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Satisfaction Level of the Pilgrims of Manu Devi Fair : A Geographical Analysis

The fairs are the core part of religious tourism. A fair is a gathering of people to display or trade produce or other goods, to parade or display animals and often to enjoy associated carnival or funfair entertainment (Batra K.L. 1989). Satisfaction as the result of the interaction between tourists experience at the destination area and the expectation he or she had about that destination” (Pizam, 1978). The development of tourism destination is depending on the satisfaction level of pilgrim cum tourist. Therefore attempt is made here to determine satisfaction level of pilgrims those visited to Manu Devi fair. The Present Paper is mainly based on Primary and Secondary data. To examine the satisfaction level of pilgrims' satisfaction index and result of satisfaction index is calculated. The result of satisfaction index is reveals 5.45 out of 10. There are 24.87% Excellent, 14.75 Good and 27.75 satisfactory pilgrims considering overall facilities.
Key Words : Fair, Religious Tourism, Satisfaction.

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Introuction :

The fairs and festivals are the important aspects of religious tourism. A fair is a gathering of people to display or trade produce or other goods, to parade or display animals and often to enjoy associated carnival or funfair entertainment (Batra K.L.1989). Almost all fair centers appear to be motivated by some religious worship, or ritual or ceremony (Tamaskar, 1989). The Fairs, occur occasionally, may be once or twice a year, and serve a wider area not only economically but also socially, religiously and culturally. In developing countries, fairs are still important trading institutions, especially for the rural community and they play vital role in regional economic co-operation (Saxena, 2004).

Satisfaction of pilgrims cum tourist is a base of tourism growth and development. “Satisfaction as the result of the interaction between tourists experience at the destination area and the expectation he or she had about that destination” (Pizam, 1978). The development of tourism destination is depending on the satisfaction level of tourist. The '5A' factors are very important for development of tourism. These Factors are Attractions, Access, Accommodation, Amenities, and Awareness, (Tourism Western Australia, 2009). So, therefore attempt is made here to determine satisfaction level of pilgrims those visited to Manu Devi Fair.

(2) Study Area :

Adgaon is a village situated in north-west direction of Yawal taluka in Jalgaon district of Maharashtra State, India.

It belongs to Khandesh and Northern Maharashtra region. It belongs to Nashik administrative division.

According to Census 2011 Adgaon village is located in Yawal tehsil. It is altitude 209 meters, above Sea level. It is situated about 3 km towards north direction away from SH 4 and 9 km towards south direction away from of Manudevi temple and 32 km towards north direction away from district head quarter of Jalgaon and 20 km from the tehsil head quarter Yawal. The total geographical area of village is 1221.91 hectares. Adgaon has total population of 3,034 peoples and total 670 houses. Yawal is nearest town to Adgaon which is approximately 20 km away. Adgaon village is also a gram panchayat.

(3) Study of Manu Devi Fair :

The famous religious pilgrim cum tourism center, Satpuda Nivasini Manudevi is located in Satpuda mountain, in the reserve forest ('C' No.149) of Adgaon in Yawal tehsil. Manudevi is a Kuldevi or primary deity of 70% families who reside in Jalgaon district as well as Khandesh region (Wikipedia). The temple is located at 500 m height above sea level (apnisanskriti.com). It is an ancient temple nature is in Hemadpanthi pattern. Manudevi's old Temple was 22 feet long and 15 feet broad. The nearby area consist the ruin Gavali Ghar, only traces are huge bricks. (Gazetteer of the Bombay Presidency, Khandesh, 1880, Pp 456). The temple trust have renovated the temple and newly a worship constructed area is having length and width about 86*50 (Borole, 2010, Pp13)

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A very beautiful statue of Manudevi is about 2 feet. The face of Manudevi is in the north direction. Manudevi is a sacred and known as 'Shaktipith'. The campus area of Manudevi temple is 1.28 hectares. The area includes waterfall, Five Halls, Yadya Kunda (32*32 in octagon Shape), seven Wells, Kitchen Hall, Generator, total shops 126 (2016-, Steps covering with tins for pilgrims and tourist 7, during fair) from rain and temperature. A beautiful major attraction 120 ft high milky waterfall is seen in the front of the temple.

