

# RELATION BETWEEN EDUCATION AND TOURISTS' PERCEPTION ABOUT PILGRIMAGE TOURISM – A STUDY WITH REFERENCE TO NORTH GUJARAT

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## Abstract

Modern tourism is not includes only religious and personal tourism but also business tourism, international tourism and intelligence tourism. Pilgrimage tourism plays very important role in tourism sector. "Religious tourism" highlights the travels triggered by religious sentiments. Hinduism, Christianity, Islam, Jainism, Buddhism, people with Heart beliefs in religion travel to different places quite regularly. Millions of people all over the world undertake annual pilgrimages to different places of worship. This paper deals with relation between Education and tourists' perception about pilgrimage tourism of North Gujarat region. North Gujarat is also having many pilgrimage cities so it is become very important to know the perception about pilgrimage tourism with reference to North Gujarat.

**Key words:** - Education, Pilgrimage, Tourism, Tourist's perception, Religious Tourism.

## INTRODUCTION

Religious tourism is one of the earliest forms of tourism. The idea of the religious pilgrimage begins almost with the dawn of humanity. Religious oriented travel then has occurred since the first pilgrimages. In recent years however, religious travel and tourism has developed into a much larger and more segmented market. Today's religious travel includes multiple sub-niches that range from the luxury pilgrimage market to backpacking and from religious institutional travel to volunteer oriented experiences meant to help those in some form of need. Religious tourism also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or fellowship purpose. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. Religious tourism is one of the earliest forms of tourism. The idea of the religious pilgrimage begins almost with the dawn of humanity. Almost since the dawn of history human beings have travelled to holy sites. By the biblical period important religious centers had become not only a part of the cultural landscape, but they also had become major players in local marketing and important parts of the economy of those cities that hosted religious centers.

## REVIEW OF LITERATURE

**World Tourism Organization (2011);** World Tourism Organization in this article described religious tourism in Asia and Pacific. Many countries include religion in their census. From this article I come to know that approximately six hundred million national and international religious in the world of which 40% take place in Europe and around half in Asia. Asia and Pacific forms the hub of Pilgrim Centres. This article recommended improving existing policies, strategies and marketing programmes for religious tourist; innovations of religious tourism and creation of new inter regional markets for religious purposes and also enhancing the potential tourist's knowledge.

**Mehri Yasami (2013, Bangkok, Thailand);** The purpose of this study was to investigate the perception of International tourists toward Iran's culture and their intentions to visit that country. From this research I found that 295 questionnaires were selected to be used in this research and overall, the respondents perceived Iran's culture positively. Key finding of the study can be summarized in four ways 1) Tourists positive perception towards Iran's culture, where classified by gender there were no significant difference. The past visit experience, relationship between tourists' perception and visit intentions is disclosed. The results of the study revealed that tourism marketers are aware of tourist attributes due to their impacts on the tourist's destination choices.

**Shambhu K.C. & Jhabindra Gewali (2014) (Bachelor of Business Administration);** The Socio-economic impacts of faith tourism in Lumbini region in Nepal is identify, select and analyze in this study. Lumbini region is the birthplace of Buddha but the development has not been progressed as has been expected. Societies in Lumbini region are yet deprived even though there are many potential resources. In this study It is highlighted

that if there are development of better infrastructure, roads, water and Lumbini region as a touristic destination if attracts Buddhists from all over the world. As a consequence, all the related industries and the entire economy achieve a positive movement in development. Researchers stated that Lumbini region is recognized as a world heritage site and it is a subject of great interest to the millions of believers in Buddhism. In this study It was advised to create Buddhist tourism circuits among four holy sites in Buddhism to innovate holistic packages, to innovate potential attractions that are not truly religious, building integrated infrastructures. From this research it makes clear that Nepal has to consider ecology and environment for sustainable development of tourism, and committing to keep the heritage site natural and traditional.

## RATIONAL OF STUDY

From primitive era, India is recognized as a land of god. The people of all over the India are most religious in nature. They believe a lot in religion, so religious tourism has its deep roots from primitive era in India. There are many places in India which have their own important identity as a religious place. People moved from one place to another to fulfill their religious motives and beliefs. The dynamic and growth oriented government of Gujarat is determined to develop these religious or pilgrimage places and make tourism as a key industry to make it an important contributor to the state's economy and social growth and to offer a pleasure and spirituality to people. The tourism corporation of Gujarat Ltd has a wide network of tourist facilities. North Gujarat has great potential for pilgrimage tourism development.

