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Annexure I

QUESTIONNAIRE

Date		Sl. No.	
Location			

Dear Sir/Madam,

I would like to invite you to participate in my Ph.D. research survey which attempts to measure **Tourist Expectation and Perception regarding the Service Quality of Pilgrimage Sites of North India- a case study of Jyotirlinga**. Kindly answer the given questions that best suits your knowledge and understanding. Please be assured of confidentiality related to the information you provide. The information provided will be used for academic purpose only.

1. Do you frequently visit a pilgrimage? **Yes / No**
2. **What is the main purpose of your present visit? (Tick only ONE based on priority)**

a. To perform specific Puja at the temple after marriage, after birth etc.	c. Votive/Votive offering/ Special offering	e. Leisure & Relaxation	g. Photography/ videography
b. Pilgrimage (Jatra)	d. Meditation or mental peace	f. Education/Research	

In the present question some statements regarding services related to Jyotirlinga are given. There are two columns in the question, one is regarding **what you expect about services** in the Jyotirlinga (the column titled Your Expectation) and the second column is regarding **experience** (what you actually observed during your visit to the Jyotirlinga (column titled Your Experience)). Please answer all the questions by rating the expectations and Experience (Actual Observation) of the Baidyanath Jyotirlinga, in relation to each of the following attributes on a 7-point scale, ranging from 1 to 7 in the order of your agreement with the said statement e.g. score 3 has level of agreement more as compared to score 2 and so on.

Your Expectations	1	2	3	4	5	6	7	Your Experience	1	2	3	4	5	6	7
I expect presence of security (police/forces) at the destination.								There is presence of security (police/forces) at the destination.							
I expect availability of proper prevention measures for hazardous situation (fire exit, fire extinguisher).								The destination maintains proper prevention for hazardous situation.							
I expect to be safe while waiting in the queue at the pilgrimage destination.								It felt safe while waiting in the queue at the pilgrimage destination.							
I expect necessary first aid to be available at the destination								Necessary first aid is available at the destination							
I expect emergency medical facilities to be available in case of an unfortunate accident or in occurrence of serious health condition (cardiac arrest etc.)								Emergency medical facilities is available in case of an unfortunate accident or in occurrence of serious health condition (cardiac arrest etc.)							
I expect the priest to perform pooja as per the rituals								The priest performed pooja as per the rituals							
I expect wheelchair facility for sick/old age citizens/PWD to be available at the temple of the destination								Wheelchair facility was available for sick/old age citizens/PWD.							
I expect availability of Prasad and other necessary Pooja items near the premises of the destination								There was availability of Prasad and other necessary Pooja items near the premises of the destination							

I expect to see the Jyotirlinga	1	2	3	4	5	6	7	I was able to see the Jyotirlinga	1	2	3	4	5	6	7
I expect to participate in the Aarti in the temple	1	2	3	4	5	6	7	I participated in the Aarti in the temple ॐ	1	2	3	4	5	6	7
I expect facility to keep footwear will be easily available.	1	2	3	4	5	6	7	Facility to keep footwear is available outside the temple premises	1	2	3	4	5	6	7
I expect locker facility to be available to keep valuable items.	1	2	3	4	5	6	7	Locker facility was available to keep valuable items.	1	2	3	4	5	6	7
I don't expect necessary first aid to be available at the destination	1	2	3	4	5	6	7	Necessary first aid is not available at the destination	1	2	3	4	5	6	7
I expect proper queue management at the temple	1	2	3	4	5	6	7	I experienced proper queue management at the temple	1	2	3	4	5	6	7
I expect the temple employees to provide clear direction regarding public facilities (i.e. rest room, prayer room, information center)	1	2	3	4	5	6	7	The temple employees provide clear direction regarding public facilities (i.e. rest room, prayer room, information center)	1	2	3	4	5	6	7
I expect to be informed about the protocols inside the destination in a language understandable to me.	1	2	3	4	5	6	7	I was informed about the protocols inside the pilgrimage destination in a language understandable to me.	1	2	3	4	5	6	7
I expect easy communication with the presence of guides in the pilgrimage destination.	1	2	3	4	5	6	7	Presence of Guides in the pilgrimage destination made it easy to communicate.	1	2	3	4	5	6	7
I expect the proper management of street vendors, kiosks and souvenir stalls for more orderly selling around the temple area	1	2	3	4	5	6	7	I experienced proper management of vendors for orderly selling around the temple area	1	2	3	4	5	6	7
I expect the temple management to address pilgrim's grievance quickly	1	2	3	4	5	6	7	The temple management addresses the pilgrim's grievance quickly	1	2	3	4	5	6	7
I don't expect the temple management to address pilgrim's grievance quickly	1	2	3	4	5	6	7	The temple management does not address the pilgrim's grievance quickly	1	2	3	4	5	6	7

9. Please state the problems you faced on your visit to this Jyotirlinga according to rank.

.....

10. Please state the things you liked most on your visit to this Jyotirlinga according to rank.

1. Where did you stay during the visit to the destination?

Hotel		Guest House		Dharamshala		Lodge		Dormitory	
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2. While visiting a pilgrimage destination is accommodation an important factor for you? **Yes/No**

3. Which transport did you use to arrive at the last motorable point near the pilgrimage destination? (any one)

Private Cab		Taxi		Public Bus		Private Bus		Auto rickshaw	
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Your Expectations								Your Experience							
I expect availability of accommodation near the destination	1	2	3	4	5	6	7	There was availability of accommodation near the destination	1	2	3	4	5	6	7
I expect fair price of the accommodation available	1	2	3	4	5	6	7	The accommodation was available at fair price	1	2	3	4	5	6	7
I expect the availability of clean toilet and washroom in the accommodation.	1	2	3	4	5	6	7	There was availability of clean toilet and washroom in the accommodation.	1	2	3	4	5	6	7
I expect credible and courteous staff in the	1	2	3	4	5	6	7	The staff in the accommodation are credible and courteous	1	2	3	4	5	6	7
I expect the staff to responds to tourists' requests quickly	1	2	3	4	5	6	7	The staff responds to tourists' requests quickly	1	2	3	4	5	6	7
I expect the staff to meet the needs, wants and complaints of tourists	1	2	3	4	5	6	7	The staff meets the needs, wants and complaints of tourists.	1	2	3	4	5	6	7
I expect easy availability of means of transportation to reach the destination.	1	2	3	4	5	6	7	Means of transportation was easily available to reach the destination.	1	2	3	4	5	6	7
I expect the walk to the temple to be easy.	1	2	3	4	5	6	7	The walk to the temple was easy.	1	2	3	4	5	6	7
I expect fare price to be charged for transportation	1	2	3	4	5	6	7	Fare price was charged for transportation	1	2	3	4	5	6	7
I expect the attitude and behavior of the transporters to be cordial/professional	1	2	3	4	5	6	7	The attitude and behavior of the transporters was cordial/professional	1	2	3	4	5	6	7
I expect good conditioned motorable road near destination.	1	2	3	4	5	6	7	The road near the destination was in good condition.	1	2	3	4	5	6	7
I expect proper walkable road near the pilgrimage destination.	1	2	3	4	5	6	7	There was proper walkable road near the pilgrimage destination.	1	2	3	4	5	6	7

4. Where did you dine (breakfast, lunch and dinner) during the stay? (Tick the place most often dined in.)

Hotel I stayed in		Dhaba		Available Restaurant		Others	
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Your Expectations								Your Experience							
I expect hygiene to be maintained in terms of food near the pilgrimage destination.	1	2	3	4	5	6	7	Hygiene in terms of food and beverage is maintained at the food outlets available near the destination.	1	2	3	4	5	6	7
I expect the availability of clean drinking water at the destination.	1	2	3	4	5	6	7	Clean drinking water is available at the destination.	1	2	3	4	5	6	7
I expect preferred Choices of food items to be available at the destination	1	2	3	4	5	6	7	Preferred Choices of food items is available at the destination	1	2	3	4	5	6	7

Visitors' Profile

Name of the respondent - (optional)

Age Gender : Male ☐ Female ☐ Others ☐

Nationality: Indian ☐ Foreign National ☐ NRI ☐

Education :

Secondary (10 th)	High Secondary (12 th)	Diploma
Graduate (Bachelors)	Post Graduate (Masters)	Ph. D

Average monthly income per annum :

< Rs 10000	Rs 25000- Rs 50000
Rs 10000- Rs 25000	Rs 50000- Rs 75000
> Rs 75000	

Occupation

Government Sector Employee	Students/Researchers	House wife	Other Profession
Business/Self employed	Private sector employee	Retired	

Is this your first visit to this Jyotirlinga? If no, how many times have you visited?

