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Impact of tourism industry development in Coimbatore city

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Abstract

This article coins how tourism sector is significant for Indian economy. Developing city like Coimbatore tourism has become one of the major sectors of the economy, contributing to a large proportion to GDP and employment opportunities. Tourism is one of the fastest growing service industries in the country with great potentials for its further expansion and diversification. Tourism industry plays a major role in any country's economic development. It helps significantly to the country for creating the employment opportunities to the large number of people. Moreover, it is also one of the important engines to attract more foreign exchanges with its potential. We need to concentrate to have liberal policies, relaxation in taxes, comprehensive package and so on to influence tourist and foreign investment. There is also a need to increase the government's role to make India flourishing in tourism and established in the global market. India has rich source in tourism for the establishment of the brand. Of course India has been launched the Incredible India to make tourism better.

Keywords: Tourism development, Coimbatore city, implementation, service, safety, tourist satisfaction, Coimbatore tourism

Introduction

India has a remarkable growth of tourism over the last 25 years and it is one of the most incredible economic changes. Tourism activity has long lasting socio-economic impacts on the host economy and community. Now in India tourism is the large service industry with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment.

Impact of Tourism Industry in India

The excellence of the environment, both natural and man-made, is indispensable to tourism and its relationship with the environment is complex. It involves numerous activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas.

The negative impacts of tourism development can slowly destroy the environmental resources on which it depends. On the other hand, tourism has the latent to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and increase their economic importance. Tourism in India has registered momentous growth in the recent years and the country has incredible potential to become a major global tourist destination.

Tourist Attractions in India: India provide lavish treatment to all visitors, no matter where they come from. Tourists are attracted by its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals. Also include attractions like beautiful beaches, forests and wild life and landscapes for Eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage, trains and hotels. The main attraction for the tourists is heritage tourism including Ayurveda, Yoga, natural health resorts and hill stations.

Coimbatore City, the second largest in the State, is the District Headquarters of Coimbatore District. It is 510 kms from the State Capital Chennai. This district is along the Western Ghats and the wind through the Palghat Gap makes this city to have a pleasant climate most part of the year. It was called as Kongunadu and now it is locally called Kovai in short.

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This was a village before earlier period ruled by the Tribal chieftans called Koyan or Kovan. Then followed the Karikala Cholan and after him it was ruled by the kings of Rashtrakudas, Chalukyas, Pandyas, Hoyasalas and Vijayanagar.

Review of Literature

Ganesan G. and Chandrasekar Rao. K (2006) conducted a study on "Performance of TamilNadu Tourism Industry" analyzed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. They found out that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to heritage and medical tourism, Tamil Nadu tourism sector contributed to the development of allied industries like hotel and transport industries etc.

R. Rajesh (2013) have conducted a study on "Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model" The impact of tourist perception, destination image and satisfaction on loyalty has been trendy research topic in tourism research. It is very important to determine the destination image while taking decisions for strategic marketing of tourism destinations. The aim of the study is the impact of tourist perceptions, destination image and satisfaction on tourist loyalty, to analysis the components, attributes and factors influence of the tourist perception, and destination image; to examine the attributes of tourist satisfaction and to expose the determinants of destination loyalty. Conclude that study the antecedents of tourist perception, destination image, tourist satisfaction and destination loyalty may provide insight in the process of creating destination loyalty at both construct and indicator level. This study developed a holistic model for destination loyalty. The model is built with help of five constructs. The construct are pre trip image, post trip image, destination image, tourist satisfaction and destination loyalty. This study is analysis the components, attributes, factor influence tourist perception, destination image, tourist satisfaction and destination loyalty.