Table No. 1 : Major Fairs of Manudevi temple

Sr. No.	Month	Occasion	Duration	Congregation
1	Bhadrapad Sud 1	Pola	1 day	20000-25000
2	Ashwin Sud 1to 10	Navratri	10	100000-150000
3	Chaitra Sud 6 to Purnima	Navratri	10	100000-125000

Table No. 2 : Past & Present Congregation during Fair

Sr. No.	Year	Congregation
1	1961	According to Trust the fair was conducted but not registered in Census
2	2017	100000-150000

Source : Table No. 1 & 2, Computed by researcher on basis of Fair & Festival Census of India, 1961 and Field survey.

The fair views in linear shape because Manudevi Temple situated on the bank of Kotvay River. The major purpose of Manu Devi pilgrims is religious and entertainment. The pilgrims source region like Buldhana, Dhule, Nandurbar, Nasik, Buranpur (M.P.), as well as throughout Maharashtra and also neighboring states. The management of the fair is lead by Satpuda Nivasini Shri Khetra Manudevi Seva Prarishtan and Forest Department.

(4) Objective :

(i) To assess the satisfaction level of pilgrims about number of parameter of Manu Devi Fair.

(5) Data Collection and Methodology :

The Present research study is based on both primary and secondary sources of data. So, the maximum whole information have been collected through primary sources such as schedule, interviews of pilgrims, trusties, police, sellers, local public, administrative persons of grampanchayat and tehsil office, as well as spot observation, photographs, video shooting etc. Some secondary data has been used from census, district gazetteer, district socio-economic review; books, research papers, thesis, news papers, maps, reports, as well as various websites etc. Approximately 100000 to 150000 pilgrims attain the fair. Present research work is based on stratified random sample survey. Researcher has selected 33 factors for study of satisfaction level of pilgrims in the Manu Devi fair. Researcher has been done total 384 pilgrim's survey by using random sampling method. Such pilgrim's survey has been conducted through schedule and interviews, at the time fair in 2016-17. Pilgrims have expressed their satisfaction about 33 factors in the points

(out of 10). Satisfaction index method is applied here; it is suitable for actual result.

The following formulas are used for calculating Satisfaction index.

$$St_i = \sum MiNi / N$$

Where, st_i = satisfaction index for the 'i' th Factor

Mi = numerical values for particular level of satisfaction for the 'i' th factor

Ni = Number of pilgrims deriving the particular level of satisfaction for the 'i' factor.

N = Total number of pilgrims for that factor for all level of satisfaction.

Then the ranks are given to these satisfaction indices.

Formula is used for calculating result of satisfaction index.

$$RSI = \frac{\sum SI}{TF}$$

Where,

RSI = Result of Satisfaction Index

SI = Satisfaction Index

TF = Total no. of Factors

On the basis of above techniques the result and conclusion are drawn.

(6) Result & Discussion :

The factor wise points are converted into four type of level of satisfaction classification such as >8-10 Excellent, >6-8 Good, >4-6 Satisfaction, and 0-4 Unsatisfactory.

$$RSI = \sum SI / TF \quad RSI = 179.9 / 33 = 5.45$$

Table no. 3 shows the result of the satisfaction level of pilgrims that from the total pilgrims Excellent (24.87%), Good (14.75%), Satisfactory (27.75% and Unsatisfactory (32.63%) respectively about the given parameters.

The remarkable thing is that none of the pilgrims pointed excellent as well as good remarks about 16 factors. It means that there is dire need to improve these facilities at Manu Devi fair to develop tourist industry.

Table no. 3 also reveals the ranks of the given factors. The top five factors are as Location, Garden, Local public behavior, Entertainment and Parking according to pilgrim's views. This fair is very famous; because pilgrim's major attraction is Manu Devi waterfall with dense forest and Satpuda Hill Ranges. Medical plants are available and also children play garden.

Trusties and local village people and number of volunteer actively participate in the fair. Free parking facility is available during fair. The remarkable thing is that temporary Bus Depot is conducted at Manapuri tribal village area. So therefore, the above five factors are topper according to Pilgrims views. The views of pilgrims about these factors are excellent.