Yes	No. Please specify.....
-----	-------------------------

What is the duration of your trip?

How far did you travel to reach this place?

0-100km	1001-1500km	501-1000km	
100-500km	1501-2000km	2000 km and above	

What is your total estimated expenditure for your trip (including travel, accommodation, food etc.)?

Rupees: (In case of any other currency, please mention the unit.)

Will you revisit this Jyotirlinga?

Yes	No
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Annexure II

Table 6.2: Communalities Value Obtained from Factor Analysis

Communalities					
	Initial	Extraction		Initial	Extraction
Presence of security (police/forces) at the destination	1.000	0.774	Availability of clean toilet and washroom in the accommodation	1.000	0.593
Availability of proper prevention measures for hazardous situation	1.000	0.814	Credible and courteous staff in the accommodation	1.000	0.677
Expect to be safe while waiting in the queue at the pilgrimage destination	1.000	0.790	Staff responds to tourists' requests quickly	1.000	0.642
Necessary first aid to be available at the destination	1.000	0.634	Staff meets the needs, wants and complaints of tourists	1.000	0.578
Wheelchair facility for sick/old age citizens/PWD	1.000	0.707	Proper Walkable Road Perception	1.000	0.596
Facility to keep footwear	1.000	0.764	Walk to be easy Perception	1.000	0.671
Availability of locker facility	1.000	0.687	Fare price to be charged for transportation	1.000	0.681

Proper queue management at the temple Perception	1.000	0.624	Cordial attitude and behavior of the transporters	1.000	0.670
Clear direction regarding public facilities	1.000	0.719	Good conditioned motorable road	1.000	0.639
Information about the protocols inside the destination	1.000	0.685	Hygiene to be maintained in terms of food	1.000	0.756
Easy communication with presence of guides	1.000	0.602	Availability of clean drinking water at the destination	1.000	0.750
Proper management of street vendors	1.000	0.655	Availability of preferred Choices of food items	1.000	0.654
Temple management addresses pilgrim's grievance quicky	1.000	0.642	Availability of accommodation near the destination	1.000	0.510
Extraction Method: Principal Component Analysis.			Fair price of the accommodation available	1.000	0.645

Source: Primary Data analysis using SPSS

Table 6.3:Total Variance Explained by Exploratory Factor Analysis

Total Variance Explained			
Comp onent	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	To tal	% of Vari ance	Cumul ative %	To tal	% of Vari ance	Cumul ative %	To tal	% of Vari ance	Cumul ative %
1	8.7 35	32.3 51	32.351	8.7 35	32.3 51	32.351	3.9 60	14.6 66	14.666
2	3.0 03	11.1 21	43.472	3.0 03	11.1 21	43.472	3.6 73	13.6 05	28.271
3	2.2 18	8.21 5	51.688	2.2 18	8.21 5	51.688	3.0 90	11.4 44	39.715
4	1.6 34	6.05 0	57.738	1.6 34	6.05 0	57.738	3.0 44	11.2 72	50.987
5	1.3 18	4.88 3	62.621	1.3 18	4.88 3	62.621	2.2 42	8.30 3	59.290
6	1.2 52	4.63 8	67.259	1.2 52	4.63 8	67.259	2.1 52	7.96 9	67.259
7	.94 3	3.49 2	70.751						
8	.63 1	2.33 6	73.087						
9	.59 8	2.21 4	75.301						
10	.54 8	2.02 9	77.330						
11	.53 6	1.98 4	79.314						
12	.49 9	1.84 8	81.162						
13	.47 9	1.77 4	82.936						
14	.47 2	1.74 8	84.684						
15	.41 9	1.55 0	86.234						

16	.39 8	1.47 5	87.709						
17	.38 2	1.41 5	89.124						
18	.37 2	1.37 8	90.501						
19	.35 5	1.31 6	91.818						
20	.33 2	1.22 8	93.046						
21	.32 5	1.20 5	94.251						
22	.31 2	1.15 5	95.406						
23	.29 0	1.07 5	96.481						
24	.28 0	1.03 8	97.518						
25	.25 9	.960	98.478						
26	.23 4	.866	99.344						
27	.17 7	.656	100.00 0						
Extraction Method: Principal Component Analysis.									

Source: Primary Data analysis using SPSS

Table 6.4: Rotated Component Matrix Obtained from Factor Analysis

Rotated Component Matrix ^a						
	Component					
	1	2	3	4	5	6
Clear direction regarding public facilities	.781					

Proper management of street vendors	.768					
Information about the protocols inside the destination	.753					
Temple management addresses pilgrim's grievance quickly	.735					
Proper queue management at the temple Perception	.712					
Easy communication with presence of guides	.631					
Fare price to be charged for transportation		.775				
Cordial attitude and behavior of the transporters		.767				
Walk to be easy Perception		.742				
Good conditioned motorable road		.736				
Proper Walkable Road Perception		.689				
Availability of proper prevention measures for hazardous situation			.871			
Expect to be safe while waiting in the queue at the pilgrimage destination			.865			
Presence of security (police/forces) at the destination			.840			
Necessary first aid to be available at the destination			.758			
Fair price of the accommodation available				.743		
Credible and courteous staff in the accommodation				.677		
Availability of clean toilet and washroom in the accommodation				.668		
Staff responds to tourists' requests quickly				.662		

Availability of accommodation near the destination				.627		
Staff meets the needs, wants and complaints of tourists				.580		
Hygiene to be maintained in terms of food					.839	
Availability of clean drinking water at the destination					.838	
Availability of preferred Choices of food items					.746	
Facility to keep footwear						.837
Wheelchair facility for sick/old age citizens/PWD						.777
Availability of locker facility						.657
Perception						
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalisation. ^a						
a. Rotation converged in 6 iterations.						

Source: Primary Data analysis using SPSS

Table 6.5: Measure of Mean, S.D., Skewness and Kurtosis

Factors	Mean	Std. Deviation	Skewness	Kurtosis	Factors	Mean	Std. Deviation	Skewness	Kurtosis
E1	4.07	1.239	-0.140	-0.901	P1	4.76	1.683	-0.747	-0.363
E2	4.31	1.237	-0.265	-0.878	P2	4.71	1.643	-0.789	-0.395
E3	4.47	1.219	-0.354	-0.594	P3	4.72	1.611	-0.598	-0.559
E4	4.54	1.196	-0.610	-0.124	P4	4.69	1.652	-0.614	-0.538
E7	4.57	1.229	-0.539	-0.090	P7	3.96	1.995	-0.259	-1.349
E11	4.93	1.148	-1.127	1.298	P11	4.25	2.067	-0.364	-1.277
E12	4.90	1.084	-1.108	1.532	P12	3.65	2.110	0.040	-1.505
E13	4.80	1.035	-1.001	1.026	P13	4.69	1.470	-0.582	-0.289
E14	4.79	1.000	-0.983	1.135	P14	4.51	1.508	-0.611	-0.326

