



## ASSESSMENT OF PILGRIM SATISFACTION: A CASE STUDY OF HAZRATHBAL SHRINE IN KASHMIR

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### **Abstract**

*The present paper examines the assessment of pilgrim satisfaction in Hazrathbal shrine in Jammu and Kashmir. For this purpose, the primary data have been collected from 75 selected pilgrim tourists out of which 34 consists from local tourists and 41 pilgrims tourists from outside the state with the help of an interview schedule specially designed for the purpose. The analysis has been done with the help of selected 15 variables by employing the various statistical tools like t- test, ANNOV, Mann-Whitney U test, and Kruskal Wallis H test. It is found that there is no significant difference between the local pilgrim tourists and outside tourists in respect of their satisfaction level. The study also reported that there was no significant difference in the satisfaction level among pilgrims on the basis of various demographic variables.*

**Keywords:** Pilgrims, Local Tourists, Outside Tourists, Satisfaction.

### **1. Introduction**

Tourism is a leading industry in the service sector at the global level as well as major creations of jobs and significant generator of foreign exchange at a national level. Tourism and hospitality segments are included among the top ten sectors of the country in attracting foreign direct investment. India's tourism industry is flourishing due to an increase in foreign tourist arrivals. The travel and tourism holds strategic importance in the Indian economy providing several social-economic benefits. Tourism also adds value to a multitude of human made attractions such as monuments, palaces, forts and unique rural and city environments. Therefore Tourism is very complex and comprehensive phenomenon. This phenomenon includes travel, pilgrimage, visits, pleasures trips, excursion and many more.

Indian pilgrimage is an old tradition. Our country is blessed with numerous religious and spiritual places and monuments. In our cultural, pilgrimage plays a very important role. There exists so many spiritual and religious places which attract the attention of devotees in religion and spirituality, a pilgrimage is a long journey or search of great moral significance. Sometimes, it is a journey to a sacred place or shrine of importance to a person's beliefs and faith. Members of every major religion participate in pilgrimages. A person who makes such a journey is called a pilgrim. The Holy Land acts as a focal point for the pilgrimages of many religions such as Islam, Christianity, Hinduism, Judaism. Pilgrims contributed an important element to long-distance trade before the modern era and brought prosperity to successful pilgrimage sites, an economic phenomenon unequalled until the tourist trade of the 20<sup>th</sup> century.

### **2. Pilgrim Tourism in Jammu and Kashmir**

Tourism is the most vibrant tertiary activity and a multi-billion dollar industry in Jammu and Kashmir. Tourism is the right vehicle for a developing the state's economy. The value-added effect of tourism is increasing. The role of tourism is essential in the economic development of the state. Tourism industry employs a large number of people, both skilled and unskilled. Hotels, travel agency, transport including airlines benefit a lot from this industry. Tourism promotes national integration. It generates foreign exchange and promotes cultural activities as well as traditional handicrafts sector.

The State Kashmir has been a set of reference to all major religions of the world. The state is full of holy sites and most of these sites are located in between the scenic surroundings of great Himalayas. This aspect is responsible for attracting large number of tourists every year, which has ultimately led to a boom in the tourism industry of the State. This way, tourists not only just explore the spectacular landscapes but have the opportunity of



worshipping at the respective religious shrines. Jammu & Kashmir has various pilgrim destinations for Muslims, Hindus and Buddhists. The very famous Mata Vaishno Devi Shrine and the Amarnath Temple are located in this state. For Muslims, there is the Hazratbal Shrine in Srinagar where the sacred hair (Moi-e-Muqqadas) of Prophet Mohammad (S.A.W) is preserved and the truthful come to pay homage.

The Hazratbal Shrine is a Muslim shrine in Hazratbal Srinagar Jammu and Kashmir. It contains a relic the Moi-e-Muqqadas, believed by many Muslims of Kashmir to be a Hair of prophet Muhammad. The name of the shrine comes from the Urdu word Hazrat, meaning "respected", and the Kashmiri word bal, meaning "place". Thus, it means the place which is given high regards and is respected among the people. The shrine is situated on the left bank of the famous Dal lake Srinagar and is considered to be Kashmir's Holiest Muslim Shrine. The Hazratbal mosque is situated in Srinagar only 8 Km's from LalChowk town and 7 Km's from Tourist Reception Center, on the western banks of the picturesque Dal Lake. Public display of the Moi-e-Muqqadas takes place only on religious occasions. The Friday prayers offered at Hazratbal attract the resident Muslim in huge numbers.

