



## Impact and Growth of Coimbatore Tourism

*Arun M*

Sri Krishna Adithya College of Arts and Sciences

### 1.1 INTRODUCTION:

India has had remarkable growth in 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 largest service industry, contributing 6.23% to the national GDP and providing 8.78% of the total employment.

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

The negative impacts of tourism development can slowly destroy the environmental resources on which it depends. On the other hand, tourism has the potential 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 noteworthy growth in recent years and the country has incredible potential to become a major global tourist destination

It communicates earlier and accesses the global market with a negotiable cost for new business. All process and value chains in the tourism, travel, hospitality and catering industries. In developing cities like Coimbatore tourism has become one of the major sectors of the economy, contributing to a large proportion of GDP and employment opportunities.

Coimbatore is referred to as the Manchester of South India. As per the statistical reports by Tamil Nadu Tourism Department, a total of 32,64,876 visitors visited Coimbatore in 2010 among which 32,30,196 are domestic travellers. Coimbatore stands in the tenth position concerning the average number of tourist arrivals in Tamil Nadu during the last five years. Coimbatore city has 1,200 rooms in three and five-star hotels, and about 2,000 lodging rooms. Even in peak seasons, the average occupancy rate is 80 per cent.

This article describes how the tourism sector is significant for the Indian economy. In developing cities like Coimbatore tourism has become one of the major sectors of the economy, contributing to a large proportion of GDP and employment opportunities. Tourism is one of the fastest-growing service industries in the country with great potential for its further expansion and diversification. The tourism industry plays a major role in any country's economic development.

It helps the country significantly in creating employment opportunities for the large number of people. There is also a need to increase the government's role to make India flourish in tourism and establish itself in the global market. India has a rich source of tourism for the establishment of the brand Of course India has launched Incredible India to make tourism better.

For developing countries, the advantages of tourism tend to be primarily monetary. A large-scale tourism industry prevents larger, more harmful Businesses from working off the land. Small tourist companies that reign on the land Ptops large capitalistic corporations from polluting the air or gentrifying people's homes.

The tourism industry encompasses many different travel areas, which allows the majority of a country's population to be employed.

These employment places include hotels, car rental agencies, restaurants, tour companies, souvenir shops, and equipment shops, among others Profit earned from tourism, can be reinvested into the country for better infrastructure, education, funding conservation Efforts and creating more responsible ways of touring.

### 1.2 OBJECTIVE OF THE STUDY:

- ❖ To know the social-economic characteristics of the respondent
- ❖ To examine the tourism experience in their mind
- ❖ To identify the preferences in the choosing destination

- ❖ To other suggestions

### **1.3 SCOPE OF STUDY:**

Today almost all countries of the world try to develop tourism because tourism can in turn develop any country. It is a challenge to the modern world economy. Tourism, which is a service industry highly labour intensive in a developing country like India. It contributes to the economic development of the area, creates huge employment opportunities provides an equitable distribution of wealth, helps to acquire the much-needed foreign exchange, brings out a speedy development and improvement of infrastructure facilities, helps in eradicating regional imbalances, improves the standard of living of the people, boosts up the local and cottage industries, promotes international understanding by bringing diverse people to face to face, and all helps in achieving a social, culture, political and educational understanding among the people. The study about cooperation and information is essential to make the findings the key area of the study is tourism place all around the city.

### **1.4 STATEMENT OF PROBLEM:**

Tourism is a highly developed economic activity. It is very useful for all countries Particularly underdeveloped ones. It is also for this reason that the central and state governments in India are taking a keen interest in the promotion of tourism. The development of tourism in a country helps to increase the national income, generate employment opportunities both directly and indirectly and increase social and cultural values. Tourism in India has the second largest foreign exchange earner, but its potential has not been exploited to the full. An integrated package of infrastructural facilities like water, power, road, rail and air transportation accommodation and other conveniences will promote tourism to a considerable extent. Tourism is not a single business but it involves many industries and a whole range of complex activities. In order to have a comprehensive practical programme and to derive the desired fruits of its implementation evaluation of various factors and elements in the tourism industry in India

### **1.5. RESEARCH METHODOLOGY:**

Research methodology is a way of systematically solving Research problems. Research methodology is a systematic method of or process of dealing with identifying problems, collecting facts or data, and analysing these data for the purpose of making a decision.

#### ❖ **RESEARCH DESIGN**

Research designs are often explained as an in-depth outline of how an investigation will happen. A research design will typically include how data is to be collected, what instruments will be employed, the instrument will be used and the intended means for analysing data collected.

This research study is descriptive research based on measures on the collection of primary This study applies to all or any of the research objectives, which are primarily based on questionnaires and scheduling methods.

#### ❖ **DESCRIPTIVE RESEARCH**

The type of research used in this project is descriptive in nature. The main goal of this type is to describe the data and characteristics about what is being studied. Descriptive research is the exploration of the prevailing certain phenomena. The design of the present project is a descriptive type of conclusive one.

#### ❖ **AREA OF STUDY:**

The research is done within the Coimbatore district. The population is quite heterogeneous, with various dimensions such as tradition social, hierarchy, language, and income.

#### ❖ **SOURCES OF DATA**

The questionnaire is the source of primary data and the secondary data was formed on the basis of information from books and journals

### **1.5.1 DATA COLLECTION:**

#### ❖ **PRIMARY DATA**

Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. It is collected through the questionnaire

#### ❖ **SECONDARY DATA**

Secondary data is second-hand information. The data which have already been collected and processed by some agency or person and are not used for the first time are term as secondary data. It has been collected through the internet

#### ❖ **QUESTIONNAIRE**

There were 20 questions in the survey obtaining data for one variable Participants were approached questionnaire, hypothesis and statistical tools used for the data analysis interpretation

### ❖ SAMPLE SIZE

It comprises 100 respondents from Coimbatore Spread across various socio-demographic profiles.

#### 1.5 LIMITATIONS:

- ❖ Since the study area is a vast one and the scarcity of time and resources, the researcher could not collect a large number of samples for the study and could not cover the entire area the tourism place.
- ❖ The study has also met with memory recall bias. The primary data collected from google and the tourists from the memory recall bias.
- ❖ Since the present work analyses the tourist development in India, the findings of the study are applicable only to this study area, and it cannot be generalised to other periods of time
- ❖ During the survey it is found that the service providers and the respondent tourists have faced certain problem

#### 1.7 CHAPTER SCHEME:

CHAPTER I: This chapter deals with the Introduction of the study.

CHAPTER II: This chapter deals with a Review of the literature.

CHAPTER III: This chapter deals with the History of the study.

CHAPTER IV: This chapter deals with Data Analysis and Interpretation.

CHAPTER V: This chapter deals with the Findings and Suggestions, Conclusion

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## 2. REVIEW OF LITERATURE

### 2.1 INTRODUCTION:

A review of literature is a body of text that aims to review the theoretical and methodological contributions of related authorities and offices to a particular research topic. Its ultimate goal is to make the researcher up to date with current literature on a topic and forms the basis for another goal, such as future research that may be needed in the area. In general, a review of literature surveys scholarly books, articles, dissertations, conference proceedings etc. relevant to a particular area of research.

