

Research On Issues And Implications In Tourism Towards Coimbatore City

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Abstract- This study highlights the problems faced by the Coimbatore tourist. Tourist are facing lots of problems and in that government also affected form this. The main objective of this project is to know the problems which are majorly faced by the Coimbatore tourist. The study was conducted in Coimbatore city with sample size of 120 respondents through random sampling method. The method used for the study is simple percentage analysis and weighed arithmetic mean.

I. INTRODUCTION

Tourism is travel for pleasure or business; also the theory and practice of touring, the Business of attracting, accommodating, and entertaining tourists, and the business of Operating.Tourism can be domestic (within the traveller's own country) or internationalTourism has both incoming and outgoing implications on a country's balance of Payments.Tourism numbers declined as a result of a strong economic slowdown (the late-2000s recession) between the second half of 2008 and the end of 2009, and in consequence of The outbreak of the 2009 H1N1 influenza virus,but slowly recovered until the COVID-19 Pandemic put an abrupt end to the growth.

II. STATEMENT OF THE PROBLEMS

Nowadays, tourism and medical tourism are fast growing areas. But, there are lots of problems faced by tourists during their tour Due to poor facilities, uncertainties, cleanliness, safety, services Etc.In this growing field, it is highly important to study the major Issues faced by tourists and to take necessary steps to reduce such problems,In this research problems faced by tourist in Coimbatore city are listed and the intensity of problems is measured.

III. OBJECTIVE

- What are the major challenges faced by tourist.
- To analyse the tourist perception and behaviour regarding the preference of tourism.

IV. REVIEW OF LITERATURE

WIPADA, THAOTHAMPITAK AND NAREE WEERAKIT, 2006) pushMotivations are associated to the tourists' desire whereas pull motivations are related With the attributes of the destination choices. Additionally, push motivations are more Connected to internal or emotional aspects while pull motivations are linked to External, situational, or cognitive aspects

FLAVIAN, MARTINEZ, AND POLO, 2001) The concept and degree of loyalty Is one of the critical indicators used to measure the success of marketing strategy.Similarly travel destinations can be considered as products, and tourists may revisit Recommend travel destinations to other potential tourists such as friends or relatives.

RYAN, 2002; WILLIAMS AND BUSWELL, 2003) From the perspective ofTourist consumption process , tourist behavior can be divided into three stages: pre-, During- and post visitation. More specifically, tourist behavior is an aggregate term, Which includes pre-visit's decision-making, onsite experience, experience evaluations And post-visit's behavioral intentions and behaviors.

SCOPE:

Tourism boosts the revenue of the economy, creates thousands of jobs, Develops the infrastructures of a country, and plants a sense of cultural Exchange between foreigners and citizens. Studying tourism can lead to a Variety of rewarding like developing tourism, career opportunities, from Working as a travel agent to a hotel management career. Hence this study mainly focus on issues and implications faced by tourist In Coimbatore city and suggest a suitable suggestions based onthis study and to develop tourism in Coimbatore city.

V. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

Descriptive research was conducted in this study to make the research effective and Useful to The needy. This

research design was adopted for this study is exploratory and Descriptive Design, Research is a process of systematic inquiry that entails collection of data; Documentation of critical information; and analysis and interpretation of that Data/information, in accordance with suitable methodologies set by specific professional Fields and academic disciplines.

SAMPLE SIZE:

The sample size is 120 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data is information that you collect specifically for the purpose of your ExperienceProject by way of preparing a questionnaire. Data observed or collected from first-hand Experience.