### 3. Review of Literature

**Anushapai, et al. (2015)** stated that the main crux of religion tourism is to identify the varied needs of the pilgrims and catering all those needs by providing them full satisfaction. The main objectives of the study were to examine devotees' perception, preference, and satisfaction with various services available in Uddupi. They concluded that the devotees are moderately satisfied with the facilities available.

**Jai badlani et al. (2016)** investigated the pilgrim satisfaction and expectations at the Murudeshwar Shiva temple. The researchers concluded that the authorities are not able to cope up with the requirements for the service support which is basic necessary factor in determining overall satisfaction of tourist.

**Arnabkarar (2010)** conducted an empirical study on the impact of pilgrim tourism at Haridwar. According to the researcher, pilgrimages are not a destination only for our religion but they also strengthen our national unity. Further, the relevance of Haridwar in terms of pilgrimage tourism has been discussed.

**Aslanand and Andriotis (2009)** in their study concluded that motivation for pilgrimage tourism is not only the act of pilgrimage/ religious sentiment but other tourist activities such as sightseeing, going to places of interest, recreation, visiting historical places etc.

### 4. Statement of the Problem

Jammu and Kashmir is a land of sacred shrines of all religion. Pilgrim tourism is one of the most important sources of getting revenue to the state Government. Pilgrim tourism provides a sizeable amount of contribution to local economic through employment and other development. It also provides significant contribution to the GDP. Kashmir has immense potential for pilgrims. Development of pilgrimage tourism enhances employment opportunities, improvement in infrastructure facilities, increased number of retail outlets, promotion of cultural festivals and exchange of ideas. Pilgrims' awareness regarding the commercial, economic, social cultural and environmental influence of pilgrimage tourism is in the developing stage. The shrine provides various services to attract more and more pilgrim tourists. Therefore, at this juncture it is essential to carry out a study on assessment of pilgrim satisfaction with regards one of pilgrim centers namely Hazarathbal shrine.

### 5. Objective and Hypotheses

The main objective of the paper is to assess the level of satisfaction among pilgrim tourists in Hazarathbal Shrine Srinagar.

Based on the above stated objectives, the following hypotheses were developed and tested.

$H_0$ : There is no significant difference between local and outside tourist in respect of their satisfaction level.

$H_0$ : There is no significant difference in the satisfaction level among pilgrims on the basis of demographic variables.

## 6. Research Methodology and Database

The present study is descriptive in nature. The study made use of both primary and secondary data. The secondary data for the study have been collected from Journals, Articles, Annual reports, Magazines, dissertations, published and unpublished thesis and from various websites. Since most of information necessary to fulfill the objectives is not available from secondary data, the study is mainly based on primary data collected through the sample survey of pilgrim tourists who visited Hazrathbal shrine using a structure and pre-tested Interview schedule.

### 6.1 Sample design

Convenience sampling was used to select sample pilgrims for the study. For the study, a total of 75 pilgrim tourists were selected which consists of 33 local pilgrims and 42 outside pilgrim tourist who visited Hazrathbal shrine during the year 2019.

### 6.2 Pre – test and pilot survey

Before starting the collection of data a pilot study was conducted in Hazarathbal shrine by among 25 respondents. The interview schedule was also subject to reliability test. After the reliability test, certain changes were incorporated and thereafter the interview schedule was finalised. The interview schedule was highly reliable more than .70 of reliability according to the test of cronbach Alpha. Five point likert scaling technique was used for quantify various data necessary for the study. The data collected from the respondent has been classified, tabulated and analyzed by applying statistical tools and technique like t- test, ANOVA, Mann- Whitney U test, Kruskal- Wallis H test.

### 6.3 Variables Used for the Analysis

The following the variables have been considered for the analysis.

- Road Condition
- Parking space
- Cleanliness
- Safety and security
- Hygieness
- Accommodation facility
- Hospital facility
- Facility of bus stand
- Night life safety
- Value of money

## 7. Results of the Analysis and Discussion

### 7.1 Comparison of satisfaction level based on category of pilgrim tourists

H<sub>0</sub>: There is no significant difference between local and outside tourist in respect of their level of satisfaction.

**Table 1. Category based comparison of Pilgrim Tourists towards Satisfaction**

Category	N	Mean	SD	T	Sig-value
Local	34	68.24	13.641	0.097	0.923
Outside	41	67.95	11.849		

Source: Primary Data 5% Level of Significance

In the above table we analysis the data with respect to the satisfaction between two categories of tourist it is seen that the mean value (= 68.24) S.D (=13.64) of local tourists is higher than that of outside tourists mean value (=67.95) and S.D (11.89) which indicates that the local pilgrim tourists are slightly more satisfy than outside pilgrims tourists. However, in the table p-value of the t-test is 0.923. >0.05 we accept the null hypothesis and conclude that there is no significance difference in the level of satisfaction between local pilgrim tourists and outside pilgrim tourists.

