

TOURIST MOTIVATION ON SANKARANARAYANAR TEMPLE AT SANKARANKOVI

Mrs. S.Veni ¹(19221151012011)

Phd Research Scholar, Pasumpon Muthuramalinga Thevar College,

Melaneelithanallur

Affiliated To Manonmaniam Sundaranar University

Dr.S.Baby Thangam²

Research Supervisor

Pasumpon Muthuramalinga Thevar College,

Affiliated To Manonmaniam Sundaranar University

Abstract

Tourist motivation is the desire, intuition, needs and wants of tourists to visit / travel for particular location. Sankaranarayanar temple is one of the most famous hindu religion based temple which is visited by both national and international religious as well as non-religious tourists. In this paper an attempt has been made to study the tourist motivation on sankaranarayanar temple. The main objective of the study is to identify the factors motivating tourists for visiting sankaranarayanar temple. Totally 196 sample respondents are selected for the study. Percentage analysis and mean are used as a statistical tool to analyze the data. Most of the respondents are visiting the temple for fulfilling religious obligations and for peace of mind.

Introduction

Tourist motivation means factors stimulating the intention of tourists to visit a particular place. Tamilnadu is blessed with many tourist places especially with religious tourism spots. More than 4000 religious places were there in tamilnadu when comparing to other states. Sankaranarayanar temple is one of the very old famous temple which is built by Ukkirapandiya thevar in 11th century AD. This temple is situated in centre heart of sankarankovil town in thenkasi district. People called this temple with different names like Avudaiyamman temple, Gomathi amman temple, Sankaranayinar temple, Panchabootha sthalam etc., People believes that, a famous anti hill sand (Puttru Mann) is offered in this temple which will cure all the skin diseases.

This temple has its own uniqueness and specialty.

Objectives

To know the personal profile of the respondents.

To study the factors motivating tourists for visiting sankaranarayanar temple.

Review of literature

Liza Rybina and Timothy j Lee (2021):

In this study the author made an attempt to describe the factors that motivates tourists for visiting scared places in Central Asia.

Irene Kamenidou and Rafaela Vourou:

In this paper the author makes a detailed exposure of the factors that motivates for visiting religious sites in Lesvos Island.

Statement of the Problems

Sankaranarayanar temple is 1000 to 2000 years old temple. The sankaranarayanar temple is attracted by both religious as well as non religious tourists. Sometimes people without having religious faith but they too visit this temple by the attraction of its architecture sculpture and monumental entrance tower and its excellent constructions. The tourist with religious faiths comes from the same town, from nearby villages and also from other districts even from other states to fulfilling their religious obligations and to do their religious rites for gratifying their needs and prayers. This temple is called as panchabootha sthalam and is very much famous for rectifying

sarphathosam. Every sthalam of this temple like Sankaranarayanar sannadhi, gomathi amman sannadhi, sankaranayinar sannadhi, Navagraha sannadhi and every festival of this temple has its own specialty. There are so many studies related to religious tourism, tourist motivation, factors influencing tourists like that, but as far as this sankaranarayanar temple is concern there were no such like previous studies. This will induce the researcher to study the tourist motivation for visiting sankaranarayanar temple.

Methodology

The study was conducted in sankaranarayanar temple, sankarankovil. Totally 196 respondents were selected for the study. Convenient sampling method was used to choose the sample respondents for the study. The data were collected from the sample respondents by using pre structured interview schedule. The data was collected from the respondents those who are coming to the temple for fulfilling religious obligation as well as from those comes to the temple without religious purpose. The collected data were analyzed by using percentage analysis and mean score value. Personal details of the respondents are measured by using percentage analysis and the motivation factors are measured by mean. Weights are assigned to all variables and by multiplying the variables with weights weighted score are assigned and dividing the weighted score by total number of respondent mean scores is identified.

Results

Out of 196 respondents 55.1 per cent are male and the remaining 44.9 percent are female. 12.75 percent of the respondents are up to the age group of 20, 22.95 percent

of the respondents are between the age group of 21 to 30, 36.73 percent of the respondents are between the age group of 31 to 40, 15.81 percent of the respondents are between the age group of 41 to 50, 11.76 percent of the respondents are between the age group of 51 to 60. In the total 196 respondents 79.59 percent are married another 15.30 percent are unmarried and the remaining 5.11 percent are widow. 5.11 percent of the respondents has no proper education, 16.32 percent of the respondents completed the primary level of education only, 21.93 percent of the respondents studied up to secondary level of education, 29.08 percent of the respondents completed higher secondary education, 24.48 percent are completed their degree or diploma and 3.08 percent of the respondents are studied professional courses. 19.89 percent of the respondents are farmers, 20.91 percent of the respondents are working as a private employee, 37.24 percent of the respondents are involved in business activities, 7.14 percent of the respondents are government employees 9.71 percent of the respondents are involved in professional activities.

