



✓ **Satisfaction Index Analysis of Bhimashankar Pilgrime Center in Pune District in Maharashtra**

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Abstract:

Tourism is one of the fastest growing industry regarding little capital investment which is made it different to other industries. There are various types of tourism in which Religious tourism is more important since the ancient period. The Rajgurunager tehsil of Pune district has a great potential to develop the tourism industry because of geographical components like geographical location, beautiful landscape, pleasant waterbodies and waterfall as well as ancient religious places.

Satisfaction of the pilgrims with existing facilities in tourist centre is important for development of pilgrim tourist destination. The aim of present study is to assess the satisfaction of pilgrim at Bhimashankar one of the jyotirlinga among the twelve jyotirlinga situated all over the India. Present study has been conducted to understand the satisfaction about the facilities provided them at pilgrim destination.

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

Introduction: -

Tourism has major economic significance for any country. Today tourism is one of the fastest growing industry in India. Earning of foreign exchange is more than any other commodity export. Tourism industry has great potential for creating job opportunities.

Pune District in the state of Maharashtra has history of tourism from many centuries. The pilgrimage in Pune district can be traced back to many centuries. Pune is cultural capital of Maharashtra because of number of the forts, religious places and temples are located in and around Pune.

Pilgrimages at various centers are responsible for changes in morphology of religious tourist's centers. Increasing in Pilgrimages made socio-economic and cultural impact on religious centers. In this research paper an attempt has been made to study satisfaction Index analysis of Bhimashankar. Satisfaction is a condition mind, which varies from person to person and place to place. Bhimashankar is one of the ancient famous pilgrim centre not only in Pune district but all over the India.

Study Area:

Bhimashankar is located at **Bhorgiri** village which is 50 km north west from **Khed**. It is 110 km away from Pune city in the western **ghat** region of the **Sahyadri** mountain, in **Rajgurunaga taluka of Pune district**. It's located in 19°4'00"North latitude and 73°32'00"East longitude. It has an average elevation of 1034 meters from mean sea level.

Bhimashankar known as a pilgrim paradise and one of the God's choicest creation. Throughout the year pilgrim has visited Bhimashankar from all over the India. Mahashivratri and Monday

...Month is a s...
 ...period.
 ...of the S...
 ...General o...
 ...Bhimashankar pilgr...
 1. To study...
 2. To assess...
Methodology:
 The present research...
 ...Questionna...
 ...pilgrim were then...
 ...to 6 for satisfac...
 ...different level of...
 ...frequencies gives...
 ...satisfaction index...
 ...the following...

$$S_{ti} = \sum M_i N_i / N$$
 Where,
 S_{ti} = Satisfaction...
 M_i = Numerical...
 N_i = Number of...
 N = Total number...
Table-1 F

Sr.No.	Factor
1	Dev...
2	Trans...
3	Acco...
4	Loca...
5	Foo...
6	Med...
7	Cle...
8	Con...
9	Sur...
10	Da...
11	To...
12	Bo...
13	Pa...
14	Co...
15	Pe...
16	M...
17	C...

Pune

...the capital investment which...
 ...present research work is based on sample survey. For assess the satisfaction of the pilgrim's...
 ...Questionnaires were developed and in interview schedule ask to pilgrim's mention their...
 ...facilities either of excellent, good, satisfactory and unsatisfactory. These views of...
 ...were then converted into numerical values such as 8 to 10 for excellent, 6 to 8 for good...
 ...of tourism on which Religious...
 ...level of satisfaction and 0 to 4 for unsatisfactory. The factor wise average values for the...
 ...geographical components like...
 ...level of satisfaction are calculated. By multiplying these values by respective...
 ...and waterfall as well...
 ...gives total satisfaction. When total satisfaction is divided by total frequency of the...
 ...factor would give the satisfaction index for the factor. By using following formula...
 ...is to assess the satisfaction index is calculated then positional rank is assigned for values of satisfaction. For...
 ...satisfaction about the facility = $\frac{\sum(MIN) / N}{N}$

where,
 Si = Satisfaction Index for the 'i' th factor
 Ni = Numerical value for a particular level of satisfaction for the 1 th factor
 N = Total number of respondents for that factor for all level of satisfaction.

