

**Religious Tourism Prospects in Coimbatore**

By

**BAGHYA LAKSHMI C**

**20PTA003**

Thesis Submitted To

**Avinashilingam Institute for Home Science and Higher Education for Women**

**Coimbatore- 641043**

In Partial Fulfillment of the Requirements For

**Master Degree**

**In**

**MASTER OF BUSINESS ADMINISTRATION**

**(TOURISM AND TRAVEL MANAGEMENT)**

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## DECLARATION

I declare that the dissertation entitled "**Religious Tourism Prospects in Coimbatore**" submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr.K.Sathiyabamavathy, MBA, M.Phil, Ph.D, SET**, Assistant Professor, Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other University or other similar institution of Higher Learning.



**Signature of the Supervisor**



**Signature of the Candidate**

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# **INTRODUCTION**

# **CHAPTER – 1**

## **Introduction**

### **1.1 Tourism**

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 tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

### **1.2 Tourism Encompasses**

#### **Outbound Tourism**

Outbound tourism comprises the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.

#### **Inbound Tourism**

Inbound tourism comprises the activities of non-residents traveling to a given country that is outside their usual environment, and staying there no longer than 12 consecutive months for leisure, business or other (corresponding) purpose.

### **1.3 Significance of Tourism**

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism.

The service industries which benefit from tourism include transportation services, such as airlines, cruise ships, trains and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs.

### **1.4 Types of Tourism**

Traveling to distant places always tends to fascinate. Tourism, as a concept, has come a long way today, and the activity has been classified into various types (and still counting). With the development of new tourist infrastructure, and owing to the extreme competition in the sector, several new ideas of promoting tourism are coming up. The tourism sector today aims to cater to the needs and preferences of all types of tourists, and thus, seems to take into consideration specific areas of their interest. The different categories of tourism are as under:

#### **Adventure Tourism**

Also known as adventure travel, this kind of tourism is becoming very famous amongst adventure seekers, who are always in the quest of something new to satisfy their adrenaline rush. Adventure tourism requires that a tourist has the heart to take risks and possesses special training and skills. Generally, adventure tourists indulge in difficult activities and extreme sports, such as mountaineering, desert hiking, bungee jumping, scuba diving, paragliding, zip lining, rock climbing, and so on.

## **Business Tourism**

The World Tourism Organization (WTO) gives a definition of tourism that is in contrast to the one given by the Association of Scientific Experts in Tourism (AIEST). While the AIEST does not involve people connected with any sort of activity involving income, the WTO thinks otherwise. According to them, "tourism comprises the activities of persons traveling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Common activities involved in business tourism include attending meetings, conferences, and seminars, visiting exhibitions and trade fairs, and so on. Generally, a business tourist is considered to be wealthier than a leisure tourist, and is believed to have much more purchasing power.

## **Culinary Tourism**

Culinary tourism or food tourism involves tasting and experiencing the local and traditional food of a particular country, region, or city/town/village. It is worth noting that though food alongside accommodation and infrastructure is one of the key components of tourism, there are numerous tours organized just for the sake of experiencing the culinary culture. Today, with the overall growth of tourism sector, this subset has also expanded and developed to a great extent. Culinary tourism also includes enotourism, also known as wine tourism, wherein people visit certain regions (such as the Napa Valley, California, USA, and Catalonia, Spain) specializing in wine making, in order to enjoy the exotic wines.

## **Dark Tourism**

This kind of tourism is also referred to as grief tourism, black tourism, and thana tourism, and involves visiting those places and sites, which have been witnesses to some of the major tragedies in history. Apart from their tragic histories of human suffering and bloodshed, most of these locations are also popular for their historical value. The curious human mind is often more attracted to places that are associated with things far from normal, and hence, sites bearing violent pasts have become popular tourist destinations, receiving a large inflow of visitors year after year.

## **Disaster Tourism**

Often criticized as an unethical form of tourism, people are said to be involved in disaster tourism when, out of curiosity, they visit places that have just encountered a major disaster. Such visits may adversely affect the rescue operations on such sites, and also hurt the sentiments of the local people. However, in the wake of several serious calamities, disaster tourism does gain an impetus with more and more tour operators offering attractive packages to such affected areas.

## **Ecotourism**

Ecotourism is a very broad category of tourism that involves a socially responsible travel to virtually undisturbed and pristine areas of natural beauty. It involves traveling to places, the primary attractions of which are flora and fauna, natural and/or artificial landforms, and settlements of indigenous communities. Ecotourism also encompasses the concepts of Geo tourism and Wildlife tourism. Moreover, Agri tourism has been added to the list of subtypes of ecotourism, which involves visiting a farm or ranch, and indulging in agriculture-related activities.

## **Health Tourism**

Health tourism is a wider term for travel that focus on medical treatments and the use of healthcare services. It covers a wide field of health-oriented, tourism ranging from preventive and health-conductive treatment to rehabilitation and curative forms of travel. Wellness tourism is a related field.

## **Wildlife Tourism**

Wildlife tourism is people's travel to different places for observing and interacting with wildlife, flora and fauna in their natural habitat. Safaris, visiting the animal rescue centre, swimming with dolphins, etc., are examples of wildlife tourism.

Because of an exotic species of wildlife, this tourism became recognised. The Sariska Wildlife or Hyde park Sanctuary, Keoladeo Gana National Park, Corbett National Park is renowned for wildlife tourism. The Great Barrier Reef is also famous in Australia.

## **Wellness Tourism**

Wellness tourism is a significant part of tourism from ancient times. This tourism mainly attracts those tourists who want to regain their health. Wellness tourism will help you to get rid of mental and health stress.

Tourists recover their health issues by doing physical, spiritual, or psychological activities. All around the world, there are plenty of destinations, which are popular to improve health.

## **Cruise Tourism**

Holidays based partially or wholly on a cruise ship is said to be cruise tourism. It provides tourists with a multi-centred holiday experience. Cruise ships (like small yachts, big ships, etc.) take people on a tour of oceans, fjords, or rivers. Throughout their trip, tourists enjoy their time at various destinations. The Mediterranean, Caribbean, Arctic, etc., are famous destinations. It's the newest and fastest-growing part of the world tourism industry.

## **Rural Tourism**

In this category, a tourist spends their leisure time in rural areas or villages. Visitors can make a plan to visit the rural area for some days or a couple of months. Especially Solo travellers can visit those places to enjoy their lonely time. They join all the local activities that happen in this village.

## **Beach Tourism**

Beach tourism is how a beach plays the major element of the holiday, and it's the most modern form and the staple of tourism. In beach tourism, a tourist travels to a beach for leisure, recreational or business purposes. People who are beach bums and like the clear blue sight, salty water, and gentle breeze undertake this journey.

## **Sustainable Tourism**

**Sustainable tourism** is a concept that covers the complete tourism experience, including concern for economic, social and environmental issues as well as attention to improving tourists'

experiences and addressing the needs of host communities. Sustainable tourism emerged as an outcome of preventing the uncontrolled and excessive use of mountain tourism resources and attractions in Sumadija and Western Serbia. Sustainable tourism should embrace concerns for environmental protection, social equity, and the quality of life, cultural diversity, and a dynamic, viable economy delivering jobs and prosperity for all.

## **1.5 Tamil Nadu Tourism**

Tamil Nadu is a state in the south-eastern part of the Indian Peninsula. Tamilnadu is previously a part of the United Madras Province, which was later partitioned based on languages. Tamil Nadu has more than 4,000 years of continuous cultural history. Tamil Nadu has some of the most remarkable temple architecture in the country, and a living tradition of music, dance, folk arts and fine arts. Tamil Nadu is well renowned for its temple towns and heritage sites, hill stations, waterfalls, national parks, local cuisine and the natural environment and wildlife. The state has the largest tourism industry in India. With an annual growth rate of 16%. In 2015, the number of domestic arrivals was at 333.5 million making the state the most popular tourist destination in the country, and foreign arrivals numbered 4.68 million, the highest in the country, making it the most popular state for tourism in the country. Tamil Nadu with a GDP of \$150 billion is the second largest economy of the country and Tourism is one of the main sources of its revenue. Tourism in the state is promoted by the Tamil Nadu Tourism Development Corporation headquartered in the capital city of Chennai. Tamilnadu is a year-round tourist destination, and the industry is the largest in the country. [Agaraj & Murati (2009)] Chennai formerly known as Madras, is the capital city of the state, and India's fourth largest metropolis. The city is known for its beaches, ancient Tamil architecture, Anglo-Indian architecture, cultural festivals and is India's largest shopping destination. Chennai is seen as the gateway to Southern India and is well connected to all parts of India by road, rail and air.

## **1.6 Religious Tourism**

Religious Tourism can be defined as travel with the core motive of experiencing religious forms, or the products they induce, like art, culture, traditions and architecture. Being one of the most ancient civilizations of the world, India has been in contact with almost all the major religions of the world, and despite being dominated by Hinduism in the present context, religions like Islam,

Buddhism and Christianity have also influenced a sizeable portion of the population, apart from niche religions like Sikhism, Jainism, Vaishnavism, Judaism that grew as an offshoot to the major religious schools of thought.

### **1.7 Perspective of Religious Tourism in India:**

There are two distinct aspects to Religious Tourism in India; one, the faith of the domestic tourist, who has a spiritual attachment to the deity/ destination in line with their religious beliefs; the other is the 'foreign' tourist, someone belonging to a different religion, region or country, for whom the destination and the religious practices have the dimension of 'novelty', a spiritual experience different from their own, despite the ethical values being delivered remaining the same. From the domestic market's perspective, there is a fine line dividing business and belief. Many temples, mosques, churches, gurudwaras and other major religious centres, in today's socio-economic structures, are tangible assets in terms of infrastructure and the workforce they employ, thereby implying that the institution has to monetize itself in order to be able to meet its everyday survival in societal environments. Based upon the nature of the product, intensity and region of travel, Religious Tourism is divided into the following major categories:

- Pilgrimages
- Missionary travel
- Leisure (fellowship) vacations
- Faith-based cruising
- Crusades, conventions and rallies
- Retreats
- Monastery visits and guest-stays
- Faith-based camps
- Religious tourist attractions

### **1.8 Government Interventions to Stimulate the Development of Religious Tourism in India:**

The Government is very much aware of the importance of religious tourism not only as an economic enabler, but also a tool to ensure communal harmony. Some recent notable initiatives are as follows:

- IRCTC has given much needed boost to the Buddhist Circuit, providing a holistic product that addresses transport, sightseeing and accommodation requirements. Apart from this, airports have also been made operational in Bodh Gaya, thereby facilitating direct movement of tourists from South East Asian countries, a major part of the clientele.
- Seven new tourist circuits will be developed across the country to facilitate travel to and stay at religious places. Work has already begun to prepare detailed project reports for Sufi, Buddhist & Jain, Christian, Sikh, Hinduism and Sarva Dharma circuits. The Sufi circuit will include Delhi, Agra, Fatehpur Sikri, Bijapur, Shirdi, Aurangabad, and the Awadh region, besides the dargahs in J&K, Punjab, Haryana and Uttarkhand. The Christian circuit will have the churches of Goa, Kerala and Tamil Nadu. The Sarva Dharma Circuit, to promote national integration, will be aligned along Tirupathi-Chennai-Velankanni-Nagoor and Vaishnodevi - Golden Temple-Sacred Heart Church (Delhi)-Nizamuddin. The Ministry of Tourism has already identified 35 destinations for Phase I and will cover another 89 in Phase II. Consultants engaged by the ministry will help identify gaps in infrastructure and amenities, assess investment requirement and possible source of funds and also evolve business models for investment and operations. The ministry has proposed a required outlay plan of Rs 9,450 crore for the 12th Plan and hopes to draw in private investment close to Rs 28,000 crore for such projects.