E15	4.76	1.004	-0.942	1.061	P15	4.44	1.595	-0.510	-0.542
E16	4.80	0.976	-1.071	1.318	P16	4.19	1.708	-0.411	-0.857
E17	4.89	1.000	-1.074	1.424	P17	4.58	1.554	-0.618	-0.356
E18	4.86	1.032	-1.114	1.455	P18	4.68	1.396	-0.664	-0.031
E19	4.55	1.073	-0.632	-0.054	P19	5.34	1.237	-1.073	1.431
E20	4.70	1.045	-0.824	0.466	P20	5.23	1.348	-1.286	1.715
E21	4.86	1.067	-0.874	0.491	P21	4.87	1.572	-0.976	0.278
E22	4.72	1.079	-0.723	0.171	P22	4.99	1.343	-0.914	0.621
E23	4.73	1.116	-0.739	0.141	P23	5.08	1.297	-0.885	0.551
E24	4.76	1.126	-0.795	0.307	P24	5.00	1.415	-1.042	0.781
E26	4.49	1.205	-0.540	-0.316	P26	4.79	1.553	-0.838	0.045
E27	4.57	1.233	-0.544	-0.277	P27	4.75	1.519	-0.904	0.181
E28	4.62	1.180	-0.587	-0.234	P28	4.85	1.408	-0.936	0.517
E29	4.70	1.126	-0.655	-0.006	P29	4.80	1.534	-0.968	0.294
E30	4.77	1.110	-0.886	0.483	P30	4.92	1.425	-0.998	0.615
E31	4.08	1.186	0.082	-0.972	P31	4.92	1.326	-0.728	0.286
E32	4.47	1.177	-0.379	-0.632	P32	5.21	1.162	-0.950	1.435
E33	4.73	1.080	-0.753	0.418	P33	5.32	1.100	-0.941	1.580

Source: Primary Data analysis using SPSS

Table 6.7: Computation of AVE and C.R.

Variable	Factors	λ	λ^2	$1-\lambda^2$	CR	AVE	SQRT(AVE)
Ease of information and Proper Management	P14	0.78	0.609913	0.390086	0.980071	0.5353	0.731673
		1	203	797	96	45	
	P17	0.76	0.589311	0.410688			
		8	06	94			
	P15	0.75	0.566731	0.433268			
		3	627	373			
	P18	0.73	0.540474	0.459525			
		5	519	481			
	P13	0.71	0.507064	0.492935			
		2	099	901			

	P16	0.63 1	0.398574 301	0.601425 699			
Transportation	P28	0.77 5	0.601083 339	0.398916 661	0.971833 79	0.5514 71	0.742611
	P29	0.76 7	0.588602 557	0.411397 443			
	P27	0.74 2	0.550368 814	0.449631 186			
	P30	0.73 6	0.542130 804	0.457869 196			
	P26	0.68 9	0.475171 8	0.524828 2			
Safety and Security	P2	0.87 1	0.757829 646	0.242170 354	0.978662 89	0.6962 63	0.834424
	P3	0.86 5	0.748124 619	0.251875 381			
	P1	0.84 0	0.705169 808	0.294830 192			
	P4	0.75 8	0.573927 198	0.426072 802			
Accommodation	P20	0.74 3	0.551474 463	0.448525 537	0.972158 3	0.4374 69	0.661415
	P22	0.67 7	0.459000 523	0.540999 477			
	P21	0.66 8	0.446175 647	0.553824 353			
	P23	0.66 2	0.437605 64	0.562394 36			
	P19	0.62 7	0.393747 139	0.606252 861			
	P24	0.58 0	0.336812 246	0.663187 754			

Food and Water	P31	0.83 9	0.703777 015	0.296222 985	0.951951 13	0.6540 02	0.808704
	P32	0.83 8	0.702164 14	0.297835 86			
	P33	0.74 6	0.556063 569	0.443936 431			
Desirable Facility	P11	0.83 7	0.700061 858	0.299938 142	0.945009 14	0.5783 01	0.760461
	P7	0.77 7	0.603384 533	0.396615 467			
	P12	0.65 7	0.431455 3	0.568544 7			

Source: Own compilation

Table 6.8: Comparison of squared AVE values with inter-construct correlations

	Ease Of Information and Proper Management	Transportation	Accommodation	Safety And Security	Desirable Facility	Food And Water
Ease Of Information and Proper Management	0.731					
Transportation	.481**	0.742				
Accommodation	.443**	.612**	0.661			
Safety and Security	.392**	.167**	.222**	0.83		

Desirable Facility	.541**	.397**	.337**	.221**	0.76	
Food and Water	.335**	.333**	.329**	.278**	.173**	0.808

Source: Own compilation

Table 6.10: Service Quality Gap Analysis (N=1047)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation	Gap Mean	95% Confidence Interval of the Difference		
		Mean		Lower	Upper	
Presence of security (police/forces) at the destination	4.76	4.07	0.69	0.571	0.808	11.447
Availability of proper prevention measures for hazardous situation	4.71	4.31	0.402	0.282	0.523	6.548
Expect to be safe while waiting in the queue at the pilgrimage destination	4.72	4.47	0.249	0.129	0.37	4.053
Necessary first aid to be available at the destination	4.69	4.54	0.156	0.036	0.275	2.551
Wheelchair facility for sick/old age citizens/PWD	3.96	4.57	-0.609	-0.763	-0.456	-7.785

Facility to keep footwear	4.25	4.93	-0.679	-0.832	-0.526	-8.73
Availability of locker facility	3.65	4.9	-1.244	-1.4	-1.087	-15.6
Proper queue management at the temple	4.69	4.8	-0.117	-0.224	-0.011	-2.16
Clear direction regarding public facilities	4.51	4.79	-0.282	-0.388	-0.176	-5.213
Information about the protocols inside the destination	4.44	4.76	-0.315	-0.429	-0.202	-5.454
Easy communication with presence of guides	4.19	4.8	-0.613	-0.736	-0.49	-9.779
Proper management of street vendors	4.58	4.89	-0.313	-0.423	-0.203	-5.589
Temple management addresses pilgrim's grievance quickly	4.68	4.86	-0.18	-0.282	-0.078	-3.454
Availability of accommodation near the destination	5.34	4.55	0.791	0.694	0.888	16.013
Fair price of the accommodation available	5.23	4.7	0.521	0.418	0.625	9.844

Availability of clean toilet and washroom in the accommodation	4.87	4.86	0.014	-0.104	0.133	0.237
Credible and courteous staff in the accommodation	4.99	4.72	0.267	0.165	0.37	5.131
Staff responds to tourists' requests quickly	5.08	4.73	0.347	0.244	0.45	6.612
Staff meets the needs, wants and complaints of tourists	5	4.76	0.233	0.125	0.341	4.233
Proper Walkable Road Perception	4.79	4.49	0.291	0.178	0.405	5.033
Walk to be easy Perception	4.75	4.57	0.18	0.064	0.295	3.042
Fare price to be charged for transportation	4.85	4.62	0.234	0.125	0.343	4.231
Cordial attitude and behavior of the transporters	4.8	4.7	0.098	-0.02	0.216	1.637
Good conditioned motorable road	4.92	4.77	0.154	0.046	0.262	2.787
Hygiene to be maintained in terms of food	4.92	4.08	0.833	0.737	0.929	17.016
Availability of clean drinking	5.21	4.47	0.745	0.652	0.838	15.716

water at the destination						
Availability of preferred Choices of food items	5.32	4.73	0.591	0.503	0.68	13.105

Source: Primary Data analysis using SPSS

Table 6.12: Service Quality Gap Analysis (N=160, d.f. 159)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation Mean	Gap Mean	95% Confidence Interval of the Difference		
				Lower	Upper	
Presence of security (police/forces) at the destination	5.51	4.83	0.675	0.414	0.936	5.115
Availability of proper prevention measures for hazardous situation	5.28	5.05	0.225	-0.099	0.549	1.370
Expect to be safe while waiting in the queue at the pilgrimage destination	5.29	5.21	0.081	-0.239	0.402	0.501
Necessary first aid to be available at the destination	5.44	5.24	0.200	-0.084	0.484	1.389

