



---

# Role Of Tourism Service Marketing For Religious Tourism- A Study Of Haridwar & Rishikesh Region

**Prof. (Dr). C.S. Yadav<sup>1</sup>, Sunil Kumar Tiwari<sup>2</sup>, Abhilasha Khatri<sup>3</sup>, Karan Joshi<sup>4</sup>**

Professor, School of Management Studies, Graphic Era Hill University, Dehradun Uttarakhand (U.K)<sup>1</sup>

Master's Student, School of Management Studies, Graphic Era Hill University, Dehradun Uttarakhand (U.K)<sup>2</sup>

Master's Student, School of Management Studies, Graphic Era Hill University, Dehradun Uttarakhand (U.K)<sup>3</sup>

Department of Mechanical Engineering, Graphic Era Deemed To Be University, Dehradun<sup>4</sup>

---

## ABSTRACT

This study investigates the role of tourism service marketing for religious tourism.

The main aim of the study was to find out the better marketing tools and find the marketing area focus to reach the target customers, analysis from the present research of Haridwar & Rishikesh to attract a significant number of tourists. Also, here we will discuss the present scenario of Haridwar & Rishikesh including tourism services, Accommodation, and Tourist attraction.

The quantitative research method was used here. Questionnaires were distributed to several tourist or visitors randomly and ask them how they knew about the Haridwar & Rishikesh, Accessibility, Accommodation activities and price. The report analyzed the present situation of Haridwar & Rishikesh. Giving focus on result, it will find which the areas to improve and what kind of marketing tool should be used to achieve the goal.

**Key Words:** Tourism Service Marketing, Religious Tourism, Pilgrim, Haridwar, Rishikesh

## 1.INTRODUCTION

Marketing of any product or service is a backbone of any business as marketing connects between producers and consumers; the more you connect, the more you get benefit. Tourism is one of the growing business sectors with multiple competitors. To stand out all tourism operators must apply good strategies to reach customers and satisfy them. Travelling trends have been changed from long holidays to short and frequent one due to the development in transportation, communication, and other various related services in tourism sectors. Motivation, pull and push factors and purpose of visit have been different than early years.

In the present era of tourism market customers are very conscious of services, which offered. Due to development of communication and technology information travel very fast and it is speedy to get the information about your desire. Only offering good quality of service is not enough for consumers. Hot issues such as safety and security, environment impacts, worker rights child labour and economic impacts should be addressed properly by the service provider to create a genuine status in the market.

Tourism industry is one of the largest growing sectors of business with large number of service providers. Good quality service, nice place, good staffs, reasonable price and easily accessible destination, but you still need to make a bridge to reach your target customers. There is a process of proper marketing in tourism. Identifying supply and demand, market segmentation, correct way of promotion, branding, market research and marketing research are the key points of marketing to be obtained while marketing tourism products.

Marketing is a continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants and meet the organization's objectives. According to Morrison (2010), services marketing "is a concept based on a recognition of the uniqueness of all services; it is a branch of marketing that specifically applies to the service industries".

Marketing in the tourism and hospitality industry requires an understanding of the differences between marketing goods and marketing services. To be successful in tourism marketing, organizations need to understand the unique characteristics of their tourism experiences, the motivations and behaviours of travelling consumers, and the fundamental differences between marketing goods and services.

## **2.OBJECTIVE OF THE STUDY**

To examine tourism services marketing practice followed by the Haridwar & Rishikesh region.

To study the demand and supply of hotel accommodation for tourists in Haridwar and Rishikesh areas.

Evaluate the satisfaction level of pilgrims arising after providing the tourism services at Haridwar and Rishikesh areas.

To suggest suitable marketing strategy to develop religious tourism as an important industry in state.

## **3.REVIEW OF LITERATURE**

Tourism marketing is the process of creating a product or providing a service for which there is actual or potential demand. The objective of marketing in tourism is to attract and motivate all the potential customers to a particular destination. Tourism marketing is the systematic and coordinated execution of business policy by private or state owned tourist undertakings at local,

**3875 | Prof. (Dr). C.S. Yadav      Role Of Tourism Service Marketing For Religious  
Tourism-A Study Of Haridwar & Rishikesh Region**

regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups. Bhatia (2012) explains two levels at which a tourism product is marketed. At first level, the national or regional tourist organization will adopt a marketing campaign to persuade the potential tourist to visit the country or region for which it is responsible. It will create a positive image of its country's tourist attractions in tourist generating countries so that the potential visitors are attracted. At second level, the various individual firms providing tourist services can market their own components of the total tourist product after the national tourist organizations have launched marketing campaigns to persuade the potential tourist to visit the country or region for which it is responsible. Tourism marketing is the process of creating a product or providing a service for which there is actual or potential demand. The objective of marketing in tourism is to attract and motivate all the potential customers to a particular destination.

Research works are better recognized through the literatures generated. Literatures could be of immense help to a researcher while arriving at the objectives of his study and determining the way for the intended investigation. A methodical look at the relevant literature keeps a researcher abreast with the recent developments in the field of research. It also helps in avoiding duplication, thereby saving scarce resources. An intense review of the available literatures in the domain of the research becomes an integral part of any scientific investigation. Tourism is an age old activity associated with civilized nations. Thus, tourism literature too has a long history. However, there are few areas in tourism which have come to the domain of scientific investigation only recently. Religious tourism is one such area in which only a few researchers have started their work in a systematic way. The following sections present an analysis of the available and relevant literatures in the field of religious tourism with special emphasis on the Uttarakhand state of India. It was attempted to identify the gaps in the existing literature in order to carry out further investigations in the area.

#### **4.RESEARCH METHODOLOGY**

Haridwar and Rishikesh have immense tourist potential. It has got the natural beauty, the climate, etc. This potential has not been tapped effectively. Though absence of infrastructural facilities is a major drawback for exploiting this potential, lack of well co-ordinated and properly directed efforts in marketing is also a reason behind the inability of the Uttarakhand tourism industry to mobilize a good number of tourists from within and outside India.

