

Pilgrims Satisfaction Analysis of Dehu Pilgrimage Center In Pune District In Maharashtra

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Abstract:

Compared to other businesses, tourism is one of the fastest expanding sectors due to low capital expenditure. Since ancient times, religious tourism has been one of the more significant forms of travel. Due to its geographical features, including its position, lovely terrain, enjoyable waterbodies and waterfalls, and historic religious sites, the Haveli tehsil of the Pune district has a great deal of potential to expand the tourism business.

For the development of a pilgrim tourist destination, pilgrims' satisfaction with the services already offered in the tourist centre is crucial. The current study's objective is to gauge pilgrim happiness at Dehu, known for Vari, Varkari and 'Paalkhi' from Dehu to Pandharpur in month of Ashad. The goal of the current study is to comprehend satisfaction.

Key Words: Pilgrim, Religious, Satisfaction, Facilities, Tourism, Destination

Introduction: - Any country's economy is significantly impacted by tourism. Today, one of India's industries with the quickest growth is tourism. More money is made exporting foreign currency than exporting any other commodity. The tourism sector offers a lot of potential for job growth.

The district of Pune in the state of Maharashtra has a long history of tourism. The history of the pilgrimage in the Pune district spans several centuries. Pune is the cultural centre of Maharashtra due to the abundance of forts, shrines, and temples in the area. The morphology of religious tourism attractions has changed because of pilgrimages to diverse locations. A rise in pilgrimages has an effect on religious institutions on both a socioeconomic and cultural level. The goal of this research paper is to examine the satisfaction index.

Study Area:- The primary pilgrimage site in Maharashtra is Dehu. A census town in the district of Pune is Dehu. It is 35 km from Pune and situated on the banks of the River Indrayani in the Haveli Taluka. It is located in latitude 18°43'00" North and longitude 73°46'00" East. It is typically 594 metres (1948 feet) above mean sea level. Sant Tukaram, a revered saint in Maharashtra, calls Dehu his home and spiritual centre. He worshipped Lord Vitthal his entire life. Sant Tukaram was a revered poet who is most known for his Gatha and Abhang.

Objectives of the Study: - To evaluate the satisfaction of pilgrims about the various facilities

Methodology: - The current research is supported by a sample survey. To gauge the satisfaction of pilgrims' visitors, Surveys were created, and during interviews, pilgrims were asked to rate the facilities as excellent, good, satisfactory, or unsatisfactory. Following that, the opinions of the pilgrim were translated into numerical values, such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory, and 0 to 4 for unsatisfactory. For each level of satisfaction, the factor-wise average values are computed. Total pleasure is obtained by multiplying these values by their respective frequency. The satisfaction index for the factor is calculated by dividing overall satisfaction by total frequency of the relevant factor. After calculating the satisfaction index then positional rank is assigned for values of satisfaction. For that, the following formula is used

$$St_i = \sum M_i N_i / N$$

Where,

St_i = Satisfaction Index for the 'I'th factor.

M_i = Numerical value for a particular level of satisfaction for the I th factor

N_i = Number of respondents deriving the particular value of satisfaction for the I th factor

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

Factor wise level of Satisfaction of Pilgrim Visiting Dehu

Information collected from the pilgrims was assessed factor wise for the study of level of satisfaction of the pilgrims. The total pilgrims interviewed were 412 and they were distributing according to their views about the facilities provided at the Dehu.

Sr. No.	Factors	Excellent	Good	Satisfactory	Unsatisfactory	Total
1	Dev Darshan	312	86	14	0	412
2	Transportation	30	252	114	16	412
3	Accommodation	86	132	154	40	412
4	Local Security	78	164	146	24	412
5	Food & Drinking Water	78	184	124	26	412
6	Medical Facilities	98	148	138	28	412
7	Cleanliness and Conservation of	66	180	112	54	412

	Surrounding Area					
8	Darshan Queue Facilities	86	170	142	14	412
9	Tourist information Board and Guide	62	170	142	38	412
10	Parking	76	134	134	68	412
11	Custom and Traditions	160	162	80	10	412
12	Pollution Control Majors	46	184	100	82	412
13	Conservation of Religious Monument	112	168	112	20	412
14	Natural Scenery	92	178	124	18	412
15	Traders Behavior	76	152	150	34	412
16	Pujari Behavior	82	168	132	30	412
17	Local Peoples Behavior	84	146	150	32	412
18	Other tourists Behavior	94	206	102	10	412
19	Police Security	90	128	134	60	412
Average		95.16	163.79	121.26	31.79	412
Percentage		23.1	39.75	29.43	7.72	100
Source- Primary Data						

It can be seen from the table that out of 412 tourists 312 pilgrims have ranked Dev Darshan facility as excellent, 86 as good, 14 as satisfactory and no one pilgrims have rank this facility as unsatisfactory. In case of Transportation facility out of 412 pilgrims 160 pilgrims have ranked this factor as excellent, 162 as good, 80 as satisfactory and only 10 pilgrims have rank this facility as unsatisfactory and so on.