### 2.2. REVIEWS

**Arnab Gantait (2023)**, In the tourism and hospitality industry, Responsible Tourism has now become a catchphrase. It focuses on maximizing the positive aspects of tourism by raising knowledge about environmental protection and cultivating a deep feeling of responsibility among tourism stakeholders in order to accomplish the holistic and long-term development of tourism destinations. Responsible tourism is neither a type nor a form of tourism; rather, it is an alternative approach to the tourism progress, primarily driven by the “Principles of Sustainable Tourism”.

**Vadlamudi Santosh Krishna (2023)** COVID-19 has reset the entire thinking of humanity: from how we view work, commute, communication, business continuity, lifelong learning, and routines, to the role of community. The pandemic has halted the mobility of people from the global to the community level, pushing countries to close borders, and the economy is slowed down due to less or even suspended goods production and distribution.

**Kyoo ha man (2023)** Despite strong interest in tourism during the pandemic, frameworks of disaster management have not been rigorously provided for the international tourism field. The present research aimed to study how to improve disaster management in international tourism toward mitigating human suffering and economic damages.

**S. Jeyakumar (2022)** Pilgrimage as a form of tourism is very popular in India in the case of all religions. Also India, as a single country, can boast of innumerable pilgrimage destinations for all religions of the world. Although pilgrimage destinations for all religions are present in abundance in India due to the country’s secular nature, Hindus being a majority religious group, the number of religious tourism destinations is almost innumerable in India.

**Priyanka Ghosh (2022)** Tourism is one of the fastest-growing economy in the world and it is also one of the growing industries in India capable of creating diverse employment opportunities. In India, tourism governance is a contested space between the central and state government as well as between different departments of state governments.

**Suneel Kumar(2022)** The study identified 14 factors, of which nine are from the literature review and five are from interaction with the experts, which influence rural tourism development. The research design comprises three segments, i.e. identifying factors from the literature and expert opinion, conducting interviews with the academic experts and managers, and analyzing the responses recorded. The interpretive structural modelling (ISM) technique is used to determine the interlinkage between the factors and develop a hierarchical relationship.

**Rinzing Lama(2021)** The outbreak of COVID-19 has brought global tourism to a standstill. Being a labour-intensive industry, tourism is the worst affected sector. Since the last few years, the concept of sustainability has become an integral part of planning and developing any destination. Through its strong multiplier effect, it supports a wide variety of jobs for every stratum of society. Hence, without tourism, the innumerable suppliers of goods and services to the industry would be unable to sustain their business and livelihood

**A Vinodan (2021)** Tamil Nadu, the southern provincial state of India attracts the highest number of domestic as well as international tourist to India. Chennai, the capital city of Tamil Nadu is a much sought-after destination for tourists and attracts a large number of visitors. Considering the transformational role of tourism with its focus on community-in-need, tourism can usher opportunities for both not-for-profit and for-profit social entrepreneurship (SE). At this juncture, the number of poor people in the city is relevant, which is almost 40% of the population seeking livelihood opportunities. SE operating a for-profit model is often construed as sustainable and appropriate in the context of tourism. Considering the relevance of such innovative actional approaches, this study aims to explore the potential of for-profit SE in the city of Chennai.

**S Meera (2020)** Mobile commerce applications are gaining popularity in India, especially in the contemporary context. M-tourism or mobile tourism (tourism operations using mobile devices) thus assumes importance in the tourism and travel industry. Factors influencing the symbolic acceptance as well as the intended adoption of m-tourism applications by end users are identified and the relationship between symbolic and intended adoption is examined, through modelling. The study provides valuable insights to tour operators, managers, and others to enable them to play an active role in encouraging the adoption of m-tourism by end-users; it also provides insights to m-tourism app developers in incorporating features and configurations, thus facilitating m-tourism adoption.

**Praveenkumar S (2020)**, Tourism plays an important part in humanity's economic and cultural growth. Tourism is a mix of events, and facilities that include transport, lodging, and restaurants individuals or groups who travel away from their homes to have a travel experience, accommodation and other tourism facilities. It includes all service providers and it is the whole travel, hotel, transport and all other components of the world industry that meets the needs and desires of travellers, including promotion.

**Shekhar(2020)** The aim of the present study is to identify the factors that propel the tourism industry to opt for digitalization and establish a hierarchical relationship among them. The paper further seeks to address how digitalization impacts various stakeholders in the tourism industry. Also, various challenges that are arising in course of digitalization in the tourism industry are identified and suggestions have been made to resolve these issues.

**SK Gupta(2019)** India, as the second largest internet population after China with 330-370 million users which is expected to grow by at least 50 million years until 2020, is at the cusp of a digital revolution. Various reports show that India's revenue in the online travel booking segment amounted to 569 million USD in 2018 and is expected to show an annual growth rate of 14.6% resulting in a market volume of 9,594 million USD in 2022.

**Navneet Guleria(2019)** The aim of the study is to identify the different factors which persuade a tourist to consume a niche tourism product over a mass tourism product and develop a hierarchical relationship among those factors. The study also suggests some measures to increase the consumption of niche tourism products.

**Md Kamrul Hasan (2017)** Tourists' perceptions of risk with travel destination are one of the key determinants of their decision-making in revisiting a destination. Despite the importance of the subject in tourism literature, a few attempts have been made to focus on the effects of tourist risk perceptions on revisit intentions.

**TA Binoy(2011)** Archaeological Heritage Tourism has been developed throughout the world as an important segment of the tourism industry. Particularly in India, heritage tourism has the highest market share compared to the other segments of the tourism industry since it offers a wide array of archaeological heritage attractions all over the country. Heritage tourism is an economic activity predicated on the use of inherited environmental and socio-cultural assets.

**Dimitrios Buhalis(2011)** This chapter examines how information and communication technologies play an important role in each of the five stages of the buyers' decision-making process, and that eTourism is in the centre of consumer processes for purchasing tourism products. These five stages include need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour.

**TA Binoy(2008)** Ecotourism is a purposeful trip to understand the nature and culture of a particular area taking care not to alter the integrity of the ecosystem while producing economic opportunities that make the conservation of natural resources beneficial to the local people. Protected Areas such as National Parks, Biosphere Reserves and Wild Life Sanctuaries have figured prominently in biodiversity conservation and well-designed and managed Protected Areas can form the pinnacle of the nation's efforts to protect biological diversity and also provide opportunities for recreation and tourism. Scientific studies show that planning ecotourism in Protected Areas as done in the Thenmala ecotourism project, in Kerala, the first planned ecotourism project in India, which can be a model for other such destination development programmes. In Protected areas, developing forests as recreation spots can mitigate hardships of indigenous communities.

**Nancy G McGehee(2004)** This study examined the factors predicting attitudes toward tourism of residents from a dozen communities in Arizona, generally following the model developed by Perdue, Long, and Allen, using social exchange theory as the foundation.

**Jafar Jafar (2000)** This chapter examines how information and communication technologies play an important role in each of the five stages of the buyers' decision-making process, and that eTourism is in the centre of consumer processes for purchasing tourism products. These five stages include need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour.

**Manjula Chaudhary(2000)** The study was conducted with the purpose of determining pre- and post-trip perceptions of foreign tourists about India as a tourist destination. The sample numbered 152. A gap analysis between expectations and satisfaction levels was used to identify strengths and weaknesses of India's tourism-related image dimensions so that necessary efforts can be made to ensure that tourists' expectations are met. It was observed that India is rated highly for its rich art forms and cultural heritage.

