



MARKETING STRATEGY FOR PILGRIMAGE TOURISM WITH SPECIAL REFERENCE TO DEVASTHAN SERVICES AT PANDHARPUR

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Abstract

“Pandharpur is the holy city in Solapur District in Maharashtra. The City has been revered as a sacred place and has been drawing increasing number of pilgrims / tourists year after year. More than 50 lakh people visiting to the Shrine Pandharpur, every year provide long term and quite suitable income generating employment opportunities particularly in pilgrimage tourism services. Though with the inception of Shrine Board under the Govt. of Maharashtra Devasthan Act 1986, there is sufficient quantitative improvement, in the non-commercial and commercial services undertaken by the Devasthan Board Lord Vitthal itself. The yearly increasing pilgrim traffic to the above pilgrim center, generates both socio-economic significance and business prospects for pilgrim tourism services”.

Introduction

An important feature of tourism marketing is selling a destination as a product to a tourist involving quantitative and qualitative assessment of customer profile and needs. Modern pilgrim's social background specific time for pilgrimage and their economic constraints determine the need for transport, accommodation, food catering and shopping (Siever-1987).

Thus the pilgrimage destination and religious centers ought to have all such not only meet the pilgrim's religious and spiritual need but also keep generating desire in them to visit the destination time and again with an increase in the average length of their stay ,(Tewari-1994).

Traditionally speaking, a tourist was categorized as 'guest' and the locals as 'host's 'but the increase in density of tourism has developed the concept of commercial outlets, i.e. shops thereby, changing the earlier relation to that of a 'seller –customer 'type in such a less friendly relation if the tourist feels cheated, it will lead to dissatisfaction and resentment. (Bryden-1973)

A tourist directly spends money on shopping there by creating and supporting a variety of part-time, full time and seasonal trading jobs. As shopping at a tourist destination is like any other economic activity involving an exchange process between buyers and sellers of goods. At any destination area, promotion and proper functioning of shopping yields economic benefits and satisfies customers. It also helps the development of pilgrimage area.

A Profile of Pandharpur

Solapur district one of the holy districts in Maharashtra. Thousands of people from the different part of country used to visit “LORD VITTHAL” for spiritual satisfaction of soul. Lord Vitthal of Pandharpur is famous god in India. The pilgrim who visited Lord Vitthal is called Warkari because they visit the holy place of lord Vitthal in every month on Ekadashi Day (Eleven day of Marathi month) regularly. Their gathering is called Wari. There are four famous waries which are named as “ASHADHI, KARTIKI, MAGHI, CHAITRA”. Every year number of European student, historians and social workers visited to Pandharpur. The number of pilgrim increases day by day. The number increased up to nine to twenty lakhs.

The holy town Pandharpur is situated at 17° 40' North latitude and 75° 23' East longitudes on the height of 462.12 meters (1526 feet) above mean sea level; has general slope from west to east. The town has 12.07 sq kms area and located on right bank of meandering Bhima River, a tributary of Krishna. The railway line passes through the town in north –south direction dividing the town in two parts .According to 2001 census the total population of the town above one lakh.

Objective of the Study

Following objectives have been laid down for conducting the study

1. To measure the satisfaction level regarding Shrine Boards services availed during the pilgrimage.
2. To give observation and suggestions on the basis of study.

Hypothesis

1. Inspire of sizeable growth in tourist's services always experience various difficulties in view of their socio – economic.

Research Methodology

This study is based on primary data. The data was collected through interview with the help of a structured questionnaire. 240 samples were selected by adopting convenience sampling method. The sample comprised of Solapur district and



Maharashtra. Primary data was collected from the respondents through questionnaire technique. The secondary data was collected from various books, journals, published materials and website. The sampling method used for the survey was the convenience sampling method.

The marketing effectiveness has been measured separately in terms of arithmetic mean. The relationship between overall satisfaction about particular services (dependent variable) and different marketing mix variable (independent variables) was estimated with help of multiple regressions.

Sample Size

1925000 people are visiting the Lord Vitthal every year which means that more than 20 lakh pilgrims need hotel services and this pilgrim traffic has been increasing 1925000x2% sample =38500. 7 to 8 persons group. 38500x8 =4812 groups .2% of groups =240.

The marketing efforts through customer experiences based judgment. The Board of Devasthan’ (Pandharpur) prime objective is to provide better amenities to the pilgrims during their entire pilgrimage through better and improved infrastructure, continuous maintenance and monitoring of services . The Boards comprise a chairman and other members. The following table shows the Board’ of chairman and other members of devasthan.