The pilgrim's views about the 12 factors are unsatisfactory. These factors are 0 to 4 Satisfaction Index. So therefore, the above facilities are last in rank and pilgrims are unsatisfactory due to lack and mismanagement of the mentioned facilities and factor.

Table No. 3 : Factor wise Satisfaction Index

Sr. No	Factor	Excellent	Good	Satisfactory	Un-satisfactory	SI	Rank
1	Accommodation	0.00	11.20	37.76	51.04	4.77	20
2	Bathroom	0.00	7.81	44.27	47.92	3.67	22
3	Boating	0.00	0.00	0.00	100.00	0	33
4	Cleanness	0.00	0.00	34.90	65.10	3.53	24
5	Coconut broken	0.00	0.00	25.52	74.48	3.42	26
6	Customs and tradition	16.41	32.81	45.83	4.95	6.92	12
7	Darshan Period	6.51	14.84	44.01	34.64	5.8	14
8	Darshan Line	71.35	24.74	3.91	0.00	8.87	7
9	Disaster Management	0.00	0.00	40.63	59.38	3.53	25
10	Drinking water	0.00	0.00	84.38	15.63	5.6	16
11	Electricity	0.00	0.00	14.84	85.16	1.34	29
12	Entertainment	71.09	28.91	0.00	0.00	9.08	4
13	Fair Management	38.80	61.20	0.00	0.00	8.78	8
14	Food	0.00	0.00	77.08	22.92	5.03	19
15	Garden	90.10	9.90	0.00	0.00	9.77	2
16	Kitchen	0.00	0.00	74.22	25.78	5.22	18
17	Local public behavior	91.41	8.59	0.00	0.00	9.14	3
18	Location	100.00	0.00	0.00	0.00	10	1
19	Medical facilities	0.00	0.00	100.00	0.00	6	13
20	Parking	82.81	17.19	0.00	0.00	9.07	5
21	Police Security	0.00	100	0.00	0.00	8	11
22	Pollution	0.00	0.00	29.95	70.05	3.03	27
23	Price & quality of Things	0.00	0.00	18.75	81.25	3.56	23
24	Priest service	45.83	54.17	0.00	0.00	8.21	10
25	Road status	0.00	0.00	0.00	100.00	0.74	31
26	Seller behavior	0.00	21.61	58.59	19.79	5.46	17
27	Shoe Stand	0.00	0.00	0.00	100.00	0.68	32
28	Shopping facilities	0.00	0.00	87.24	12.76	5.73	15
29	Social Awareness Program	0.00	0.00	69.01	30.99	4.29	21
30	Spot Guidance	21.61	78.39	0.00	0.00	8.36	9
31	Temple	92.45	7.55	0.00	0.00	8.92	6
32	Toilet	0.00	0.00	25.00	75.00	2.49	28
33	Transport	92.19	7.81	0.00	0.00	0.89	30
	Total Pilgrims	3151	1869	3517	4135	179.9	
	Percentage	24.87	14.75	27.75	32.63	5.45	

Source : Compiled by researcher on the basis field survey

Conclusion :

Manu Devi is famous for pilgrims and tourist centre not only in Jalgaon district but also in Maharashtra. There are three fair organized in year. Various religious activities are common. The major attraction is waterfall a geographical feature available here, so, rainy and winter season during and off fair period pilgrims with tourist more attract here. The Manu Devi temple fair is very natural scenery fair. The total satisfaction index of pilgrims of Manu Devi fair is 5.45 out of 10 points. Result of satisfactory level. But the remarkable thing is that boating (water reservoir is available), Shoe Stand, Road status, Transport, Electricity, Toilets, Pollution, Coconut smashing, Disaster management, Cleanness, price and quality of things, bathrooms these basic facility are underdeveloped. If the present facilities are developed, it

will turn towards good or excellent, because it is one of the fair known as religious tourist fair in Jalgaon District.

The notable thing is that 12 factors means 36.36% factors are below 4 point of satisfaction index. The analysis shows that pilgrims visited to Manu Devi, Adgaon place due to religious with geographical attraction. It means that there is need to improve the above given factors through NGOs, Trusties, Local Peoples, and Govt. Therefore it is dire need to increase and develop the facilities at Manu Devi fair, Adgaon.

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