Objectives of the Study

- To know the Impact of tourism industry development in India.
- To exhibit the perception related to factors stimulating to choosing a tourist place.
- To know the places according to people's choice to Coimbatore city.
- To analyse the positive impact of tourism industry in Coimbatore and also understand the opportunities in tourism industry

Preparation of Questionnaire

The primary data are those which are collected fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data in surveys and descriptive researches. In this study, the

researcher has taken the effort to frame a questionnaire after discussion with few tourist visitors. Finally, the questionnaire was designed which comprises of 45 questions, out of this 8 questions are based on the demographic profile and the rest are related to various other aspects of impact of tourism development.

sampling and collection of data

It refers to the number of customers selected from the universe to constitute a sample. The researchers have circulated 93 questionnaires to selected sample respondents and received back 85 filled questionnaires. But 10 questionnaires were unusable due to missing of complete information. Hence the sample size is 75. Since the researcher has taken only Coimbatore city sample size is not beyond 75.

Data Analysis

The researcher used four important tools to analyze the data after entering, coding and grouping data simple percentage for multiple responses and Factor analysis are used for analysis in this research work.

Table 1: Demographic Profile of Impact of Tourism Industry Development in Coimbatore City

Age	Frequency	Percent
Below 30 years	62	82.7
31-40 years	9	12.0
41-50	2	2.7
Above 50 years	2	2.7
Total	75	100.0
Gender	Frequency	Percent
Male	33	44
Female	42	56
Total	75	100
Religion	Frequency	Percentage
Hindu	59	78.7
Muslim	7	9.3
Christian	9	12
Total	75	100
Nationality	Frequency	Percentage
Indian	60	80.00
Foreign	15	20.00
Total	75	100

Source: Primary Data

From the above table, it is inferred that a majority of 82.7% of the respondents belong to below 30 years category, 12% of the respondents belong to 31-40 years category, 2.7% of the respondents fall under the category of 41-50 years and 2.7% of the respondents belong to above 50 years category with respect to their age.

From the above table, it is inferred that a majority of 56% of the respondents are female and the rest of 44% are male. From the above table it is inferred that majority of the respondents 78.7% belong to the religion Hindu, and 9.3% are Muslims and 12% of the respondents are Christians.

From the table it is inferred that majority of tourists who visit Coimbatore are Indian with a percentage of 80% and 20% of respondents belong to other countries.

Table 2: Multiple Responses of Resondents on Common Purpose of Trip

Common purpose of trip	Frequency	Percentage	Percent of cases	Rank
On vacation	61	46.2%	81.3%	I
On Business	12	9.1%	16.0%	IV
Research	3	2.3%	4.0%	V
Religiosity of the respondents	18	13.6%	24.0%	III
Sightseeing of the respondents	35	26.5%	46.7%	II
Participating in yoga / meditation of the respondents	3	2.3%	4.0%	V
Total	132	100.0%	176.0%	

Source: Primary Data Sample size: 75 Cumulative frequency: 132

There are various purposes to go on a trip like enjoying weather, or visiting a religious place or just to enjoy vacation with family or also can be on a business. From the above table one can interpret that majority of people 81.3%

go on vacation, 46.7% purpose of trip is for sightseeing whereas 24% was religious tour, 16% on business 4% on research and participating in yoga.

Table 3: Multiple Responses of Respondents on Factors Influencing Tourist Places

Factors	Frequency	Percentage	Percent of cases	Rank
Good environment	52	34.9%	69.3%	I
Location	52	34.9%	69.3%	I
Popularity	29	19.5%	38.7%	II
Religious believes	16	10.7%	21.3%	III
Total	149	100.0%	198.7%	

Source: Primary data Sample size: 75 Cumulative frequency: 149

From the above table one can make out that respondents have equally agreed (69.3%) to the factors like good environment and location and 38.7% have agreed to the

factor popularity of a tourist place and the rest of 21.3% agree to the factor religious beliefs.

Table 4: Ratings of Places According To Peoples Choice

Places 0	1	2	3	4	5
Siruvani waterfalls	22 (29.3)	15 (20)	12 (16)	12 (16)	14 (18.7)
Perur Pateeshwara Temple	20 (26.6)	16 (21.33)	14 (18.66)	18 (24)	7 (9.33)
Isha Yoga(Dhyanalinga)	26 (34.66)	13 (17.33)	8 (10.66)	15 (20)	13 (17.33)
Singanallur lake	14 (18.7)	20 (26.6)	18 (18.66)	13 (17.33)	10 (13.33)
Maruthamalai Temple	26 (34.66)	14 (18.7)	7 (9.33)	15 (20)	13 (17.33)
Eachnari Temple	20 (26.6)	20 (26.6)	6 (8)	18 (24)	11 (14.6)
Vellingiri hill temple	22 (29.33)	16 (21.33)	8 (10.66)	12 (16)	17 (22.66)
Kovai kutralam	19 (25.33)	20 (26.6)	10 (13.33)	12 (16)	14 (18.7)