### 3. PROFILE OF STUDY

#### 3.1 HISTORY:

Coimbatore was coveted by the Mysore Sultans as well as British troops during the Anglo-Mysore Wars. The city was taken by the forces of the British East India Company in 1768 but was forced to abandon it due to treachery. Colonel Fullarton occupied the city in 1783 but later returned to Tipu Sultan as per the Treaty of Mangalore. At the beginning of the Third Mysore War, Coimbatore was, once again, taken by the British. Tipu Sultan besieged the city twice and repulsed in the first, he was successful in the second and Coimbatore surrendered in October 1791. The commanders of the garrison, Lieutenant Chalmers and Lieutenant Nash were taken as prisoners to Seringapatam. Coimbatore fell to the British at the end of the Third Mysore War but was restored to Tipu Sultan at the cessation of hostilities. Coimbatore was eventually annexed by the British on the defeat and death of Tipu Sultan in 1799. Coimbatore was taken by the Polygars in 1800 and was an important stronghold in the Polygar Wars. It was made the capital of the Coimbatore district to visit in and around Coimbatore. Coimbatore district is one of the biggest districts in Tamil Nadu with a lot in 1865.

Coimbatore District is very much known for its tourist attractions. There is a number of plot tourist attractions, shopping centres as well as religious places.

Some of the major attractions of Coimbatore District are Aliyar Dam, Monkey Falls, Siruvani Dam, Cholayar Dam, Botanical Garden, Horticulture Farms and Vaitheki Falls. All these places are worth visiting. Coimbatore serves as an entry and exit point to neighbouring Kerala State and the ever-popular hill station of Udhamandalam (Ooty).

#### FORMATION OF MINISTRY OF TOURISM IN INDIA:

A separate department of tourism was created on 1st march 1958 in the ministry of transport. Its main duty was all matters about the promotion of tourism in India. The new department has been put under the charge of the director general who is under him deputy, publicity of administration and development.

#### 3.2 popular tourism place:

##### ❖ Siruvani waterfalls



Siruvani Waterfalls and the dam named after them have located 36 km (22 mi) west of Coimbatore in the Western Ghats. The reservoir at Siruvani was built for Tamil Nadu by the Kerala government with funds collected by the Tamil Nadu government to meet the drinking water requirements of Coimbatore. The gateways on either side of the road across the dam are typical of the Kerala and Tamil architectural styles. Siruvani is also home to certain tribes like the Mudugars and Irulas. The view from the falls and the dam is a tourist attraction.

❖ **Isha Yoga(Dhyanalinga)**



Isha Foundation is a nonprofit, spiritual organisation founded in 1992 near Coimbatore, Tamil Nadu, India, by Sadhguru Jaggi Vasudev. It hosts the Isha Yoga Centre, which offers yoga programs under the name Isha Yoga. The foundation is run "almost entirely" by volunteers. The word isha means "the formless divine".

❖ **Monkey falls**



Monkey Falls are natural waterfalls located near the uphill ghat road Valparai on the Pollachi-Valparai road in the Anaimalai Hills range, in the Coimbatore district. Monkey Falls is about 30 km from Pollachi. Refreshing Natural Water Falls about 6 km from Azhiyar Dam. Monkey Falls is located on road connecting Pollachi and Valparai.

❖ **Gedee museum**



Gedee Car museum is the only classic car museum of its kind in south India, located in Coimbatore, Tamil Nadu. It has an impressive collection of more than 100 vintage cars, each with a history or unique technology. The cars are a private collection of G D Naidu Charities, a social trust founded by (late) Sri. G D Naidu. Like his father, Sri. G D Gopal, who is also an avid auto enthusiast, purchased and collected several cars, especially those that had unique mechanical features or the ones that had significantly influenced the evolution of the automobile.



❖ **Valparai**

valparai

(originally known as Poonachimalai) is a Taluk and hill station in the Coimbatore district of Tamil Nadu, India. It consists of Anamalai Tiger Reserve (earlier known as Indira Gandhi Wildlife Sanctuary and National Park (IGWLS&NP) and prior to that as Anaimalai Wildlife Sanctuary). It is located 3,474 feet (1,059 m) above sea level on the Anaimalai Hills range of the Western Ghats. There are a total of 56 estates here. The game of football is very popular here. State-level competitions are held every year. The foothill starts exactly from Monkey Falls which is at a distance of 38 kilometres (24 mi) to Valparai. The route to Valparai from the foothills consists of 40 hairpin bends. The Kerala state border town of Malakkappara is at a distance of 27 kilometres from Valparai.

❖ **Anaikatti**

Anaikatti, which means a 'group of elephants'. Located just 30km from Coimbatore, the road trip to Anaikatti is an experience in itself, driving through winding roads along the breathtaking western ghats, as you enter Kerala from Tamil Nadu. Anaikatti has another claim to fame - it's home to the River Siruvani, India's sweetest river. A short trek through the forest has its reward - the magical Siruvani waterfalls. If you love the call of the wild and wish to get off the beaten path, Anaikatti has plenty to offer. Nature walks, wildlife sightings and yes, an audience with the gentle giants.

❖ **Black thunder park**

Black Thunder Theme Park is an expansive water park in Coimbatore that covers an area of 75 acres of land and has an array of water-themed rides. Those looking for a splendid escape near Coimbatore in the scorching summer heat must visit the Black Thunder. The park has rides to suit every age group and includes thrilling and relaxing experiences right from Dashing Boats, Volcano, Dragon Coaster, Kiddies pool, Wave pool to a Wild River

Ride. One needs to just pack their essentials and head here with their family and friends. Black Thunder is quite spoken about for its helpful and attentive staff and the facilities they provide. The park also has a food court inside the premise that serves delicious snacks and meals, a perfect place to grab a bite in between rides. Lockers are provided to all the guests to keep their valuables safe while they enjoy their rides and recreational activities. Also, showers and changing rooms are available in plenty for convenience. It is probably one of the few attractions that have a separate feeding room for mothers. With so much thought put into build and maintaining the theme park, it is indeed an attraction where families can spend hours together.

❖ **Maruthamalai temple**



The temple is located at Maruthamalai in the Coimbatore district. The presiding deity of the temple is Marudhamalai who is worshipped as Dhanduthapani. Marudhamalai temple was built by Tamil kings during the 12th century AD. The temple is situated at an altitude of 600 feet on a hill called Marudha Malai. There are many water bodies around this temple like Snake Charmer's Waterfall, and Maruda Theertham, some of which are known to have medicinal properties. There is a staircase at the southern end of the temple which takes you to the Pambatti Siddhar Cave. A connecting tunnel that leads from the sanctum sanctorum of Lord Murugan to the cave of Siddhar was built by Siddhar.

