CHAPTER IV
RESULTS AND DISCUSSIONS

4.0. INTRODUCTION

The decision of tourists to visit Pilgrimage destination is motivated by several indicators that consist of quality of services, basic facilities, amenities, safety and security, transport network and services as the pull factors to attract to stay and enjoy the various attributes of destination. It is a complex two-way process involving factors that motivations of tourists and destination attributes are determined significantly. It is highly noticeable that the current trend of travel motivation is more specific towards indicators explaining tangible and intangible characteristics of Pilgrimage Tourism destinations. However, the new-age visitors tend to be more oriented for quality of services at the Pilgrimage Tourism places. As a result, these types of destinations are also geared up with facilities and amenities along with improved service quality to make the stay and visit of Pilgrimage visitors more comfortable, enjoyable and memorable. Conventionally, it is Pilgrimage Tourism business that directly or indirectly provides income and employment to local people, thereby fostering host-guest relations.

Similarly, Pilgrimage Tourism is a major motivation contributing to undertake travel to the safe and religious shrines or places for varied Pilgrimage activities with the primary purpose of fulfilling own desire or the desires of family members and friends. It is a means for seeking mental peace along with doing the spiritual and religious duties. The logical relationship among Pilgrimage and Tourism is established for good as both are a complementary to each other in true sense. It is
from the perspective of sustainable relationship that reflects the needs for visiting religious places of interest. Pilgrimage Tourism destination is generally prepared to ensure the quality of services, basic facilities, transport network and services, amenities and safety and security. Apart from giving utmost important for creating and maintaining accessibility, amenities and activities, systematic arrangement for offering prayers or performing traditional rituals at the shrines ensures the smooth and hassle free darshan of deities. Thus, it is the Pilgrimage destination attractiveness that pulls Tourists after matching their travel needs of religious oriented tourists.

The study is intended to focus on the behavior of Pilgrimage Tourists in general concerning the travel motivation for Pilgrimage Tourism. It makes an attempt whether Velankanni, Nagore and Thirunallar as Pilgrimage Tourism destinations meet the Pilgrimage Tourist needs or not. The preferences of Pilgrimage Tourists on travel motivations in ‘particular’ and Pilgrimage Tourism operators on the destination attributes in ‘general’ are analyzed and interpreted to find the Pilgrimage Tourism potentials in Tamil Nadu. The study further analyses the key variables as primary motives, duration of stay, frequency of visit, sources of information, types of accommodation, Tourist activities, health activities, quality of services, basic facilities, amenities, safety and security, people and culture, transport network and attractiveness along with the factors helping pilgrims perform religious obligations.

The Primary data collected from Pilgrimage Tourists through structured questionnaires have been analyzed to explain objectives determined for the study. The analysis is divided into two parts: The first part focuses on the analysis of demographic data through cross tabulation and the second part includes specific
opinions on several aspects from respondents (Pilgrims or Tourists) through Mean, Standard Deviation, t test, ANOVA, Pearson Chi-Square, Lambda and Friedman Rank test. Nevertheless, the opinions pilgrimage Tourists differ from person to person based on the preferences for basic facilities, amenities and services along with variables explaining the religious obligations.

4.1. ANALYSIS OF DEMOGRAPHIC DISTRIBUTIONS

Demographic background of Pilgrim-Tourists is an important source for investigating the interest and motivation on religious and pilgrimage places of interest. It includes age, gender, marital status, education, income, expenditures, family size, occupation, language, nationality, etc. All these variables implicitly and explicitly uncover many hidden facts of a traveler or pilgrim. This has simplified the analysis and inference on the problems and objectives of the research study.

4.1.1. Category of Age and Key Demographic and Travel Motivational Variables

Table 4.1 shows that as many as 368 male Tourist respondents were interviewed for the study as against 132 female respondents. Across the three groups of respondents by age, it consists of 168 (33.6 %) of below 25 years, 251 (50.2 %) of 26-50 years and 81 (16.2 %) respectively. Out of the total sample respondents, majority of the respondents 368 (73.6 %) were male, followed by 132 (26.4%) were female. It may be interpreted that male tourists visited more (73.6%) when it is compared with female tourists to each of the religious site. However, it is found that a total of 50.0 per cent of female tourists (out of 132) belonging to 26-50 travelled Velankanni, Thirunallar & Nagore as compared to other age groups.
Table 4.2 presents the category of age across marital status of Tourist respondents who visited Velankanni, Thirunallar & Nagore. Across the three groups of respondents by age, it consisted of 168 (33.6%) respondents with below 25 years of age, followed by 251 (50.2%) 26-50 years of age and 81 (16.2%) 51 and above. Out of the sample respondents, majority of the respondents 341 (68.2%) were married, followed by 111 (22.2%) were unmarried and 48 (9.6%) were bachelor and spinster respectively. It may be found that married persons (68.2%) are travelling as against unmarried (22.2%) and bachelor (9.6%). It may be interpreted that Velankanni, Thirunallar & Nagore have been attracting pilgrims with different marital status for the fulfillment of religious desires and obligations. Further, the decisions to visit religious site is a function of one’s socio-cultural background. As it is found that majority of they are married respondents and people generally prefer to visit the religious shrines for offering prayers for themselves and other family members after their marriage.
TABLE 4.2
Category of Age Vs Marital Status

<table>
<thead>
<tr>
<th>Category of Age</th>
<th>Marital Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Married</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Below 25</td>
<td>59 (35.1%)</td>
<td>83 (49.4%)</td>
</tr>
<tr>
<td></td>
<td>59 (17.3%)</td>
<td>83 (74.8%)</td>
</tr>
<tr>
<td>26-50</td>
<td>208 (82.9%)</td>
<td>26 (10.4%)</td>
</tr>
<tr>
<td></td>
<td>208 (61.0%)</td>
<td>26 (23.4%)</td>
</tr>
<tr>
<td>51 &amp; Above</td>
<td>74 (91.4%)</td>
<td>2 (2.5%)</td>
</tr>
<tr>
<td></td>
<td>74 (21.7%)</td>
<td>2 (1.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>341 (68.2%)</td>
<td>111 (22.2%)</td>
</tr>
</tbody>
</table>

Table 4.3 illustrates the distribution of monthly income of three categories of respondents. The distribution consists of 223 (44.6%) with monthly income of Rs.10,000, followed by 166 (33.2%) with a range of income between Rs.10,001 and Rs.20,000 and 111(22.2%) with Rs.20,001 and above. It is found that that tourists with the monthly income below 10,000 (44.6%) do visit more in number to Velankanni, Thirunallar & Nagore as compared to the income of Rs. 10,001-20,000 and 20,001 and above. It may be interpreted that people with low income seem to take all kinds of pains and strains to visit the religious places as it largely happens in case of these three holy pilgrim centers.
Table 4.4 shows the cross tabulation results of monthly expenditure across three age category of respondents. Across the three categories of sample respondents, most of them 266 (53.2%) made an expenditure of Rs. 5,000 and less during their visit to their respective pilgrim site, that is followed by 142 (28.4%) with an expenditure of Rs.5001-Rs.10,000 and 35 (7%) with an expenditure of Rs.15,001 and above. It is therefore found that a little more than half of the sample respondents spent less at the religious sites as it is supported by the findings of large number of devotees visiting these three places with low monthly income. As such, the expenditures of pilgrims during the pilgrimage tour seem to be low as people are more concerned for offering prayers than expecting comfort and pleasure.
### Table 4.4

#### Category of Age Vs Tour Expenditures

<table>
<thead>
<tr>
<th>Category of Age</th>
<th>Less than 5,000</th>
<th>5,001-10,000</th>
<th>10,001-15,000</th>
<th>15,001 &amp; Above</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25</td>
<td>125 (74.4%)</td>
<td>28 (16.7%)</td>
<td>7 (4.2%)</td>
<td>8 (4.8%)</td>
<td>168</td>
</tr>
<tr>
<td>26-50</td>
<td>125 (47.0%)</td>
<td>28 (19.7%)</td>
<td>7 (12.3%)</td>
<td>8 (22.9%)</td>
<td>168</td>
</tr>
<tr>
<td>51 &amp; Above</td>
<td>119 (47.4%)</td>
<td>86 (34.3%)</td>
<td>32 (12.7%)</td>
<td>14 (5.6%)</td>
<td>251</td>
</tr>
<tr>
<td>Total</td>
<td>266 (53.2%)</td>
<td>142 (28.4%)</td>
<td>57 (11.4%)</td>
<td>35 (7.0%)</td>
<td>500</td>
</tr>
</tbody>
</table>

Table 4.5 shows the results of distribution of respondents between age and accompanying members in the group during their visit to Velankanni, Thirunallar & Nagore. Most of the respondents 260 (52.0%) visited their respective holy sites with family and friends, that is followed by 142 (28.4%) on their own or alone and 98 (19.6%) with affinity group members. Majority of sample respondents paid their visit with their affinity groups. It may be interpreted that religious groups attract pilgrims in group and it is a group travel that comprises family members or close relatives or affinity groups.
TABLE 4.5

Category of Age Vs Accompanying Members

<table>
<thead>
<tr>
<th>Category of Age</th>
<th>Accompanying Members</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alone</td>
<td>With family and Friends</td>
</tr>
<tr>
<td>Below 25</td>
<td>51</td>
<td>(30.4%)</td>
</tr>
<tr>
<td>26-50</td>
<td>73</td>
<td>(29.1%)</td>
</tr>
<tr>
<td>51 &amp; Above</td>
<td>18</td>
<td>(22.2%)</td>
</tr>
<tr>
<td>Total</td>
<td>142</td>
<td>(28.4%)</td>
</tr>
</tbody>
</table>

Table 4.6 shows the distribution of sample respondents between category of age and their place of stay. A little more than 40 per cent of the respondents (43.2% of 216) stayed in the lodges and guesthouses as against a little more than one fourth of the respondents 144 (28.8%) preferred to stay in the hotel. On the other hand, one fourth of the respondents 126 (25.2%) sojourned at the paying guest place and only 14 (2.8%) could stay with their friends and relatives during their visit. It may be interpreted that lodges and guesthouses seem to have become the preferred accommodations for the pilgrims visiting Velankanni, Thirunallar & Nagore.
Table 4.6 presents the results of cross tabulation between category of stay and duration of stay. As it is found that a little less than half of the sample respondents 241 (48.2%) preferred to stay at the religious sites about 1-3 days as compared to other two groups of respondents. At the same time, a little more than one fourth 141 (28.2%) and a little less than one fourth of them 118 (23.6%) preferred to stay 1-6 days and one week and more respectively. It may be described that pilgrims those are visiting Velankanni, Thirunallar & Nagore seem to stay for a minimum of 1-3 days to perform the religious rituals and other religious obligations.
### TABLE 4.7
Category of Age Vs Duration of Stay

<table>
<thead>
<tr>
<th>Category of Age</th>
<th>Duration of Stay</th>
<th>One Week &amp; More</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-3 Days</td>
<td>1-6 Days</td>
<td></td>
</tr>
<tr>
<td>Below 25</td>
<td>92 (54.8%)</td>
<td>48 (28.6%)</td>
<td>28 (16.7%)</td>
</tr>
<tr>
<td></td>
<td>92 (38.2%)</td>
<td>48 (34.0%)</td>
<td>28 (23.7%)</td>
</tr>
<tr>
<td>26-50</td>
<td>118 (47.0%)</td>
<td>70 (27.9%)</td>
<td>63 (25.1%)</td>
</tr>
<tr>
<td></td>
<td>118 (49.0%)</td>
<td>70 (49.6%)</td>
<td>63 (53.4%)</td>
</tr>
<tr>
<td>51 &amp; Above</td>
<td>31 (38.3%)</td>
<td>23 (28.4%)</td>
<td>27 (33.3%)</td>
</tr>
<tr>
<td></td>
<td>31 (12.9%)</td>
<td>23 (16.3%)</td>
<td>27 (22.9%)</td>
</tr>
<tr>
<td>Total</td>
<td>241 (48.2%)</td>
<td>141 (28.2%)</td>
<td>118 (23.6%)</td>
</tr>
</tbody>
</table>

### 4.1.2. Frequency of Visit and Demographic and Travel Motivational Variables

Table 4.8 presents the distribution of sample respondents between frequency of visits and category of age. A little more than half of the sample respondents 266 (53.2%) visited their respective religious sites once as against 234 (46.8%) of them visited more than once. As many as 51 or 56.3 per cent belonging to 51 or above years of age and 59.5 per cent or 100 belonging to the age group of 25 visited one of the three holy places once. However, more than half of respondents 130 or 55.6 per cent belonging to the age group between 26 and 50 visited one of the sacred sites more than once. It seems to be a fact that these three places will be attracting more repeat pilgrims apart from the one-time visitors. Each of the pilgrim centers is so attached to the devotees that the repeat visits appear to be the major trend in the future.
**TABLE 4.8**

Frequency of Visit Vs Category of Age

<table>
<thead>
<tr>
<th>Frequency of</th>
<th>Category of Age</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Below 25</td>
<td>26-50</td>
</tr>
<tr>
<td>Once</td>
<td>100 (37.6%)</td>
<td>121 (45.5%)</td>
</tr>
<tr>
<td></td>
<td>100 (59.5%)</td>
<td>121 (48.2%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>68 (29.1%)</td>
<td>130 (55.6%)</td>
</tr>
<tr>
<td></td>
<td>68 (40.5%)</td>
<td>130 (51.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>168 (33.6%)</td>
<td>251 (50.2%)</td>
</tr>
</tbody>
</table>