Table-1 Factor-wise level of Satisfaction of Tourists Visiting Bhimashankar

Sr.No.	Factors	Excellent	Good	Satisfactory	Unsatisfactory	Total
1	Dev Darshan	216	178	18	6	418
2	Transportation	8	146	186	78	418
3	Accommodation	0	26	156	236	418
4	Local Security	20	72	130	196	418
5	Food & Drinking Water	10	62	250	94	418
6	Medical Facilities	2	20	106	290	418
7	Cleanliness and Conservation of Surrounding Area	14	118	148	138	418
8	Darshan Que Facilities	24	124	160	112	418
9	Tourist information Board and Guide	14	104	168	132	418
10	Parking	6	80	90	242	418
11	Custom and Traditions	66	190	146	16	418
12	Pollution Control	18	60	184	156	418
13	Conservation of	130	118	136	34	418



14	Religious Monument	366	48	2	2	418
14	Natural Scenery	366	48	2	2	418
15	Traders Behavior	22	178	186	32	418
16	Pujari Behavior	22	136	218	42	418
17	Local Peoples Behavior	32	156	204	26	418
18	Other tourists Behavior	28	198	174	18	418
19	Police Security	20	22	242	134	418
Average		53.58	107.16	152.84	104.42	418
Percentage		12.85	25.63	36.56	24.96	100

Source- Primary Data

The facilities included Dev Darshan, Transportation, Accommodation, Local Security, Food & Drinking Water, Medical Facilities, Cleanliness and Conservation of Surrounding Area, Darshan Que, Tourist Information Board and Guide, Parking, Custom and Traditions, Pollution Control Majors, Conservation of Religious Monument, Natural Scenery, Traders Behavior, Pujari Behavior, Local People's Behavior, Other tourists Behavior and Police Security are take into considering for assess the level of satisfaction of the pilgrim's.

In the table no one, the percentage of category reveals that about 12.85% pilgrims noted facilities are excellent, 25.63% pilgrims noted as good, 36.56% pilgrims noted as satisfactory and 24.96% pilgrims noted as unsatisfactory. Therefore the level of satisfaction of the tourist is very high. About 24.96 % pilgrims told that facilities are not satisfactory in Bhimashankar at the time of survey.

Table -2 Numerical Values of Satisfaction Tourists Visiting Bhimashankar.

Sr.No.	Factors	Numerical Values			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Dev Darshan	9.8	7.9	5.8	3.1
2	Transportation	9.7	7.3	5.3	3.2
3	Accommodation	8.7	6.8	5.4	3.5
4	Local Security	9.1	6.5	5.7	2.8
5	Food & Drinking Water	9.1	7.1	4.8	2.6
6	Medical Facilities	8.8	7.2	5.4	2.4
7	Cleanliness and Conservation of Surrounding Area	9.2	6.6	5.6	3.3
8	Darshan Que Facilities	9.4	6.5	5.8	2.8
9	Tourist information Board and Guide	8.5	6.8	4.8	3.4
10	Parking	8.2	6.3	4.6	3.5
11	Custom and Traditions	9.4	6.4	4.5	2.7
12	Pollution Control Majors	8.3	6.1	4.1	2.8
13	Conservation of Religious Monument	9.1	6.5	4.4	2.4
14	Natural Scenery	9.2	7.2	5.8	3.4

Traders Behavior	9.3	7.4	4.2	3.6
Pujari Behavior	9.5	7.7	4.7	2.9
Local Peoples Behavior	9.2	7.3	4.3	2.4
Other tourists Behavior	8.4	6.8	5.8	2.3
Police Security	8.7	6.1	4.6	2.6

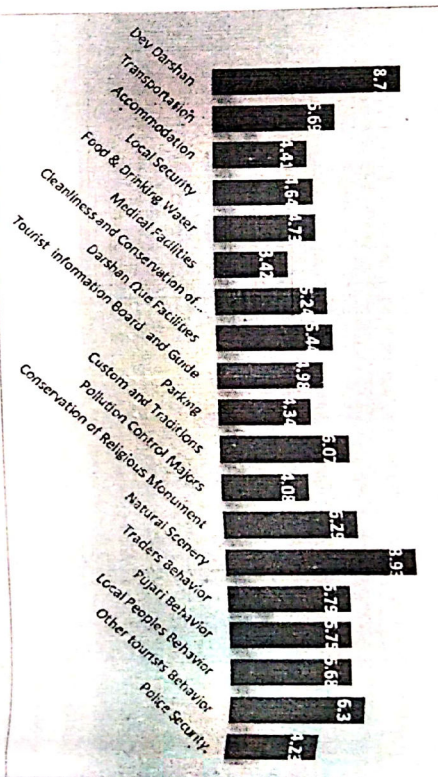
The factor wise average are calculated for the Bhimashankar and put in the table as above. The average values are then utilized to calculate satisfaction indices for the Bhimashankar. The factors are given to these factors, which indicate the priority to the factors.