**Research Design** The study is basically exploratory in nature. The study attempts to analyze the tourist's responses regarding various factors of religious tourism in Haridwar and Rishikesh region (Uttarakhand). It was done with the help of a questionnaire analysis.

Success of a well-executed research depends on proper planning and adopting appropriate methodology. The validity of the results and acceptability of the research outcome is also largely attributed to the scientific methods used to derive the results and inferring from them. Identification of the research problem and arriving at the objectives to be achieved through the

intended investigation followed by determining a logical sequence of operations are some of the major steps in any scientific research.

#### **4.1 SAMPLING DESIGN**

Sampling design is the feasible way to collect research data in almost all the situations. The process unavoidably introduces sampling errors; however, these errors are usually a small part of the total research errors. The sampling design process, in general, has five steps – target population, sampling frame, sampling technique, sample size and execution. Appropriate designing of these steps is considered significant in achieving the objectives of the research. In a conclusive research design as discussed in Section 3.3, data/information is collected from various sources from a 'Population'. Population is the aggregate of all the elements, sharing some common set of characteristics that comprises the universe for the purpose of the research problem. 'Elements' are usually the respondents in a 'survey' form of data collection. A certain faction of the universe, called 'Target Population', is approached through various means for obtaining the required information. Target population, in fact, is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made. Target population is defined in terms of elements, sampling units, extent and time. All male and females age fifteen years or more were considered as the target population in the present research. Persons/tourists below this age were considered that they do not possess a matured opinion to provide information in response to the queries presented in the questionnaire, and hence were excluded. 'Sampling Frame' in a research design process is a representation of the elements of the target population. It consists of a list or set of directories/sources for identifying the target population. The following were identified as the sampling frames for the present research:

1. List of registered (a) hoteliers, (b) tour guides, (c) travel agents in Haridwar and Rishikesh,
2. Offices of State Tourism Department, Uttarakhand Tourism Development Board (UTDB),
3. Religious & Spiritual Centers,
4. Official Web portals of Government/Non-Government Departments.

##### **4.1.1 Sample Size**

The 'Sample size' refers to the number of elements included in the study. Determining the sample size is complex and involves several qualitative and quantitative considerations. Important qualitative factors that should be considered in determining the sample size include (Malhotra and Dash, 2011; Riege, 2000) – the importance of the decision, the nature of the research, the nature of the analysis, the number of variables, sample sizes used in similar studies, incidence rates, completion rates and resource constraints. It is reported that number of similar studies

used a sample size in the range of 250 – 500 (Hui et al., 2007); accordingly, 500 respondents were considered as the ‘sample size’ for the present study.

#### 4.1.2 Sampling Method

Sampling technique may be broadly classified as nonprobability and probability. Nonprobability sampling relies on the personal judgment of the researcher rather than chance to select sample elements. Since the number of spiritual tourists in the selected locations (Haridwar and Rishikesh) is very large, hence, ‘Simple Random Sampling’ technique was not used while collecting data from the religious tourists as it creates problem in the preparation of a sampling frame (Chawla and Sodhi, 2011). ‘Judgmental Sampling’ technique was employed while collecting data from the tourists as well as from the organized sector in the present research. This form of ‘Convenience Sampling’ is generally used where the population elements are purposely selected based on the judgment of the researcher (Malhotra and Dash, 2011). In order to execute the data collection process, the target places were visited keeping the sampling frames in mind; information were gathered from the target population in the form of responses in the questionnaires, collection of official booklets, data/fact sheets, survey reports, statistical archives etc. The complete sampling design process followed in the present work is illustrated in Figure 3.4. Table 3.1 shows the sample segment.

Table 3.1 Sample segments in the present study

Sl.No.	Particulars	Sample Size	Total Sample
1	Tourists <ul style="list-style-type: none"> <li>• Domestic</li> <li>• Foreigner</li> </ul>	30 6	36
2	Hotels/Restaurants	23	23
3	Travel agents/Tour operators	12	12
4	Any other	19	19

#### 4.1.3 Sample Location

Uttarakhand, as it is rightly called ‘Devbhomi’, is a paradise for spiritual tourists. There are number of sites to which tourists pour in from all over the world almost throughout the year. However, few spiritual shrines are located at prohibitively higher altitudes of the Himalayan range (for example, Kedarnath and Yamsunotri). Thus, commutation to such places in the peak of winter season is barred by the authorities. Therefore, it is difficult to obtain common characteristics of all the shrines and/or spiritual centers of the states. Haridwar, the gateway to

the Devbhoomi and Rishikesh, the land of Yoga were selected as the two important study sites based on their popularity as a spiritual tourist destination for both outbound and inbound tourists. Moreover, these two cities witness tourists of all strata throughout the year. The two cities are well connected by rail and road ways and partially by airways through the state capital Dehradun. Haridwar and Rishikesh alone share the major part of the total tourists to the state.

<b>Sample Location</b>	Haridwar and Rishikesh
<b>Target Population</b>	Male and female with age greater than or equal to 18 years.
<b>Sampling Frame</b>	<ul style="list-style-type: none"> <li>• List of Tourists- Domestic and International</li> <li>List of registered (a) hoteliers, (b) tour guides, (c) travel agents in Haridwar and Rishikesh</li> <li>• Offices of State Tourism Department, UTDB <ul style="list-style-type: none"> <li>• Spiritual &amp; religious Centers</li> </ul> </li> <li>• Official Web portals of Govt/Non Govt Depts.</li> </ul>
<b>Sampling Technique</b>	<ul style="list-style-type: none"> <li>• Convenience Sampling, and</li> <li>• Judgmental Sampling</li> </ul>
<b>Sample Size</b>	90 respondents
<b>Execution</b>	Reach out to the tourists conveniently at the spiritual & religious shrine, interviewing the concerned officials of tourism organizations and collecting their statistical data, meeting the tourist/travel guides at the shrines, digital data from the web portals of Govt. departments.
<b>Time period</b>	August – November, 2019.

Figure 3.4 The sampling design of the present research.