Table 4.9 provides a cross distribution results pertaining to the frequency of visit across the gender. As such, these holy centers attract devotees irrespective of gender, caste, creeds, religions and region. It is found that a vast majority 368 (73.6%) male sample respondents visited their respective sites, out of which 53.5 per cent or 197 visited for the first time. Whereas 69 or 52.3 per cent of female respondents also visited first time. It may be concluded that more than half of both male and female sample respondents visited the respective religious site for the first time. It further reflects that more first-time pilgrims will be enticed to visit these three holy places as more people from India and overseas are motivated to visit the holy sites.
Table 4.9

Frequency of Visit Vs. Gender

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Gender</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Once</td>
<td>197 (74.1%)</td>
<td>69 (25.9%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>171 (73.1%)</td>
<td>63 (26.9%)</td>
</tr>
<tr>
<td>Total</td>
<td>368 (73.6%)</td>
<td>132 (26.4%)</td>
</tr>
</tbody>
</table>

Table 4.10 presents the distribution of results between frequency of visit and marital status of the respondents. The cross distribution between these two variables shows that the more frequency of visit is a function of marital status and affordability. The results show that out of 68.2 per cent or 341 sample respondents who are married, half of them 173 (50.7%) visited more than once, whereas out of 22.2 per cent of the unmarried sample respondents, 58.6 per cent (65) visited one of the sites once. Thus, it seems to reflect that majority of the respondents are interested to visit the religious sites or they are bound to visit the religious places as they are influenced by the tradition and custom of society and family. Thus, these three sites will certainly attract more pilgrims who are married and have family for two important reasons: one is to have a happy family life with the blessings of God and another is to satisfy the religious motivations leading to provide an opportunity to offer prayer to God for the realization of religious obligations.
Table 4.10 depicts the cross tabulation results of frequency of visits across three major religious-oriented pilgrims. It is found that As many as 341 (68.2 per cent) were the Hindu devotees, followed by 111 (22.2 %) were the Christians and the remaining 48 (9.6 %) were Muslims. Out of 341 (68.2 %) Hindu pilgrims visited Velankanni, 195 (57.2%) are the first-time visitors as against 60 (54.1%) Christian repeat devotees and 28 (58.3%) Muslim pilgrims visited more than once. As such, population of Hindu is more than the other two pilgrim groups, but it is quite astonishing to see more repeat visits of pilgrims belonging to Christianism and Islamism. Thus, it is however reported that Christian and Muslim pilgrims visit the Church and Dargha at Velankanni & Nagore respectively more than once time as compared to Hindu pilgrims to Thirunallar.
### Table 4.11

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Hindu</th>
<th>Christian</th>
<th>Islam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td></td>
<td></td>
<td>266 (100.0%)</td>
</tr>
<tr>
<td>Once</td>
<td>195 (73.3%)</td>
<td>51 (19.2%)</td>
<td>20 (7.5%)</td>
<td>266 (53.2%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>146 (62.4%)</td>
<td>60 (25.6%)</td>
<td>28 (12.0%)</td>
<td>234 (46.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>341 (68.2%)</td>
<td>111 (22.2%)</td>
<td>48 (9.6%)</td>
<td>500 (100.0%)</td>
</tr>
</tbody>
</table>

Table 4.12 shows the results of cross tabulation of row and column pertaining to frequency of visit and monthly income. As it is revealed that less than half 223 (44.6%) of the pilgrims is reported to have monthly income Rs.10,000 to meet various expenditures on room, food, transport, donation, shopping and prasadam during the pilgrimage tour to one of the holy sites regardless of their frequency of visit. Out of 44.6 per cent, more than half of them (129 (57.8%) had the income of Rs. 10,000 and less. On the other hand, the monthly income of one third of respondents 133(33.2%) could vary between Rs. 10,001 and Rs.20,000 and less than one fourth of respondents 111(22.2%) is reported to have earned Rs.20,000 and more as the monthly income. It is however concluded that 77.8 per cent or 389 respondents visited to one of the pilgrim centers fall in the monthly income bracket from Rs.10,000 and below to Rs.10,000-Rs.20,000.
### TABLE 4.12

**Frequency of Visit Vs Monthly Income**

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Monthly Income</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Below Rs. 10,000</td>
<td>Rs. 10,001-Rs. 20,000</td>
</tr>
<tr>
<td>Once</td>
<td>129 (48.5%)</td>
<td>74 (27.8%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>94 (40.2%)</td>
<td>92 (39.3%)</td>
</tr>
<tr>
<td>Total</td>
<td>223 (44.6%)</td>
<td>166 (33.2%)</td>
</tr>
</tbody>
</table>

Table 4.13 show the row and column wise cross tabulation distribution of results between frequency of visit and tour expenditures. It is reported that as many as 266 (53.2%) of the sample respondents who visited once and more than once are reported to have spent less than Rs.5,000 on room, food, transport, donation, shopping, etc, more than half of them 151 (56.8%) spent Rs.5000 or less on the same. Similarly, a little more than half 266 (53.2%) of the first-time visitors who spent from Rs.5000 or less to Rs.15,001 or more during their sojourn. As such, tourists visiting the pilgrim sites seem to spend within the budget as the nature of tour are more focused on rituals than the comfort and leisure activities. The findings may be supported by the common trend of budget expenditures of pilgrims while visiting the religious places.
TABLE 13

Frequency of Visit Vs Tour Expenditure

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Tour Expenditures</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less Than Rs. 5,000</td>
<td>Rs. 5,001-10,000</td>
</tr>
<tr>
<td>Once</td>
<td>151 (56.8%)</td>
<td>70 (26.3%)</td>
</tr>
<tr>
<td></td>
<td>151 (56.8%)</td>
<td>70 (49.3%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>115 (49.1%)</td>
<td>72 (30.8%)</td>
</tr>
<tr>
<td></td>
<td>115 (43.2%)</td>
<td>72 (50.7%)</td>
</tr>
<tr>
<td>Total</td>
<td>266 (53.2%)</td>
<td>142 (28.4%)</td>
</tr>
</tbody>
</table>

Table 4.14 presents the cross distribution of results of frequency of visit across the duration of stay. It is in fact a very relevant distribution to ascertain percentage of pilgrims visiting these three holy places with respect to duration of stay. It is the religious shrine or types of rituals that largely make the devotees to stay longer to perform mandatory rituals without fail. It is however, reported that a little less than half of the total respondents 241 (48.2%) stayed 1-3 days at one of the holy places as compared to other two categories of respondents. It is also found that almost one fourth of total respondents 141(28.2%) and 118 (23.6%) extended their halt 1-6 days duration and one week and more duration respectively at their respective religious sites. Thus, it is inferred that more than half 151 or 51.8 per cent of total respondents extended their stay varying from one day to more than one week. In view of the findings, it may be interpreted that these three places need longer duration of stay due to the religious importance and several obligatory offerings and rituals for the fulfillment of religious desire.
Table 4.14 presents the distribution of respondents between frequency of visit and distribution of expenditures on room, transport, food and shopping. As much as 33 per cent (165) spent more on room as compared to 31.4 per cent (157) on transport and 27.6 per cent (138) on food. This particular distribution is quite common in case of other motivational groups of tourists. Room as such constitutes the major expenditures of pilgrimage tour as against the expenditures on transport and food.

Whiling ascertaining the distribution of expenditures of respondents with first-time or repeat visit, it is found that 101 (61.2%) and 87 (55.4%) who visited once to one of the sites spent more on room and transport as against 81 (58.7%) of total respondents with repeat visit spent more on food as compared to the expenditures on room, transport and souvenirs. As such, respondents have little expenditures on the purchase of souvenirs. It is however found that room and transport constitute the major portion of travel expenditures while visiting to one of

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Total</th>
<th>Duration of Stay</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1-3 Days</td>
<td>1-6 Days</td>
</tr>
<tr>
<td>Once</td>
<td>266</td>
<td>132 (49.6%)</td>
<td>79 (29.7%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>234</td>
<td>109 (46.6%)</td>
<td>62 (26.5%)</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>241 (48.2%)</td>
<td>141 (28.2%)</td>
</tr>
</tbody>
</table>
the holy sites. This findings may be corroborated with the more demand for room and transport at these places since there is shortage of rooms.

### TABLE 4.15

**Frequency of Visit Vs Distribution of Expenditures**

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th><strong>Distribution of Expenditures</strong></th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Room</td>
<td>Transport</td>
</tr>
<tr>
<td>Once</td>
<td>101</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>(38.0%)</td>
<td>(32.7%)</td>
</tr>
<tr>
<td></td>
<td>101</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>(61.2%)</td>
<td>(55.4%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>64</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(27.4%)</td>
<td>(29.9%)</td>
</tr>
<tr>
<td></td>
<td>64</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>(38.8%)</td>
<td>(44.6%)</td>
</tr>
<tr>
<td>Total</td>
<td>165</td>
<td>157</td>
</tr>
<tr>
<td></td>
<td>(33.0%)</td>
<td>(31.4%)</td>
</tr>
</tbody>
</table>

Table 4.16 presents the cross tabulation data with regard to the frequency of visit and travel motivations. There are six principal motivations that have been narrowed down after the pilot study ad review of literature. It is found that almost one third 156(31.2%) respondents visited for the purpose of offering prayers in the Hindu Temple, followed by 104 (20.8%) respondents were motivated for churches and 103 (20.6%) respondents were interested at the beaches. As many as 87(17.4%) respondents were interested for visiting mosques. Thus, it may be interpreted that Thirunallar, being a Hindu religious place famous of Lord Sani attracts more pilgrims as compared to Velankanni & Nagore.

It is however observed from the results that more than half of the respondents having motivation on Temples, Mosque, Churches and Monuments could visit once.
It is therefore inferred that all these three holy places are endowed with the religious shrines along sea beach as the major attraction.

**TABLE 4.16**

**Frequency of Visit Vs. Travel Motivation**

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Travel Motivation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Temples</td>
<td>Mosque</td>
</tr>
<tr>
<td>Once</td>
<td>93</td>
<td>44</td>
</tr>
<tr>
<td>(35.0%)</td>
<td>(16.5%)</td>
<td>(21.8%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>63</td>
<td>43</td>
</tr>
<tr>
<td>(40.4%)</td>
<td>(49.4%)</td>
<td>(44.2%)</td>
</tr>
<tr>
<td></td>
<td>156</td>
<td>87</td>
</tr>
<tr>
<td>(31.2%)</td>
<td>(17.4%)</td>
<td>(20.8%)</td>
</tr>
</tbody>
</table>

Table 4.17 gives a detailed result of distribution of respondents on the criteria of frequency of visit and accompanying with members during the religious tours to these three sacred places. It is found that a little more than half of the sample respondents 260 (52.0%) were accompanied by the family and friends when they visited their respective religious sites as against 142 (28.4 %) who visited independently or alone and 98 (19.6%) visited with the affinity groups. It is however found that half of the respondents visited three respective sites once. It may be interpreted that religious sites generally attract group travel as rituals and offerings are part of the obligatory performances at the sites. As it is a common trend that family members and relatives travel in a group to the sacred places for fulfillment of religious obligations.
TABLE 4.17
Frequency of Visit Vs Accompanying Members

<table>
<thead>
<tr>
<th>Frequency of Visit</th>
<th>Accompanying Members</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alone</td>
<td>With Family and friends</td>
</tr>
<tr>
<td>Once</td>
<td>81 (30.5%)</td>
<td>132 (49.6%)</td>
</tr>
<tr>
<td></td>
<td>132 (57.0%)</td>
<td>132 (50.8%)</td>
</tr>
<tr>
<td>More Than Once</td>
<td>61 (26.1%)</td>
<td>128 (54.7%)</td>
</tr>
<tr>
<td></td>
<td>61 (43.0%)</td>
<td>128 (49.2%)</td>
</tr>
<tr>
<td>Total</td>
<td>142 (28.4%)</td>
<td>260 (52.0%)</td>
</tr>
</tbody>
</table>

4.2. GROUP STATISTICS AND LEVENE’S INDEPENDENT SAMPLE t TEST

4.2.1. Descriptive Statistics for Accommodation Services with Frequency of Visit

$H_0$: On the criterion of accommodation services, no significant differences of mean exist between the pilgrims/Tourists who visit once and more than once in the pilgrimage tourism circuits in Tamil Nadu.

The group statistics having 500 sample respondents with first-time and repeat time travel experience to three respective religious sites are depicted in Table 4.18. There were sample respondents of 266 who were the first-time visitors and 234 were the repeat time visitors. All these respondents responded to four different elements of accommodation services, such as selection of accommodation, reception upon arrival, reservation procedure and front office staff.
As regards the experience of four factors, the mean value of each element is higher in case of first time visitors as compared to the mean value of each element in case of repeat visitors. There is a narrow difference of the results of standard deviation between these two groups of respondents. The standard deviation ranges between 1.07 and 1.25. The large standard deviation clearly explains that there is lack of uniformity in the experience of visitors on the four key elements determining the accommodation services. It explains that there exists the difference of mean between the two gender groups of respondents on the seven factors.

