

VISITORS GRATIFICATION OF KASI VISWANATHAR TEMPLE, TENKASI

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ABSTRACT

Tourism is a growing industry which contributes much for the development of the Indian economy and very particularly for the economic development of tamilnadu. There are various tourist attraction places in tamilnadu. Thenkasi district is one of the major tourist attraction area in tamilnadu. Thenkasi district is very much famous for both religious as well as the tourists those who are comes just for visiting purpose. The study is focused on tourist satisfaction on kasi viswanathar temple, thenkasi. The main objective of the study is to show the level of satisfaction of tourists in kasi viswanathar temple. 185 respondents are selected for the study by using convenient sampling method. Interview schedule was used to collect responses from the respondents. The study concluded that most of the respondents are satisfied with guidance, infrastructure and transportation facilities. Also they suggest that parking facilities needs to be improved, sellers approach's expected to be changed and banking facilities are required to be improved.

Key words: tourists, satisfaction, temple

INTRODUCTION

People travel for religious sites on the basis of their own belief in particular religion is said to be religious tourism. Religious places are mostly visited by the person those who are having religious faiths and also the persons interested in visiting architecture, sculpture, antiquity, historical importance of the temple. Thenkasi kasi viswanathar temple is one such famous very old temple which is built by parakrama pandian during 13th century. The temple is 500 to 1000 years old temple. Lord shiva and parvathi ammal worshiped the devotees in the name of kasi viswanathar and ulagamman. Masi magma, navarathri, tirukalyanam, boat festival are the famous festival celebrated in the temple.

OBJECTIVES

- To know the personal details of the tourists in kasi viswanathar temple.
- To study the satisfaction level of the tourists those who are visiting kasi viswanathar temple.

REVIEW OF LITERATURE

Vidya patwardhan, Manuel Alector Ribeiro, Kyle Maurice Woosnam, Valsaraj Pajini, Jyothi Mallya (2020): The author focused to study the visitors loyalty to religious tourism destinations, specially they consider emotional experience, place attachment and religious affiliation.

STATEMENT OF THE PROBLEMS

Kasi viswanathar temple is the most worshiped temple around thenkasi. Countless Number of devotees visited the temple at special occasions, also there are local people who they are frequently visited for samy dharisanam and consecration. And also thenkasi is a place which is situated near courtallam in thenkasi district which is belongs to tirunelveli district before dividing the districts. Every year lakhs and lakhs of Indian and foreign tourists visited courtallam and thenkasi is actually around 5kms from courtallam. Kasi viswanathar

temple is located in the heart of thenkasi town. kasi viswanathar temple is existed in the central point of the thenkasi town and that too is being a very old famous temple, by the way of visiting courtallam many of the tourists prefer to visit the kasi viswanathar temple. There are so many studies related to tourism also with regards to religious tourism, but there was no that much previous research studies with regarding kasi viswanathar temple. So here an attempt haveoilp been made to study the satisfaction level of tourists on kasi viswanathar temple, thenkasi.

METHODOLOGY

The study was conducted on kasi viswanathar temple, thenkasi. Totally 185 respondents has been selected for the study. Convenient sampling method was used to select the sample respondents for the study. Pre-structure interview schedule was used to collect data from the sample respondents. The data was collected from the respondent is those who are comes for the temple to fulfilling religious obligation as well as from those who comes as a normal tourist visitor. The collected data were analysed by using percentage analysis and mean score value. Personal details of the respondents are measured through percentage analysis and level of satisfaction of respondents are analysed by using mean value.

RESULTS

Out of 120 respondents 55 percent are male and the remaining 45 percent are female, 13 percent of the respondents are between the age group of 20 years, 22.7 percent of the respondents are between the age group of 21 to 30years, 16.2 percent of the respondents are between the age group of 31 to 40years, 16.2 percent of the respondents are between the age group of 41 to 50years and the remaining 11.9 percent of the respondents are between the age group of 51 to 60 years. 79.5 percent of the respondents are married, 15.1 percent of the respondents are unmarried and the remaining 5.4 percent of the respondents are widow. 4.9 percent of the respondents are not having proper education, 16.8 percent of the respondents

are having only primary education, 22.2 percent of the respondents are having secondary level of education, 29.2 percent of the respondents are having higher secondary level of education, 2.9 percent of the respondents are completed their degree or diploma and the remaining 2.2 percent of the respondents are belongs to others studies. 20 percent of the respondents are farmers, 21.1 percent of the respondents are private employees, most (37.3) percent of the respondents are business people, 7 percent of the respondents are government employees, 9.7 percent of the respondents are professionals and the remaining 4.8 percent of the respondents are students. 0.8 percent of the respondent monthly income is up to Rs.10000, 17.8 percent of the respondents monthly income is between Rs.10001 to 30000, most (44.9 %) of the respondents income level is Rs.30001 to 50000, 26.5 percent of the respondents income level is above 50000.

