

## A GEOGRAPHICAL STUDY OF MARKANDEYA PILGRIMAGE SITE IN GADCHIROLI DISTRICT USING THE SATISFACTION INDEX

<sup>1</sup>Dr. Vishal S. Moon, <sup>2</sup>Dr. J. M. Shivankar

Associate Professor, Dept. of Geography, Sahkarbhushan S. K. Patil College, Kurundwad

Assistant Professor, Dept. of Geography, Yashwantrao Chavan (K.M.C.) College, Kolhapur

Article Info	ABSTRACT
<p><b>Article History:</b> Received: 31<sup>st</sup> Dec 2025 Accepted: 15<sup>th</sup> Jan 2026 Published: 22<sup>nd</sup> Jan 2026</p>	<p>India has a population of various castes, religions and sects. Places of holy religion have been created in such rich religious heritage places and temples of various religions such as temples, mosques, churches, Buddhist stupas and temples of other gods and goddesses have been built and tourists visit them. Such religious places have developed to a large extent in India. Many Indian citizens are seen visiting their religious places as well as other religious places with great devotion. This place sees an increase in the number of tourists during festivals. Present research paper reveals the geographical analysis of Markandeya pilgrimage site in Gadchiroli district with the help of satisfaction index.</p>
<p><b>Keywords:</b> <i>Markandey, pilgrimage, religious, satisfaction index</i></p>	

Copyright © 2026 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**How to Cite:** Moon, V. S., & Shivankar, J. M. (2026). A Geographical Study of Markandeya Pilgrimage Site in Gadchiroli District Using the Satisfaction Index. IIP: International Multidisciplinary Research Journal (IIPIMRJ), 3(1), 331-337.

## Introduction

The effect of religious tourism places in Gadchiroli district on human characteristics is found. The people of this place are tolerant and the festivals celebrated here are conducted very peacefully. Similarly, during the festival, the locals get a large amount of employment as well as means of self-employment. The present research paper is based on the analysis of tourist's satisfaction index of tourism management in Markandey temple in Gadchiroli district.

## Objectives

The objectives of the present research are as follows.

- 1) Determining the satisfaction index of tourists regarding tourism management
- 2) Ranking tourist satisfaction indices

## Data Source and Methodology

The present research paper is completed on the basis of primary data. A questionnaire was filled by every 50 tourists visiting the Markandeya temple and a satisfaction index was calculated from it. Six factors such as accommodation, travel, food, sightseeing, citizen's cooperation and other facilities like drinking water facilities, toilets, sanitation, mobile range etc. have been taken into account while calculating the tourist satisfaction index. These six elements are divided into three parts each to score each element according to its arrangement. 8 to 10 points for excellent, 5 to 7 points for good and 1 to 4 points for satisfactory are given by tourists.

The following formula has been used to calculate the satisfaction index.