### TABLE 4.18

**Descriptive Statistics**

<table>
<thead>
<tr>
<th>Accommodation Services</th>
<th>Frequency of Visit</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of Accommodation</td>
<td>Once</td>
<td>266</td>
<td>4.07</td>
<td>1.19</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.54</td>
<td>1.22</td>
</tr>
<tr>
<td>Reception Upon Arrival</td>
<td>Once</td>
<td>266</td>
<td>3.12</td>
<td>1.07</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.03</td>
<td>1.04</td>
</tr>
<tr>
<td>Reservation Procedure in Hotel</td>
<td>Once</td>
<td>266</td>
<td>3.49</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.04</td>
<td>1.23</td>
</tr>
<tr>
<td>Staff in Front Office</td>
<td>Once</td>
<td>266</td>
<td>3.21</td>
<td>1.25</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.04</td>
<td>1.17</td>
</tr>
<tr>
<td>Personal Hygiene of Staff</td>
<td>Once</td>
<td>266</td>
<td>3.27</td>
<td>1.19</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>2.96</td>
<td>1.11</td>
</tr>
<tr>
<td>Room &amp; Food Services</td>
<td>Once</td>
<td>266</td>
<td>3.37</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.35</td>
<td>1.22</td>
</tr>
</tbody>
</table>

### 4.2.1. Levene’s Independent Sample T Test

Table 4.19 presents the results of Levene’s independent sample test containing significance value, mean differences, two-tailed significance value and 95% confidence interval of the difference. The mean differences on the accommodation services between the two groups of sample Tourist respondents are significantly
different in case of selection of accommodation and restaurant, whereas the hypothesis is not rejected in case of other elements of accommodation services such as reception upon arrival, reservation procedures and front office staff. It is suggested that reception upon arrival, reservation procedures and front office staff are some of the critical elements of improving the quality of accommodation services.

Both the government and private Tourism service providers should seriously look into the shortcomings that may impede the growth of Pilgrimage Tourism in the Tourism circuit. There is no significant mean difference on Selection of accommodation, transport and restaurant between the groups. Since the $P < 0.05$, the null hypothesis is therefore rejected. There is significant mean difference on reception on arrival between groups since $p > 0.05$, the null hypothesis is therefore not rejected.

The rejection of hypothesis in case of selection of accommodation seems to explain that the first-time visitors might have experienced difficulty in selecting accommodation as compared to the repeat visitors as they are experienced about the reservation procedures in these sites. Other three elements of accommodation services seem to explain that both the first-time and repeat time visitors to these sacred places might not have experienced differently. It is indeed common to find in the studies that reservation procedures, reception upon arrivals and front office staff need to be improved.
# TABLE 4.19

Levene's Independent Sample t Test for Accommodation Services

<table>
<thead>
<tr>
<th>Accommodation Services</th>
<th>Levene's Test for Equality of Variances</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Selection of Accommod</td>
<td>6.960</td>
<td>.009</td>
</tr>
<tr>
<td>Reception Upon Arrival</td>
<td>3.394</td>
<td>.066</td>
</tr>
<tr>
<td>Reservation Procedure</td>
<td>.531</td>
<td>.467</td>
</tr>
<tr>
<td>Staff in Front Office</td>
<td>3.577</td>
<td>.059</td>
</tr>
</tbody>
</table>
4.2.2. Descriptive Statistics for Transport Services with Frequency of Visit

H₀: On the criterion of transport services, there are no significant differences of mean between first-time and repeat-time visitors in the pilgrimage tourism circuits in Tamil Nadu.

Transport services include good connectivity, safety and regularity of bus services, reasonable fare, connectivity of rail and road, amenities at bus or railway stations and behaviour of conductors. All these 500 sample respondents with first-time and repeat time travel experience to three respective religious sites shared their experiences on these six aspects of transport services. The group statistics reflecting upon mean and standard deviation are given in Table 4.20 There were sample respondents of 266 who were the first-time visitors and 234 were the repeat time visitors.

It is found from mean results that the mean value of each element of transport services is higher in case of first time visitors as compared to repeat visitors. There is a narrow difference of the results of standard deviation between these two groups of respondents. The standard deviation ranges between 1.07 and 1.25. The large standard deviation clearly explains that there is lack of uniformity in the experience of visitors on the six key elements determining the transport services. It explains that there exists the difference of mean between the two gender groups of respondents on the six factors.
TABLE 4.20
Descriptive Statistics for Transport Services

<table>
<thead>
<tr>
<th>Transport Services</th>
<th>Group</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-connected by Road Transport</td>
<td>Once</td>
<td>266</td>
<td>3.73</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.61</td>
<td>1.17</td>
</tr>
<tr>
<td>Safety and Regularity of Bus Services</td>
<td>Once</td>
<td>266</td>
<td>3.27</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.21</td>
<td>1.07</td>
</tr>
<tr>
<td>Reasonable Bus Fare</td>
<td>Once</td>
<td>266</td>
<td>3.44</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.38</td>
<td>1.09</td>
</tr>
<tr>
<td>Improvement of Rail Connectivity</td>
<td>Once</td>
<td>266</td>
<td>3.41</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.39</td>
<td>1.25</td>
</tr>
<tr>
<td>Amenities at Bus Stand &amp; Railway Station</td>
<td>Once</td>
<td>266</td>
<td>3.33</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.27</td>
<td>1.26</td>
</tr>
<tr>
<td>Behaviour of Conductors.</td>
<td>Once</td>
<td>266</td>
<td>3.41</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.32</td>
<td>1.29</td>
</tr>
</tbody>
</table>

4.2.2.1. Levene’s Independent Sample T Test

The results of Levene’s independent sample t test, as given in Table 4.21 present that the hypothesis “no mean differences exist between those pilgrims who visited once and more than once while transportation services are taken into consideration” is not rejected in case of the components of transport services, such as well-connected by road transport, operation of government/private safety and regularity of bus services, reasonable bus fare, improvement of rail connectivity, amenities at railway and bus stand and railway stations and safety and behaviour of conductors.

It is suggested that the transport network highlighting on the connectivity, operation, regularity and reasonable fare should be improved round the year and more specifically during the festive occasions. It is also suggested that transport tariff
should be reasonable to the pilgrims as most of them are budget category of Tourists. The study has also recommended that government should evolve some mechanisms to subsidize the cost of visiting these holy pilgrim sites in Tamil Nadu. More particularly, domestic Tourists with the proof of Below Poverty Line (BPL) should be provided with transport subsidy as there is no difference of experience of the first time and repeated visitors with regard to the improvement of transport network and other ancillary benefits.
<table>
<thead>
<tr>
<th>Transport Services</th>
<th>Levene's Test for Equality of Variances</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Well-connected by Road Transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>2.213</td>
<td>.137</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety and Regularity of Bus Services</td>
<td>.636</td>
<td>.426</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasonable Bus Fare</td>
<td>1.687</td>
<td>.195</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvement of Rail Connectivity</td>
<td>.220</td>
<td>.639</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenities at Bus Stand &amp; Railway Station</td>
<td>2.955</td>
<td>.086</td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behaviour of Conductors.</td>
<td>.848</td>
<td>.358</td>
</tr>
</tbody>
</table>
4.2.3. Descriptive Statistics for Basic Facilities with Frequency of Visit

**H0**: *On the criterion of basic facilities, there are no significant differences of mean between first-time and repeat-time visitors in the pilgrimage tourism circuits in Tamil Nadu.*

Basic services include good road conditions, road maintenance, banks and ATM services, approach roads, parking space, traffic arrangements and health services. The first-time and repeat visitors to the three religious sites expressed their experiences on these seven aspects of transport services. The group statistics reflecting upon mean and standard deviation are given in Table 4.22. There were 266 sample respondents who were the first-time visitors and 234 were the repeat-time visitors.

It is found from mean results that the mean value of each element of basic facilities is higher in case of first-time visitors as compared to repeat visitors. The higher mean value explains that first-time visitors are relatively more concerned for basic facilities as it was first visit to their respective religious sites. The difference of standard deviation between two groups of respondents is very small. Moreover, the standard deviation ranges between 1.09 and 1.34. The higher the standard deviation the greater would be the differences of respondents on the elements of basic services. It clearly explains that there is lack of uniformity in respondents regardless of their visits to these religious sites on the key elements of basic facilities determining the travel decisions of pilgrims the pilgrim circuits of Tamil Nadu.
<table>
<thead>
<tr>
<th>Basic Facilities</th>
<th>Group</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Condition</td>
<td>Once</td>
<td>266</td>
<td>3.53</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.31</td>
<td>1.34</td>
</tr>
<tr>
<td>Road Maintenance</td>
<td>Once</td>
<td>266</td>
<td>3.38</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.20</td>
<td>1.30</td>
</tr>
<tr>
<td>Banks &amp; ATM Services</td>
<td>Once</td>
<td>266</td>
<td>3.38</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.16</td>
<td>1.09</td>
</tr>
<tr>
<td>Approach Roads</td>
<td>Once</td>
<td>266</td>
<td>3.28</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.18</td>
<td>1.18</td>
</tr>
<tr>
<td>Parking Space</td>
<td>Once</td>
<td>266</td>
<td>3.60</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.18</td>
<td>1.25</td>
</tr>
<tr>
<td>Traffic Arrangement</td>
<td>Once</td>
<td>266</td>
<td>3.39</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.11</td>
<td>1.17</td>
</tr>
<tr>
<td>Health Services</td>
<td>Once</td>
<td>266</td>
<td>3.65</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.54</td>
<td>1.16</td>
</tr>
</tbody>
</table>

### 4.2.3.1. Levene’s Independent Sample T Test

**H03**: The hypothesis “two groups of sample Tourist respondents do not significantly differ while experiencing the Basic Facilities as one of the preferences for destination selection” is rejected in respect of Banks and ATM services with .004 and not rejected in case of other core parts of the basic services such as road condition, road maintenance, approach roads, parking space, traffic arrangement and health services.

As it is presented in Table 4.23, there is significant mean difference on well-connected by road condition between the groups since p>0.05, the null hypothesis is therefore not rejected. There is significant mean difference on road maintenance between the groups since P value is less than 0.05 and the null hypothesis is therefore...
not rejected. There is significant mean difference on Approach Roads between the groups. The null hypothesis is therefore not rejected with $P > 0.05$. There is no significant mean difference on Parking Space between the groups since the therefore the null hypothesis is not rejected ($P > 0.05$). There is significant mean difference on Traffic Arrangement between groups since the null hypothesis is therefore not rejected ($P > 0.05$). There is significant mean difference on Health Services between the groups and the null hypothesis is therefore not rejected ($P > 0.05$).

The findings of the study have suggested for improvement of basic facilities such as road, parking areas, traffic and health services. Since there is a strong relationship between preferences for destination, selection and improvement in basic services, efforts should be made at the higher level of the government administration to help build the infrastructure at all three sites. When these three religious sites have gained visibility worldwide, the Government of Tamil Nadu may take efforts to increase the domestic Tourist arrivals by showcasing the pilgrim Tourism circuits.
<table>
<thead>
<tr>
<th>Basic Facilities</th>
<th>Levene's Test for Equality of Variances</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Road condition</td>
<td>2.588</td>
<td>.108</td>
</tr>
<tr>
<td>Road Maintenance</td>
<td>6.165</td>
<td>.013</td>
</tr>
<tr>
<td>Banks and ATM Services</td>
<td>8.296</td>
<td>.004</td>
</tr>
<tr>
<td>Approach Roads</td>
<td>.043</td>
<td>.835</td>
</tr>
<tr>
<td>Parking Space</td>
<td>.957</td>
<td>.328</td>
</tr>
<tr>
<td>Traffic Arrangement</td>
<td>3.109</td>
<td>.078</td>
</tr>
<tr>
<td>Health Services</td>
<td>.417</td>
<td>.519</td>
</tr>
</tbody>
</table>

**TABLE 4.23**

Levene's Independent Sample t Test for Basic Facilities
4.2.4. Descriptive Statistics for Key Factors of Amenities with Frequency of Visit

H0_4: On the criterion of key factors of amenities, there are no significant differences of mean between first-time and repeat-time visitors in the pilgrimage tourism circuits in Tamil Nadu.

The key amenities factors include Purified Drinking Water, Provision of Rest Shed, Toilet & Washrooms, Cloakrooms, Shopping Centers, Hygienic & Clean, Safety & Security, Police Outpost, Pleasant Place and Peaceful Place. The first-time and repeat visitors were requested to give their opinions on a five point scale questionnaire on 10 different key factors of amenities. The group statistics present the results of mean and standard deviation in Table 4.24. There were 266 and 234 respondents, who were the first-time and repeat-time visitors and their agreement upon the standard of amenities depended on the experience at the respective religious site.

The mean results on each element of basic facilities show the difference of opinions between the first-time visitors as compared to repeat visitors. The higher mean value explains that first-time visitors are relatively more concerned for the quality of amenities. The difference of results of standard deviation between two groups of respondents is very small. Moreover, the standard deviation ranges between 1.05 and 1.28. The higher the standard deviation, the greater would be differences of respondents on the elements of amenities. It clearly explains that there is lack of uniformity in respondents regardless of their visits to these religious sites on the key.
elements of standard of amenities pulling the visitors to the destinations and influencing the travel decisions.