Mean value of the factors like guidance(4.26), infrastructure(3.94), transport facilities(3.52) and priest behaviour is high, so the respondents are very much satisfied with the above factors and the factors like sellers approach(2.25), parking facilities(2.55), bathing and dressing room facilities(2.57) and banking facilities(2.68) mean value is low, so the respondents are highly dissatisfied with the above factors.

CONCLUSION

The study concluded that, sellers always quoted high prices in religious places for the product. Because sentimentally/ based on need people has desire to buy at least certain things in religious places at the time of visiting temples, even though they know the prices are higher than its normal rate. The sellers take this people's psychology as advantage and for that they quoted high prices. Usually the place in which kasi viswanathar temple is situated is always rush area. Because the temple is located in the centre area of thenkasi town. There are so many shops like textile shops, hotels, and street vendors in and around the temple. Because of shortage of places, proper and special parking facilities is not available for the

temple alone. Tourists and the local people always uses street parking facility only. Thenkasi is being a big town, there are banking and ATM facilities anywhere nearby the temple but when the tourists comes from another area they feel very much trouble in identifying different ATM centres and sometimes non availability of money is a considerable problem faced by the tourists. So by considering the above things it is concluded that, tourists are not that much satisfied with sellers approach and parking facilities and banking facilities provided by the temple. Most of the tourists comes by using their own vehicle/ rental vehicle probably using public transport also.

ANALYSIS OF DATA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	102	55.1	55.1	55.1
	female	83	44.9	44.9	100.0
	Total	185	100.0	100.0	

Table 2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	Up to 20	24	13.0	13.0	25.9
	21 to 30	42	22.7	22.7	48.6
	31 to 40	67	16.2	36.2	84.9
	41 to 50	30	16.2	16.2	88.1
	51 to 60	22	11.9	11.9	100.0
	Total	185	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	147	79.5	79.5	79.5
	unmarried	28	15.1	15.1	94.6
	widow	10	5.4	5.4	100
	Total	185	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No proper education	9	4.9	4.9	4.9
	primary education	31	16.8	16.8	21.6
	secondary education	41	22.2	22.2	43.8
	higher secondary	54	29.2	29.2	73.0
	degree or diploma	46	24.9	24.9	97.8
	any others	4	2.2	2.2	100.0
	Total	185	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Farmer	37	20.0	20.0	20.0
	Private employee	39	21.1	21.1	41.1
	Business	69	37.3	37.3	78.4
	Government employee	13	7.0	7.0	85.4

	Professional	18	9.7	9.7	95.1
	Student	9	4.8	4.8	100.0
	Total	185	100.0	100.0	

Table 6 Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 10000	20	10.8	10.8	10.8
	10001 to 30000	33	17.8	17.8	28.6
	30001 to 50000	83	44.9	44.9	73.5
	above 50000	49	26.5	20.5	94.1
	Total	185	100.0	100.0	

Table 7 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Guidence	185	3	5	4.26	.707	-.428	.179
Transport Facilities	185	1	5	3.52	.781	-.860	.179
Shelter Facilities	185	1	5	3.01	.994	.447	.179
Hotel Facilities	185	1	5	3.05	.925	.142	.179
Cleanlyness of the Environment	185	1	5	2.78	.897	.224	.179
Water Facilities	185	1	5	3.25	.888	-.193	.179

Shopping Facilities	185	1	5	3.29	1.011	-.135	.179	-.838	.355
Infrastructure	185	2	5	3.94	1.001	-.504	.179	-.884	.355
Prist Behavior	185	1	5	3.49	1.230	-.536	.179	-.502	.355
Bothing and Dressing Room Fesilities	185	1	5	2.57	.998	.410	.179	.171	.355
Environmental Peacefulness	185	1	5	3.25	1.002	-.386	.179	-.075	.355
Officers approach	185	1	5	2.90	.815	.364	.179	-.010	.355
Communication Facilities	185	1	5	2.71	1.166	.297	.179	-.655	.355
Parking Facilities	185	1	5	2.55	1.073	.400	.179	-.206	.355
Safety Measures	185	1	5	2.91	1.041	.449	.179	-.083	.355
Banking facilities	185	1	5	2.68	1.001	.032	.179	-.252	.355
Sellers Approach	185	1	5	2.25	1.024	.791	.179	.419	.355
Valid N (listwise)	185								

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