Wheelchair facility for sick/old age citizens/PWD	2.15	5.44	-3.288	-3.636	-2.939	-18.647
Facility to keep footwear	1.93	5.48	-3.550	-3.884	-3.216	-21.020
Availability of locker facility	1.67	5.46	-3.788	-4.113	-3.462	-22.952
Proper queue management at the temple	4.78	5.14	-0.369	-0.661	-0.077	-2.496
Clear direction regarding public facilities	4.56	5.25	-0.688	-0.986	-0.389	-4.544
Information about the protocols inside the destination	4.31	5.14	-0.837	-1.157	-0.518	-5.177
Easy communication with presence of guides	3.49	5.15	-1.663	-2.031	-1.294	-8.910
Proper management of street vendors	4.61	5.26	-0.644	-0.948	-0.339	-4.175
Temple management addresses pilgrim's grievance quicky	4.59	5.18	-0.581	-0.887	-0.276	-3.757
Availability of accommodation	5.63	5.17	0.456	0.187	0.725	3.351

near the destination						
Fair price of the accommodation available	4.71	5.23	-0.519	-0.885	-0.153	-2.799
Availability of clean toilet and washroom in the accommodation	3.98	5.43	-1.450	-1.822	-1.078	-7.694
Credible and courteous staff in the accommodation	4.89	5.18	-0.288	-0.575	0.000	-1.976
Staff responds to tourists' requests quickly	4.84	5.16	-0.319	-0.609	-0.028	-2.166
Staff meets the needs, wants and complaints of tourists	4.63	5.19	-0.563	-0.886	-0.239	-3.432
Proper Walkable Road	4.86	5.24	-0.381	-0.681	-0.081	-2.508
Walk to be easy	4.55	5.26	-0.706	-1.055	-0.358	-4.005
Fare price to be charged for transportation	4.62	5.29	-0.675	-0.996	-0.354	-4.150
Cordial attitude and behavior of the transporters	4.51	5.33	-0.825	-1.171	-0.479	-4.708
Good conditioned motorable road	4.8	5.29	-0.494	-0.805	-0.183	-3.138

Hygiene to be maintained in terms of food	5.2	4.76	0.438	0.188	0.687	3.457
Availability of clean drinking water at the destination	5.58	4.97	0.613	0.380	0.845	5.193
Availability of preferred Choices of food items	5.21	5.01	0.206	-0.049	0.462	1.593

Source: Primary Data analysis using SPSS *Notes: *t-test two-tailed probability < 0.05*

Table 6.14: Service Quality Gap Analysis (N=156, d.f. 155)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation Mean	Gap Mean	95% Confidence Interval of the Difference		
				Lower	Upper	
Presence of security (police/forces) at the destination	5.63	3.98	1.654	1.439	1.868	15.225
Availability of proper prevention measures for hazardous situation	5.60	4.23	1.365	1.187	1.544	15.082
Expect to be safe while waiting in the queue at the pilgrimage destination	5.57	4.33	1.237	1.043	1.432	12.570

Necessary first aid to be available at the destination	5.69	4.44	1.256	1.066	1.447	13.003
Wheelchair facility for sick/old age citizens/PWD	5.28	4.35	0.923	0.690	1.156	7.818
Facility to keep footwear	5.40	4.62	0.782	0.537	1.027	6.300
Availability of locker facility	5.27	4.6	0.667	0.426	0.907	5.474
Proper queue management at the temple	5.41	4.58	0.827	0.603	1.051	7.299
Clear direction regarding public facilities	5.44	4.6	0.840	0.638	1.042	8.210
Information about the protocols inside the destination	5.53	4.68	0.846	0.636	1.057	7.944
Easy communication with presence of guides	5.33	4.62	0.712	0.507	0.916	6.888
Proper management of street vendors	5.53	4.68	0.853	0.645	1.060	8.104
Temple management addresses pilgrim's grievance quickly	5.53	4.7	0.827	0.624	1.030	8.063
Availability of accommodation	5.57	4.27	1.301	1.098	1.505	12.626

near the destination						
Fair price of the accommodation available	5.72	4.54	1.179	1.011	1.348	13.865
Availability of clean toilet and washroom in the accommodation	5.69	4.76	0.936	0.774	1.098	11.386
Credible and courteous staff in the accommodation	5.64	4.75	0.891	0.725	1.057	10.591
Staff responds to tourists' requests quickly	5.71	4.85	0.853	0.683	1.022	9.948
Staff meets the needs, wants and complaints of tourists	5.76	4.86	0.897	0.729	1.066	10.508
Proper Walkable Road	5.56	4.37	1.199	0.991	1.406	11.411
Walk to be easy	5.55	4.55	1.000	0.799	1.201	9.835
Fare price to be charged for transportation	5.60	4.49	1.109	0.935	1.283	12.605
Cordial attitude and behavior of the transporters	5.62	4.67	0.942	0.761	1.124	10.247
Good conditioned motorable road	5.51	4.69	0.821	0.649	0.992	9.432

Hygiene to be maintained in terms of food	5.76	4.48	1.276	1.105	1.447	14.738
Availability of clean drinking water at the destination	5.78	4.75	1.032	0.858	1.206	11.741
Availability of preferred Choices of food items	5.91	4.87	1.038	0.854	1.222	11.149

Source: Primary Data analysis using SPSS *Notes: *t-test two-tailed probability < 0.05*

Table 6.16: Service Quality Gap Analysis ($N=120$, $d.f. 119$)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation	Gap Mean	95% Confidence Interval of the Difference		
				Mean	Lower	
Presence of security (police/forces) at the destination	3.40	3.15	0.250	-0.106	0.606	1.389
Availability of proper prevention measures for hazardous situation	3.07	3.63	-0.558	-0.917	-0.200	-3.085
Expect to be safe while waiting in the queue at the pilgrimage destination	3.19	3.84	-0.650	-0.985	-0.315	-3.839

Necessary first aid to be available at the destination	2.98	3.95	-0.967	-1.279	-0.654	-6.123
Wheelchair facility for sick/old age citizens/PWD	2.64	3.83	-1.183	-1.529	-0.838	-6.788
Facility to keep footwear	3.05	4.16	-1.108	-1.464	-0.753	-6.178
Availability of locker facility	2.87	4.43	-1.558	-1.891	-1.225	-9.269
Proper queue management at the temple	3.73	4.24	-0.508	-0.905	-0.112	-2.540
Clear direction regarding public facilities	3.13	4.39	-1.258	-1.560	-0.957	-8.265
Information about the protocols inside the destination	3.23	4.35	-1.117	-1.419	-0.815	-7.319
Easy communication with presence of guides	3.06	4.40	-1.342	-1.650	-1.033	-8.607
Proper management of street vendors	3.13	4.38	-1.258	-1.561	-0.956	-8.240

Temple management addresses pilgrim's grievance quickly	3.08	4.27	-1.192	-1.457	-0.926	-8.890
Availability of accommodation near the destination	5.18	4.04	1.142	0.850	1.434	7.741
Fair price of the accommodation available	5.24	4.28	0.958	0.739	1.177	8.662
Availability of clean toilet and washroom in the accommodation	5.04	4.26	0.783	0.549	1.018	6.613
Credible and courteous staff in the accommodation	4.92	4.29	0.625	0.373	0.877	4.902
Staff responds to tourists' requests quickly	5.22	4.21	1.008	0.789	1.228	9.109
Staff meets the needs, wants and complaints of tourists	5.14	4.33	0.808	0.584	1.032	7.148
Proper Walkable Road	4.79	3.90	0.892	0.629	1.154	6.718
Walk to be easy	4.99	4.08	0.917	0.695	1.138	8.184

Fare price to be charged for transportation	5.00	4.13	0.875	0.663	1.087	8.187
Cordial attitude and behavior of the transporters	4.86	4.30	0.558	0.307	0.809	4.403
Good conditioned motorable road	4.88	4.21	0.667	0.450	0.883	6.098
Hygiene to be maintained in terms of food	4.65	3.52	1.133	0.871	1.395	8.568
Availability of clean drinking water at the destination	4.95	3.95	1.000	0.755	1.245	8.093
Availability of preferred Choices of food items	4.93	4.11	0.825	0.607	1.043	7.488

Notes: **t*-test two-tailed probability < 0.05 (Source: Primary Data analysis using SPSS)

Table 6.18: Service Quality Gap Analysis (N=160, df 159)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation	Gap Mean	95% Confidence Interval of the Difference		
		Mean		Lower	Upper	
Presence of security (police/forces) at the destination	4.67	3.64	1.031	0.759	1.303	7.485