## **1.9 Opportunities of Religious Tourism in India**

Religious Tourism will promote Indian economic revenue and will pave the path of sustainable economic development. Religious Tourism will improve people's spiritual health because now a day's people are being more materialistic which is leading them towards stress, anxiety, and crime. This sort of tourism will be helpful in this way. Religious Tourism will be wonderful opportunity for our highly technical gazette friendly new generation to know about our own culture, traditions, religion. Religious Tourism will make India a global icon for its rich cultural and religious heritage. Religious Tourism involves a great deal of communication with the

individuals, within as well as outside the places of worship. The communication normally takes place with the religious leaders as well as the individuals, who possess strong viewpoints and perspectives regarding faith. There are some religious places within the country, where individuals feel that all their needs and desires would get fulfilled. Hence, for this purpose, they are involved into effective communication with religious leaders and another aspect of communication is enhancement of knowledge.

The religious tourism generates employment opportunities. The development of tourism would act as stimulate in building entrepreneurship, small business enterprises and economy diversity. The individuals, who are interested in working in this area, are provided with the opportunities to develop their capability, skills and abilities, so that they are able to important contribution in improving the socio-economic benefits.

There are numerous religious places in India that have been established since ancient times. These religious places have their significance. Hence, what is of utmost significance on the part of the individuals is to ensure that their authenticity and original character is maintained. In most cases, when the devotees make an entry into the religious place, then there is a security check. They are required to keep their valuables outside and then are permitted to go inside to offer their prayers. It is vital to ensure that their authenticity and original character is maintained. The religious authorities ensure that proper rules and policies are formulated and individuals follow them appropriately.

In India, individuals normally possess the viewpoints that religious tourism would be beneficial to them in the promotion of peace and harmony and resolution of conflicts and disputes. In every household, among the family members or in their employment, individuals do sometimes get involved into occurrence of conflicts and disputes. This in most cases is unfavorable and disappointing. Therefore, in order to promote peace, agreeable and congenial atmosphere and relationships among the individuals, one plans religious tourism. Therefore, it can be stated that promoting of peace and harmony is also one of the important characteristics of religious tourism.

### **1.10 Need for the Study**

Modern religious tourism has already attracted religious followers as well as non - religious followers to travel to the religious and cultural relics for the various purposes of pilgrimage and

sightseeing. During religious season, many economic activities are taking place in the Tamil Nadu locality. Flow of pilgrims confers numerous socio-economic benefits to the region.

This study “Religious Tourism Prospects in Coimbatore” is undertaken because the selected ten pilgrim sites [**Arulmigu Marudhamalai Murugan Temple, Velliangiri Hill Temple, Perur Pateeswarar Temple, Sree Ayyappan Temple, Eachanari Vinayagar Temple, Masani Amman Temple, Ramar Temple, Kottai-Easwaran Temple, Konniamman Temple, Dhyanalinga Temple(Isha Yoga Centre)**] are witnessing there is increased tourist traffic in these temples the study helps to analyse the economic, social, and physical benefits of Religious Tourism on local community of Coimbatore city.

### **1.11 Scope of the Study**

Generally this study focuses on understanding the prospects of Religious Tourism in Coimbatore on local community livelihood. Through the study, the level of religious tourism and its impact was studied. The study revolves around local community perception and impacts on their livelihood through religious tourism. It reveals the level of economic, social, and physical benefits of Religious Tourism on local community. The ratings of Architecture and Heritage, Festivals and Celebrations, Cleanliness and Discipline, and Accessibility of the temples were studied.

This can help in developing a positive attitude towards tourism and tourists in the local community which will in turn result in development of tourism industry of the region.

### **1.12 Objectives of the Study**

- To understand Temple’s Architecture and Heritage, Festivals and Celebrations, Cleanliness and Discipline, and Accessibility on Tourist Satisfaction.
- To assess the significant relationship between demographic factors and Tourist Satisfaction.
- To study the relationship between demographic factors with economic, social and physical benefits.
- To study the ratings of Architecture and Heritage, Festivals and Celebrations, Cleanliness and Discipline, and Accessibility of the temples.

- To assess the significant relationship between demographic factors and temple image.

### **1.13 Limitations of the Study:**

- The research was carried out in the short span of time with a limited sample size.
- Due to the confidentiality of some information accurate response was not revealed by some of the respondent.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and prejudices of the respondents.

### **1.14 Chapterization**

The following chapter and content analysis will apply to the research study

#### **Chapter 1-Introduction**

In this chapter, a holistic perspective is provided of the proposed research. The chapter provides a brief introduction about Tourism, Tourism encompasses, Significance of Tourism, Types of Tourism, Tamil Nadu Tourism, Religious Tourism, Perspective of Religious Tourism in India, Government Interventions to stimulate the development of Religious Tourism in India, Opportunities of Religious Tourism in India, Need for the Study, Scope of the Study, Objectives of the study, Limitations of the study.

#### **Chapter 2-Review of Literature**

In this chapter, the review of literature is collected on Religious Tourism, Challenges and Opportunities of religious tourism, Pilgrimage tourism, Economic significance of Religious Tourism, Future prospects of Religious Tourism.

#### **Chapter 3-Research and Methodology**

This chapter provides a discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instruments, and construct

measurement (scale and operation definitions). Furthermore, it discusses the data processing data analysis and study area.

#### **Chapter 4-Analysis and Interpretation of Results**

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

#### **Chapter 5-Findings, Suggestion, and Conclusion**

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various suggestions such as giving importance and care to small temples and protect the 1000 years art and architecture in the temples.

# **REVIEW OF LITERATURE**

## CHAPTER – 2

### Review of Literature

Literature Review in any study gives a summary of the study reviewed in a particular area of research. The literature review summarizes the relevant researches conducted in the research topic of study. Or in other words, it can be said that the literature review identifies, evaluate, and amalgamate the literature in the relevant topic of study. It throws light on how knowledge has grown in the field of study. Literature review sees what has already done in the subject, what is the current status, and what more could be done in the field of study which identified the gap within the field of study to be filled. Hence, in the present chapter, a summary of Literature reviewed related to the present topic of study is given in the following pages. This literature review is grouped under various sections of headings, which summarize studies related to that section or headings.

#### 2.1 Religious Tourism:

**(Rashid, 2018)** There are various factors that responsible for this phenomenon like a religious and various locations of religious tourism, the positivity which we are gaining in the earth, the role of technology in religious tourism, various religious tourism attractions, motivation and many more.

**(Olsen & Wilkinson, 2016)** Comparing actual subjects of pilgrimage and tourism cannot reflect the ‘real’ pilgrim and is unlikely to be meaningful. This has prompted an emphasis on flexible and negotiable individual and social identities. Noting that pilgrimage may be considered as a slow tourism experience, speed may influence how we define a true pilgrim, based on prevailing cultural norms.

**(Damari & Mansfeld, 2016)** The evolving concepts of pilgrim identities and roles have been recognised as an issue by researchers because there is a lack of clarity about how pilgrims interact with experiential environments and how this provides insights into the religious journey in post-modern societies.

**(Goswami, 2016)** The word pilgrimage means Tirtha and it means a fort or crossing. People go to Tirtha places where people cross over the river of samsara. This is a repeated cycle of birth and death. In the Hindu religion, there is a belief of afterlife so that's why Hindu people perform certain rituals for their loved ones. They do worship of Holy River Ganga and do some other

rituals. This kind of activities performed at any scared site adds importance to the sacredness of that place.

**Singh & Sharma (2013)** talks about the opportunities of tourism for the vendors near Brahm Sarovar, which is situated in Kurukshetra known as one of the holy cities of this state. They mentioned that tourism has a positive impact on the business of the local vendors and even impacted the local culture of this place.

**Bremer (2005)** points out three approaches in which researchers place the intersections between religion and tourism: the spatial approach (pilgrims and tourists occupying the same space with different behaviors), the historical approach (relationship between religious forms of travel and tourism), and the cultural approach (pilgrimage and tourism as modern practices in a post-modern world).

**(Shinde, 2007; Timothy & Olsen, 2006; Jackson & Davis, 2000)** In Vrindavan, a popular Hindu pilgrimage center in India, the improvements in accessibility and availability of transportation have long replaced the traditional pure form of "pilgrimage on foot" for the majority of visitors to the particular site

**Singh and Rana P.B. (2011)** in their study, focused on the Pilgrimage and Religious Tourism in India. This study emphasized on Countering Contestation and Seduction examines the merger of Hindu pilgrimages and pace of religious tourism in India by critically appraising the reflection of radiant glories 83 mythologies and also the on-going practices and happenings that flourish side-by-side in a gloomy way. The author observed that the interacting and counteracting two sides of human life, sacred and profane, consequently turn into contestation, seduction, and difference. However, they meet at different levels in the formation of wholeness were earth-based humanity meets with the terrestrial divinity. The study found that the profanity of tourism sometimes threatens scarcity of pilgrimage after the time, which also results to concerns for representation, belongingness, control, and power, dissonance, and contestation - the issues refer to seducing tradition. As the ecology of being pilgrimage-tourism can also be furnished into larger reality in search of interconnectedness what evolved in the ancient past.

## **2.2 Challenges and Opportunities of Religious Tourism:**

**(Kumar 2014)** Haryana has huge possibilities for development in the tourism segment with its various attractions. This state is also doing efforts to generate employment in the tourism sector also focusing on to become a most favored landing place by improving its various resources like natural, cultural, and technical. If government supports the private sector then tourism industry can shows exponential growth in the future.

**(Okumus et al., 2015)** Every religion has its religious place, which also provides opportunities to others to know about their religion and cultural values. It is identified that acceptance inside the Hindu cult and non-Hindu also have faith in Hindu culture. This helps in strengthening the culture and increase the economy & Infrastructure .