#### 4.1.4 Data Collection

The data for the present research was collected from the primary as well as secondary sources. The sources of data are briefly discussed.

### **Primary source**

A structured questionnaire is the principal means of collecting data through a survey on a target population or sample. This study uses four fully-structured questionnaires for data collection. The domestic and foreign tourists, owners of hotels and restaurants, travel agents/tour operators and tourist guides were respondents forming the sources for gathering primary information. Information from all the respondents in different categories was collected by means of differently structured questionnaires.

A pilot study of a sample size of 50 was conducted at the study sites (Haridwar and Rishikesh) to ensure the reliability and user-friendliness of the designed questionnaires.

The questionnaire was administered to tourists in their leisure hours at their convenience to get correct information through the structured questionnaire in a research schedule. Primary data was collected from a large segment of tourists at the tourist destinations to know about their motivation, experiences, preference and perceptions, especially about their orientation towards spiritual beliefs and rituals. Primary data was also collected from few major hotels/restaurants, which receive sizeable number of tourists in the form of another structured questionnaire through interview schedules. Data were also collected from travel agencies/tour operators and guides, who form the intermediary group as an important link between the destinations and tourists. The structured Questionnaire administered to this group was entitled in the Interview Schedule. Data was also collected from tourist guides, both government licensed and private ones, through the Questionnaire. The data collection was completed by administering the instruments during the period August– November 2019.

A lot of information has also been collected by way of visit to tourist destinations and personal discussions with eminent people in travel and tourism trade, Uttaranchal tourism, managing bodies of various spiritual places etc. Schedule interview and face to face interaction was also conducted with the international tourists who specifically came to attend the International Yoga festival at Rishikesh and with the domestic tourists who came from different parts of the country. The overall focus was to collect information as objectively as possible.

### **Secondary sources**

The secondary sources of data were collected from the published journals, magazines, newspaper, Government/Semi Government/Non-Government/Private agencies and web portals. A large number of domestic and foreign tourists visit this state of Uttarakhand every year. Government organizations like Department of Tourism and Non-Government organizations like Trusts, Management societies of different spiritual establishments and Private agencies are also involved directly or indirectly with tourism in these spiritual places which forms the major sources of data apart from published literature in the area of study. Representative samples were drawn from each category. More than three hundred samples in each major tourist places of spiritual importance were taken. It is important to note that the confidentiality of all participants' responses is maintained throughout the study.

## **5.DATA ANALYSIS**

## DEMOGRAGHC CHARACTERISTICS OF RESPONDENTS

It is experienced that factors related to personal profile of respondents play a crucial role in designing the pattern of their preference. Consumer's preference and his decisions are influenced by their demographic characteristics such as age, education, income level and professional status. Keeping this into consideration an attempt was made to isolate the demographic characteristics of the respondents.

### 5.1.AGE GROUP- WISE CLASSIFICATION

An attempt was made to classify the respondents on the basis of their age groups. For this, respondents included in the sample were classified into four age groups: Between 18 to 25 years, 26 years to 35 years, 36 years to 50 years, and 51 years and above. The information about age wise classified respondents is presented below:

**Table: AGE WISE CLASSIFICATION OF RESPONDENTS**

S. N.	DESCRIPTION	NUMBER OF RESPONDENTS	PERCENTAGE
A	18 TO 25 YEARS	19	17.1
B	26 TO 35 YEARS	21	27.9
C	36 TO 50 YEARS	37	33.3
D	51 AND ABOVE	13	11.7
	<b>TOTAL</b>	<b>90</b>	<b>100</b>

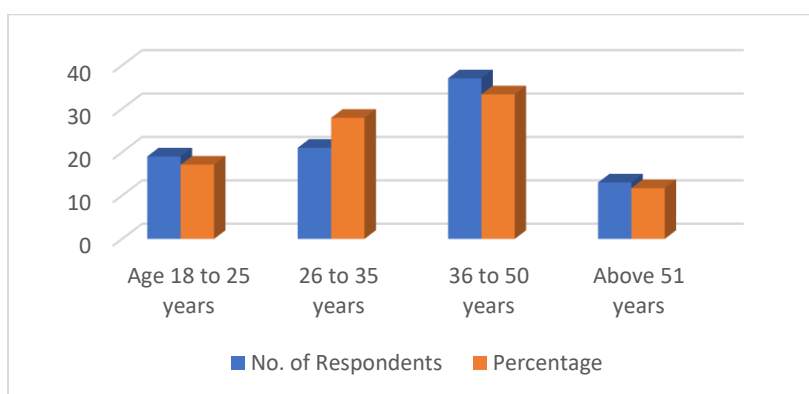


Fig.5.1:AGE WISE CLASSIFICATION OF RESPONDENTS

**Interpretation:** The analysis of data clearly indicates that 17.1% respondents are in the age group between 18 to 25 years. 27.9% of them belong to the age group of 26 to 35 years it show that more respondent in this age category is aware of life insurance and 33.3% of the respondents are in the age group of 36 years to 50 years. Remaining 11.7% of respondents are



