ABSTRACT

Tourism is defined as “a temporary movement of people to outside place”. Tourism is a mixture of social, cultural and economic characters which paves the movement of people from place to place as defined by United Nations World Tourism Organization.

There are different kinds of tourism namely Adventure tourism, Business tourism, Cultural tourism, Cruise tourism, Eco tourism, Leisure tourism, Medical tourism, Religious tourism, Sports tourism, Wellness tourism, Wildlife tourism etc. Pilgrimage tourism is a part of religious tourism, which involves the movement of people for peace and mental relief.

A research survey was conducted to conduct a pilot study the above facts with a population of 50 samples in Srirangam temple which identified the overall satisfaction level. The reliability of the overall questionnaire was verified with Cronbach’s Alpha, is shown that $\alpha = 0.794$ with the number of items is 30. The 95% confidence interval for the lower bound is 0.702 and upper bound is 0.868. The significant level is $\rho = 0.001$ level, which is highly significant.

Based on the pilot study, an in-depth study was conducted to study the devotees’ perception, preferences, satisfaction with various services and facilities and the level of satisfaction of various services offered in the pilgrimage tourism places with particular reference to Srirangam Temple. The questionnaire was designed into five factors of services like Quality of Services, Quality of basic facilities, Quality of amenities, Transport Network and Facilities inside the temple premises with 5 point likert scale. A ranking questionnaire was also designed to measure the preferences of facilities available. The questionnaire was circulated to 600 beneficiaries of which 586 beneficiaries have replied with complete data and remaining 14 beneficiaries have submitted with
incomplete data or not submitted. The data collected was analyzed with SPSS 17.0 version.

Hypotheses were framed and tested to prove and justify the facts through systematic analysis. To describe about the data, descriptive statistics frequency analysis and percentage analysis were used; for categorical variables and for continuous variables the mean and S.D were used. To find the significance difference between the bivariate samples in independent groups the Independent t-test was used. For the multivariate analysis the one way ANOVA with Tukey's Post-Hoc test was used. To assess the relationship between the variables Pearson's Correlation was used. To find the significance in categorical data Chi-Square test was used. To validate the reliability the Cronbach alpha was used and to verify the sampling adequacy the KMO Bartlett's test was used. In all the above statistical tools the probability value 0.05 is considered as significant level.

The inferences and interpretations are given to enable the readers to understand the real concept of the study and to bring out the possible facts to the optimum level. The researcher also suggested the measures to be adapted for measuring the devotees’ perception and the level of satisfaction of various services.

The scope for the further study is also given to facilitate further research and to encourage other researchers in the same area of study and this can be extended to any other geographical regions to measure the services.