Above table, reveals that 23.1% pilgrims noted facilities are excellent, 39.75% pilgrims noted as good, 29.43% pilgrims noted as satisfactory and 7.72% pilgrims noted as unsatisfactory. Therefore, the level of satisfaction of the pilgrims is very high. Only 7.72% pilgrims told that facilities are not satisfactory in Dehu at the time of survey.

Factor Wise Numerical Values of Pilgrim Visiting Dehu

Sr. No.	Factors	Numerical Values			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Dev Darshan	9.3	7.8	5.4	2.9
2	Transportation	9.5	7.5	5.8	3.3
3	Accommodation	8.9	6.9	5.3	3.4
4	Local Security	9.1	6.7	5.2	2.7
5	Food & Drinking Water	9.2	7.3	4.8	2.4
6	Medical Facilities	8.7	7.2	5.9	2.5
7	Cleanliness and Conservation of Surrounding Area	9.4	6.9	5.3	3.1
8	Darshan Queue Facilities	9.9	6.8	5.2	2.6
9	Tourist information Board and Guide	8.2	7.1	4.9	3.6
10	Parking	8.1	6.6	4.7	3.2
11	Custom and Traditions	9.5	6.7	4.4	2.9
12	Pollution Control Majors	8.1	6.2	4.3	2.5
13	Conservation of Religious Monument	8.9	6.8	4.6	2.6
14	Natural Scenery	9.4	7.4	5.6	3.8
15	Traders Behavior	9.6	7.3	4.3	3.9
16	Pujari Behavior	9.7	7.9	4.2	3.1
17	Local Peoples Behavior	9.5	7.2	4.1	2.6
18	Other tourists Behavior	8.2	6.3	5.5	2.5
19	Police Security	8.4	6.8	4.2	2.7
Source- Primary Data					

The factor wise average of satisfaction of pilgrims was calculated for facilities in the Dehu and displayed in the table as above. These average values then utilized to calculate

Satisfaction Index for the Dehu. The ranks are giving to these factors, which indicate the satisfaction about the factor.

Factor wise Satisfaction Index of pilgrims visiting Dehu (Points out of 10) and their Rank

Sr. No.	Factors	Satisfaction Index	Rank
1	Dev Darshan	8.85	1
2	Transportation	7.01	4
3	Accommodation	6.38	12
4	Local Security	6.39	11
5	Food & Drinking Water	6.60	8
6	Medical Facilities	6.80	5
7	Cleanliness and Conservation of Surrounding Area	6.37	13
8	Darshan Queue Facilities	6.75	6
9	Tourist information Board and Guide	6.18	15
10	Parking	5.70	18
11	Custom and Traditions	7.25	2
12	Pollution Control Majors	5.21	19
13	Conservation of Religious Monument	6.57	9
14	Natural Scenery	7.15	3
15	Traders Behavior	6.35	14
16	Pujari Behavior	6.72	7
17	Local Peoples Behavior	6.18	16
18	Other tourists Behavior	6.44	10
19	Police Security	5.71	17
Source- Primary Data			

It is observed from above table that Dev Darshan facility have ranked highest (8.85). It means pilgrims are more satisfied with Dev Darshan facilities at Dehu. Sant **Tukaram** is the well-known Sant in Maharashtra and Dehu is the home and soul of him. The 2nd rank (7.25) received for Custom and Traditions. Dehu is known for the **Abhang and Gatha of Sant Tukaram, and it is also** known for Vari, **Varkari and 'Paalkhi'** from Dehu to Pandharpur in month of Ashad. It is clear that the main purpose of pilgrims to visit Dehu is spiritual purpose. The 3rd rank (7.15) goes to Natural Scenery. Dehu is situated on the bank of holy river Indrayani, Holy Mountain known as a Bhandra Dongar is very near to Dehu. The 4th rank (7.01) received for Transportation. Dehu has well connected by road to Pune, Pimpri-Chinchwad and Mumbai via road and railway. City bus facility also available here. The 5th rank (6.80) goes to Medical Facilities. Most of the tourist also satisfied with Darshan Queue Facilities, Pujari Behavior and Food & Drinking Water, it ranks 6th (6.75) and 7th (6.72), 8th (6.60) respectively.

Conservation of Religious Monument rank 9th (6.57), while other tourists Behavior and Local Security's rank is 10th (6.44) and 11th (6.39) respectively. These are the factor where pilgrims do not satisfied well, so from pilgrims' point of view these factors in Dehu needed more development.

The 12th (6.38), 13th (6.37) and 14th (6.35) ranks goes to Accommodation, Cleanliness and Conservation of Surrounding Area and Traders Behavior. The 15th (6.18) ranks goes to Tourist information Board and Guide and Local Peoples Behavior, and 17th (5.71) ranks goes and Police Security. The 18th (5.70) and 19th (5.21) ranks goes to Parking and Pollution Control Majors respectively. The pilgrims were not satisfied by facilities like Accommodation, Cleanliness and Conservation of Surrounding Area, Traders Behavior, Tourist information Board, Guide and Local Peoples Behavior, Police Security, Parking and Pollution Control Majors.