$$Sli = \frac{Mi \times Ni}{N}$$

Sli = Tourist Satisfaction Index,

Mi = Number of Tourists Scoring According to Quality,

Ni = Average Satisfaction Score,

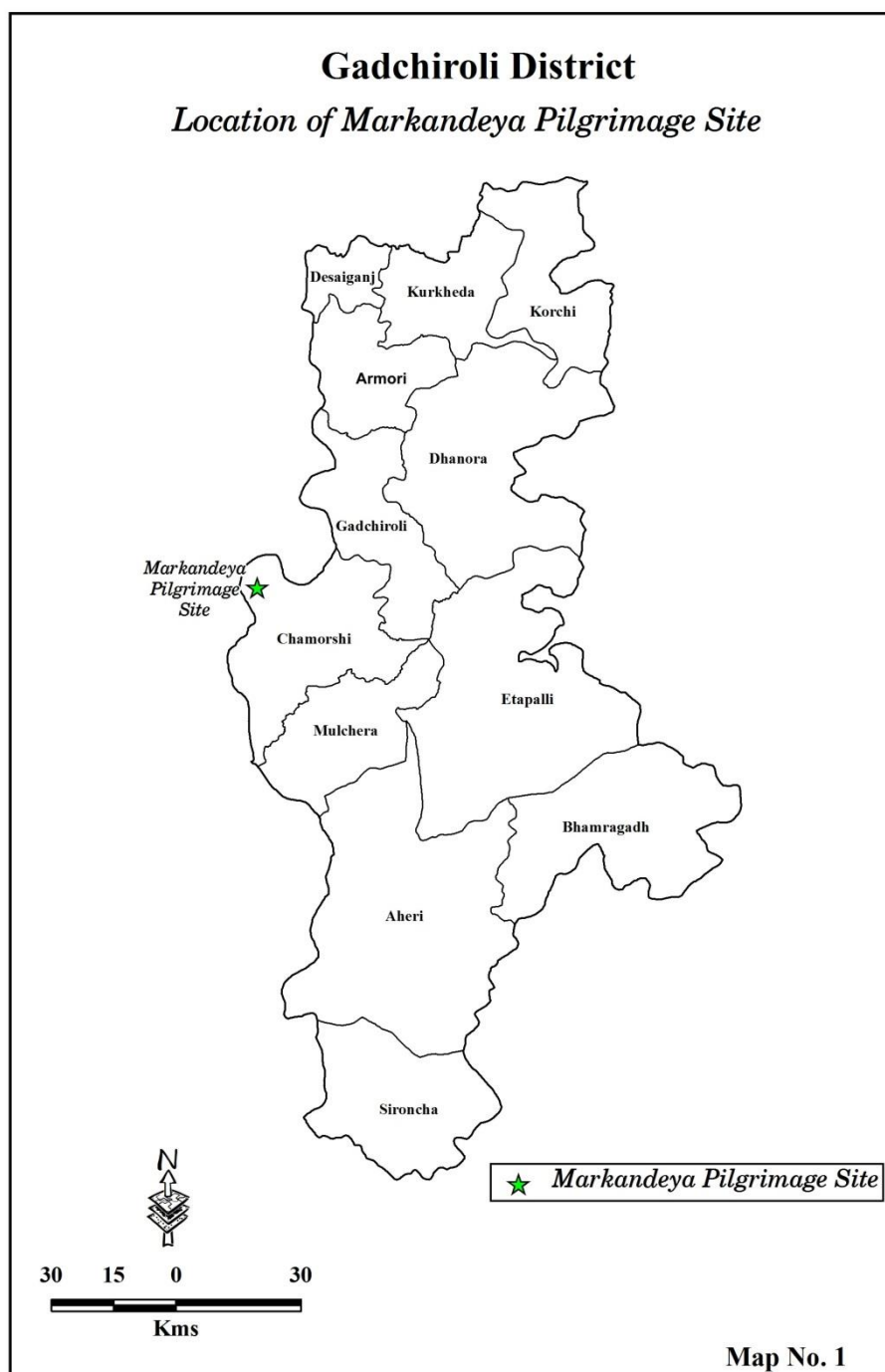
N = Total Number of Tourists.

The statistics obtained are shown in the table. Also its distribution is also done by graph.

## Study Area

Markandeya pilgrimage site is located in Ekvel village of Chamorshi tehsil of Gadchiroli district and its latitude extension is 19°59'59" north latitude and longitude position is 79°51'36" east longitude. This temple is found to be located at an altitude of

180 meters above sea level.



### About Markandeya Pilgrimage Site

Markandeya Temple in Gadchiroli district is one of the religious tourist places and this temple was made famous by General Carnig Ham. Hemandapanti is a feature of Yadav era's past glory. Marathi inscription of Krishnadev Yadav's reign is available at this place. A villa has 24 small and big temples and 18 of them are standing, of which the temple of Markandeshwar is the main one. The temple faces east and has entrances in all directions.

