

# Perception Towards Significance Of Holy Places And Revisiting Intention Of Religious Tourists In Himachal Pradesh

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***Abstract: Religious tourists are making visit to temples and holy places for worships and doing meditation and performing religious functions and also they understand features and specialty of those places, attracting by various attributes and enjoying different atmospheres particularly in holy places. The results show that the religious tourists are agreed with holy places are providing divine feeling, giving good cultural experience, offering mental freshness, giving peacefulness and happiness, well connected with transport facilities and giving spiritual experience. Significant difference amid perception of religious tourists towards attributes of holy places and their demographics. Perception towards attributes of holy places is positively, significantly and highly related with their revisiting intention. Thus, holy places should give adequate information and they must offer emotional refreshment. Holy places should provide adequate security and they must give best accommodation to religious tourists.***

***Key Words: Significance, Holy Places, Perception, Religious Tourists, Revisiting Intention***

## 1. INTRODUCTION

India is a place of civilization, religious beliefs and spirituality and religious tourists from across the world are visiting different holy places in India to experience unique experience, peace and happiness. India is maintaining its tradition, culture and religions values and attracting large number of religious tourists through holy places, temples, festivals and cultural fairs (Kozak and Remington, 1998). Religious tourists are making visit to temples and holy places for worships and doing meditation and performing religious functions and also they understand features and specialty of those places, attracting by various attributes and enjoying different atmospheres particularly in holy places. Religious tourists are engaging themselves in traveling, sightseeing, offering poojas, purchasing local products and availing variety of services (Hudson and Shepard, 1998).

In the recent decades, religious tourism is well established because of traveling and visiting temples, religious places and holy places by tourists and it is an important component of domestic tourism in India. Religious tourism is growing significantly in coming years because of religious tourists traveling, development of infrastructure for tourism and services in religious tourist places (Mishra and Pal, 2009). Services and specific attributes of holy and religious places are important and are impacting satisfaction of tourists along with their exclusive experiences. Thus, satisfaction of tourists is highly relying on quality of services and unique attributes of holy place (Baker and Crompton 2000). It is the personal assessment of religious tourists about performance of services of organizations and attributes of holy

places and satisfaction of religious tourists are leading to their revisiting intention towards holy places (Su et al 2011).

The revisiting intention of religious tourists to specific holy places recurrently reflected on their intention to make further visit and in their eagerness to suggest it (Chen and Tsai, 2007) and it also involves in recommending and spreading positive aspects of holy places to others.

Himachal Pradesh is one the significant religious tourism states in India and is having numerous temples and holy places and is highly contributing to economy of the state. Himachal Pradesh is known as Dev Bhumi and it has more than 2000 temples and holy places and their attributes are very famous and attracting religious tourists across the world. Bajreshwari, Jwalamukhi, Chamunda Devi, Baijnath, Lakshmi Narayan and Chaiirasi, Maiidi, Shiva, Lomesh Rishi, Prashar, Shikari Devi, Raghunathji, Dhoongri, Bhimakali, Hatkoti, Naina Devi, Chintpurni, Renuka and Baba Balak Nath temples are very important holy places in Himachal Pradesh and these holy places are visited by religious tourists from various places in India and abroad. Therefore, it is imperative to study perception towards attributes of holy places and revisiting intention of religious tourists in Himachal Pradesh.

## **2. REVIEW OF RELATED LITERATURE**

Hosany et al (2010) found that peacefulness, pleasure, emotions, prior experiences and amenities were positively and significantly influencing revisiting intention of tourists and services in tourist destinations were also affecting their intention to visit those places in future.

Lee et al (2011) concluded that services, quality of services, exclusiveness, happiness and previous experiences were significantly influencing satisfaction and intent to revisit again to those tourist places of tourists.

Supitchayangkool (2012) revealed that facilities, food and accommodation, information, safety measures, attractive services and enjoyment in tourist destinations were influencing satisfaction and in turn it affected revisit intent among tourists.

Pai et al (2013) found that lodging facilities, connectivity, features of holy places and various services, safety and peacefulness and pleasurable atmosphere were significantly affecting satisfaction and revisiting intention of tourists.

Gade and Jagtap (2014) concluded that good accommodation and food, different services, enjoyment, peaceful atmosphere, darshans, connectivity and management of places had positive and significant impact on satisfaction and intent to revisit of religious tourists.

Balaji and Venkatesan (2015) revealed that accommodation, food, transport, cleanliness, safety, information, attractiveness, information availability, services, darshans and peacefulness were effectively influencing satisfaction and future visit of religious tourists.

Wantara (2016) found that basis facilities, services, quality of services, perceived value, unique experiences and exclusiveness had positive and significant influence on satisfaction and loyalty among religious tourists.

Permatasari et al (2017) concluded that unique features, image, services and their qualities and information were positively and directly influencing satisfaction among tourists and it had direct and positive influence on their loyalty for those tourist destinations.