**(Kruger, Saayman, 2014)** There are seven motives which affect the traveler's motivation. These are as follows “spiritual fulfillment, inner peace, inner healing, faith exploration, congregational togetherness, personal fulfillment and religious participation”.

**(Suleiman, Mohamed, 2011)** Religious tourism is also affected by terrorism and in some of the destinations like Palestine; it had created a very adverse effect. Political changes also create adverse effects on religious tourism.

## **2.3 Pilgrimage Tourism:**

**(Olsen & Wilkinson, 2016)** Comparing actual subjects of pilgrimage and tourism cannot reflect the ‘real’ pilgrim and is unlikely to be meaningful. This has prompted an emphasis on flexible and negotiable individual and social identities. Noting that pilgrimage may be considered as a slow tourism experience, speed may influence how we define a true pilgrim, based on prevailing cultural norms.

**(Damari & Mansfeld, 2016)**The evolving concepts of pilgrim identities and roles have been recognised as an issue by researchers because there is a lack of clarity about how pilgrims interact with experiential environments and how this provides insights into the religious journey in post-modern societies.

**Swami (2003)** found that Pilgrimage Tourism is a long journey or search of great moral significance. Sometimes, it is a journey to a sacred place or shrine of importance to person's beliefs and faith. Members of every major religion participate in Pilgrimages. A person who makes such a journey is called a Pilgrim. Pilgrims contributed an important element to long distance trade before the modern era, and brought prosperity to successful Pilgrimage sites until the tourist trade of the 20th century as an important source of economic gains. Encouraging Pilgrims was a motivation for assembling relics and for writing hagiographies for local saints filled with inspiring accounts.

**Mustonen (2005)** revealed that Pilgrimage Tourism is much closer to the modern backpacking Tourism, but it can be considered clearly a separate form of Tourism when the very basic motive of the Tourists is taken into consideration. The rise of so-called alternative Tourism is one aspect of post modernity and Pilgrimage Tourism is treated as one of the subsets of alternative Tourism. However, it also differs remarkably from the other forms of alternative Tourism. These differences are connected with traditional Pilgrimage that probably represents the oldest type of Pilgrimage Tourism.

**Harish (2007)** identified that the growth of Pilgrimage Tourism in south India has been astonishingly impressive. South India is blessed with plenty of well-known Religious destination. Pilgrimages to these destinations bring enormous economic giants to local residents.

**Henderson (2010)** described that religion plays a major role in life. It reflects the public and private life. In some places, some higher authorities expressed this issue in many ways linked to Religious, political and economic imperatives. National authorities welcome Tourists irrespective of their religion, but state authorities could inhibit Western-style Tourism. He emphasized that the person who works in Tourism industry need to be aware of the changing conditions and appreciation of Religious sensitivities. They should help educate Pilgrims with appropriate behaviour as per the code and conduct for visiting mosques and shrines.

## **2.4 Economic Significance of Religious Tourism:**

**Bello & Bello (2017)** economic development explains efforts that seek to improve the economic well-being and quality of life of host communities especially those of the various religious tourist sites. Whether a place of religious worship is situated in a town, village, or city, religious tourism

and pilgrimages become interwoven in its everyday life. Depending on the scope of this phenomenon, it either remains in harmony with that life or causes disturbances.

**Karar (2010)** The most apparent effect of religious tourism is related to the trips to the religious site and the tourist's contact with religious societies. Apart from religious organizations, sacred sites are often surrounded by amenities and ancillary services that are religious-oriented or support religious activities, such as religious souvenir shops, travel agencies, hotels, transport services among others. Domestically, religious tourism can be the basic foundation for regional growth, employment creation, and entrenchment of cultural values. According to Terzidou, Styliadis, and Szivas (2008), religious tourism can generate the same economic benefits as other forms of tourism and these include infrastructure development and employment creation.

**Bello & Bello (2017)** The economic contribution of religion tourism could be explained using the four dimensions which include revenue/ income generation, infrastructure development, employment generation, and investment promotion. The development of religious tourism results in an unparalleled likelihood to nurture inclusive and viable development through employment creation, infrastructural development, allowing for investment, and stimulating the local economy.

**Odum, Obieluem, & Ezenagu (2018)** in their study titled "Impact of Religious Tourism on Host Communities: The Case of Awhum Monastery". The study revealed that before the closure of the monastery to public visitation and economic activities, it was beneficial to the host community especially in the provision of scholarships, infrastructure, employment opportunities, and industries.

**Haq and Medhekar (2018)** Economic effects of spiritual tourism, it was evident that spiritual tourism-related businesses do not only create new employment opportunities in controlled and uncontrolled sectors in the tourism and hospitality industry but also supports infrastructural development and the development of local transportation. International spiritual tourists also bring in foreign exchange revenue while helping in promoting peace and cultural understanding.

**(Ravinder, Kaushik 2017)** Due to mythological overview Brahm Sarovar in Kurukshetra attracts many tourists during the festive seasons. These are those dates which are important on

the Hindu mythological calendar and it creates thousands of opportunities to the vendors for this area.

**Weidenfeld, (2005)** reveals about the requirements of the religious tourism customer e.g. hotel rooms may be categorized by the provision of particular religious décor, facilities (e.g. a place of worship), services (e.g. organized religious activities and religious items such as bible). Religion and tourism both have an association, religion, and religious places motivate to travel throughout the globe.

**(Egresi, Kara, Bayram, 2012)** It is a significant source of attraction to targeted visitors. Religious tourism also affects the hotel's business and the economic growth of the different destinations. The hotels have increased occupancy rates and have a higher amount of business throughout the year

## **2.5 Future Prospective of Religious Tourism:**

**(Kumar, Taxak 2013)** Though Haryana has less number of tourist flows in comparison to neighboring states viz. Uttarakhand and Himachal. The government can play a key role player to increase the tourist inflow and the tourism of this state. Many places are only in documents but not having the proper tourist inflow if government plans properly for these sites.

**(Singh, 2012)** Marketing plays a major role in the promotion of the sacred sites. The promotion of the old religious site can attract a large number of tourist inflows and it can become one of the key players to promote any tourist destination.

**Seshadri & Ganesh (2011)** stated the dark face of religious tourism, which will affect the future of many other segments of tourism sectors they mentioned that there are many sacred destinations are inside in the protected areas of India and all the roads leading to these special places can affect drastically the flora and fauna of these places. Approximately 1413 individuals belong to 56 different species were killed on these roads. At the festivals also there is an increment in damages on the living beings of these places. On the other hand this form of tourism also affecting the lives of locals and the residents.

**(Foruzan, 2014)** The environment should also need to be protected and preserved to save the future of religious tourism. The pollution in some of the tourism sites is also increasing drastically which is also a matter of thought.

**Ozcan, Bişkin, & Şimşek, (2019)** States that religious tourism can increase the economic conditions of any particular place. It can play a major role in socio- economic development in various countries. In developing countries also it is one of the key factors, which affect the economic conditions of the region. Even it is helping in raising the standards of living and helps to remove the poverty of many nations.

# **RESEARCH METHODOLOGY**

## CHAPTER – 3

### Research Methodology

#### 3.1 Introduction

This chapter illustrates the way of the research has been conducted by presenting the methodologies and theories used. The technical details of the research are described and detailed. Important issues such as philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision are covered.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

#### 3.2 Research Design:

To start a research, there must be an understanding of in which way the research will be approached. Philosophies and approaches are the first and second layers of the ‘research onion’ respectively (Saunders, et al, 2008; cited in Saunders et al, 2009; 108).

To be clear about the theory in the early stages of the study, has brought out a decision, it is to decide in which the study should be conducted. There are two main research approaches have been using. Deductive approaches have been chosen for this study. The deductive approach attempts to figure the theory first and then moving from the theory, the collected data is tested. Moreover, the deductive approach is valid for quantitative data and since this study consists quantitative data, it is appropriate for this study. The research philosophy reflects how and in which way we view the world furthermore how we figure the theory first and then moving from the theory, the collected data is tested.

The research philosophy reflects how and in which way we view the world furthermore how we view our research and it is helpful to explain research approaches when collecting and analyzing

the data. Positivism is the philosophy which provides a natural science way to conduct the research.

The researcher does not affect or be affected by the subject of the research and the data can be collected free from the researcher's values and feelings. This study will be managed by a positivity philosophy.

In order to collect data from viewpoint of consumers, the strategy of the research is the survey. To investigate consumer behaviors and purchasing decisions, a quantitative approach is used to analyze the results from the survey. Survey in the form of questionnaire is chosen for this research. Surveys are a kind of research which is more rigid than interviews. They are usually used to gather ideas from a large population. Each respondent is asked to respond to the same set of questions, it provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders et al., 2009: 361). The questionnaire was prepared as self-administered and published electronically using the internet, internet-mediated questionnaires. Since the nature of the questionnaire help to reach a large population, internet-mediated questionnaire makes that one step further and it was possible to reach more respondents. After finalizing the questionnaire, before the distribution of them, the questionnaire presented to few participants to test it.

### **3.3 Sampling Design**

#### **Strategy**

In order to address the research aim the participants were selected using a non-probability sampling method.

#### **Types of Universe**

For the purpose of the study, in and around Coimbatore respondents were selected as population.

#### **Sample Size**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 271 from selected 10 temples (Arulmigu

Marudhamalai Murugan Temple, Velliangiri Hill Temple, Perur Pateeswarar Temple, Sree Ayyappan Temple, Eachanari Vinayagar Temple, Masani Amman Temple, Ramar Temple, Kottai-Easwaran Temple, Konniamman Temple, Dhyanalinga Temple(Isha Yoga Centre)

### **Sampling Procedure**

The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in and around Coimbatore which served as main factor for the selection of the sampling procedures. The convenience sampling is a non-probability technique where subjects are selected because of their convenient.

## **3.4 Source of Data**

### **Primary Data**

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected as structured questionnaire and multiple choice questions. It covers in and around Coimbatore.

### **Secondary Data**

Secondary sources are those data's which have already been collected by someone else and which have already been passed through the statistical such as articles, journals, internet and publish survey reports.

## **3.5 Data Collection**

### **Questionnaire:**

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple choice questions and Likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

### **3.6. Construct measurement (scale)**

#### **Likert scale**

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

<b>SCALES</b>	<b>SCORE</b>
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

<b>SCALES</b>	<b>SCORE</b>
Very High	5
High	4
Medium	3
Low	2
Very Low	1

### **3.7 Tools for analysis**

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 20.0 version.