The rationale of the study lies in identifying and highlighting the problem areas in the pilgrimage tourism of north Gujarat. The study will answer to problems and shortcomings in the field of accommodation, quality and quantity of transport, quality and expenditure of food, facilities at places and other services offered by tourist places. The suggestions from the respondents would provide guidelines for future course of action to be followed.

The study of tourists perception about pilgrimage tourism of north Gujarat may also be equally important for all those who are interested in undertaking similar studies in the context of other states and regions because certain methods and approaches evolved and employed here by the researcher out to be helpful in carrying out further studies of similar nature.

## OBJECTIVES

1. To point out such important religious spots this can act as major attractions of pilgrimage tourism of north Gujarat.
2. To look into the management of pilgrimage tourism of north Gujarat and underline the loop holes therein.
3. To check the soundness or otherwise of various services provided at the pilgrimage places of the north Gujarat.
4. To point out relation between Education of respondents and perception about pilgrimage tourism.

## HYPOTHESIS

Ho: There is no significance relation between Education of respondents and perception regarding pilgrimage tourism.

H<sub>1</sub>: There is significance relation between Education of respondents and perception regarding pilgrimage tourism.

## UNIVERSE AND SAMPLING PLAN

**Universe:** In the present research study, selected six pilgrimage tourist places of north Gujarat and tourists visiting these tourist places comprise the universe of the study.

**Sampling plan:** For the study of tourist perception for pilgrimage tourism of north Gujarat, from the above universe the sample consist of places are as follows:

- 1) Bindusarovar- Sidhpur
- 2) Ma Umiya Temple- Unjha
- 3) Ma Ambaji Temple- Ambaji
- 4) Bahucharaji Temple- Bahucharaji
- 5) Magarvada Temple
- 6) Miradatar- Unava

"Stratified Random Sampling" method is followed in selecting respondents. Sample size is restricted to 200. An attempt has been done to select 200 respondents from all 6 of tourist resources. Though number of respondents may vary in some places depending upon tourists available at particular tourist places, Thus due care has been taken to select tourists as well as religious tourist from 6 places of tourist resources to make the

sample representative of the entire universe i.e. North Gujarat. A source used for data collection in the present research study is;

**Primary Data:** The present research study is mainly based on the primary sources of information collected through field work. The primary data has been collected by visiting tourist places and conducting interviews with tourists with the help of multiple choice questionnaires.

**Analysis and Interpretation of Data:** Keeping in view the objectives of the study, the data collected through the multiple choices and open ended questionnaire has been classified and tabulated. Data in the tables have been analyzed and interpreted with the help of statistical techniques. The statistical analysis of the collected information is presented in terms of frequency and percentage. The researcher has done variety data analysis and tabulated the data in cross tabulation to study the respondent's opinion about selected variables such as attractions of tourist resources, package tours, accommodation facilities, public transport, tourist complexes, food services, promotional services, prices charged for the facilities and suggestions for improving tourism service. The relationship between selected attributes/variables have been tested using statistical test named "chi-square test" and level of significance is fixed at 5% cut of point.

### LIMITATIONS OF THE STUDY

- The size of the sample is limitation as it is not possible to reach to all tourists in the sample.
- Because of time and cost constraints, it is not be possible to visit all the places, hence the researcher has selected only north Gujarat and thus the result may not represent the entire nation.
- Non-available of useful data on some aspects may restrict the research study to certain limitations.
- The researcher based on primary data so it would be depends on respondent's readiness and awareness for the study.
- The tourist generally defers in their opinions. Sometimes the difference may be very high in their opinions.

**Table-1: Distribution of respondents according to their education.**

Sr No	Education	Frequency	Percentage
1	Metric	32	16%
2	Graduate	50	25%
3	Post graduate	48	24%
4	Professional course	32	16%
5	Diploma	38	19%
6	<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Questionnaire, Question no.7

From above table 1, it can be said that there are 50(25%) respondents who are graduate, 48(24%) respondents are post graduate, 38(19%) are Diploma and 32(16%) are Metric holder and professional.