In front of each door there is a post-like mandap. The main mandap of each temple has a total of four sections namely hall space and sanctum sanctorum. Markandeya Devalaya Abhinav is an example of fine sculptural beauty and the assembly hall of Nandikeshwar temple in this temple group was based on 16 pillars.

This Diwali sign became due to lightning strike but the Murukuleshwar temple is in good condition at present. The main shrine of the Markandeya temple group is Markandeya and hence the name given to this temple group. Earlier, when Sage Markandeya came to this place for a stay at an advanced age, at the time of his death, he came to court Amrit, he hugged the 'Pind' of Shankara in the temple and kept chanting Shivstuti loudly and as a result, the life of Shiva devotees, that is, Sage Markandeya, did not take his life. That is, this temple belongs to the very ancient period.

### Satisfaction Index of Tourists

The following Table No.1 shows the number of tourists who rated excellent, good and satisfactory according to tourism management as mentioned in the questionnaire.

From the table, it can be seen that most of the tourists have given excellent marks to the travel arrangement and the support of the local citizens of this natural tourist destination, while the other arrangements have been given the least excellent marks by the least number of tourists.

**Table No.1**

#### Number Of Tourists Giving Ratings According To Tourism Management (Mi)

Elements of Tourism Management	Excellent	Good	Satisfactory
Residence	15	4	31
Travel	37	11	2
Food	22	5	23
Darshan	33	8	9
Citizen cooperation	42	8	0
Other arrangements (water, toilet, sanitation, mobile range etc.)	12	5	33

Source – Author (Field Survey)

The following table No.2 shows the average satisfaction score of the tourism system elements given by these tourists.