There is need to develop the Pollution Control Majors and Cleanliness and Conservation of Surrounding on the bank of river Indrayani and area near the temple. There is also need to develop safe parking units for vehicles of tourists and Police Security, better and cheap Accommodation facility for varkari. There is also scope to improve in Traders Behavior, Tourist information Board and Guide and Local Peoples Behavior.

Factors wise Order of Importance of pilgrims Visiting Dehu

Sr. No.	Factors	Order of Importance				Total Respondents	Relative Importance (Points out of 10)	Rank
		I st	II nd	III rd	IV th			
1	Dev Darshan	342	55	9	6	412	9.45	1
2	Transportation	274	55	43	40	412	8.42	5
3	Accommodation	265	59	46	42	412	8.32	6
4	Local Security	175	43	73	121	412	6.65	11
5	Food & Drinking Water	108	27	83	194	412	5.30	13
6	Medical Facilities	98	23	86	205	412	5.08	14
7	Cleanliness and Conservation of Surrounding Area	327	52	18	15	412	9.19	2
8	Darshan Queue Facilities	302	43	36	31	412	8.74	4
9	Tourist information Board and Guide	251	61	53	47	412	8.13	8
10	Parking	259	62	47	44	412	8.25	7
11	Custom and Traditions	320	35	33	24	412	8.95	3
12	Pollution Control Majors	232	58	55	67	412	7.76	9
13	Conservation of Religious Monument	204	56	63	89	412	7.28	10
14	Natural Scenery	135	31	81	165	412	5.83	12
15	Traders Behavior	7	9	111	285	412	3.41	19
16	Pujari Behavior	16	12	107	277	412	3.59	18
17	Local Peoples Behavior	69	21	92	230	412	4.57	15
18	Other tourists Behavior	43	17	101	251	412	4.10	16
19	Police Security	32	14	105	261	412	3.89	17

Source- Primary Data

As per table no 5.19 it observed that maximum importance is given to Dev Darshan (9.45), followed by Cleanliness and Conservation of Surrounding Area (9.19), Custom and Traditions (8.95), Darshan Queue Facilities (8.74), Transportation (8.42), Accommodation (8.32), while minimum points are given Traders Behavior facilities (3.41) by pilgrims.

Ultimate Satisfaction Index of pilgrims visiting Dehu

Sr. No.	Factors	Points out of 10		
		Satisfaction Index	R.I.	SI X RI
1	Dev Darshan	8.85	9.45	83.61
2	Transportation	7.01	8.42	59.00
3	Accommodation	6.38	8.32	53.08
4	Local Security	6.39	6.65	42.50
5	Food & Drinking Water	6.6	5.30	34.96
6	Medical Facilities	6.8	5.08	34.58
7	Cleanliness and Conservation of Surrounding Area	6.37	9.19	58.56
8	Darshan Queue Facilities	6.75	8.74	58.98
9	Tourist information Board and Guide	6.18	8.13	50.25
10	Parking	5.7	8.25	47.04
11	Custom and Traditions	7.25	8.95	64.89
12	Pollution Control Majors	5.21	7.76	40.43
13	Conservation of Religious Monument	6.57	7.28	47.80
14	Natural Scenery	7.15	5.83	41.65
15	Traders Behavior	6.35	3.41	21.65
16	Pujari Behavior	6.72	3.59	24.10
17	Local Peoples Behavior	6.18	4.57	28.24
18	Other tourists Behavior	6.44	4.10	26.42
19	Police Security	5.71	3.89	22.21
Total			126.90	839.94

Source- Primary Data

Ultimate Satisfaction Index for Dehu is 6.62 out of ten points. This is the satisfactory level pilgrims. It is essential to provide better services to pilgrims.

Conclusion:-

1. Pilgrims visit to Dehu for spiritual purpose hence Dev Darshan facility ranked first. It means pilgrims are more satisfied with Dev Darshan facilities at Dehu. Sant Tukaram is the well-known Sant in Maharashtra and Dehu is the home and soul of him. The 2nd rank received for Custom and Traditions. Dehu is known for the Abhang and Gatha of Sant Tukaram, and it is also known for Vari, Varkari and 'Paalkhi' from Dehu to Pandharpur in month of Ashad
2. It is clearly shows that most of the pilgrim are satisfied facilities like Natural Scenery and Transportation facilities hence it is got 3rd. and 4th rank respectively.
3. Pilgrims are satisfied than their expectation with facilities like Dev Darshan, Natural Scenery, Transportation, Medical facilities, Darshan Queue Facilities and Custom and Traditions.
4. Accommodation, Cleanliness and Conservation of Surrounding Area, Tourist information Board and Guide, Parking and Pollution Control Majors. are the factors where pilgrims have not well satisfied, hence it is very much need to more development in these facilities in Dehu as per pilgrim point of view.
5. Pilgrims has given maximum importance is to Dev Darshan followed by Cleanliness and Conservation of Surrounding Area, Custom and Traditions, Darshan Queue Facilities, Transportation, Accommodation, while minimum points are given Traders Behavior facilities by pilgrims.
6. As per the Ultimate Satisfaction Index for Dehu pilgrims reach upto satisfactory level but it is essential to provide better services to pilgrims.

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