

## Chapter-5

### DEMOGRAPHIC PROFILE OF RESPONDENTS

This chapter focuses on the background of the respondents and the descriptive results of the present study. The chapter is organised into ten parts. The first seven sections present the respondents' profiles for Kedarnath, Kashi Vishwanath, Omkareshwar, Mahakaleshwar, Baidyanath Dham, Somnath, and Nageshwar Jyotirlinga for objective 1. The eighth part presents a summary. The respondents' profile here is basically comprised of the socio-economic and demographic information of the respondents at all the study areas, along with some psychological aspects collected during the survey. The data has been presented in tabular form. Graphical presentation has been used wherever necessary. The ninth and tenth parts consist of the respondent's profile for Objectives 2 (a) and 2 (b).

#### 5.1 Kedarnath Jyotirlinga

A total of 160 responses were collected from domestic tourists visiting Kedarnath.

##### 5.1.1 Demographic Profile

**Table 5.1** Demographic Profile of Respondents in Kedarnath

Demographic Profile		Frequency	Percentage
Gender	Male	94	58.8
	Female	66	41.3
Age	21-40	92	57.5
	41-60	61	38.1
	>60	7	4.4
Educational Qualification	Secondary (10th)	3	1.9
	High Secondary (12th)	5	3.1
	Diploma	1	.6
	Graduate (Bachelors)	130	81.3
	Post Graduate (Masters)	20	12.5
	PhD	1	.6
Occupation	Government Sector Employee	13	8.1
	Students/Researchers	4	2.5
	Business/Self employed	38	23.8

	<b>Private sector employee</b>	86	53.8
	<b>Retired</b>	12	7.5
	<b>House wife</b>	7	4.4
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	6	3.8
	<b>Rs 10000- Rs 25000</b>	8	5.0
	<b>Rs 25001- Rs 50000</b>	21	13.1
	<b>Rs 50001- Rs 75000</b>	49	30.6
	<b>&gt; Rs 75000</b>	76	47.5

**Source:** Primary Data Analysis using SPSS

The table 5.1 shows that in Kedarnath, 58.8% of the tourists' respondents were male (94), whereas 41.3% of the tourists' respondents were female (66). 57.5% of the respondents were between the ages of 21 and 40, 38.1% were 41 years of age and up to 60 years, and only 4.4% were older than 60 years. Out of the 160 respondents, 1.9% (3) were educated up to secondary (10th), 3.1% (5) were educated up to High Secondary (12th), 0.6% (1) had a diploma degree, 81.3% (130) were undergraduates, and 12.5% (20) were postgraduates. 8.1% (13) were Government Sector Employee, 2.5% (4) were Students/Researchers: 23.8% (38) had a business or were self-employed. 53.8% (86) were Private sector employee, 7.5% (12) were retired, and 4.4% (7) were housewives. Table 5.1 also shows that the majority (47.5%) of the respondents at Kedarnath earn a monthly average income > INR 75000. 3.8% (6) respondents earn a monthly average income less than Rs 10000. 5% (8) earn a monthly average income of INR 10000-Rs 25000. 13.1% (21) earn a monthly average income of INR 25001-Rs 50000. 30.6% (49) earn a monthly average income of INR 50001-Rs 75000.

### 5.1.2 Visit History

**Table 5.2** Visit Profile of Respondents in Kedarnath

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	153	95.6
	No	7	4.4
<b>Frequency of visit</b>	1	153	95.6
	2	3	1.9
	3	-	-

	≥4	4	2.5
<b>Duration of Stay</b>	1 day	3	1.9
	2 days	81	50.6
	3 days	62	38.8
	4 and more	14	8.8
<b>Total Estimated Expenditure</b>	≤2500	0	0
	2501-5000	2	1.3
	5001-7500	3	1.9
	7501-10000	20	12.5
	>10k	135	84.4
<b>Main purpose of visit</b>	To perform specific Puja at this place	12	7.5
	Pilgrimage ( <i>Jatra</i> )	55	34.4
	Votive/Votive offering/Special offering	24	15.0
	Meditation or mental peace	15	9.4
	Leisure & Relaxation	50	31.3
	Education/Research	1	.6
	Photography/videography	3	1.9
<b>Place of Stay</b>	Hotel	64	40.0
	Guest House	4	2.5
	Dharamshala	7	4.4
	Lodge	-	-
	Dormitory	85	53.1
<b>Importance of Accommodation</b>	Yes	155	96.9
	No	5	3.1
<b>Transport used to arrive at the</b>	Private Cab	48	30.0
	Taxi	2	1.3
	Public Bus	107	66.9

<b>last motorable point</b>	Private Bus	3	1.9
	Auto	-	-
<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	50	31.3
	Dhaba	55	34.4
	Available Restaurant	43	26.9
	Others	12	7.5

**Source:** Primary Data Analysis using SPSS

The data shows that around 98.1% (157) of the total respondents are first time visitors to Kedarnath, followed by 1.9% (3) who have visited more than once (Table 5.6). 2.5% (4) of the respondents had visited four or more than four times. A majority (55%) of the tourists stayed for a period of 2 days, followed by 3 days of tourists (36.9%). About 1.9% stayed for a day. The table also shows that 6.3% also stayed for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to Kedarnath, most of them reported spending more than INR 10,000 (84.4%). As shown in the table, around 12.5% stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (1.9). 1.3% of respondents also incurred an expenditure of INR 2501-5000.

The data shows that around 34.4% (55) of the total respondents visited Kedarnath for pilgrimage (*jatra*), followed by 31.3% (50) who visited Kedarnath for leisure and relaxation, and 7.5% (12) who visited to perform specific puja. Table 5.10 also shows that 15% (24) respondents visited Kedarnath for Votive/Votive Offering/Special Offering, followed by 9.4% (15) respondents who visited Kedarnath for Meditation or mental peace, and 1.9% (3) respondents who visited Kedarnath for Photography/Videography. However, only 0.6% of respondents visited Kedarnath for education/research.

The table shows that around 53.1% (85) of the total respondents who visited Kedarnath stayed in a dormitory, whereas 40% (64) of the total respondents stayed in a hotel. 2.5% (4) of the respondents stayed in Guest House, followed by 4.4% (7) of the respondents who stayed in Dharamshala.

The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 96.9% (155) respondents said accommodation is an important factor for them, whereas 3.1% (5) respondents replied in the negative. Around 66.9% (107) of the total respondents availed the public bus to reach Kedarnath. 30% (48) of the respondents used a private cab, followed by 1.3% (2) of the respondents who used a taxi and 1.9% (3) who used a private bus. This conveys that the public bus is the most commonly used transport to reach Kedarnath, followed by a private cab.

The respondents were asked where they dined while visiting Kedarnath. The table shows that 34.4% (55) respondents dined in Dhaba, whereas 31.9% (51) respondents dined in the hotel they stayed in. 25.6% (41) of the respondents dined in the available restaurant, while 8.1% of the respondents dined in other options like petty shops, small stalls, etc. available around the pilgrimage site.

### 5.1.3 State/UT travelled

Table 5.15 shows which state the respondents travelled from to reach Kedarnath. 20.6% (33) respondents were from Delhi, whereas 14.4% (23) respondents were from Uttar Pradesh. 6.9% of respondents hail from Tamil Nadu, Kerala, and Punjab, followed by 7.5% of respondents from Uttarakhand.

**Table 5.3** State/UT travelled by respondents in Kedarnath

State/UT travelled	Frequency	Percent
Assam	2	1.3
Bihar	7	4.4
Gujarat	5	3.1
Haryana	10	6.3
Himachal Pradesh	9	5.6
Karnataka	5	3.1
Kerala	11	6.9
Madhya Pradesh	4	2.5
Maharashtra	6	3.8
Odisha	2	1.3
Punjab	11	6.9

Rajasthan	7	4.4
Tamil Nadu	11	6.9
Tripura	1	.6
Uttar Pradesh	23	14.4
Uttarakhand	12	7.5
Chandigarh	1	.6
Delhi	33	20.6
Total	160	100.0

**Source:** Primary Data analysis using SPSS

## 5.2 Kashi Vishwanath

A total of 156 responses were collected from domestic tourists visiting Kashi Vishwanath.