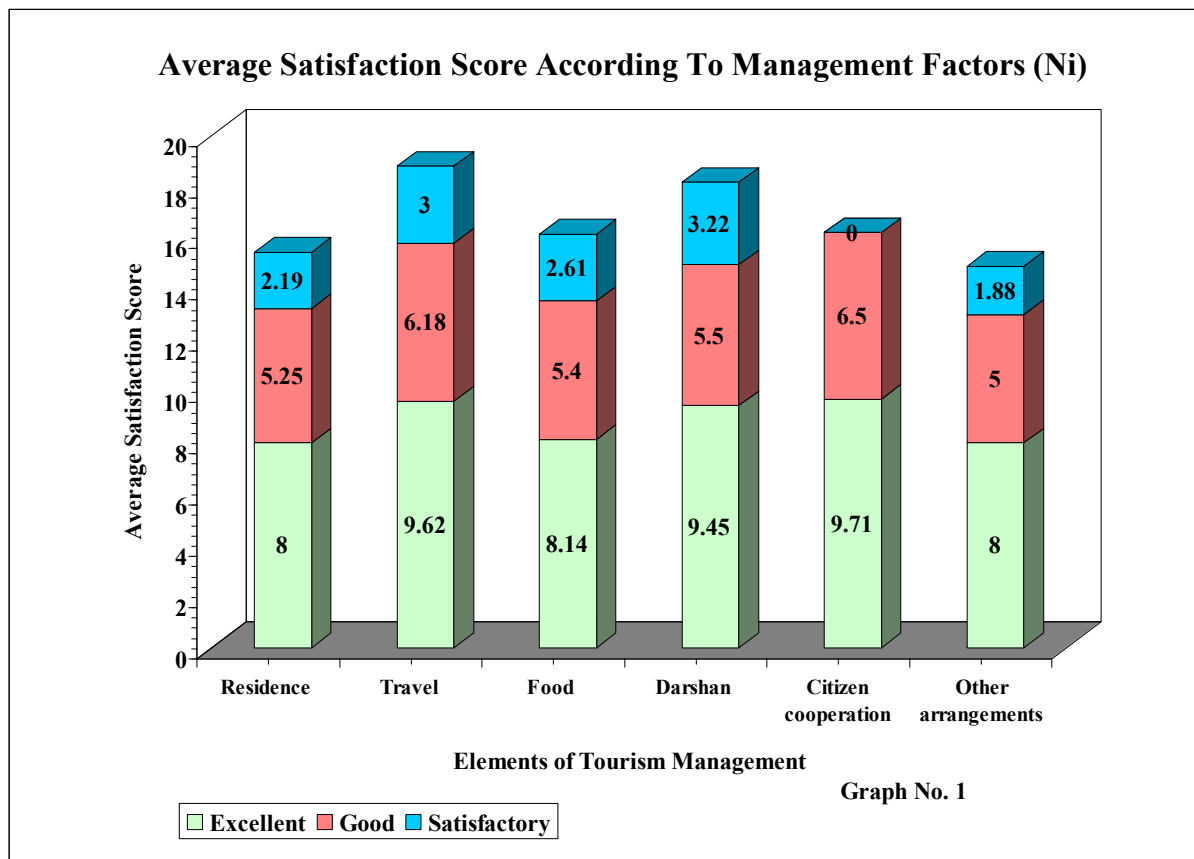
Table No.2

## Average Satisfaction Score According To Management Factors (Ni)

Elements of Tourism Management	Average Satisfaction Score		
	Excellent	Good	Satisfactory
Residence	8.00	5.25	2.19
Travel	9.62	6.18	3.00
Food	8.14	5.40	2.61
Darshan	9.45	5.50	3.22
Citizen cooperation	9.71	6.50	0.00
Other arrangements (water, toilet, sanitation, mobile range etc.)	8.00	5.00	1.88

Source – Author (Field Survey)

Among the 50 tourists who visited this religious tourist destination, maximum 42 tourists gave 8 to 10 marks to the support of the citizens, 37 to the travel arrangement and 33 to the darshan arrangement 8 to 10 marks. Hence the average satisfaction score for these three management factors is higher. The other three managements have low tourist numbers giving excellent marks. Also the tourists who give good and satisfactory marks have given low marks. That is why the average satisfaction score of these three systems is lower compared to the elements of citizen cooperation and travel system.



Based on the formula with the help of the above two tables the factor wise satisfaction index of the management of this religious tourist site is shown in Table No.3.

