ORIGINAL ARTICLE

Satisfaction Index Analysis Of Pal (khandoba) Fair Pilgrims

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Abstract:
The social and cultural manifestations of tourism are multifarious and are evident in different ways involving man, his society and his country. The socio-cultural impact of tourism would be conspicuous in various facts of human activity i.e. religious, cultural, educational, in relation to leisure, health and sports, national and International understanding. Culture provides a strong motivation for tourism and the relation between culture and tourism, thus itself evident. Culture attributes or attractions provide a strong magnet for attracting large scale travel.

KEY WORDS:

pilgrim, worshipper, priests, gabhara,

INTRODUCTION:

Reconciling these divergent needs of the pilgrim in an exceptionally challenging task, requiring a clear appreciation of tourism role in regional and national development. Encouragement of tourism particularly tourism for religious and non religious purposes may not be a viable economic pattern of this group. But the same may be necessary for promoting national integration and awareness of the rich cultural heritage of India, but may involve better transport and communication facilities for low budget pilgrims may imply easy access to Pal Khandoba but increasing number of pilgrims may lead a adverse impacts. Pilgrims have faced a lot of problems in such fair places

STUDY REGION:

Pal village lies 17o .45' north latitude and 74o .20' east longitude. The temple lies on the site of legendary appearance by the God Khandoba to a favourite devotee, a milk made named palai in whose honour the village name was changed from Rajapur to Pal. The temple was built about 400 years ago. The original structure consist of a stone shrine or gabhara and a poarch. The poarch is enclosed by four pillars very plain but of the old pattern the shaft being cut in rectangular octagonal and cylindrical blocks, but in mortar which shows that the temple is not older than the thirteenth century. Pal village, originally called Rajapur, lies on both banks of the Tarali river which is tributarites of Krishna river, about 32 Kms north – west of Karad and had a population 6012 in 2001 census. The pal village is chiefly remarkable for a temple of Khandoba where a yearly fair attended by about five lakhs people, is held in December – January.

On the right bank of the Tarali river is the market street containing the shops of the chief grain dealers, money lenders and merchants and most of the dwellings. On the left bank is the noted temple of Lord Khandoba and the houses of the worshippers priests.

OBJECTIVES OF THE STUDY:

General objectives of the present study is focus on the socio – geographical factors affected to the fairs and festivals of Satara district. The specific objectives of the study are as under:
1. To look into locational analysis of the Pal Khandoba fairs
2. To assess the satisfaction of pilgrims who attended in the fair of Pal Khandoba
3. To find out the miss management and facility provided for pilgrims of Pal Khandoba

DATABASE AND METHODOLOGY:

The present research work is based on both primary and secondary source of data. This is one of the prime work of Satara district. There is no evidence of any collected statistics regarding the functions of particular fair. The collection of factual information was challenge before researcher. It was decided to collect maximum information through primary sources. Satisfactory index analysis method is chosen.

The present study was undertaken from socio-geographical point of view. The study of Pal Khandoba fair of Satara district is based mostly on primary data, collected through pretested schedule. The most of the work is depend on the primary collection and some from the secondary sources. The collected statistics then tabulated. Some mathematical processing is carried out and the inferences are drawn. The researcher has applied suitable method such as, satisfactory Index Analysis.
survey of pilgrims randomly. The questionnaire was prepared and the interview schedule was conducted to pilgrims by considering the views regarding above mentioned factors.
The following formula are used for calculating satisfaction Index, Relative importance index and ultimate satisfaction Index.

$$sti = \frac{\sum Mi \times Ni}{N}$$

Where,

Sti -	Satisfaction index for ith factor.
Mi -	Numerical values for the particular Level of satisfaction for the ith factor.
Ni -	Number of respondent deriving the particular level of Satisfaction for the ith factor.
N -	Total number of respondents for that factor for all Level of satisfaction

Then the ranks are given to those satisfaction indices and finally coefficient of variation of all factors is calculated to see the consistency of the tourist's views.
Formula adopted for calculating ultimate satisfaction Index.
Ultimate Satisfaction index of pilgrims = SI x RI / RI

Where –
SI = Satisfaction Index.
RI = Relative importance Index.