**TABLE 4.24**

Descriptive Statistics for Quality of Amenities

<table>
<thead>
<tr>
<th>Key Factors of Amenities</th>
<th>Group</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purified Drinking Water</td>
<td>Once</td>
<td>266</td>
<td>3.43</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.32</td>
<td>1.23</td>
</tr>
<tr>
<td>Provision of Rest Shed</td>
<td>Once</td>
<td>266</td>
<td>3.23</td>
<td>1.12</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.00</td>
<td>1.08</td>
</tr>
<tr>
<td>Toilet &amp; Washrooms</td>
<td>Once</td>
<td>266</td>
<td>3.41</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.11</td>
<td>1.23</td>
</tr>
<tr>
<td>Cloakrooms</td>
<td>Once</td>
<td>266</td>
<td>3.26</td>
<td>1.25</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.21</td>
<td>1.18</td>
</tr>
<tr>
<td>Shopping Centers</td>
<td>Once</td>
<td>266</td>
<td>3.35</td>
<td>1.17</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.20</td>
<td>1.13</td>
</tr>
<tr>
<td>Hygienic &amp; Clean</td>
<td>Once</td>
<td>266</td>
<td>3.37</td>
<td>1.25</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.26</td>
<td>1.25</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>Once</td>
<td>266</td>
<td>3.76</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.57</td>
<td>1.12</td>
</tr>
<tr>
<td>Police Outpost</td>
<td>Once</td>
<td>266</td>
<td>3.26</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.11</td>
<td>1.12</td>
</tr>
<tr>
<td>Pleasant Place</td>
<td>Once</td>
<td>266</td>
<td>3.35</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.28</td>
<td>1.05</td>
</tr>
<tr>
<td>Peaceful Place</td>
<td>Once</td>
<td>266</td>
<td>3.41</td>
<td>1.21</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.27</td>
<td>1.23</td>
</tr>
</tbody>
</table>

**4.2.4.1. Levene’s Independent Sample T Test**

**H0**: The hypothesis that is “two groups of sample Tourist respondents do not significantly differ while experiencing the Key Amenities as one of the preferences for destination selection” is not rejected in case Purified drinking water facilities, Provision of Rest shed, Toilet and Washroom, Cloakroom, Shopping Centers,
Hygienic and Cleanliness, Safety & Security, Police Outpost, Pleasant Place and Peaceful Place.

As it is presented in Table 4.25, the null hypothesis is not rejected with significance value $P > 0.05$. There is significant mean difference on Purified Drinking Water Facilities between the groups. The null hypothesis is rejected in case of Provision of Rest shed between the groups as the significance value is greater than $P$ value ($P > 0.05$). Similarly, the $P$ value is greater than the significance value ($P > 0.05$), the null hypothesis is therefore not rejected in case of Toilet and Washrooms between the groups. The null hypothesis is not rejected Cloakrooms, Shopping centers, Hygienic and Cleanliness, Safety & Security Police outpost Pleasant Place and Peaceful Place between groups since therefore null hypothesis is accepted with the $P$ value is greater than the significance value ($P > 0.05$).

There is a strong relationship between preferences for destination selection and improvement in key amenities. Efforts should be made at the higher level of the government administration to look into the amenities at all three sites given the growing importance for pilgrimage tourism in the pilgrimage tourism circuits of Tamil Nadu.
### TABLE 4.25

Levene's Independent Sample t Test for Quality of Amenities.

<table>
<thead>
<tr>
<th>Key Factors of Amenities</th>
<th>Levene's Test for Equality of Variances</th>
<th>95% Confidence Interval of the Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lower</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mean Difference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Std. Error Difference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>T</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F</td>
</tr>
<tr>
<td>Purified Drinking Water Facilities</td>
<td>Equal variances assumed</td>
<td>.182</td>
</tr>
<tr>
<td>Provision of Rest Shed</td>
<td>Equal variances assumed</td>
<td>3.012</td>
</tr>
<tr>
<td>Toilet &amp; Washrooms</td>
<td>Equal variances assumed</td>
<td>.354</td>
</tr>
<tr>
<td>Cloakrooms</td>
<td>Equal variances assumed</td>
<td>1.814</td>
</tr>
<tr>
<td>Shopping Centers</td>
<td>Equal variances assumed</td>
<td>1.109</td>
</tr>
<tr>
<td>Hygienic &amp; Clean</td>
<td>Equal variances assumed</td>
<td>.012</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>Equal variances assumed</td>
<td>.025</td>
</tr>
<tr>
<td>Police Outpost</td>
<td>Equal variances assumed</td>
<td>.309</td>
</tr>
<tr>
<td>Pleasant Place</td>
<td>Equal variances assumed</td>
<td>3.303</td>
</tr>
<tr>
<td>Peaceful Place</td>
<td>Equal variances assumed</td>
<td>.035</td>
</tr>
</tbody>
</table>
4.2.5. Descriptive Statistics for Religious Obligations with Frequency of Visit

H5: On the criterion of religious obligations, there are no significant differences of mean between first-time and repeat-time visitors in the pilgrimage tourism circuits in Tamil Nadu.

Religious obligations include Fulfilling Religious Duties, Offering Prayers, Fasting and Penance, Offering Donations, Participating Festivals, Eating Holy Prasadam and Feeding Poor People. All these aspects of religious obligations make the devotees/pilgrims more attached to the religious places and institutions. Pilgrims can adjust with minimum facilities and amenities as their priority is to offer prayers to the Gods. Religious obligations are unavoidable and these can be performed with deep devotion. Both the types of visitors (First Time and Repeat Time) are bound to follow the obligatory rituals failing which the desire does not seem to be fulfilled. With this backdrop, the sample of respondents expressed their agreements or disagreements in a five-point scale questions.

Table 4.26 presents the results of group statistics of the opinions of 266 and 234 sample respondents on the seven different aspects of religious obligations. The mean value of each element of religious obligations is higher in case of first-time visitors as compared to repeat visitors. However, the difference is very marginal as far as the factors responsible for motivating the pilgrims to perform the religious obligations. This further explains that the difference of standard deviation between two groups of respondents is very small. Moreover, the standard deviation ranges between 1.10 and 1.22. The higher the standard deviation the wider would be differences of respondents on the elements of basic services. It clearly explains that
there is lack of uniformity in respondents regardless of their visits to the three religious sites on the basic obligatory religious duties while visiting the places.

TABLE 4.26

Descriptive Statistics for Religious Obligations

<table>
<thead>
<tr>
<th>Religious Obligations</th>
<th>Group</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilling Religious Duties</td>
<td>Once</td>
<td>266</td>
<td>3.50</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.48</td>
<td>1.20</td>
</tr>
<tr>
<td>Offering Prayers</td>
<td>Once</td>
<td>266</td>
<td>3.79</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.68</td>
<td>1.11</td>
</tr>
<tr>
<td>Fasting and Penance</td>
<td>Once</td>
<td>266</td>
<td>3.29</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.04</td>
<td>1.14</td>
</tr>
<tr>
<td>Offering Donations</td>
<td>Once</td>
<td>266</td>
<td>3.30</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.11</td>
<td>1.10</td>
</tr>
<tr>
<td>Participating Festivals</td>
<td>Once</td>
<td>266</td>
<td>3.38</td>
<td>1.21</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.29</td>
<td>1.20</td>
</tr>
<tr>
<td>Eating the Holy Prasadam</td>
<td>Once</td>
<td>266</td>
<td>3.44</td>
<td>1.22</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.28</td>
<td>1.19</td>
</tr>
<tr>
<td>Feeding Poor People</td>
<td>Once</td>
<td>266</td>
<td>3.57</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>More Than Once</td>
<td>234</td>
<td>3.57</td>
<td>1.10</td>
</tr>
</tbody>
</table>

4.2.5.1. Levene’s Independent Sample T Test

H05: The hypothesis “two groups of sample Tourist respondents do not significantly differ while performing the religious obligations” is not rejected. This further explains that the relationship between religious obligations and frequency of visit to the pilgrimage sites is related as the former is a push factor motivating pilgrims to visit the religious shrines.

The results of Levene’s independent sample t test are shown in Table 4.27 that the null hypothesis “the mean differences do not occur significantly on fulfilling
religious duties” is not rejected with significance value .450 (P >0.05). Similarly, the significance of t value in case of the element “Offering Prayers” is not rejected as the significance value .838 (P >0.05). The third element of religious obligations explaining “Fasting and Penance or Self-punishment” is also not rejected with the significance value .640 (P >0.05). Offering donations as one of the objectives of religious activities at the religious sites explain that devotees wish to donate to the religious institutions.

The hypothesis of no difference of means between the opinions of two types of respondents is rejected with the P value .022 (P < 0.05). Majority of pilgrims wish to organize the tour to one of the religious sites during the religious festivals. The hypothesis “no differences of means on participating religious festivals” is not rejected with the significance value .627 (P >0.05). The mean difference between the two groups on “Eating Holy Prasadam” is not rejected with the P value .345 (P >0.05). Feeding poor people is one of the religious obligations that become a routine practice of all pilgrims. The difference of mean between the two groups is not rejected with P value .341(P >0.05).

Thus, the study is very unique in finding the linkage between the religious obligations of pilgrims and sanctified atmosphere of religious sites. Fortunately, all these three places have preserved the sanctity and purity of places from the religious perspectives for which a steady stream of visitors are arriving into these holy places irrespective of several personal and destination related constraints.
<table>
<thead>
<tr>
<th>Religious Obligations</th>
<th>Levene's Test for Equality of Variances</th>
<th>95% Confidence Interval of the Difference</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilling Religious Duties</td>
<td>Equal variances assumed</td>
<td>.571</td>
<td>.450</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.36</td>
<td>.498</td>
<td>.892</td>
</tr>
<tr>
<td>Offering Prayers</td>
<td>Equal variances assumed</td>
<td>.042</td>
<td>.838</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.01</td>
<td>.498</td>
<td>.280</td>
</tr>
<tr>
<td>Fasting and Penance</td>
<td>Equal variances assumed</td>
<td>.219</td>
<td>.640</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.08</td>
<td>.493.086</td>
<td>.280</td>
</tr>
<tr>
<td>Offering Donations</td>
<td>Equal variances assumed</td>
<td>5.283</td>
<td>.022</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.79</td>
<td>.498</td>
<td>.074</td>
</tr>
<tr>
<td>Participating Festivals</td>
<td>Equal variances assumed</td>
<td>.236</td>
<td>.627</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.45</td>
<td>.498</td>
<td>.147</td>
</tr>
<tr>
<td>Eating the Holy Prasadam</td>
<td>Equal variances assumed</td>
<td>.894</td>
<td>.345</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.45</td>
<td>.492.581</td>
<td>.146</td>
</tr>
<tr>
<td>Feeding Poor People</td>
<td>Equal variances assumed</td>
<td>.910</td>
<td>.341</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>-1.04</td>
<td>.498</td>
<td>.961</td>
</tr>
</tbody>
</table>
4. 3. DESCRIPTIVE STATISTICS AND TEST OF ONE-WAY ANOVA

H₀: Three groups of sample Tourist respondents on the criterion of duration of stay do not significantly differ when they assess basic infrastructure of the pilgrim sites that they visited.

The One-way Analysis of Variance (ANOVA) is specifically employed to find the statistical difference between three or more means. The test is intended to explain the nature of differences among two or more means of the treatment group. Table 4.28 shows the summery table that is divided into between-group effects (Effects due to the Model- the Experimental Effect) and within group effects (Unsystematic Variation in Data). It is explained about the variance of means between and within the groups of respondents.

4.3.1. Descriptive Statistics of Duration of Stay

The duration of stay is a critical independent factor influencing the experience of the visitors at the religious sites. The study has found the differences of experiences of the sojourners on basic infrastructure. Moreover, religious Tourists are generally long-haul visitors and their length-of-stay is relatively more due to their attachment to the religious places. Improvement of infrastructure can help the pilgrims stay comfortably and concentrate on the ritual and other religious activities. In the first attempt, the analysis was made on the variables of basic infrastructure representing seven different aspects of minimum facilities meant for tourist satisfaction. The analysis used the mean and standard deviation method to determine the difference of means and square of means of three categories of respondents.
Table 4.28 presents the results of mean and standard deviation of three groups of respondents who stayed 1-3 days, 1-6 days and one week and more at their respective pilgrim site. The first group with 1-3 days of stay is highest in number as compared to 1-6 days with 141 respondents, followed by 118 respondents with one week and more stay. There are mean differences of opinions of three groups of respondents on each element of basic infrastructure. The value of standard deviation is relatively more and it shows the wide dispersion of opinions from the average opinions on each aspect of basic infrastructure. The higher value of standard deviation shows the divergence of opinions and there is no strong uniformity on each factor of basic infrastructure.

To prove the differences of means and large standard deviation of each category of respondents, one way Anova has been used to ascertain the statistical differences.