### 8.2 Comparison of satisfaction level based on age groups of pilgrim tourists

H<sub>0</sub>: There is no significant difference among the pilgrims of different age group perception towards satisfaction.

**Table 3: Age wise comparison of pilgrim tourists in their level of satisfaction**

Age	N	Mean	SD	Std. Error	F	Sig-value
20-30	38	68.58	13.53	2.195	0.107	0.899
30-40	21	67	9.487	2.07		
40 and above	16	68.31	14.49	3.623		
Total	75	68.08	12.605	1.455		

Source: Primary Data: 5% Level of Significance

The results exhibited in the above table indicates that respondents belongs to Age group between 20-30 years shows highest level of satisfaction with the mean value (68.58), and S.D, (13.53), and almost same in the case Age group 40 and above years shows a mean value (68.31), and S.D, (14.49). Respondents belong to 30 to 40 Age group shows a mean value (67), and S. D (9.48). However, Table shows f value (0.107) and sig-value 0.899. Since sig. >0.05 we accept the null hypothesis at 5% level of significance. Hence, there is no difference among the tourists according to their age group regarding the level of satisfaction.

### 7.3 Comparison of satisfaction level based on Education qualification of pilgrim tourists.

H<sub>0</sub>: There is no significant difference among the pilgrims of different educational qualification in respect of their satisfaction level.

**Table 4: Education wise comparison of pilgrim tourists towards level of satisfaction**

Education	N	Mean	SD	Std. Error	F	Sig-value
SSLC	10	60.9	10.236	3.237	1.504	0.221
Plus two	16	69.5	13.726	3.431		
Degree	20	70.85	14.478	3.237		
PG	29	67.86	10.862	2.017		
Total	75	68.08	12.605	1.455		

Source: Primary Data 5% Level of Significance

The table according to the education qualification shows that most of the pilgrims (39 per cent) are post graduates, (27 per cent) are degree holders and (21 per cent) are plus two only and (13 per cent) are having SSLC school education.

Table 4 presents the result of ANOVA regarding the level of satisfaction of pilgrim tourists based on the comparison between respondent's Educational Qualification. The Degree graduate respondents shows the highest mean value (70.85), and S.D (14.47), that means the tourists are more satisfied then other groups. The mean value obtained for plus two is (69.5), and S.D(13.726) and Post graduate level of respondents mean value is(67.86) and S. D(10.86).

The ANOVA result shows F value (1.504) and Sig-value (0.221). Since sig >0.05 we accept the null hypothesis at 5% level of significance. Hence there is no difference between education wise categories of pilgrims tourists in satisfaction.

#### 7.4 Comparison of satisfaction based on occupation status of pilgrim tourists.

**Table 5: Occupation wise comparison of pilgrim tourists towards level of satisfaction**

Occupation	N	Mean	SD	Std. Error	F	Sig-value
Student	26	65.04	11.820	2.318	1.479	0.218
Employed	22	70.18	12.030	2.565		
Business	11	64.00	13.609	4.103		
Profession	9	72.00	13.454	4.485		
Other	7	74.14	12.967	4.901		
Total	75	68.08	12.605	1.455		

Source: Primary Data

5% Level of Significance

Regarding occupation status of the pilgrim respondents, majority of them (56 per cent) are doing business, 16 per cent are employee and 24 per cent are doing other jobs. Out of the total respondents, 4 per cent are doing professional jobs. Table gives F value 1.479 and p-value 0.218. Since  $p > 0.05$  we accept the null hypothesis at 5% level of significance. Hence there is no difference between occupations of tourists in satisfaction level.

#### 8.6 Comparison of satisfaction based on Monthly income of Pilgrim Tourists.

**Table 6: Income wise Comparison of Pilgrim Tourists towards level of Satisfaction**

Income	N	Mean	SD	Std. Error	F	p-value
Up to 10000	27	64.70	12.278	2.363	1.023	0.388
10000-20000	9	69.33	11.045	3.682		
20000-40000	11	69.82	12.384	3.734		
Above 40000	28	70.25	13.391	2.531		
Total	75	68.08	12.605	1.455		

Source: Primary Data

5% Level of Significance

Regarding income, 37 per cent of the respondents having income above Rs. 40000, (36 per cent) of them have income up to Rs 10000, 14 per cent fall in the range of 20000-40000, and 12 per cent fall in the range of 10000-20000.