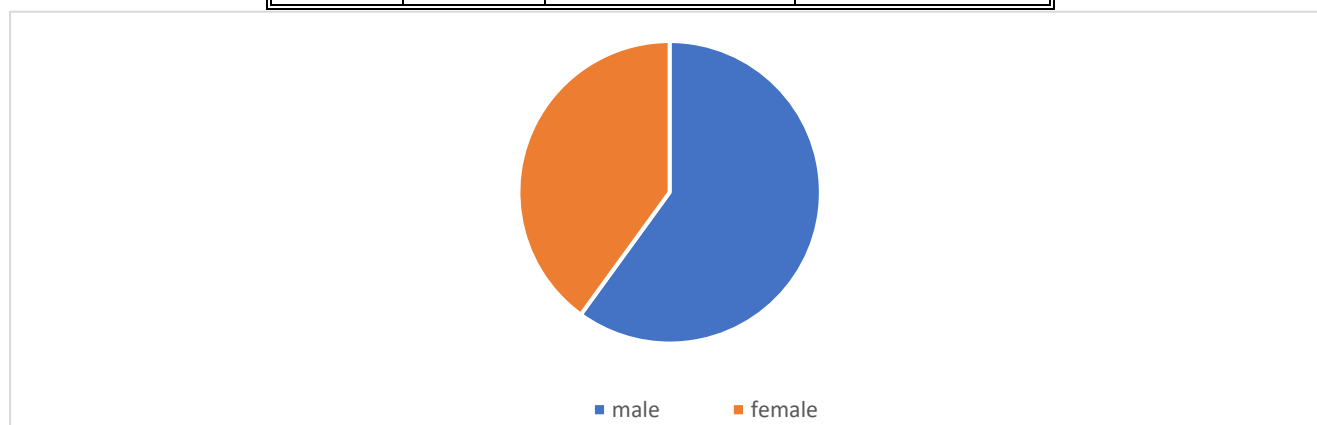
in the age group of 51 years and above. The analysis clearly projects that the sample is primarily dominated by those respondents who are in the age between 26 to 35 years.

## 5.2. Sex Wise Classification of Respondents

The respondents included in the sample were classified on the basis of their sex for identifying the brand preferences of insurance. The sex wise classified categories included male as well as female respondents. The results are shown in Table 5.2.

**Table 5.2: Sex Wise Distribution of Respondents**

S.N.	Sex	Number of Respondents	Percentage
A	Male	54	62.4
B	Female	36	37.6
	<b>Total</b>	<b>90</b>	<b>100</b>



**Interpretation:** The table shows that the sample includes 62.4% male and 37.6% female respondents. It signifies that the sample has been dominated by male respondents.

## 5.3 EDUCATION LEVEL WISE CLASSIFICATION OF RESPONDENTS

The respondents included in the sample were classified on the basis of their education level for identifying their purchase preference of insurance products. The education level wise classified categories included those respondents who were educated up to school education, graduation, post graduate or having professional degree to their credit. The information regarding this is highlighted in table no. 5.3.

**Table: Showing the Educational Qualification of various Respondent.**

S. N.	LEVEL OF EDUCATION	NUMBER OF RESPONDENTS	PERCENTAGE
A	MATRIC AND BELOW	12	13.3

<b>B</b>	UNDERGRADUATE	32	35.5
<b>C</b>	GRADUATE	28	31.1
<b>E</b>	PG AND ABOVE	18	20.1
<b>F</b>	TOTAL	90	100

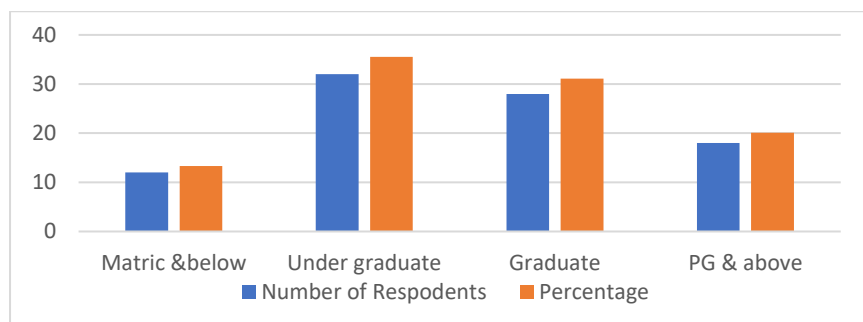


Fig.5.3: Showing the Educational Qualification of various Respondent

**Interpretation:** The analysis of the data indicates that the sample is dominated by the respondents who are educated up to post graduate or above. The analysis suggests that the sample includes 13.3%, 35.5%, 31.1%, and 20.1%, respondents respectively educated upto matric and below, under graduation, graduation, and postgraduation. Analysis signifies that the sample is dominated by those respondents who are educated above Pg.

#### 5.4. PROFESSIONAL/ OCCUPATIONAL STATUS

The respondents included in the sample were classified on the basis of their profession/occupation for identifying their preference of purchasing & sale tourism service products. The professional/occupational level wise categories included those respondents who were either travel agents, businessmen (hotelier), tourist, or representing other unclassified categories. The results are shown in the table below

**Table: Showing the profession/occupation in various ways.**

S. N.	DESCRIPTION	NO OF RESPONDENTS	PERCENTAGE
<b>A</b>	TOURISTS	36	40.1
<b>B</b>	HOTELIER	23	25.5
<b>C</b>	TRAVEL AGENTS	12	13.3
<b>D</b>	ANY OTHER	19	21.1
	<b>TOTAL</b>	<b>90</b>	<b>100</b>

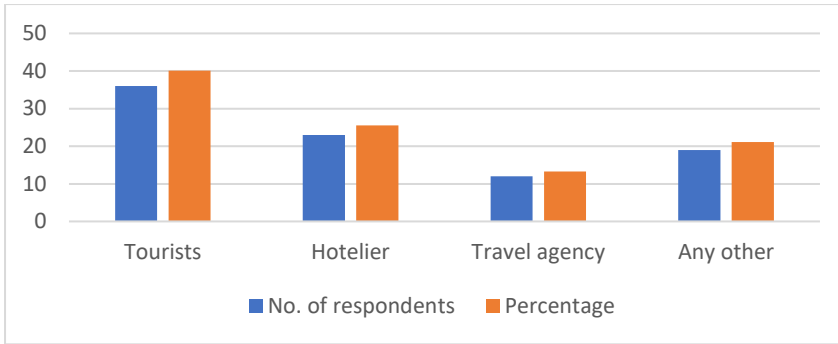


Fig.5.4: Showing the profession/occupation in various ways

**Interpretation:** The analysis indicates that the sample is dominated by the respondents of tourists categories as 40.1 % of them fall in this category. Hence, other 25.5%, 13.3%, and 21.1%, respondents who represented hotelier categories, travel agency and other unspecified categories respectively in different ways. Analysis significantly highlights that most of the tourism service marketer and holder belong to the tourists and business category in the sample.

