

A study of Pilgrims Satisfaction in Telangana State With Reference to Yadagirigutta and Basara

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Abstract. Tourism in India plays an important role which not only contributes in the country's GDP, but also in the generation of national income, providing job opportunities, raise in the foreign exchange and mostly transformation of regional economy. Though, there are different types of Tourism in India, spiritual (pilgrim) tourism plays an important role in India. Pilgrim Tourism in India and State level covers the most important pilgrim centres like Vaishno Devi Temple, Amarnath, Badrinath, Kedarnath, Mathura, Golden Temple, and Tirumala, Simhachalam, Annavaram, Yadadri, Basara, etc. Pilgrimage is a means to the accumulation of personal spiritual merit which can be applied to the attainment of happiness and wellbeing in this life, or to personal salvation in the afterlife. One can refer to pilgrimage as the total set of symbols, history, rituals, legends, behaviour, deities, location, specialists, or whatever, that centre on those sites. The Central and State Governments are concentrating on the developments of Spiritual (Pilgrim) Tourism by providing more funds for the development of the particular Spiritual sites. The Governments are mostly focusing on the providing of the basic amenities for the pilgrims who visit the place, which in turn attracts the pilgrims from all over the world and country which is a real booster for the development of the particular place. Keeping in view, the present article presents about the Demographic profile of the pilgrims who visit the pilgrim centres, and Pilgrim satisfaction towards the Yadagirigutta and Basara.

Key Words: Spiritual Tourism, Pilgrims, Yadagirigutta, Basara.

INTRODUCTION

According to the World Travel and Tourism Council (WTTC), tourism contributed 7% of the nation's GDP in 2020 and will support 40 million employments in 2019, a number that will drop to just over 29 million in 2020. From 2013 through 2023, the tourism industry is expected to increase at an average annual rate of 7.9%. Tourism is a multisegmented industry that generates beneficial benefits; it is a significant contribution to national income creation, the growth of job possibilities, increased tax revenue, national income generation, foreign exchange, and the transformation of regional economies. The Natural beauty of India appear in festivals, culture, traditions, heritage sites, waterfalls, architecture masterpieces, wild life sanctuaries, scenic sports, ancient monuments, world famous temples and more importantly the pilgrim centres that attract the tourists from throughout the world. India is known for its temples, which is why pilgrimage tourism is growing more quickly than other types of tourism in India. Some of the popular pilgrimage destinations in India include Vaishno Devi, the Golden Temple, Mathura Vrindavan, the Madurai Meenakshi Temple, Tirumala, Yadagirigutta, Basara, Bhadrachalam, Annavaram, and Simhachalam.

Pilgrimage centres are main tourist attractions in India as well as in Telangana State. The Sanskrit word for pilgrimage, "Tirthayatra," denotes a travel made for religious reasons or in pursuit of spiritual consolation to a holy or sacred location. The word "pilgrimage" has two distinct meanings. Both the term "pilgrim" and the organised institution, or whole composite of important qualities that make up the socio-cultural ecology of individual pilgrim behaviour, are used to refer to the journey any individual undertakes to a sacred location with the concept that he or she is a pilgrim. Another way to describe pilgrimage is as the institutionalised system of

trips to holy locations as it is observed and understood by that particular cultural or religious community. One can refer to pilgrimage as the total set of symbols, history, rituals, legends, behaviour, deities, location, specialists, or whatever, that centre on those sites. Pilgrimage is a means to the accumulation of personal spiritual merit which can be applied to the attainment of happiness and wellbeing in this life, or to personal salvation in the afterlife. The present article presents about the Demographic profile of the pilgrims who visit the pilgrim centres, and Pilgrim satisfaction towards the Yadagirigutta and Basara.