- Percentage Analysis
- Independent one sample t- Test
- Descriptive Statistics
- One way ANOVA
- Garrett's Ranking technique
- Linear regression

### **3.8. Percentage Analysis**

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondents response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, annual income, marital status, mode of transport and employment status.

### **3.9 Descriptive Statistics**

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and measures. Together with sample graphics analysis they found the basis of virtually every quantitative analysis of data.

### **3.10. Independent One Sample t-Test**

Independent one sample T-test is based on the normal probability distribution and is used for judging the significance of several statistical measures, particularly the mean. The relevant test statistics is worked out and compared with its probable value at a specified level of significance

for judging the significance of the measure concerned. This test is used when binomial distribution or frequently used test in research studies. This test is used even when binomial distribution or t-distribution is applicable on the presumption that such a distribution tends to approximate normal distribution as 'n' becomes larger. Independent one sample T-test is generally used for comparing the sample proportion to a theoretical value of population proportion or for judging the difference in proportions of two independent samples when n happens to be large. Besides, the test may be used for judging the significance of median, mode, coefficient of correlation and several other measures.

### 3.11 ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

### 3.12 One way ANOVA:

1.To obtain the each mean of each sample  $X_1, X_2, X_3, \dots, X_k$  when there are K samples

2.Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No Of samples (k)}}$$

3.To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4.To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{(k-1)}$$

5.So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i}-X_1)^2 + \sum (x_{2i}-X_2)^2 \dots\dots + \sum (X_{ki}-X_k)^2$$

Where  $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = SS \text{ within} / (n-k)$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij}-\bar{X})^2$$

Where  $i = 1, 2, 3, \dots$      $j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as

$$F \text{ ratio} = MS \text{ between} / MS \text{ within}$$

### 3.13 Garrett's Ranking Technique

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5)N_j$$

Where,

$R_{ij}$  = Rank given for the  $i^{\text{th}}$  variable by  $j^{\text{th}}$  respondents

$N_j$  = Number of variable ranked by  $j^{\text{th}}$  respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

### 3.14 Linear Regression

Linear regression models are used to show or predict the relationship between two variables or factors. The factor that is being predicted (the factor that the equation solves for) is called the dependent variable. The factors that are used to predict the value of the dependent variable are called the independent variables.

In linear regression, each observation consists of two values. One value is for the dependent variable and one value is for the independent variable. In this simple model, a straight line approximates the relationship between the dependent variable and the independent variable.<sup>1</sup>

When two or more independent variables are used in regression analysis, the model is no longer a simple linear one. This is known as multiple regression.<sup>2</sup>

#### Formula for a Simple Linear Regression Model

The two factors that are involved in simple linear regression analysis are designated x and y. The equation that describes how y is related to x is known as the regression model.

The simple linear regression model is represented by:

$$y = \beta_0 + \beta_1 x + \varepsilon$$

The simple linear regression equation is graphed as a straight line, where:

$\beta_0$  is the y-intercept of the regression line.

$\beta_1$  is the slope.

$E(y)$  is the mean or expected value of y for a given value of x.

### 3.15 Correlation

A correlation is a statistical measure used to describe the degree of relationship between two more variable. In this study the direction of relationship between all dependent variable and the corresponding independent variable is calculated using correlation coefficient.

$$R = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

## **3.16 Above the Study Area**

### **3.16.1 Coimbatore:**

**Coimbatore** is also known as **Kovai** or **Covai**. It is one of the major metropolitan cities in the Indian state of Tamil Nadu. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second largest city in Tamil Nadu after Chennai and the 16th largest urban agglomeration in India as per the census 2011. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore District. In 1981 Coimbatore formed as third municipal corporation in Tamil Nadu after Chennai and Madurai. Podanur Junction is the oldest Railway station in Coimbatore City. Coimbatore has been selected as one of the hundred Indian cities to be developed as a smart city under Prime Minister Narendra Modi's flagship Smart Cities Mission. Coimbatore was rated as one of the safest cities in India for women according to National Crime Records Bureau report in 2015. The city is one of the largest exporters of Jewellery, Wet grinders, Poultry and Auto Components; the "Coimbatore Wet Grinder" and the "Kovai Cora Cotton" are recognised as Geographical Indications by the Government of India. Being a hub of textile industry in South India, the city is sometimes referred to as the "Manchester of South India".It was ranked the 7th best city in India in the Ease of Living index 2020.

### **3.16.2 Temples Taken for the survey:**

#### **1.Arulmigu Marudhamalai Murugan Temple:**

Of all the temples in Coimbatore, the Marudamalai Temple – dedicated to the Hindu deity Lord Murugan or Kartikeya – is one of the religious tourist places in Coimbatore. The 1200 years' old temple also has a colorful gopuram that amazes the guests. And that's not all! The temple complex, built in a unique Dravidian style, is set in the picturesque surroundings of the of the Western Ghats. These hills are, in fact, considered to be a home to various medicinal herbs. Located at a height of 500 ft on highland in Western Ghats

#### **2. Velliangiri Hill Temple:**

Velliangiri Hill Temple is located about 40 km away from Coimbatore and is considered to be one of the most respected religious places to visit in Coimbatore. The Hill Temple is dedicated to

Lord Shiva who is believed to sit on the Velliangiri Hill which has a height of 6000 feet above the ground. Tourists flourish in the temple as it is famous for being the most noticeable place of worship in and around Coimbatore. People can also view the hill for its natural resources and some unique herbs. Located 29 kms from the city of Coimbatore.

### **3. Perur Pateeswarar Temple:**

It was in the 9th century that the rulers of the Chola dynasty got the Arulmigu Patteeswarar Swamy Temple built around the place that was believed to be the spot where Lord Shiva himself performed the *Tandav* dance. Its golden statue of Lord Nataraja, if not its stone carvings and fine specimens of art, is what puts the temple right among the top places to visit in Coimbatore. Located 6 kms from city centre.

### **4. Sree Ayyappan Temple**

Sree Ayyappan Temple is situated in Siddhapudur, Coimbatore which has its significance as the temple is dedicated to Lord Sree Ayyappa. The religious place is constructed on the same lines as the original Sabarimala Temple situated in Kerala is built. The style of architecture, rituals of performing the pooja is similar to the Sabarimala Temple. This is a must visit when you are in Coimbatore as it will give you a feeling that you are in Kerala. Located 5 kms from center of Coimbatore.

### **5. Eachanari Vinayagar Temple:**

For those looking for Coimbatore attractions of religious importance, Eachanari Vinayagar Temple is one place to be. The temple dedicated to Lord Vinayagar or Lord Ganesha is famous for one of the biggest idols of the deity in South India that it houses. While no Coimbatore sightseeing tour is complete without a visit to this place, it is during the Hindu festival of Ganesh Chaturthi that the temple sees maximum footfall. Located 11 kms from the city of Coimbatore.

### **6. Masani Amman Temple:**

Masani Amman Temple is a temple dedicated to Masani Devi, who is also known as Shakti Devi. It is located in the Panchayat Town of Annamalai in Coimbatore district it also

referred to as Arulmigu Masani Amman Temple or Annamalai Masani Amman Temple. The vibe of the temple is, thus, highly spiritual and draws devotees in large numbers. One of the unique features of the temple is the large idol of Goddess Masani which is 15 feet long and is set up in a lying posture. Many devotees also come to seek blessings from the goddess for good health and happy family life. The grand temple is a perfect attraction for architectural buffs who keep interest in temple architecture. With a large number of devotees visiting regularly, the place creates a high-intensity vibration that can be experienced through a little observation. Those who manage to experience it will know how surreal it feels to be in the presence of the divine power.

### **7.Ramar Temple:**

Ramar Temple, dedicated to Lord Ram, is the only temple where the idols of Lord Rama and Goddess Sita are seen facing each other depicting their love and admiration for each other. The atmosphere of the temple is extremely divine and peaceful - one is bound to feel their nerves soothe in no time. Devotees often claim to have been blessed by the deity and all their wishes have come true after offering prayers in this temple. The temple often sees newlyweds visit the shrine in hopes to live a happy and fulfilling married life. In fact, some even believe in organising the traditional meeting of the bride and the bridegroom for the first time in the Ramar Temple as they would be blessed by Rama and Sita before they take the next steps into their married life.

### **8. Kottai Easwaran Temple:**

Over 600 years old, the Kottai Easwaran temple is located in Ukkadam, Coimbatore, Tamil Nadu. It is a temple dedicated to Lord Shiva. The main deity of the temple is Lord Sangameswarar and his helpmate/wife Akhilandeswari. The temple has stone inscriptions that date back to the 13th Century, precise between us 1339-1365. Although the temple has been destroyed and rebuilt in the past. The temple celebrates many festivals throughout the year. The most prominent being Maha Shivaratri in February-March, the Thai Poosam held from January to February and the Vinayaka Chaturthi and Navaratri in Purattasi are held from September to October. The temple timings are Morning 6 AM-12 PM, 4 PM to 9 PM.

## **9. Koniamman Temple**

One of the most significant temples in Coimbatore, the Koniamman temple is also the only one in the city which celebrates the chariot festival. This 16th-century temple features an 84 feet tall gopuram, tallest in the area. The eight-armed Mother Koniamman is the presiding deity, who is shown holding a trident, sword, fire, skull, bell, an udukkai (drum), discus, and conch. She wears a kundalam (big earring) in one of her ears. A shrine for the navagrahas and their consorts graces from the right side of the deity. Devotees believe their Goddess Koniamman rids people of sicknesses and blesses them with successful marriages. The temple timings are 6 am till 12 pm, 4 pm till 9 pm.

## **10. Dhyanalinga Yogic Temple**

This temple was consecrated in 1999 by yogi Sadhguru Jaggi Vasudev through prana prathista (ceremony) tradition. In Sanskrit, dhyana stands for 'meditation' and linga means 'form'. This temple provides a meditative silent space open to all schools of faiths. The reception is uniquely sunken, with a 17-foot white granite monolith pole, the Sarva Dharma Sthamba, with its backside inscribed with the seven chakras (wheels) of the human body. After crossing the pole, a statue of Patanjali, the 'Father of Yogic Science', graces the entrance to the temple. Inside, the ceiling is a majestic, elliptical, brick-and-lime dome covering the gigantic temple hall in the middle of which sits the dhyananlinga, arising out of a coiled receptacle. The linga is submersed in a pool of water, and another stream of water flows above it. A water tank allows pilgrims to take the 'holy bath'. Within the Isha Yoga Centre, near the temple lies the 112 feet tall Adiyogi Shiva statue, a popular attraction.

# **ANALYSIS AND INTERPRETATION**

## CHAPTER – 4

### Analysis and Interpretation

Analysis and interpretation are the central step in research process. Analysis of data means studying the tabulation material in order to determine the inherent fact for meaning. Interpretation refers to the task of drawing inferences from the collection fact after an analytical study. Interpretation is the device through which the factor that seems to explain what has been observed from the research in the study can be better understanding and also provides theoretical conception, which can serve as a guide for further research.