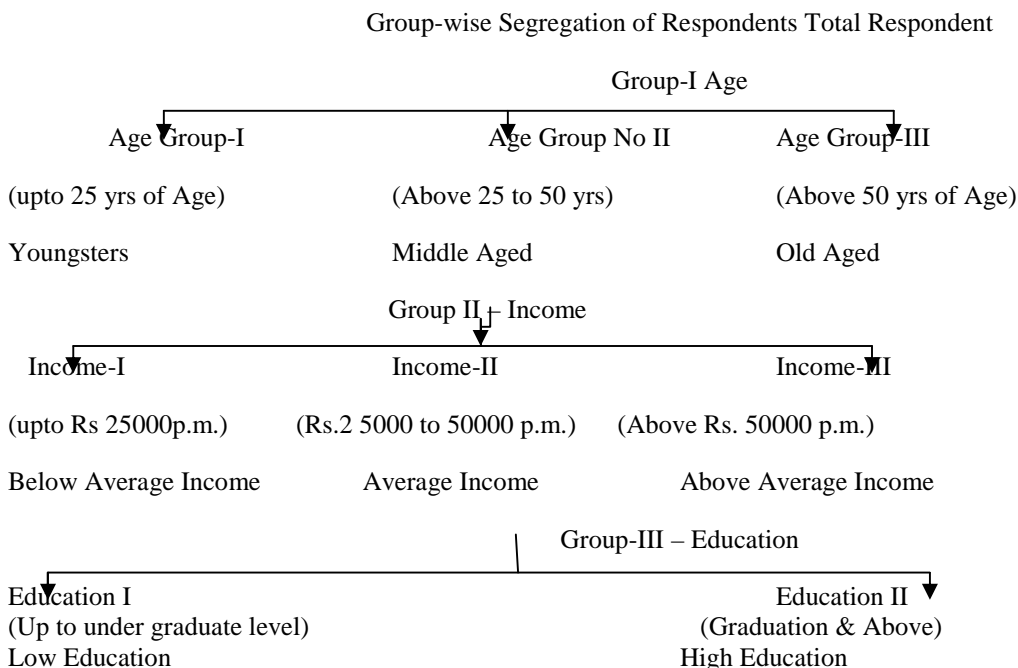
Testing of Hypotheses

Marketing effectiveness for each service has been measured separately and also by taking all the services together in terms of arithmetic means. The relationship between overall satisfaction about a particular service (dependant variable) and different marketing mix variables (independent variables) has been estimated with the help of ‘multiple regression’ and subsequently the strength of association between these dependant and independent variables has been worked out through ‘coefficient of determination’ (Hooley 1980, Crawford and Lomas 1980). Statistically, the estimates of difference of variance and the validity of findings was tested with the help of ‘ F ‘ test and the variability wise spread of marketing orientation of visitors under three orientations of regions of convergent validity. Viz, Below average (<3), average (=3), above average (>3).

Limitation of the Study

The present study has the following limitations.

1. Only those visitors who returned after having Devasthan have been contacted.
2. Pilgrims hesitate to fill up the questionnaire. Every time research student had to convince that information so collected will be used for research work only.
3. Period of study is restricted 1999 to 2010 to the pilgrimage centers



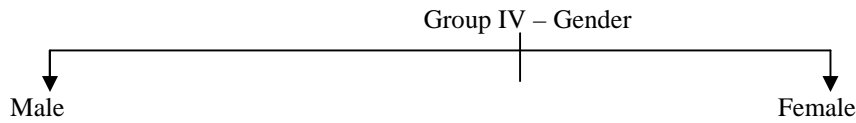
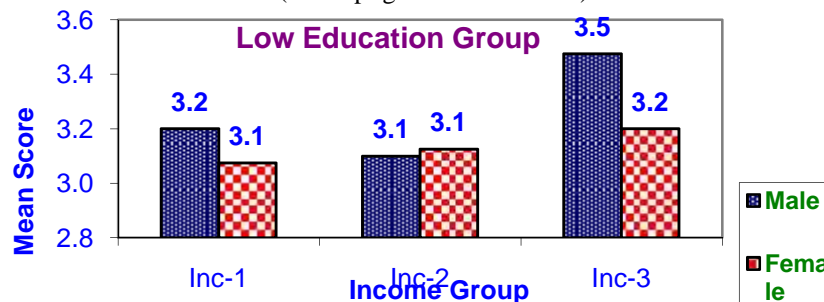


Table No 1,Over all Responses Regarding Shrine board Managerial servicesat Pandharpur.

Low Education						
Gender	Income	A	B	C	D	X
Male	Inc-1	2.9	3.7	3.3	2.9	3.2
	Inc-2	3.7	2.8	2.5	3.4	3.1
	Inc-3	3.8	3.4	3.6	3.1	3.5
	x1	3.5	3.3	3.1	3.1	3.3
Female	Inc-1	2.6	3.0	3.3	3.4	3.1
	Inc-2	3.4	3.4	2.9	2.8	3.1
	Inc-3	2.9	3.5	3.3	3.1	3.2
	x2	3.0	3.3	3.2	3.1	3.1
	x12	3.2	3.3	3.2	3.1	3.2

Source: - Based on field Work

Chart No. 1,Mean score about Devasthan board managerial services at Pandharpur.
 (Local pilgrim Gender wise)



Overall the low educated male pilgrims show 3.1 satisfaction. Low educated, low income male pilgrims show score 2.9 score, the female pilgrims show 3.4 above average score of satisfaction level. The middle income, low educated males show 3.4 above average level of satisfaction, female pilgrims show 2.8 below average score of satisfaction level. The high income, low educated females show 3.1, above average level of satisfaction for services of devasthan.

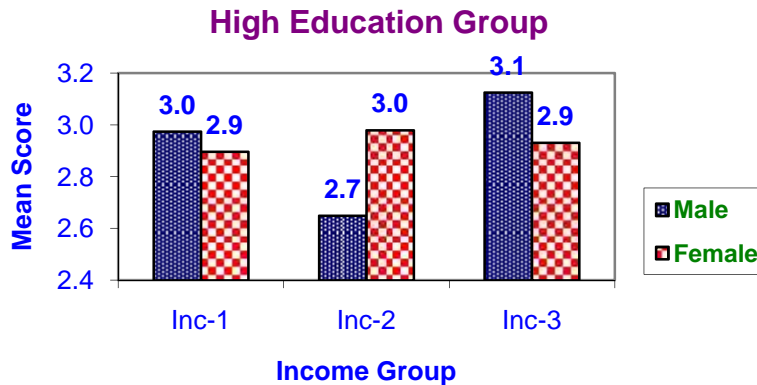
Majority of the nonpayment services are Satisfactory or low satisfactory like, for dealing staff, shelter sheds, co-op shopkeeper, adequate accommodation. Same time they are satisfactory for temple, non-payment services like road, provision of light.etc.