Table gives F value 1.023 and p-value 0.388. Since  $p > 0.05$  we accept the null hypothesis at 5% level of significance. Hence there is no difference between income groups of tourists in satisfaction.

#### 8.7 Assessment Pilgrim Tourists' Satisfaction through ranking

For understanding the satisfaction of tourists on each statement weighted index (WI) is calculated for each question and ranked the one with maximum WI as the top ranked statement. For calculating WI, we have assigned weight 5 to highly dissatisfied, 4 to dissatisfied, 3 to neutral, 2 to satisfy and 1 to highly satisfy.

**Table 7: Ranking of Satisfaction of Pilgrims**

Statement	WI	Rank
Ambience of the inside of Accommodation	3.28	12
Behavior and professionalism of staff and owners	3.39	8
Ambiance of the garden and surrounding of the accommodation	3.45	7
Value of Section money	3.19	15
Cleanliness of the accommodation	3.29	11

Overall quality of the accommodation	3.37	9
Local life style	3.13	16
Tourist information	3.20	14
Feeling of safety	3.51	6
Night life	3.04	20
Nature in general	3.60	5
Historical sites	3.27	13
Accommodation	3.32	10
Shopping	3.13	17
Money withdrawal facilities ATM	3.09	18
Quality of medical facilities	3.07	19
Quality of road	3.87	3
Cleanliness of area	3.96	2
Availability of drinking water	4.07	1
Hygienic condition of township	3.85	4

Source: Primary Data

It is observed from table that the availability of drinking water is found is the area where tourists are most satisfied and ranked first followed by cleanliness of area and quality of road whose ranks are 2 and 3 respectively and similarly the least satisfaction is for night life, quality of medical facilities.

### 8.8 Comparison of Satisfaction on each characteristics based on Age group of Pilgrim Tourists

H<sub>0</sub>: there is no significant difference among the pilgrims of different Age group towards their level of Satisfaction.

**Table 8: Comparing the satisfaction of tourists based on age groups (Kruskal-Wallis test)**

Characteristics	Age	n	Mean rank	Chi - square	P value
professionalism of staff and owners	20-30	38	37.96	0.393	0.822
	30-40	21	36.14		
	40 and above	16	40.53		
value of money	20-30	38	40.61	1.321	0.517
	30-40	21	34.21		
	40 and above	16	36.78		
Hygiene condition of township	20-30	38	37.87	0.037	0.982
	30-40	21	37.60		
	40 and above	16	38.84		
availability of drinking water	20-30	38	32.95	6.41	0.041*
	30-40	21	40.07		
	40 and above	16	47.28		
cleanliness of area	20-30	38	38.01	2.24	0.326
	30-40	21	42.31		
	40 and above	16	32.31		
ATM facility	20-30	38	36.24	0.987	0.61
	30-40	21	37.79		
	40 and above	16	42.47		
feeling of safety	20-30	38	39.22	0.362	0.834
	30-40	21	35.86		

	40 and above	16	37.91		
Shopping	20-30	38	38.39	0.452	0.798
	30-40	21	35.64		
	40 and above	16	40.16		
quality of road	20-30	38	36.63	0.543	0.762
	30-40	21	40.69		
	40 and above	16	37.72		
tourist information	20-30	38	40.72	1.903	0.386
	30-40	21	32.86		
	40 and above	16	38.28		

Source: Primary Data:

\* indicates Significant at 5% Level

Here we accept the null hypothesis and conclude that there is no significant difference between age groups of pilgrims tourists on various aspect of quality of accommodation, except the case of availability of drinking water. There is significant difference in satisfaction on availability of drinking water between age groups; those who are in 'above 40' age group are more satisfied than other pilgrim tourists here the p value = (0.041) and the mean ranks age between 20 to30 is (32.98) 30 to 40 is (40.07) 40 and above is (47.28). So the null hypothesis is rejected.

### 8.9 Comparison of level of satisfaction on each characteristics based on qualification of pilgrim tourists

**Table 9: Comparing the satisfaction of tourists based on qualification groups (Kruskal-Wallis test)**

characteristics	Qualification	N	MEAN	CHI-SQUARE	P-value
Professionalism of staff	SSLC	10	32.25	2.703	0.44
	Plus two	16	38.88		
	Degree	20	39.90		
	PG	29	38.19		
Value of money	SSLC	10	31.30	1.575	0.665
	Plus two	16	41.38		
	Degree	20	39.60		
	PG	29	37.34		
Hygiene condition of township	SSLC	10	20.30	9.216	0.027*
	Plus two	16	43.88		
	Degree	20	41.08		
	PG	29	38.74		
Availability of water facility	SSLC	10	42.95	1.946	0.584
	Plus two	16	41.41		
	Degree	20	37.50		
	PG	29	34.76		
cleanliness	SSLC	10	37.85	1.152	0.765
	Plus two	16	41.38		
	Degree	20	39.53		
	PG	29	35.14		
ATM facility	SSLC	10	28.50	2.652	0.448
	Plus two	16	42.00		
	Degree	20	38.55		
	PG	29	38.69		
	SSLC	10	30.30	1.849	0.604

