

Assessment of Tourist Satisfaction Index at Siddhnath Temple, Mhaswad

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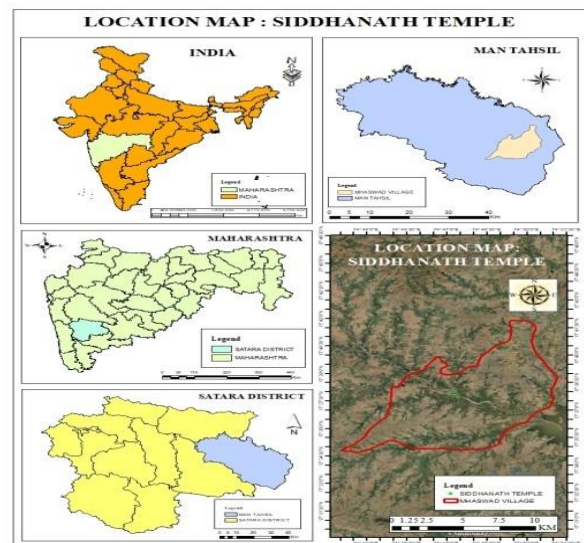
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Article Info	ABSTRACT
Article History: Received: 15th Dec 2025 Accepted: 19th Dec 2025 Published: 20th Dec 2025	This study evaluates tourist satisfaction at Siddhnath Temple in Mhaswad, Satara district, using the Satisfaction Index method (Parasuraman, Zeithaml, & Berry, 1988; Baker & Crompton, 2000). Data from 35 respondents shows varied satisfaction levels regarding transport, safety, food, and accommodation. While the spiritual experience remains the main attraction, infrastructural improvements are needed to enhance satisfaction and repeat visits (Shinde, 2010; Nolan & Nolan, 1992). Guest houses are the most preferred accommodation (34%), followed by rental properties (25.71%). Cleanliness and hygiene received high ratings, with 34.28% rating them as excellent (Cohen & Avieli, 2004). Security and safety were rated excellent by 34.28% and good by 31.42% (Pizam & Mansfeld, 2006). Food availability was largely considered good (42.85%), showing moderate satisfaction with local food services (Baker & Crompton, 2000; Shinde, 2010). The findings highlight that while temple-related services are adequate, support facilities like lodging, food, and parking require improvement. Addressing these gaps can enhance the overall pilgrimage experience and promote sustainable tourism.
Keywords: Pilgrimage Tourism, Tourism Infrastructure, Tourist Satisfaction	
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INTRODUCTION

Religious destinations attract tourists not only for spiritual fulfilment but also for experiential and cultural values, a trend noted across global pilgrimage studies (Nolan & Nolan, 1992; Rinschede, 1992). The Siddhnath Temple, known for its annual Yatra and distinctive Hemadpanthi architectural style, attracts thousands of pilgrims every year. Assessing tourist satisfaction is essential for understanding visitor expectations and identifying gaps in tourism services. Similar studies in India emphasize that improving basic facilities, accessibility, and visitor management significantly enhances the pilgrimage experience (Shinde, 2010; Singh, 2002). Strengthening these aspects can help transform Mhaswad into a well-equipped and sustainable pilgrimage destination.

Study Area: Siddhnath Temple, located at Mhaswad in Maan Taluka of Satara District, is a major pilgrimage centre dedicated to Lord Siddhnath, a form of Lord Shiva. The temple lies on the left bank of the Manganga River at about 650–670 metres elevation in a semi-arid Deccan plateau region known for low and irregular rainfall. The area features undulating plains, black-cotton soil, and agriculture supported by river and tank irrigation. The annual Siddhnath Yatra attracts thousands of devotees and supports local livelihoods through religious activities, markets, and tourism services. Surrounding shops, rest houses, and eateries provide facilities for visitors and generate employment. According to the 2011 Census, Mhaswad has a population of 24,120 residing in around 4,812 households



OBJECTIVES

1. To assess tourist satisfaction and compute satisfaction indices for major facilities at Siddhnath Temple.
2. To identify infrastructure gaps and suggest measures to improve the tourist experience.

