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## PILGRIMAGE TOURISM IN JEJURI TOWN – A STUDY OF PILGRIM TOURIST SATISFACTION

Mrs. Vaishali Ravindra Talele



### ABSTRACT

**T**ourism today is one of the world's fastest growing industries. Tourism is a painless procedure for transfer of real resources from industrially capital surplus developed countries to low – income developing countries. Tourism is the practice of touring or traveling for pleasure or recreation and the guidance or management of tourists as a business .Tourism illustrates many of the social and cultural changes occurring in contemporary society. The nature of tourism is changing as society changes with a result that new forms of tourism are emerging. (Wood R. E.1993) Tourism

*is largely a nature based industry, and as such, it impacts the natural resources like, air, land and water. Well managed and controlled tourism leads to betterment of these resources and conversely if the same is not well managed, may result in to various types' social evils and pollution.*

**KEYWORDS:** Pilgrimage Tourism , Pilgrim Tourist Satisfaction , social evils and pollution.

### INTRODUCTION

The study has analyzed the present nature of pilgrimage tourism in the study region and also found out

strength and the constraints for development thereof. The study of the relationship between religion and tourism has generally focused on religion or tourism, depending on the case, with little equal and cross treatment of both. The Government of Maharashtra, through using its various arms like department of archeology, department of Culture, Home Ministry and Finance Ministry can play a role at Jejuri.

In this study an attempt has been made to analyze the situation at Jejuri from various dimensions. An attempt has been made to find answers to following questions

Whether the pilgrims who visit Jejuri are satisfied with the condition there?

The various purposes of for which people embark upon a pilgrim have been explained. Further to conceptual explanation of mass tourism, it has been identified as an economic activity. A pilgrimage tourist has been differentiated from a tourist.

After the focus of the study is taken to the location of the study area, the propose of selection of the area.

**STUDY REGION:**

The holy town Jejuri is in Purandher tahsil in Pune district of Maharashtra. Jejuri is situated at 18. 28 North 74. 17 East longitudes. Jejuri is to the south – east of Pune toward Phaltan. Jejuri is also of historical importance and is well-known for the Lord Khandoba Temple. The temple of Lord khandoba is situated on a small hill. 40 kms away from Pune is a well known place for the Khandoba Temple. The study region Jejuri which is a highly positioned spiritual holy place for the Khandoba temple is geographically situated in Pune district, Maharashtra state. The Jejuri town has a great cultural heritage. The martand-bhairav came down to earth at the location of Kadepathar.

Following Hindu calendar seven major fairs have been held in a year in Jejuri at the time of Chaitra Shuddha Pournima, Gan Pooja, Champa Shashthi, Poush Pournima, Magh Pournima, Maha Shiratra, and Somavati Amavasya; various festivals are also celebrated in town. More than four to five lakh people to visit Jejuri annually. A number of devotees visit Jejuri generally on Sunday. Apart from logistic convenience, there is one more reason for selecting Sunday. It is believed that it was Sunday on which Lord Shiva took form of Martand-Bhaira

**OBJECTIVES:**

The main objective of the study is to assess the level of satisfaction of pilgrim tourist.

**METHODOLOGY:**

In the received approach an endeavor is made to evaluate the level of fulfillment of the explorers by nothing their perspectives in regards to the different offices for which the chose variables impacting the level of fulfillment are accessibility and nature of Lodges, accessibility of sterile nourishment, financial standard (salary level) of inn proprietors, distinctive modes with quality and recurrence of transportation office from areas around Jejuri, travelers' assessment about the cleanliness in the town.

To direct an example study a poll was arranged and topped off by explorers. A couple of pioneers are to be met. The pioneers vacationer were solicited to show the level from fulfillment they determined in regard of every variable by expressing amazing, great, acceptable, and unsuitable.

Through different visits to Jejuri and by utilizing different methods specified in this example information was gathered. This information was then reasonably translated, broke down and classified with the assistance of PCs. For effortlessness and pictorial presentation, the ordered information was changed over into diagrams with appropriate factors. To lead the study a poll was arranged and topped off by pioneers. 350 travelers were met out of which 12 poll were fragmented. Consequently the information examination is just for 338 explorers. Numerical estimation of level of fulfillment for specific pointers appeared in Table 1 Satisfaction is mental result rising through encounters, while benefit quality is business with characteristics of administration itself. An endeavor is made to evaluate the level of fulfillment of pioneers at Jejuri. With the assistance of poll 338 explorers met. The Views of explorers were changed over into numerical values and give a weighted for levels e.g. 4 for fantastic, 3 for good, 2 for acceptable and 1 for unacceptable. The got numerical qualities are isolated by aggregate number of vacationer; it is scientifically communicated as-

$$\sum Mi: Ni$$

$$S_{li} = \frac{\sum Mi: Ni}{N}$$

Whereas: S<sub>li</sub> = satisfaction index for 'i' th factors.

M<sub>i</sub> = Numerical values for particular level of satisfaction for the 'i' th factor.

N<sub>i</sub> = Number of respondents deriving the particular Level of satisfaction for the 'i' th factor.

N = Total number of respondents for that factors for all level of satisfaction.

The ranks are given to those all indicators which indicate the highest score is 1st rank, and then second highest score is 2nd rank and so on. In Table 3, it is observed that the satisfaction index for local people and their

behavior is 2.95 followed by darshan facility 2.82 and parking 2.81 and so on. Major dissatisfaction was expressed for quality of rest rooms, garbage disposal systems and cleanliness in the area.