**TABLE 5.28**

**Descriptive Statistics for Basic Infrastructure**

<table>
<thead>
<tr>
<th>Basic Infrastructure</th>
<th>Duration of Stay</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Condition</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.28</td>
<td>1.36</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.51</td>
<td>1.28</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.62</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.43</td>
<td>1.29</td>
</tr>
<tr>
<td>Road Maintenance</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.49</td>
<td>1.27</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.23</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.98</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.30</td>
<td>1.23</td>
</tr>
<tr>
<td>Banks &amp; ATM Services</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.50</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.09</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.05</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.28</td>
<td>1.15</td>
</tr>
<tr>
<td>Approach Roads</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.39</td>
<td>1.20</td>
</tr>
</tbody>
</table>
### 4.3.1.1 Results of One-Way ANOVA

**H0**: The hypothesis “there is no significant difference between the three groups of sample Tourist respondents on experiencing the basic infrastructure” is rejected with 0.05 per cent degree of significance. Table 4.29 presents the results of one-way ANOVA to test the significance of differences on basic infrastructure. The first attribute of basic infrastructure is named as road condition and the differences of agreements between three groups are rejected with P value .045 (P < 0.05). Other attributes such as maintenance of good road, location of banks and ATMs, approachroads, parking space and traffic arrangement with P value .001, 000, 012, .000 and .002 are also rejected as P value is more than 0.05 per cent (P < 0.05). This rejection of hypothesis explains that there are differences of opinions of three groups of respondents given the nature of their stay at the destinations. However, no differences on health services with P value of .663 are not rejected since the P value is greater than 0.05 ((P >0.05).
The results show that there exists a significant difference about the road condition at Velankanni / Nagore / Thirunallar. It is noticed that Tourists who stayed for 1-6 days and one week &more seem to have similar response when compared to the Tourists who stayed only for 1-3 days. The Tourists who belong to second and third categories claim that the road condition is not so good. When Tourists stay for more days, they may assess facilities and road condition at Velankanni / Nagore / Thirunallar properly as they use it for travelling from one place to another.

For observing the significant difference between the duration of stay of Tourists with reference to the road maintenance, there exists a significant difference with regard to the need for road maintenance at Velankanni / Nagore / Thirunallar. It is quite common to find that the longer the duration of stay better would be the scope for assessing the need for road maintenance as it has happened in case of the three groups.

For observing the significant difference between the duration of stay of Tourists with reference to convenient location of banks and ATM counters, there exists a significant difference of opinion on this element. The rejection of hypothesis seems to leave a message that banks and ATM counters need to be located at the convenient places or vantage points.

Having found the significant difference between the groups with reference to the approach roads, a significant difference between the groups is found out with the rejection of hypothesis (P-value <0.05). Approach roads are laid to facilitate easy movement around the Pilgrimage sites. When tourists stay longer duration of stay at
Velankanni/Nagore/Thirunallar, they might find actual differences of experiences as far as roads at the Pilgrimage sites are concerned.

After having observed the significant difference agreements of Tourists with reference to the need for adequate parking space at Velankanni, Nagore & Thirunallar. There exists a significant difference in the opinions on need for adequate parking space (P-value <0.05). The rejection of hypothesis explains that each one has their own ways of assessing the need for parking area if they might experience the traffic and parking congestion while visiting the religious sites.

After finding the significant difference between three group’s opinions on the traffic management to regulate vehicles in Velankanni, Nagore and Thirunallar. The hypothesis is rejected with P-value <0.05. Thus, it is inferred that visitors might have experienced different types of experience as far as the tourist traffic as well as common traffic at the site.

After ascertaining the significant difference between three groups of respondents on the health services in Velankanni, Nagore & Thirunallar, the P-value >0.05 shows clearly the difference of opinions of respondents on the health services that each pilgrimage site is prepared to act at the time of emergency. It is may be inferred that respondents might have experienced different types of experience as far as health services are concerned.
### TABLE 5.29
One-Way ANOVA for Basic Infrastructure

<table>
<thead>
<tr>
<th>Basic Infrastructure</th>
<th>Sum of Squares Between Groups</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Condition</td>
<td>10.376</td>
<td>2</td>
<td>5.188</td>
<td>3.122</td>
<td>.045</td>
</tr>
<tr>
<td></td>
<td>825.886</td>
<td>497</td>
<td>1.662</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>836.262</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Road Maintenance</td>
<td>20.750</td>
<td>2</td>
<td>10.375</td>
<td>6.992</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>737.442</td>
<td>497</td>
<td>1.484</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>758.192</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banks &amp; ATM Services</td>
<td>22.613</td>
<td>2</td>
<td>11.306</td>
<td>8.675</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>647.745</td>
<td>497</td>
<td>1.303</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>670.358</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approach Roads</td>
<td>11.955</td>
<td>2</td>
<td>5.977</td>
<td>4.446</td>
<td>.012</td>
</tr>
<tr>
<td></td>
<td>668.197</td>
<td>497</td>
<td>1.344</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>680.152</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Space</td>
<td>33.891</td>
<td>2</td>
<td>16.945</td>
<td>11.820</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>712.501</td>
<td>497</td>
<td>1.434</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>746.392</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>696.549</td>
<td>497</td>
<td>1.402</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>714.200</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Services</td>
<td>1.146</td>
<td>2</td>
<td>.573</td>
<td>.412</td>
<td>.663</td>
</tr>
<tr>
<td></td>
<td>690.854</td>
<td>497</td>
<td>1.390</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>692.000</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P-value < 0.05, P-value >0.05  =NS,  Represents significance at 0.05 level, NS  represents no significance at 0.05 level.
4.3.2. Descriptive Statistics of Duration of Stay

**H0**: No significant differences exit across three groups of respondents on the amenities provided to the pilgrims for their comfortable stay and visit.

The duration of stay is an independent factor providing opportunities to the visitors to assess the provision of amenities at the religious sites. The study has found the marginal differences of opinions of respondents while taking the results of mean into consideration. Apart from basic facilities, visitors expect amenities at the pilgrimage sites for minimum comfort. Moreover, religious Tourists generally prefer to stay longer at the site for performing several rituals for which amenities are essential required for them. As such, improvement of amenities can lengthen the stay and make the stay of pilgrims more comfortable. While doing the analysis of the variables representing six different aspects of amenities meant for comfortable stay at the destination, the mean and standard deviation method has been used to determine the difference of means and square of means of three categories of respondents on these aspects of amenities.

Table 4.30 presents the results of mean and standard deviation of three groups of respondents (1-3 days, 1-6days and one week and more). The first group of respondents has outnumbered the second. A the same time, the third group of respondents has been outnumbered by the second group of respondents. There are mean differences of opinions of three groups of respondents on each element of basic infrastructure. There is a big dispersion of standard deviation from the mean square. Thus, it shows the contrasting opinions of respondents on the several aspects of
amenities. As such, the higher the standard deviation the greater would be differences of opinions and there is no uniformity on each factor of amenities.

One-way ANOVA has been used to test the statistical differences of means and standard deviation of each category of respondents on each aspect of amenities.

**TABLE 4.30**
Descriptive Statistics for Quality of Amenities

<table>
<thead>
<tr>
<th>Key Factors of Amenities</th>
<th>Duration of Stay</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purified Drinking Water</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.27</td>
<td>1.26</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.51</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.45</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.38</td>
<td>1.23</td>
</tr>
<tr>
<td>Rest Shed</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.24</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.03</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.00</td>
<td>1.01</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.13</td>
<td>1.11</td>
</tr>
<tr>
<td>Toilet &amp; Washrooms</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.37</td>
<td>1.32</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.18</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.17</td>
<td>1.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.27</td>
<td>1.24</td>
</tr>
<tr>
<td>Cloakrooms</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.39</td>
<td>1.19</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.18</td>
<td>1.23</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.97</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.23</td>
<td>1.21</td>
</tr>
<tr>
<td>Shopping Centres</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.39</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.28</td>
<td>1.12</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.03</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.28</td>
<td>1.15</td>
</tr>
<tr>
<td>Hygienic &amp; Cleanliness</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.42</td>
<td>1.31</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.27</td>
<td>1.21</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.17</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.32</td>
<td>1.25</td>
</tr>
</tbody>
</table>
4.3.2.1 Results of One-Way ANOVA

H0. The hypothesis “there is no significant differences across three groups of sample respondents on the amenities provided to the pilgrims for comfortable stay and visit” is rejected in case of element of selected amenities such as Purified Drinking Water, Rest Shed, Toilet & Washroom and Hygienic & Cleanliness of Environment at three respective religious sites, excepting cloakroom and shopping centre.

Table 4.31 gives a detailed breakup of output of one-way ANOVA. For observing the significant difference between the duration of stay of Tourists with reference to the Purified drinking water facilities in Velankanni, Nagore & Thirunallar, a One Way Analysis of Variance has been performed at 0.05 level. The results show that there exists a significant difference between the duration of stay of Tourists on the provision of Purified drinking water facilities with P-value >0.05.

The significant difference between the duration of stay of Tourists with reference to the provision of rest shed in Velankanni, Nagore and Thirunallar has been tested by using one-way ANOVA at 0.05 level. The results shows that there exists a significant difference between the duration of stay of Tourists with regard to the rest shed.

While attempting to find the significant difference between the duration of stay of Tourists and their assessment on the maintenance of toilet and washrooms in Velankanni, Nagore and Thirunallar, one-way Analysis of Variance with 0.05 level of significance shows no significant differences across the groups.
The significant differences between the duration of stay of Tourists with reference to the provisions of cloakrooms to keep the belongings during the visit to Velankanni, Nagore and Thirunallar, the results of one-way ANOVA indicate that there exists the differences of opinions on the provisions of cloakrooms at each religious site with P-value >0.05.

In order to find significant difference between the duration of stay of Tourists with reference to shopping centers in Velankanni, Nagore and Thirunallar, the results of one-way ANOVA at 0.05 level of significance do not reject the hypothesis and clearly given an indication of significant differences of opinions.

For observing the significant difference between the duration of stay of Tourists with reference to hygienic and clean environment in Velankanni, Nagore and Thirunallar, one-way ANOVA at 0.05 level significance has not rejected the hypothesis as it P value is greater than the significance value.

The study has found the differences of experiences of pilgrims on the amenities at the three religious sites. It is therefore suggested that the existing provisions of amenities are extremely inadequate and more provisions should be made to improve the condition of the amenities, thereby making Tourists feel at home and their stay comfort and memorable.
### TABLE 4.31

ANOVA for Quality of Amenities

<table>
<thead>
<tr>
<th>Key Factors of Amenities</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purified drinking water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>6.125</td>
<td>2</td>
<td>3.062</td>
<td>2.015</td>
<td>.134</td>
</tr>
<tr>
<td>Within Groups</td>
<td>755.433</td>
<td>497</td>
<td>1.520</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>761.558</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rest Shed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>6.619</td>
<td>2</td>
<td>3.310</td>
<td>2.695</td>
<td>.069</td>
</tr>
<tr>
<td>Within Groups</td>
<td>610.443</td>
<td>497</td>
<td>1.228</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>617.062</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toilet &amp; Washroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>4.601</td>
<td>2</td>
<td>2.301</td>
<td>1.493</td>
<td>.226</td>
</tr>
<tr>
<td>Within Groups</td>
<td>765.949</td>
<td>497</td>
<td>1.541</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>770.550</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloak rooms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>14.579</td>
<td>2</td>
<td>7.290</td>
<td>4.983</td>
<td>.007</td>
</tr>
<tr>
<td>Within Groups</td>
<td>727.043</td>
<td>497</td>
<td>1.463</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>741.622</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping Centres</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>10.283</td>
<td>2</td>
<td>5.141</td>
<td>3.886</td>
<td>.021</td>
</tr>
<tr>
<td>Within Groups</td>
<td>657.629</td>
<td>497</td>
<td>1.323</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>667.912</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hygienic &amp; Clean</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>5.601</td>
<td>2</td>
<td>2.801</td>
<td>1.782</td>
<td>.169</td>
</tr>
<tr>
<td>Within Groups</td>
<td>781.199</td>
<td>497</td>
<td>1.572</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>786.800</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P-value < 0.05, P-value >0.05 =NS, Represents significance at 0.05 level, NS represents no significance at 0.05 level
4.3.3. Descriptive Statistics of Duration of Stay

**H0**: Significant differences of the three groups of sample respondents do not exist on the criteria of law and order as the key destination selection determinants

The duration of stay is a critical indicator for evaluating the law and order of any tourist destination. Visitors can comfortably assess preparedness of the host administration at the destination sites to provide safety and security by enforcing laws to regulate the law and order situation. As such, any tourism destination can face the law and order problem owing to the confluence of diverse background of people. It is more critical at the religious places of interest due to congregation of people in large number. The study has found the marginal differences of means on individual items. Apart from basic facilities and amenities, visitors do seriously expect the role of government in maintaining law and order at the religious sites.

Moreover, the stay of religious Tourists is generally longer for performing several rituals at the site where large crowd would be present. Law and order situation is a very important pulling factor of a religious tourism destination as visitors form a mental image of the place before undertaking the tour. The mean and standard deviation method has been used to determine the difference of means and square of means of three categories of respondents on these aspects of amenities.

Table 4.32 presents the results of mean and standard deviation of three groups of respondents (1-3 days, 1-6 days and one week and more). The number of first group of respondents is more than other two groups. There are mean differences of opinions of three groups of respondents on each element of law and order. There is
big dispersion of standard deviation from the mean square. Thus, it shows the conflicting opinions of respondents on the several aspects of law and order situations. As such, the higher the standard deviation the greater would be differences of opinions and there is no uniformity on each factor of law and order. The law and order factors include the items like pick-pocketing, police outpost and safety of women devotees, friendly community people and safety of belongingness.

One-way ANOVA has been used to test the statistical differences of means and standard deviation of each category of respondents on each aspect of law and order.