#### 4. ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi square test

##### 4.1 PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents into 100 and it is divided by the same size.

**FORMULA:**

$$\text{Simple percentage} = \frac{\text{No. of respondent}}{\text{Sample size}} * 100$$

**TABLE NO 4.1.1**

**EXHIBIT THE GENDER WISE CLASSIFICATION OF THE RESPONDENTS**



S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	MALE	54	54
2	FEMALE	46	46
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

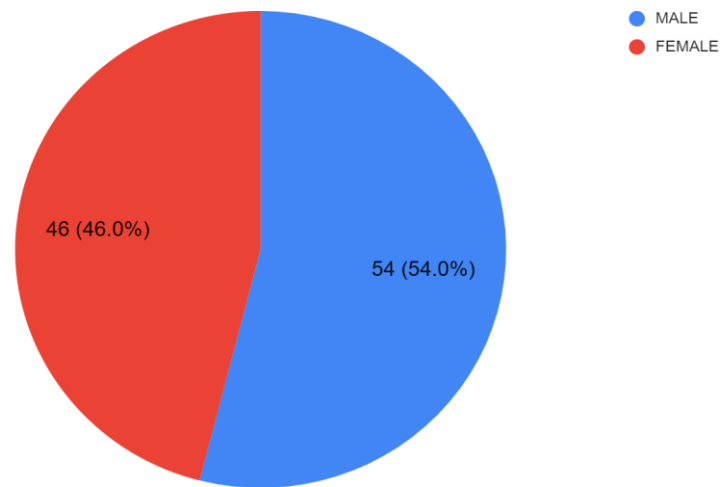
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 54% of male respondents and 46% of female respondents.

**CHART NO 4.1.1**

**CHART SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENTS GENDER CLASSIFICATION**



**TABLE NO 4.1.2**

**EXHIBIT THE AGE OF THE RESPONDENTS**

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	Below 18	7	7
2	19-25	39	39
3	26-30	32	32
4	31-39	16	16
5	Above 40	6	6
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

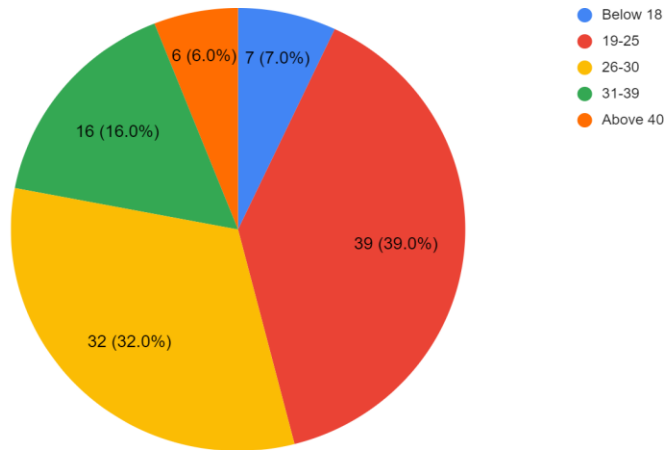
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 7% of below 18 age respondents, 39% of 19-25 age respondents, 32% of 26-30 age respondents, 16% of 31-39 age respondents, and 6% of 40 above age respondents.

**CHART NO 4.1.2**

**CHART SHOWING AGE OF THE RESPONDENTS**



**TABLE NO 4.1.3**  
**EXHIBIT THE MARTIAL STATUS OF THE RESPONDENT**

S.NO	Martial status	NUMBER OF RESPONDENTS	PERCENTAGE
1	Married	47	47
2	Unmarried	53	53
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

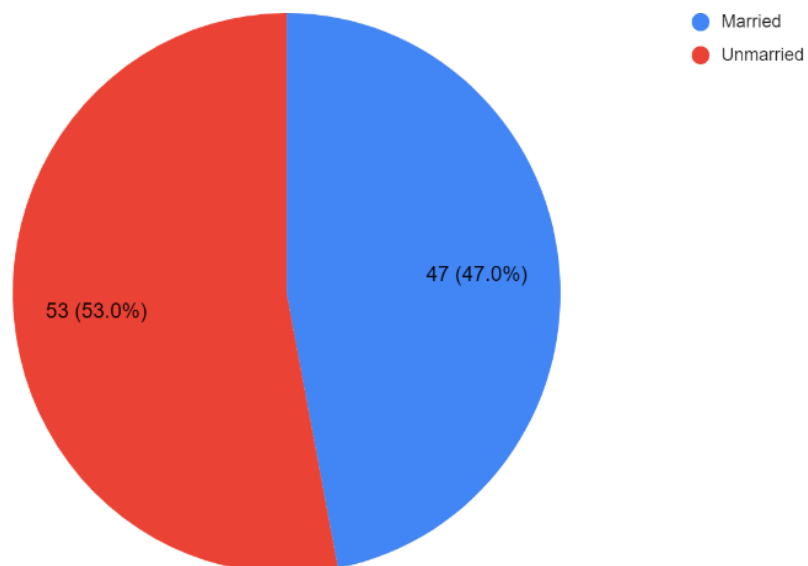
SOURCE: Primary Data

**INTERPRETATION:**

The above exhibit indicates that 47% respondents are married, 53% respondents are unmarried.

**CHART NO 4.1.3**

**CHART SHOWING MARITAL STATUS OF THE RESPONDENTS**



**TABLE NO 4.1.4**  
**EXHIBIT THE OCCUPATION OF THE RESPONDENTS**

S.NO	OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	STUDENTS	36	36
2	EMPLOYEE	32	32
3	BUSINESS	25	25
4	OTHER	7	7
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

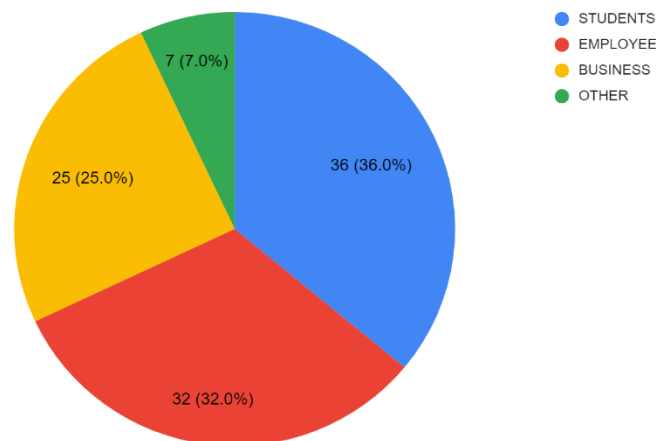
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 36% respondents are student, 32% respondents are employee, 25% respondents are business, and 7% respondents are others.

**CHART NO 4.1.4**

**CHART SHOWING OCCUPATION OF THE RESPONDENTS**



**TABLE NO 4.1.5**  
**EXHIBIT THE MONTHLY INCOME OF THE RESPONDENTS**

S.NO	Monthly income	NUMBER OF RESPONDENTS	PERCENTAGE
1	Rs 8000-10000	23	23
2	Rs10001-13000	18	18
3	Rs13001-25000	31	31
4	More than 25000	28	28
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

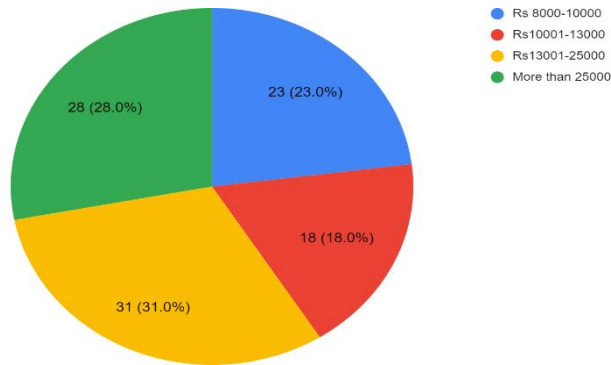
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 23% of the respondents salary are 8000-10000, 18% of the respondents salary 10001-13000, 31% of the respondents salary 13001-25000, and 28% of the respondents salary are more than 25000.