Table No 2,Over all Responses Regarding Shrine board Managerial servicesAt Pandharpur

High education						
	Income	A	B	C	D	X
Male	Inc-1	4.3	2.2	2.4	3.0	3.0
	Inc-2	2.4	2.3	2.8	3.1	2.7
	Inc-3	3.5	3.4	2.9	2.7	3.1
	x1	3.4	2.6	2.7	2.9	2.9
Female	Inc-1	3.1	2.8	2.9	2.5	2.9
	Inc-2	2.9	3.5	3.3	3.1	3.0
	Inc-3	3.2	3.0	2.6	2.8	2.9
	x2	3.2	3.1	2.9	2.8	2.9
	x12	3.3	2.9	2.8	2.9	2.9

Source: - Based on field Work

Chart No. 2, Mean score about Devasthan board managerial services at Pandharpur. (Local pilgrims Gender wise)



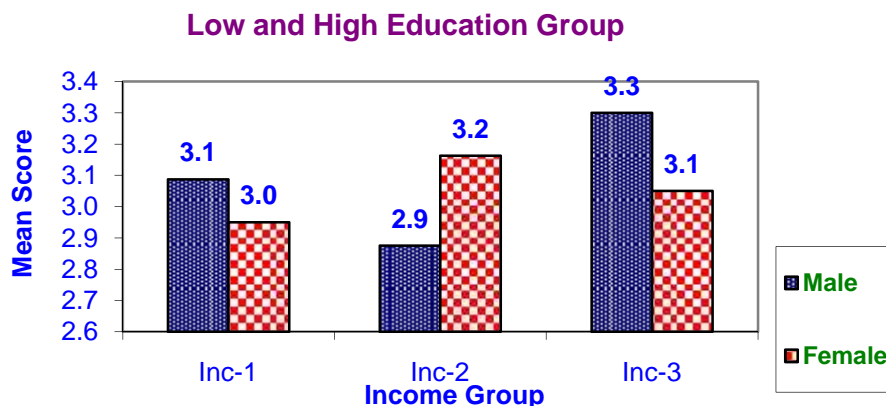
Overall high educated male and female pilgrims indicate 2.9 nearby average satisfaction level from Devasthan board Pandharpur. The low income, high educated males show 3.0 points, female show 2.9 nearby average score of satisfaction from Pandharpur devasthan. The middle income male pilgrims show 2.7 below average, a female 3.0 points average satisfaction level. High income, high educated male pilgrims show 3.1 above average, females show 2.9 nearby average points of satisfaction level. Majority of male & female pilgrim satisfied with payments services. They show below average score for remaining services such as nonpayment, maintenance of temple, shrine board management.

Table No 3, Over all Responses Regarding Shrine board Management at Pandharpur

Low & High education at Pandharpur (local)						
Gender	Income	A	B	C	D	X
	Inc-1	3.6	3.0	2.9	3.0	3.1
Male	Inc-2	3.1	2.6	2.7	3.3	2.9
	Inc-3	3.7	3.4	3.3	2.9	3.3
	x1	3.5	3.5	3.5	3.5	3.5
	Inc-1	2.9	2.9	3.1	3.0	3.0
Female	Inc-2	3.2	3.5	3.1	3.0	3.2
	Inc-3	3.1	3.3	3.0	3.0	3.1
	x2	3.0	3.2	3.1	3.0	3.1
	x12	3.3	3.4	3.3	3.2	3.3

Source: - Based on field Work

Chart No. 3, Mean score about Devasthan board managerial services at Pandharpur. (Local pilgrims Gender wise)



Overall male female pilgrims show 3.3 score of satisfaction for devasthan of Pandharpur, low income males show 3.1 above average, females show 3.0 point average score of satisfaction, middle income male show 2.9 point average score. Counterpart females show 3.1 above average score. High income males show 3.3 above average, females show 3.2 above average score of satisfaction Devasthan board services.

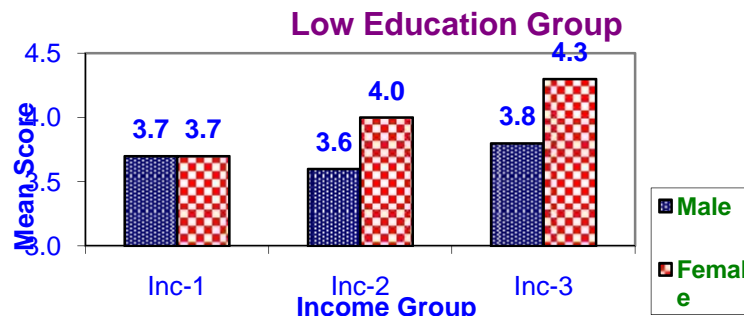
Male are not satisfactory for maintenance of temple, they feel ample score development of temple. Female & male are averagely satisfied A shrine board of Pandharpur.

Table No 4, Over all Responses Regarding Shrine board Management at Pandharpur

		Low Education (Non -Local)				
Gender	Income	A	B	C	D	X
	Inc-1	2.9	3.5	3.7	2.8	3.2
Male	Inc-2	2.4	3.3	3.6	2.8	3.0
	Inc-3	3.2	3.5	3.8	3.1	3.4
	x1	2.8	3.4	3.7	2.9	3.2
	Inc-1	2.5	3.5	3.7	2.8	3.1
Female	Inc-2	3.8	4.2	4.0	3.4	3.9
	Inc-3	3.4	4.1	4.3	3.1	3.7
	x2	3.2	3.9	4.0	3.1	3.6
	x12	3.0	3.7	3.9	3.0	3.4

Source: - Based on field Work

Chart No 4, Mean statistics Gender Wise Non-Local Pilgrims



Overall the non local males & females show 3.1 above average score of satisfaction. Low educated males and females' show 3.4 score of satisfaction level. Low educated, low income male show 3.1, females' show 3.1 above average score of satisfaction. Middle income male pilgrims show 3.0 points, females show highest score 3.9 of satisfaction. High income, low educated males show 3.4, female pilgrims are on more average level of satisfaction. Female pilgrims are more satisfied (3.6) level than male (3.1) points.