By applying above formulas we have calculated the satisfactory index, relative and ultimate satisfactory index of this studies. The reason for method adopted to calculate these indices are it is most suitable and found appropriate, and secondly the results are meet to the conclusion.
By considering the Transport, accommodation, Personal safety, food and Drinking water, Medical facilities, Health and hugiene, spot guidance, Darshan period, customs and traditions priest service, Entertainment and shopping facilities, Darshan que facilities parking facility, Pollution control measures, management and social awareness programme etc pilgrims were requested to express their satisfaction in the points (out of 10) and the classification was done on the basis of points 8-10 for excellent, 6 to 8 for good 4 to 6 for satisfactory and 0-4 points for unsatisfactory.

Table – 1
Factor Wise Facilities Of Satisfaction Of Pal Khandoba Pilgrims

Sr. No.	Factor	Excellent	Good	Satis factory	Un Satisfactory	Total
1	Transport	18	189	57	14	278
2	Accommodation	9	51	176	42	278
3	Personal safety	21	71	92	94	278
4	Food and drinking water	37	77	126	38	278
5	Medical facilities	27	96	122	33	278
6	Health and Hygienic	38	102	113	25	278
7	Spot guidance	09	92	98	79	278
8	Darshan Period	07	27	167	77	278
9	Customs and traditions	27	149	88	14	278
10	Priest service	18	98	109	53	278
11	Entertainment and shopping facilities	47	103	67	61	278
12	Darshan queue facility	31	67	103	77	278
13	Parking facility	22	107	99	50	278
14	Pollution control measures	13	57	167	41	278
15	Management	27	25	187	39	278
16	Social Awareness Programme	51	47	167	13	278

Source – Computed by Researcher.

The average value for the different levels of satisfaction was calculated. By multiplying these values by respective frequencies gives total satisfaction. When total satisfaction is divided by total frequency of the respective factor would give the satisfaction index for the factor.

Table – 2
Factor wise satisfaction Index (Points out of 10) and their rank.

Sr. No.	Factor	Satisfaction Index	Satisfaction Index	Positional Rank
1	Transport	2068.5	7.4	1
2	Accommodation	1251.2	4.5	11
3	Personal safety	1203.5	4.3	12
4	Food and drinking water	1726.6	6.2	7
5	Medical facilities	1813.7	6.5	5
6	Health and Hygiene	1898.6	6.9	2
7	Spot guidance	1277.3	4.5	11
8	Darshan Period	1137.6	4.0	13
9	Customs and traditions	1795.9	6.4	6
10	Priest service	1626.7	5.9	8
11	Entertainment and shopping facilities	1825	6.6	4
12	Darshan queue facility	1360.6	4.9	9
13	Parking facility	1824.8	6.6	4
14	Pollution control measures	1202.4	4.3	12
15	Management	1300.4	4.6	10
16	Social Awareness Programme	1904	6.8	3

Source – Computed by Researcher.

Table – 3
Factor Wise Order Of Importance Attached By The Pal (Khandoba) Fair

Sr. No.	Factor	Order of Importance				Total	Relative Importance Point out of 10	
		1st	2nd	3rd	4th			
1	Transport	201	38	26	13	278	2457.5	**8.33**
2	Accommodation	87	82	78	31	278	1952.5	**7.02**
3	Personal safety	84	71	63	55	278	1875	**6.74**
4	Food and drinking water	123	87	67	01	278	2220	**7.98**
5	Medical facilities	165	48	43	22	278	2280	**8.20**
6	Health and Hygine	171	45	34	28	278	1940	**8.22**
7	Spot guidance	103	67	55	53	278	1940	**6.97**
8	Darshan Period	107	69	51	51	278	1970	**7.08**
9	Customs and traditions	129	89	53	07	278	2240	**8.05**
10	Priest service	147	78	41	12	278	2290	**8.23**
11	Entertainment and shopping facilities	139	58	51	30	278	2155	**7075**
12	Darshan queue facility	127	81	42	28	278	1947.5	**7.00**
13	Parking facility	145	52	47	34	278	2160	**7.76**
14	Pollution control measures	109	69	61	39	278	2010	**7.23**
15	Management	97	72	65	44	278	1945	**6.99**
16	Social Awareness Programme	151	69	53	05	278	2035	**8.29**