3 Factor-wise Satisfaction Index of Tourists Visiting Bhimashankar (Points out of 10 and their Rank)

No.	Factors	Satisfaction Index	Rank
1	Dev Darshan	8.72	2
2	Transportation	5.69	8
3	Accommodation	4.41	15
4	Local Security	4.64	14
5	Food & Drinking Water	4.73	13
6	Medical Facilities	3.42	19
7	Cleanliness and Conservation of Surrounding Area	5.24	11
8	Darshan Que Facilities	5.44	10
9	Tourist information Board and Guide	4.98	12
10	Parking	4.34	16
11	Custom and Traditions	6.07	5
12	Pollution Control Meajors	4.08	18
13	Conservation of Religious Monument	6.29	4
14	Natural Scenery	8.93	1
15	Traders Behavior	5.79	6
16	Pujari Behavior	5.75	7
17	Local Peoples Behavior	5.68	9
18	Other tourists Behavior	6.30	3
19	Police Security	4.23	17



Satisfaction Index



Source - Primary Data

According to table no.3, the 1st rank (8.93) goes to Natural Scenery. It means tourists are more satisfied with Natural Scenery of Bhimashankar. The 2nd rank (8.72) received for Dev Darshan. The main purpose of pilgrims to visit the Bhimashankar to enjoy Natural Scenery of Bhimashankar and take darshan of Lord Shankara. The 3rd rank (6.30) goes to another Tourists Behavior. The 4th rank (6.29) received for Conservation of Religious Monument. The 5th rank (6.07) goes to Custom and Traditions. Most of the pilgrim prefers to conserve the Religious Monument and follow the Custom and Traditions. Most of the tourist also satisfied with Behavior Traders, Pujari, and Local Peoples, it ranks 6th (5.79) and 7th (5.75), 9th (5.68), respectively.

Transportation facility rank with 8th (5.69) number, while Darshan Que Facilities and Cleanliness and Conservation of Surrounding Area rank is 10th (5.44) and 11th (5.24) respectively. The 12th (4.98) and 13th (4.73) ranks goes to Tourist Information Board and Guide and Food & Drinking Water respectively. The 14th (4.64) and 15th (4.41) ranks goes to Local Security and Accommodation respectively. The 16th (4.34) and 17th (4.23) ranks goes to Parking and Police Security. The 18th (4.08) and 19th (3.42) ranks goes to Pollution Control Majors and Medical Facilities respectively.

Conclusion:-

1. Natural Scenery of Bhimashankar received 1st rank because, it is situated on top of the Sahyadri Mountain and it has pleasant climate, dark evergreen forest, and natural beauty these are the most attraction factors of the tourist.
2. Dev Darshan got 2nd rank, it is one of the jyotirlinga, among the twelve jyotirlinga's situated all over the India.
3. It is clearly shows that most of the pilgrim prefers to conserve the Religious Monument and follow the Custom and Traditions hence it is got 5th and 6th rank respectively.

14 Transportation, Darshan Que and Cleanliness and Conservation of Surrounding Area are
y-2 the factors where pilgrims have not well satisfied, hence it is very much need to more
development in these facilities in Bhimasankar as per pilgrim point of view.
The tourists are not satisfied with the factors like Tourist Information Board, Guide, Food
& Drinking Water, accommodation, Parking, Police Security, Pollution Control Majors
and Medical Facilities. In all these facilities accommodation, Parking, and Food &
Drinking Water are the major facilities for very tourist but pilgrims are not satisfied with
this facility. There is need to develop the Accommodation, safely parking units for
vehicles of tourists, better hotels and restaurant for Food & Drinking Water.

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