Feeling of safety	Plus two	16	38.66		
	Degree	20	37.70		
	PG	29	40.50		
	SSLC	10	30.30		
Shopping	SSLC	10	20.30	8.865	0.031*
	Plus two	16	38.53		
	Degree	20	43.55		
	PG	29	39.98		
Quality of road	SSLC	10	36.35	1.961	0.58
	Plus two	16	35.03		
	Degree	20	43.38		
	PG	29	36.50		
Tourist information	SSLC	10	32.75	4.811	0.186
	Plus two	16	30.13		
	Degree	20	39.20		
	PG	29	43.33		

Source: Primary Data \* - indicates Significant at 5% Level

It is found in the above table that there is significant difference among the pilgrims according to the qualification in respect of two variables such as shopping and Hygiene condition of township. In the case of other variables, no significant difference is observed among pilgrims according to their educational qualification and hence the null hypothesis is accepted.

### 8.10 comparison of level of satisfaction on each characteristics based on qualification of pilgrim tourists

**Table 10: Comparing the satisfaction of tourists based Monthly groups (Kruskal-Wallis test)**

Characteristics	Monthly income	N	Mean Rank	Chi- square	p- value
Professionalism of staff	Below 10000	27	35.52	0.734	0.865
	10000-20000	9	39.61		
	20000-40000	11	41.36		
	Above 40000	28	38.55		
Value of money	Below 10000	27	36.48	1.118	0.773
	10000-20000	9	42.06		
	20000-40000	11	42.41		
	Above 40000	28	36.43		
Hygienic condition of area	Below 10000	27	40.57	2.306	0.511
	10000-20000	9	35.89		
	20000-40000	11	30.00		
	Above 40000	28	39.34		
Availability of water	Below 10000	27	34.65	3.811	0.283
	10000-20000	9	31.22		
	20000-40000	11	44.95		
	Above 40000	28	40.68		
Cleanliness of area	Below 10000	27	39.28	3.145	0.37
	10000-20000	9	39.00		
	20000-40000	11	28.14		
	Above 40000	28	40.32		
ATM facility	Below 10000	27	33.48	4.023	0.259
	10000-20000	9	42.39		



	20000-40000	11	32.50		
	Above 40000	28	43.11		
Feeling of safety	Below 10000	27	35.83	2.956	0.398
	10000-20000	9	40.39		
	20000-40000	11	47.18		
	Above 40000	28	35.71		
shopping	Below 10000	27	33.35	2.402	0.493
	10000-20000	9	38.00		
	20000-40000	11	39.23		
	Above 40000	28	42.00		
Road condition	Below 10000	27	34.28	1.85	0.604
	10000-20000	9	40.00		
	20000-40000	11	36.68		
	Above 40000	28	41.46		
Tourist information	Below 10000	27	33.11	2.438	0.487
	10000-20000	9	43.17		
	20000-40000	11	39.91		
	Above 40000	28	40.30		

Source: Primary Data : \* - indicates Significant at 5% Level

The table shows that out of the ten variables analysed, to assess the satisfaction level of pilgrims according to their average monthly income, in none of the cases, significant difference is witnessed. Therefore, the null hypothesis formulated is accepted.

### Conclusion

The present study was conducted in order to assess the level of satisfaction among pilgrim tourist who have visited Hazrathbal shrine in Srinagar Kashmir. The study revealed that majority of pilgrim tourists were satisfied with the service and facilities provided by pilgrim center. Further, it is seen that there was no significant difference between the outside pilgrims and local pilgrim tourists on level of satisfaction. While ranking the services it is found that highest rated service facility is availability of drinking water followed by cleanliness of area and quality of road. Mann-Whitney tests was used for comparing service based on Age group in each aspect of the service. Similarly, it was found that there is no significant difference in any of these services and facilities regarding quality among different Age group and education qualification of pilgrim tourists. Mosque authorities may take steps to start hospital facilities near by the pilgrim centre. Further, in association with the nationalized banks, more number of ATMs can be opened and genuine accommodation facilities should be provided in the mosque area.



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