Source: Primary Data

From the above table it is inferred that 29.3% of the respondents have ranked Siruvani waterfalls number 1, 20% as number 2, 16% each as number 3 and 4, 18.7 % as number 5. 26.6% of people have agreed Perur Temple to be number 1, 21.33% of people has voted for number 2, 18.66% of people have selected number 3, 24% selected number 4 and 9.33% of people have selected number 5. 34.66% of respondents have selected number one for Isha Yoga, 17.33% selected number 2, 10.66% selected number 3, 20% selected number 4, 17.33% selected number 5. 18.7% of respondents selected number 1 for singanallur lake, 26.6%

chose number 2, 18.66% chose number 3, 17.33% chose number 4, 13.33% of people chose number 5. 34.665 of people chose number 1 for Maruthamalai temple and the minority of people chose number 3 that is 9.33%. Majority of respondents casted support for number 1 and 2 that is 26.6% and the least if the respondents chose number 3 that is 8%. Majority of people 29.33% Chose number 1 for Vellingiri hill temple and the minority of the respondents chose 10.66% number 3. Majority of people 26.6% chose number 2 for Kovai kutralam and the minority of the respondents chose 16% chose number 5.

Table 5: Attractions in Coimbatore

Reasons	1	2	3	4	5
Climate	32 (42.6)	9 (12)	6 (8)	9 (12)	19 (25.33)
Authentic food	22(29.33)	21(28)	11(14.66)	10(13.33)	11(14.66)
Architecture	14(18.66)	15(20)	26(34.66)	13(17.33)	7 (9.33)
Culture	23(30.66)	9(12)	11(14.66)	14(18.66)	18 (24)

Source: Primary Data

Coimbatore is famous for various reasons like climate, authentic food, architecture and its culture. People have selected based on their individual opinion. Majority of people that is 42.6% ranked Coimbatore number 1 for its

climate, 12% ranked it 2, 8% ranked it 3, 12% ranked 4 and 25.33% ranked it 5. Majority of people that is 29.33% ranked Coimbatore number 1 for its food, 28% ranked it 2, 14.66% ranked it 3, 13.33% ranked 4 and 14.66% ranked it

5. Majority of people that is 18.66% ranked Coimbatore number 1 for its architecture, 20% ranked it 2, 34.66% ranked it 3, 17.33% ranked 4 and 9.33% ranked it 5. Majority of people that is 30.66% ranked Coimbatore number 1 for its culture, 12% ranked it 2, 14.66% ranked it 3, 18.66% ranked 4 and 24% ranked it 5.

Table 6: Tourism Services In Coimbatore KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	841.075
	Df	190
	Sig.	.000

Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.632	38.161	38.161	7.632	38.161	38.161	3.649	18.244	18.244
2	1.916	9.582	47.743	1.916	9.582	47.743	3.003	15.016	33.260
3	1.659	8.295	56.038	1.659	8.295	56.038	2.817	14.085	47.344
4	1.353	6.766	62.804	1.353	6.766	62.804	2.163	10.816	58.160
5	1.162	5.810	68.614	1.162	5.810	68.614	2.091	10.454	68.614

Extraction Method: Principal Component Analysis.

The above two tables explain the result of factor analysis by employing principal components analysis with Varimax rotation method. The KMO and Bartlett's test showed the Kaiser Mayer Olkin measure of sampling adequacy value as 0.780 and the significance value is less than 0.001 which shows that the variables are statistically significant and the data reduction technique can be exercised to reduce into factors. From the above table, the researcher infer that 20 variables emerged as five groups based on the Eigen value more than 1 which altogether contribute nearly 68% to the services provides by tourism industry in Coimbatore.