Methodology:

The study employed a quantitative approach to assess tourist satisfaction at Siddhnath Temple, with a **sample size of 35 respondents**. Primary data were collected through **on-site surveys and structured interviews** to capture visitors' perceptions of various tourism facilities. The **Satisfaction Index (Sti) formula** was used to quantify satisfaction, calculated as $Sti = \frac{\sum (M_i \cdot N_i)}{N}$, where M_i represents the value assigned to each satisfaction level, N_i is the frequency of respondents at that level, and N is the total number of respondents. This approach enabled a systematic assessment of facility-wise satisfaction and helped identify areas that require improvement to enhance the overall pilgrimage experience.

Accommodation Facility:

Accommodation plays an important role in determining the comfort and overall satisfaction of tourists visiting Siddhnath Temple, as visitor experience is closely linked to the quality and availability of stay facilities (Cooper et al., 2008; Singh, 2002). The data collected from 35 respondents highlights the different types of stay options used by visitors during their trip, supporting the idea that diverse accommodation choices help enhance overall pilgrimage satisfaction (Shinde, 2010; Nolan & Nolan, 1992).

The analysis shows that guest houses are

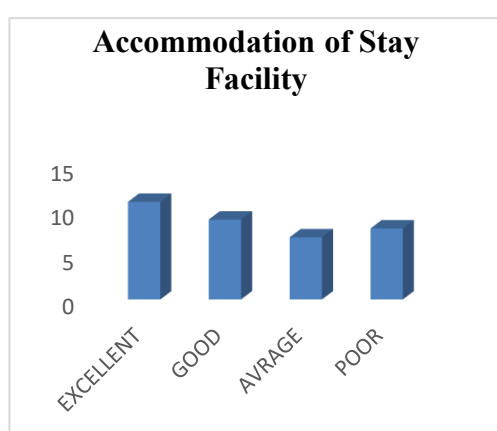


Table-1 Accommodation Facility

Facility	No of Stay	%
Hotel	4	11.42
Gest House	12	34
Rental Property	9	25.71
Hostel	4	11.42
Home Of Pujari	6	17
Total	35	100
Source- Computed by researcher		

Table-2 Accommodation of Stay Facility

Accommodation of Stay	No of Respondent	%
Excellent	11	31.42
Good	9	25.71
Average	7	20.00
Poor	8	23
Total	35	100
Source- Computed by researcher		

the most preferred option (34%), suggesting better accessibility and affordability. Rental properties follow at 25.71%, indicating a preference for flexible or family-friendly stays. Pujari homes account for 17%, showing the importance of traditional and community-based hospitality. Hotels and hostels, each at 11.42%, reflect limited use of formal accommodation in the area. This

pattern suggests visitors lean toward economical and culturally rooted lodging options. Overall, the data highlights the need to diversify and improve accommodation facilities to enhance the pilgrimage experience in Mhaswad.

Cleanees And Hygiene Facility

Cleanliness and hygiene are essential components of a positive tourism experience, especially in pilgrimage destinations where large numbers of visitors gather. The data collected from 35 respondents provides an understanding of how tourists perceive the cleanliness standards at Siddhnath Temple and its surrounding facilities.

The analysis shows that 34.28% of tourists rated the cleanliness and hygiene as excellent, indicating that a significant portion of visitors are satisfied with the overall

Table-3 Cleanees And Hygiene Facility

Cleanliness And Hygiene	No of Respondent	%
Excellent	12	34.28
Good	10	28.57
Average	9	26
Poor	4	11
Total	35	100
Source- Computed by researcher		

maintenance. Another 28.57% rated it as good, suggesting that many tourists find the environment reasonably well-kept. Meanwhile, 26% of respondents marked the facilities as average, reflecting moderate satisfaction but pointing to areas needing improvement. A smaller share, 11%, rated the cleanliness as poor, highlighting specific gaps in sanitation services or maintenance efforts.

Security and Safety Facility

Security and safety are critical components of a positive tourist experience, especially at pilgrimage destinations where large crowds gather, as highlighted by global tourism studies (Pizam & Mansfeld, 2006; Hall et al., 2003). Evaluating visitor perceptions helps understand the effectiveness of existing safety measures and identifies areas that require improvement to ensure a secure environment for all tourists, a concern emphasized in research on visitor management and risk reduction in religious tourism (Shinde, 2010; Ritchie, 2009).

