development of tourism products and services and formation of strategic objectives for further improvement in these products and services. Digance, 2003 investigated special religious desires of Christian tourists while being hosted by the hospitality industry in Israel. He emphasized the value of satisfying the more routine religious needs of regular tourists in the hospitality industry. Study focused on going further to tailor the hotel products in general and the hotel room in particular to the special requirements and preferences of any specific group of tourists.
Pilgrim tourism at Shri Mata Vaishno Devi was studied by Mawa Sushma (2004) carried out the study on Pilgrimage Tourism Marketing Strategy at Shri Mata Vaishno Devi Shrine. The study proposed marketing strategy for various services drawn on the basis of an evaluation of these services the pilgrims availed during their visit to Shri Mata Vaishno Devi Shrine. The major pilgrimage tourism services classified under various groups like hotel services, transportation services, retailing services had been studied in detail for the formulation of marketing strategy. Besides, the supervisory effectiveness of the Shrine board has also been studied to make the study meaningful for planned and effective marketing efforts by both commercial and non-commercial providers of these services. The marketing effectiveness for each service has been measured separately and also by taking all the services together in terms of arithmetic mean. The relationship between overall satisfaction about a particular service (Dependent variables) and different marketing mix variables (Dependent variables) was estimated with the help of multiple regression and subsequently the strength of association between these dependent variables and independent variables was worked out through coefficient of determination ($R^2$). The relation between customer satisfaction from transport services with overall satisfaction indicated that the pilgrims showed a positive association with other transport services like safe transport, fixed rates, reasonable fare etc. which has raised their level of satisfaction. In case of retail services the highest significance had been shown by variable ‘cooperation of retailers’ of retail services at Katra and variable ‘quality of souvenirs purchased’. However the least important variable was enjoyable shopping for which all the groups have shown negative association with overall satisfaction. As far as customer satisfaction regarding supervision of
Shrine Board during the Vaishno Devi pilgrimage with the overall satisfaction it was found that there was a positive association with all the variables except for variable ‘non payment services’ which included sanitation, drinking water, cloak room, blankets, telecom etc. This has lowered the overall satisfaction level in case of non local pilgrims. However the study was carried out under the major limitation that factor analysis has been applied separately to only one service viz. ‘hotel service at Katra and Bhawan’ and other two services, viz. ‘transportation’ and ‘retail services’ could not be factorised due to the limited number of items of the scale applied.

An exploratory study of perceived service quality in rural tourism in Israel was conducted on the basis of the data collected from service providers on a convenient sampling basis. The study discussed management and marketing implications for service quality improvement and recommended customers needs based focused in services as the key success factor for tourism marketing (Reichael et al. 2000). To measure the perception and satisfactions of consumers of the tourism product of Barbados Essam E. Ibrahim 2005 used factor analysis and multiple regressions to identify potential niche markets for the development of the destination's positioning strategy. Four possible niche markets were identified for the development of the destination's repositioning strategy: recreational, sports, culture and eco-tourism. The relationship between destination attribute importance and performance, travel motivation, and satisfaction in South-East Virginia was examined. Factor analysis was employed to identify the dimensions of the destination attributes on importance and performance and composite delineated factors were used as indicators to measure the overall tourist satisfaction. Study revealed that quality services and lodging performance was
significant factors in determining the overall satisfaction, food and location was of significant importance in the satisfaction evaluation. (Fang Meng et al. 2008). The problems and prospects associated with different religions in India were analysed with respect to the availability of infrastructure and other facilities available to pilgrims at the destinations. The study recommended formulating separate marketing plan and overall evaluation of facilities and infrastructure available and also suggested to improve the quality of different services at different destinations as per the need of the destination and availability of crowd (Sarathy Partha, 2006).

Three satisfaction models were used in study of satisfaction among Taiwanese tourist by Suh et al. 1997. The discrepancy model stated that the satisfaction occurs when a product or service has performance that meets or exceeds expectations. The performance based measure which claimed that satisfaction was based purely on performance. Marketing of religious organizations was studied by Wrenn, 1993 and stated that it was sufficiently different from business and other non business marketing to justify separate consideration. Mansfeld et al., 1995 suggested the employment of workers of all religion in the hotel as well as the provision of the religious books in the hotel room. Furthermore, providing information on religious activities and institutions were supposed to satisfy an additional important need for tourists. Marketers of religions needed to expand their typologies beyond those currently offered by the non-profit and services marketing literatures (Martin, 2006). He proposed three models of religion and developed nine propositions about integrating them with marketing theories and practices. Nurit et al., 2001 emphasized the marketing of religious goods. Unlike most consumer goods, the meaning attributed to religious goods, or the process by which goods acquire sacred meaning, involved not only the goods or the context,
but also the marketers themselves. Five different strategies of meaning transfer that retailers could adopt were suggested.

On reviewing the above literature it was found that majority of the studies discussed only marketing aspect of pilgrim as well as tourism services whereas inadequate literature is available on pilgrimage tourism. and the satisfaction they acquire from different services. So keeping this in view the present study is an attempt to evaluate pilgrim satisfaction from different services encountered by them while their visit to holy shrines.