

Chapter 3

Research Methodology

Research methodology refers to the general strategy to be followed in collecting the specific data, i.e. secondary as well as primary for solving the problem. For conduct of any research, the research methodology needs to be clear and specifically defined. Accordingly the present chapter is devoted to explain the methodology adopted for carrying out the research work. The chapter throws light on the rationale of the study, research objectives, research hypothesis, methodology, development of questionnaires, sampling and data collection techniques, study period, pattern of analysis and design of the study besides limitations of the study.

3.1 Rationale of the Study

There are several instances which reveal that the majority of the Baba Ghulam Shah Badshah's (RA) pilgrims are repeaters. In other words, it shows that there are pilgrims who visit the Holy Shrine almost every year. The fervent belief and unwavering faith of these pilgrims in Baba Ghulam Shah Badshah (RA) Shrine is noteworthy. The pilgrims visiting the Shrine spend a large amount of money on their travel, accommodation, food etc, as well as for donations/offerings and personal shopping. The expenditure so incurred by the pilgrims becomes earning of the corresponding service providers, distributors and the back end producers of these goods and services. This also generates employment and results in physical capital formation in terms of construction of buildings for hotels, shops, residential premises etc. Also, the people directly involved in providing goods and services to the pilgrims have their own personal needs to satisfy these needs there is another set of people engaged in the activities concerned. This generates indirect employment and income. The chain does not stop here as there is further induced employment and income generation. In addition to incurring the direct

expenditure on goods and services, the pilgrims also make donations through the donation counter and/or donation boxes. These donations are utilized by Shrine administration and Aquaf for developing more facilities for the pilgrims. The better facilities attract more pilgrims. In the beginning of the year 2000, all the stakeholders of Shahdra Shrief Shrine, took a noble initiative in terms of starting a major educational institution viz. “Baba Ghulam Shah Badshah University”. Establishment of the university would have high and far reaching multiplier effect on the generation of income and employment, and formation of physical as well as intellectual capital in district Rajouri. When the contribution of pilgrimage tourism is seen to be so significant, it becomes important and useful to estimate the total income and employment generation through this sector. Also from a review of the literature, it has been found that there has not been even a single study undertaken on pilgrimage tourism in this region. The overall approach of the study is empirical in nature.

3.2 Research Objectives

The flow of pilgrims to Shahdra Shrief Shrine has created direct as well as indirect business opportunities and employment for people residing in the vicinity of the Shrine and to the residents of district Rajouri as well. Although several tour operators organize tours from different parts of the state and the country to the Shrine, a large number of travel agencies and tour operators have come up in Rajouri and Shahdra region. Numbers of hotel and restaurant; shops, handicraft shops, eating outlets (dhabas, tea stalls) and other types of shops have been opened in Shahdra, Thanamandi and Rajouri for catering the needs of the pilgrims. The number of these types of shops is increasing over the time. Similarly, the annual growth in pilgrim arrivals, the requirement of the basic infrastructure at Shahdra and Rajouri has also been growing. The requirement as depends directly on pilgrim arrivals, thus, it is important to estimate pilgrim arrivals to the Shrine well in advance so that necessary infrastructure can be developed. The above description provides the basics for setting the objectives of the present study. The study has been undertaken with the following specific objectives:

1. To study the tourist inflow in the area of Rajouri.
2. To explore potential and prospects of tourism in this region.

3. To study the managerial practices adopted by the authorities of Shahdara Sharief and suggest remedial practices for further improvement.
4. To analyze the role of tourism in employment generation in particular local employment.
5. To analyze the linkage of revival of Mughal road and Poonch Rawalakote road in the overall development of Rajouri.
6. To study potential of pilgrimage tourism on the socio-economic development of population living in the vicinity of shrine.
7. To analyze the economic profile of Rajouri and to highlight the need for tourism planning.
8. To workout suggestions and make policy recommendation for development of tourism in Rajouri.

3.3 Hypotheses

In consonance with aforementioned objectives, the following hypotheses have been laid down for authentication and verification.

1. Tourism has made insignificant contribution to the economic development and upliftment of social status of people living in the vicinity of the shrine.
2. The pilgrimage tourism presents great scope for socio economic transformation of the region.

3.4 Research Methodology

The methodology of the present study is based on sound research design which broadly consists of primary as well as secondary data collection, followed by data processing, statistical analysis and report writing. The primary data collection has been done through Surveys, using a set of structured questionnaires specially developed for the study. The secondary data have been collected from various sources, primarily from Shrine administration, Tehsil headquarter of Shahdra, Aquaf Islamia J&K, Rajouri Tourism Development Authority, public libraries of Rajouri and Poonch, Chief Executive Officers of all concerning Tourism Development Authorities, Directorate of Economic, Director Tourism Jammu, Kashmir, JKTDC and Tourism Department, Civil Secretariat J&K, census report and other government departments. The research design chosen for

the study is to help in giving a clear vision for achieving the required results as per objectives of the study.