**CHART NO 4.1.5**

**CHART SHOWING THE MONTHLY INCOME OF THE RESPONDENTS**



**TABLE NO 4.1.6**

**EXHIBIT THE PURPOSE OF THE TRIP OF RESPONDENTS**

S.NO	PURPOSE	NUMBER OF RESPONDENTS	PERCENTAGE
1	On vacation	32	32
2	On business	23	23
3	Research	16	16
4	Sightseeing	19	19
5	Religiosity	10	10
	<b>Total</b>	<b>100</b>	<b>100</b>

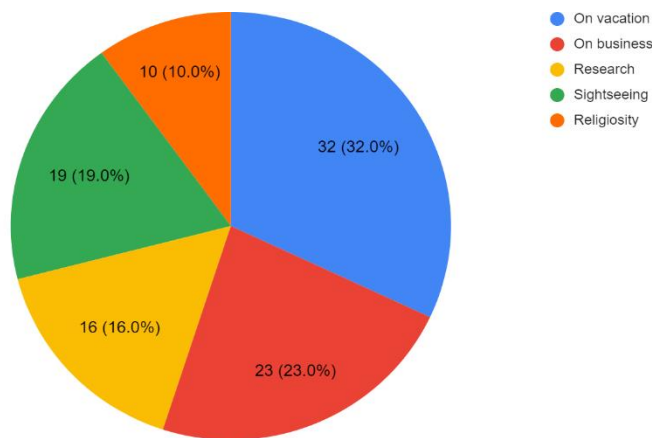
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that the 32% of respondents purpose of the trip is on vacation, 23% of respondents purpose is business, 16% of respondents purpose is research, 19% of respondents purpose is sightseeing, 10% of respondents purpose is religiosity.

**CHART NO 4.1.6**

**CHART SHOWING THE PURPOSE OF THE TRIP**



**TABLE NO 4.1.7**  
**EXHIBIT THE FACTORS INFLUENCING TOURIST PLACES**

S.NO	FACTORS INFLUENCING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Good environment	29	29
2	Location	32	32
3	Popularity	31	31
4	Religious believes	8	8
	<b>Total</b>	<b>100</b>	<b>100</b>

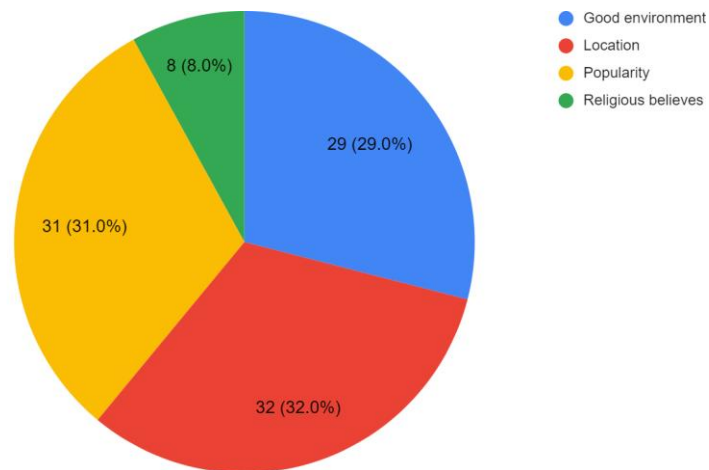
SOURCE: Primary Data

**INTERPRETATION:**

The above exhibit indicates that The above exhibit indicates that the 29% of respondents were influenced by good environment, 32% of respondents were influenced by location, 31% of respondents were influenced by popularity, 8% of respondents were influenced by religious believes.

**CHART NO 4.1.7**

**CHART SHOWING FACTORS INFLUENCING TOURIST PLACES**



**TABLE NO 4.1.8**  
**EXHIBIT THE ATTRACTIONS IN COIMBATORE**

S.NO	ATTRACTIONS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Climate	19	19
2	Authentic food	30	30
3	Architecture	32	32
4	Culture	19	19
	<b>Total</b>	<b>100</b>	<b>100</b>

SOURCE: Primary Data

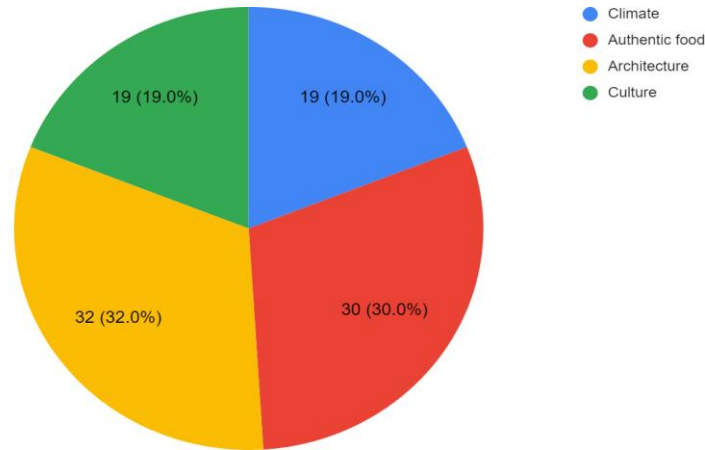
**INTERPRETATION:**



The above exhibit indicates that the 19% of respondents were attracted by climate, 30% of respondents were attracted by authentic food, 32% of respondents were attracted by architecture and , 19% of respondents were attracted by culture.

**CHART NO 4.1.8**

**CHART SHOWING ATTRACTIONS IN COIMBATORE**



**TABLE NO 4.1.9**

**EXHIBIT THE RESPONDENTS FIRST TRIP PLANNING AFTER COVID-19**

S.NO	TIME PERIOD	NUMBER OF RESPONDENTS	PERCENTAGE
1	No impact	27	27
2	1-3 months	23	23
3	4-6 months	34	34
4	Longer than 6 months	16	16
	<b>Total</b>	<b>100</b>	<b>100</b>

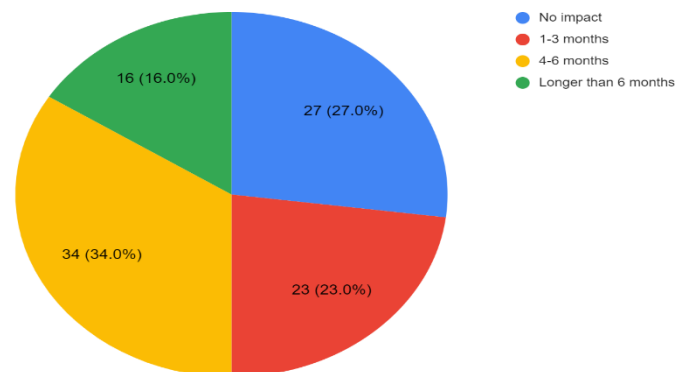
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 27% of the respondents were planned the trip after no impact, 23% of the respondents were planned their trip after 1-3 months, 34% of the respondents were planned their trip after 4-6 months, and 16% of the respondents were planned their trip after 6 months.