REVIEW OF LITERATURE

Dr. Nagaluti Ramakrishna [1], in his article discussed that Tourism is one of the important sector for providing employment and generating revenue for the local youth in number of ways. The government should come forward to provide safety to foreign tourists where it helps in building the loyalty and may increase in the number of foreign tourists who visit the tourist places. S. Vijayanand [2, 3] has elucidated about Socio economic impact in pilgrimage tourism and pilgrimage tourism related issues and problems with special reference to Tamilnadu state. The Progressive Measurements of Pilgrimage Tourism have been described by G. Vijay et al.[4], with particular reference to the Karimnagar District of the state of Andhra Pradesh.. Hilal Ahmad Mir [5] discussed about the influence of the tourist sector on Jammu & Kashmir's economic growth.

Noga Collins – Kreiner [6] -This paper examines the evolution of the phenomena of pilgrimage during the last few decades. The phenomenon of pilgrimage tourism and the interaction between the two mobilities have experienced significant change over the past several decades, and this transformation process is still in progress. The paper's conclusion predicts that pilgrimage will reappear when the various sub-segments that are similar to it, in particular spiritual tourism, heritage tourism, religious tourism, dark tourism, and secular pilgrimage, are re-identified as pilgrimage: a mobility for the pursuit of meaning that includes an element of transformation that is frequently profound and long-lasting (as they were viewed at the dawn of humanity and for thousands of years). S. Mahamad et al.[7], have studied about the situation of tourist inflow in Tamilnadu.

Yogesh Hole, E. B. Khedkar, Snehal Powar [8] discussed the importance of pilgrimage tourism to sustainable development, specifically in the context of India, focused on the fact that pilgrimage tourism has become increasingly popular there thanks to its significant contributions to employment, national integration, and foreign exchange earnings. The essay also addressed the problems and difficulties associated with pilgrimage tourism and provided a major solution for achieving long-term solutions for the reduction of adverse effects in India. Rajesh Tiwari and Bimal Anjum [9] focused on the role of tourism in providing employment and foreign exchange earnings for a country. The article's main point is that, in comparison to other economic sectors, investments in the tourist industry generate more jobs. With an increase in the number of international visitors, tourism is emerging as a sunrise sector.

Bollaram Sanjeeva, Nimmala Rajesh [10] – In their article focused on the importance of tourism and the various types of tourism that is prevailing in North Telangana state. In this article they covered waterfalls, temples, heritage centers etc. Satyam Mishra, Anjan Sen, Rohit Kumar Ojha [11], in their article mainly focussed on the importance of spirituality and religion in attracting the different types of tourists. They focused on the development of Tourism by PRASAD scheme in promoting tourism in our country. In this they focused on the development of tourism circuits for the promotion of tourism. The article of R. Kavitha and A. Sugapriya [12] concentrated on tourism as the primary industry in the majority of the world's economies for the aim of generating foreign exchange. Pilgrimages not only serve as the focus of our religious faith but also serve to foster fraternity and develop national togetherness. This article concentrated on Tamil Nadu, which is third in domestic arrivals and is second in foreign tourist arrivals, behind Maharashtra. According to reports, Tamil Nadu is one of India's year-round visitor hotspots, and tourism is the country's largest and fastest-growing industry. More information can be had from the references [13 – 15].

OBJECTIVES OF THE STUDY

1. To study about the demographic profile of tourists pertaining to Pilgrim centres Yadagirigutta and Basara.
2. To study about the level of satisfaction of customers towards pilgrim centres of Yadagirigutta and Basara.

RELEASE OF FUNDS BY THE CENTRAL GOVERNMENT FOR THE DEVELOPMENT OF PILGRIMAGE CENTERS DURING THE YEARS

In the awake of providing importance of Pilgrim Centers, the Central Government has provided funds for the development of Pilgrim Centers. In the year 2015 - 16 the Government has released 87.04 Crore for the development of Eco-Circuit Development, and Telangana Tribal Circuit Development with an investment of 79.87 Cr in the year 2016-17, Telangana Heritage Development Circuit with an investment of 96.90 Cr, and Under the PRASAD Scheme in the year 2017-18, Government of India released Rs.5, 13, 73, 000 in year 2021 and Rs.50 Lacs for Bathukamma and International Kite Festival for the promotion of Tourism in Telangana State.