### 5.5. INCOME LEVEL

An attempt was made to classify respondents on the basis of their monthly income. For this purpose, the respondents were classified in the following categories: One who has a monthly income upto Rs.5000. Other categories include monthly income from Rs. 50001 to Rs 10000, Rs 10001 to Rs 15000, and Rs 150001 and above. The information regarding the monthly income wise classified respondents is presented in table below:

**Table 5.5: Monthly income of the Respondents.**

S. N.	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
A	UPTO RS 5000	10	12.1
B	RS 5001 TO 10000	23	25.5
C	RS 100001 TO 15000	39	43.2
D	ABOVE RS 150001	19	22.1
E	TOTAL	90	100

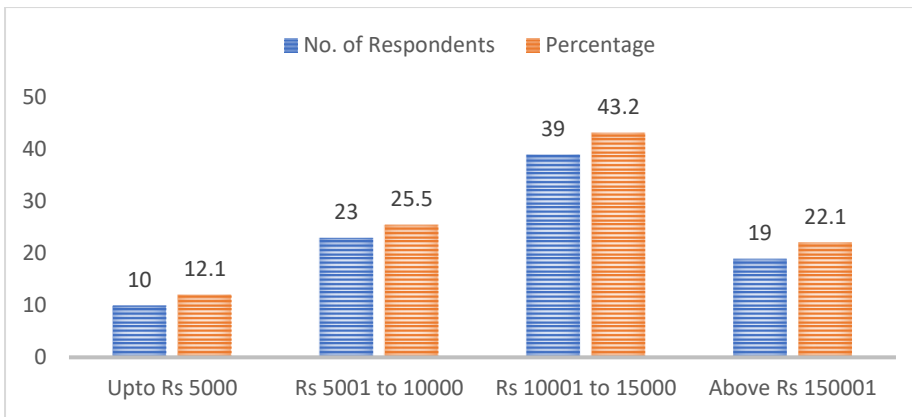


Fig: Monthly income of the Respondents

**Interpretation:** The analysis projects revealed that the sample includes 5.2%, 22.4%, 28% and 44.4% respondents respectively representing the group of respondents with monthly income up to Rs 5000, Rs 50001 to 10000, Rs 10001 to Rs 15000 and Rs 150001 and above. This signifies that the sample is dominated by those respondents who are having the monthly income above 150001.

### Family Size of Respondents (Tourism Service Marketing)

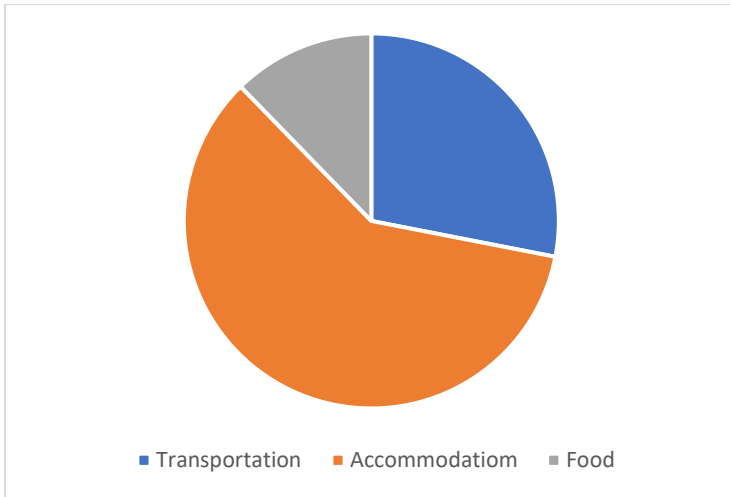
The respondents included in the sample were classified on the basis of their family size. The categories included respondents with family size up to 4 members, 4 to six member and more than 6 members.

### 5.6. Which tourism products you would like to purchase

An attempt was made to know the type of tourism product liked most by the respondents of Uttarakhand area. The information in this respect is presented below:

#### Type of tourism product liked most

S.N.	Description	NO of respondents	Percentage
A	Transportation	08	22.85
B	Accommodation	17	48.57
C	Food	10	28.57
	Total	35	100



Type of tourism product liked most

**Interpretation** :-Most of the respondent like accommodation i.e. 48.57 percentage because people see the amenities of stay. But when we talk about transportation & food then people response around 22.85 percentage & 28.57 percentage.

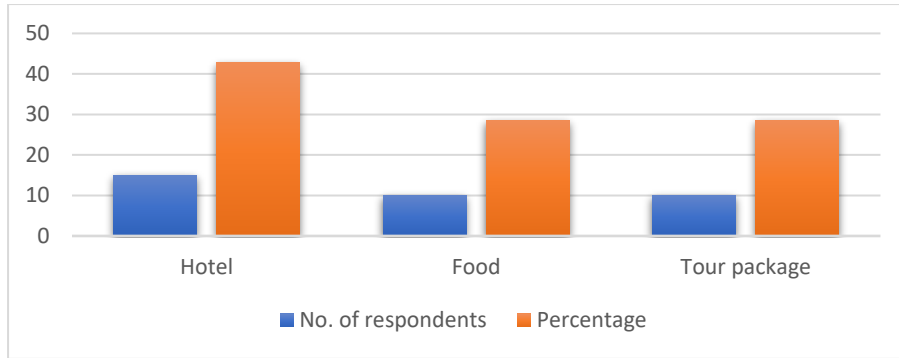
### 5.7.Better service provider

An attempt was made to know that who is the better service provider

**Table. Better service provider**

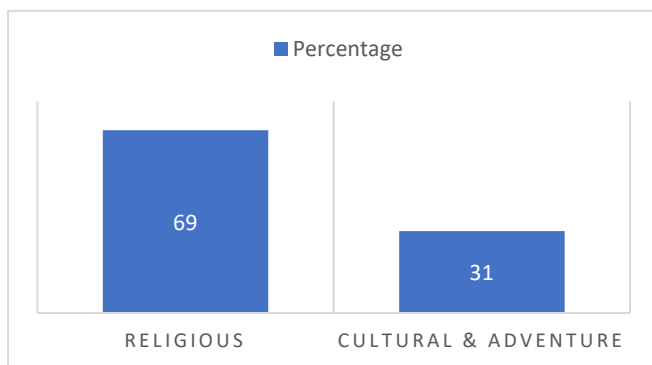
S.N.	Description	NO of respondents	Percentage
A	Hotel	15	42.85
B	Food	10	28.57
C	Tour package	10	28.57
	<b>Total</b>	<b>35</b>	<b>100</b>

**Better service provider**



**Interpretation:** 42.85% respondent like that hotel is better service provider and 28.57% & 28.57% respondent like that food and tour package is better service provider.