**CHART NO 4.1.9**

**CHART SHOWING THE RESPONDENTS FIRST TRIP PLANNING AFTER COVID-19**



**TABLE NO 4.1.10**  
**EXHIBIT THAT RESPONDENTS HOW OFTEN GO FOR VACATION**

S.NO	TIME PERIOD	NUMBER OF RESPONDENTS	PERCENTAGE
1	3 months	10	10
2	6 months	18	18
3	9 months	40	40
4	More times a year	32	32
	<b>Total</b>	<b>100</b>	<b>100</b>

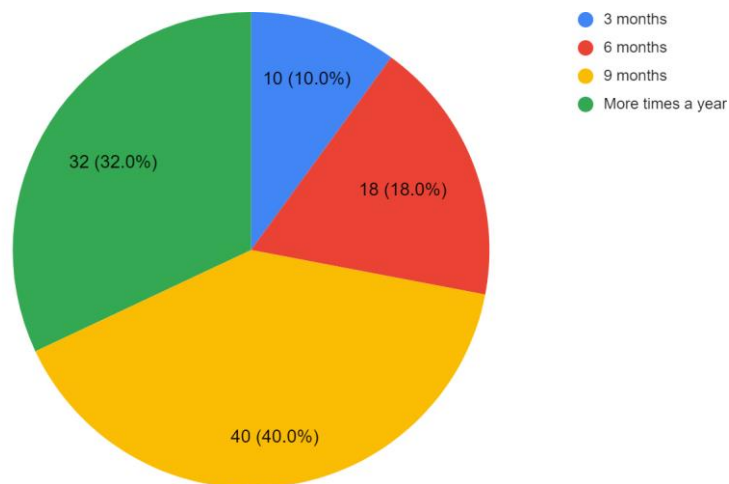
SOURCE: Primary Data

**INTERPRETATION:**

The above exhibit indicates that 10% of respondents go for vacation on every 3 months, 18% of respondents go for vacation on 6 months, 40% of respondents go for vacation on 9 months, 32% of respondents go for vacation more times a year.

**CHART NO 4.1.10**

**CHART SHOWING THAT RESPONDENTS HOW OFTEN GO FOR VACATION**



**TABLE NO 4.1.11**  
**EXHIBIT THAT THE RESPONDENTS BUDGET FOR THE TOUR**

S.NO	BUDGET	NUMBER OF RESPONDENTS	PERCENTAGE
1	Rs500	13	13
2	Rs1000	30	30
3	Rs4000	37	37
4	Rs5000 More	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>

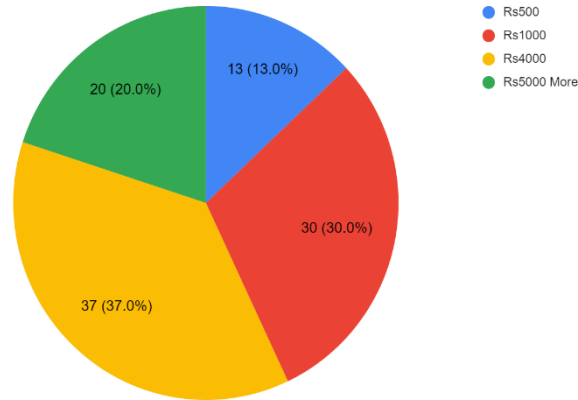
SOURCE: Primary Data

**INTERPRETATION:**

The above exhibit indicates that 13% of the respondents budget were RS 500, 30% of the respondents budget were RS 1000, 37% of the respondents budget were RS 4000 and 20% of the respondents budget were RS 5000 more.

**CHART NO 4.1.11**

**CHART SHOWING THAT THE RESPONDENTS BUDGET FOR THE TOUR**



**TABLE NO 4.1.12**

**EXHIBIT THE ACCOMMODATION BOOK BY RESPONDENTS**

S.NO	ACCOMMODATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	Cottages	27	27
2	Lodge	24	24
3	Guest house	35	35
4	Camping	14	14
	<b>Total</b>	<b>100</b>	<b>100</b>

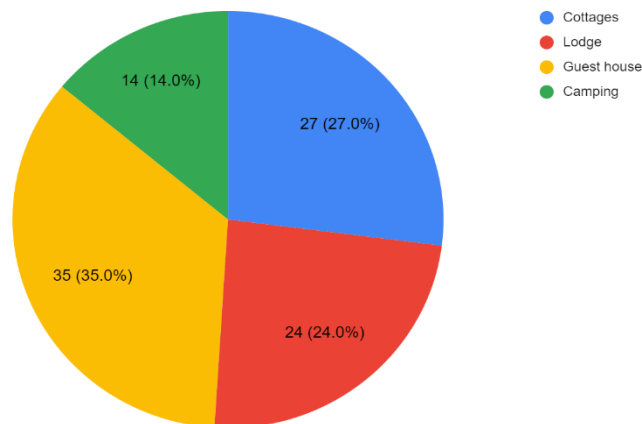
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 27% of respondents book cottages, 24% of respondents book lodge, 35% of respondents book guest house and 14% of respondents book camping.

**CHART NO 4.1.12**

**CHART SHOWING ACCOMMODATION BOOK BY RESPONDENTS**



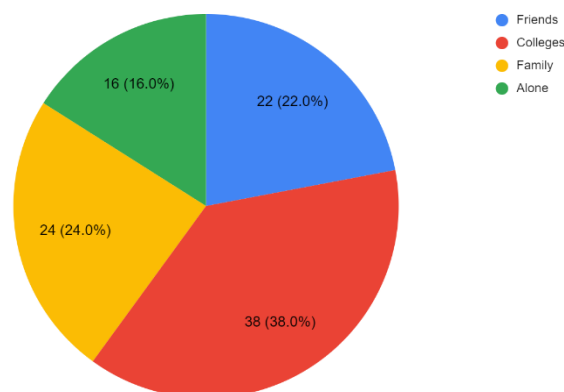
**TABLE NO 4.1.13****EXHIBIT THE RESPONDENTS WHOM GOING TO PLAN THE TRIP**

S.NO	PERSON PLANNING	NUMBER OF RESPONDENTS	PERCENTAGE
1	Friends	22	22
2	Colleges	38	38
3	Family	24	24
4	Alone	16	16
	<b>Total</b>	<b>100</b>	<b>100</b>

**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 22% of the respondents who plan for the trip is friends, 38% of the respondents who plan for the trip is from colleges, 24% of the trip were planned by family, and 16% of the trip were planned by alone.