### 5.2.1 Demographic Profile

**Table 5.4:** Demographic Profile of Respondents in Kashi Viswanath

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	80	51.3
	<b>Female</b>	75	48.1
	<b>Others</b>	1	.6
<b>Age</b>	<b>&lt;20</b>	1	.6
	<b>21-40</b>	74	47.4
	<b>41-60</b>	67	42.9
	<b>&gt;60</b>	14	9.0
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	0	0
	<b>High Secondary (12th)</b>	4	2.6
	<b>Diploma</b>	7	4.5
	<b>Graduate (Bachelors)</b>	117	75.0
	<b>Post Graduate (Masters)</b>	25	16.0
	<b>Ph. D</b>	3	1.9
<b>Occupation</b>	<b>Government Sector Employee</b>	35	22.4
	<b>Students/Researchers</b>	13	8.3
	<b>Business/Self employed</b>	28	17.9
	<b>Private sector employee</b>	63	40.4

	<b>Retired</b>	9	5.8
	<b>House wife</b>	8	5.1
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	8	5.1
	<b>Rs 10000- Rs 25000</b>	17	10.9
	<b>Rs 25001- Rs 50000</b>	41	26.3
	<b>Rs 50001- Rs 75000</b>	38	24.4
	<b>&gt; Rs 75000</b>	52	33.3

**Source:** Primary Data Analysis using SPSS

Table 5.4 shows that in Kashi Vishwanath, 51.3% of the tourists' respondents were male (80), whereas 48.1% of the tourists' respondents were female (75), and 0.6% (1) belonged to the 'other' category. It also shows that out of the 156 respondents, 47.4% (74) were between the ages of 21 and 40, 42.9% (67) were 41 years of age and up to 60 years, and only 9% were older than 60 years. However, 0.6% (1) respondents were aged below 20 years of age. 75% (117) of the respondents were graduates, and 16.0% (25) were postgraduates. 2.6% (4) were educated up to high secondary (12th), 4.5% (7) had a diploma degree holder, and 1.9% (3) were doctorates.

22.4% (35) of the respondents were government sector employees, 8.3% (13) were students/researchers, 17.9% (28) had a business or were self-employed, 40.4% (63) were private sector employees, 5.8% (9) were retired, and 5.1% (8) were housewives. 33.3% of the respondents at Kashi Vishwanath earn a monthly average income > INR 75000. 5.1% (8) respondents earn a monthly average income less than Rs 10000. 10.9% (17) earn a monthly average income of INR 10000-Rs 25000. 26.3% (41) earn a monthly average income of INR 25001-Rs 50000. 24.4% (38) earn a monthly average income of INR 50001-Rs 75000.

### 5.2.2 Visit History

**Table 5.5:** Visit Profile of Respondents in Kashi Vishwanath

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	142	91.0
	No	14	9.0
<b>Frequency of visit</b>	1	142	91.0
	2	10	6.4
	3	1	.6

	≥4	3	1.9
<b>Duration of Stay</b>	1 day	11	7.1
	2 days	67	42.9
	3 days	64	41.0
	4 and more	14	9.0
<b>Total Estimated Expenditure</b>	≤2500	-	-
	2501-5000	19	12.2
	5001-7500	15	9.6
	7501-10000	19	12.2
	>10k	103	66.0
<b>Main purpose of visit</b>	To perform specific Puja at this place	5	3.2
	Pilgrimage ( <i>Jatra</i> )	94	60.3
	Votive/Votive offering/Special offering	20	12.8
	Meditation or mental peace	16	10.3
	Leisure & Relaxation	15	9.6
	Education/Research	4	2.6
	Photography/videography	2	1.3
<b>Place of Stay</b>	Hotel	85	54.5
	Guest House	18	11.5
	Dharamshala	4	2.6
	Lodge	5	3.2
	Dormitory	44	28.2
<b>Importance of Accommodation</b>	Yes	151	96.8
	No	5	3.2
<b>Transport used to arrive at the</b>	Private Cab	72	46.2
	Taxi	23	14.7
	Public Bus	25	16.0



<b>last motorable point</b>	Private Bus	2	1.3
	Auto	34	21.8
<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	56	35.9
	Dhaba	36	23.1
	Available Restaurant	46	29.5
	Others	18	11.5

**Source:** Primary Data Analysis using SPSS

Table 5.5 shows that around 91% (142) of the total respondents are first time visitors to *Kashi Vishwanath*, followed by 9% (14) who have visited more than once. 6.4% (10) of the respondents had visited twice, 0.6% (1) had visited thrice, and 1.9% (3) respondents had visited four or more times. The data also shows that 42.9% (67) of the tourists stayed for a period of 2 days in Kashi Vishwanath, followed by 3 days tourists (41%), and about 7.1% (11) stayed for a day, with 9% (14) staying for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to Kashi Vishwanath, most of them reported spending more than INR 10,000 (66%). Around 12.2% stated spending between INR 7501-10000, followed by an expenditure of INR 5001-7500 (9.6%). 12.2% of respondents also incurred an expenditure of INR 2501-5000.

The data shows that around 60.3% (94) of the total respondents visited Kashi Vishwanath for Pilgrimage (*Jatra*), followed by 12.8% (20) who visited for Votive/Votive Offering/Special Offering, and 10.3% (16) who visited for Meditation or mental peace. Table 5.25 also shows that 3.2% (5) respondents visited Kashi Vishwanath to perform specific puja at this place, followed by 9.6% (15) respondents who visited Kashi Vishwanath for leisure & relaxation, and 2.6% (4) respondents who visited Kashi Vishwanath for education/research. However, only 1.3% (2) respondents visited Kashi Vishwanath for photography/videography.

54.5% (85) of the total respondents who visited Kashi Vishwanath stayed in a hotel, whereas 28.2% (44) of the total respondents stayed in a dormitory. 11.5% (18) of the respondents stayed in Guest House, followed by 2.6% (4) of the respondents who stayed in Dharamshala. Only 3.2% (5) of the total respondents stayed in Lodge.

The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 96.8% (151) respondents said accommodation is an important factor for them, whereas 3.2% (5) respondents replied in the negative.

Around 46.2% (72) of the total respondents availed of the private cab to reach Kashi Vishwanath. 14.7% (23) of the respondents used a taxi, whereas 16% (25) of the respondents used a public bus, followed by 1.3 (2) respondents who used a private bus, and 21.8% of the respondents who used an auto. This conveys that almost all modes of road transport are easily available for reaching Kashi Vishwanath. The respondents were asked where they dined while visiting Kashi Vishwanath. 23.1% (36) respondents dined in Dhaba, whereas 35.9% (56) respondents dined in the hotel they stayed in. 29.5% (46) of the respondents dined in the available restaurant, while 11.5% (18) of the respondents dined in other options like petty shops, small stalls, etc. available around the pilgrimage site.

### 5.2.3 State/UT travelled

Table 5.6 shows which state the respondents travelled from to reach Kashi Vishwanath. 22.4% (35) respondents were from Uttar Pradesh, whereas 11.5% (18) respondents were from Madhya Pradesh and Delhi each. 12.8% of respondents hail from Kerala, followed by 10.9% of respondents from Tamil Nadu.

**Table 5.6:** State/UT travelled by respondents in Kashi Vishwanath

State/UT travelled	Frequency	Percent
Andhra Pradesh	2	1.3
Assam	2	1.3
Bihar	7	4.5
Gujarat	1	.6
Haryana	5	3.2
Jharkhand	2	1.3
Karnataka	7	4.5
Kerala	20	12.8
Madhya Pradesh	18	11.5
Maharashtra	8	5.1
Punjab	2	1.3

Rajasthan	5	3.2
Tamil Nadu	17	10.9
Tripura	1	.6
Uttar Pradesh	35	22.4
Uttarakhand	2	1.3
West Bengal	3	1.9
Delhi	18	11.5
Puducherry	1	.6
Total	156	100.0

**Source:** Primary Data analysis using SPSS

### 5.3 Omkareshwar Jyotirlinga

A total of 120 responses were collected from domestic tourists visiting **Omkareshwar**.