**Table-1.1: Distribution of respondents according to type of tourist place and their education.**

Type of Place	Metric	Graduate	Post Graduate	professional	Diploma	Total
Bindusarovar	2	7	9	9	3	30
Ma Umiya	8	7	10	5	5	35
Ma Ambaji	7	11	7	3	7	35
Bahucharaji	5	6	5	7	7	30
Magarvada	4	9	10	4	8	35
Miradatar	6	10	7	4	8	35
<b>Total</b>	<b>32</b>	<b>50</b>	<b>48</b>	<b>32</b>	<b>38</b>	<b>200</b>

Source: Questionnaire, Question no. 1 & 7

Ho: There is no significant difference between education of respondents and place selection.

H<sub>1</sub>: There is significant difference between education of respondents and place selection.

Chi square value = 16.6 with DF 20,  $X^2_c = 16.6$ , at 5% level of significance with 20 DF  $X^2_T = 31.410$ , Here,  $X^2_c < X^2_T$ . Hence Ho is accepted, so we can say that there is no significant difference between education of respondents and place selection.

**Table-1.2: Distribution of respondents according to their education and transport facilities opinion.**

Education	Opinion about Transport facilities			Total
	Satisfied	Neutral	Dissatisfied	
Metric	14	8	10	32
Graduate	41	4	5	50
Post graduate	39	3	6	48
Professional	13	10	9	32
Diploma	24	5	9	38
<b>Total</b>	<b>131</b>	<b>30</b>	<b>39</b>	<b>200</b>

Source: Questionnaire, Question no. 7 & 13.

Ho: There is no significant difference between education of respondents and their opinion about transportation facilities.

H<sub>1</sub>: There is significant difference between education of respondents and their opinion about transportation facilities.

Chi square value = 28.5 with DF 8,  $X^2_c = 28.5$ , at 5% level of significance with 8 DF  $X^2_T = 15.507$

Here,  $X^2_c > X^2_T$ , hence Ho is rejected. So we can say that there is significant difference between education of respondents and their opinion about transportation facilities.

**Table-1.3: Distribution of respondents according to their education and opinion about facilities of tourist complexes.**

Education	Opinion about facilities of tourist complexes.			Total
	Satisfied	Neutral	Dissatisfied	
Metric	13	10	9	32
Graduate	40	3	7	50
Post graduate	41	2	5	48
Professional	12	9	11	32
Diploma	21	8	9	38
<b>Total</b>	<b>127</b>	<b>32</b>	<b>41</b>	<b>200</b>

Source: Questionnaire, Question no. 7 & 15.

Ho: There is no significant difference between education of respondents and their opinion about facilities of tourist complexes.

H<sub>1</sub>: There is significant difference between education of respondents and their opinion about facilities of tourist complexes.

Chi square value = 35.3 with DF 8,  $X^2_c = 35.3$ , at 5% level of significance with 8 DF  $X^2_T = 15.507$

Here,  $X^2_c > X^2_T$ , hence Ho is rejected. So we can say that there is significant difference between education of respondents and their opinion about facilities of tourist complexes.

**Table-1.4: Opinion of respondents about quality of food service.**

Particular	Excellent	Good	Neither Good nor Bed	Moderate	Sub Standard
Tasty & Variety food	85	64	22	19	10
Cleanliness & Hygiene	75	68	32	16	9
Water's service	84	62	34	13	7

Source: Questionnaire, Question no.16

Table 1.4 indicates that as per majority of respondent's quality of food services are either excellent or good, as per only few respondents it is either moderate or sub standard.

**Table-1.5: Distribution of respondents according to their education and opinion about quality of food services.**

Education	Opinion about quality of food services.			Total
	Satisfied	Neutral	Dissatisfied	
Metric	12	9	11	32
Graduate	43	2	5	50

Post graduate	39	2	7	<b>48</b>
Professional	11	9	12	<b>32</b>
Diploma	23	7	8	<b>38</b>
<b>Total</b>	<b>128</b>	<b>29</b>	<b>43</b>	<b>200</b>

Source: Questionnaire, Question no. 7 & 16.

Ho: There is no significant difference between education of respondents and their opinion about quality of food services.

H<sub>1</sub>: There is significant difference between education of respondents and their opinion about quality of food services.

