CHAPTER – III
RESEARCH DESIGN

3.1 Statement of the Study

“TOURIST’S SATISFACTION FOR SPIRITUAL TOURISM: A COMPARATIVE STUDY OF SELECTED SITES IN UTTARAKHAND AND HARYANA”

3.2 Objectives of the Study

1. To evaluate the satisfaction level of tourists of Uttarakhand and Haryana towards Spiritual Tourism.
2. To evaluate the satisfaction level of tourists on the basis of different demographic characteristics towards Spiritual Tourism.
3. To evaluate the satisfaction level of tourists towards Spiritual Tourism among all chosen spiritual sites.

3.3 Hypothesis

H₁: There is no significant difference in the satisfaction level of tourists towards spiritual tourism of Uttarakhand and Haryana.

H₂: There is no significant difference in the satisfaction level of tourists towards spiritual tourism on the basis of demographic characteristics.

H₂a: There is no significant difference in the satisfaction level of tourists towards spiritual tourism on the basis of Nationality.

H₂b: There is no significant difference in the satisfaction level of tourists towards spiritual tourism on the basis of Gender.

H₂c: There is no significant difference in the satisfaction level of tourists towards spiritual tourism on the basis of Religion.

H₂d: There is no significant difference in the satisfaction level of tourists towards spiritual tourism on the basis of Occupation.

H₃: There is no significant difference in the satisfaction level of tourists towards spiritual tourism among all chosen spiritual sites.

3.4 Research Methodology

3.4.1 Population and sampling frame

Jennings (2001:136) defines population as “all the study subjects (tourists, visitors, hosts, family, friends, employees, managers) or the study units (attractions, transport providers,
accommodation facilities) that are the focus of the research project.” In this study the target population consists of all Domestic and foreign tourists of Uttarakhand and Haryana will be considered as the universe and sample unit for the research will include any individual domestic and foreign tourist who is visiting the selected locations for the purpose of spiritual tourism.

3.4.2 Sample Size

Disproportionate Sampling is used to decide the sample size. To calculate the minimum Sample size, Slovin’s formula is used i.e.

\[ n = \frac{N}{1+N e^2} \]

Where \( n \) = number of sample
\( N \) = Total Population
\( e \) = Margin of error (generally 5% is chosen)

Initially minimum sample size has been drawn from total volume of tourists who visited these six sites in base year 2013-14. Through slovin’s formulae minimum sample size obtained was 400. Then proportionate sampling is applied to assess the minimum sample required from each site. But since there are only two sites in Haryana as compared to four sites in Uttarakhand which would not yield any detailed analysis. Hence, the option of oversampling was used. Such oversample would create disproportion. After oversampling the minimum sample, total sample size chosen for the study comes 444.

**Table 3.1. Sample size**

<table>
<thead>
<tr>
<th>Spiritual Site</th>
<th>Haryana(180)</th>
<th>Uttarakhand(264)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anandmurti Guruma Ashram, ganaur, Sonepat</td>
<td>85</td>
<td>95</td>
<td>180</td>
</tr>
<tr>
<td>BK Om Shanti Retreat Centre, Gurgaon</td>
<td>46</td>
<td>44</td>
<td>90</td>
</tr>
<tr>
<td>Parmarth Niketan, Rishikesh</td>
<td>46</td>
<td>44</td>
<td>90</td>
</tr>
<tr>
<td>Arsha Vidya pitham, Rishikesh</td>
<td>82</td>
<td>92</td>
<td>174</td>
</tr>
<tr>
<td>Premnagar Ashram, Haridwar</td>
<td>82</td>
<td>92</td>
<td>174</td>
</tr>
<tr>
<td>Shantikunj, Haridwar</td>
<td>82</td>
<td>92</td>
<td>174</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>444</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.4.3 Research Instrument

This study is based on both Primary and Secondary Data. On the basis of extensive literature review Structured Questionnaire was constructed. Observation method is used to get a first hand view of facilities available at different sites. Varied Parameters & Factors are identified to check the determinants of tourist satisfaction.

The Questionnaire consists of three sections. The first section of questionnaire termed as
Part-1 (Tourist Profile) includes the respondent’s socio-demographic information, such as Gender, Age, Annual Income, Occupation, Marital Status, Education Level, Reason of Visit etc.

The second section contains various questions related with Tourist perception regarding Facilities, credentials, aesthetic appeal at the spiritual site along with problems faced by tourists. Respondents were requested to give score to each attribute at 5- point Likert type scale ranging from Highly Satisfied / Highly Agree (5) to Highly Dissatisfied / Highly Disagree (1).