#### 5.3.1 Demographic Profile

**Table 5.7:** Demographic Profile of Respondents in Omkareshwar

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	59	49.2
	<b>Female</b>	61	50.8
<b>Age</b>	<b>&lt;21</b>	1	.8
	<b>21-40</b>	32	26.7
	<b>41-60</b>	82	68.3
	<b>&gt;60</b>	5	4.2
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	4	3.3
	<b>High Secondary (12th)</b>	10	8.3
	<b>Diploma</b>	5	4.2
	<b>Graduate (Bachelors)</b>	94	78.3
	<b>Post Graduate (Masters)</b>	6	5.0
	<b>PhD</b>	1	.8
<b>Occupation</b>	<b>Government Sector Employee</b>	19	15.8
	<b>Students/Researchers</b>	1	.8
	<b>Business/Self employed</b>	40	33.3
	<b>Private sector employee</b>	43	35.8

	<b>Retired</b>	4	3.3
	<b>House wife</b>	13	10.8
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	7	5.8
	<b>Rs 10000- Rs 25000</b>	14	11.7
	<b>Rs 25001- Rs 50000</b>	5	4.2
	<b>Rs 50001- Rs 75000</b>	50	41.7
	<b>&gt; Rs 75000</b>	44	36.7

**Source:** Primary Data Analysis using SPSS

Table 5.7 shows that in Omkareshwar, 50.8% of the tourists' respondents were male (61), whereas 49.2% of the tourists' respondents were female (59). The table also shows that out of the 120 respondents, 26.7% (32) were between the ages of 21 and 40, 68.3% were 41 years of age and up to 60 years, 4.2% (5) were older than 60 years, and 0.8% were less than 20 years of age. 3.3% (4) of the respondents were educated up to secondary (10th), 8.3% (10) were educated up to high secondary (12th), 4.2% (5) had a diploma degree, 78.3% (94) were undergraduates, 5% (6) were postgraduates, and 0.8% (1) are doctorates. 15.8% (19) of the respondents were government sector employees, 0.8% (1) were students/researchers, 33.3% (40) had a business or were self-employed, 35.8% (43) were undergraduates, 3.3% (4) were retired, and 10.8% (13) were housewives.

Table 5.7 shows that the majority (41.7%) of the respondents at Omkareshwar earn a monthly average income of INR 50001-Rs 75000. 36.7% (44) respondents earn a monthly average income > Rs 75000. 11.7% (14) earn a monthly average income of INR 10000-Rs 25000. 4.2% (5) earn a monthly average income of INR 25001-Rs 50000. 5.8% (7) earn a monthly average income of INR < Rs 10000.

### 5.3.2 Visit History

**Table 5.8:** Visit Profile of Respondents in Omkareshwar

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	101	84.2
	No	19	15.8
<b>Frequency of visit</b>	1	101	84.2
	2	10	8.3
	3	2	1.7

	≥4	7	5.8
<b>Duration of Stay</b>	1 day	4	3.3
	2 days	103	85.8
	3 days	12	10.0
	4 and more	1	.8
<b>Total Estimated Expenditure</b>	≤2500	1	.8
	2501-5000	19	15.8
	5001-7500	19	15.8
	7501-10000	40	33.3
	>10k	41	34.2
<b>Main purpose of visit</b>	To perform specific Puja at this place	15	12.5
	Pilgrimage ( <i>Jatra</i> )	58	48.3
	Votive/Votive offering/Special offering	35	29.2
	Meditation or mental peace	7	5.8
	Leisure & Relaxation	3	2.5
	Education/Research	-	-
	Photography/ videography	2	1.7
<b>Place of Stay</b>	Hotel	48	40.0
	Guest House	7	5.8
	Dharamshala	63	52.5
	Lodge	2	1.7
	Dormitory	-	-
<b>Importance of Accommodation</b>	Yes	120	100
	No	-	-
<b>Transport used to arrive at the last motorable point</b>	Private Cab	55	45.8
	Taxi	-	-
	Public Bus	65	54.2

	Private Bus	-	-
	Auto	-	-
<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	39	32.5
	Dhaba	64	53.3
	Available Restaurant	17	14.2
	Others	-	-

**Source:** Primary Data Analysis using SPSS

The data shows that around 84.2% (101) of the total respondents are first time visitors to Omkareshwar, followed by 15.8% (19) who have visited more than once. 5.8% (7) of the respondents had visited four or more than four times, 8.3% (10) had visited twice, whereas 1.7% had visited twice. A majority (85.8%) of the tourists stayed for a period of 2 days, followed by 3 days of tourists (10%). About 3.3% stayed for a day. 0.8% (1) stayed for a duration of 4 days and more. When asked about the expenditure incurred by the respondents during their visit to Omkareshwar, most of them reported spending more than INR 10,000 (34.2%). As shown in table 5.8, around 33.3% (40) stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (15.8%). 15.8% of respondents incurred an expenditure around INR 2501-5000. Table 5.8 also shows that 0.8% (1) of respondents also incurred an expenditure of less than INR 2500.

The data shows that around 48.3% (58) of the total respondents visited Omkareshwar for Pilgrimage (*Jatra*), followed by 29.2% (35) who visited for Votive/Votive Offering/Special Offering, and 12.5% (15) who visited to perform specific Puja. Table 5.40 also shows that 7% (5.8) respondents visited Omkareshwar for meditation or mental peace, followed by 2.5% (3) respondents who visited for leisure & relaxation. However, only 1.7% (2) respondents visited Omkareshwar for photography/videography. The data shows that around 52.5% (63) of the total respondents who visited Omkareshwar stayed in a Dharamshala, whereas 40% (48) of the total respondents stayed in a hotel. 5.8% (7) of the respondents stayed in Guest House, followed by 1.7% (2) of the respondents who stayed in Lodge. This is indicative of the fact that dormitories are not commonly available near Omkareshwar. The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 100% (120) respondents said accommodation is an important factor for them. 54.2% (65) of the total respondents availed the public bus to reach Omkareshwar, whereas 45.8% (55) of the respondents used a private cab. This is indicative of the fact that private cabs and public buses are the

most commonly used transport to reach Omkareshwar. The respondents were asked where they dined while visiting Omkareshwar. 53.3% (64) respondents dined in Dhaba, whereas 32.5% (39) respondents dined in the hotel they stayed in. 14.2% (17) of the respondents dined in an available restaurant.

### 5.3.3 State/UT travelled

The table 5.9 shows which state the respondents travelled from to reach Omkareshwar. 13.3% (16) respondents were from Madhya Pradesh, whereas 12.5% (15) respondents were from Uttar Pradesh. 11.7% of respondents hail from Gujarat, Delhi, and Rajasthan each, followed by 9.2% of respondents from Maharashtra.

**Table 5.9:** State/UT travelled by respondents in Omkareshwar

State/UT travelled	Frequency	Percent
Madhya Pradesh	16	13.3
Uttar Pradesh	15	12.5
Gujarat	14	11.7
Rajasthan	14	11.7
Delhi	14	11.7
Maharashtra	11	9.2
Haryana	8	6.7
Uttarakhand	7	5.8
Kerala	5	4.2
Himachal Pradesh	4	3.3
Punjab	4	3.3
Karnataka	3	2.5
Bihar	2	1.7
West Bengal	1	.8
Andaman and Nicobar Islands	1	.8
Dadra and Nagar Haveli and Daman and Diu	1	.8
Total	120	100.0

**Source:** Primary Data analysis using SPSS

## 5.4 Mahakaleshwar Jyotirlinga

A total of 160 responses were collected from domestic tourists visiting **Mahakaleshwar**.

### 5.4.1 Demographic Profile

**Table 5.10:** Demographic Profile of Respondents in Mahakaleshwar

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	112	70.0
	<b>Female</b>	48	30.0
<b>Age</b>	<b>&lt;21</b>	2	1.3
	<b>21-40</b>	79	49.4
	<b>41-60</b>	70	43.8
	<b>&gt;60</b>	9	5.6
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	2	1.3
	<b>High Secondary (12th)</b>	3	1.9
	<b>Diploma</b>	-	-
	<b>Graduate (Bachelors)</b>	146	91.3
	<b>Post Graduate (Masters)</b>	9	5.6
	<b>PhD</b>	-	-
<b>Occupation</b>	<b>Government Sector Employee</b>	19	11.9
	<b>Students/Researchers</b>	3	1.9
	<b>Business/Self employed</b>	50	31.3
	<b>Private sector employee</b>	75	46.9
	<b>Retired</b>	7	4.4
	<b>House wife</b>	6	3.8
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	5	3.1
	<b>Rs 10000- Rs 25000</b>	17	10.6
	<b>Rs 25001- Rs 50000</b>	1	.6
	<b>Rs 50001- Rs 75000</b>	88	55.0
	<b>&gt; Rs 75000</b>	49	30.6

**Source:** Primary Data Analysis using SPSS

Table 5.10 shows that in Mahakaleshwar, 70% of the tourists' respondents were male (112), whereas 30% of the tourists' respondents were female (48). 49.4% (79) were



between the ages of 21 and 40, 43.8% (70) were 41 years of age and up to 60 years, and only 5.6% (9) were older than 60 years. However, only 1.3% (2) were aged less than 20.