Researchers often find data analysis the most enjoyable part of carrying out a research study, since after all of the hard work and waiting they get the chance to find out the answers. If the data do not provide answers, that presents another opportunity for creativity. So, analyzing the data and interpreting the results are the reward for the work of collecting the data.

As with most other aspects of a study, analysis and interpretation of the study should relate to the study objectives and research questions. One often helpful strategy is to begin by imagining or even outlining the manuscript to be written from the data. The usual analysis approach is to begin with descriptive analyses, to explore and gain a feel for the data.

Analysis & interpretation is used in study as mentioned as follows:

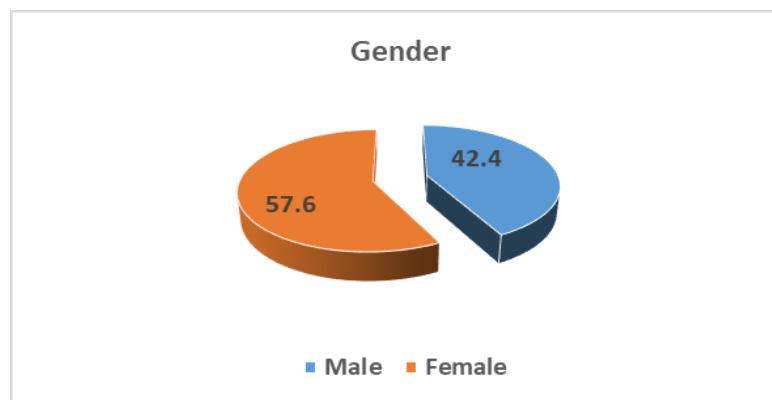
- Demographic Profile
- Descriptive Statistics
- Independent Sample T Test
- One Way ANOVA
- Garrett's Ranking
- Regression
- Correlation

## 4.1 To Analyze the Frequencies of Demographic Factors of Religious Tourism Prospects in Coimbatore

**Table 4.1.1 Gender of the Respondents**

Gender	Frequency	Percent
Male	115	42.4
Female	156	57.6
Total	271	100.0

**Figure 4.1.1 Gender of the Respondents**



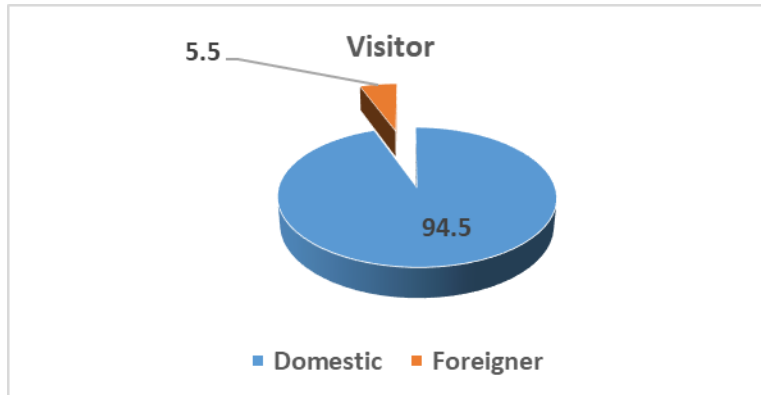
From the above table (4.1.1), shows that 42.4 percent of respondents are male and 57.6 percent of respondent are female.

Thus it is understood that majority of the respondents are Female.

**Table 4.1.2 Type of Visitor to the Temple**

Type of Visitor	Frequency	Percent
Domestic	256	94.5
Foreigner	15	5.5
Total	271	100.0

**Figure 4.1.2 Type of visitor to the Temple**



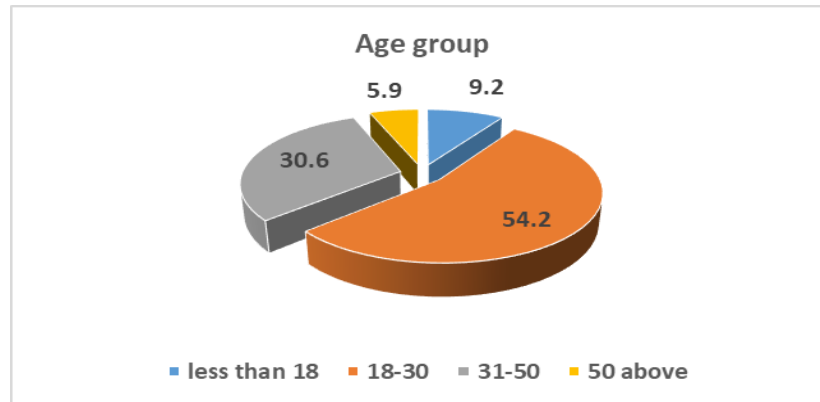
From the above table (4.1.2), shows that 94.5 percent respondents are Domestic and percent respondents are Foreigners.

Thus it is understood that majority of the respondents are Domestic.

**Table 4.1.3 Age Group of the Respondents**

Age group	Frequency	Percent
less than 18	25	9.2
18-30	147	54.2
31-50	83	30.6
50 above	16	5.9
Total	271	100.0

**4.1.3 Figure Age Group of the Respondents**



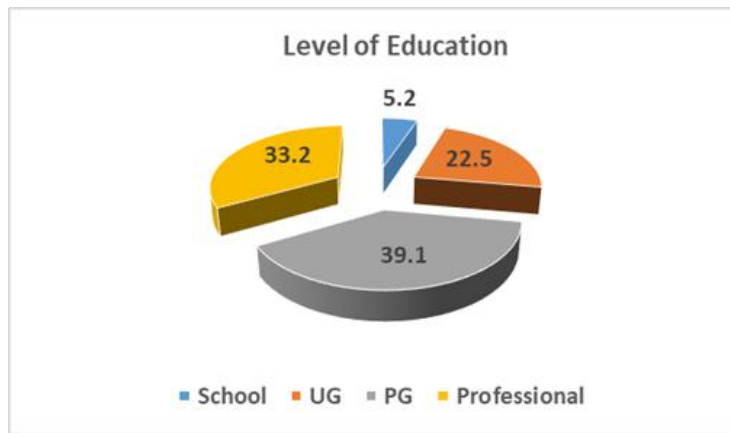
From the above table (4.1.3), it is shows that percent of respondents are in the age group of Below 18 years, 54.2 percent of respondents are in the age group 18-30 years, 30.6 percent of respondents are in the age group of 31-50 years, 5.9 percent of respondents are in the age group of above 50.

Hence the majority of the respondents are in the age group are 18-30 years.

**Table 4.1.4 Level of Education**

Level of Education	Frequency	Percent
School	14	5.2
UG	61	22.5
PG	106	39.1
Professional	90	33.2
Total	271	100.0

**Figure 4.1.4 Level of Education**



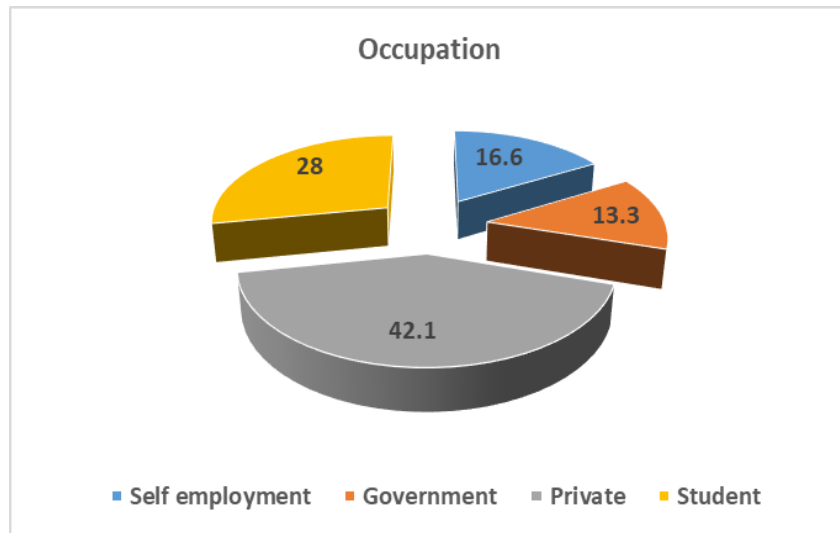
It is understood from the table (4.1.4), 5.2 percent of respondent are School level; 22.5 percent of respondents are under graduate; 39.1 percent of respondent are Post graduate; 33.2 percent of respondent are Professionals.

Thus the majority of respondents were Post graduate.

**Table 4.1.5 Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Self employed	45	16.6
Government	36	13.3
Private	114	42.1
Student	76	28.0
Total	271	100.0

**Figure 4.1.5 Occupation of the Respondents**



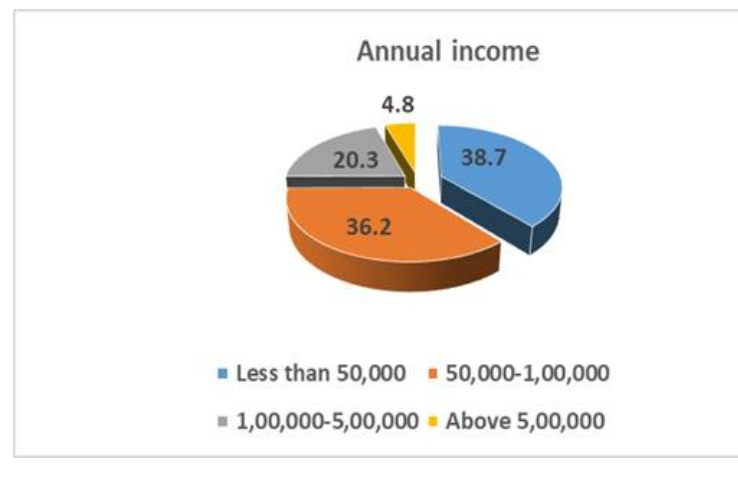
It is understood from the table (4.1.5), 28.0 percent of respondent are Student; 13.3 percent of respondents are Government; 42.1 percent of respondent are Private and 16.6 percent of respondent are Self-employed.

Thus the majority of respondents were Private.