The third section contains several questions related directly to Spiritual achievements / motivations. Respondents were requested to give score to each attribute at 5- point Likert type scale ranging from Highly Satisfied / Highly Agree (5) to Highly Dissatisfied / Highly Disagree (1).

In order to check their loyalty open ended question was asked if they would like to recommend the spiritual site to their friends and relatives and also a free space was provided to tourist to share any other observation or give recommendations for future.

3.4.4 Method of Analysis

Respondent’s opinion was measured on 5 point Likert scale ranging from Highly Dissatisfied / Highly Disagree to Highly Satisfied / Highly Agree to measure the variables considered in this study.

The Likert type scale values assigned 1 to Highly Dissatisfied / Highly Disagree, 2 refers to Dissatisfied/ Disagree, 3 refers to Neutral/ Average, 4 refers to Satisfied / Agree, 5 refers to Highly Satisfied / Highly Agree. Mean was used to identify respondent’s perception regarding the variable. By the help of mean one can easily adjudge in which direction the consumer perception index score is moving regarding a particular service or facility. Secondly, it also helps in ranking the undertakings on said service or facility. Then Standard Error and Standard Deviation is being calculated for each and every variable so that ‘t’ test can be applied in order to know whether significant or insignificant differences is there between different undertakings on a particular service or facility.

3.5 Organization of Study
CHAPTER I: INTRODUCTION

1.1 Introduction to Tourism

1.2 Introduction to Spirituality
   1.2.1 Role of Spirituality in the life of Individuals
   1.2.2 Role of Spirituality in Society
   1.2.3 Role of Spirituality in Corporate world

1.3 Relationship between Tourism & Spirituality

1.4 Introduction to Spiritual Tourism

1.5 Spiritual Tourism in India

1.6 Study Area
   1.6.1 Anandmurti Guruma Ashram, Ganaur, Sonepat (Haryana)
   1.6.2 BK Om Shanti Retreat Centre, Gurgaon (Haryana)
   1.6.3 Parmarth Niketan, Rishikesh (Uttarakhand)
   1.6.4 Arsha vidya pitham, Rishikesh (Uttarakhand)
   1.6.5 Premnagar ashram, Haridwar (Uttarakhand)
   1.6.6 Shantikunj, Haridwar (Uttarakhand)

CHAPTER II: REVIEW OF LITERATURE

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CHAPTER III: RESEARCH DESIGN

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3.4 Research Methodology
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3.4.4 Method of Analysis

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3.7 Limitation of the study

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4.1 Demographic Characteristics of the Respondents

4.2 Reliability Analysis

4.3 Factor Analysis

4.4 Analysis of respondents satisfaction level towards spiritual tourism

4.5 Analysis of normality of respondent data

4.6 Analysis of respondents satisfaction level (Mean) for all sites

4.7 Analysis of Tourist’s satisfaction visiting Haryana selected and Uttarakhand selected spiritual sites

4.8 Analysis of Tourist’s satisfaction in relation with different demographic characteristics
    4.8.1 Analysis of Tourist’s satisfaction on basis of Nationality
    4.8.2 Analysis of Tourist’s satisfaction on basis of Gender
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    4.8.4 Analysis of Tourist’s satisfaction on basis of Occupation

4.9 Discussion

CHAPTER V: FINDINGS & CONCLUSION

5.1 Research findings on the basis of objectives and hypothesis

5.2 Conclusion

BIBLIOGRAPHY

QUESTIONNAIRE

3.6 Significance of the Study

- Present research work serves as a pilot study to understand the changing trends in Indian Hospitality industry particularly in case of special interest tourism, bringing spiritual tourism in the light.
• Study highlights the attributes on which tourist perceived better satisfaction that represent the strength of the particular site.

• Study highlights those attribute also on which tourist perceived significant differences in satisfaction level among different sites. This reveals the scope of improvement which can ultimately increase the satisfaction level of the tourist.

3.7. Limitation of the Study

• Sample Size is small in view of nature of work. But owing to certain factors like tourist’s time & convenience it was confined to small sample size of 444 respondents which is sufficient to indicate the perception of tourist towards services and facilities, if not to draw the definite conclusions. However bigger sample would lead to produce better result.

• As the questionnaire is being filled when respondents are going back from ashram, so sometimes they are in hurry and just tick without thinking much about the attributes service quality really offered at the site.

• Only Perception score of tourist is being collected in present study. If tourist expectations score is also taken and then result are identified then results may vary. But both models have advocates and critics.

Only few attributes of Service Quality are taken in present study. Large number of attributes increases the importance of study and would yield better results.
REFERENCES


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