Out of the 160 respondents, 1.3% (2) were educated up to secondary (10th), 1.9% (3) were educated up to high secondary (12th), 91.3% (146) were undergraduates, and 5.6% (9) were postgraduates. 11.9% (19) were government sector employees, 1.9% (3) were students/researchers, 31.3% (50) had a business or were self-employed, 46.9% (75) were undergraduates, 4.4% (7) were retired, and 3.8% (6) were housewives.

The majority (55%) of the respondents at *Mahakaleshwar* earn a monthly average income of INR 50001-Rs 75000. 30.6% (49) respondents earn a monthly average income more than INR 75000. 3.1% (5) earn a monthly average income less than <INR 10000, whereas 10.6% (17) earn a monthly average income of INR 10000-Rs 25000. 0.6% (1) respondents earn a monthly average income of INR 25001-Rs 50000.

#### 5.4.2 Visit History

**Table 5.11:** Visit Profile of Respondents in Mahakaleshwar

Visit History		Frequency	Percent
<b>First visit</b>	Yes	159	99.4
	No	1	.6
<b>Frequency of visit</b>	1	159	99.4
	2	-	-
	3	1	.6
	≥4	-	-
<b>Duration of Stay</b>	1 day	4	2.5
	2 days	40	25.0
	3 days	61	38.1
	4 and more	55	34.4
<b>Total Estimated Expenditure</b>	≤2500	-	-
	2501-5000	19	11.9
	5001-7500	5	3.1
	7501-10000	64	40.0
	>10k	72	45.0

<b>Main purpose of visit</b>	To perform specific Puja at this place	5	3.1
	Pilgrimage ( <i>Jatra</i> )	98	61.3
	Votive/Votive offering/Special offering	35	21.9
	Meditation or mental peace	11	6.9
	Leisure & Relaxation	9	5.6
	Education/Research	-	-
	Photography/ videography	2	1.3
<b>Place of Stay</b>	Hotel	78	48.8
	Guest House	-	-
	Dharamshala	18	11.3
	Lodge	-	-
	Dormitory	64	40.0
<b>Importance of Accommodation</b>	Yes	158	98.8
	No	2	1.3
<b>Transport used to arrive at the last motorable point</b>	Private Cab	34	21.3
	Taxi	2	1.3
	Public Bus	2	1.3
	Private Bus	4	2.5
	Auto	118	73.8
<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	54	33.8
	Dhaba	41	25.6
	Available Restaurant	65	40.6
	Others	-	-

**Source:** Primary Data Analysis using SPSS

The data shows that around 99.4% (159) of the total respondents are first time visitors to Mahakaleshwar, followed by 0.6% (1) who have visited more than once. 0.6% (1) of the respondents had visited four or more than four times. A majority (38.1%) of the tourists stayed for a period of 3 days, followed by tourists who stayed for a duration of 4 days and more (34.4%). About 25% (40) stayed for two days, and 2.5% (4) also stayed for a duration of 1 day. When asked about the expenditure incurred by the respondents during their visit to Mahakaleshwar, most of them reported spending more than INR 10,000 (45%). As shown in table 5.54, around 40% stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (3.1). Table also shows that 11.9% of respondents also incurred an expenditure of INR 2501-5000.

The data shows that around 48.8% (78) of the total respondents visited Mahakaleshwar for pilgrimage (*jatra*), followed by 31.3% (50) who visited Mahakaleshwar for leisure and relaxation, and 7.5% (12) who visited to perform specific puja. Table 5.10 also shows that 15% (24) respondents visited Mahakaleshwar for Votive/Votive Offering/Special Offering, followed by 9.4% (15) respondents who visited Mahakaleshwar for Meditation or mental peace, and 1.9% (3) respondents who visited Mahakaleshwar for Photography/Videography. However, only 0.6% of respondents visited Mahakaleshwar for education/research.

The data shows that around 48.8% (78) of the total respondents who visited Mahakaleshwar stayed in a hotel, whereas 11.3% (18) of the total respondents stayed in a Dharamshala. 40.0% (64) of the respondents stayed in dormitory. This indicates that hotels, Dharamshala, and dormitories are the most easily available accommodation options near Mahakaleshwar.

The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 98.8% (158) respondents said accommodation is an important factor for them, whereas 1.3% (2) respondents replied in the negative. 73.8% (118) of the total respondents availed of the auto to reach Mahakaleshwar. 21.3% (34) of the respondents used a private cab, followed by 1.3% (2) of the respondents who used a taxi and a public bus each. 2.5% of the respondents used a private bus to reach Mahakaleshwar. This conveys that the auto is the most commonly used transport to reach Mahakaleshwar since the pilgrimage site is located in the middle of the city. The respondents were asked where they dined while visiting Mahakaleshwar. 40.6% (65) respondents dined in an available restaurant, whereas 25.6% (41) respondents dined in a Dhaba, and 33.8% (54) of the respondents dined in the hotel they stayed in.

### 5.4.3 State/UT travelled

Table 5.12 shows which state the respondents travelled from to reach Mahakaleshwar. 19.4% (31) respondents were from Madhya Pradesh, whereas 12.5 (20) respondents were from Delhi. 11.3% of respondents hail from Gujarat, followed by 10% of respondents from Uttar Pradesh.

**Table 5.12:** State/UT travelled by respondents in Mahakaleshwar

State/UT travelled	Frequency	Percent
Madhya Pradesh	31	19.4
Delhi	20	12.5
Gujarat	18	11.3
Uttar Pradesh	16	10.0
Tamil Nadu	15	9.4
Maharashtra	11	6.9
Bihar	7	4.4
Karnataka	7	4.4
Kerala	6	3.8
Haryana	5	3.1
Punjab	5	3.1
Uttarakhand	5	3.1
Andhra Pradesh	4	2.5
Rajasthan	4	2.5
Jharkhand	2	1.3
Telangana	2	1.3
Odisha	1	.6
West Bengal	1	.6
Total	160	100.0

**Source:** Primary Data analysis using SPSS

## 5.5 Baidyanath Dham

A total of 156 responses were collected from domestic tourists visiting Baidyanath Dham.

### 5.5.1 Demographic Profile

**Table 5.13:** Demographic Profile of Respondents in Baidyanath Dham

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	96	61.5
	<b>Female</b>	60	38.5
<b>Age</b>	<b>&lt;21</b>	1	.6
	<b>21-40</b>	86	55.1
	<b>41-60</b>	69	44.2
	<b>&gt;60</b>	-	-
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	4	2.6
	<b>High Secondary (12th)</b>	12	7.7
	<b>Diploma</b>	-	-
	<b>Graduate (Bachelors)</b>	136	87.2
	<b>Post Graduate (Masters)</b>	4	2.6
	<b>PhD</b>	-	-
<b>Occupation</b>	<b>Government Sector Employee</b>	14	9.0
	<b>Students/Researchers</b>	1	.6
	<b>Business/Self employed</b>	55	35.3
	<b>Private sector employee</b>	76	48.7
	<b>Retired</b>	2	1.3
	<b>House wife</b>	8	5.1
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	12	7.7
	<b>Rs 10000- Rs 25000</b>	14	9.0
	<b>Rs 25001- Rs 50000</b>	5	3.2
	<b>Rs 50001- Rs 75000</b>	67	42.9
	<b>&gt; Rs 75000</b>	58	37.2

**Source:** Primary Data analysis using SPSS

Table 5.13 shows that in Baidyanath Dham, 61.5% of the tourists' respondents were male (96), whereas 38.5% of the tourists' respondents were female (60). Out of the 156 respondents, 55.1% (86) were between the ages of 21 and 40, 44.2% (69) were 41 years of age and up to 60 years, and only 0.6% were younger than 20 years of age. 2.6% (4) were educated up to secondary (10th), 7.7% (12) were educated up to high secondary (12th), 87.2% (136) were undergraduates, and 2.6% (4) were postgraduates. Out of the 156 respondents, 9% (14) were government sector employees, 0.6% (1) were students/researchers, 35.3% (55) had a business or were self-employed, 48.7% (76) were private sector employees, 1.3% (2) were retired, and 5.1% (8) were housewives.

Table 5.13 shows that 37.2% of the *respondents at Baidyanath Dham* earn a monthly average income > INR 75000. 7.7% (12) *respondents* earn a monthly average income less than Rs 10000. 9% (14) earn a monthly average income of INR 10000-Rs 25000. 3.2% (5) earn a monthly average income of INR 25001-Rs 50000. 42.9% (67) earn a monthly average income of INR 50001-Rs 75000.