**Table 4.1.6 Annual Income of the Respondents**

<b>Annual Income</b>	<b>Frequency</b>	<b>Percent</b>
Less than 50,000	105	38.7
50,000-1,00,000	98	36.2
1,00,000-5,00,000	55	20.3
Above 5,00,000	13	4.8
Total	271	100.0

**Figure 4.1.6 Annual Income of the Respondents**



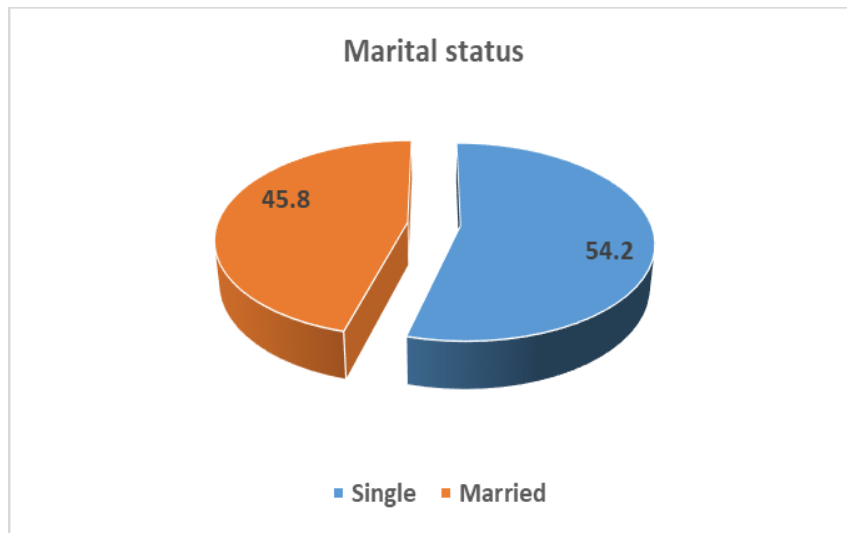
From the above table (4.1.6), shows that 38.7 percent of the respondents earn less than 50,000, 36.2 percent of the respondents earn Rs.50,000 - 1 lakh, 20.3 percent of the respondents earn Rs.1-5 lakh, 4.8 percent of the respondent earn above 5 lakh.

Hence the majority of the respondents are from the series of earning are less than 50,000.

**Table 4.1.7 Marital Status of the Respondents**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
Single	147	54.2
Married	124	45.8
Total	271	100.0

**Figure 4.1.7 Marital Status of the Respondents**



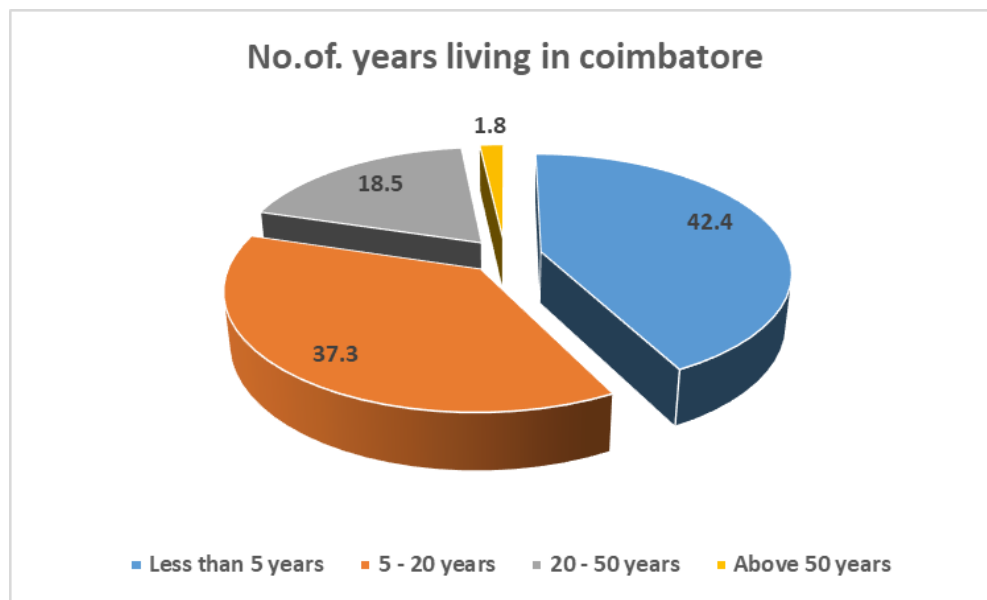
From the above table (4.1.7), it is shows that 45.8 percent of the respondents are married, and 54.2 percent of the respondents are unmarried.

Hence the majority of respondents are unmarried.

**Table 4.1.8 No. of Years Respondents Living in Coimbatore**

No.of Years living in Coimbatore	Frequency	Percent
Less than 5 years	115	42.4
5 - 20 years	101	37.3
20 - 50 years	50	18.5
Above 50 years	5	1.8
Total	271	100.0

**Figure 4.1.8 No. of Years Respondents Living in Coimbatore**



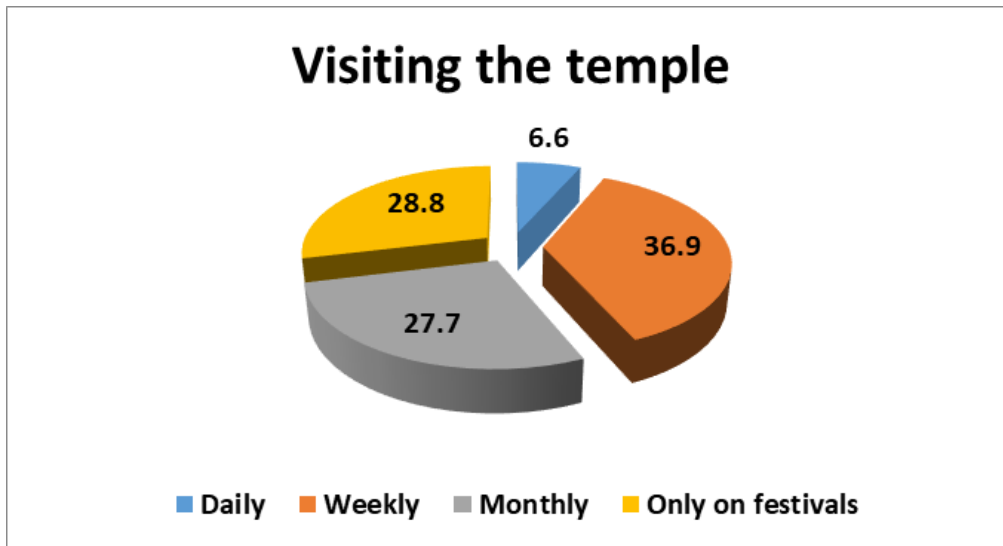
From the above table (4.1.8), it is shows that 42.4 percent of respondents are living in Coimbatore for less than 5 years, 37.3 percent of respondents are living in Coimbatore for 5 – 20 years, 18.5 percent of respondents are living in Coimbatore for 20 – 50 years and 1.8 percent of respondents are living more than 50 years in Coimbatore.

Hence the majority of respondents are living less than 5 years in Coimbatore.

**Table 4.1.9 Respondents Visiting the Temple**

Visiting the temple	Frequency	Percent
Daily	18	6.6
Weekly	100	36.9
Monthly	75	27.7
Only on festivals	78	28.8
Total	271	100.0

**Figure 4.1.9 Respondents Visiting the Temple**



From the above table (4.1.9), it is shown that 6.6 percent of respondents visit the temple daily, 36.9 percent visit weekly, 27.7 percent visit monthly, and 28.8 percent visit only on festivals.

Hence, the majority of respondents are visiting the temples weekly.

## 4.2 Descriptive Statistics

**Table 4.2.1 Descriptive Statistics for Temple Image**

<b>Temple image</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Religious ceremonies increased	271	2	5	4.32
Temple has a divine Ambience	271	1	5	4.18
Temple is known for its Ethnicity	271	1	5	4.21
Distinguished customs and rituals practiced here	271	2	5	4.16
Temple is known for its Integrity	271	1	5	4.22
Temple is known for its Authenticity	271	1	5	4.25
Inspiring Worship (preaching, music and festivals is available)	271	2	5	4.29

The above table shows 4.2.1 the Descriptive statistics on the factors of image of the temples. The values range from 4.32 to 4.16. Religious ceremonies increased has the highest mean value of 4.32 were as Distinguished customs and rituals practiced here has the lowest mean value of 4.16. This shows that Religious ceremonies are increased in the temples.

**Table 4.2.2 Descriptive Statistics for Economic Benefits of Religious Tourism**

<b>Economic Benefits</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Religious Tourism favors sale of local products	271	1	5	4.37
Religious Tourism Creates many jobs for locals	271	1	5	4.14
Religious Tourism Increase in local income	271	1	5	4.17
Religious Tourism Increase the demand for local products	271	1	5	4.25
Religious Tourism Creates new business investment opportunities	271	1	5	4.21

The above table 4.2.2 shows the Descriptive statistics on the factors of Economic benefits of Religious Tourism in Coimbatore. The values range from 4.37 to 4.14. Religious Tourism favors sale of local products has the highest mean value of 4.37 were as Religious Tourism Creates many jobs for locals has the lowest mean value of 4.14. This shows that Religious Tourism favors sale of local products are considered as important in Economic Benefits of Religious Tourism in Coimbatore.

**Table 4.2.3 Descriptive Statistics for Social benefits of Religious Tourism**

<b>Social Benefits</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Religious Tourism Increases awareness of importance of tourism through interactions between residents and visitors	271	1	5	4.39
Religious Tourism Improves local standard of living	271	2	5	4.21
Religious Tourism Enhances respect for local culture and customs	271	1	5	4.21
Religious Tourism Develops a sense of belonging to the surrounding region	271	2	5	4.23
Religious Tourism Creates new learning opportunities for residents	271	1	5	4.18

The above table 4.2.3 shows the Descriptive statistics on the factors of Social benefits of Religious Tourism in Coimbatore. The values range from 4.39 to 4.18. Religious Tourism Increases awareness of importance of tourism through interactions between residents and visitors has the highest mean value of 4.39 were as Religious Tourism Creates new learning opportunities for residents has the lowest mean value of 4.18. This shows that Religious Tourism Increases awareness of importance of tourism through interactions between residents and visitors are considered as important in Social benefits of Religious Tourism in Coimbatore.

**Table 4.2.4 Descriptive Statistics for Physical benefits of Religious Tourism**

<b>Physical Benefits</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Religious Tourism Increases the value of property owned by locals	271	2	5	4.37
Religious Tourism Increases investment in tourism infrastructure (eg: hotels, restaurants, local products and souvenir shops, campsites and parking areas)	271	1	5	4.22
Religious Tourism Increases investment in rural infrastructure (eg; roads, sanitation, supply lines and health centers)	271	2	5	4.32

The above table 4.2.4 shows the Descriptive statistics on the factors of Physical benefits of Religious Tourism in Coimbatore. The values range from 4.37 to 4.22. Religious Tourism Increases the value of property owned by local has the highest mean value of 4.37 were as Religious Tourism Increases investment in tourism infrastructure (eg: hotels, restaurants, local products and souvenir shops, campsites and parking areas) has the lowest mean value of 4.22. This shows that Religious Tourism Increases the value of property owned by locals are considered as important in Physical Benefits of Religious Tourism in Coimbatore.