TABLE 1

Year	Project Name	Amount Sanctioned (Rs. in Crores)	Amt. Released (Rs. in Crores)
2015-16	Eco- Circuit Development(Mahaboobnagar district (Mallelatheertham , Akkamahadevi, Somasila, Kadalaivanam, Egalanpanta, Singotam, Farahabad, Uma Maheshwaram,))	91.62	87.04
2016-17	Telangana Tribal Circuit Integrated Development of Mulugu-Laknavaram- Medaaram- Tadvai -Damaravi-Mallur- Bogatha Waterfalls.	79.87	75.88
2017 - 18	Telangana Heritage Development Circuit	96.90	70.61
2021	PRASAD Scheme (Jogulamba Devi Temple, Alampur)	5, 13, 73,000	_____
2021-22	1. Bathukamma Festival 2. International KITE Festival	0.50	_____

ANALYSIS OF PILGRIM OPINIONS

In this section, an attempt is made to analyse the opinions of tourists on various aspects related to the promotion of tourism at selected pilgrimage centres- i.e., Yadagirigutta and Basara. Some of the issues analysed include purpose and frequency of the visit, sources of information, mode of transportation used, facilities available, satisfaction of tourist facilities, etc.

For this purpose a sample of 50 respondents from each selected place is taken forming the total of 100 sample respondents. The analysis is presented below:

PROFILE OF RESPONDENTS

The following table provides the brief profile of respondents regarding the sex, age, and annual income, occupation, marital status and number of accompanying persons.

TABLE2. Profile of Respondents

Particulars	No. of Respondents	% of respondents
A) Sex		
Male	71	71
Female	29	29
TOTAL	100	100
B) Age		
0-18	2	2
19-35	48	48
Above 36	50	50
TOTAL	100	100
C) Education		
Literate	74	74
Illiterate	26	26
TOTAL	100	100
D) Annual Income		
Below 100000	13	13
100001-300000	68	68
300001-500000	10	10
Above 500000	9	9
TOTAL	100	100
E) Occupation		
Student	11	11
Business	24	24
Govt. Employee	23	23
Pvt. Employee	36	36
Any Other	6	6
TOTAL	100	100
F) Marital Status		
Married	56	56
Unmarried	44	44
TOTAL	100	100
G) No. Of Accompanying Persons		
1—3	29	29
4—6	53	53
Above 6	18	18
TOTAL	100	100

Source: Questionnaire

From the above table, it is clear that most of the respondents who visit the pilgrim centres are male respondents (71%) and only (29%) are of female respondents. The age wise analysis reveals that half of the respondents belong to the middle age and old age, while youth contribution is 48%.The number of children and teenagers is negligible.

The education wise analysis reveals that about $\frac{3}{4}$ of the respondents (74%) are literate and the remaining are illiterate. The income wise analysis majority of the respondents (68%) belong to annual income category of 1-3 lakhs, the occupation wise analysis reveals that employees (Govt and Private employee) are in majority (59%) while business people are (24%) followed by students. It is also found that more than half of the respondents are

married (56%) while others are unmarried. It is observed that 53% of the respondents visits Yadagirigutta with accompanying persons are 4-6, followed by 29% visit up to three persons.