### 5.5.2 Visit History

**Table 5.14:** Visit Profile of Respondents in Baidyanath Dham

Visit History		Frequency	Percent
<b>First visit</b>	Yes	108	69.2
	No	48	30.8
<b>Frequency of visit</b>	1	108	69.2
	2	21	13.5
	3	10	6.4
	≥4	17	10.9
<b>Duration of Stay</b>	1 day	12	7.7
	2 days	70	44.9
	3 days	50	32.1
	4 and more	24	15.4
<b>Total Estimated Expenditure</b>	≤2500	7	4.5
	2501-5000	36	23.1

	5001-7500	15	9.6
	7501-10000	71	45.5
	>10k	27	17.3
<b>Main purpose of visit</b>	To perform specific Puja at this place	24	15.4
	Pilgrimage ( <i>Jatra</i> )	34	21.8
	Votive/Votive offering/Special offering	87	55.8
	Meditation or mental peace	7	4.5
	Leisure & Relaxation	3	1.9
	Education/Research	-	-
	Photography/ videography	1	.6
<b>Place of Stay</b>	Hotel	48	30.8
	Guest House	2	1.3
	Dharamshala	70	44.9
	Lodge	2	1.3
	Dormitory	34	21.8
<b>Importance of Accommodation</b>	Yes	155	99.4
	No	1	.6
<b>Transport used to arrive at the last motorable point</b>	Private Cab	19	12.2
	Taxi	-	-
	Public Bus	2	1.3
	Private Bus	1	0.6
	Auto	134	85.9

<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	7	4.5
	Dhaba	40	25.6
	Available Restaurant	109	69.9
	Others	-	-

**Source:** Primary Data Analysis using SPSS

The data shows that around 69.2% (108) of the total respondents are first time visitors to Baidyanath Dham, followed by 30.8% (48) who have visited more than once (Table 5.14). Table 5.14 also shows that 10.9% (17) of the respondents had visited four or more than four times, 13.5% (21) of the respondents had visited twice, and 6.4% (10) had visited thrice.

A majority (44.9%) of the tourists stayed for a period of 2 days, followed by 3 days of tourists (32.1%). About 7.7% stayed for a day. 15.4% also stayed for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to Baidyanath Dham, 17.3% (27) of them reported spending more than INR 10,000. Around 45.5% stated incurring an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (9.6%). 23.1% of respondents incurred an expenditure of INR 2501-5000, and 4.5% (7) of respondents incurred an expenditure of INR ≤ 2500.

The data shows that around 21.8% (34) of the total respondents visited Baidyanath Dham for Pilgrimage (*Jatra*), followed by 1.9% (3) who visited Baidyanath Dham for Leisure & Relaxation, and 15.4% (24) who visited to perform specific puja. Table 5.70 also shows that 55.8% (87) respondents visited Baidyanath Dham for Votive/Votive Offering/Special Offering, followed by 4.5% (7) respondents who visited Baidyanath Dham for Meditation or mental peace. However, only 0.6% (1) respondents visited Baidyanath Dham for photography/videography. The data shows that around 21.8% (34) of the total respondents who visited Baidyanath Dham stayed in a dormitory, whereas 30.8% (48) of the total respondents stayed in a hotel. 1.3% (2) of the respondents stayed in Guest House, followed by 44.9% (70) of the respondents who stayed in Dharamshala. Only 1.3% (2) of



the total respondents stayed in Lodge. The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. Table 5.72 shows that 99.4% (155) respondents said accommodation is an important factor for them, whereas 0.6% (1) respondents replied in the negative.

Around 85.9% (134) of the total respondents availed the auto to reach Baidyanath Dham. 12.2% (19) of the respondents used a private cab, followed by 1.3% (2) of the respondents who used a public bus each. This conveys that the auto is the most commonly used transport to reach Baidyanath Dham, followed by a private cab. The respondents were asked where they dined while visiting Baidyanath Dham. Table 5.14 shows that 25.6% (40) respondents dined in Dhaba, whereas 4.5% (7) respondents dined in the hotel they stayed in. 69.9% (109) of the respondents dined in an available restaurant.

### 5.5.3 State/UT travelled

Table 5.15 shows which state the respondents travelled from to reach Baidyanath Dham. 27.6% (43) respondents were from Jharkhand, whereas 17.9% (28) respondents were from Bihar. 16% of respondents hail from Uttar Pradesh, followed by 9.6% of respondents from West Bengal. This conveys that the majority of tourists visiting Baidyanath Dham are from nearby states.

**Table 5.15:** State/UT travelled by respondents in Baidyanath Dham

State/UT travelled	Frequency	Percent
Jharkhand	43	27.6
Bihar	28	17.9
Uttar Pradesh	25	16.0
West Bengal	15	9.6
Madhya Pradesh	12	7.7
Delhi	7	4.5
Maharashtra	5	3.2
Rajasthan	4	2.6
Chhattisgarh	3	1.9
Haryana	3	1.9
Odisha	3	1.9
Uttarakhand	3	1.9

Gujarat	2	1.3
Andhra Pradesh	1	.6
Kerala	1	.6
Punjab	1	.6
Total	156	100.0

**Source:** Primary Data analysis using SPSS

### 5.6 Somnath Jyotirlinga

A total of 158 responses were collected from domestic tourists visiting Somnath Jyotirlinga.

#### 5.6.1 Demographic Profile

**Table 5.16:** Demographic Profile of Respondents in Somnath

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	89	56.3
	<b>Female</b>	69	43.7
<b>Age</b>	<b>21-40</b>	60	38.0
	<b>41-60</b>	90	57.0
	<b>&gt;60</b>	8	5.1
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	4	2.5
	<b>High Secondary (12th)</b>	5	3.2
	<b>Diploma</b>	4	2.5
	<b>Graduate (Bachelors)</b>	138	87.3
	<b>Post Graduate (Masters)</b>	7	4.4
	<b>PhD</b>	-	-
<b>Occupation</b>	<b>Government Sector Employee</b>	18	11.4
	<b>Students/Researchers</b>	4	2.5
	<b>Business/Self employed</b>	52	32.9
	<b>Private sector employee</b>	71	44.9
	<b>Retired</b>	5	3.2
	<b>House wife</b>	8	5.1
	<b>&lt; Rs 10000</b>	<b>11</b>	<b>7.0</b>

<b>Average Monthly Income</b>	<b>Rs 10000- Rs 25000</b>	<b>14</b>	<b>8.9</b>
	<b>Rs 25001- Rs 50000</b>	<b>5</b>	<b>3.2</b>
	<b>Rs 50001- Rs 75000</b>	<b>54</b>	<b>34.2</b>
	<b>&gt; Rs 75000</b>	<b>74</b>	<b>46.8</b>

**Source:** Primary Data Analysis using SPSS

Table 5.16 shows that in Somnath *Jyotirlinga*, 70% of the tourists' respondents were male (112), whereas 30% of the tourists' respondents were female (48). Out of the 160 respondents, 49.4% (79) were between the ages of 21 and 40, 43.8% (70) were 41 years of age and up to 60 years, and only 5.6% (9) were older than 60 years. 1.3% (2) were educated up to secondary (10<sup>th</sup>), 1.9% (3) were educated up to high secondary (12<sup>th</sup>), 91.3% (146) were undergraduates, and 5.6% (9) were postgraduates.

The table 5.16 also shows that out of the 160 respondents, 11.9% (19) were government sector employees, 1.9% (3) were students/researchers, 31.3% (50) had a business or were self-employed, 46.9% (75) were private sector employees, 4.4% (7) were retired, and 3.8% (6) were housewives. 55% of the respondents at Somnath *Jyotirlinga* earn a monthly average income of INR 50001-Rs 75000. 3.1% (5) respondents earn a monthly average income less than Rs 10000. 10.6% (17) earn a monthly average income of INR 10000-Rs 25000. 0.6% (1) earn a monthly average income of INR 25001-Rs 50000. 30.6% (49) earn a monthly average income more than INR 75000.