**CHART NO 4.1.13****CHART SHOWING THE RESPONDENTS WHOM GOING TO PLAN THE TRIP****TABLE NO 4.1.14****EXHIBIT THE TRANSPORT USED BY THE RESPONDENTS**

S.NO	TRANSPORT	NUMBER OF RESPONDENTS	PERCENTAGE
1	Car	32	32
2	Motorbike	35	35
3	Train	22	22
4	Bus	11	11
	<b>Total</b>	<b>100</b>	<b>100</b>

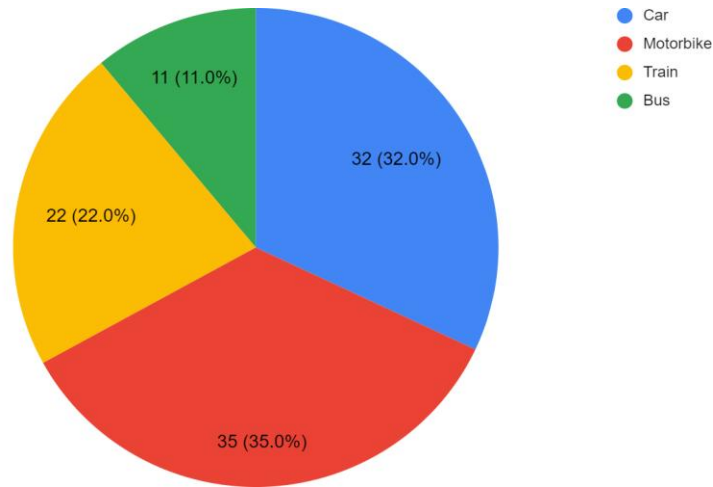
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 32% of the respondents use car as transport, 35% of the respondents use motorbike as transport, 22% of the respondents use train as transport and 11% of the respondents use bus as transport.

**CHART NO 4.1.14**

**CHART SHOWING THE TRANSPORT USED BY THE RESPONDENTS**



**TABLE NO 4.1.15**

**EXHIBIT THE BARRIES IN TOURISM OF THE RESPONDENTS**

S NO	BARRIERS OF TOURISM	NUMBER OF RESPONDENTS	PERCENTAGE
1	QUALITY OF SERVICE	32	32
2	RELIABILITY	35	35
3	LANGUAGE DIFFICULTIES	22	22
4	PRICE	11	11
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

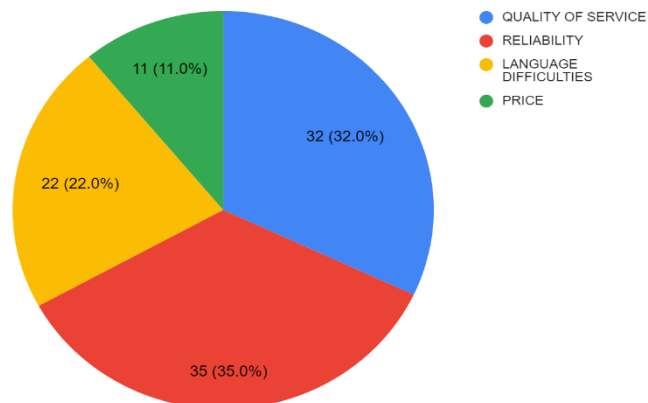
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit that 32% of respondents consider quality of service as a barrier, 35% of the respondents consider reliability as a barrier, 22% of the respondents consider language difficulties as a barrier, 11% of the respondents consider price as a barrier

**CHART NO 4.1.15**

**CHART SHOWING THE BARRIER IN TOURISM OF THE RESPONDENTS**





#### 4.2. RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

**TABLE NO 4.2.1**

**TABLE SHOWING THE RANKING FOR LEVEL BASED ON PEOPLE'S CHOICE**

S.NO	PLACE	5	4	3	2	1	Total	Rank
1	Black thunder	45	10	13	11	21	253	V
2	Siruvani waterfalls	6	51	17	21	5	268	IV
3	Isha yoga	17	12	56	6	9	278	III
4	Valparai	15	21	11	49	4	306	II
5	Gedee car museum	22	5	5	10	58	377	I

SOURCE: Primary Data

#### INTERPRETATION:

The above table shows the level of would like to buy gedee car museum is the highest rank, second rank towards valparai, third ran towards isha yoga, forth rank toward siruvani waterfalls and fifth rank toward black thunder.

**TABLE NO 4.2.2**

**TABLE SHOWING THE RANKING FOR VACATION BASED ON FAMILY DECISION**

S NO	OPINIONS	4	3	2	1	TOTAL	RANK
1	MY OWN CHOICE	52	15	11	23	206	4
2	CHOICE OF MY PARTNER/SPOUSE	16	52	28	6	223	3
3	FRIENDS/ RELATIVES	6	28	56	8	255	2
4	CHOICE OF KIDS	26	5	5	63	311	1

SOURCE: Primary Data

#### INTERPRETATION:

The above table shows the level of would like to buy a choice of kids is the highest rank,second rank towards friends/relatives,third rank towards choice of my parents/spouse and fourth rank toward my own choice.

TABLE NO 4.2.3

TABLE SHOWING THE RANKING LEVEL OF INFRASTRUCTURE AND FACILITIES BASED ON COIMBATORE CITY

S NO	OPINIONS	5	4	3	2	1	TOTAL	RANK
1	RANGE AND AVAILABILITIES IN ACCOMMODATION	51	5	18	3	23	242	V
2	RANGE AND AVAILABILITIES NEAR CATERING FACILITIES	3	58	11	26	2	266	IV
3	TRANSPORTATION(TRAFFIC, ROAD)	12	12	62	7	7	285	III
4	SPORTS ACTIVITIES	8	24	6	58	4	326	II
5	ENTERTAINMENT AND SOCIAL ACTIVITIES	25	5	4	5	61	376	I

SOURCE: Primary Data

**INTERPRETATION:**

The above table shows the level of would like to is the Entertainment and social activities highest rank,second rank towards Sports activities,third rank towards transportation(traffic, road), fourth rank toward Range and availabilitiesNear catering facilities,Range and availabilitiesIn accommodation toward fifth rank.

TABLE NO 4.2.4

TABLE SHOWING THE RANKING OVERALL EVALUATION BASED ON FOLLOWING SERVICES IN THE CITY

S NO	OPINIONS	5	4	3	2	1	TOTAL	RANK
1	THE LEVEL OF ACCOMMODATION	48	6	13	5	28	259	V
2	LEVEL OF CATERING SERVICE	7	51	11	29	2	268	IV
3	CLEANING NESS	11	16	67	4	2	270	III
4	STAFF IN TOURIST SERVICE	9	27	2	53	9	326	II
5	PRICING OF TOURISM	28	2	2	9	56	359	I

SOURCE: Primary Data

**INTERPRETATION:**

The above table shows the level of would like to is the Pricing of tourism highest rank,second rank towards staff in tourist service ,third rank towards cleaningness, fourth rank towardLevel of catering service ,the Level of accommodation toward fifth rank.

**4.3 CHI-SQUARE TEST**

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

TABLE NO 4.3.1

TABLE SHOWING THE COMPARATIVE RELATIONSHIP BETWEEN MONTHLY INCOME AND MONEY SPENT FOR THEIR VACATION

MONTHLY INCOME	HOW MUCH MONEY THEY SPENT FOR VACATION				TOTAL
	500	1000	4000	5000 MORE	
8000 - 10000	3	5	7	7	22
10001-13000	3	8	6	1	18
13000 - 25000	2	4	15	10	31
MORE THAN 25000	2	1	12	14	29
<b>TOTAL</b>	<b>10</b>	<b>18</b>	<b>40</b>	<b>32</b>	<b>100</b>

O	E	O-E	(O-E)^2	(O-E)^2/E
3	2.200	0.800	0.640	0.291
3	1.800	1.200	1.440	0.800
2	3.100	-1.100	1.210	0.390
2	2.900	-0.900	0.810	0.279
5	3.960	1.040	1.082	0.273
8	3.240	4.760	22.658	6.993
4	5.580	-1.580	2.496	0.447
1	5.220	-4.220	17.808	3.412
7	8.800	-1.800	3.240	0.368
6	7.200	-1.200	1.440	0.200
15	12.400	2.600	6.760	0.545
12	11.600	0.400	0.160	0.014
7	7.040	-0.040	0.002	0.000
1	5.760	-4.760	22.658	3.934
10	9.920	0.080	0.006	0.001
14	9.280	4.720	22.278	2.401
<b>TOTAL</b>	<b>100.000</b>			<b>20.348</b>

CHI SQUARE VALUE ( $X^2$ ) = (Observed value – Expected value)<sup>2</sup>/Expected value.