**TABLE 4.32**

**Descriptive Statistics for Law and Order**

<table>
<thead>
<tr>
<th>Law &amp; Order Situation</th>
<th>Category of Villages</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick-pocketing</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.63</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.71</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.71</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.67</td>
<td>1.13</td>
</tr>
<tr>
<td>Police Outpost</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.23</td>
<td>1.14</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.23</td>
<td>1.07</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.71</td>
<td>1.16</td>
</tr>
<tr>
<td>Friendly Community People</td>
<td>Total</td>
<td>500</td>
<td>3.19</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>1-3 Days</td>
<td>241</td>
<td>3.44</td>
<td>1.12</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.16</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.24</td>
<td>1.00</td>
</tr>
<tr>
<td>Safety of Women Devotees</td>
<td>Total</td>
<td>500</td>
<td>3.32</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>1-3 Days</td>
<td>241</td>
<td>3.42</td>
<td>1.28</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.31</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.24</td>
<td>1.16</td>
</tr>
<tr>
<td>Safety of Belongingness</td>
<td>Total</td>
<td>500</td>
<td>3.35</td>
<td>1.22</td>
</tr>
<tr>
<td></td>
<td>1-3 Days</td>
<td>241</td>
<td>3.61</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.32</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.44</td>
<td>1.22</td>
</tr>
</tbody>
</table>
4.3.3.1 Results of One-Way ANOVA

Table 4.33 presents the results of one-way ANOVA of significant difference between the three groups of respondents on the criterion of duration of stay with regard to pick-pocketing. The results show that there exists a significant difference between the duration of stay of Tourists and pick-pocketing with the tourists with P-value >0.05.

Having found the significant difference between the three groups of respondents on the police outpost as an essential requirement for law and order situation in Velankanni, Nagore and Thirunallar, one-way ANOVA has been performed at 0.05 level. The results show that there exists a significant difference in giving opinion about the availability of police outpost to prevent any untoward incidences in three pilgrim centers with P-value >0.05.

Having observed the significant difference between the duration of stay of Tourists and friendly community people in Velankanni, Nagore and Thirunallar, One-way ANOVA was performed at the 0.05 level. There exists a significant difference between the groups in giving opinion on friendly community people with P-value >0.05.

In order to ascertain the significant difference between three groups of respondents on the criterion of duration of stay with reference to safety of women devotees in Velankanni/Nagore/Thirunallar, one-way ANOVA was used to test the differences of opinions at the 0.05 level of significance. Thus, there exists a
significant difference of opinion about the safety of women devotees in Velankanni/Nagore/Thirunallar. It is rejected with P-value >0.05.

For observing the significant difference between the duration of stay of Tourists with reference to safety of belongingness at the Pilgrimage destination in Velankanni/Nagore/Thirunallar, One-way ANOVA was tested at the 0.05 level of significance. There exists significant differences between three groups with P-value>0.05.

Thus, the hypothesis “significant differences of three groups of sample respondents do not exist on the criteria of law and order as the key destination selection determinants” is not rejected in case of all the related elements representing the law and order situations at the religious sites.

Law and order is one of the socio-political risk factors that mostly hamper the Tourism business whether it is special interest or common interest Tourism. The study has found out sharp differences of experience of the pilgrims about the law and order situation at these three religious sites. Thus, it is suggested that the government should be more vigilant in enforcing the law and order when these three places receive large number of Tourist traffic during the festivals and other auspicious occasions. More police outpost and the concept of community police should be introduced to help maintain the law and order in a sustainable way.
**TABLE 4.33**

ANOVA for Law and Order Situations

<table>
<thead>
<tr>
<th>Law and Order Situations</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pick-pocketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.713</td>
<td>2</td>
<td>.357</td>
<td>.274</td>
<td>.760</td>
</tr>
<tr>
<td>Within Groups</td>
<td>647.149</td>
<td>497</td>
<td>1.302</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>647.862</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Police Outpost</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>2.908</td>
<td>2</td>
<td>1.454</td>
<td>1.222</td>
<td>.296</td>
</tr>
<tr>
<td>Within Groups</td>
<td>591.420</td>
<td>497</td>
<td>1.190</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>594.328</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Friendly Community People</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>7.974</td>
<td>2</td>
<td>3.987</td>
<td>3.324</td>
<td>.037</td>
</tr>
<tr>
<td>Within Groups</td>
<td>596.098</td>
<td>497</td>
<td>1.199</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>604.072</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Safety of Women Devotees</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>2.844</td>
<td>2</td>
<td>1.422</td>
<td>.947</td>
<td>.389</td>
</tr>
<tr>
<td>Within Groups</td>
<td>746.298</td>
<td>497</td>
<td>1.502</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>749.142</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Safety of Belongingness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Between Groups</td>
<td>7.869</td>
<td>2</td>
<td>3.934</td>
<td>2.813</td>
<td>.061</td>
</tr>
<tr>
<td>Within Groups</td>
<td>695.059</td>
<td>497</td>
<td>1.399</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>702.928</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P-value < 0.05, P-value >0.05 =NS, Represents significance at 0.05 level, NS represents no significance at 0.05 level
4.3.4. Descriptive Statistics of Duration of Stay

H0: Differences of experiences between the sample respondents are not significant while taking religious obligations as one of the criteria for the destination selection.

The duration of stay is an important independent factor for finding the level of interest and devotion towards the religious duties. All the pilgrims are influenced by the traditions and customs. Regardless of their socio-economic or cultural backgrounds, each pilgrim will make all efforts to perform the obligatory religious duties. All the pilgrimage sites do attract pilgrims for performing some mandatory duties or offering prayers or donating to the trust of religious institutions or feeding poor people or fasting or taking severe penance or participating festivals. Either one of the obligatory performance or a combine of two or more is expected to be performed by the pilgrims at the religious sites for which pilgrims stay longer duration of time at the religious sites.

Apart from basic facilities, amenities and law and order situations, visitors are generally concerned and serious for performing religious duties as per the customs and traditions. Moreover, the stay of religious Tourists is generally longer for performing several rituals at the site. As such, rites and rituals do entice the pilgrims to the shrine or temple, church or mosque as a routine prayer or special offering. However, the religious obligations represent seven different items. The mean and standard deviation method has been used to determine the difference of means and square of means of three categories of respondents on these aspects of amenities.
Table 4.34 presents the results of mean and standard deviation of three groups of respondents on the basis of duration of stay. The mean differences of opinions of three groups of respondents on each element of law and order show that there is a moderate degree of agreement of respondents on all these seven aspects. It is also found that there is relatively big dispersion of standard deviation from the mean square. This large standard deviation along with moderate mean value clearly indicates the differing opinions of respondents on the several aspects of religious obligations. As such, the higher the standard deviation the greater would be differences of opinions and there is no uniformity on each individual item explaining one of the aspects of religious obligations. The religious obligations include Fulfilling Religious Duties, Offering Prayers, Fasting and Penance, Offering Donations, Participating Festivals, Eating the Holy Prasadam and Feeding Poor People.

One-way ANOVA has been performed to test the statistical differences of means and standard deviation on each aspect of religious obligations.

### TABLE 4.34

Descriptive Statistics for Religious Obligations

<table>
<thead>
<tr>
<th>Religious Obligations</th>
<th>Duration of Stay</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilling Religious Duties</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.69</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.85</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.72</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.74</td>
<td>1.13</td>
</tr>
<tr>
<td>Offering Prayers</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.42</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>2.95</td>
<td>1.00</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.93</td>
<td>1.21</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.17</td>
<td>1.13</td>
</tr>
<tr>
<td>Activity</td>
<td>Duration</td>
<td>Observations</td>
<td>Mean</td>
<td>Standard Deviation</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------</td>
<td>--------------</td>
<td>------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Fasting and Penance</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.37</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.16</td>
<td>1.09</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.93</td>
<td>1.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.21</td>
<td>1.16</td>
</tr>
<tr>
<td>Offering Donations</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.53</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.14</td>
<td>1.29</td>
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<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.18</td>
<td>1.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.34</td>
<td>1.20</td>
</tr>
<tr>
<td>Participating Festivals</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.46</td>
<td>1.20</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.45</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.08</td>
<td>1.25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.37</td>
<td>1.21</td>
</tr>
<tr>
<td>Eating the Holy Prasadam</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.73</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.50</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.32</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.57</td>
<td>1.12</td>
</tr>
<tr>
<td>Feeding Poor People</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.83</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.35</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.21</td>
<td>1.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.43</td>
<td>1.09</td>
</tr>
</tbody>
</table>

4.3.4.1 Results of One-Way ANOVA

Table 4.35 presents the results of one-way ANOVA of significant difference between the duration of stay of Tourists with reference to seven factors explaining seven items of religious duties and performances. In order to test the differences, one-way ANOVA was performed at the 0.05 level of significance. The results show that there is no significant difference between three groups of respondents about Fulfilling Religious Duties with the P-Value >0.05.

For observing the significant difference between the duration of stay of Tourists with reference to Offering Prayers as per the tradition and custom, one-way ANOVA was performed at the 0.05 level of significance. The results show a significant difference between the duration of stay of Tourists and offering prayers with P-value <0.05.
Having observed the significant difference between the duration of stay of Tourists with regard to Fasting and Penance, the results reject the hypothesis. Thus, there exists a significant difference with P-value <0.05.

For observing the significant difference between the duration of stay of Tourists with reference to the festivals associated with Offering Donations, one way ANOVA was used to test at the 0.05 level of significance. The results have rejected the hypothesis and drawn conclusion that there exists a significant difference between the groups with P-value <0.05.

Having found the significant difference between the three groups of respondents from the mean values with regard to participating festivals, one-way ANOVA was performed at the 0.05 level of significance. The results have not rejected hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

After ascertaining the significant difference from the mean values, one-way ANOVA was performed at the 0.05 level of significance to find the significant differences with regard to Eating Holy Prasadam. The results have not rejected hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

After observing the significant difference from the mean values, one-way ANOVA was performed at the 0.05 level of significance to find the significant differences with regard to Feeding Poor People. The results have not rejected
hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

The hypothesis “differences of experiences between the sample respondents are not significant while taking religious obligations as one of the criteria for the destination selection” is rejected 0.000, 0.003, 0.002, 0.012, 0.004 and 0.003 in case of offering prayers, fasting and penance, offering donations, participating festivals, eating holy Prasadam and feeding poor people, whereas the hypothesis is not rejected in case of fulfilling religious duties with P-value 0.390.

Thus, the test of hypothesis demonstrates that there are differences of experience of the sample Tourist respondents on many of the elements signifying the religious obligations. Therefore, it is suggested that the ultimate purpose of visiting these three sites should be respected since the performing rituals and offering prayers are some of the activities that almost of the pilgrims do at the sites. Efforts should be made to inspire the people and respect the emotional sentiments and attachment to the places.
### TABLE 4.35
ANOVA for Religious Obligations

<table>
<thead>
<tr>
<th>Religious Obligations</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfilling Religious Duties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>2.415</td>
<td>2</td>
<td>1.207</td>
<td>.945</td>
<td>.390</td>
</tr>
<tr>
<td>Within Groups</td>
<td>635.303</td>
<td>497</td>
<td>1.278</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>637.718</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offering Prayers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>28.426</td>
<td>2</td>
<td>14.213</td>
<td>11.527</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>612.782</td>
<td>497</td>
<td>1.233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>641.208</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fasting and Penance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>15.854</td>
<td>2</td>
<td>7.927</td>
<td>6.014</td>
<td>.003</td>
</tr>
<tr>
<td>Within Groups</td>
<td>655.096</td>
<td>497</td>
<td>1.318</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>670.950</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offering Donations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>17.436</td>
<td>2</td>
<td>8.718</td>
<td>6.082</td>
<td>.002</td>
</tr>
<tr>
<td>Within Groups</td>
<td>712.442</td>
<td>497</td>
<td>1.433</td>
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</tr>
<tr>
<td>Total</td>
<td>729.878</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participating Festivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>12.982</td>
<td>2</td>
<td>6.491</td>
<td>4.474</td>
<td>.012</td>
</tr>
<tr>
<td>Within Groups</td>
<td>721.040</td>
<td>497</td>
<td>1.451</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>734.022</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating  Holy Prasadam</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>14.070</td>
<td>2</td>
<td>7.035</td>
<td>5.672</td>
<td>.004</td>
</tr>
<tr>
<td>Within Groups</td>
<td>616.480</td>
<td>497</td>
<td>1.240</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>630.550</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeding Poor People</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>14.070</td>
<td>2</td>
<td>7.035</td>
<td>4.672</td>
<td>.003</td>
</tr>
<tr>
<td>Within Groups</td>
<td>616.480</td>
<td>497</td>
<td>1.240</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>630.550</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P-value < 0.05, P-value >0.05 =NS, Represents significance at 0.05 level, NS represents no significance at 0.05 level
4.3.5. Descriptive Statistics of Duration of Stay

**H0**: *Experiences on the transport services that were used by the pilgrims/ Tourists while visiting the pilgrim Tourism sites are not significantly different.*

The duration of stay is independent factor determining the experience of visitors for transport services. Pilgrims are largely serious and concern for the safety of transport services for which good transport network and safety vehicles generally make the travel more comfortable and enjoyable. At the same time, other important key factors determining the efficiency and quality of good transport services include Well-connected by Road Transport Operation, Safety and Regularity Bus Services, Reasonable Bus Fare, Improvement of Rail Connectivity, Amenities at Bus Stand & Railway Station and Behaviour of Conductors. When these factors are not given priority or important for the operation of transport services, the overall selection of destination is largely affected and tourist arrivals will gradually go down.