### 5.6.2 Visit History

**Table 5.17: Visit Profile of Respondents in Somnath**

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	124	78.5
	No	34	21.5
<b>Frequency of visit</b>	1	155	98.1
	2	1	.6
	3	1	.6
	≥4	1	.6
<b>Duration of Stay</b>	1 day	9	5.7
	2 days	67	42.4
	3 days	64	40.5

	4 and more	18	11.4
<b>Total Estimated Expenditure</b>	<=2500	1	.6
	2501-5000	15	9.5
	5001-7500	2	1.3
	7501-10000	67	42.4
	>10k	73	46.2
<b>Main purpose of visit</b>	To perform specific Puja at this place	11	7.0
	Pilgrimage ( <i>Jatra</i> )	61	38.6
	Votive/Votive offering/Special offering	56	35.4
	Meditation or mental peace	14	8.9
	Leisure & Relaxation	13	8.2
	Education/Research	1	.6
	Photography/ videography	2	1.3
<b>Place of Stay</b>	Hotel	98	62.0
	Guest House	8	5.1
	Dharamshala	19	12.0
	Lodge	1	.6
	Dormitory	32	20.3
<b>Importance of Accommodation</b>	Yes	157	99.4
	No	1	.6
<b>Transport used to arrive at the last motorable point</b>	Private Cab	60	38.0
	Public Bus	4	2.5
	Private Bus	5	3.2
	Auto	89	56.3
<b>Place of dine (breakfast, lunch</b>	Hotel I stayed in	70	44.3
	Dhaba	43	27.2

<b>and dinner) during the stay</b>	Available Restaurant	42	26.6
	Others	3	1.9

**Source:** Primary Data Analysis using SPSS

The data shows that around 99.4% (159) of the total respondents are first time visitors to Somnath *Jyotirlinga*, followed by 0.6% (1) who have visited more than once. Table 5.17 shows that 0.6% (1) of the respondents had visited three. 38.1% (61) of the tourists stayed for a period of 3 days, followed by 2 days tourists (25%). About 2.5% stayed for a day. Table 5.83 also shows that 34.4% (55) stayed for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to Somnath *Jyotirlinga*, most of them reported spending more than INR 10,000 (45%). As shown in table 5.17, around 40% stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (3.1%).

Table 5.17 also shows that 11.9% (19) of respondents also incurred an expenditure of INR 2501-5000. The data shows that around 61.3% (98) of the total respondents visited Somnath *Jyotirlinga* for Pilgrimage (*Jatra*), followed by 21.9% (35) who visited for Votive/Votive Offering/Special Offering. Table 5.17 also shows that 6.9% (11) respondents visited for meditation or mental peace, followed by 5.6% (9) respondents who visited Somnath *Jyotirlinga* for leisure & relaxation, and 3.1% (5) respondents who visited Somnath *Jyotirlinga* to perform specific puja at this place. However, only 1.3% of respondents visited Somnath *Jyotirlinga* for photography/videography.

The data shows that around 40% (64) of the total respondents who visited Somnath *Jyotirlinga* stayed in a dormitory, whereas 48.8% (78) of the total respondents stayed in a hotel and 11.3% (18) of the respondents stayed in Dharamshala.

The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. The table shows that 98.8% (158) respondents said accommodation is an important factor for them, whereas 1.3% (2) respondents replied in the negative. 73.8% (118) of the total respondents availed the auto to reach Somnath *Jyotirlinga*. 21.3% (34) of the respondents used a private cab, 2.5% (4) of the respondents used a private cab, followed by 1.3% (2) of the respondents who used a taxi and a public bus each. This conveys that auto is the most commonly used transport to reach Somnath *Jyotirlinga*, followed by private cab. The respondents were asked where they dined while visiting Somnath *Jyotirlinga*. Table 5.89 shows that 25.6% (41) respondents dined in

Dhaba, whereas 33.8% (51) respondents dined in the hotel they stayed in. 40.6% (65) of the respondents dined in an available restaurant.

### 5.6.3 State/UT travelled

The table 5.18 shows which state the respondents travelled from to reach Somnath *Jyotirlinga*. 13.9% (31) respondents were from Madhya Pradesh, whereas 12.5 (20) respondents were from Delhi. 11.3% (18) of respondents hailed from Gujarat, followed by 10% (16) of respondents from Uttar Pradesh.

**Table 5.18:** State/UT travelled by respondents in Somnath *Jyotirlinga*

State/UT travelled	Frequency	Percent
Andhra Pradesh	2	1.3
Assam	1	.6
Bihar	8	5.1
Gujarat	22	13.9
Haryana	8	5.1
Himachal Pradesh	4	2.5
Jharkhand	3	1.9
Karnataka	6	3.8
Kerala	9	5.7
Madhya Pradesh	3	1.9
Maharashtra	12	7.6
Odisha	4	2.5
Punjab	8	5.1
Rajasthan	11	7.0
Tamil Nadu	10	6.3
Telangana	1	.6
Tripura	1	.6
Uttar Pradesh	13	8.2
Uttarakhand	4	2.5
West Bengal	2	1.3
Delhi	26	16.5
Uttarakhand	4	2.5

<b>Total</b>	<b>158</b>	<b>100</b>
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**Source:** Primary Data analysis using SPSS

### **5.7 Nageshwar Jyotirlinga**

A total of 137 responses were collected from domestic tourists visiting Nageshwar Jyotirlinga.

#### **5.7.1 Demographic Profile**

**Table 5.19:** Demographic Profile of Respondents in Nageshwar

<b>Demographic Profile</b>		<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	<b>Male</b>	77	56.2
	<b>Female</b>	60	43.8
<b>Age</b>	<b>&lt;21</b>	2	1.5
	<b>21-40</b>	41	29.9
	<b>41-60</b>	84	61.3
	<b>&gt;60</b>	10	7.3
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	2	1.5
	<b>High Secondary (12th)</b>	4	2.9
	<b>Diploma</b>	1	.7
	<b>Graduate (Bachelors)</b>	119	86.9
	<b>Post Graduate (Masters)</b>	11	8.0
	<b>PhD</b>	-	-
<b>Occupation</b>	<b>Government Sector Employee</b>	15	10.9
	<b>Students/Researchers</b>	3	2.2
	<b>Business/Self employed</b>	35	25.5
	<b>Private sector employee</b>	69	50.4
	<b>Retired</b>	8	5.8
	<b>House wife</b>	7	5.1
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	6	4.4
	<b>Rs 10000- Rs 25000</b>	5	3.6
	<b>Rs 25001- Rs 50000</b>	11	8.0

	<b>Rs 50001- Rs 75000</b>	58	42.3
	<b>&gt; Rs 75000</b>	57	41.6

Source: Primary Data Analysis using SPSS

Table 5.19 shows that in Nageshwar *Jyotirlinga*, 56.2% of the tourists' respondents were male (77), whereas 43.8% of the tourists' respondents were female (60). Out of the 137 respondents, 29.9% (41) were between the ages of 21 and 40, 61.3% (84) were 41 years of age and up to 60 years, and only 7.3% (10) were older than 60 years. However, only 1.5% (2) were less than 20 years. 1.5% (2) of the respondents were educated up to secondary (10th), 2.9% (4) were educated up to high secondary (12th), 0.7% (1) had a diploma degree, 86.9% (119) were undergraduates, and 8% (11) were postgraduates. 10.9% (15) were government sector employees, 2.2% (3) were students/researchers, 25.5% (35) had a business or were self-employed, 50.4% (69) were private sector employees, 5.8% (8) were retired, and 5.1% (7) were housewives. The majority (42.3%) of the respondents at Nageshwar *Jyotirlinga* earn a monthly average income of Rs 50001-Rs 75000. 4.4% (6) respondents earn a monthly average income less than Rs 10000. 3.6% (5) earn a monthly average income of INR 10000-Rs 25000. 8% (11) earn a monthly average income of INR 25001-Rs 50000. 41.6% (57) earn a monthly average income of INR 50001-Rs 75000.