Purpose of Visiting Selected Pilgrim Centres

Though the main purpose of visiting pilgrim centres is visiting the main deity and paying tributes, pilgrims also may have other motives in visiting these places. To know about their purposes they were asked to indicate the purpose for which the opinions are analyzed and shown below:

TABLE3. Purpose of Visiting Selected Pilgrim Centres

S. No	Purpose of visit	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	Pleasure trip	11	22%	7	14%	18(18%)
2	Pilgrimage	39	78%	41	82%	80(80%)
3	Education	0	0	1	2%	1(1%)
4	Business / official	0	0	0	0	0
5	Wildlife/Nature beauty	0	0	1	2%	1(1%)
6	Health and Treatment	0	0	0	0	0
Total		50		50		100

Source: Questionnaire

From the above table ,it is evident that majority of the respondents (80%) who visit the tourist place are pilgrims , and come for the purpose of visiting the deity in temple and very few for the purpose of pleasure and leisure. It can be observed that Yadagirigutta do not any nature beauty or wild life, so the tourists cannot enjoy the tourist place.

When compared to Yadagirigutta, Basara has some nature beauty with Godavari River and there is a need to attract the number of tourists. Though Yadagirigutta is a nearby place to Hyderabad, most of the tourists are not attracted.

Frequency of Visit to Tourist Place

Normally pilgrims visit the tourist place depending on the availability of time, cost and other factors. The following table provides how many number of times the tourist visits in a year.

TABLE4. Frequency of Visit to Tourist Place

Sl. No	No. of times visited	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	Only once	7	14%	7	14%	14(14%)
2	once in a year	12	24%	8	16%	20(20%)
3	2-3 times	7	14%	13	26%	20(20%)
4	more than 3 times	6	12%	5	10%	11(11%)
5	Occasional	18	36%	17	34%	35(35%)
Total		50		50		100

Source: Questionnaire

From the above table it is evident that majority of the tourists visit occasionally (35%).It is also observed from the table that 20% of the pilgrims visit once in a year and 2-3 times a year. It is also observed that 14% of the respondents visit only once to the tourist place so far.

It can also be observed that 20% of the pilgrims visit only once in a year to visit the deity , but 20% of the pilgrims visit 2-3 times a year with a reason to perform some Vrathams, rituals or pujas on important days. It

may also be observed that as the God is their family deity they may visit 2-3 times or more than 3 times a year regularly before any special occasion to be performed in their house. The Pilgrims who visit only once may be those who visit on a holy occasion like New Year or Ekadashi or any special days.

Sources of Information about Pilgrim Centers

Pilgrims know about the tourist place through different sources. In order to know the sources of information about the tourist place, their opinions have been analyzed and shown in the following table.

TABLE5. Sources of Information about Selected Pilgrim Centers

Sl. No	Sources of Information	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	TS tourism dept/TSTDC	1	2%	0	0	1(1%)
2	Family friends and relatives	28	56%	30	60%	58(58%)
3	Friends and colleagues	15	30%	20	40%	35(35%)
4	Travel Agencies	3	6%	0	0	3(3%)
5	Media (Print and Internet)	3	6%	0	0	3(3%)
6	Any other	0	0	0	0	0
	Total	50		50		100

Source: Questionnaire

From the above table, it is clear that pilgrims get information mostly through family friends and relatives (58%) followed by friends and colleagues (35%) and the least by Tourism Department (1%). It can be observed from the study that half of the respondents know about the place by family friends and relatives who regularly visit the place regularly. Some of the respondents know about the place through friends and colleagues who are working together or who live nearby to their places. It can also be observed from the place that a negligible percentage of 1% information is provided by T.S. Tourism Department/T.S.T.D.C.

MODE OF TRANSPORTATION

Transportation is moving of people and goods from one place to another place, Attraction, Accessibility and amenities are important basic factors in promoting tourism. In order to find the mode of transportation used by pilgrims to reach the pilgrim centres, their opinions are analyzed in the following table.