**Table 4.2.5 Descriptive Statistics for Perceived Tourism Support**

<b>Perceived Tourism Support</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
I perceive the impacts of tourism development in my community as positive	271	2	5	4.30
I would support further tourism development in my community	271	1	5	4.13
I would support further tourism development based on religious tourism in my community	271	1	5	4.22
Tourism development would positively affect my community's quality of life	271	1	5	4.16

The above table 4.2.5 shows the Descriptive statistics on the factors of Perceived Tourism Support. The values range from 4.30 to 4.13. I perceive the impacts of tourism development in my community as positive has the highest mean value of 4.30 were as I would support further tourism development in my community has the lowest mean value of 4.13. This shows that the impacts of tourism development in the community as positive is considered important in Religious Tourism.

**Table 4.2.6 Descriptive Statistics for Tourist Satisfaction**

<b>Tourist Satisfaction</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
I am satisfied with the visit to temples in Coimbatore	271	1	5	4.40
Satisfied with the destination considering time and effort I invested	271	2	5	4.23
Satisfied with the temples compared with my expectations	271	1	5	4.18
Overall Satisfaction with the destination	271	2	5	4.23

The above table 4.2.6 shows the Descriptive statistics on the factors of Tourist Satisfaction. The values range from 4.40 to 4.18. I am satisfied with the visit to temples in Coimbatore has the highest mean value of 4.40 were as Satisfied with the temples compared with my expectations has the lowest mean value of 4.18. This shows that the Tourist satisfied with the visit to the temples.

### 4.3 Independent Sample t Test

$H_0$  : There is no difference in Tourist Satisfaction of Religious Tourism with Gender.

**Table 4.3 Gender vs. Tourist Satisfaction of Religious Tourism in Coimbatore**

Factor	Gender	Mean	t	Sig	Remarks
I am satisfied with the visit to temples in Coimbatore	Male	4.37	-.612	.541	Accepted
	Female	4.42	-.590	.556	
Satisfied with the destination considering time and effort I invested	Male	4.10	-2.471	.014	Rejected
	Female	4.31	-2.411	.017	
Satisfied with the temples compared with my expectations	Male	4.17	-.341	.731	Accepted
	Female	4.20	-.340	.734	
Overall Satisfaction with the destination	Male	4.23	.018	.986	Accepted
	Female	4.22	.018	.986	

The significant value is less than 0.05 for Satisfied with the destination considering time and effort I invested, hence null hypothesis is rejected and alternative hypothesis is accepted. This indicates that there is a statistical significant relation between the Satisfied with the destination considering time and effort I invested with gender. By comparing the mean value we can interpret that females are satisfied than males.

#### 4.4 One Way ANOVA

Ho: Different in Age groups of respondents have different opinion towards Economic, Social and Physical Benefits of Religious Tourism Coimbatore.

**Table 4.4 Age Group of Respondents vs. Study Factors**

Factors		Sum of Squares	Mean Square	F	Sig.	Remarks
Economic Benefits	Between Groups	72.716	24.239	2.812	.040	Rejected
	Within Groups	2301.232	8.619			
Social Benefits	Between Groups	90.982	30.327	3.641	.013	Rejected
	Within Groups	2223.734	8.329			
Physical Benefits	Between Groups	21.166	7.055	2.596	.053	Accepted
	Within Groups	725.528	2.717			

From the above table (4.4), it is observed that the level of significance value for the factor of Social and Economic benefits are less than 0.05. Hence the null hypothesis is Rejected (i.e) the respondents with different Age groups do not have the same opinion.

But in Physical Benefits is higher than 0.05, the null hypothesis is Accepted (i.e) the respondents with different Age group have same opinion on the above factor of Religious Tourism

## 4.5 Garrett's Ranking:

**Table 4.5.1 Architecture and Heritage**

<b>Architecture and Heritage</b>	<b>Average score</b>	<b>Rank</b>
Arulmigu Marudhamalai Murugan Temple	78.42	1
Velliangiri Hill Temple	70	2
Perur Pateeswarar Temple	51.75	4
Sree Ayyappan Temple	57.62	3
Eachanari Vinayagar Temple	51.54	5
Masani Amman Temple	47.76	6
Ramar Temple	18.16	10
Kottai-Easwaran Temple	36.32	8
Konnamman Temple	28.12	9
Dhyanalinga Temple(Isha Yoga Centre)	42.36	7

From the above table 4.5.1, it is inferred that respondents views about temple's Architecture and Heritage ranges from 78.42 to 18.16 .

Top rank is given for Arulmigu Marudhamalai Murugan Temple and least ranking given for Ramar Temple.

**Table 4.5.2 Festivals and Celebrations**

<b>Festivals and Celebrations</b>	<b>Average score</b>	<b>Rank</b>
Arulmigu Marudhamalai Murugan Temple	51.75	5
Velliangiri Hill Temple	51.52	6
Perur Pateeswarar Temple	62.23	4
Sree Ayyappan Temple	63.21	3
Eachanari Vinayagar Temple	42.36	7
Masani Amman Temple	18.16	10
Ramar Temple	36.32	8
Kottai-Easwaran Temple	28.12	9
Konnamman Temple	70.23	1
Dhyanalinga Temple(Isha Yoga Centre)	68.13	2

From the above table 4.5.2, it is inferred that respondents views about temple's Festivals and Celebrations ranges from 78.42 to 18.16.

Top rank is given for Konnamman Temple and least ranking given for Masani Amman Temple.

**Table 4.5.3 Cleanliness and Discipline**

<b>Cleanliness and Discipline</b>	<b>Average score</b>	<b>Rank</b>
Arulmigu Marudhamalai Murugan Temple	42.34	7
Velliangiri Hill Temple	18.27	10
Perur Pateeswarar Temple	52.23	4
Sree Ayyappan Temple	56.43	3
Eachanari Vinayagar Temple	36.15	8
Masani Amman Temple	28.73	9
Ramar Temple	48.76	6
Kottai-Easwaran Temple	51.75	5
Konnamman Temple	78.54	2
Dhyanalunga Temple(Isha Yoga Centre)	81.23	1

From the above table 4.5.3, it is inferred that respondents views about temple's Cleanliness and Discipline ranges from 81.23 to 18.27

Top rank is given for Dhyanalunga Temple(Isha Yoga Centre) and least ranking given for Velliangiri Hill Temple.

**Table 4.5.4 Accessibility**

<b>Accessibility</b>	<b>Average score</b>	<b>Rank</b>
Arulmigu Marudhamalai Murugan Temple	53.54	5
Velliangiri Hill Temple	18.67	10
Perur Pateeswarar Temple	57.87	4
Sree Ayyappan Temple	34.56	8
Eachanari Vinayagar Temple	28.26	9
Masani Amman Temple	42.34	7
Ramar Temple	47.87	6
Kottai-Easwaran Temple	63.78	3
Konnamman Temple	82.47	1
Dhyanalinga Temple(Isha Yoga Centre)	76.54	2

From the above table 4.5.4, it is inferred that respondents views about temple's Accessibility ranges from 82.47 to 18.67 .

Top rank is given for Konnamman Temple and least ranking given for Velliangiri Hill Temple.

## 4.6 Regression

**Dependent Variable:** Tourist Satisfaction

**Independent Variable:** Accessibility, Architecture, Cleanliness, Festivals

### 4.6.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 <sup>a</sup>	.411	.402	1.73154
<b>a. Predictors:</b> (Constant), Accessibility, Architecture, Cleanliness, Festivals				

### 4.6.2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	556.099	4	139.025	46.369	.000 <sup>b</sup>
Residual	797.532	266	2.998		
Total	1353.631	270			
<b>a. Dependent Variable: Tourist Satisfaction</b>					
<b>b. Predictors:</b> (Constant), Accessibility, Architecture, Cleanliness, Festivals					

From the above table it is clear that R square value is 40 percent, therefore it is inferred that the five factors, Temple's Architecture, Festivals, Cleanliness and Accessibility which is found from the factor analysis contributes to the Tourist Satisfaction of the temples in Coimbatore.

#### 4.6.3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.138	.821		7.480	.000
Architecture	-.009	.036	-.023	-.243	.808
Festivals	.136	.037	.356	3.706	.000
Cleanliness	-.007	.036	-.019	-.200	.841
Accessibility	.145	.032	.370	4.562	.000
<b>a. Dependent Variable: Tourist Satisfaction</b>					

Since the R square value is 40 percent, it is inferred that the factors ,Temple's Architecture, Festivals, Cleanliness and Accessibility which is found from the factor analysis and regression method has contribution to improve the Tourist Satisfaction towards the temples and it is also found the beta values for factor one is 0.23, beta values for factor two is 0.35, beta values for factor three is 0.19, beta values for factor four is 0.32, thus it is found that temple Tourist Satisfaction is dependent on the above mentioned four factors.

## 4.7 Correlation

H0: There is no significance impact on Temple image and Level of Education

H1: There is a significance impact on Temple image and Level of Education

**Table 4.7 Correlation**

		Temple image	Level of Education
Temple image	Pearson Correlation	1	.149*
	Sig. (2-tailed)		.014
	N	271	271
Level of Education	Pearson Correlation	.149*	1
	Sig. (2-tailed)	.014	
	N	271	271

Correlation is significant at the 0.05 level (2-tailed).

The value of R is significant at level less than the 0.05 so as the statistical significant the following hypotheses.

The significant value (P) is 0.014 which is less than 0.05, so null hypotheses (H0) is rejected and alternative hypotheses (H1) is accepted. Hence, there is a relationship between Temple image and Level of Education. The test is statistically significant with a positive correlation of magnitude  $r$  is between preferred Temple image and Level of Education.

**FINDINGS, SUGGESTIONS AND  
CONCLUSION**

## CHAPTER – 5

### FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter summarizes and offers concluding remarks on this research. It also is broadly classified into 3 sections.

