



Indian Tourism on Coimbatore

Ms. P. Sumathi¹, Shahid Afridi MS²

¹M Com., (Ph. D), Assistant Professor, Sri Krishna Adithya College Of Arts And Science

²III B.COM BPS, Sri Krishna Adithya College Of Arts And Science

ABSTRACT

This study explores the tourism potential of Coimbatore, a culturally rich and industrially significant city in the state of Tamil Nadu, India. Known as the "Manchester of South India," Coimbatore offers a unique blend of spiritual, cultural, natural, and industrial attractions. Despite its strategic location and proximity to popular tourist destinations like Ooty and Valparai, Coimbatore remains underexplored as a standalone tourist destination. The purpose of this research is to highlight the city's hidden tourism potential, identify the challenges hindering its tourism growth, and suggest strategies for sustainable tourism development. The study examines various aspects such as the city's heritage sites, religious centers, natural landscapes, wellness tourism opportunities, and local cuisine. It also evaluates existing tourism infrastructure, promotional efforts, and tourist experiences. Through analysis and recommendations, this research aims to contribute to a broader understanding of how Coimbatore can be effectively positioned on the Indian tourism map, ultimately boosting local economy, preserving cultural heritage, and promoting regional development.

1.1 INTRODUCTION

Coimbatore, known as the "Manchester of South India," is one of Tamil Nadu's most dynamic and rapidly developing cities. Nestled on the banks of the Noyyal River and surrounded by the lush greenery of the Western Ghats, Coimbatore enjoys a pleasant climate year-round, making it a comfortable destination for tourists. Historically known for its thriving textile and engineering industries, the city has evolved into a bustling urban hub while maintaining its traditional roots. It's also a key center for education, healthcare, and entrepreneurship, attracting visitors and professionals from across the country. The city's cultural fabric is rich, woven with festivals, temple architecture, and classical art forms that give travelers a glimpse into Tamil heritage. Notable landmarks like the Marudhamalai Murugan Temple, PerurPatteeswarar Temple, and the centuries-old Dhyanalinga Yogic Temple reflect the spiritual depth of this region, making it a significant stop for pilgrims and spiritual seekers alike. Beyond its religious and industrial importance, Coimbatore serves as a gateway to some of South India's most beautiful natural escapes. Just a few hours' drive from the serene hill stations of Ooty and Valparai, the city offers easy access to misty mountains, tea plantations, and wildlife sanctuaries like Anamalai Tiger Reserve. Adventure seekers can enjoy trekking, birdwatching, and nature trails, while food lovers will appreciate the local cuisine — a delicious blend of Tamil, Kerala, and Kongu Nadu flavors. The city is also emerging as a wellness destination, with several yoga centers and Ayurvedic spas. Whether you're exploring its bustling markets, unwinding in its natural retreats, or delving into its spiritual core, Coimbatore offers a unique and enriching experience for every kind of traveler. Its warm people, clean streets, and laid-back charm make it a must-visit gem in South India.

1.2 OBJECTIVES

- Describe and Analyze the main tours in Coimbatore as far as the tourist attractions like Natural Tourists, and religious tourists, Cultural tourists, Adventure tourists.
- Examine the demographics of visitors (both domestic and international), their ages, what they like, their travel habits, and why they visit the city.

1.3 SCOPE OF STUDY

The study will assess tourism in Coimbatore, noting its influences, concentration, supporting infrastructure, and other socio-economic impacts. Tourism in Coimbatore will be analyzed, paying attention at natural and cultural historical landmarks, like nearby hill stations and wildlife sanctuaries that attract tourists to Coimbatore and its surroundings.

1.4 STATEMENT OF PROBLEM

Despite Coimbatore having rich cultural heritage, good strategic location near popular hill stations, and a scope to become a spiritual and well-being tourism destination, the city is under-represented in India's mainstream tourism map. While destinations like Ooty and Kodaikanal have their popularity, Coimbatore lies underutilized by both domestic and international travelers. There is a stark lack of nurturing Kongu Nadu's identifying characteristics — that is, its ancient temples, natural scenery, textile and industry heritage, and Kongu Nadu traditional food. Weak infrastructure for tourist amenities, weak awareness, and a dearth of dedicated marketing efforts are also on the list of hindrances to the city's tourist potential.

1.5. RESEARCH METHODOLOGY

SAMPLE SIZE

A Sample of 124 respondents was taken to this research in the Coimbatore city. The primary data was collected from 124 respondents

DATA COLLECTIONS

The data have been collected from the respondents using through the questionnaires

SOURCES DATA

The Primary data and Secondary data have been collected from journals, magazines and websites.

1.7 LIMITATION OF THE STUDY

- This study is based on primary data and it has its own limitations.
- This study only covered Coimbatore district; hence the results will not be generalized.
- Data from different sources may not align, creating challenges in comparing or drawing accurate conclusions.