TABLE6. Mode of Transportation Used to Visit Pilgrim Centers

Sl. No	Mode of Transportation	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	Train	8	16%	10	20%	18(18%)
2	Bus	17	34%	18	36%	35(35%)
3	Private Vehicle	15	30%	17	34%	32(32%)
4	Own vehicle	10	20%	5	10%	15(15%)
5	Flight	0	0	0	0	0
6	Any mode specify	0	0	0	0	0
	Total	50		50		100

Source: Questionnaire

From the above table, it is evident that most of the respondents avail bus, as main mode of transportation (35%), followed by private vehicles (32%) and the least by their own vehicle (15%). Most of the pilgrims choose road as main mode of transportation for travelling because it is convenient and may be located very near to pilgrim centre i.e., Yadagirigutta is near to Hyderabad, and Basara is very near to Nizamabad which has good road connectivity.

Yadagirigutta and Basara are convenient to travel by train. Only 18% of the respondents choose rail as main mode of transportation. Some of the respondents choose own vehicle as main mode of transportation as they are very near to pilgrim centre are may be high income people who visit with their family members.

STAY AT SELECTED PILGRIM CENTERS

In order to find the stay at pilgrim centres, respondents opinions have been analyzed and shown in the following table.

TABLE7. Stay at Selected Pilgrim Centers

Count	Stay at Tourist Place	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	TSTDC/Hotel/Guest House	9	18%	1	2%	10(10%)
2	Choultries	20	40%	27	54%	47(47%)
3	Private Hotel/Guest House	11	22%	12	24%	23(23%)
4	Dormitories	8	16%	10	20%	18(18%)
5	Friends/Relatives	2	4%	0	0	2(2%)
6	Any other mention	0	0	0	0	0
	Total	50		50		100

Source: Questionnaire

It may be observed from the table that majority of the respondents prefer to stay in the choultries and dormitories provided by Devasthanam of concerned temples. Since the accommodation is provide either at free of cost or at affordable rate. Most of the lower or middle income groups usually stay at Guest Houses and Hotels of T.S.T.D.C. because the rates are not within the reach of common man. It is observed that generally tourists visiting Basara through T.S.T.D.C. package stay at these guest houses as a part of their package. However, few middle income and higher income group tourists prefer to stay in these guest houses since the amenities and services are relatively better in this Guest House.

ARRANGEMENT OF FOOD AT SELECTED PILGRIM CENTRES

In order to find the place for food arrangements, the respondent's opinions are analyzed and shown in table.

TABLE8. Arrangement of Food at Selected Pilgrim Centres

Sl. No.	Arrangement of food at the Tourist place	No. of Respondents				Total
		Yadagirigutta	%	Basara	%	
1	Own arrangement	20	40%	21	42%	41(41%)
2	Canteen of Tourism Management	0	0%	0	0%	0
3	Local Hotels(Low/Medium)	19	38%	24	48%	43(43%)
4	High class hotels/restaurants	8	16%	0	0	8(8%)
5	TSTDC Guest House	3	6%	5	10%	8(8%)
6	Any other mention	0	0	0	0	0
	Total	50		50		100

Source: Questionnaire

It is found that low income group tourists prefer to prepare their own food because they cannot afford to take food in costly hotels. Such people could cook their food in the free choultries constructed by temple management .Alternatively they may prefer to take their food on the street side vendors which is available at

affordable cost. Only middle and upper middle class prefer to take food in standard hotels or T.S.T.D.C. canteens.

AVERAGE TRAVEL EXPENDITURE INCURRED FOR VISITING PILGRIM CENTRES

In order to know the expenditure incurred for visiting the selected tourist place, the tourist opinions have been analyzed and shown in the following Table.

TABLE9. Average Expenditure Incurred for Visiting Pilgrim Centres

Sl. No.	Average expenditure incurred for tour (Travel)	No. of respondents				Total
		Yadagirigutta	%	Basara	%	
1	Below 250	11	22%	20	40%	31(31%)
2	251-500	22	44%	11	22%	33(33%)
3	501-1000	9	18%	10	20%	19(19%)
4	1001-2500	6	12%	5	10%	11(11%)
5	Above 2501	2	4%	4	8%	6(6%)
	Total	50		50		100

Source: Questionnaire

It may be observed from the table that majority of the respondents (33%) respondents spend between Rs.251-500 and 31% spend below Rs.250. From the above point of comparison between two pilgrim centers it is evident that 33% of pilgrims spend between Rs.251-500, where as in Yadagirigutta only 22% spend below Rs.250. It is also observed that 44% of Yadagirigutta pilgrims spend in between Rs.251-500, whereas only 22% spend this amount in Basara. Only 4% of respondents from Yadagirigutta and 8% of Basara tourists spend above Rs.2500 at the tourist place.