The data from 35 respondents shows that 34.28% rated the security and safety arrangements as excellent, indicating a strong sense of protection among many visitors. Another 31.42% rated the facilities as good, suggesting that a significant number of tourists feel reasonably secure during their visit. Meanwhile, 22.85% marked the security as average, reflecting moderate satisfaction and pointing towards the need for minor improvements. A smaller portion, 11.42%, rated the security as poor, highlighting gaps that may require better crowd management, surveillance, or emergency response systems.

Food Availability Facility

Food availability is an important aspect of tourist satisfaction, especially in pilgrimage destinations where visitors often stay for extended periods, as highlighted in tourism service quality studies (Baker & Crompton, 2000; Quintal & Polczynski, 2010). Assessing tourists' perceptions of

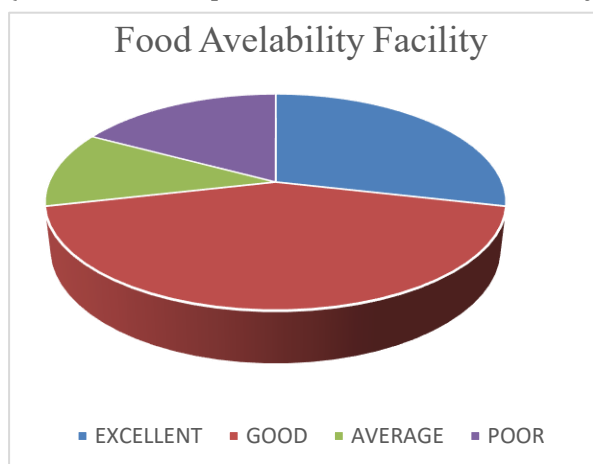


Table-5 Food Availability Facility

Food Availability	No of Respondents	%
Excellent	10	29
Good	15	42.85
Average	4	11.42
Poor	6	17.14
Total	35	100
Source- Computed by researcher		

food quality and accessibility helps determine how well the local food services meet visitor expectations, a key factor

emphasized in hospitality and religious tourism research (Shinde, 2010; Cohen & Avieli, 2004).

The data collected from 35 respondents shows that 42.85% rated food availability as good, indicating that a large portion of tourists are satisfied with the food options offered near Siddhnath

Temple. Another 29% rated the facility as excellent, suggesting that many visitors found the food services to be convenient, adequate, and meeting their needs. Meanwhile, 11.42% considered the food availability average, pointing toward moderate satisfaction

and minor gaps in quality or variety. However, 17.14% rated it as poor, highlighting concerns related to limited choices, hygiene issues, or inconsistent service.

Satisfaction Index

Evaluating visitor satisfaction across different facilities helps understand the strengths and weaknesses of tourism services at Siddhnath Temple, a process emphasized in tourism service quality and destination management studies (Parasuraman et al., 1988; Baker & Crompton, 2000). The following data reflects tourists' perceptions of key amenities essential for a comfortable pilgrimage experience, aligning with research that highlights the importance of facility-based evaluations in improving religious tourism destinations (Shinde, 2010; Nolan & Nolan, 1992).

Table- 6 Satisfaction Index	
Facility	Satisfaction Status
Transportation	Satisfactory
Drinking Water	Moderate
Personal Safety	Good
Darshan Service	Good
Food/Hotel	Need Improvement
Lodging	Poor
Parking	Unsatisfactory
Source- Computed by researcher	

The evaluation of facilities at Siddhnath Temple shows that transportation is satisfactory, while drinking water is moderate, reflecting basic availability but inconsistent quality. Personal safety and Darshan services are rated good, indicating effective management and smooth temple entry. In contrast, food and hotel services need improvement, lodging is poor, and parking is unsatisfactory, highlighting gaps in hygiene, accommodation, and space management. Overall, while core temple services are adequate, support facilities require improvement to enhance the overall tourist experience.

Conclusion:

The study assessed tourist satisfaction at Siddhnath Temple, Mhaswad, finding that while the spiritual experience and core temple services like personal safety and Darshan were rated well, significant gaps exist in supporting infrastructure. Specifically, lodging was rated poor, and parking was deemed unsatisfactory. Food and hotel services also require improvement. The data, based on 35 respondents, suggests that improving these facilities—accommodation, food, and parking—is essential to enhance the overall pilgrimage experience and promote sustainable tourism in the region.

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