Availability of proper prevention measures for hazardous situation	4.86	3.79	1.069	0.783	1.354	7.389
Expect to be safe while waiting in the queue at the pilgrimage destination	5.03	4.16	0.875	0.594	1.156	6.147
Necessary first aid to be available at the destination	5.06	4.35	0.706	0.418	0.995	4.833
Wheelchair facility for sick/old age citizens/PWD	4.76	4.27	0.488	0.160	0.815	2.939
Facility to keep footwear	5.49	4.86	0.625	0.340	0.910	4.324
Availability of locker facility	2.98	4.92	-1.938	-2.311	-1.564	-10.237
Proper queue management at the temple	4.00	4.79	-0.788	-1.024	-0.551	-6.577
Clear direction regarding public facilities	4.12	4.65	-0.531	-0.802	-0.260	-3.868
Information about the protocols inside the destination	3.84	4.69	-0.850	-1.157	-0.543	-5.470
Easy communication with presence of guides	3.71	4.81	-1.100	-1.396	-0.804	-7.333

Proper management of street vendors	4.05	4.92	-0.869	-1.143	-0.594	-6.245
Temple management addresses pilgrim's grievance quickly	4.64	5.04	-0.400	-0.630	-0.170	-3.438
Availability of accommodation near the destination	5.00	4.41	0.588	0.321	0.854	4.356
Fair price of the accommodation available	4.92	4.56	0.363	0.060	0.665	2.366
Availability of clean toilet and washroom in the accommodation	4.14	4.94	-0.806	-1.121	-0.491	-5.056
Credible and courteous staff in the accommodation	4.06	4.58	-0.513	-0.814	-0.211	-3.354
Staff responds to tourists' requests quickly	4.39	4.56	-0.163	-0.486	0.161	-0.991
Staff meets the needs, wants and complaints of tourists	4.32	4.62	-0.300	-0.622	0.022	-1.838
Proper Walkable Road	3.72	4.01	-0.288	-0.609	0.034	-1.765
Walk to be easy	3.63	4.14	-0.519	-0.847	-0.191	-3.123
Fare price to be charged for transportation	4.15	4.38	-0.225	-0.528	0.078	-1.468

Cordial attitude and behavior of the transporters	4.28	4.34	-0.063	-0.384	0.259	-0.384
Good conditioned motorable road	4.53	4.62	-0.094	-0.396	0.208	-0.613
Hygiene to be maintained in terms of food	4.38	4.16	0.213	-0.083	0.508	1.421
Availability of clean drinking water at the destination	4.76	4.43	0.331	0.024	0.639	2.126
Availability of preferred Choices of food items	5.09	4.84	0.250	-0.024	0.524	1.805

Notes: **t*-test two-tailed probability < 0.05 (Source: Primary Data analysis using SPSS)

Table 6.20: Service Quality Gap Analysis (N=156, df 155)

	Paired Differences					T*
	Perception Mean	Expectation	Gap Mean	95% Confidence Interval of the Difference		
		Mean		Lower	Upper	
Presence of security (police/forces) at the destination	4.70	4.79	-0.090	-0.344	0.165	-0.697
Availability of proper prevention measures for hazardous situation	4.83	5.08	-0.250	-0.482	-0.018	-2.130

Expect to be safe while waiting in the queue at the pilgrimage destination	4.61	5.09	-0.481	-0.765	-0.196	-3.340
Necessary first aid to be available at the destination	4.29	4.95	-0.654	-0.956	-0.352	-4.276
Wheelchair facility for sick/old age citizens/PWD	2.42	5.01	-2.590	-2.926	-2.253	-15.202
Facility to keep footwear	2.75	5.65	-2.904	-3.181	-2.627	-20.706
Availability of locker facility	2.53	5.36	-2.833	-3.090	-2.577	-21.821
Proper queue management at the temple	4.13	5.34	-1.212	-1.405	-1.018	-12.368
Clear direction regarding public facilities	3.88	5.25	-1.365	-1.576	-1.155	-12.822
Information about the protocols inside the destination	3.58	5.04	-1.462	-1.699	-1.224	-12.135
Easy communication	3.38	5.21	-1.821	-2.080	-1.561	-13.863

with presence of guides						
Proper management of street vendors	3.97	5.48	-1.513	-1.760	-1.266	-12.084
Temple management addresses pilgrim's grievance quickly	4.12	5.39	-1.276	-1.486	-1.066	-12.002
Availability of accommodation near the destination	4.91	5.01	-0.096	-0.312	0.119	-0.882
Fair price of the accommodation available	5.13	5.23	-0.096	-0.310	0.118	-0.888
Availability of clean toilet and washroom in the accommodation	4.60	5.46	-0.865	-1.134	-0.597	-6.371
Credible and courteous staff in the accommodation	4.61	5.14	-0.532	-0.762	-0.302	-4.562
Staff responds to tourists' requests quickly	4.58	5.10	-0.519	-0.759	-0.279	-4.274

Staff meets the needs, wants and complaints of tourists	4.28	5.09	-0.808	-1.078	-0.537	-5.893
Proper Walkable Road	3.74	4.92	-1.173	-1.466	-0.881	-7.921
Walk to be easy	3.84	4.94	-1.096	-1.384	-0.808	-7.522
Fare price to be charged for transportation	3.90	4.88	-0.981	-1.266	-0.696	-6.800
Cordial attitude and behavior of the transporters	3.58	5.07	-1.494	-1.818	-1.169	-9.089
Good conditioned motorable road	3.77	5.22	-1.455	-1.728	-1.182	-10.519
Hygiene to be maintained in terms of food	4.37	4.24	0.135	-0.102	0.371	1.125
Availability of clean drinking water at the destination	4.85	4.96	-0.109	-0.339	0.121	-0.934
Availability of preferred Choices of food items	5.13	5.12	0.013	-0.192	0.218	0.124

Notes: **t*-test two-tailed probability < 0.05 (Source: Primary Data analysis using SPSS)

Table 6.22: Service Quality Gap Analysis (N=160, df 159)

Paired Samples Test						
	Paired Differences					T*
	Perception Mean	Expectation	Gap Mean	95% Confidence Interval of the Difference		
		Mean		Lower	Upper	
Presence of security (police/forces) at the destination	5.77	3.66	2.108	1.873	2.342	17.764
Availability of proper prevention measures for hazardous situation	5.70	3.80	1.899	1.676	2.122	16.813

Expect to be safe while waiting in the queue at the pilgrimage destination	5.65	3.94	1.709	1.479	1.938	14.714
Necessary first aid to be available at the destination	5.63	3.97	1.665	1.440	1.889	14.673
Wheelchair facility for sick/old age citizens/PWD	5.66	4.07	1.589	1.353	1.824	13.331

Facility to keep footwear	5.70	4.59	1.108	0.814	1.401	7.458
Availability of locker facility	5.85	4.44	1.411	1.126	1.697	9.765
Proper queue management at the temple	5.70	4.50	1.196	0.946	1.447	9.433
Clear direction regarding public facilities	5.42	4.47	0.949	0.708	1.190	7.778

Information about the protocols inside the destination	5.56	4.44	1.120	0.871	1.369	8.881
Easy communication with presence of guides	5.51	4.42	1.089	0.830	1.348	8.300
Proper management of street vendors	5.57	4.49	1.076	0.849	1.303	9.370

Temple management addresses pilgrim's grievance quickly	5.54	4.40	1.139	0.898	1.381	9.316
Availability of accommodation near the destination	5.72	4.05	1.671	1.445	1.897	14.600
Fair price of the accommodation available	5.69	4.18	1.513	1.299	1.726	14.003

Availability of clean toilet and washroom in the accommodation	5.64	4.17	1.468	1.229	1.708	12.099
Credible and courteous staff in the accommodation	5.64	4.24	1.399	1.147	1.651	10.962
Staff responds to tourists' requests quickly	5.63	4.29	1.335	1.084	1.587	10.501

Staff meets the needs, wants and complaints of tourists	5.74	4.37	1.367	1.137	1.597	11.734
Proper Walkable Road	5.70	4.15	1.544	1.321	1.768	13.657
Walk to be easy	5.66	4.19	1.475	1.241	1.708	12.461
Fare price to be charged for transportation	5.61	4.25	1.361	1.136	1.586	11.935
Cordial attitude and behavior of the transporters	5.63	4.27	1.361	1.129	1.592	11.616