3.5 Development of the Questionnaires

With the preliminary investigation of economy of Shahdra, it is presumed that pilgrims visiting the Shrine constitute the main source of income of the people of the region. Because of large arrival of pilgrims regularly, several sectors or occupational groups are reported to derive their livelihood. Further, it is seen that Transporters, Shopkeepers, hoteliers and restaurant owners are running their business in the vicinity of the shrine from more than three decades. Researchers in the past reflect that tourism in particular pilgrimage tourism have an effect on adjoining communities socially as well as economically.

With this information input, and assess pilgrimage tourism impact so that above objectives are achieved, five questionnaires were developed that pertain to pilgrims, Transporters, Shopkeepers, hoteliers and restaurant owners and communities adjoining Shahdra Sharief. .

Development of questionnaire involves several stages, separate questionnaire were designed for each categories of the respondents as mentioned above. Each questionnaire was developed with due diligence keeping in view the balance between the required information for the study and the level of acceptable complexity for generating high response rate of the respondents. The questionnaire pertaining to community was translated to Urdu besides English and accordingly was distributed among the community members as desired. The questionnaire pertaining to Pilgrims, besides seeking all relevant information also attempted to extract information regarding their expenditure incurred by them on different activities related to the pilgrimage. Other three questionnaires developed were administered to shopkeepers, transporters and hoteliers to analyze their earning pattern. Fifth questionnaire was developed to know direct and indirect impact of pilgrimage on people residing in vicinity of the Shrine. The questionnaire attempted to seek information on the total expenditure of the pilgrims and the direct income of the respondents from the pilgrims and direct employment generated due to pilgrims arrivals. All the questionnaires were pilot tested and suitably revised and

finalized after checking and testing them by using test of reliability generally known as Cronbach Alpha. Thus, Reliability of the questionnaire administered has been checked with the Cronbach's alpha value which supports that the questionnaires administered are valid. As Reliability of questionnaires was checked that pertained to pilgrims, shopkeepers, transporters, hoteliers and community members questionnaire and alpha value was found equal to 0.807, 0.666, 0.673, 0.756 and .606 respectively. This validates our finding with Cronbach and Shavelson (2004) alpha value of 0.7 is acceptable in economics and value of 0.6 is acceptable in management studies.

3.6 Sampling and Data Collection techniques

Keeping the nature of the respondents and the need of the study in view, different sampling techniques were used, separately for each category of respondent. As shown in table below. In case of for two categories viz Shopkeepers and Hotel and Restaurant owners census method was used as their number was less. For the community members simple random technique was used and in case of Pilgrims and Transporters for getting responses from them convenience sampling was used. These surveys were conducted during different seasons of year 2012 and 2013.

Table 3.1: Sample of Five Surveys

S.No.	Items/Categories of Respondents	Sample Size	Responses Received	Complete and Valid Responses
1	Pilgrims/ Visitors	783	783	734
2	Shopkeepers/Way side vendors	62*	46	46
3	Transporters/Vehicle Operators	217	192	138
4	Hoteliers and Restaurant owners	27*	27	27
5	Community Members	234	207	182
	Total	1323	1255	1127
	Percentage (%)	100.00	94.86	85.18

*Census method used.

The secondary data on pilgrim influx was used to forecast the pilgrim arrivals till 2025. Physical and Financial statements of Shahdra Sharief Shrine has used for analysis and interpretation. In case of Primary data collection some questionnaires were filled by

educated respondents whereas in case of most of the respondents the questionnaires were filled in personally by the researcher. The pilgrims were interviewed almost at the fag end of the day and in the similar way other four categories of the respondents were intervined and their images and video footage were also captured for the reference and use.

After primary data collection, the questionnaires were subjected to completeness and consistency checks. At this stage, a few filled-in questionnaires were rejected. The valid complete questionnaires were used for data processing, tabulation and analysis. Understanding the importance of the survey finding the same are presented in the study report apart from the economic impact analysis. The distribution of the respondents for the five surveys is presented above in Table 3.1.

3.7 Study Period

After a yearlong literature review, survey as mentioned above for collecting primary data, was done in different seasons of the year 2012 and 2013. Secondary data has mostly been collected from all concerned organization from the year 1950 to July 2013. In case of physical and financial record of Shahdra Shrief Shrine, Rajouri tourism development authority, directorate of tourism, Jammu, directorate of tourism, Kashmir the records were not available since 1950. So secondary data from these organizations was collected on the basis of its availability. Data with these organizations was available as per the following sequence: 1978, 1983, 1990, 1991, 2000, 2008 to July 2013 and December 2014.