Apart from basic facilities, amenities, law and order situations and religious obligations, visitors are generally concerned and serious for selecting a good transport for travelling to tourism destinations. The mean and standard deviation method has been used to determine the difference of means and square of means of three categories of respondents on the six aspects of transport services.

Table 4.36 presents the results of mean and standard deviation of three groups of respondents on the basis of duration of stay. The mean differences of opinions of three groups of respondents on each element of transport services show that there is a moderate degree of agreement of respondents on all these six aspects. It is also found
that there is relatively big dispersion of standard deviation from the mean square. This large standard deviation along with moderate mean value clearly indicates the differing opinions of respondents on the several aspects of transport services. As such, the higher the standard deviation the greater would be differences of opinions and there is no uniformity on each individual item explaining one of the aspects of transport services.

One-way ANOVA has been performed to test the statistical differences of means and standard deviation on each aspect of transport services.

**TABLE 4.36**

Descriptive Statistics for Communication Network

<table>
<thead>
<tr>
<th>Transport Services</th>
<th>Duration of Stay</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-connected by Road Transport</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.63</td>
<td>1.18</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.77</td>
<td>1.08</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.66</td>
<td>1.11</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.67</td>
<td>1.14</td>
</tr>
<tr>
<td>Safety and Regularity of Bus Services</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.44</td>
<td>1.06</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.16</td>
<td>1.08</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.95</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.24</td>
<td>1.08</td>
</tr>
<tr>
<td>Reasonable Bus Fare</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.52</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.41</td>
<td>1.08</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.18</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.41</td>
<td>1.13</td>
</tr>
<tr>
<td>Improvement of Rail Connectivity</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.64</td>
<td>1.27</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.24</td>
<td>1.17</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.09</td>
<td>1.15</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.40</td>
<td>1.24</td>
</tr>
<tr>
<td>Amenities at Bus Stand &amp; Railway Station</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.46</td>
<td>1.10</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.22</td>
<td>1.26</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>3.07</td>
<td>1.28</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.30</td>
<td>1.20</td>
</tr>
<tr>
<td>Behaviour of Conductors.</td>
<td>1-3 Days</td>
<td>241</td>
<td>3.65</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>1-6 Days</td>
<td>141</td>
<td>3.29</td>
<td>1.16</td>
</tr>
<tr>
<td></td>
<td>One Week &amp; More</td>
<td>118</td>
<td>2.88</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>500</td>
<td>3.37</td>
<td>1.26</td>
</tr>
</tbody>
</table>
4.3.5.1 Results of One-Way ANOVA

Table 4.37 presents the results of one-way ANOVA of significant difference between the duration of stay of Tourists with reference to six factors explaining items of transport services. In order to test the differences, one-way ANOVA was performed at the 0.05 level of significance. The results show that there is significant difference between three groups of respondents on various items explaining the assessment of transport services with P-value <0.05, excepting well-connected by road transport (P-Value >0.05)

For observing the significant difference between the duration of stay of Tourists with reference to Well-connected by Road Transport, one-way ANOVA was performed at the 0.05 level of significance. The results show that there is no significant difference between the duration of stay of Tourists and well-connected road transport with P-value > 0.05.

Having observed the significant difference between the duration of stay of Tourists with regard to Safety and Regularity of Bus Services, the results reject the hypothesis. Thus, there exists a significant difference with P-value <0.05.

For observing the significant difference between the duration of stay of Tourists with reference to Reasonable Bus Fare, one way ANOVA was used to test at the 0.05 level of significance. The results have rejected the hypothesis and drawn conclusion that there exists a significant difference between the groups with P-value <0.05.
Having found the significant difference between the three groups of respondents from the mean values with reference to Improvement of Rail Connectivity, one-way ANOVA was performed at the 0.05 level of significance. The results have rejected hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

After ascertaining the significant difference from the mean values, one-way ANOVA was performed at the 0.05 level of significance to find the significant differences with regard to Amenities at Bus Stand & Railway Station. The results have rejected hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

After observing the significant difference from the mean values, one-way ANOVA was performed at the 0.05 level of significance to find the significant differences with regard to Safety and Behaviour of Conductors. The results have rejected hypothesis. Thus, there exists a significant difference between the groups with P-value <0.05.

The hypothesis “differences of experiences between the sample respondents are not significant while taking the quality of transport services as one of the criteria for the destination selection” is rejected. .000, .026, .000, .009 and .000 in case of Safety and Regularity Bus Services, Reasonable Bus Fare, Improvement of Rail Connectivity, Amenities at Bus Stand & Railway Station and Behaviour of Conductors. While rejecting the most of the elements in the hypothesis, the study has strongly suggested for an effective communication network so as to ensure the
operation of the transport more regular, affordable, reliable and adoptable, whereas the hypothesis is not rejected in case of Well-connected by Road Transport with P value .511.

Thus, the test of hypothesis clearly indicates that there are differences of experience of the sample Tourist respondents on many of the elements signifying the quality of transport services. Therefore, it is suggested that all the essential services for improving the quality of transport and its network should be given priority when the Government of Tamil Nadu and Puducherry have taken policy decisions to project these pilgrimage centers as religious tourism places of interest.
<table>
<thead>
<tr>
<th>Transport Services</th>
<th>Between Groups</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
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<tr>
<td>Well-connected by Road Transport</td>
<td>1.755</td>
<td>2</td>
<td>.877</td>
<td>.673</td>
<td>.511</td>
</tr>
<tr>
<td></td>
<td>648.107</td>
<td>497</td>
<td>1.304</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td>649.862</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety and Regularity of Bus Services</td>
<td>20.203</td>
<td>2</td>
<td>10.101</td>
<td>8.846</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>567.515</td>
<td>497</td>
<td>1.142</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>587.718</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasonable Bus Fare</td>
<td>9.421</td>
<td>2</td>
<td>4.710</td>
<td>3.695</td>
<td>.026</td>
</tr>
<tr>
<td></td>
<td>633.529</td>
<td>497</td>
<td>1.275</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>642.950</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvement of Rail Connectivity</td>
<td>28.429</td>
<td>2</td>
<td>14.214</td>
<td>9.555</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>739.369</td>
<td>497</td>
<td>1.488</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>767.798</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenities at Bus Stand &amp; Railway Station</td>
<td>13.482</td>
<td>2</td>
<td>6.741</td>
<td>4.722</td>
<td>.009</td>
</tr>
<tr>
<td></td>
<td>709.518</td>
<td>497</td>
<td>1.428</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>723.000</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behaviour of Conductors</td>
<td>47.584</td>
<td>2</td>
<td>23.792</td>
<td>15.841</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>746.438</td>
<td>497</td>
<td>1.502</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>794.022</td>
<td>499</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P-value < 0.05, P-value >0.05 =NS, Represents significance at 0.05 level, NS represents no significance at 0.05 level
4.4. NON-PARAMETRIC TEST FOR ACCOMMODATION SERVICES

H011: There are no significant associations between Accommodation Services and Types of Accommodation.

4.4.1. Pearson Chi-Square for Accommodation Services

The Chi-Square test revealed the significant association between the quality of services and types of accommodation. Both of them are closely associated. Table 4.38 shows the results of Pearson Chi-Square test, along with lambda and contingency coefficient. A significance level of .125, .002, .018, .004, .005 and .078 (Pearson’s Chi-Square) has been achieved in case of quality of services, reception upon arrivals, reservation procedures, prompt in setting bills, personal hygiene and expensive services. The Chi-Square tests also revealed a significant association between the types of accommodation and quality of services at 87.5 per cent confidence level (100-12.5). Similarly, reception upon arrivals at 99.8 per cent confidence level (100-.02), reservation procedures at 98.20 per cent confidence level (100-1.80), prompt in settling bills at 99.6 per cent (100-.004), personal hygiene at 95 per cent (100-.005) and expensive services at 92.2 per cent (100-7.8).

It is inferred that at 95 per cent confidence level, the quality of services and expensive services are not significantly associated with the types of accommodation as the P value is greater than the significance value.

4.4.1.1. Contingency coefficient for Accommodation Services

From the obtained contingency coefficient of .185, .240, .216, .235, .231 and .194 in respect of quality of services, reception upon arrivals, reservation procedures,
prompt in setting bills, personal hygiene and expensive services, it may be inferred that the association between the dependent and independent variable is moderately significant (is closer to 0.500).

4.4.1.2. Lambda for Accommodation Services

The lambda asymmetric dependent values are .013, .023, .036, .020, .011 and .008. These values explain that there is a 1.3 per cent, 2.3 per cent, 3.6 per cent, 2.0 per cent, 1.1 per cent and .08 per cent reduction in predicting the concern and seriousness for the quality of services, reception upon arrivals, reservation procedures, prompt in setting bills, personal hygiene and expensive services while the types of accommodation are taken into consideration.
### TABLE 4.38

Non-Parametric Test for Amenities for Accommodation Services

<table>
<thead>
<tr>
<th>Name of the Tests</th>
<th>Quality of Services Vs Types of Accommodation</th>
<th>Reception Vs Types of Hotel</th>
<th>Reservation Procedures Vs Types of Accommodation</th>
<th>Prompt in Settling Bills Vs Types of Accommodation</th>
<th>Personal Hygiene Vs Types of Accommodation</th>
<th>Distribution Vs Types of Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Value</td>
<td>Sig.</td>
<td>Value</td>
<td>Sig.</td>
<td>Value</td>
<td>Sig.</td>
</tr>
<tr>
<td>Pearson Chi-Square</td>
<td>17.701</td>
<td>.125</td>
<td>30.432</td>
<td>.002</td>
<td>24.409</td>
<td>.018</td>
</tr>
<tr>
<td>Lambda</td>
<td>.013</td>
<td>.317</td>
<td>.023</td>
<td>.212</td>
<td>.036</td>
<td>.025</td>
</tr>
<tr>
<td>Contingency Coefficient</td>
<td>.185</td>
<td>.125</td>
<td>.240</td>
<td>.002</td>
<td>.216</td>
<td>.018</td>
</tr>
</tbody>
</table>
4.4.2. Pearson Chi-Square for Amenities

**H0**: There are no significant associations between Amenities for the comfort of pilgrims at the pilgrimage centers and Frequency of Visit.

The Chi-Square test revealed the significant association between frequency of services and preference for road condition, road maintenance, banks and ATM, approach roads, parking arrangement, health services. All of them are closely associated with the frequency of visit to each of the pilgrim site. Table 4.39 shows the results of Pearson Chi-Square test, along with lambda and contingency coefficient. A significance level of .147, .019, .027, .721, .004, .083 and .059 (Pearson’s Chi-Square) has been achieved in case of road condition at 85.3 per cent confidence level (100-14.7), road maintenance at 98.1 per cent confidence level (100-1.9), banks and ATM at 97.3 per cent confidence level (100-2.7), approach roads at 37.9 per cent confidence level (100-72.1), parking space at 99.6 per cent confidence level (100-.004), parking arrangement at a confidence level of 91.7 per cent (100-8.3) and health services at 94.1 per cent confidence level (100-5.9). The Chi-Square tests also revealed a significant association between the frequency of visit and road maintenance, banks and ATM and parking space.

It is inferred that at 95 per cent confidence level, road condition, approach roads, parking arrangement and health services are not significantly associated with the types of accommodation as the P value is greater than the significance value. The remaining others road maintenance, bank and ATM services and parking are significantly associated with the types of accommodation as the P value is less than the significance value.
4.4.2.1. Contingency Coefficient for Amenities

From the obtained contingency coefficient of .116, .152, .146, .064, .174, .127 and .133 in respect of road condition, road maintenance, banks and ATM, approach roads, parking arrangement, health services, it may be inferred that the association between the dependent and independent variable is moderately significant (is closer to 0.500).

4.4.2.2. Lambda for Amenities

The lambda asymmetric dependent values are .022, .047, .031, .010, .038, .019, and .064. These values explain that there is a 2.2 per cent, 4.7 per cent, 3.1 per cent, 1.0 per cent, 3.8 per cent, 1.9 per cent and 6.4 per cent reduction in predicting the concern and seriousness for the road condition, road maintenance, banks and ATM, approach roads, parking arrangement and health services while the frequency of services is taken into consideration.
### TABLE 4. 39

Non-Parametric Test for Amenities

<table>
<thead>
<tr>
<th>Name of the Tests</th>
<th>Road Condition Vs Frequency of Visit</th>
<th>Road Maintenance Vs Frequency of Visit</th>
<th>Banks and ATM Vs Frequency of Visit</th>
<th>Approach Roads Vs Frequency of Visit</th>
<th>Parking Vs Frequency of Visit</th>
<th>Parking Arrangement Vs Frequency of Visit</th>
<th>Health Services Vs Frequency of Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Value</td>
<td>Sig.</td>
<td>Value</td>
<td>Sig.</td>
<td>Value</td>
<td>Sig.</td>
<td>Value</td>
</tr>
<tr>
<td>Pearson Chi-Square</td>
<td>6.800</td>
<td>.147</td>
<td>11.796</td>
<td>.019</td>
<td>10.924</td>
<td>.027</td>
<td>2.080</td>
</tr>
<tr>
<td>Lambda</td>
<td>0.022</td>
<td>.068</td>
<td>0.047</td>
<td>.151</td>
<td>0.031</td>
<td>.389</td>
<td>0.010</td>
</tr>
<tr>
<td>Contingency Coefficient</td>
<td>.116</td>
<td>.147</td>
<td>.152</td>
<td>.019</td>
<td>.146</td>
<td>.027</td>
<td>.064</td>
</tr>
</tbody>
</table>
4.4.3. Pearson Chi-Square for Basic Facilities

\[ H_{013}: \text{There are no significant associations between Basic Facilities and Frequency of Visit.} \]

The Chi-Square test revealed the significant association between frequency of services and preference for Drinking Water, Rest Shed, Toilet & Washroom, Cloakroom Services, Shopping Centre and Hygienic & Cleanliness. All of them are closely associated with the frequency of visit to each of the pilgrim site. Table 4.40 shows the results of Pearson Chi-Square test, along with lambda and contingency coefficient. A significance level of .454, .195, .036, .682, .525 and .523 (Pearson’s Chi-Square) has been achieved in case of Drinking Water at 54.6 per cent confidence level (100-45.4), Rest Shed at 89.5 per cent confidence level (100-19.5), Toilet & Washroom at 96.4 per cent confidence level (100-3.6), Cloakroom Services at 31.8 per cent confidence level (100-68.2), Shopping Centre at 47.5 per cent confidence level (100-52.5) and Hygienic & Cleanliness at a confidence level of 47.7 per cent level (100-52.3). The Chi-Square tests also revealed a significant association between the frequency of visit and Drinking Water, Rest Shed, Cloakroom Services, Shopping Centre and Hygienic & Cleanliness are not significantly associated. However, a significant association between the frequency of visit and Toilet & Washroom is associated.