**Table No.1 Factor-wise level of satisfaction report visited to Jejuri**

SR. NO.	FACTOR	EXCELLENT	GOOD	SATISFIED	UNSATISFIED	% OF FACTOR
1	Halt	62	168	89	19	338
2	Transport	53	91	175	19	338
3	Food	35	165	115	23	338
4	Purchase	32	176	122	8	338
5	Parking	45	189	99	5	338
6	Restroom	12	45	95	186	338
7	Cleanliness	23	36	101	178	338
8	Shopkeepers Behavior	20	84	170	64	338
9	Pilgrims Behavior	26	113	191	8	338
10	Local People Behavior	78	176	73	11	338
11	Pilgrims Security	21	75	97	145	338
12	Ancient Goods	31	39	90	178	338
13	Garbage Disposal	12	56	90	180	338
14	Darshan Facility	67	145	123	3	338

(Source: Fieldwork)

**Table No.2 Satisfaction Index Values**

SR. NO.	FACTOR	EXCELLENT	GOOD	SATISFIED	UNSATISFIED	TOTAL
1	Halt	0.73	1.49	0.53	0.06	2.81
2	Transport	0.63	0.81	1.04	0.06	2.53
3	Food	0.41	1.46	0.68	0.07	2.63
4	Purchase	0.38	1.56	0.72	0.02	2.69
5	Parking	0.53	1.68	0.59	0.01	2.81
6	Restroom	0.14	0.40	0.56	0.55	1.65
7	Cleanliness	0.27	0.32	0.60	0.53	1.72
8	Shopkeepers Behavior	0.24	0.75	1.01	0.19	2.18
9	Pilgrims Behavior	0.31	1.00	1.13	0.02	2.46
10	Local People Behavior	0.92	1.56	0.43	0.03	2.95
11	Pilgrims Security	0.25	0.67	0.57	0.43	1.92
12	Ancient Goods	0.37	0.35	0.53	0.53	1.77
13	Garbage Disposal	0.14	0.50	0.53	0.53	1.70
14	Darshan Facility	0.79	1.29	0.73	0.01	2.82

**Table No.3 Final Weighted Satisfaction Index and Ranks**

FACTOR	CALCULATED VALUE	RANK
Local People Behavior	2.95	1
Darshan Facility	2.82	2
Parking	2.81	3
Halt	2.81	4.5
Purchase	2.69	4.5
Food	2.63	6
Transport	2.53	7
Pilgrims Behavior	2.46	8
Shopkeepers Behavior	2.18	9
Pilgrims Security	1.92	10
Ancient Goods	1.77	11
Cleanliness	1.72	12
Garbage Disposal	1.70	13
Restroom	1.65	14

The ranks are given to those all indicators which indicate the highest score is 1st rank, and then second highest score is 2nd rank and so on. In Table 3, it is observed that the satisfaction index for local people and their behavior is 2.95 followed by darshan facility 2.82 and parking 2.81 and so on. Major dissatisfaction was expressed for quality of rest rooms, garbage disposal systems and cleanliness in the area.

**Table No. 4 Facilities required report of pilgrims**

SR. NO.	FACILITIES	NO. OF TOURIST	% OF FACILITIES
1	Map and Information Boards	315	93.20
2	Roads	310	91.72
3	Dharmashala	289	85.50
4	Transport	186	55.03
5	Toilets	173	51.18
6	Dustbin	156	46.15
7	Proper Darshan	126	37.28
8	Parking	99	29.29

(Source: Fieldwork)

The above study revealed 315 that is (93.20%) of the pilgrims were dissatisfied about the site guidance maps and information boards, 310 that is(91.72%) were dissatisfied about the quality of approach roads, 289 that is (85.50%) were dissatisfied about facility of staying at Jejuri or Dharmashala, 186 that is (55.03%) were dissatisfied about the available transport facilities, 173 that is (51.18%) were dissatisfied about the quality and toilet facilities, 126 that is (37.28%) of the pilgrims required proper system for ‘proper darshan’, 99 that is (29.29%) were dissatisfied about the available parking facilities.

The site maps and information boards, quality of internal and access roads, quality of the dharamshalas, adequacy, quality of transport, toilets and arrangement of waste disposal are the areas where there is much scope of improvement. However, pilgrims were generally contended about the darshan and the parking facilities.

The major discontent was for the non-availability of rest rooms, garbage disposal, general cleanliness, maintenance of ancient goods and the security. However, the pilgrims appeared satisfied about the availability

of required goods at the shops, availability of parking space and arrangements for darshan.

## CONCLUSION

Jejuri is an important pilgrimage due to the temple of Lord Khandoba who is worshipped by majority of the tribes in the state of Maharashtra and neighboring states. During the fair times lakhs of pilgrim visit the Lord Khandoba temple. Therefore, it is very necessary to take care of the location from various dimensions such as hygiene, availability of transport facilities, quality of food, availability of drinking water, vehicle parking area, darshan, overall cleanliness at and around location and nowadays the security of the temple from possible internal and external terrorist attacks.

The level of satisfaction of pilgrims by noting their views about the facilities provided to them was assessed. The calculated factor wise satisfaction index reveals certain facts which are included here under conclusion. Lord Khandoba is worshipped by millions of people in the state of Maharashtra and neighboring states. The number of pilgrims visiting Jejuri is considerable. Particularly, during festivals and fairs the number of visitors touches few lakhs per day.

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