From the component matrix values factor 1 comprising of 6 variables namely lighting facility(0.577), quality of road (0.724), position of sign boards (0.681), parking facility (0.822), adequate fuel facility (0.664) and availability of medical and first aid equipment (0.637) are considered and termed as "Necessities", and factor 2 consisting 4 variables namely poor security (0.605), cleanliness of bathroom and toilets (0.712), hygienic drinking water(0.783), quality accommodation (0.607) were put together and termed as "Sanitation". The third factor comprising of four variables namely availability of sitting places for pilgrims(0.564),

cleanliness of pilgrim spot (0.624), quality guest house by temple trust (0.746), entertainment and recreation option for kids (0.836) are grouped together as "Amenities". The forth factor comprises of two variables Quality of infrastructure (0.4) and discipline and cleanliness of environment (0.824) is together termed as "Infrastructure"

Therefore the researcher conducted that the first factor which includes 6 variables and termed "Necessities " is greatly contributing in explaining that people are well aware or in other words consider the variables in factor 1 to be very important tourist services In Coimbatore city. Due to shortage of time the researcher could not go for any further multivariate analysis to know which factor is more important and so on.

Table 8: Tourism and Its Impacts

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	337.542
	Df	45
	Sig.	.000

Table 9: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.269	42.695	42.695	4.269	42.695	42.695	2.674	26.735	26.735
2	1.673	16.730	59.425	1.673	16.730	59.425	2.245	22.447	49.182
3	1.104	11.042	70.467	1.104	11.042	70.467	2.128	21.285	70.467

Extraction Method: Principal Component Analysis.

The above two tables explain the result of factor analysis by employing principal components analysis with Varimax rotation method. The KMO and Bartlett's test showed the Kaiser Mayer Olkin measure of sampling adequacy value as 0.791 and the significance value is less than 0.001 which shows that the variables are statistically significant and the data reduction technique can be exercised to reduce into factors. From the above table, the researcher infer that 10 variables emerged as three groups based on the Eigen value more than 1 which altogether contribute nearly 70% to the impacts of tourism with special reference to Coimbatore city. From the rotated component matrix factor 1 comprising of 3 variables namely tourism helps conserving natural habitat (0.844), helps in in preserving vegetation (0.876) and

also helps in conservation of water and wildlife (0.782) are together termed as "Conservation" and factor 2 comprises of 3 variables namely tourism creates employment opportunities (0.797), Tourism generates income (0.821), it increases foreign exchange (0.798) together is termed as "Opportunities". Factor three comprises of four variables namely tourism creates business opportunities (0.552), culture and local custom attracts tourism (0.771), improves human interaction (0.602), heritage is protected (0.852) is together termed as "Attractions".

Therefore the researcher conducted that the third factor which includes 4 variables and termed "Attractions" is greatly contributing in explaining the impact of tourism among people tourist with special reference to Coimbatore city. Due to shortage of time the researcher could not go for

any further multivariate analysis to know which factor is more important and so on.

Findings

The researcher has traced out the following important findings from the study.

- 82.7% of the respondents are below 30 years
- There is no gender discrimination among the sample employees (44% and 66%)
- More than 78.7% of the respondents belong to the religion Hindu.
- Nearly 80% of the respondents are Indians.

Suggestions

- It would be better if government brings in improvements in sanitation facilities.
- Improvement in road facilities will bring more travellers from nearby states.

Conclusion

Thus to conclude, we can say that Indian tourism has a vast potential for generating employment and foreign exchange earnings. Since it is a multi-dimensional and service oriented industry all divisions of the Central and State governments, private sector and voluntary organizations become active partners in the attempt to attain sustainable growth in tourism of the country. The total number of foreign tourist arrivals in the country has augmented several times. It showed an increasing trend except few years during the study period. It denotes that the Indian government is giving attention both on the development of the tourism and linked almost all the known tourist spots by road, railway and civil aviation. The foreign exchange earnings of the country through tourism has increased more than seven times from 2000 to 2016. It proves that the economic, political and social amity has positive impact on the arrival and receipts of the tourist industry in countries.

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