Good conditioned motorable road	5.79	4.36	1.430	1.204	1.657	12.463
Hygiene to be maintained in terms of food	5.13	3.51	1.614	1.395	1.832	14.592
Availability of clean drinking water at the destination	5.47	3.82	1.658	1.458	1.859	16.338
Availability of preferred Choices of food items	5.67	4.39	1.285	1.059	1.511	11.239

Notes: **t*-test two-tailed probability < 0.05 (Source: Primary Data analysis using SPSS)

Table 6.24: Service Quality Gap Analysis (N=137, df 136)

Paired Samples Test					
	Paired Differences				T*
	Perception Mean	Expectation	Gap Mean	95% Confidence	

		Mean		Interval of the Difference		
				Lower	Upper	
Presence of security (police/forces) at the destination	3.06	4.21	-1.153	-1.473	-0.834	-7.142
Availability of proper prevention measures for hazardous situation	3.05	4.46	-1.409	-1.697	-1.121	-9.674
Expect to be safe while waiting in the queue at the pilgrimage destination	3.13	4.61	-1.474	-1.740	-1.209	-10.977
Necessary first aid to be available at the destination	3.13	4.76	-1.628	-1.860	-1.396	-13.886
Wheelchair facility for sick/old age citizens/PWD	4.57	4.85	-0.285	-0.517	-0.052	-2.420
Facility to keep footwear	5.27	4.93	0.336	0.158	0.514	3.735
Availability of locker facility	4.35	4.96	-0.613	-0.907	-0.320	-4.131

Proper queue management at the temple	4.87	4.91	-0.044	-0.194	0.107	-0.576
Clear direction regarding public facilities	4.69	4.81	-0.124	-0.294	0.045	-1.448
Information about the protocols inside the destination	4.82	4.87	-0.051	-0.202	0.100	-0.669
Easy communication with presence of guides	4.62	4.90	-0.277	-0.453	-0.101	-3.118
Proper management of street vendors	4.90	4.91	-0.015	-0.167	0.137	-0.190
Temple management addresses pilgrim's grievance quickly	4.91	4.89	0.015	-0.107	0.136	0.238
Availability of accommodation near the destination	5.31	4.79	0.526	0.310	0.741	4.813
Fair price of the accommodation available	5.18	4.82	0.350	0.149	0.552	3.441

Availability of clean toilet and washroom in the accommodation	5.10	4.82	0.285	0.099	0.470	3.035
Credible and courteous staff in the accommodation	5.20	4.80	0.409	0.215	0.603	4.169
Staff responds to tourists' requests quickly	5.24	4.83	0.409	0.210	0.608	4.057
Staff meets the needs, wants and complaints of tourists	5.18	4.77	0.401	0.209	0.594	4.120
Proper Walkable Road	5.20	4.78	0.416	0.234	0.598	4.528
Walk to be easy	5.18	4.77	0.409	0.242	0.576	4.836
Fare price to be charged for transportation	5.17	4.81	0.358	0.189	0.526	4.194
Cordial attitude and behavior of the transporters	5.17	4.81	0.358	0.189	0.526	4.194
Good conditioned motorable road	5.21	4.86	0.350	0.191	0.510	4.344

Hygiene to be maintained in terms of food	4.88	3.73	1.146	0.916	1.376	9.833
Availability of clean drinking water at the destination	5.00	4.25	0.752	0.545	0.959	7.193
Availability of preferred Choices of food items	5.18	4.60	0.584	0.413	0.755	6.754

Notes: **t*-test two-tailed probability < 0.05 (Source: Primary Data analysis using SPSS)

Annexure III

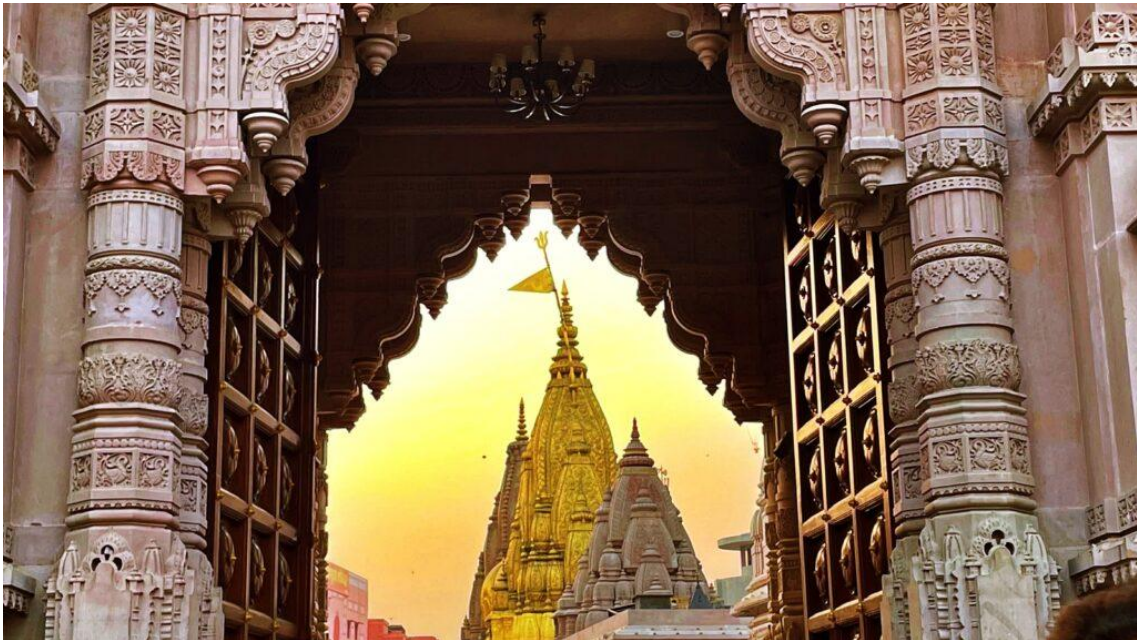
Images of the Study area

Figure 8.23: Image of Kedarnath Jyotirlinga, Uttarakhand



Source: Photograph by the author

Figure 8.24: Image of Kashi Vishwanath, Varanasi



Source: Photograph by the author

Figure 8.25: Image of Mahakaleshwar, Ujjain



Source: Photograph by the author

Figure 8.26: Image of Omkareshwar, Mandhata



Source: Photograph by the author

Figure 8.27: Image of Baidyanath Dham, Jharkhand



Source: Photograph by the author

Figure 8.28: Image of Somnath Jyotirlinga, Gujarat



Source: Photograph by the author

Figure 8.29: Image of Nageshwar Jyotirlinga, Dwarka



Source: Photograph by the author

Annexure IV

List of Publications

Publication	Status
Recovery of Tourism Sector - A Scientometric analysis PRAYUKTI Journal of Management Applications Volume 2(2), July 2022 ISSN 2583-1909 CONTRIBUTORS: Vaishali Singh; Dr. Anjan Bhuyan	Published
Tourist expectation and their perception towards Service Quality: The Case of Baidyanath Dham Jyotirlinga, Deoghar Journal of Tourism Insights Volume 14 (1), 2024 ISSN 2329-0824 UGC CARE CONTRIBUTORS: Vaishali Singh; Prof. Anjan Bhuyan	Published
Four decades of research on religious tourism: prevalent themes and future research area Research in Hospitality Management Taylor and Francis Publication Volume 14(3), 2024 ISSN 2415-5152 CONTRIBUTORS: Vaishali Singh; Prof. Anjan Bhuyan	Published
Policy, Planning, and Management of Kedarnath: Addressing Tourist and Management Challenges Atna - Journal of Tourism Studies Vol. 20(1), 2025 ISSN 0975-3281 UGC CARE CONTRIBUTORS: Vaishali Singh; Prof. Anjan Bhuyan	Published
Influencing Sacred Spaces: The Impact of Social Media Influencers on Pilgrimage Sites in India Modern Social Challenges Impacting Tourism: Ethics, Societal Disruption, and Intimacy SCOPUS Indexed Book 10.4018/979-8-3693-8794-8.ch008	Published
Fragile Foundation: tourism, culture and environmental stability in Joshimath and Kedarnath Balancing Mountain Tourism, Cultural Heritage, and Environmental Stability SCOPUS Indexed Book 10.4018/979-8-3693-8764-1.ch016	Published