AVAILABILITY OF FACILITIES AT SELECTED PILGRIM CENTRES

Availability of amenities and facilities at the pilgrim centres is an important factor influencing the attraction of tourists to the place and motivating them to stay and visit number of times. An attempt is made to find out the availability of different facilities at Yadagirigutta and Basara from the sample respondents of 50 at each of these places. Percentage figures are shown to indicate the availability of facilities.

Table10. Availability of Facilities at Selected Pilgrim Centres

S. No	Particulars	No. of respondents			
		Yadagirigutta	%	Basara	%
1	Information centres	32	64%	23	46%
2	Information material	28	56%	20	40%
3	People to respond	28	56%	21	42%
4	Communications: phone, online etc	18	36%	27	54%
5	Seating arrangements	21	42%	38	76%
6	Illumination	12	24%	18	36%
7	Ventilation	32	64%	46	92%
8	Sign boards	21	42%	42	84%
9	Gift articles & Souvenirs shops	17	34%	15	30%
10	Shopping	18	36%	23	46%
11	Interior decoration	08	16%	12	24%
12	Banks, ATMs	00	00	50	100%
13	First aid and medicines	16	32%	00	00
14	Spittoons and dustbins	38	76%	38	76%
15	Toilets and bathrooms	50	100%	5%	100%
16	Fountains, gardens and landscape	00	00	50	100%
17	Roads and lighting	50	100%	50	100%
18	Drinking water points	50	100%	50	100%
19	Vehicles parking	24	48%	32	64%
20	Food arrangements	15	30%	22	44%
21	Photographic material	32	64%	36	72%

Source: Questionnaire

It may be observed from the table that toilets and bathrooms, roads and lighting, Drinking water points are the facilities available in full at Yadagirigutta and Basara. However fountains, gardens and landscape is found in Basara whereas it is not available in Yadagirigutta. Majority of the respondents expressed that Information centres, Spittoons and Dustbins are available in Yadagirigutta whereas good seating arrangements, signboards, ventilation, Banks/A.T.M's, and photographic material is available at Basara. It is found that tourist guides are not available at these two centres, while food arrangements, parking facilities, illumination, and arrangements are poor in both places. Keeping in view the opinions of tourists the temple management authorities need to provide better amenities to provide comfort and convenience for all the pilgrims visiting these places.

ADEQUACY OF TOURIST PLACE

In order to know the adequacy of facilities at selected tourist places, an attempt is made to analyze the opinions of the various respondents about the availability of tourist places. For this purpose, the respondents were asked to rate the adequacy of above 22 facilities on a three point scale (Good, Average, and poor). The weights of 3, 2 and 1 are assigned to these responses. The number of responses obtained for each category (f) is multiplied by their relative weights to obtain sum total of the weighted scores. The sum total is further divided by total number of respondents to obtain the weighted average scores for each of the facility.