Majority of the males are satisfactory for nonpayment services & maintenance of temple. Female are averagely satisfied. For the payment services & supervision of the devasthan board show below average satisfaction.

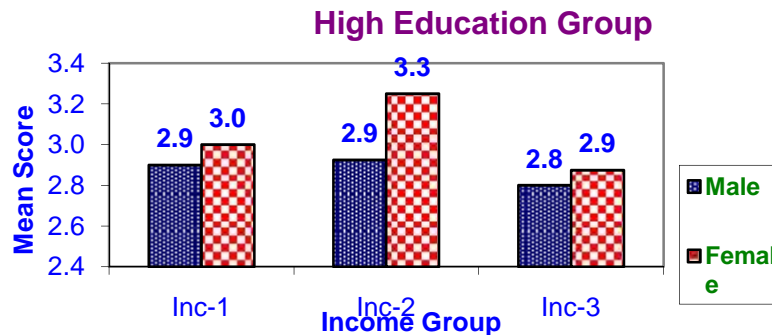
Table No 5, Over all Responses Regarding Shrine board Management at Pandharpur

		High Education				
Gender	Income	A	B	C	D	X
	Inc-1	3.1	2.9	2.5	3.1	2.9
Male	Inc-2	2.9	2.2	3.2	3.4	2.9
	Inc-3	2.6	2.9	2.9	2.8	2.8
	x1	2.5	2.9	2.9	2.9	2.8
	Inc-1	2.8	3.4	2.8	3.0	3.0
Female	Inc-2	2.8	2.8	4.1	3.3	3.3
	Inc-3	3.1	2.6	2.9	2.9	2.9
	x2	2.9	2.9	3.3	3.1	3.0

	x12	2.7	2.9	3.1	3.0	2.9
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Source: - Based on field Work

Chart No. 5. Mean statics Gender Wise Non-Local Pilgrims



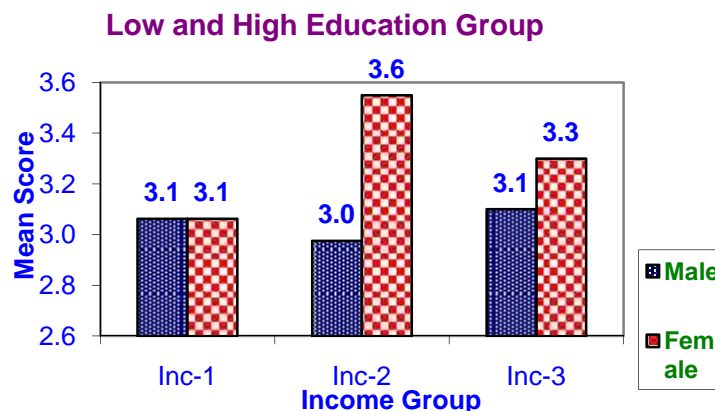
Overall high educated male & female pilgrims show 2.9 nearby average score of satisfaction. Low income, high educated males show 2.9 score, females show 3.0 points, for services provided by devasthan to pilgrims, average level of satisfaction. Middle income males show 2.9 below average, female show 3.3 above average level of satisfaction. High educated, high income males show 2.8 below average score. Female show 2.9 nearby average score of satisfaction. Overall male & female are averagely satisfied. The study also revealed that pilgrims were not satisfied with nonpayment services such as sanitation facilities, drinking water, medical facility, especially for their movement from bus stand to the shrine.

Table No.6 Over all Responses Regarding Shrine board Management at Pandharpur

		Overall Mean				
Gender	Income	A	B	C	D	X
	Inc-1	3.0	4.1	2.6	2.9	3.1
Male	Inc-2	2.7	3.3	3.5	2.5	3.0
	Inc-3	2.9	3.6	2.9	3.5	3.1
	x1	2.7	3.6	3.3	2.9	3.0
	Inc-1	2.7	3.4	2.9	3.1	3.1
Female	Inc-2	3.3	4.2	3.3	2.9	3.6
	Inc-3	3.3	3.5	2.8	2.8	3.3
	x2	3.1	3.7	3.7	3.7	3.3
	x12	2.9	3.7	3.5	3.3	3.2

Source: - Based on field Work

Chart No. 6, Mean statics Gender Wise Non-Local Pilgrims



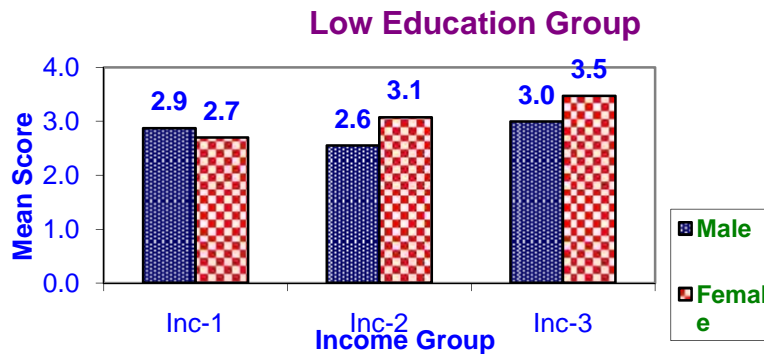
Overall low educated, high educated non-local females show 3.2 level of satisfaction from shrine board pandharpur. Low income males, who are high & low educated show 3.1 above average score of satisfaction, females show same as counter parts of male. Middle income males show 3.0 average levels, female show 3.6 highest above average score of satisfaction. High income males show 3.1, female shows 3.3 above average level of satisfaction. Males and females satisfied average & above average level Majority of pilgrims are low satisficated for payment services, supervision of the staff. Pilgrims highly (3.7) are satisfied for nonpayment services, like sanitation, proper light, shelter sheds etc.