The variables are grouping into four factors according to its mean value. The respondents are agrees that, visit out of personal interest (4.53), to complete devoted responsibility (4.45), peace of mind (4.28), devotional wisdom (4.25) are highly influencing the respondents to visit sankaranarayanar temple. Historical importance of the place (3.73), attractiveness of the environment (3.51), occasional visit when goes for business purpose (3.06) are the factors which are moderately influencing the respondents to visit the temple. The respondents are disagrees that they are influenced by magazines and news papers (2.59), to spent holidays (2.39). The respondents are strongly disagrees that the factors like free trip organized by the working company (1.83)

and compulsion from family members (1.73) are the factors which are motivating to visit Sankaranarayanar temple.

Educational qualification

Occupational status

Particulars	Frequency	Percent
Farmer	39	19.89
Private employee	41	20.91
Business	73	37.24
Government employee	14	7.14
Professional	19	9.71
Student	10	5.11
Total	196	100.0

Factors motivating tourists to visit Sankaranarayanar temple

Particulars	Frequency	Percent
No proper education	10	5.11
primary education	32	16.32
secondary education	43	21.93
higher secondary	57	29.08
degree or diploma	48	24.48
Professional courses	6	3.08
Total	196	100.0

Personal interest	665	204	-	16	4	4.53
Through magazine and news paper	135	140	48	142	47	2.59
Historical importance of the place	310	284	72	62	8	3.73
Attractiveness of the environment	200	280	153	48	11	3.51

KMO and Bartlett's Test for Motivating Factors that Influenced the Decision to Visit the Religious Tourism Spot

Kaiser-Meyer-Olkin measure of Sampling Adequacy		0.577
Bartlett's Test of Sphericity	Chi-Square	201.583
	Degrees of freedom	153
	Significance	0.000

Source: Computed Data

High value of Kaiser – Meyer – Olkin (KMO) test of sample adequacy (0.577) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is considered to be appropriate in this model.

The Bartlett's test of sphericity chi-square indicates the population correlation matrix. It is an intensity matrix. The test of statistics for sphericity is based on X^2 test, which is significant. The value is 201.583.

Findings of the KMO and Bartlett's test reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (0.577) and a significant Bartlett's test result. Hence factor analysis is attempted. Analysis of

motivating factors that influenced the decision to visit the religious tourism spot is made through rotated factor matrix which reveals that there are six major motivating factors that influenced the decision to visit the religious tourism spot. The findings of the rotated factor analysis on the motivating factors that influenced the decision to visit the religious tourism spot are presented

**Rotated Factor Matrix for motivating factors that influenced the decision
to visit the religious tourism spot**

Sl. No	Factor s	F1	F2	F3	F4	F5	F6	h^2
1.	VAR00010	.860	.136	.057	.156	.041	.018	.565
2.	VAR00009	.704	.385	.077	.100	.109	.145	.584
3.	VAR00011	.686	.085	.134	.065	.131	.072	.523
4.	VAR00013	.557	.217	.101	.238	.074	.051	.936
5.	VAR00008	.529	.084	.072	.013	.261	.130	.946
6.	VAR00017	.084	.956	.036	.136	.039	.051	.652
7.	VAR00014	.155	.884	.015	.086	.095	.041	.692
8.	VAR00007	.044	.049	.808	.103	.324	.165	.788
9.	VAR00016	.228	.009	.786	.095	.006	.276	.523
10.	VAR00005	.145	.375	.051	.841	.097	.233	.527
11.	VAR00006	.069	.126	.013	.710	.114	.164	.593
12.	VAR00015	.046	.026	.104	.263	.895	.252	.595
13.	VAR00012	.225	.105	.075	.101	.817	.072	.755
14.	VAR00001	.058	.026	.192	.120	.626	.216	.800
15.	VAR00003	.092	.017	.139	.023	.115	.744	.751

NormalizationSource : Primary Data

The above table exhibits the rotated factor loading for the eighteen statements

(variables) of motivating factors that influenced the decision to visit the religious tourism spot. It is clear from table that all the eighteen statements have been extracted into six factors.

FACTORS MOTIVATING TOURISTS TO VISIT

In order to apply factor analysis, the basic assumption to be satisfied is the factorability of the correlation matrix. KMO measures of sampling sufficiency and the Bartlett's test of sphericity determine the factorability of the correlation matrix. The results of the calculation are presented below.