Chi square value = 40.3 with DF 8,  $X^2_c = 40.3$ , at 5% level of significance with 8 DF  $X^2_T = 15.507$

Here,  $X^2_c > X^2_T$ , hence Ho is rejected. So we can say that there is significant difference between education of respondents and their opinion about quality of food services.

**Table-1.6: Distribution of respondents according to their education and opinion about tourism promotion facilities.**

Education	Opinion about tourism promotion facilities.			Total
	Satisfied	Neutral	Dissatisfied	
Metric	8	11	13	<b>32</b>
Graduate	37	5	8	<b>50</b>
Post graduate	36	4	8	<b>48</b>
Professional	18	7	7	<b>32</b>
Diploma	25	7	6	<b>38</b>
<b>Total</b>	<b>124</b>	<b>34</b>	<b>42</b>	<b>200</b>

Source: Questionnaire, Question no. 7 & 18.

Ho: There is no significant difference between education of respondents and their opinion about tourism promotion facilities.

H<sub>1</sub>: There is significant difference between education of respondents and their opinion about tourism promotion facilities.

Chi square value = 26.9 with DF 8,  $X^2_c = 26.9$ , at 5% level of significance with 8 DF  $X^2_T = 15.507$

Here,  $X^2_c > X^2_T$ , hence Ho is rejected. So we can say that there is significant difference between education of respondents and their opinion about tourism promotion facilities.

## FINDINGS

- 1) From the survey of 200 respondents considering their education and type of tourist place visited; there is a variation in their opinion about the services.
- 2) Distribution of respondents according to type of tourist place and their education shows that there is no any impact of education on the place selection. There is no significant difference between type of tourist place and education. So Ho is accepted.
- 3) Distribution of respondents according to their education and opinion about transport facilities shows that as per different level of education of respondents their satisfaction or dissatisfaction level is also different. Among respondents 14 metric, 41 graduate, 39 p graduate and 24 diploma holder are satisfied while 8 metric, 4 graduate, 3 post graduate, and 5 diploma holder are neutral and remaining are dissatisfied. There is significant difference between education level and their opinion about transport facilities. So Ho is rejected and H<sub>1</sub> is accepted.
- 4) There is significant difference in education level and their opinion about facilities of tourist complexes. From the respondents 13 metric, 40 graduate, 41 post graduate, 12 professional, 21 diploma holders are satisfied. 9 metric, 7 graduate, 5 post graduate, and 11 professional and 9 diploma holders are dissatisfied with the facilities. And remaining is neutral. So Ho is rejected and H<sub>1</sub> is accepted.
- 5) There is significant difference in education level and their opinion about quality of food services. Among the respondents 12 metric, 43 graduate, 39 post graduate, 11 professional, 23 diploma holders are satisfied, 11 metric, 5 graduate, 7 post graduate, 12 professional and 8 diploma holders are dissatisfied with the facilities of quality of food services. Remaining is neutral. So Ho is rejected and H<sub>1</sub> is accepted.

- 6) There is significant difference between education of respondents and their opinion about tourism promotion facilities. 8 metric, 37 graduate, 36 post graduate, 18 professional, 25 diploma holders are satisfied, 13 metric, 8 graduate and post graduate, 7 professional and 6 diploma holders are dissatisfied and remaining is neutral. So  $H_0$  is rejected and  $H_1$  is accepted.

## SUGGESTIONS

1. From the survey of 200 respondents, majority of respondents suggest for improving transport facilities & increasing transport facilities.
2. Respondents suggest for improving accommodation facilities. The standard of room services, transport services etc. should be improved for customer's satisfaction.
3. At pilgrimage places improve quality of food services at reasonable price so that tourist easily avail the better food facilities with best quality.
4. Experts in the fields of hotel management and tourism must be associated with all decision making bodies of the structure.
5. The Gujarat tourism must have development and analysis wing to research pilgrimage tourist demand and tourism structure in North Gujarat so as to develop the prospects of tourism in the North Gujarat.
6. Promotion prospects in Gujarat tourism department should be improved to attract the right type of personnel.
7. Entertainment facilities, better tourist information centers, good shopping facilities are improved to attract more tourists.
8. People from all over the India realize the importance of these pilgrimage places is needed, so proper tourism marketing activities should be improved.

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