### 5.7.2 Visit History

**Table 5.20:** Visit Profile of Respondents in Nageshwar

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	125	91.2
	No	12	8.8
<b>Frequency of visit</b>	1	125	91.2
	2	7	5.1
	3	3	2.2
	≥4	2	1.5
<b>Duration of Stay</b>	1 day	1	.7
	2 days	53	38.7
	3 days	64	46.7
	4 and more	19	13.9



<b>Total Estimated Expenditure</b>	<=2500	-	-
	2501-5000	10	7.3
	5001-7500	20	14.6
	7501-10000	36	26.3
	>10k	71	51.8
<b>Main purpose of visit</b>	To perform specific Puja at this place	27	19.7
	Pilgrimage ( <i>Jatra</i> )	40	29.2
	Votive/Votive offering/Special offering	60	43.8
	Meditation or mental peace	9	6.6
	Leisure & Relaxation	-	-
	Education/Research	-	-
	Photography/ videography	1	.7
<b>Place of Stay</b>	Hotel	103	75.2
	Guest House	1	.7
	Dharamshala	31	22.6
	Lodge	1	.7
	Dormitory	1	.7
<b>Importance of Accommodation</b>	Yes	137	100
	No	-	-
<b>Transport used to arrive at the last motorable point</b>	Private Cab	51	37.2
	Taxi	2	1.5
	Public Bus	81	59.1
	Private Bus	3	2.2
	Auto	-	-
<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Hotel I stayed in	84	61.3
	Dhaba	14	10.2
	Available Restaurant	39	28.5
	Others	-	-

**Source:** Primary Data Analysis using SPSS

The data shows that around 91.2% (125) of the total respondents are first time visitors to Nageshwar *Jyotirlinga*, followed by 8.8% (12) who have visited more than once. Table 5.20 shows that 5.1% (7) respondents had visited twice, 2.2% (3) respondents had visited thrice, and 1.5% (2) of the respondents had visited four or more than four times.

A majority (46.7%) of the tourists stayed for a period of 3 days, followed by 2 days of tourists (38.7%). About 0.7% stayed for a day. 13.9% (19) also stayed for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to Nageshwar *Jyotirlinga*, most of them reported spending more than INR 10,000 (51.8%). As shown in table 5.20, around 26.3% stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (14.6). 7.3% (10) of respondents also incurred an expenditure of INR 2501-5000.

The data shows that around 29.2% (40) of the total respondents visited Nageshwar *Jyotirlinga* for pilgrimage (*jatra*), and 19.7% (27) visited to perform specific puja. 43.8% (60) respondents visited Nageshwar *Jyotirlinga* for Votive/Votive Offering/Special Offering, followed by 6.6% (9) respondents who visited for Meditation or mental peace. However, only 0.7% visited Nageshwar *Jyotirlinga* for photography or videography.

The data shows that around 75.2% (103) of the total respondents who visited Nageshwar *Jyotirlinga* stayed in a hotel, whereas 22.6% (31) of the total respondents stayed in a Dharamshala. 0.7% (1) of the respondents stayed in a guest house, lodge, and dormitory each.

The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 100% (137) respondents said accommodation is an important factor for them. Around 37.2% (51) of the total respondents availed of the private cab to reach Nageshwar *Jyotirlinga*. 59.1% (81) of the respondents used a public bus, followed by 1.5% (2) of the respondents who used a taxi, and 2.2 % used a private bus. This conveys that the public bus is the most commonly used transport to reach Nageshwar *Jyotirlinga*, followed by a private cab. The respondents were asked where they dined while visiting Nageshwar *Jyotirlinga*. 61.3% (84) respondents dined in the hotel they stayed in, whereas 28.5% (39) respondents dined in the available restaurant, and 10.2% (14) of the respondents dined in Dhaba.

### **5.7.3 State/UT travelled**

Table 5.21 shows which state the respondents travelled from to reach Nageshwar *Jyotirlinga*. 14.6% (20) respondents were from Maharashtra, whereas 12.4 (17) respondents were from Gujarat. 9.5% of respondents hail from Rajasthan, followed by 8% of respondents from Haryana and Madhya Pradesh each. This conveys that the majority of tourists arriving in Nageshwar *Jyotirlinga* are from nearby states like Maharashtra, Gujarat, Rajasthan, and Uttar Pradesh.

**Table 5.21:** State/UT travelled by respondents in Nageshwar *Jyotirlinga*

State/UT travelled	Frequency	Percent
Maharashtra	20	14.6
Gujarat	17	12.4
Uttar Pradesh	16	11.7
Rajasthan	13	9.5
Haryana	11	8.0
Madhya Pradesh	11	8.0
Karnataka	7	5.1
Kerala	7	5.1
Delhi	7	5.1
Himachal Pradesh	5	3.6
Andhra Pradesh	4	2.9
Odisha	4	2.9
Punjab	4	2.9
Jharkhand	3	2.2
Tamil Nadu	3	2.2
Bihar	2	1.5
Uttarakhand	2	1.5
West Bengal	1	.7
Total	137	100.0

**Source:** Primary Data analysis using SPSS

## 5.8 Summary

A total of 1047 responses were collected from domestic tourists visiting Pilgrimage sites in North India.

### 5.8.1 Demographic Profile

**Table 5.22:** Summary of Demographic Profile of All Respondents

Demographic Profile		Frequency	Percentage
Gender	Male	610	58.3
	Female	436	41.6
	Others	1	0.1
Age	<21	7	0.7
	21-40	463	44.2
	41-60	525	50.1
	>60	52	5
Educational Qualification	Secondary (10th)	19	1.8
	High Secondary (12th)	43	4.1
	Diploma	19	1.8
	Graduate (Bachelors)	877	83.8
	Post Graduate (Masters)	85	8.1
	PhD	4	0.4
Occupation	Government Sector Employee	135	12.9
	Students/Researchers	27	2.6
	Business/Self employed	303	28.9
	Private sector employee	470	44.9
	Retired	56	5.3
	House wife	56	5.3
	< Rs 10000	57	5.4
	Rs 10000- Rs 25000	93	8.9

<b>Average Monthly Income</b>	<b>Rs 25001- Rs 50000</b>	89	8.5
	<b>Rs 50001- Rs 75000</b>	405	38.7
	<b>&gt; Rs 75000</b>	403	38.5

**Source:** Primary Data Analysis using SPSS

Table 5.22 shows that in pilgrimage sites in North India, 58.3% of the tourists' respondents were male (610), whereas 41.6% of the tourists' respondents were female (436). Out of the 1047 respondents, 44.2% (463) were between the ages of 21 and 40, 50.1% were 41 years of age and up to 60 years, and only 5% were older than 60 years. Only 0.7% of the respondents were younger than 20 years. The table 5.22 shows that out of the 1047 respondents, 1.8% (19) were educated up to secondary (10th), 4.1% (43) were educated up to high secondary (12th), 1.8% (19) had a diploma degree, 83.8% (877) were undergraduates, 8.1% (85) were postgraduates, and 0.4% (4) were doctorates. Out of the 1047 respondents, 12.9% (135) were government sector employees, 2.6% (27) were students/researchers, 28.9% (303) had a business or were self-employed, 44.9% (470) were private sector employees, and 5.3% (56) were retired and housewives.

Table 5.22 shows that the majority (38.7%) of the *respondents at pilgrimage sites in North India* earn a monthly average income of Rs 50001-Rs 75000. 5.4% (57) *respondents* earn a monthly average income less than Rs 10000. 8.9% (93) earn a monthly average income of INR 10000-Rs 25000. 8.5% (89) earn a monthly average income of INR 25001-Rs 50000. 38.5% (403) earn a monthly average income more than INR 75000.

### 5.8.2 Visit History

**Table 5.23:** Summary of Visit Profile of All Respondents

<b>Visit History</b>		<b>Frequency</b>	<b>Percent</b>
<b>First visit</b>	Yes	948	90.5
	No	99	9.5
<b>Frequency of visit</b>	1	948	90.5
	2	49	4.7
	3	18	1.7
	≥4	32	3.1
<b>Duration of Stay</b>	1 day	44	4.2
	2 days	488	46.6

	3 days	375	35.8
	4 and more	140	13.4
<b>Total Estimated Expenditure</b>	<=2500	9	0.9
	2501-5000	116	11.1
	5001-7500	80	7.6
	7501-10000	276	26.4
	>10k	566	54.1
<b>Main purpose of visit</b>	To perform specific Puja at this place	101	9.6
	Pilgrimage ( <i>Jatra</i> )	439	41.9
	Votive/Votive offering/Special offering	316	30.2
	Meditation or mental peace	79	7.5
	Leisure & Relaxation	93	8.9
	Education/Research	6	0.6
	Photography/ videography	13	1.2
<b>Place of Stay</b>	Hotel	520	49.7
	Guest House	42	4
	Dharamshala	212	20.2
	Lodge	13	1.2
	Dormitory	260	24.8
<b>Importance of Accommodation</b>	Yes	1031	98.5
	No	16	1.5
<b>Transport used to arrive at the last motorable point</b>	Private Cab	341	32.6
	Taxi	28	2.7
	Public Bus	291	27.8
	Private Bus	15	1.4
	Auto	372	35.5
	Hotel I stayed in	360	34.4

<b>Place of dine (breakfast, lunch and dinner) during the stay</b>	Dhaba	296	28.3
	Available	360	34.4
	Restaurant		
	Others	31	3

**Source:** Primary Data Analysis using SPSS

The data shows that around 90.5% (948) of the total respondents are first time visitors to pilgrimage sites in North India, followed by 9.5% (99) who have visited more than once (Table 5.111). Table 5.23 shows that 4.7% of the respondents had visited twice, 1.7% (18) of the respondents had visited three times, and 3.1% (32) of the respondents had visited four or more than four times. A majority (35.8%) of the tourists stayed for a period of 3 days, followed by 2 days of tourists (46.6%). About 4.2% (44) stayed for a day. Table 5.113 also shows that 13.4% (140) also stayed for a duration of 4 days and more.

