

# Tourist Perception & Their Revisit Intention at Major Holy Places of Himachal Pradesh

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## ABSTRACT

Tourism is an important aspect of Himachal Pradesh tourism and importance of religious tourism cannot be ignored for the state of Himachal Pradesh. State is having various tourist destination places with religious importance's; hence it is utmost important that all the tourist visiting these places should be given proper attention otherwise it would result in shortfall of tourist statistics. Proper attention of these tourist would develop positive feedback which can help in repeat visit of tourist and their revisit intention.

**Keywords:** Tourism, Revisit, Religious Tourism

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## INTRODUCTION

India is one of the world's most religious diverse countries religious tourism plays a critical role in its development. Every year, according in WTO, an estimated 300 to 300 million pilgrims visit the world's most religious sites (Symala, Kakoti, 2016). From all over the world India is land of civilisation, spirituality, religious belief and religious tourists, India also preserving its tradition, culture & religious values while attracting a significant no. of religious tourist (Kodak & Remmington, 1998). Religious tourists have grown in popularity in recent decades as tourists visiting temple, religious sites & holy places and now it is significant part of India's domestic tourism industry. In coming years religious tourism is expected to develop as a result of religious visitor the development of tourism infrastructure & service in religious tourist destinations (Mishra & Pali, 2009). Service and precise attributes of religious & holy places are vital and have an impact on tourists' pleasure as well as their unique experiences. As a result, tourist satisfaction is strongly dependent on the quality of services provided & the distinctive characteristics of the holy site (Baker and Crompton, 2000). Religious tourists personal evaluate the performance of organisations services& qualities of holy locations, as well as their happiness are driving their desire to return to holy places (Su, H.J.2011).

Himachal Pradesh is a pious land of God's devotees, Goddesses, preachers and saints. The state is well-known for its beautiful temples and tranquil monasteries. Also known as Deva Bhoomi, the abode of the Gods. Himachal Pradesh was made a state on 25<sup>th</sup> January 1971, Previous it was a part of Punjab. The state shared bordered west and southwest side from Punjab, south side by Haryana, North by Jammu & Kashmir, East side by China and South-East by Uttarakhand.

Himachal Pradesh is a religious tourism states, with several temples and holy sites that contribute significant to the state's economy. State is full of several valleys & high ranges, different styles of temples architecture and there are various temples.

### **REVIEW LITERATURE**

Mac Cannell. D, (1973) According to author study it's significant that cultural components have a beneficial impact on tourists' perceptions. Cultural aspects, like the customary temples, statues, and traditions will give excellent impression.

Cohen, (1979) Tourist take information through website feedback of another visitor. This information is often virtual and incorrect sometime, the destination image built on it can be easily shattered by the tourist's real-world experience. Tourists might have both objective & subjective experiences at various tourism places.

Echtner, (1991) The objective experiences of tourists are mostly linked to the behaviours of the host and history, culture, topography & aesthetic of place. The subjective experiences of tourist are intimately linked to their personal interest. Both tourist experience give shape the functional and psychological features of place.

Gartner, (1993) Marketing organisation and tourism agents also established a goodwill by promotion both offline (through travels guide) and online (through popular media) for giving positive memories to tourist but it will be affected by different information sources.

Madrigal, (1994) Pilgrimages are frequently performed in groups, and the actions of like-minded companions can easily influence affection about the destination and the places visited, usually in a positive way. As a result, in religious settings, individuals are more likely to have a attached through receiving love and respect from others.

Walmsley & Young, (1998) Tourism destination image is based on two factors (cognitive assessment-it involves answering a series of questions) and (effective appraisals- it involves two-way conversation between appraisers & appraisee).

Chen, (2002) Visitors to Buddhist locations believe that monks should behave properly. The hallmarks of modernity are secularisation and commercialisation. Gallarza, (2002) study revealed that image of a tourism location is a complicated, congruence and dynamic construct. Author used theoretical and methodological aspects of this concept & measurement.

Lai, (2002) Author study stated that tourist perception of a destinations is depend upon the memories of that destinations. Through this tourist decide to revisit the destination or not visit again. Beerli & Martin, (2004) Selecting tourist destination are maximum depend on word-of-mouth. So word-of- mouth is key factor to shape a destination.

Buhalis& Law, (2008) Peoples are getting information related to tourist destinations from near & dear ones as well as other tourist post trip blogs. According to recent studies, many travellers enjoy sharing their knowledge, emotions and memorable experience in online forums.

Marchioro, cartoni, (2011) The Cognitive component pertains to tourist thoughts or knowledge about visiting destination and emotive dimensions reflect tourists and their sentiments about those destinations. Above components are directly increase tourist's repeat visit.

Qu, et.al, (2011) In order to encourage revisiting of tourists and encourage new tourists, tourist locations must develop a positive and powerful brand image based on reasonable & distinctive image connection.

Homayouni, (2011) For religious sites, positive image is very important to strengthen personal conviction and also encourages mental health. It also fosters communal peace and assures security & stability.

Gile, (2013) The behaviour of local- marketer, help the tourist to the perception towards destinations.

## **OBJECTIVES**

1. To know the concerns of tourists at religious tourist spots.
2. Suggestions for the improvement at religious tourist spots.

## **RESEARCH METHODOLOGY**

Research methodology is a systematic approach for conducting research in the respective topic. Data for the research has been gathered from primary sources and secondary sources.

**Primary Sources:** Based on questionnaire circulated to 100 respondent who have visited Holy places of Himachal Pradesh.

**Secondary Sources:** Journal reports, Wide range of research papers, the book would be referred to as part of secondary data.

### ANALYSIS AND INTREPRETATION

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean	Deviation	CV
State is having various places of Religious Tourist interest	10	6	9	51	24	100	3.73	3.40293991	0.91231633
Tourist are warmly welcomed at various tourist destination	5	7	9	45	34	100	3.96	3.58887169	0.90628073
Accommodation are well managed	11	5	15	40	29	100	3.71	3.40587727	0.91802622
Locals are tourist friendly	7	10	13	40	30	100	3.76	3.43220046	0.91281927
Tourist places are well maintained	55	25	5	10	5	100	1.85	1.73205081	0.93624368
Tourist are hosted in good manner	16	8	12	28	36	100	3.6	3.38230691	0.9395297
I would like to revisit holy places	9	2	15	44	30	100	3.84	3.49571166	0.91034158
Religious tourism is important for the state	4	2	26	43	25	100	3.83	3.42928564	0.89537484
Accessibility of tourist destination is good	15	5	9	56	15	100	3.51	3.21869539	0.91700723
Environmental concern are duly followed	40	20	15	10	15	100	2.4	2.34520788	0.97716995

### CONCLUSION AND SUGGESTION

1. State of Himachal Pradesh is having great number of places which are of Tourist interest.
2. Tourists are warmly welcomed as the locals are having friendly nature and offer accommodation to tourist in a friendly manner.
3. Majority of the tourist stated that religious tourism is important for the state as accessibility is good for major tourist designation.
4. State lacks in good management of these tourist places which reduces the revisit intention
5. Study suggests to improve the environmental concerns of tourist destination to enhance revisit intention.

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