REVIEW OF LITERATURE

AbuzarNomani and Mohd.KamrajRais Khan (2015) this research is aim at to determine human resource development in tourism industry. They suggest for the growth and development of tourism in India HRD strategies focusing on sustainability based industry practices, tourism development, value systems and behavioural patterns among all the stakeholders are required to be implemented. AssegidAyeleMisganaw (2015) this research article gives information about how far tourism development is emerged to be a viable option for pro poor growth at Arba Minch town, NechSarNational Park, crocodile Ranch and Dorze cultural village. The findings clearly shows that tourism has generated cash incomes for local poor in the form of wages, collective income, dividends and outsourcing of services but it hardly improved the physical and human capitals of locals. Shunali and ManikArora (2014) carry out a research on the impact of Gastronomy or Culinary tourism of Jammu. Gastronomy is about the discovery and enjoyment of different tastes and flavours. It is one of the simplest way to understand new culture and traditions, local food and beverages. They derived after analysis only 4.9% impact of food image on destination image, might be the research was done only in Jammu region of Jammu and Kashmir where majority of tourist visit for pilgrimage and the tourists main aim is pilgrimage.

3. PROFILE OF STUDY

3.1 History of Coimbatore:

Coimbatore's past can be configured over two thousand years ago. The city was called Koyambathur long back, which comes from the words Koyan (a local deity) and Oththar (which translates to the place of the sage). Coimbatore was under the reign of Chera dynasty during the ancient period. Later on, multiple Karnataka kingdoms like the Cholas and the Pandiyas also had their rule over the city.

During the period of British rule, Coimbatore was known for a lot of trading and manufacturing, this was especially true for the textile business. Coimbatore became an industrialised city with the growth of Textile mills in the 19th century.

3.2 POPULAR TOURISM PLACES

Siruvani waterfalls

The Siruvani Waterfall, situated within the area of the Western Ghats surrounding Coimbatore, has history and reverence endowed upon it in part by its natural beauty and water bounty. The origin of the name is provided by the Siruvani River, which springs from the Western Ghats. The river finds stature as a source of drinking water for Coimbatore city, being renowned for its taste and purity. The setting up of the Siruvani dam in the 1980s further enshrines the mood of the region; once dammed, it is in a position to tap the waters of the river and supply it to the city. Though historically speaking, not very well known, the falls have time immemorial been reputed for their scenic beauty and tranquil ambiance, and so remain a favorite haunt for locals and tourists alike. Siruvani is becoming known but remains untouched, and a gem hidden within the Western Ghats.

Ishayoga(dhyanalinga)

Isha Yoga was founded by Sadhguru in 1992 and is a program of yoga for human well-being, physical, mental, and spiritual. The Isha Foundation, located in Coimbatore, Tamil Nadu, became the basis of all these teachings. Key milestones include the consecration of Dhyanalinga in 1999 and the creation of the Adiyogi Statue in 2017. Isha Yoga has spread around the world, promoting inner transformation and environmental consciousness.

Gedee museum

The Gedee Museum in Coimbatore museum chronicles the cultural heritage and history of the state of Tamil Nadu and preserves the work of the area. It showcases traditional items, sculptures, and art representing the craftsmanship and the rich cultural inheritance of this area. The museum is a great source for history lovers and someone who is keen on Tamil culture.

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.

4. ANALYSIS AND INTERPRETATION

TABLE 4.1.1
TABLE SHOWING OVERALL IMPRESSION OF THE RESPONSE

OVERALL IMPRESSION	RESPONSE	PERCENTAGE
Very friendly and welcoming	38	30.60%
Friendly	38	30.60%
Neutral	15	12.10%
Not very friendly	17	13.70%
Not friendly at all	16	12.90%
Total	124	100%

INTERPRETATION

The above exhibits show that 30.60% of respondents belongs to Very friendly and welcoming, 30.60% of respondents belongs to Friendly, 12.10% of respondents belongs to Neutral, 13.70% of respondents belongs to Not very friendly, 12.90% of respondents belongs to Not friendly at all

Most 30.60% of respondents belongs to both Very friendly and welcoming and Friendly

TABLE 4.1.2
TABLE SHOWING GENDER OF THE RESPONSE

GENDER	RESPONSE	PERCENTAGE
Male	54	43.50%
Female	70	56.40%
Total	124	100%

INTERPRETATION

The above exhibits show that 43.50% of respondents belongs to male, 56.40% of respondents belongs to female

Majority 56.40% of respondents belongs to female

5. SUGGESTION

- Emphasize catering to the tastes and interests of female travellers in your marketing, e.g., safety, comfort, and wellness services. You might also think about packages or experiences specifically for female travelers.
- Promote packages or travel experiences appealing to single travelers or friends, for example, adventure holidays or social events. Emphasize potential for fresh connections, so the destination is attractive to unmarried persons who might travel in isolation.
- Make available cheap, student-oriented accommodations or activities like group tours, workshops, or events specifically for this demographic. Special student rates or promotions would likely draw more of this segment.

5.1 CONCLUSION

Coimbatore offers an attractive destination to both domestic and foreign visitors through a mix of rich heritage, natural attractions, and development. Coimbatore, "Manchester of South India," is not only the industrial hub of the region but also the access point for accessing scenic destinations like the Western Ghats, the tea gardens, and tranquil temples. The city's lively traditional ways, including the renowned Tamil cuisine, festivals, and arts, further contribute to its pull as a cultural destination. With its well-developed tourism infrastructure, Coimbatore is a great option for growth in the industry, and thus, it becomes a perfect destination for travelers looking for a perfect mix of nature, culture, and contemporary facilities.