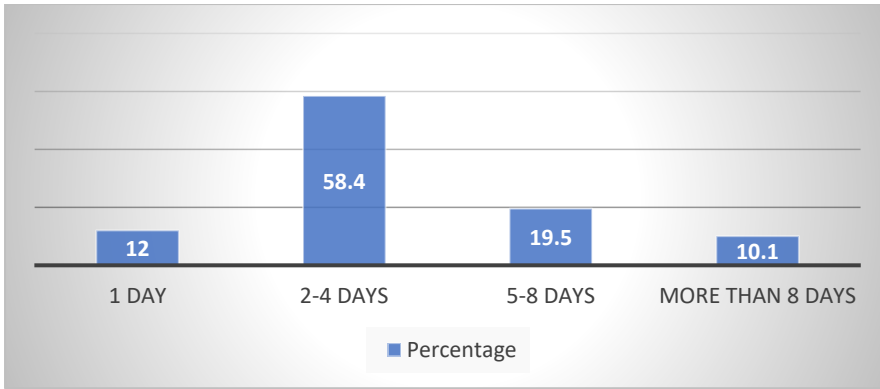
### PURPOSE OF VISITS



#### Purpose of visits

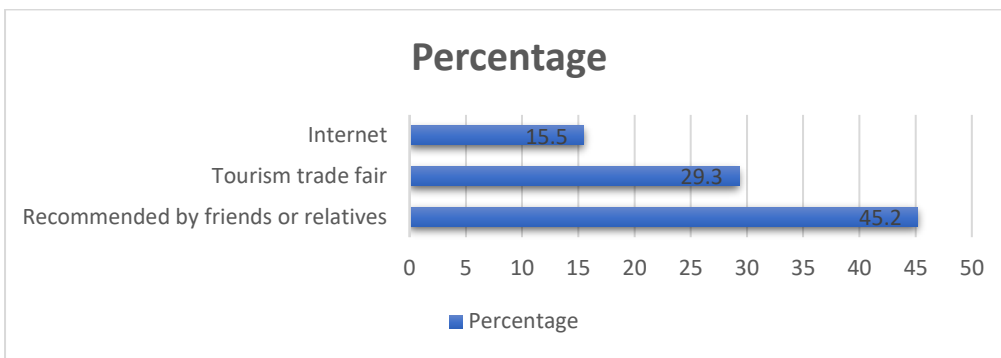
This graph represents the purpose of visit. This graph demonstrates that the religious visitors are relatively higher than cultural and adventure visitors. The interesting fact about this graph is that the number of religious visitors and cultural heritage visitors are approximately the same which signifies the importance of marketing Haridwar & Rishikesh not only as a religious but also a cultural and heritage tourism destination for attracting more visitors to the particular destination.

### DURATION OF STAY



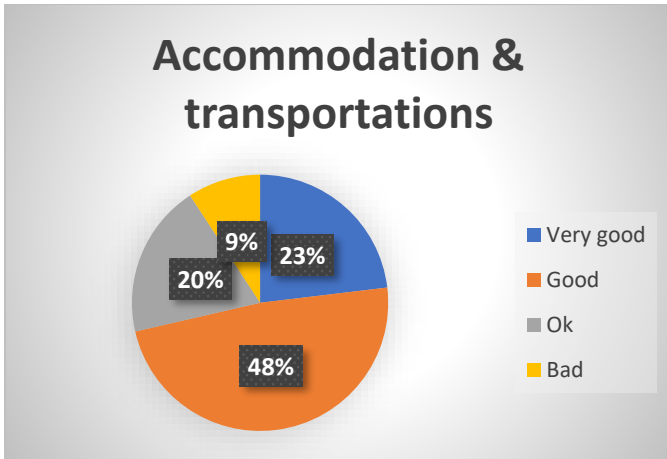
This graph represents the duration of stay of the visitors. It shows that people usually stay 2-4 days in their visit which comprises 58.7 percent. Secondly, visitors staying 5-8 days are 19.4 percent. The visitors staying in Haridwar & Rishikesh for one day and more than 8 days are relatively low.

### How did you hear about destination



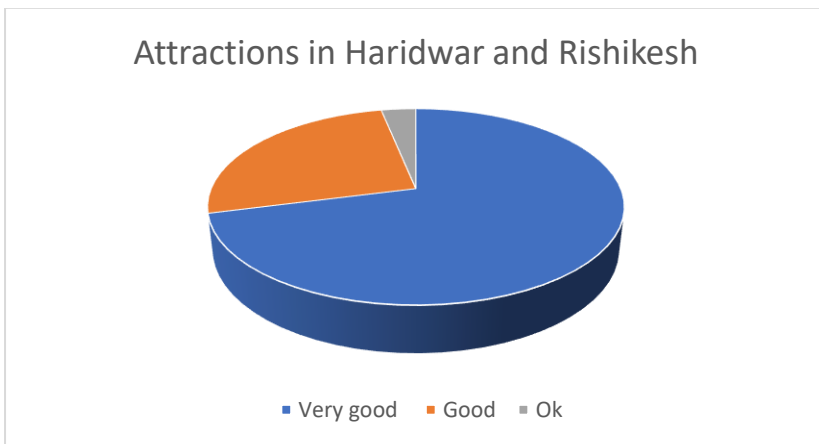
This graph concerns the question regarding the popularity of destination. It is found out that most of the people visiting Haridwar & Rishikesh were recommended by their friends and relatives consisting of 55.2 percent. It is also found out that people got the information through the internet. Only a few people have got the opportunity to participate in a tourism trade fair about Haridwar and Rishikesh.