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

LIMITATION OF THE STUDY

The result obtained in the project cannot be generalised among all the visitors in Coimbatore city. The sample size was restricted to 120 persons. This cannot interpret the whole population.The study was restricted to geographical territory of Coimbatore city

TABLE: Simple percentage analysis:

Factors	Options	No. of Respon dents	Percent age
Gender	Male	69	57.5
	Female	51	42.5
Age	Below 18	16	13.3
	18 – 28 years	97	80.8

	29 – 38 years	5	4.2	
	Above 39 years	2	1.7	
Marital status	Married	11	9.2	
	Unmarried	109	90.8	
Educational qualification	Schooling	17	14.2	
	Diploma	5	4.2	
	Ug degree	79	65.8	
	Pg degree	8	6.7	
Annual income	Professional	11	9.2	
	Below 2 lakhs	79	65.8	
	2 to 4 lakhs	26	21.7	
	4 to 6 lakhs	10	8.3	
Above 6 lakhs	5	4.2		
	First hear of Coimbatore as tourism place	Social media	87	72.5
		Family and friends	33	27.5
	Type of tourist	Outstation	65	54.2
Same city		55	45.8	
Whom are you travelling with	Friends	65	54.2	
	Family	37	30.8	
	Colleagues	12	10	
	Traveling alone	6	5	
How much they spend during the visit to Coimbatore	Rs1000	40	33.3	
	Rs5000	53	44.2	
	Above10,000	27	22.5	
Do they travel againto the Coimbatore	Yes	116	96.7	
	No	4	3.3	
	Yes	43	38.1	
	No	70	61.9	
Major problem you are facing in tourism towards Coimbatore city	Transport facility	56	46.7	
	Services	11	9.2	
	Safety and security	36	30	
	Cleanliness	10	8.3	
Transport do you prefer to arrive	Poor facilities	7	5.8	
	Two wheeler	46	38.3	
	Car	37	30.8	

Coimbatore	Train	18	15.0
	Airlines	4	3.3
	Public transport	15	12.5

INTERPRETATION

This study reveals that majority (57.5%) of the respondents are male tourist. Most (80.8%) of the respondents belongs to the age of Below 18-25 years, that majority (90.8%) of the tourist are unmarried persons. Majority (65.8%) of the tourist are under graduation. Majority (65.8%) of the tourist are Below 2 lakhs. Majority (30.8%) of the tourist preferred family and friends. Majority (54.2%) of the tourist are outstation, most (44.2%) of tourist are the RS: 5000 spending during the visit. Majority (54.2%) of the respondents are travel with friends. Majority (47%) of the respondents are social media channels. Majority (46.7%) of the respondents are transport facility is problem. Majority (96.7%) of the respondents are yes to visit again Coimbatore.

VI. FINDINGS

1. Majority (57.5%) of the respondents are Male.
2. Majority (80.8%) of the respondents are in age group below 18-25 years.
3. Majority (90.8%) of the respondents are married.
4. Majority (65.8%) of the respondents are undergraduate students.
5. It is lucid that majority (65.8%) of the tourist are in the Below 2 lakhs income group.
6. It is lucid that majority (30.8%) of the tourist preferred to travel by family and friends.
7. It is lucid that majority (54.2%) of the tourist are from outstation.
8. It is lucid that majority (54.2%) of the respondents are travel with their friends.
9. It is inferred that most (44.2%) of tourist are spending Rs.5000 during their visit.
10. It is lucid that majority (96.7%) of the respondents are yes to say yes to visit again Coimbatore.
11. It is Inferred that majority (46.7%) of the respondents are facing transport problem.
12. It is Inferred that most (38.3%) of the tourist are arrived to destination by two wheeler.

VII. SUGGESTIONS

- Some of the tourism places are not fully developed and not maintained well.
- Transport facility must be increased to make Coimbatore tourism more famous.

- Food courts at waterfalls area to be opened and accommodation facilities also can be Developed near waterfalls areas.
- It would be better if government brings in improvements in sanitation facilities.
- Cleanliness and hygiene should be maintained at hotels, restaurants, waterfalls bus Standards and other Tourism in Coimbatore.
- To increase the length of the stay, attractivetourism packages should be Implemented.

VIII. CONCLUSION

The problem intensity experienced by tourists differs depending on various factors Influencing tour environment. It is observed that major problems are deviation in the arrangements made for their stay, visit, Transport and unexpected expenses. These problems could be addressed by the supportive Industry. If they address them with a service mind, this could be minimized. Reducing Intensity of tour problems motivates the people to undertake frequent tours that will enable to Build a better society and better national economic development than before.

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