Rusdin and Rashid (2018) revealed that services, quality of services, basic amenities and exclusiveness were significantly affecting satisfaction and it influenced significantly revisiting intention of tourists to tourist places.

Vermaa and Sarangi (2019) found that motivation, services, quality of services, safety, prior experiences and uniqueness were significantly and positively impacting satisfaction and it significantly influenced loyalty among religious tourists.

Reddy and Selvan (2020) concluded that cleanliness, amenities, transport facilities, safety, accommodation, food, entertainment and convenience were important services attracting religious tourists and it was significantly and positively associated with their revisiting intentions.

### 3. OBJECTIVES OF THE STUDY

- i) To study perception of religious tourists towards attributes of holy places,
- ii) To find difference amid perception of religious tourists towards attributes of holy places and their demographics.
- iii) To analyze relation amid perception towards attributes of holy places and revisiting intention of religious tourists.

### 4. HYPOTHESES OF THE STUDY

- i) There is no significant difference amid perception of religious tourists towards attributes of holy places and their demographics.
- ii) There is no significant relation amid perception towards attributes of holy places and revisiting intention of religious tourists.

### 5. METHODOLOGY

This study is conducted in Himachal Pradesh. Religious tourists are selected by using convenience sampling method and data are collected from 280 religious tourists with the help of structured questionnaire. Demographics of religious tourists are examined by using percentages. Perception of religious tourists towards attributes of holy places is studied by using mean and standard deviation. Difference amid perception of religious tourists towards attributes of holy places and their demographics is found by applying t-test and ANOVA test. Relation amid perception towards attributes of holy places and revisiting intention of religious tourists is analyzed by employing correlation analysis.

### 6. RESULTS

#### 6.1. Demographics of religious tourists

The demographics of religious tourists are disclosed in Table-1.

**Table-1. Demographics of Religious Tourists**

Demographics	Number	Percentage
<b>Gender</b>		
Male	131	46.79
Female	149	53.21
<b>Age</b>		
Less than 30 Years	42	15.00
31 – 40 Years	77	27.50
41 – 50 Years	90	32.14
More than 50 Years	71	25.36
<b>Education</b>		
Informal	93	33.21

School	105	37.50
College	82	29.29
<b>Monthly Income</b>		
Below Rs.25,000	46	16.43
Rs.25,001 – Rs.35,000	101	36.07
Rs.35,001 – Rs.45,000	80	28.57
Above Rs.45,000	53	18.93
<b>Marital Status</b>		
Married	232	82.86
Unmarried	48	17.14

Higher than half of them are female (53.21 per cent), near to one third of them are falling under 41 – 50 years of age (32.14 per cent), near to two fifth of them are having school education (37.50 per cent), larger than one third of them are obtaining income of Rs.25,001 – Rs.35,000 monthly (36.07 per cent) and greater than four fifth of them are married (82.86 per cent).

## 6.2. Perception towards attributes of holy places

The perception of religious tourists towards attributes of holy places is disclosed in Table-2.

**Table-2. Perception towards Attributes of Holy Places**

Perception	Mean	Standard Deviation
Holy places are providing divine feeling	3.88	0.78
Holy places are giving adequate information	3.39	1.06
Holy places are offering emotional refreshment	3.42	1.03
Holy places are giving good cultural experience	3.84	0.85
Holy places are providing adequate security	3.34	1.12
Holy places are offering mental freshness	3.86	0.81
Holy places are providing best accommodation	3.37	1.09
Holy places are giving peacefulness and happiness	3.79	0.90
Holy places are well connected with transport facilities	3.76	0.95
Holy places are giving spiritual experience	3.70	0.99

The religious tourists are agreed with holy places are providing divine feeling, holy places are giving good cultural experience, holy places are offering mental freshness, holy places are giving peacefulness and happiness, holy places are well connected with transport facilities and holy places are giving spiritual experience, while, they are neutral with holy places are giving adequate information, holy places are offering emotional refreshment, holy places are providing adequate security and holy places are providing best accommodation.

## 6.3. Perception towards attributes of holy places and demographics of religious tourists

The relation amid perception towards attributes of holy places and demographics of religious tourists is disclosed below as.

### 6.3.1. Perception towards Attributes of Holy Places and Gender

The relation amid perception towards attributes of holy places and gender of religious tourists is disclosed in Table-3.

**Table-3. Perception towards Attributes of Holy Places and Gender**

Gender	N	Mean	Standard Deviation	t-Value	Sig.
Male	131	36.12	5.27	2.871**	.004
Female	149	38.53	4.51		

\*\* Significant in 1% level

Mean value of perception towards attributes of holy places for male and female religious tourists are 36.12 and 38.53 consecutively and it elucidates that female religious tourists are having better perception towards attributes of holy places in comparison with male.

The t-value is 2.871 and it is showing that significant difference is prevailing amid perception towards attributes of holy places and gender of religious tourists in one per cent level.