### Accommodation and transportation services



This graph discloses the condition of accommodation and transportation services. From the graph it can be seen that the majority of the people (48.1 percentage) accept them as Good followed by “Ok” with 19.4 percent. There were only a few participants who regard the accommodation services very good is 23.1 percentage and bad scoring 9.2 percent. One of the options “very bad” was not considered by any participants. Accommodation & transportation services in Haridwar and Rishikesh areas ranges from high and low cost and they have different characteristics.

#### Attraction in Haridwar and Rishikesh



This graph represent 71 percent considered that the attractions in Haridwar & Rishikesh are very good which is shown in graph 21. It is followed by 25.8 percent as good and very few (3.2 percent) people believed the attractions in Haridwar and Rishikesh are “Ok”.

#### 6. CONCLUSIONS

The present investigation is concerned with the status of pilgrimage tourism, marketing strategies, infrastructure and its impact on the economy of Uttarakhand state. This state is situated at the northern part of India is basically the foothills of the giant Himalayas and which boasts of housing many famous pilgrims destinations. The state is also termed as Devbhumi owing to being the home of several famous deities of Hindu mythology. Millions of tourists, both domestic as well as international, visit the state annually not only for religious reasons, but for



holidaying, water sports, snow sports, trekking, and other reasons. The state earns significant revenue from these tourists and the tourism related activities. The state's infrastructure and economy is hence closely related to the tourists visiting the state. Spirituality is found to be one major attraction for the both domestic and international tourists in the state. Thus, it was logical to undertake some scientific studies in order to investigate different aspects related to spiritual tourism, for example – marketing strategy, infrastructure and economy. The most popular spiritual destinations in the state – Haridwar and Rishikesh were chosen as the target sites for collection of data. Detailed analyses of the primary as well as secondary data have been carried out, hypotheses have been tested, and inferences have been drawn. Economic analyses have also been carried out and models have been proposed on the basis of the investigation. The investigation has yielded several conclusions which are presented in the following sections.

### **General Conclusions**

- There has been a significant increase in religious travelers, both domestic and international, in the recent years owing to generic changes in the people's attitude towards spirituality.

Male and female tourists are equally interested in the religious activities, although the number of married domestic religious tourists is significantly higher than the international married tourists.

- Higher number of divorcee among the international religious tourists indicates relatively relaxed social bindings in the families outside India.
- Tourists visiting the religious places with the lone purpose of spirituality are unexpectedly low (13% and 25% in case of domestic and international tourists respectively) contrary to the reputation of this religious state in India.
- The facts also revealed that, the spiritual tourists are not very specific about the infrastructures of the destinations; they are more concerned with their religious goal.
- Number of tourists visiting a religious place depends on its perceived degree of pilgrims.
- Only 10% domestic tourists travel individually, against 43% international tourists.
- Most of the domestic tourists are either self-motivated (~40%) or motivated by the family members or relatives (~41%); while the majority (~78%) of the international tourists decide based on the media reports/information.
- Most of the religious tourists are satisfied (100%) with their visits and wish to revisit the destinations (domestic – 100%, international – 71%). Distance and associated costs are the possible reasons for lower interest for revisit among the international tourists.
- Package tours were found no longer attractive for the tourists, both domestic as well as international owing to (i) inadequate information, (ii) improper (unprofessional) tour management, and (iii) increased security concerns.

- Taxi is the most preferred mode of transport among the religious tourists, both domestic and international.
- While most of the domestic tourists come for a short visit (1-2 days), most of the international tourists generally stay for more than three days as generally they come for certain directed programmes (for example, meditation camp, Yoga festival etc.).
- Most of the tourist guides are young men in the age bracket of 26 – 35 years and most of them earn an average income of fifteen thousand rupees.
- Approximately 28% tourist guides know more than two languages; however, language is not a major bar in communication at the religious places.

### **On Religious Tourism and Marketing Strategy**

- In general, it was difficult to ascertain the status of marketing practices in place with respect to specific to the religious tourism. There is hardly any directed marketing of the state's tourism.
- Publicity and marketing of the tourism attractions of Uttarakhand at the national and international level has been inadequate.
- The annual Yoga Festival held at Rishikesh becomes the main driver to bring many international tourists to the place again and again. The festival, thus, has the potential to contribute in branding Rishikesh as one of the religious destinations in the state.
- Government is the main stake holder in deciding, formulating and executing marketing strategies for the places of religious importance.
- Media plays a valuable role in attracting the religious tourists.
- Some hotels offer/organize their own promotional programmes for the tourists.

### **7.LIMITATIONS**

The present study was carried out as part of an academic programmed which has certain inherent constraints. Time and physical resources are always critical factors in accomplishing such a huge study. Thus, there are few natural limitations of the present study which can be listed as follows:

1. The study was carried out based on the primary data of two major spiritual destinations of the state.
2. The study was conducted only in the two places in the plain; whereas there are number of other popular spiritual places in the state which are located on the higher ridges.
3. Only four hundred authentic samples could be drawn for collection of tourist data.
4. The administered instrument appeared too long for many tourists who considered responding to such a questionnaire was waste of time.

5. Many hoteliers, agents and other responsible persons were hesitant to share their views fearing to be on records.
6. No proper electronic or manual data base could be exploited properly.