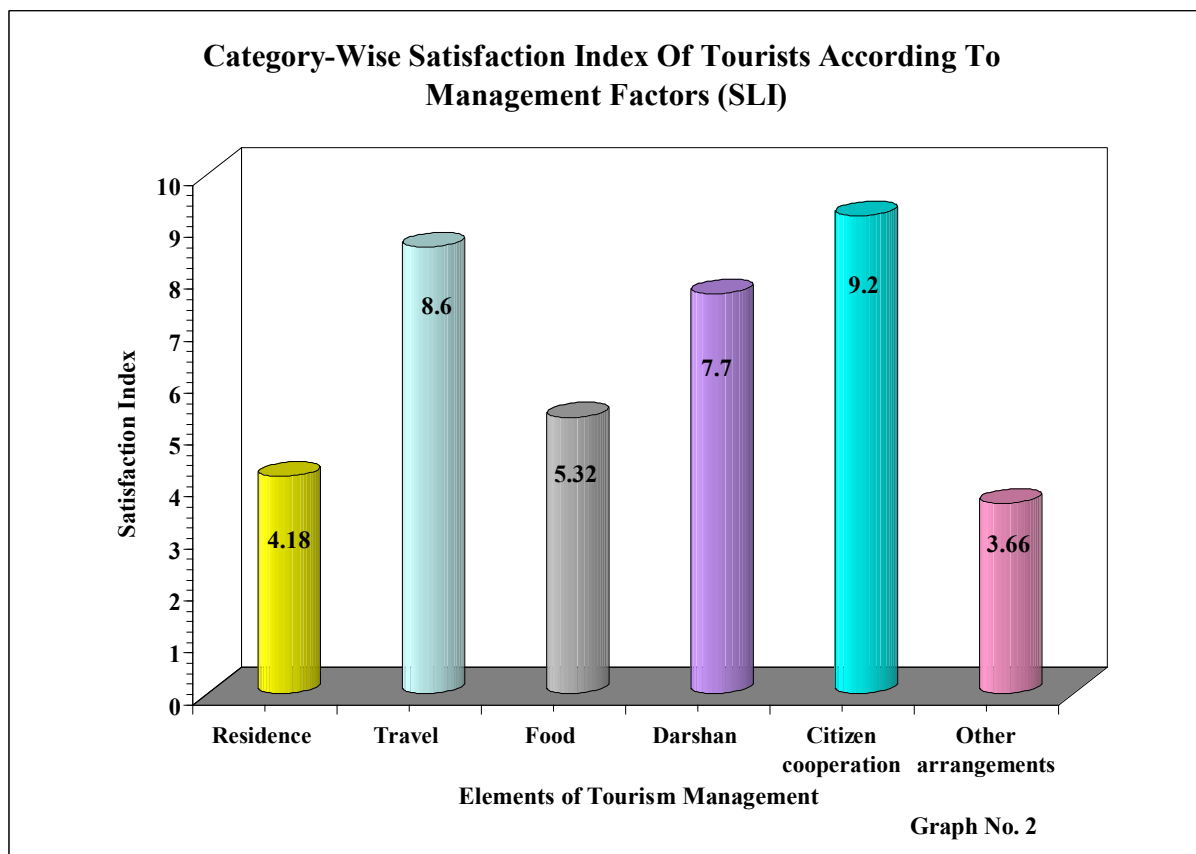
Table No.3

**Category-Wise Satisfaction Index of Tourists According To Management Factors  
(Sli)**

<b>Elements of Tourism Management</b>	<b>Satisfaction Index</b>	<b>Rank</b>
Residence	4.18	5
Travel	8.6	2
Food	5.32	4
Darshan	7.7	3
Citizen cooperation	9.2	1
Other arrangements (water, toilet, sanitation, mobile range etc.)	3.66	6

Source – Author (Field Survey)

From the satisfaction index of the presented table, it can be seen that the element of cooperation of citizens in Markandeya Devasthan, a religious tourist destination, has been given the first rank. Tourists are most satisfied with the arrangement of citizens and their support. Tourists are found to be more satisfied with the help they receive from local citizens from time to time. After that, the travel arrangement to reach this place is given second rank by the tourists. This factor is given second rank as the transport accessibility is developed to reach this tourist destination.



Also, the darshan system here is given the third category. The food system satisfaction index here is the fourth highest. The tourist is less satisfied as the food here is properly limited and the choices are limited.

The accommodation system in this place is given fifth grade and the other system is given sixth grade. There is no accommodation facility available in this place and tourists have to arrange accommodation in the surrounding area, so tourists are less satisfied with this arrangement due to their inconvenience. In other systems, the sixth category i.e. the lowest preference given by the tourists is that the range of mobile phones is low and the cleanliness of the toilets is low.

### **Conclusions and Suggestions**

Many of the temples in the Markandeya Devalaya group are on the verge of destruction with the passage of time and are found to be in a very dilapidated state. The temple here has been torn down and it can be seen that the government has neglected this place. Therefore, if the local administration and government pay more attention to this place and develop it, it will become famous as a great religious tourist destination.

The cooperation of the citizens at these tourist places likes this system and tourists are somewhat dissatisfied with other systems. These tourist destinations can be further developed by improving other systems.

### **References**

- 1) Board of Indian History Researchers, (1929), Year 19, Quarterly, Issue 03, Pp 85-88.
- 2) Gadchiroli District Gazetteer (2009), Darshnik Department, Maharashtra State, Mumbai
- 3) <https://gadchiroli.nic.in>
- 4) Phunde Prof. Ravindra (2006), "Geographical Study of Chandpur Tourist Place", Geography Research Bulletin Issue – 1, Deccan Geography Society, Pune. Pp 59-69.
- 5) Sovani Madhukar Vishnu, (1983), "Kalamudras of Maharashtra," Publisher - Nitin Prakashan, Pune