Calculated Value of  $X^2$  = **0.203**

Degree of freedom = (Row - 1)\*(Column - 1)

= (4-1)\*(4-1)

Degree of Freedom = 9

Significance Level = 0.05

**Table value** = 16.911

**Hypothesis:**

**H0** There is no significant relationship between the monthly income and money spent for vacation.

**H1** There is a significant relationship between the monthly income and money spent for vacation.

**INTERPRETATION:**

In the above comparative analysis, the calculated value (**0.203**) is less than the table value 16.919 at 0.05 level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between the monthly income and money spent for vacation.

## 5. FINDINGS, SUGGESTIONS & CONCLUSION

### 5.1 FINDINGS:

#### 5.1.1 PERCENTAGE ANALYSIS:

1. Majority of 54% respondents are male.
2. Majority of 39% respondents are from the age of 19-25.
3. Majority of 53% respondents are unmarried.
4. Majority of 36% respondents are students.
5. Majority of 31% respondents monthly income is 13001-25000.
6. Majority of 32% respondents for the purpose of a trip on vacation.
7. Majority of 32% respondents for the factors of influencing tourism location .
8. Majority of 32% respondents are attracted based on architecture.
9. Majority of 34% respondents are planning a trip after covid19 first time in 4-6 months.
10. Majority of 40% respondents are often on vacation for 9 months.
11. Majority of 37% respondents are planning a trip with a budget of RS4000.
12. Majority of 35% respondents are planning accomodation based on booking as a guest house.
13. Majority of 38% respondents are taking measures to plan a trip as a college.
14. Majority of 35% respondents are using transport for trips such as motorbikes.
15. Majority of 35% respondents considered some barriers in tourism as reliable.

#### 5.1.2 RANK ANALYSIS

1. The above table shows the level of would like to buy gedee car museum is the highest rank, second rank towards valparai, third ran towards isha yoga, forth rank toward siruvani waterfalls and fifth rank toward black thunder.
2. The above table shows the level of would like to buy a choice of kids is the highest rank,second rank towards friends/relatives,third rank towards choice of my parents/spouse and fourth rank toward my own choice.
3. The above table shows the level of would like to is the Entertainment and social activities highest rank,second rank towards Sports activities,third ran towards transportation(traffic, road), fourth rank toward Range and availabilitiesNear catering facilities,Range and availabilitiesIn accommodation toward fifth rank.
4. The above table shows the level of would like to is the Pricing of tourism highest rank,second rank towards staff in tourist service ,third rank towards cleaningness, fourth rank towardLevel of catering service ,the Level of accommodation toward fifth rank.

#### 5.1.3 CHI-SQUARE ANALYSIS

No significant relationship between the monthly income and money spent for vacation.

### 5.2 SUGGESTION

- ❖ Promote coimbatore unique culture and historical attraction:coimbatore has rich history and culture with many temple and museums.
- ❖ Develop adventure tourism trekking,camping, river adventure.
- ❖ Improve safety and security essential for any tourist destination. Improve safety measure such as street lighting , police , surveillance camera can help istore feels safe.
- ❖ 3 Enhance infrastructure better way to attract the visitor in spot of tourism

### 5.3 CONCLUSION:

Thus to conclude, we can say that coimbatore 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 increased several times. It showed an increasing trend except for a few years during the study period. It denotes that the Indian government is giving attention both on the development of tourism and linked almost all the known tourist spots by road, railway and civil aviation. The foreign exchange earnings of the country through tourism have increased more than seven times from 2000 to 2022. It proves that economic, political and social amity has a positive impact on the arrival and receipt of the tourist industry in countries.

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**ANNEXURE**

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1. Name:

2. Gender:

- Male
- Female

3. Age:

- Below 18
- 19 - 25
- 26-30
- 31 - 39
- above 40

4. Marital status

- Married
- Unmarried

5. Occupation

- Student
- Employee
- Business
- other

6. MONTHLY INCOME

- RS 8000-10000
- RS 10001-13000
- RS 13001-25000
- MORE THAN 25000

7. A common purpose of the trip:

- On vacation
- On Business
- Research
- Sightseeing
- Religiosity

8. What Are The Factors Influencing Tourist Places

- Good environment
- Location
- Popularity
- Religious believes

## 9. Which Places According To People's Choice

PLACES	5	4	3	2	1
BLACK THUNDER PARK					
SIRUVANI WATERFALLS					
ISHA YOGA					
VALPARAI					
GEDEE CAR MUSEUM					

## 10. Attractions in Coimbatore

- Climate
- Authentic food
- Architecture
- Culture

## 11. When was your first trip planning after COVID-19

- No impacts
- 1-3 months
- 4-6 months
- Longer than 6 months

## 12. How often do you go for a vacation

1. 3 months
2. 6 months
3. 9 months
4. More times a year

## 13. What is the budget for the tour

- Rs500
- Rs1000
- Rs4000
- Rs5000 More

## 14. what accommodation do you booking

- cottage
- lodge
- Guest house
- Camping

## 15. With whom you are going to plan your trip

- Friends
- Colleges
- Family

- Alone

16. What transport do you use while on holiday

- Car
- Motorbike
- Train
- bus

17. In the family who makes the decision for vacation

OPINION	EXTREMELY IMPORTANT	VERY IMPORTANT	SLIGHTLY UNIMPORTANT	NOT IMPORTANT AT ALL
MY OWN CHOICE				
CHOICE OF MY PARTNER/SPOUSE				
FRIENDS/ RELATIVES				
CHOICE OF KIDS				

18. How do you rate infrastructure and facilities in Coimbatore city?

FACTORS	VERY GOOD	RATHER GOOD	RATHER POOR	VERY POOR	I CAN NOT JUDGE
RANGE AND AVAILABILITIES IN ACCOMMODATION					
RANGE AND AVAILABILITIES NEAR CATERING FACILITIES					
TRANSPORTATION (TRAFFIC, ROAD)					
SPORTS ACTIVITIES					
ENTERTAINMENT AND SOCIAL ACTIVITIES					

19. What are all overall evaluations of the following service in the city?

FACTOR	VERY GOOD	RATHER GOOD	RATHER POOR	VERY POOR	I CAN NOT JUDGE
THE LEVEL OF ACCOMMODATION					
LEVEL OF CATERING SERVICE					
CLEANING NESS					
STAFF IN TOURIST SERVICE					
PRICING OF TOURISM					

20. what are the challenges and problems

- Quality of service
- Reliability
- Language difficulties
- Price

21 Any suggestion