### 6.3.2. Perception towards Attributes of Holy Places and Age

The relation amid perception towards attributes of holy places and age of religious tourists is disclosed in Table-4.

**Table-4. Perception towards Attributes of Holy Places and Age**

Age	N	Mean	Standard Deviation	F-Value	Sig.
Less than 30 Years	42	35.52	5.48	3.979**	.009
31 – 40 Years	77	36.17	5.32		
41 – 50 Years	90	39.26	4.26		
More than 50 Years	71	37.74	5.04		

\*\* Significant in 1% level

Mean value of perception towards attributes of holy places for religious tourists falling under less than 30 years, 31 – 40 years, 41 – 50 years and more than 50 years of age are 35.52, 36.17, 39.26 and 37.74 consecutively and it elucidates that religious tourists falling 41 – 50 year of age are having better perception towards attributes of holy places in comparison with others.

The F-value is 3.979 and it is showing that significant difference is prevailing amid perception towards attributes of holy places and age of religious tourists in one per cent level.

### 6.3.3. Perception towards Attributes of Holy Places and Education

The relation amid perception towards attributes of holy places and education of religious tourists is disclosed in Table-5.

**Table-5. Perception towards Attributes of Holy Places and Education**

Education	N	Mean	Standard Deviation	F-Value	Sig.
Informal	93	39.69	4.21	3.846**	.010
School	105	37.08	4.87		
College	82	36.01	5.19		

\*\* Significant in 1% level

Mean value of perception towards attributes of holy places for religious tourists having informal, school and college educations are 39.69, 37.08 and 36.01 consecutively and it elucidates that religious tourists having informal education are having better perception towards attributes of holy places in comparison with others.

The F-value is 3.846 and it is showing that significant difference is prevailing amid perception towards attributes of holy places and education of religious tourists in one per cent level.

### 6.3.4. Perception towards Attributes of Holy Places and Monthly Income

The relation amid perception towards attributes of holy places and monthly income of religious tourists is disclosed in Table-6.

**Table-6. Perception towards Attributes of Holy Places and Monthly Income**

Monthly Income	N	Mean	Standard Deviation	F-Value	Sig.
Below Rs.25,000	46	37.42	5.11	4.425**	.000
Rs.25,001 – Rs.35,000	101	39.24	4.74		

Rs.35,001 – Rs.45,000	80	36.09	5.39		
Above Rs.45,000	53	35.60	5.98		

\*\* Significant in 1% level

Mean value of perception towards attributes of holy places for religious tourists obtaining income of below Rs.25,000, Rs.25,001 – Rs.35,000, Rs.35,001 – Rs.45,000 and above Rs.45,000 monthly are 37.42, 39.24, 36.09 and 35.60 consecutively and it elucidates that religious tourists obtaining income of Rs.25,001 – Rs.35,000 monthly are having better perception towards attributes of holy places in comparison with others.

The F-value is 4.425 and it is showing that significant difference is prevailing amid perception towards attributes of holy places and monthly income of religious tourists in one per cent level.

### 6.3.5. Perception towards Attributes of Holy Places and Marital Status

The relation amid perception towards attributes of holy places and marital status of religious tourists is disclosed in Table-7.

**Table-7. Perception towards Attributes of Holy Places and Marital Status**

Marital Status	N	Mean	Standard Deviation	t-Value	Sig.
Married	232	38.86	4.36	4.250**	.000
Unmarried	48	35.17	5.97		

\*\* Significant in 1% level

Mean value of perception towards attributes of holy places for married and unmarried religious tourists are 38.86 and 35.17 consecutively and it elucidates that married religious tourists are having better perception towards attributes of holy places in comparison with unmarried.

The t-value is 4.250 and it is showing that significant difference is prevailing amid perception towards attributes of holy places and marital status of religious tourists in one per cent level.

### 6.4. Relation amid perception towards attributes of holy places and revisiting intention of religious tourists

The correlation analysis is employed to analyze relation amid perception towards attributes of holy places and revisiting intention of religious tourists and the result is disclosed in Table-8.

**Table-8. Perception towards Attributes of Holy Places and Revisiting Intention of Religious Tourists**

Particulars	Correlation Coefficient
Perception towards Attributes of Holy Places and Revisiting Intention of Religious Tourists	0.63**

\*\* Significance in 1% level

The correlation coefficient amid perception towards attributes of holy places and revisiting intention of religious tourists is 0.63 and it is indicating that they are positively and highly inter related in one per cent level.

## 7. CONCLUSION

The results of this study reveals that the religious tourists are agreed with holy places are providing divine feeling, giving good cultural experience, offering mental freshness, giving peacefulness and happiness, well connected with transport facilities and giving spiritual experience. Significant difference amid perception of religious tourists towards attributes of holy places and their demographics. Perception towards attributes of holy places is positively, significantly and highly related with their revisiting intention. Thus, holy places

should give adequate information and they must offer emotional refreshment. Holy places should provide adequate security and they must give best accommodation to religious tourists.

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