When asked about the expenditure incurred by the respondents during their visit to pilgrimage sites in North India, most of them reported spending more than INR 10,000 (54.1%). As shown in table 5.23, around 26.4% stated an expenditure between INR 7501-10000, followed by an expenditure of INR 5001-7500 (7.6%). Table 5.23 also shows that 11.1% (116) of respondents also incurred an expenditure of INR 2501-5000, and 0.9% of respondents incurred an expenditure less than INR 2500. The data shows that around 41.9% (439) of the total respondents visited pilgrimage sites in North India for pilgrimage (*jatra*), 8.9% (93) visited pilgrimage sites in North India for leisure and relaxation, 9.6% (101) visited to perform specific puja. Table 5.23 also shows that 30.2% (316) respondents visited Pilgrimage sites in North India for Votive/Votive Offering/Special Offering, followed by 7.5% (79) respondents who visited Pilgrimage sites in North India for Meditation or mental peace, and 1.2% (13) respondents who visited Pilgrimage sites in North India for Photography/Videography. However, only 0.6% (6) respondents visited for education/research. The data shows that around 24.8% (260) of the total respondents who visited pilgrimage sites in North India stayed in a dormitory, whereas 49.7% (520) of the total respondents stayed in a hotel. 4% (42) of the respondents stayed in Guest House, followed by 20.2% (212) of the respondents who stayed in Dharamshala. Only 1.2% (13) of the total respondents stayed in Lodge. The respondents were asked whether accommodation is an important factor for them while visiting a pilgrimage site. 98.5% (1031) respondents said accommodation is an important factor for them, whereas 1.5% (16) respondents replied in the negative. Around 35.5% (372) of the total respondents

availed the auto to reach pilgrimage sites in North India. 32.6% (341) of the respondents used a private cab, followed by 27.8% (291) of the respondents who used a public bus, 1.4% used a private bus, and 2.7% used a taxi. The respondents were asked where they dined while visiting pilgrimage sites in North India. 28.3% (296) respondents dined in Dhaba, whereas 34.4% (360) respondents dined in the hotel they stayed in. 34.4% (360) of the respondents dined in the available restaurant, while 3% (31) of the respondents dined in other options like petty shops, small stalls, etc. available around the pilgrimage site.

### 5.8.3 State/UT travelled

The table 5.24 shows which state the respondents travelled from to reach pilgrimage sites in North India. 13.6% (142) respondents were from Uttar Pradesh, whereas 11.7 (122) respondents were from Delhi. 9.3% (97) of respondents' hail from Madhya Pradesh, followed by 7.2% (75) of respondents from Gujarat.

**Table 5.24:** State/UT travelled by respondents in Pilgrimage sites in North India

State/UT travelled	Frequency	Percent
Uttar Pradesh	142	13.6
Delhi	122	11.7
Madhya Pradesh	97	9.3
Gujarat	75	7.2
Maharashtra	73	7
Bihar	61	5.8
Tamil Nadu	60	5.7
Kerala	58	5.5
Rajasthan	58	5.5
Haryana	53	5.1
Jharkhand	53	5.1
Karnataka	35	3.3
Punjab	35	3.3
Uttarakhand	35	3.3
West Bengal	23	2.2
Himachal Pradesh	22	2.1
Odisha	14	1.3



Andhra Pradesh	13	1.2
Assam	5	0.5
Chhattisgarh	3	0.3
Telangana	3	0.3
Tripura	3	0.3
Andaman and Nicobar Islands	1	0.1
Chandigarh	1	0.1
Dadra and Nagar Haveli and Daman and Diu	1	0.1
Puducherry	1	0.1
Total	1047	100

**Source:** Primary Data analysis using SPSS

## 5.9 Demographic Profile of Supply Side Respondents

**Table 5.25:** Demographic Profile of Supply Side Respondents

Demographic Profile		Frequency	Percentage
<b>Gender</b>	<b>Male</b>	61	76.3
	<b>Female</b>	19	23.8
<b>Age</b>	<b>21-40</b>	20	25
	<b>41-60</b>	50	62.5
	<b>&gt;60</b>	10	12.5
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	8	10.0
	<b>High Secondary (12th)</b>	24	30.0
	<b>Diploma</b>	1	1.3
	<b>Graduate (Bachelors)</b>	38	47.5
	<b>Post Graduate (Masters)</b>	9	11.3
<b>Average Monthly Income</b>	<b>&lt; Rs 10000</b>	3	3.8
	<b>Rs 10000- Rs 25000</b>	13	16.3
	<b>Rs 25001- Rs 50000</b>	22	27.5
	<b>Rs 50001- Rs 75000</b>	19	23.8

	<b>&gt; Rs 75000</b>	23	28.7
<b>Years since incorporation</b>	<b>&lt;5</b>	38	47.5
	<b>6-10</b>	15	18.8
	<b>11-15</b>	18	22.5
	<b>16 and above</b>	9	11.3
<b>Business Type</b>	<b>Grocery Shop</b>	8	10.0
	<b>Fruit Seller</b>	3	3.8
	<b>Medical Shop</b>	9	11.3
	<b>Food and Restaurant</b>	19	23.8
	<b>Accommodation provider</b>	14	17.5
	<b>Consumer goods</b>	27	33.8

**Source:** Primary Data Analysis using SPSS

The table 5.25 shows the demographic profile of supply side respondents. Out of the eighty respondents, 76.3% (61) were male, and 23.8% (19) were female. 25% of the respondents were aged between 21 and 40, 62.5% (50) respondents were between 41 and 60 years of age, and only 12.5% (10) were of more than sixty years of age. 47.5 (38) respondents were graduates, 30% (24) had a higher secondary level education, 10% (8) had passed matriculation, and 11.3% (9) were postgraduates. Only 1.3% (1) respondent had a diploma degree. 28.7% (23) respondents had an average monthly earning of more than INR 75000; 27.5% (22) earned between INR 25001 and Rs 50000. 23.8% (19) earned between INR 50001 and Rs 75000, 16.3% (13) earned between INR 10000 and INR 25000, and only 3.8% (3) earned less than ten thousand rupees. 47.5% (38) businesses were incorporated less than 5 years ago; 18.8% (15) businesses had been incorporated between 6 and 10 years ago. Only 11.3% (9) businesses were older than 16 years ago.

### 5.10 Demographic Profile of Demand Side Respondents

**Table 5.26:** Demographic Profile of Demand Side Respondents

<b>Demographic Profile</b>		<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	<b>Male</b>	48	53.93

	<b>Female</b>	41	46.06
<b>Age</b>	<b>21-40</b>	46	51.7
	<b>41-60</b>	42	47.2
	<b>&gt;60</b>	1	1.1
<b>Educational Qualification</b>	<b>Secondary (10th)</b>	-	-
	<b>High Secondary (12th)</b>	2	2.2
	<b>Diploma</b>	-	-
	<b>Graduate (Bachelors)</b>	69	77.5
	<b>Post Graduate (Masters)</b>	15	16.9
	<b>PhD</b>	3	3.4
<b>Occupation</b>	<b>Government Sector Employee</b>	22	24.7
	<b>Students/Researchers</b>	1	1.1
	<b>Business/Self employed</b>	22	24.7
	<b>Private sector employee</b>	37	41.6
	<b>Retired</b>	1	1.1
	<b>House wife</b>	6	6.7

**Source:** Primary Data Analysis using SPSS

The table 5.26 shows the demographic profile of demand side respondents. Out of the eighty-nine respondents, 53.93% (48) were male, and 46.06% (41) were female. 51.7% (46) of the respondents were aged between 21 and 40, 47.2% (42) respondents were between 41 and 60 years of age, and only one was of more than sixty years of age. 77.5 (69) respondents were graduates, 2.2% (2) had a higher secondary level education, and 16.9% (15) were postgraduates. Only 3.4% (3) respondent had a PhD degree.