TABLE11. Adequacy of Tourist Facilities at Yadagirigutta and Basara

S. No	Particulars	Adequacy scores		Average scores
		Yadagirigutta	Basara	
1	Information centres	1.89	1.86	1.87
2	Information material	1.6	2.00	1.80
3	People to respond	1.88	1.89	1.88
4	Communications: phone, online etc	2.12	1.95	2.03
5	Seating arrangements	2.04	1.91	1.97
6	Illumination	2.04	2.03	2.03
7	Ventilation	1.89	2.03	1.96
8	Sign boards	1.73	1.84	1.78
9	Gift articles & Souvenirs shops	1.78	1.47	1.62
10	Shopping	1.98	2.02	2.00
11	Interior decoration	2.12	2.31	2.21
12	Banks, ATMs	2.09	2.44	2.26
13	First aid and medicines	1.83	1.95	1.89
14	Spittoons and dustbins	1.63	2.05	1.86
15	Toilets and bathrooms	2.96	2.14	2.55
16	Fountains, gardens and landscape	2.44	0.00	1.22
17	Roads and lighting	1.72	2.20	1.96
18	Drinking water points	1.72	2.64	2.18
19	Vehicles parking	1.86	1.78	1.82
20	Food arrangements	1.86	2.14	2.00
21	Photographic material	1.75	1.73	1.74
22	Tourist Guide	00	00	00
	Total	1.74	1.87	1.70

Source: Questionnaire

From the above table, it is observed that, the weighted average score of most of the variables are above average (1.70), which indicates that the facilities are adequate. The highest adequacy is found in case of toilets and bathrooms (2.55), roads & lighting (2.32), banks/ATM's (2.26), interior decoration (2.21), drinking water points (2.18) and communications (2.03).The least adequacy is found in case of availability of tourist guide, fountains, gardens & landscape which is below average. It is also evident from the table there is a least difference between the Yadagirigutta and Basara regarding the adequacy of tourist place which is 1.74 and 1.87

respectively. Considering the response, it is suggested that temple management authorities should create adequate facilities particularly for low rated facilities.

SATISFACTION ABOUT SERVICES AT SELECTED PILGRIM CENTRES

One important indicator of development of a tourist centre is the extent of satisfaction experienced by the tourists regarding various services. In order to know the opinion of tourists regarding the satisfaction levels of various services provided at selected pilgrim centres, the respondents were asked to rate the satisfaction levels on a five-point scale ranging from Highly Satisfied to Highly Dissatisfied. The average scores have been computed and shown below. The number of responses obtained for each of the satisfaction variable is multiplied with the relative weights. These weighted scores of each category are totalled and divided by the total number of respondents to obtain the average satisfaction score.

TABLE12. Satisfaction about Services at Selected Pilgrim Centres

S. No	Particulars	(Average Satisfaction Scores)		
		Yadagirigutta	Basara	Average
1	Information Service	3.18	3.24	3.21
2	Infrastructural facilities	3.56	4.04	3.80
3	Transport arrangements	3.84	3.64	3.74
4	Accommodation facilities	3.60	3.92	3.76
5	Administration of tourist place	3.42	4.00	3.71
6	Food arrangements	2.68	3.38	3.03
7	Maintenance & sanitation	2.76	3.78	3.27
8	Behavior of employees	3.04	3.60	3.32
9	Affordability of services	2.82	3.62	3.22
10	Tourist guide services	00	00	00
	Total	2.89	3.32	3.10

Source: Questionnaire

From the above table it is observed that the overall satisfaction level of pilgrims on various services is good (3.10). The satisfaction level of Pilgrims on Basara is high (3.32) when compared to satisfaction levels of Yadagirigutta (2.89). High level satisfaction is found in case of Infrastructure facilities (3.80), followed by accommodation facilities (3.76), transport arrangements (3.74), administration of tourist place (3.71), maintenance and sanitation (3.27).

CONCLUSION

Pilgrims Satisfaction in Telangana State with reference to Yadagirigutta and Basara has been studied exclusively with reference to various aspects. In Yadagirigutta, high satisfaction is found in case of transportation (3.84) followed by accommodation and infrastructure facilities etc In Basara, most of the respondents are satisfied with Infrastructural Facilities, Administration of Tourist Place, Accommodation, Maintenance and Sanitation, and Transport arrangements. The comparison of the satisfaction levels showed that on the whole satisfaction level at Basara is High (3.32) when compared to Yadagirigutta.

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