Table No 7,Over all Responses Regarding Shrine board Management at Pandharpur

		Low education				
Gender	Income	A	B	C	D	X
	Inc-1	2.1	2.8	3.1	3.5	2.9
Male	Inc-2	1.8	2.4	2.9	3.1	2.6
	Inc-3	2.9	2.8	3.1	3.2	3.0
	x1	2.2	2.6	3.0	3.2	2.8
	Inc-1	1.9	2.9	2.8	3.2	2.7
Female	Inc-2	2.8	2.7	3.3	3.5	3.1
	Inc-3	2.7	3.5	3.8	3.9	3.5
	x2	2.5	3.0	3.3	3.5	3.1
	x12	2.3	2.8	3.2	3.4	2.9

Source: - Based on field Work

Chart No. 7,Mean statics Gender Wise Non-Local - Non -Pilgrims



Nonlocal non pilgrim's males & females show 3.0 average score of satisfaction level. Low educated, low income males show 2.9 nearby average score of satisfaction. Female pilgrims show 2.7 below average level of satisfaction. Middle income male pilgrims show, below average satisfaction for payment services. Females show 3.1 above average level of satisfaction. High income low educated males shows average level of satisfaction. Females show above average satisfaction level.

Male & female are dissatisfied for payment & nonpayment services, but they satisfied for temple maintains and shrine board service.

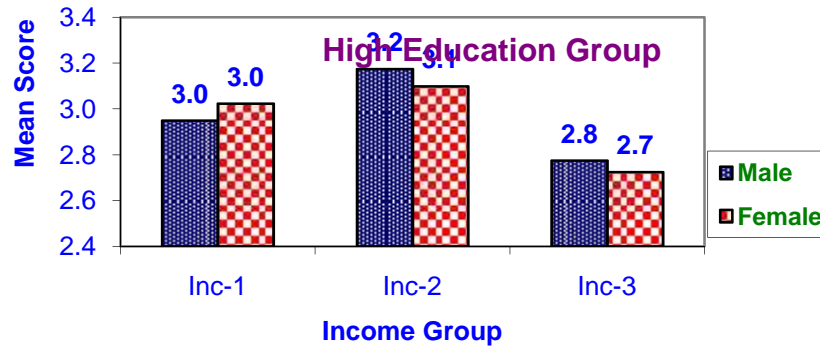
Table No 8,Over all Responses Regarding Shrine board Management at Pandharpur

		High Education				
Gender	Income	A	B	C	D	X
	Inc-1	2.8	2.7	3.4	2.9	3.0
Male	Inc-2	2.9	3.1	3.2	3.5	3.2
	Inc-3	1.9	2.8	3.1	3.3	2.8
	x1	2.5	2.9	3.2	3.2	3.0
	Inc-1	2.7	2.9	3.4	3.1	3.0
Female	Inc-2	2.8	3.5	3.1	3.0	3.1

	Inc-3	1.8	2.9	3.5	2.7	2.7
	x2	2.4	3.1	3.3	2.9	3.0
	x12	2.5	3.0	3.3	3.1	3.0

Source: - Based on field Work

Chart No. 8, Mean score statics Gender Wise Non-Local - Non -Pilgrims



Overall non local pilgrims male & female who are highly educated show 3.0 points average score of satisfaction level. Low income, high educated male devotees show 3.0 points average score of satisfaction level. The female pilgrims show same as male pilgrim. The middle income, high educated male pilgrim show 3.2 and above average score of satisfaction. The female show 3.1 above average level of satisfaction level. The high income, high educated non local non pilgrim males show 2.8 score of below average. Female show 2.7 scores of below services provided by the shrine board to them.

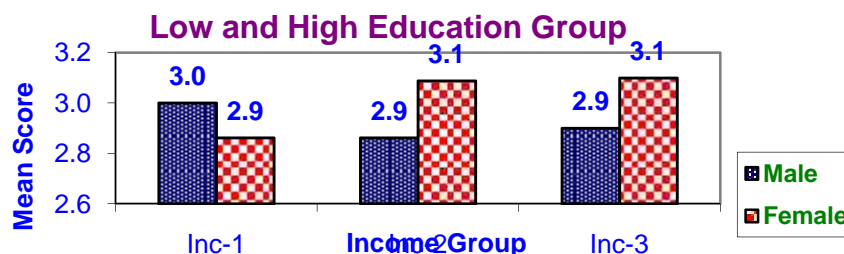
It is concluded that, high income male & female are below satisfied, pilgrim unsatisfied from payment & nonpayment services. But they are satisfied for other services.