Table
KMO and Bartlett's Test for Motivating Tourists to Visit

Kaiser-Meyer-Olkin measure of Sampling Adequacy		0.779
Bartlett's Test of Sphericity	Chi-Square	1338.06
	Degrees of freedom	47
	Significance	0.000

Source: Computed Data

High value of Kaiser – Meyer – Olkin (KMO) test of sample adequacy (0.779) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is measured to be appropriate in this model. The Bartlett's test of sphericity chi-square indicates the population correlation matrix. The test of statistics for sphericity is based on X2 test, which is significant. The value is 1338.06.

The findings of the rotated factor analysis on the motivating tourists to visit are presented in Table .

Table
Rotated Factor Matrix for Motivating Tourists to Visit

S.No	Factors	F1	F2	H ²
1	To complete devoted responsibility	.802	.269	.822
2	Peace of mind	.789	.167	.850
3	Devotional wisdom	.785	.240	.589
4	Compulsion of family member	.783	.245	.665
5	Trip organized by working institution	.779	.356	.703
6	To spent the holidays	.766	.279	.756
7	Occasional visit at the time of business trip	.744	.260	.695
8	Personal interest	.733	.303	.598
9	Through magazine and news paper	.714	.210	.622
10	Historical importance of the place	.701	.233	.627
11	Attractiveness of the environment	.663	.119	.669
12	Availability of Dharshan Time	.654	.478	.645
13	Not Allowing Other religion People	.651	.424	.654
14	Overcrowding on Festival	.229	.833	.681
15	Tourist friendliness of authorities	.371	.736	.734
16	Peaceful atmosphere	.240	.733	.731
17	Shopping facilities	.125	.730	.713

The above table exhibits the rotated factor loading for the seventeen one statements (variables) of motivating tourists to visit. It is clear from table that all the seventeen one statements have been extracted into three factors.

Table
Motivating Tourists to Visit – Factor Wise Analysis

S.No	Factors	Eign Value	Percentage of Variance	Cumulative Percentage of variance
1	Efficiency and Planning	6.709	36.186	37.186
2	Career planning and development	3.446	21.696	57.882

Source: Computed Data

The first two important factors are the major factors of motivating tourists to visit are efficiency and productivity factors and career planning and development factors since its Eigen values are 6.709 and 3.446 respectively. The per cent of variation explained by these two factors are 36.186 and 21.696 per cent respectively

VARIABLES IN EFFICIENCY AND CAREER PLANNING AND DEVELOPMENT AND ITS RELIABILITY

The overall reliability of the variables in this factor has been estimated with the help of coronach alpha. The results are known in Table

S.No	Variables	Factors loading	Communality	Cronbach's Alpha
1	To complete devoted responsibility	.802	.822	0.765
2	Peace of mind	.789	.850	
3	Devotional wisdom	.785	.589	
4	Compulsion of family member	.783	.665	
5	Trip organized by working institution	.779	.703	
6	To spent the holidays	.766	.756	
7	Occasional visit at the time of business trip	.744	.695	
8	Personal interest	.733	.598	
9	Through magazine and news paper	.714	.622	
10	Historical importance of the place	.701	.627	
11	Attractiveness of the environment	.663	.669	
12	Availability of Dharshan Time	.654	.645	
13	Not Allowing Other religion People	.651	.654	

Variables in Career Planning and Development Factor and its Reliability

The overall reliability have been tested with the help of Cronbach Alpha. The results are given in Table

Table
Career Planning and Development factor

S.No	Variables	Factors loading	Communality	Cronbach's Alpha
1	Overcrowding on Festival	.833	.681	.709
2	Tourist friendliness of authorities	.736	.734	
3	Peaceful atmosphere	.733	.731	
4	Shopping facilities	.730	.713	

Source: Computed Data

The factor loading of the variables in the career planning and development factor varies from 0.574 to 0.833. The higher communality value is noticed in the case of performance appraisal evaluation methods followed by the motivating tourists to visit are effective since its value is 0.734

Conclusion

Sankaranarayanan temple is one such an ancient temple in sankarankovil. From the study it is very much clear that, the devotees comes to the temple with personal interest mostly to fulfill their religious obligations and for peace of mind and some of them are occasionally visit the temple in order to see the historical importance. Some notable special pooja is frequently happening in the temple like pirathosam, bairavar pooja, special pooja for navagraha sannathi and some special days for guru, sanipagavan etc., in that special days more number of devotees come to the temple than normal days. Mostly local people and people from nearby villages come to that kind of special pooja. In those special days the devotees bring some objects with them to provide for that particular pooja like bindi, flowers, oil, candle wick, sesame seeds, kanmalar etc., after completion of pooja if they put the remaining objects, plastic covers here and there then this will pollute the internal environment of the temple. So devotees must put the waste in the proper box which is placed within the temple premises for that. Because most of the respondent says that they prefer to keep internal environment of the temple to be clean.