It is inferred that at 95 per cent confidence level, Drinking Water, Rest Shed, Cloakroom Services, Shopping Centre and Hygienic & Cleanliness are not significantly associated the frequency of visit as the P value is greater than the
significance value. Toilet & Washroom facility is significantly associated with the frequency of visit as the P value is less than the significance value.

### 4.4.3.1. Contingency Coefficient for Basic Facilities

From the obtained contingency coefficient of 0.085, 0.109, 0.143, 0.068, 0.080 and 0.080 in respect of Drinking Water, Rest Shed, Toilet & Washroom, Cloakroom Services, Shopping Centre and Hygienic & Cleanliness, it may be inferred that the association between the dependent and independent variable is moderately significant (is closer to 0.500).

### 4.4.3.2. Lambda for Basic Facilities

The lambda asymmetric dependent values are 0.014, 0.014, 0.031, 0.000, 0.034 and 0.013. These values explain that there is a 1.4 per cent, 1.4 per cent, 3.1 per cent, 0 per cent, 3.4 per cent and 1.3 per cent reduction in predicting the concern and seriousness for the Drinking Water, Rest Shed, Toilet & Washroom, Cloakroom Services, Shopping Centre and Hygienic & Cleanliness while the frequency of services is taken into consideration.
<table>
<thead>
<tr>
<th>Name of the Tests</th>
<th>Drinking Water Vs Frequency of Visit</th>
<th>Rest Shed Vs Frequency of Visit</th>
<th>Toilet &amp; Wash Rooms Vs Frequency of Visit</th>
<th>Cloak Services Vs Frequency of Visit</th>
<th>Shopping Centre Vs Frequency of Visit</th>
<th>Hygienic &amp; Clean Vs Frequency of Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lambda</td>
<td>.014 .511</td>
<td>.014 .516</td>
<td>.031 .258</td>
<td>.000 .234</td>
<td>.007 .802</td>
<td>.013 .688</td>
</tr>
<tr>
<td>Contingency Coefficient</td>
<td>.085 .454</td>
<td>.109 .195</td>
<td>.143 .036</td>
<td>.068 .682</td>
<td>.080 .525</td>
<td>.080 .523</td>
</tr>
</tbody>
</table>

Table 4.40

Non-Parametric Test for Basic Facilities
4.5. FRIEDMAN MEAN RANK TEST

H0: There are no significant differences of mean ranks across the factors determining the source of information for travel plan, improvement of services, selection of accommodation, mode of payment of travel services, selection of transport services and selection of pilgrimage center.

4.5.1. Sources of Information for Travel plan

In Table 4.41, the test results of the Friedman mean rank revealed that the difference of the mean rank values is validated hypothetically. Travel Magazines / Brochures / Newspaper have become the highest mean rank factor with the mean rank 3.67. Thus, a symp. Sig. is less than 0.05, the Friedman test results support the differences of rank value of all the six factors contributing towards the improvement of services. Since it is revealed that Travel Magazines/Brochures/Newspaper is the first rank preference factor with the test of significance, thus, all the service providers should seriously ponder over and find the ways to publish quality Travel Magazines / Brochures / Newspaper for promotion of these three religious sites.

The Department of Tourism, Govt. of Tamil Nadu and Puducherry should promote the pilgrim Tourism circuit with the aid of travel magazines, brochures/newspaper. As it seems from the mean rank results that preference of the visitors to collect travel related information is high.
### TABLE 4.41

Preferences of Sources of Information for Travel plan

<table>
<thead>
<tr>
<th>Sources of Information</th>
<th>Mean Rank</th>
<th>Asymp. Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Magazines/Brochures/Newspaper</td>
<td>3.67</td>
<td>28.703 (.000)</td>
</tr>
<tr>
<td>News Paper Articles</td>
<td>3.66</td>
<td></td>
</tr>
<tr>
<td>Travel Agency</td>
<td>3.54</td>
<td></td>
</tr>
<tr>
<td>Websites/Travel Portals</td>
<td>3.57</td>
<td></td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>3.43</td>
<td></td>
</tr>
<tr>
<td>Tourist Offices</td>
<td>3.13</td>
<td></td>
</tr>
</tbody>
</table>

#### 4.5.2. Improvement for Services

In Table 4.42, the test results of the Friedman mean rank revealed that the difference of the mean rank values is hypothetically validated and timely services has secured the highest mean values, thereby making it a first rank factor with the mean rank 3.76. Thus, a symp. Sig. is less than 0.05, the Friedman test results support the differences of rank value of all the six factors contributing towards the improvement of services. Since it is revealed that timely services is the first rank preference factor with the test of significance, thus, all primary and secondary service providers should look into the improvement of quality of services. Apart from the facilities and amenities, tourism service providers such as hotel, restaurant, travel agency, transporter, etc should ensure the process and delivery of services that will increase loyalty and attachment of visitors towards the destination.
Table 4.42

Preferences for Improvement of Services

<table>
<thead>
<tr>
<th>Improvement of Services</th>
<th>Mean Rank</th>
<th>Chi-Square Friedman Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timely Services</td>
<td>3.76</td>
<td></td>
</tr>
<tr>
<td>Well-groomed Staff</td>
<td>3.59</td>
<td></td>
</tr>
<tr>
<td>Systematic Documentation</td>
<td>3.71</td>
<td></td>
</tr>
<tr>
<td>Supporting Technology</td>
<td>3.65</td>
<td>Asymp. Sig 58.646 (.000)</td>
</tr>
<tr>
<td>Coordination</td>
<td>3.22</td>
<td></td>
</tr>
<tr>
<td>Disaster</td>
<td>3.07</td>
<td></td>
</tr>
</tbody>
</table>

4.5.3. Selection of Accommodation

In Table 4.43, the Friedman mean rank results showed that all the elements such as Convenient Location, Simple Payment Formality, Easy Reservation Formality, Easy Availability and Round the Clock Services have influenced the preference for selection of accommodation. However, Easy Reservation Formality with the mean rank value 3.36 is the highest rank factor that largely influences the preference for the selection of accommodation. The significance of the results is further validated with the symp. Sig .000 that is less than 0.05. As the sample respondents preferred the easy reservation procedures to reserve the room, perhaps the present reservation methods are not as effective as it is desired for the industry. Thus, all accommodation operators should take cognizance of it and carry out reservation procedures in a more professional manner. This can be possible with help of technology and trained manpower.
Table 4.43
Preferences for Selection of Accommodation

<table>
<thead>
<tr>
<th>Selection of Accommodation</th>
<th>Mean Rank</th>
<th>Chi-Square Friedman Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenient Location</td>
<td>2.93</td>
<td>Asymp. Sig 80.890 (.000)</td>
</tr>
<tr>
<td>Simple Payment Formality</td>
<td>3.28</td>
<td></td>
</tr>
<tr>
<td>Easy Reservation Formality</td>
<td>3.36</td>
<td></td>
</tr>
<tr>
<td>Easy Availability</td>
<td>2.83</td>
<td></td>
</tr>
<tr>
<td>Round the Clock Services</td>
<td>2.59</td>
<td></td>
</tr>
</tbody>
</table>

4.5.4. Mode of Payment of Travel Services

In Table 4.44, the Friedman mean rank results revealed that online transfer becomes the most convenient method for payment for travel services as it is supported with mean rank value 2.76. The order of the rank is significant with Chi-square (.000). All other modes of payment such as Third Person Payment, Debit/Credit Card and Cash are also appeared to have become the preferred mode for payment of travel services.

It is expected that online transfer would be the highest preference for making the payment for travel services as majority of the visitors are tech-savvy or they get it done through some body. The process of online transfer services should be encouraged and clients should be given discount when they make the payment through online.
### Table 4.44
Preference for Mode of Payment of Travel Services

<table>
<thead>
<tr>
<th>Mode of Payment for Travel Services</th>
<th>Mean Rank</th>
<th>Chi-Square Friedman Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>2.66</td>
<td>55.901 (.000)</td>
</tr>
<tr>
<td>Online Transfer</td>
<td>2.76</td>
<td></td>
</tr>
<tr>
<td>Third Person Payment</td>
<td>2.34</td>
<td></td>
</tr>
<tr>
<td>Debit/ Credit Card</td>
<td>2.24</td>
<td></td>
</tr>
</tbody>
</table>

**4.5.5: Selection of Transport Services**

In Table 4.45, the Friedman mean rank results revealed that comfort becomes the most preferred criteria for selection for transport services since the mean rank (4.65) is highest for this factor and the order of the rank is significant with Chi-square P value .000. It is appeared to have indicated that all other factors like Regularity, Affordability, Safety, Behavior of Staff, Easy Payment and Quick Alternative are some the preferences for the selection of transport services apart from comfort, being the first preference.

Since comfort has become the highest preference for the visitors while visiting these religious sites, transport service providers should pay attentions to improve the comfort of the passengers along with other factors such regularity, affordability, safety, behaviour of staff, easy payment and quick alternative.

The results of Friedman mean rank has clearly indicated that comfort is the highest preferred mean rank factor and it is in fact the common understanding of
pilgrims for selecting a Pilgrimage center. However, other six factors have also been preferred while selecting these three religious places. Thus, it is suggested that Government Administration and private tourism establishments should be seriously concerned for the comfort of passengers that is quite sensitive and personal.

**TABLE 4.45**

**Preference for Selection of Transport Services**

<table>
<thead>
<tr>
<th>Selection of Transport Services</th>
<th>Mean Rank</th>
<th>Chi-Square Friedman Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularity</td>
<td>4.31</td>
<td>179.369(.000)</td>
</tr>
<tr>
<td>Affordability</td>
<td>4.13</td>
<td></td>
</tr>
<tr>
<td>Comfort</td>
<td>4.65</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>4.36</td>
<td></td>
</tr>
<tr>
<td>Behaviour of Staff</td>
<td>3.88</td>
<td></td>
</tr>
<tr>
<td>Easy Payment</td>
<td>3.58</td>
<td></td>
</tr>
<tr>
<td>Quick Alternative</td>
<td>3.09</td>
<td></td>
</tr>
</tbody>
</table>

**4.5.6. Selection of Pilgrimage Center**

In Table 4.46, the Friedman mean rank results revealed that fulfillment of Long-cherished Desire is identified as the most preferred factor to select these religious sites to visit in the life time. The mean rank is 4.48 and the Chi-square test is less than 0.05 (.000). Apart from being influenced by the fulfillment of long-cherished desire, other preferences such as Rituals and Offering, Festivals, Strong Religious Belief and Faith, Enlightenment of Life, Giving Alms to Poor and Enrichment of Knowledge are also some of the preferences that mostly influence the selection of Pilgrimage centers.

The results of Friedman mean rank have clearly stated that Fulfillment of Long-cherished Desire is the highest preferred mean rank factor and it is universally true and
common for the pilgrims for selecting the Pilgrimage center. However, other six factors have also been preferred while selecting these three religious places. Thus, it is suggested that religious institutions should practice a fair way of conducting rituals and make the devotees feel happy.

**TABLE 4.46**

Preference for Selection of Pilgrimage Centers

<table>
<thead>
<tr>
<th>Selection of Pilgrimage Centers</th>
<th>Mean Rank</th>
<th>Chi-Square Friedman Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rituals and Offerings</td>
<td>4.22</td>
<td></td>
</tr>
<tr>
<td>Festivals</td>
<td>4.36</td>
<td></td>
</tr>
<tr>
<td>Fulfillment of Long-Cherished Desire</td>
<td>4.48</td>
<td></td>
</tr>
<tr>
<td>Strong Religious Belief and Faith</td>
<td>4.17</td>
<td></td>
</tr>
<tr>
<td>Enlightenment of Life</td>
<td>3.74</td>
<td></td>
</tr>
<tr>
<td>Giving Alms to Poor</td>
<td>3.63</td>
<td></td>
</tr>
<tr>
<td>Enlightenment of Knowledge</td>
<td>3.39</td>
<td>109.602(.000)</td>
</tr>
</tbody>
</table>