Table No 9, Over all Responses Regarding Shrine board Management at Pandharpur

		Overall Mean				
Gender	Income	A	B	C	D	X
	Inc-1	2.5	2.8	3.3	3.2	3.0
Male	Inc-2	2.4	2.8	3.1	3.3	2.9
	Inc-3	2.4	2.8	3.1	3.3	2.9
	x1	2.4	2.8	3.2	3.3	2.9
	Inc-1	2.3	2.9	3.1	3.2	2.9
Female	Inc-2	2.8	3.1	3.2	3.3	3.1
	Inc-3	2.3	3.2	3.7	3.3	3.1
	x2	2.5	3.1	3.3	3.2	3.0
	x12	2.4	2.9	3.2	3.3	3.0

Source: - Based on field Work

Chart No. 9, Mean score statics Gender Wise Non-Local - Non -Pilgrims



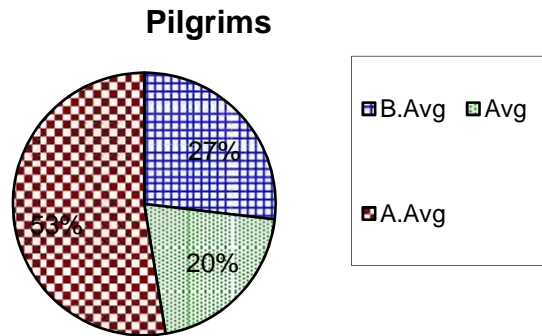
Overall the non local pilgrim males & females show 3.0 points score of satisfaction. The below income male 3.0 points, female pilgrims show 2.9 nearby average score of satisfaction level. Middle income male pilgrims 2.9 nearby average level, female groups show 3.1 above average level. The non local non pilgrim males show 2.9 nearby average level satisfaction but female pilgrims 3.0 are averagely satisfied. Low educated & high educated male pilgrims are low satisfied for payment & nonpayment services. But they are satisfied remaining two services.

Table No.10, Variable-wise satisfaction and percentage of respondents (Shrine Board Managerial services at Pandharpur)

	Pilgrme			Non-pilgrme		
	B.Avg	Avg	A.Avg	B.Avg	Avg	A.Avg
Paid Services at Shirine Board						
X1	27.44	20.97	53.69	53.69	21.70	30.95
Non payment Services .						
X2	41.03	7.44	56.50	28.46	31.60	39.94
Maintenance of Temple						
X3	25.90	36.41	37.69	15.38	41.31	43.31
Supervision of shrine board						
X4	39.49	8.72	58.33	24.04	27.21	48.75

Source: - Based on field Work

Chart No. 10, Overall Satisfaction of Pilgrims about Devasthan board at Pandharpur



The local and non local pilgrims at Pandharpur are 51.6% much more satisfied. 51.6% sector of the visitors above average satisfied .They show the highest satisfaction for adequate accommodation the level of satisfaction is 4.5 and 4.3 for hygienic food. They show lower satisfaction level is 3.7 for different variety of foods, 37.9% pilgrims show 4.2 level of satisfaction for fixed price shop. Over all the more than 50% pilgrims are above averagelysatisfied.

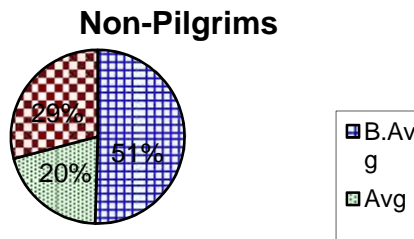
2. 20.97 % pilgrims are averagely satisfied. They show the level of satisfaction is 3.1 to 3.5 for foods at different variety. Respondent are 4.6%3.2 and 3.3 for the adequate accommodation and easily available accommodation.

3. 27.4% pilgrims are below averagely satisfied for payment services at Pandharpur. They show level of satisfaction a 1.8 for the adequate accommodation. Foods at different variety 2.4 respondent are 39.5%. 26.7% pilgrims indicate 2.6 satisfaction of fair shopping.

Chart No. 10.1

Overall Satisfaction of Pandharpur

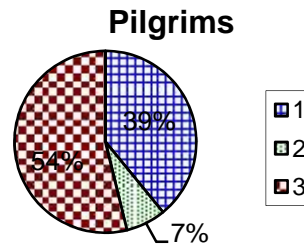
Pilgrim about Devasthan board at



The Non local non -pilgrims are only 30.95% fully satisfied. They show above average score of satisfaction. They are satisfied for adequate accommodation 4.4 number of respondent are 31.0% .31.0% pilgrims feels easily available accommodation their satisfaction score is 4.4 and the 33.3% pilgrims indicates reasonable charges .

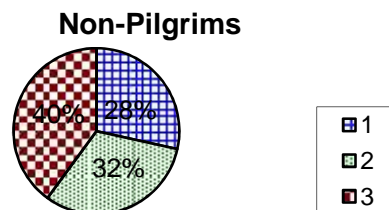
1. 21.70% pilgrims are averagely satisfied for the payment services .They show the score is 3.0 for adequate accommodation respondent are 16.7%. 5.1% pilgrims feels hygienic food is 3.2. 35.7% pilgrims say co-operative shopkeepers; they indicate the score of 3.5.
2. Large parts of pilgrims (47.7%) are below satisfied for services provided to them. They feels the services are not good so they indicate low satisfaction like 86.2% for hygienic food , 63.1% pilgrims show 2.6 satisfaction for reasonable charges . 56.4% Pilgrims show 2.9 for enjoyable shopping.

Chart No. 10.2,Satisfaction of Pilgrims About Devasthan board at Pandharpur



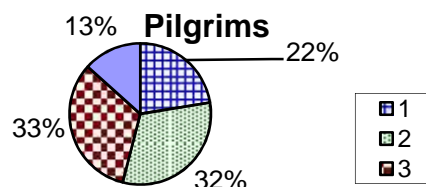
1. For the Payment services the 51.65 % Pilgrims are above averagely satisfied ,they show 3.5 level of satisfaction for medical facility 3.7 for provision of proper light the respondent are 62.1%. 66.2% says the provision shelter and sheds so they indicates the level of satisfaction 3.7. 39.5% pilgrims indicates the satisfaction is 3.2 for sanitation and hygiene.
2. The only 7.4% pilgrims averagely satisfied . They show 3.1for clean drinking water. the respondent are 5.6%feels sanitation and hygiend and they show the level is 2.9 . ,Better road 3.2 satisfaction respondent are 9.2% .
3. 41.3% Pilgrims indicates low level of satisfaction for the non –payment services. Very low satisfaction is 1.9for clean drinking water respondent are 41.0% The pilgrims show 2.8 for sanitation and hygienc respondent are 54.9% Regardin the medical facility they show 2.1 satisfaction total respondent are 46.7%.