Source – Computed by Researcher.

To calculate relative importance index 10 points are given to 1st order of importance, 7.5 points for 2nd order of importance, 5 points for 3rd order of importance 2.5 points for 4th order of importance. It could be seen that the maximum points are given to transport followed b social awareness programme, priest service, Health and hygiene, customs and tradition, food and drinking water, parking facility, Entertainment and shopping facility, pollution control measures, Darshan period accommodation, spot guidance etc.

The ultimate satisfaction of the pilgrims of Pal Khandoba fair depends on both order of importance of a particular and satisfaction derived from the respective factor. To calculate ultimate satisfaction index was calculated by wing both satisfaction Index and relative importance Index.

Table –4
Factor Wise Contribution To Ultimate Satisfaction In Pal Fair

Sr. No.	Factor	Points out of 10		SI x RI
		SI	RI	
1	Transport	7.4	8.33	**61.64**
2	Accommodation	4.5	7.02	**31.59**
3	Personal safety	4.3	6.74	**28.98**
4	Food and drinking water	6.2	7.98	**49.47**
5	Medical facilities	6.5	8.20	**53.30**
6	Health and Hygiene	6.9	8.22	**56.71**
7	Spot guidance	4.5	6.97	**31.36**
8	Darshan Period	4.0	7.08	**28.32**
9	Customs and traditions	6.4	8.05	**51.52**
10	Priest service	5.9	8.23	**48.55**
11	Entertainment and shopping facilities	6.6	7.75	**51.15**
12	Darshan queue facility	4.9	7.00	**34.30**
13	Parking facility	6.6	7.76	**51.21**
14	Pollution control measures	4.3	7.23	**31.08**
15	Management	4.6	6.99	**32.15**
16	Social Awareness Programme	6.8	8.29	**56.37**
		90.4	121.84	**697.7**

Source – Computed by Researcher.

SI x RI / RI = 5.72

CONCLUSION:

Ultimate satisfaction index of pilgrims of Pal Khandoba is 5.72 out of 10 points.
This is satisfactory level of satisfaction but further improvement is essential by providing better and better services for the Pal Khandoba fair. Problems faced by pilgrims are as follows –

1.Problem of transport facility in fair time.
2.Problem of Accommodation facility in fair time
3.Not sufficient entertainment facilities available
4.Scarcity of Pure drinking water.
5.Problem of Vehicle Parking.
6.Problem of good restaurants.
7.Problem of public toilet.
8.Problem of unclean environment.
9.Problem of Pollution..
10.Problem of sanitation etc.
To overcome above mentioned problems the local yatra committee, Grampanchyat and the members of the trustee are trying their best. They have prepared developmental plan and it is in execution.

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LOCATION MAP

INDIA

0 150 km

Maharashtra State

MAHARASHTRA

0 40 km

Satara District

SATARA DISTRICT
LOCATION OF TAHSILS AND STUDY AREA

KHANDALA

PHALTAN

MAHABALESHWAR

MEDHA (JAOLI)

KOREGAON

DAHIVADI (MAN)

CHALKEWADI

SATARA

VADUJ (KHATAV)

PATAN

KARAD

- TAHSIL HEADQUARTERS
- VILLAGE LOCAITON

4 0 4 8 12 16 20 24 km

Source : Based on Census, 1991.