How Tourist Motivations Shape Perceptions of Service Quality at Pilgrimage Sites Int. J. of Tourism Policy SCOPUS Indexed Vol. 15, No. 3, 2025 10.1504/IJTP.2025.147440	Published
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List of Conference Attended

Year	Conference	Paper Presentation title
2022	International Conference on “Fostering Resilient Business Ecosystems and Economic Growth: Towards the Next Normal”, organised by Dr. D. Y. Patil B-School, Pune, India ; 27/04/2022	Tourism Sector in the New Normal
2022	National Conference on “Resilience, Reinvention & Rebuilding Towards the New Normal organised by GNIOT Institute of Management Studies (GIMS), Greater Noida, Uttar Pradesh (INDIA) 14/05/2022	Rebuilding Tourism for The New Normal: A Focus on Pilgrimage Tourism
2023	SUSCON – 10th International Conference on Sustainability, hosted by IIM Shillong. The conference was held on November 22-24,2023	Sustainable Practices in pilgrimage sites: an empirical study of supply side stakeholders

1. Recovery of Tourism Sector - A Scientometric analysis

PRAYUKTI
Journal of Management Applications
ISSN 2583-1909 (Online)
Volume 2, Issue 2, July 2022

DPU Dr. D. Y. Patil
B-School
(Program Approved by AICTE, Ministry of Education, Govt. of India)

Recovery of Tourism Sector - A Scientometric analysis

V. Singh^{1*} and A. Bhuyan²
^{1&2}Tezpur University, Assam

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ARTICLE TYPE: Research paper

ARTICLE HISTORY: Submitted: February 2022, Revisions: April 2022, Accepted: May 2022

HOW TO CITE: Singh, V. and Bhuyan, A. (2022). Recovery of Tourism Sector - A Scientometric analysis. *Prayukti - Journal of Management Applications*, Vol. 2, Issue 2, pp. 98-112.

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ABSTRACT

An analysis of literature on Tourism Sector recovery is done to propose a conceptual model that will serve as a foundation for future researchers. A total of 381 peer-reviewed publications were examined. Diagrammatic and tabular representation were created wherever necessary. The study used a Scientometric analysis using Vos Viewer. Several solutions were proposed for the recovery after a rigorous study of literature. Thereafter, a conceptual model is proposed based on the available body of literature that focuses on the recovery of tourism sector post Covid 19 pandemic. This study is limited to the Web of Science database.

KEYWORDS: Scientometric, Recovery, Tourism, New Normal, Covid 19.

1. INTRODUCTION

After World War II, the Covid 19 pandemic was the biggest catastrophe afflicting the world order. This is even worse than the tragedy created by the breakouts of the SARS epidemic in 2003 and the MERS epidemic that broke out in 2012. (Huynh, 2020). Tourism industry is one amongst the hardest hit sectors by the advent of pandemic (Arezki and Nguyen, 2020). Ever since the crisis brought the world to a standstill, is a growing concern over the long-term effects that the pandemic would have on the tourist sector. The public health crisis brought on by the pandemic as a result of the lockdowns had a direct impact on the tourism sector, which exhibited itself in the form of financial losses and restrictions on travel. This is because the tourism sector indispensably depends on movement of population and personal service (Yang et al., 2020). Post health crisis in the tourist behaviour, tourist expectation and perception post the covid pandemic is an under researched topic that is still getting probed by the academicians and Industry experts. Ever since the early 2020, when the pandemic was in its initial phase, it was being considered as an opportunity for the transformation of the tourism sector. According to the findings of the research that (Zitierung et al., 2020) conducted, the pandemic presents a "once-in-a-lifetime chance" for the industry to reconstruct and change itself. As a result, one could argue that the epidemic is a necessary

2. Tourist expectation and their perception towards Service Quality: The Case of Baidyanath Dham Jyotirlinga, Deoghar

≡ UGC-CARE List

Journal Details	
Journal Title (in English Language)	Journal of Tourism Insights
Publication Language	English
Publisher	Resort and Commercial Recreation Association
ISSN	2328-0824
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	Tourism, Leisure and Hospitality Management
UGC-CARE coverage years	from June-2019 to Present

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Tourist expectation and their perception towards Service Quality : The case of Baidyanath Dham Jyotirlinga, Deoghar

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**Tourist expectation and their perception towards Service Quality:
The case of Baidyanath Dham Jyotirlinga, Deoghar**

Abstract

The purpose of this study is to examine the perceptions and expectations of tourists regarding the Service Quality attributes at Baidyanath Dham Jyotirlinga in Deoghar, Jharkhand. The aim is to identify the significant areas of shortcomings in the tourist amenities/services offered at the pilgrimage site and suggest ways to improve the overall pilgrimage experience. The study used the scale development procedures provided by Churchill (1979) and Hinkin (1995) as the initial step in developing a service quality scale. First, a thorough literature analysis highlighted six crucial factors: accommodation, information accessibility, transportation, safety and security, hygienic food and drink, and temple service. Next, 31 measurement items were created and revised using deductive approaches and expert assessments ($n = 4$) to guarantee content validity. Finally, a pilot test with 101 tourists using offline surveys was carried out, resulting in the addition of two items. Cronbach's alpha values of 0.830 and 0.937 demonstrated the instrument's reliability. The findings demonstrate that a statistically significant difference exists in tourist perceptions and expectations for four dimensions out of the six dimensions taken into consideration, namely, Temple Service Quality, Accommodation, Ease of Information, and Safety and Security. This study establishes a framework for evaluating service quality at pilgrimage sites and identifies major areas for improvement. It provides managers with practical insights to improve tourist satisfaction and produces a reliable measurement scale that can be applied to a variety of religious tourism contexts, making a substantial contribution to both academic research and practical applications. The study also highlights the significant gaps in various service quality dimensions at the pilgrimage destination of Baidyanath Dham.

Keywords – Pilgrimage tourism, Pilgrimage, India, Service Quality, Jyotirlinga

Paper type – Research paper

Glossary

1. **Shravani Mela:** It is one of the longest religious fairs in the world. It begins with the onset of Sawan (July-August) and continues for a month. Lakhs of Shiva devotees visit the Baidyanath Dham Jyotirlinga during this time per day.
2. **Kanwar:** It is a contraption on which decorations and small pots are tied and filled with water. Typically, the Ganga is the source of the water, but sometimes its local equivalents will suffice. The water is offered to Lord Shiva.
3. **Kanwar Yatra:** It is a yearly journey by devotees of Lord Shiva to the pilgrimage sites of Sultanganj (Bihar), Gaumukh, Haridwar, and Gangotri (Uttarakhand) to collect Ganges River waters. Millions of devotees collect holy water from the Ganga and carry it hundreds of miles to offer in the local Shiva shrines, Jyotirlingas, or temples of prominence.
4. **Bol-Bam/ Kanwariya :** Bol Bam are a specific type of tourist who visit the Jyotirlinga barefoot during Shravani Mela to offer holy water to the Jyotirlinga. They are normally seen clad in saffron attire. They are also called Kanwariya because they carry Kanwar on their shoulders.
5. **Panda:** Pandas are priests who help in performing the ritual and pooja.