Chart No. 10.3,Satisfaction of Pilgrims About Devasthan board at Pandharpur



- 1- The 39.9% Non local non –pilgrim are satisfied abpve average for the devasthan services.
- 2- The males and females indicate 34.6% number for average satisfaction
- 3- The 28.46% pilgrims indicates low satisfaction for services provided by devasthan.

Chart No. 10.4,Satisfaction of Pilgrims About Devasthan board at Pandharpur

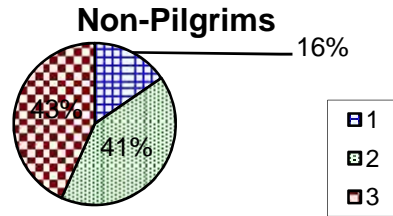


1-37.7 % pilgrims are showing above average level of satisfaction for the maintenance of the temple .The 46.2% pilgrims indicate 4.4 above average for well maintenance, 39% pilgrims show 4.5 easily approachable temple, 30.3% devotees agree for well management.

2-36.45% pilgrims are averagely satisfied for maintenance of temple. 34.4% pilgrims agree with 3.5 satisfaction score, 47.7% pilgrims are average satisfied for easily approachable temple with the 3.6 level of satisfaction .29.7% devotees agree for easily darshan with is 3.8 level of satisfaction .

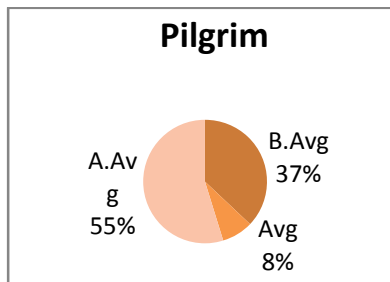
3-The 25.9% pilgrims are showing below average level. 34.9% pilgrims agree for easily darshan with score of satisfaction 2.4, and the 13.3% pilgrims showing level of satisfaction for 2.7 for the easily approachable temple

Chart No. 10.5, Satisfaction of Pilgrims About Devasthan board at Pandharpur



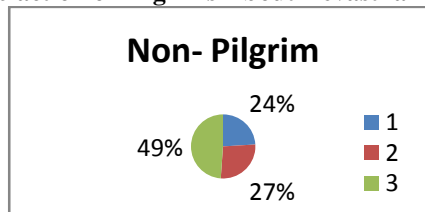
The non local non pilgrims are more satisfied as compared to local & non local pilgrims. 43.31% pilgrims agree for well maintenance of temple. The 41.31% pilgrims are average satisfied .34.6% pilgrims agree for the easily darshan with the score 4.0. 15.38% pilgrims are below average satisfied. 7.7% devotees show 2.7 level of satisfaction for well management , 23.1% pilgrims show 2.9 level of satisfaction

Chart No. 10.6, Satisfaction of Pilgrims about Devasthan board at Pandharpur



Regarding the supervision of board 55.3% pilgrims are satisfied above average . 61.5% pilgrim agree for fair dealing staff. 60.5 % pilgrims indicate the curb begging practice with the score is 3.9. The 18.4% pilgrims averagely satisfied 8.7% pilgrims satisfied with 3.4 level. The 39.49 % pilgrims are satisfied with below average, 40% pilgrims show level of satisfaction with 2.2 and 2.9 score for helpful staff. Overall large sector of pilgrims is not satisfied .

Chart No. 10.7, Satisfaction of Pilgrims About Devasthan board at Pandharpur



48.75% pilgrims show above average level of satisfaction. They indicate the score 3.3 for fair dealing staff 3.4 for helpful staff. 27.21% devotees averagely satisfied for services of devasthan provided to pilgrims. 24.04% pilgrims showing the below average score of satisfaction with 2.1 and 2.8 for the supervision of the temple.

Testing Of Hypotheses Devasthan / Shrine Board at Pandharpur.

Hypotheses No-1-

The strategies for tourism marketing differ between commercial and non –commercial services provided during the pilgrimage.

The data reduction and scale purification reduced the number of statement from the initial questionnaire but mean score estimation after and before purification of data not show much variation. In both cases below average scores of satisfaction from and services are reflected in most of the cases by most of the pilgrims groups. The relationship among group cum variable wise customer satisfaction regarding supervision of Devasthan board (Shrine) committee during Lord Vitthal Pandharpur, with the overall satisfaction has been identified with help of Three linear equation

Three linear Equations at Pandharpur

1. $Y = 3.069 + 0.121(A) - 0.025(B) - 0.043(C) + 0.063(D)$ - Local Pilgrims
2. $Y = 3.241 + 0.15(A) - 0.064(B) + 0.025(C) - 0.022(D)$ - Non-local Pilgrims
3. $Y = 2.742 + 0.378(A) + 0.283(B) - 0.32(C) - 0.063(D)$ Non local non-Pilgrims

Note –Y=Overall services Satisfaction at Shrine Board

A= Non –Payment services

B= Payment services
 C= Maintenance of temple by shrine Board
 D= Supervision of Shrine Board staff.

Note -2 For Devasthan =r (coefficient of A, B, C, D)

The underlying of regression null hypothesis is there is no linear association among the Non-payment services (A)non-payment services, (B) payment services, (c) Maintenance of temple, (D)Supervision of shrine Boards,on overall services satisfaction at shrine board at Pandharpur .

i.e.-Hypothesis

Ho: There is no linear Association among the independent variables and dependent variables.