3.8 Pattern of Analysis

The statistical tool used to establish relation and significant difference among variables various descriptive statistics such as mean, standard deviation, maximum value, minimum value, percentages, chi square were used. Mean, mode and median are very important measures of central tendency which helps in comparison of factors. The standard deviation gives very important and useful information about the spread of data and enables us to measure the accuracy of central tendency. Moreover, simple correlation was also calculated between the factors. Phi charts, bar chart, graph and percentage growth rate used where there required. To investigate whether there is significant

difference exists between dependent and independent variables popular test i.e. chi square test was also used. For contrasting and comparing and finding simple correlation of different variables cross tabulation was used. For forecasting pilgrim's arrival time plot, trend forecast-application of time series were also used. Besides above mentioned tests, few advanced statistical techniques viz. Exploratory Factor Analysis (EFA) also used. Factor analysis has been used to know main important factors responsible for pilgrim service quality and sustainable community development. Finally, for finding out of the total economic impact few formulae's were used which were used by earlier researchers for calculation of income and employment effects.

3.9 Design of the study

In the light of the objectives of the study and hypothesis laid down, this study comprises of the following chapters:

Chapter 1: Introduction, This chapter deals with introductory account of tourism in world and its economic impact, trends of tourism in India and its contribution in generation of income and employment. In the end this chapter highlights an overview of tourism in State Jammu and Kashmir especially in twin border Districts Rajouri and Poonch.

Chapter 2: Review of Literature, This chapter examines the past research done in this area of tourism, specifically in the field of religious/pilgrimage tourism across the world, India and State Jammu and Kashmir. The present chapter also highlights the research gap

Chapter 3: Research Methodology, This chapter is devoted toward the research plan of the study. The objective and hypotheses of the study including methodology has also been presented in this section. Techniques used in the development and designing of questionnaire, and sampling method for collection of data followed by study period are also briefed in this chapter. And finally it presents the, design of the study besides the limitation of the study.

Chapter 4: Pilgrimage Tourism in the area of Rajouri, This chapter reflects the brief economic profile of State Jammu and Kashmir and the economic impact of tourism industry based on secondary data, it also presents the trends of pilgrimage tourism in

Jammu and Kashmir. Further, the chapter focuses on the economic profile of Rajouri and tries to evaluate the present status of physical and financial status of Rajouri Tourism Development Authority. Moreover, an overview of tourism in Rajouri including cross border tourism in Poonch and Pilgrimage tourist destinations besides Shahdra Shrief are presented formally in this chapter Religious tourism in World and India including Sufi Circuits is presented. This chapter makes an attempt to present detailed biography of Great Saint Baba Ghulam Shah Badshah and functioning of Wakf board.

Chapter 5: Role of tourism in economic development of district Rajouri, This Chapter presents the analysis and interpretation of secondary as well as primary data. Secondary data related to physical and financial aspects of Shahdra Sharief Shrine i.e. patterns of pilgrims visited to Shahdra Shrief are presented from 1990 to 2014. Expected tourist influx till 2025 is also estimated on the basis of past records of tourist influx. Further, pertaining to physical and financial statements of Shahdra Shrief Shrine analyses of the number of pilgrims visited, livestock's, details of offerings, detail of donations, yearly receipts and expenditure, bank balance and interest earned on fixed amount is presented and analyzed in detail from the year 1978 and 1980 to 2013. The primary data collected from five groups of respondent's viz. pilgrims, shopkeepers, transporters, hoteliers and community members is analyzed in detail for finding out income, employment impact of pilgrimage tourism on the socio-economy of the place.

Chapter 6: Summary, Conclusion and Policy Suggestions and Strategies to boost tourism in Rajouri and J&K. In this chapter summary of findings of income and employment which is generated in the area of Rajouri (Shahdra Shrief) due to Shahdra Shrief Shrine and conclusion is presented. Workable suggestions and recommendation for the development of tourism related activities in the areas for capturing socio economic benefits are also presented. This chapter also provides specific suggestion for improvement of facilities/services for incoming tourist to Shahdra Shrief Shrine. Recommendations for implementation along with few success stories of other shrine across the globe and from India are narrated for encouragement.

3.10 Limitation of the Study

There is very limited genuine literature available which suffices the need of the study. Though, the literature which is available that is conceptual and theoretical in nature. Therefore, no conclusion and comparison can be made on the basis of these. Present study is confined to Shahdra Shrief Shrine in district Rajouri only. There has not been any single detailed book either write-up available for the reference. This study covers vast dimensions of pilgrimage tourism and their impact on the socio economic angle so, lot of efforts have been put in this regard to compile this piece of work. This study is not funded by any agency, as funding and sponsorship may bear out and might have proven a value addition.

The questionnaires which were developed for the study were not fully close ended so it was not plausible to use more advanced statistical tools. Further, as per the requirement of the study tools used were frequency distribution, percentage, mean, standard deviation, cross tabulation and chi square only. Many of the respondents among in the study were uneducated and others few were seen to be non-cooperative while replying to queries. This proved to be slight limitation; moreover, the aspects left could be worth exploring in the future researches.

Despite these limitations due care has been taken that these limitations do not affect the quality of the research.