1. Introduction

Pilgrimage sites have consistently been significant locations for both spiritual and commercial activities, drawing millions of tourists from around the world who participate in a variety of social, religious, and cultural activities (Bhardwaj, 1983; Coleman & Eade, 2004; Timothy & Olsen, 2006; Vukonic, 1996). Effective management and high-quality services are necessary to safeguard sacred values and ensure the satisfaction of tourists at these sites, which is a combination of market activities and religious experiences (Hyde & Harman,

3. Four decades of research on religious tourism: prevalent themes and future research area



Research in Hospitality Management



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Four decades of research on religious tourism: prevalent themes and future research area

Vaishali Singh & Anjan Bhuyan

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Four decades of research on religious tourism: prevalent themes and future research area

Vaishali Singh*  & Anjan Bhuyan 

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ABSTRACT: This study aims to review and provide a comprehensive analysis on religious tourism from 1979 to 2024. It conducts a systematic literature review using the SPAR-4-SLR protocol and other bibliometric analytical techniques. Using performance analysis, the study unpacks the research applications and methods used, the top contributing journals, countries, and regions of religious tourism. By applying factorial analysis and thematic evolution in R, the study presents thematic areas uncovered in religious tourism. Using science mapping, this article conducts a co-occurrence analysis to map the knowledge clusters in VOSviewer. Finally, the article also proposes directions for future research using content analysis.

KEYWORDS: pilgrimage, SPAR-4-SLR, systematic literature review

Introduction

Religious travel has been an important part of human history, with pilgrimages being a form of religious travel that involves embarking on a journey for religious purposes and adhering to specific religious practices (Turner, 1973). Pilgrimages are not just for individuals who practise a particular religion, but also for those who simply want to visit revered pilgrimage sites. Religious tourism is the term used to describe journeys undertaken for religious reasons, while trips specifically made for the purpose of pilgrimage are classified as pilgrimage tourism. Pilgrimages are characterised by extraordinary events, such as religious festivals or miraculous occurrences (Vukonić, 1992), while religious visitors typically frequent shrines or temples. Pilgrimages also hold more significance in relation to historical events or religious stories (Bideci & Albayrak, 2016).

Religious tourism has been a powerful motivator for human travel since prehistoric times, with major religions like Buddhism, Hinduism, Islam, Judaism and Christianity (Collins-Kreiner, 2010). These religious groups, along with non-religious travellers, make up a sizable market for religious tourism (Hung, 2015).

Religious tourism introduces travellers to the religious environment, allowing them to have a deeper understanding of a specific religion. There are three main types of religious tourism: pilgrimages, religious events, and tours or visits to significant religious buildings and places in the context of a touristic route (Vukonić, 1996).

Pilgrimages are significant in religious, commercial and philosophical terms, as they intersect religion, travel and tourism. Although Smith (1992) noted a lack of academic work on pilgrimage tourism in 1992, there is now substantial literature

on the subject (Kreiner et al., 2015), where anthropology and sociology (Cohen, 1992; Morinis, 1992; Turner & Turner, 2011), geography (Stoddard & Morinis, 1997; Collins-Kreiner, 2010), religious studies (Gesler, 1993) and tourism and hospitality studies (Murray & Graham, 1997; Shackley, 2001; Digance, 2003; González & Medina, 2003) have focused on a various topics, including the sociological characteristics of pilgrims and their motivations and experiences. Recent studies in marketing and consumer research have also helped to better understand pilgrimages (Rinallo et al., 2012; Moufahim, 2013; Higgins & Hamilton, 2016).

The link between tourism and pilgrimage has long been a source of discussion among experts, with many noting the overlapping qualities of the two concepts. According to Graburn (1983), tourism and pilgrimage are similar in that people use them to add meaning and worth to their mundane lives. However, Adler (1989) ranked tourism and pilgrimage at different ends of his travel scale. Pearce and Stringer (1991) distinguished two sorts of travellers: those who are more pilgrims than tourists, and those who are more tourists than pilgrims. Eade's (1992) study of pilgrims and tourists at Lourdes, and Rinschede's (1992) analysis of places of pilgrimage exploited for tourism all add to this discussion. According to Cohen (1992), one fundamental contrast is that pilgrims travel to sociocultural centres, whereas travellers travel in the opposite direction. Popular pilgrimage places, on the other hand, frequently include pilgrimage and tourism aspects.

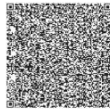
Smith's (1992) continuum of travel depicts pilgrims and tourists as separate individuals situated at opposing extremes, representing the sacred and secular spheres respectively. A gap of sacred-secular combinations lies along this range, which is often denoted as "religious tourism". In contrast to religious

4. Policy, Planning, and Management of Kedarnath: Addressing Tourist and Management Challenges

≡ UGC-CARE List

Journal Details	
Journal Title (in English Language)	Atna Journal of Tourism Studies
Publication Language	English
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Policy, Planning, and Management of Kedarnath: Addressing Tourist and Management Challenges

Vaishali Singh* and Anjan Bhuyan*

Abstract

Kedarnath Dham is one of the twelve Jyotirlingas, which is a very important religious place in India. The study examines how the pilgrimage site is managed and also explores the problems that tourists have while they visit these sites. This study employs a mixed methodology using secondary data and tourist interviews. It further uses systematic thematic analysis to categorise the challenges in Kedarnath. The study finds that the problems include inadequate services, safety issues, etc. This study would help understand the tourists' challenges in Kedarnath. It also shows how important it is to find a balance between meeting the needs of tourists and protecting the spiritual and cultural heritage of these sites.

Keywords: Religious tourism policy. Pilgrimage management, Pilgrimage sites, Kedarnath, India, Jyotirlinga

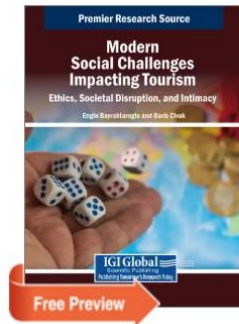
1. Introduction

Pilgrimage sites have been the focus of significant scholarly and practical discussions concerning the challenges that they face in management. Efficient management is necessary to maintain a balance between the influx of tourists and the upkeep of cultural integrity.

The importance of addressing various challenges such as inadequate infrastructure, environmental sustainability (Shinde, 2007), economic pressures (Shinde, 2012), socio-cultural impacts (Timothy, 2021), and comprehensive policy frameworks (Shackley, 2001) is emphasized in the literature on pilgrimage site management. Effective administration is crucial not only to enrich the pilgrimage experience but also for safeguarding the sanctity of these holy sites. Kedarnath, as described by Howley (1996) is one of the twelve Jyotirlingas, which are self-manifest symbols of creation

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5. Influencing Sacred Spaces: The Impact of Social Media Influencers on Pilgrimage Sites in India



Modern Social Challenges Impacting Tourism: Ethics, Societal Disruption, and Intimacy

Engin Bayraktaroglu (Anadolu University, Turkey) and Barış Çıvık (Anadolu University, Turkey)

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Chapter 8


Influencing Sacred Spaces: The Impact of Social Media Influencers on Pilgrimage Sites

Vaishali Singh

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ABSTRACT

This study looks into the impact of the presence of social media influencers in pilgrimage sites. Using a combination of literature review and empirical data from eighty-nine tourists at the Jyotirlingas, the study investigates tourists' perceptions of influencers as both facilitators of virtual access and disruptors of sanctity and peace in these holy sites. While some tourists believe that influencers undermine authentic experiences, others value the digital visibility they bring for these sites. The study emphasises the importance of balanced management that maintains cultural integrity while meeting the expectations of modern digital inclusion. This study highlights the intricacy of social media's involvement in contemporary religious tourism using MAXQDA analysis, and it proposes strategic policy measures to manage the relationship between tradition and digital modernity in a sustainable manner.

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6. Fragile Foundation: Tourism, Culture, and Environmental stability in Joshimath and Kedarnath



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DOI: 10.4018/979-8-3693-8764-1.ch016 


[Singh, Vaishali](#)^a; [Bhuyan, Anjan](#)^b

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7. How Tourist Motivations Shape Perceptions of Service Quality at Pilgrimage Sites


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Years currently covered by Scopus: from 2007 to 2025

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ISSN: 1750-4090 E-ISSN: 1750-4104

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CiteScore 2023	1.5
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How tourist motivations shape perceptions of service quality at pilgrimage sites

[International Journal of Tourism Policy](#) • Article • 2025 • DOI: 10.1504/IJTP.2025.147440 

[Singh, Vaishali](#)^a  ; [Bhuyan, Anjan](#)^b 

^a Department of Professional Studies, CHRIST (Deemed to be University), Bangalore, 560029, India

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