The multiple regressions which explain the nature of association between overall and variable wise satisfaction among all the four groups. The results indicate that non-local visitors whether they are pilgrims or non-pilgrims show both positive and negative association with all the variables except for variable ‘B’ (non payment services like Sanitation, drinking water, cloakroom etc). Which have lowered the overall satisfaction level in case of non-local pilgrim group (equation -2) .Here variable ‘C’ (Maintenance of temple by shrine Board) has shown the highest significance followed by variable ‘D’ (supervision of shrine Board staff) (equation -2) The pilgrims have expressed both Positive and negative in case of Pandharpur and Solapur association . They have expressed variable ‘C’ as least important (equation1&3).The relative coefficient of multiple determinations R2 are shown in Table. No. 11

‘F’ Test Criteria

1. Null Hypothesis is –if ‘F’ calculated is greater than ‘F’ tabulated then rejects the null hypothesis with 95% of level of confidence. Thus we say that there is significant influence of various services.
2. If ‘F’ calculated is less than F’ tabulated then we accept the null hypothesis. So we conclude that there is no significant influence on various services .

Table No. 11,Testing Of Hypotheses Devasthan / Shrine Board at Pandharpur.

	Pilgrims	Non-Pilgrims	
Values	Local	Local	Non-local
R	0.174	0.156	0.357
R^2	0.03	0.024	0.128
Df(V1,V2)	4,20	4,165	4,37
F(cal)	0.156	1.034	1.354
F (tabulated)	2.8661	2.4264	2.6261

The result indicates that non-local visitors whether they are pilgrims or non-pilgrims show positive /negative association with all the variables except for ‘B’ non-payment services like sanitation ,drinking water, cloak room etc. which lowered the overall satisfaction level in case of non-payment services to pilgrim group (equation -2) . Here variable ‘C’ (maintenance of temple by shrine Board) has shown the highest significance followed by variable ‘D’ (supervision of shrine Board staff) (equation -2). The local visitors have expressed both positive and negative association. The relative coefficients of multiple determinations R2 are show in table no (5.4). A reasonable level of 0.03of variation in satisfaction score is explained for local and 0.024 non local, 0.128 for non local non-pilgrim. The multiple correlations ‘R’ between independent and dependant variables identify negative degree of association at 0.174 and 0.357 for local non-pilgrim and non -local non pilgrim. Since the calculated value of ‘F’ at 5 percent level of significance is less of three groups under study. Viz 0.156, 1.034 the table values of 2.866, 2.426 and 2.626 respectively. This indicates that with a confidence level of variables under study do not have equal impact on the satisfaction of customers regarding supervision of the shrine Board and show varying effect on the overall customer satisfaction.

Using ‘F’ test we conclude that overall services (Y) at Pandharpur is linearly related with Shrine board services (A) Nonpayment services (B)Payment services (C) Maintenance of temple by shrine board (D)Supervision of shrine board staff.

Findings about Shrine Board (Devasthan)

1. It is observed that, present board member and Chairman of devasthan at Pandharpur, are social worker and political leader.
2. It is observed that, the pilgrims are below satisfied for nonpayment services like medical facility nil, clean drinking water and provision of shelter sheds. They indicate low satisfaction.

3. The nonlocal female pilgrim show nearby average level satisfaction for paid services but they are UN satisfied for nonpayment services and overall supervision of the shrine board Pandharpur.
4. Tourist destination should clean and hygienic condition in all the times. The study observed that, local male and female pilgrims show below average satisfaction for medical facility and sanitation and hygiene
5. It is observed that, 42.3% pilgrims and 35.4% non-pilgrims are above average satisfied and 70% pilgrims and 70.1% non-pilgrims satisfied average and below average foe paid services .For nonpayment services 36.5% pilgrims 71.7% non-pilgrims above average satisfied, overall 64.3% non-pilgrims and 54.7% pilgrims satisfied but 71.8% pilgrims below satisfied and non –pilgrims only 35.7% below satisfied

Suggestions about Shrine Board (Devasthan)

1. It is strongly recommended that, preventing the entry should be run on prudent commercial basis. Their management should the hands of competent and experience person. They should be selected on merit. Indiscriminate political intervention should be stopped henceforth
2. It is suggested that, The M.I.D.C Along with the shrine boards is required to make religious tourist circuits by adjoining Pandharpur, Akkalkot,& Solapur with smaller destinations situated in and around these shrines by providing facility Like water, cloak room, free parking fixed price shop, lights medical facility etc to pilgrims coming to these holy places.
3. It is suggested that, Introduction of the subject would not only create local skill to serve and supplement to tourisms efforts, but would also contribute significantly to words continuous qualitative improvement of the industry through persistent research and constancy services Including seminars, workshops , symposia etc.
4. It is suggested that, Performance of audit system should be introduced to ensure efficient use of available resources.
5. It suggested that, For overcoming the problem related tonon-availability of good quality souvenirs at Pandharpur. It is recommended that the state tourism department may motivate existing souvenirs traders by offering them financial assistance or may construct outlets at strategic locations in the city interested in setting up souvenir business.

Conclusion

The various pilgrimage tourism services studied through customer satisfaction approach indicate wide range of miss – management, lack of quality service and overall supervisory effectiveness. The weak area identified under each of these services need to be designed and delivered to the pilgrims / visitors as per their requirement. The providers of food, Transport, accommodation and retail services need to understand pilgrim requirement in terms of pilgrim profile and pilgrimage significance rather than just market potential. In fact market potential of these services also increase if the providers continue to maintain the quality and relevance of the services to the pilgrimage purpose, nature of journey and the pilgrimage destination. Findings indicate that tourism in Pandharpur, Akkalkot and Solapur has both positive and negative impacts on socio-cultural as well as environmental aspects within the holy city of Pandharpur, Akkalkot and Sholapur. This can be easily understood by the following.

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