## REFERENCES

Aboriginal Travel Services. (2015). Aboriginal Travel Services. Retrieved from [www.aboriginaltravelservices.com](http://www.aboriginaltravelservices.com)

Anderson, C. (2012). The impact of social media on lodging performance. Retrieved from [www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-16421.html](http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-16421.html) BC Ferries Services. (2015). BC Ferries vacations. Retrieved from: [www.bcferriesvacations.com](http://www.bcferriesvacations.com)

British Columbia Ministry of Jobs, Tourism and Innovation. (2011). Gaining the edge: A five year strategy for tourism in British Columbia. [PDF] Retrieved from: [www.jtst.gov.bc.ca/tourismstrategy/documents/mjti\\_tourismstrategyreport\\_fnl.pdf](http://www.jtst.gov.bc.ca/tourismstrategy/documents/mjti_tourismstrategyreport_fnl.pdf)

Canadian Tourism Commission. (2008). The explorer quotient: A deeper understanding of the modern traveller. [PDF] Retrieved from:

[www.ttracanada.ca/sites/default/files/uploads/ctc\\_the\\_explorer\\_quotient\\_a\\_deeper\\_understandingofthe\\_m.pdf](http://www.ttracanada.ca/sites/default/files/uploads/ctc_the_explorer_quotient_a_deeper_understandingofthe_m.pdf) Canadian Tourism Commission. (2012). EQ profiles. [PDF] Retrieved from: [https://en-corporate.canada.travel/sites/default/files/pdf/Resources/ctc\\_eq\\_profiles\\_2012-eng-lowres.pdf](https://en-corporate.canada.travel/sites/default/files/pdf/Resources/ctc_eq_profiles_2012-eng-lowres.pdf)

Davis, K. (2013, July 17). A (kind of) brief history of marketing (infographic). Entrepreneur. Retrieved from [www.entrepreneur.com/article/227438](http://www.entrepreneur.com/article/227438) Deloitte. (2015). Hospitality 2015 game changers or spectators? Retrieved from [www2.deloitte.com/ie/en/pages/consumer-business/articles/hospitality-2015.html](http://www2.deloitte.com/ie/en/pages/consumer-business/articles/hospitality-2015.html)

Destination BC.(n.d.). About us. Retrieved from: [www.destinationbc.ca/About-Us.aspx](http://www.destinationbc.ca/About-Us.aspx)

Destination BC. (2013). Net promoter score. Retrieved from: [www.destinationbc.ca/Resources/Monitoring-and-Evaluation/Net-Promoter-Score.aspx#.VOZd1\\_nF9Z9](http://www.destinationbc.ca/Resources/Monitoring-and-Evaluation/Net-Promoter-Score.aspx#.VOZd1_nF9Z9)

Destination BC. (2014). Remarkable experiences program. Retrieved from: <http://strategy.destinationbc.ca/how-we-will-win/foster-remarkable-experiences/remarkable-experiences-program/>

Eliason, K. (2014, December 23). The importance of integrated marketing communications. Retrieved from [www.portent.com/blog/internet-marketing/raining-marketing-importance-integrated-marketing-communications.htm](http://www.portent.com/blog/internet-marketing/raining-marketing-importance-integrated-marketing-communications.htm)

Government of Canada. (2013). FedNor: A guide to using market research and marketing measurement for successful tourism destination marketing. Retrieved from: <http://fednor.gc.ca/eic/site/fednor-fednor.nsf/eng/fn03327.html>

Kollat, D., Blackwell, R., & Engel, J. (1972). The current status of consumer behavior research: Developments during the 1968-1972 period. Proceedings of the Third Annual Conference of the Association for Consumer Research. Chicago, IL : Association for Consumer Research, pp. 576-585.

Aliaga, M. & Gunderson, B. 2000. Interactive statistics. Saddle River, New Jersey: Prentice Hall.

American Marketing Association, 2009. The American Marketing Association's New Definition of Marketing: Perspective and Commentary on the 2007 Revision. In: Journal of Public Policy & Marketing, Vol. 28 (2), Fall 2009, 259-264.

Bakri Hassan, S., Soliman Abdel Hamid, M. & Al Bohairy, H. 2010. Perception of Destination Branding Measures: A case study of Alexandria Destination Marketing Organizations. In: International Journal of Euro-Mediterranean Studies-IJEMS, Vol. 3 No. 2, 271-288.

Bennet, J. A. & Strydom, J.W. 2001, 5-8. Introduction to Travel and Tourism Marketing. Juta and Company Ltd. Available:

<https://books.google.fi/books?id=USqcuWxTemEC&pg=PA7&lpg=PA7&dq=tourism+marketing+general+introduction&source=bl&ots=wpApdOr17a&sig=0DtLdEKrxFZPzu8hcAzFjxQ3H8&hl=en&sa=X&ei=js3kVKrtKaTfywPPtIDoBw&ved=0CC8Q6AEwAQ#v=onepage&q=tourism%20marketing%20general%20introduction&f=false>. Accessed: 8 May 2015.

Bennett, S. 2013. Facebook, Google+, LinkedIn, Twitter, Instagram, Pinterest-Social Media Active Users (STATS). In: Social Times. Available: <http://www.adweek.com/socialtimes/social-media-activeusers/494127>. Accessed: 9 May 2015.

Bowie B.D., & Buttle F. 2004. Hospitality Marketing and introduction. Italy: Library of Congress Cataloging in publication data. Dailystar. Available: <http://www.thedailystar.net/newDesign/newsdetails.php?nid=150972>. Accessed: 10 May 2015

Briggs, S. 2001. Successful Tourism Marketing: A Practical Handbook. 2nd Edition. London: Kogan Page Limited.

Cai Liping, A. 2002. Cooperative branding for rural destination. Annals of Tourism Research 29 (3), 720-42

Chartered Institute of Marketing 2009. Marketing and the 7 P's. A brief summary of marketing and how it works. Available: <http://www.cim.co.uk/files/7ps.pdf>. Accessed: 23 August 2015.

Destination BC corp. 2014. Tourism Business Essentials: Cultural and Heritage Tourism Development. Available: <http://linkbc.ca/siteFiles/85/files/2014TBECulturalHeritageTourism.pdf>. Accessed 10 November 2015.

Destination World 2010. Religious and pilgrimage tourism. In: The e-Newsletter for Tourism Destination Professionals. Issue 33. Available: <http://www.destinationworld.info/newsletter/feature65.html>. Accessed: 10 March 2015.