5.1 Findings

5.2 Suggestion

5.3 Conclusion

#### 5.1 Findings

##### 5.1.1 Demographic profile:

Among the 271 respondents 57.6 percent were female. It is also found that 94.5 percent of the visitors were domestic. It is also inferred that 54.2 percent were age group between 18-30. Most respondents have completed Post Graduation with 39.1 percent. From the occupation wise distribution, it is found that 42.1 of the respondents were working in private. It is also interpreted that, Annual income 38.7% of the respondents earn less than 50,000, 36.2% of the respondents earn Rs.50,000 - 1 lakh, 20.3% of the respondents earn Rs.1-5 lakh, 4.8% of the respondent earn above 5 lakh. Most of the respondents were unmarried with 54.2 percent. Table also depicts that 42.4% of respondents are living in Coimbatore for less than 5 years, 37.3% of respondents are living in Coimbatore for 5 – 20 years, 18.5% of respondents are living in Coimbatore for 20 – 50 years and 1.8% of respondents are living more than 50 years in Coimbatore. It is also found that 6.6% of respondents visiting the temple daily, 36.9% of respondents visiting the temple weekly, 27.7% of respondents visiting the temple monthly and 28.8 % of respondents visiting the temple only on festivals. Hence the majority of respondents are visiting the temples weekly.

##### 5.1.2 Descriptive statistics:

- In the factors of image of the temples. The values range from 4.32 to 4.16. Religious ceremonies increased has the highest mean value of 4.32 were as Distinguished customs and rituals practiced here has the lowest mean value of 4.16.

- In the factors of Economic benefits of Religious Tourism in Coimbatore. The values range from 4.37 to 4.14. Religious Tourism favors sale of local products has the highest mean value of 4.37 were as Religious Tourism Creates many jobs for locals has the lowest mean value of 4.14.
- In the factors of Social benefits of Religious Tourism in Coimbatore. The values range from 4.39 to 4.18. Religious Tourism Increases awareness of importance of tourism through interactions between residents and visitors has the highest mean value of 4.39 were as Religious Tourism Creates new learning opportunities for residents has the lowest mean value of 4.18.
- In the factors of Physical benefits of Religious Tourism in Coimbatore. The values range from 4.37 to 4.22. Religious Tourism Increases the value of property owned by local has the highest mean value of 4.37 were as Religious Tourism Increases investment in tourism infrastructure (eg: hotels, restaurants, local products and souvenir shops, campsites and parking areas) has the lowest mean value of 4.22.
- In the factors of Perceived Tourism Support. The values range from 4.30 to 4.13. I perceive the impacts of tourism development in my community as positive has the highest mean value of 4.30 were as I would support further tourism development in my community has the lowest mean value of 4.13.
- In the factors of Tourist Satisfaction. The values range from 4.40 to 4.18. I am satisfied with the visit to temples in Coimbatore has the highest mean value of 4.40 were as Satisfied with the temples compared with my expectations has the lowest mean value of 4.18.

### **5.1.3 ANOVA**

From ANOVA, it is found that factor there is significant difference in opinion exists among the age groups of the respondents for the factors of Economic and Social Benefits. Hence, the null hypothesis is rejected for the factors of Economic and Social Benefits. But there is no significant difference in opinion exists among the age groups of the respondents for the factors of Physical Benefits. Hence, Null hypothesis is accepted for the factors of Physical Benefits.

#### 5.1.4 Correlation

From Correlation it is found that the significant value (P) is 0.014 which is less than 0.05, so null hypotheses (H0) is rejected and alternative hypotheses (H1) is accepted. Hence, there is a relationship between Temple image and Level of Education. The test is statistically significant with a positive correlation of magnitude  $r$  is between preferred Temple image and Level of Education.

#### 5.1.5 Regression

From Regression it is found that R square value is 40 percent, it is inferred that the factors ,Temple's Architecture, Festivals, Cleanliness and Accessibility which is found from the factor analysis and regression method has contribution to improve the Tourist Satisfaction towards the temples and it is also found the beta values for factor one is 0.23, beta values for factor two is 0.35, beta values for factor three is 0.19, beta values for factor four is 0.32, thus it is found that temple Tourist Satisfaction is dependent on the above mentioned four factors.

#### 5.1.6 Independent sample test

From Independent sample T Test, it is found that the significant value is less than 0.05 for Satisfied with the destination considering time and effort I invested, hence null hypothesis is rejected and alternative hypothesis is accepted. This indicates that there is a statistical significant relation between the Satisfied with the destination considering time and effort I invested with gender. By comparing the mean value we can interpret that females are satisfied than males.

#### 5.1.7 Garrett's ranking

- From Garrett ranking, it is found that Architecture and Heritage of the temples ranges from 78.42 to 18.16 and top rank is given for Arulmigu Marudhamalai Murugan Temple and least ranking given for Ramar Temple.
- From Garrett ranking, it is found that **Festivals and Celebrations** of the temples ranges from 78.42 to 18.16 and top rank is given for Konniamman Temple and least ranking given for Masani Amman Temple.
- From Garrett ranking, it is found that **Cleanliness and Discipline** of the temples ranges from 81.23 to 18.27 and top rank is given for Dhyanalanga Temple(Isha Yoga Centre)

and least ranking given for Velliangiri Hill Temple.

- From Garrett ranking, it is found that **Accessibility** of the temples ranges from 82.47 to 18.67 and top rank is given for Konniamman Temple and least ranking given for Velliangiri Hill Temple.

## 5.2 Suggestion

Religious Tourism will be a wonderful opportunity for our highly technical gazette friendly new generation to know about our own culture, traditions, and religion. It involves a great deal of communication with the individuals, within as well as outside the places of worship. The survey taken in and around Coimbatore from 271 respondents. Through this research I have received both positive and negative results. Therefore, I would like to give some suggestions which are as follows,

- Well maintained roads and public transportation services may be improved to enhance visitor experience and satisfaction level.
- With the help of analysis, it is clear that top rank is given for Arulmigu Marudhamalai Murugan Temple; therefore it's important to maintain the sculptures and temple's architecture and least ranking is given for Ramar Temple. Hence, it is important to improve the temple's architecture and heritage.
- Planning festivals in the temples by considering factors like marital status, Employment status, annual income, number of years living in the residence, distance from the location of festival and main role when participating in the festival etc will help in increase the image of the temples.
- Religious Tourism Increases awareness of importance of tourism through interactions between residents and visitors. Hence it is important to ensure there is a proper maintenance to increase the healthy relationship.
- Investment to the rural infrastructure such as roads, sanitation, supply lines and health centers near the temples can be improved.
- Handicrafts and tradition stalls near the temples can be introduced Showcasing the local culture and tradition to benefit the local communities as well as the tourists.
- Up grading of basic services like refreshment stalls, parking facilities, drinking water provisions can be improved.

- The tourists have found that some inconvenience with the cleanliness of the temples. The hygiene and the environment should be properly regulated and well monitored for future tourist inflow to the destination.
- As per the analysis, many of the respondents are satisfied with the visit to temples; therefore it's important to ensure there is proper maintenance to increase its reputation.

### **5.3 Conclusion**

The essence of Coimbatore culture is the sum total of the marvellous achievements of the people in the past acquired through religious, festivals, folklore, dance, theatre, painting, music, architecture, sculpture, handicrafts, education, libraries, agriculture, newspaper and other media. It is the prime duty of our state administration and the generation to which this wealth is benefited to, to preserve the culture identity of this land and transfer the noble elements of it to other people who come here as tourists.

The study primarily focuses on the prospects of religious tourism in Coimbatore. The researcher has also given suggestions to improve the positive impact and to decrease or nullify the negative effects. There are many challenges in the path of effective Religious Tourism development. When the host community's cultural heritage is the substance of what it offers to visitors, protecting the temple becomes essential. Hence, a major challenging in any cultural heritage tourism programme is ensuring that increased tourism does not destroy the qualities that attract visit at the first instance.

There is an inevitable dichotomy between satisfying the pressure for economic growth through tourism and protecting the culture heritage sites and monuments of the temple that lie in its heart. Therefore, there is a need to establish quality standards and systems of good practice to protect the past relics and safeguard the country's cultural heritage. The key lies in finding the right balance between encouraging the expansion of Religious tourism and safeguarding heritage sites and monuments by keeping the volume of tourists to heritage travel destination areas within sustainable limits.

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# **ANNEXURE**

## ANNEXURE

### Religious Tourism Prospects in Coimbatore

Hello everyone! I am Baghya Lakshmi C, currently pursuing my Master of Business Administration in Tourism and Travel Management at Avinashilingam Institute for Home Science & Higher Education for Women. As a part of my master's program I am conducting a research on "Religious Tourism Prospects in Coimbatore". I request your kind cooperation in spending your valuable time in answering the questionnaire. Your answers would be kept confidential and will be used purely for academic purpose. Your kind and objective response will significantly help me to contribute practical solution to this study. This is purely academic exercise and any information given would not be disclosed.

#### PART-A

#### Demographic profile

1. Gender:

a) MALE	
b) FEMALE	

2.Type of Visitor

a) Domestic	
b) Foreigner	

3.Age group

a) less than 18	
b) 18-30	
C) 31-50	
d)50 above	

4. Level of Education

a) School	
b) UG	
c) PG	
d) Professional	

5.Occupation

a)Self employment	
b) Government	
c)Private	
d)Student	

6.Annual Income

a)Less than 50,000	
b) 50,000-1,00,000	
c)1,00,000-5,00,000	
d)Above 5,00,000	

7.Marital Status

a)Single	
b) Married	

8. How long have you been living in Coimbatore?

a)Daily	
b) Weekly	
c)Monthly	
d)Only on festivals	

**PART-B**

**Rank the following temples according to your experience**

**(5-Strongly Agree, 4- Agree, 3- Neutral, 2-Disagree, 1-strongly Disagree)**

S.NO	Architecture and Heritage	5	4	3	2	1
1	Arulmigu Marudhamalai Murugan Temple					
2	Velliangiri Hill Temple					
3	Perur Pateeswarar Temple					
4	Sree Ayyappan Temple					
5	Eachanari Vinayagar Temple					
6	Masani Amman Temple					
7	Ramar Temple					
8	Kottai-Easwaran Temple					

9	Konnamman Temple					
10	Dhyanalinga Temple(Isha Yoga Centre)					
<b>Festivals and Celebrations</b>						
1	Arulmigu Marudhamalai Murugan Temple					
2	Velliangiri Hill Temple					
3	Perur Pateeswarar Temple					
4	Sree Ayyappan Temple					
5	Eachanari Vinayagar Temple					
6	Masani Amman Temple					
7	Ramar Temple					
8	Kottai-Easwaran Temple					
9	Konnamman Temple					
10	Dhyanalinga Temple(Isha Yoga Centre)					
<b>Cleanliness and Discipline</b>						
1	Arulmigu Marudhamalai Murugan Temple					
2	Velliangiri Hill Temple					
3	Perur Pateeswarar Temple					
4	Sree Ayyappan Temple					
5	Eachanari Vinayagar Temple					
6	Masani Amman Temple					
7	Ramar Temple					
8	Kottai-Easwaran Temple					
9	Konnamman Temple					
10	Dhyanalinga Temple(Isha Yoga Centre)					
<b>ACCESSIBILITY</b>						
1	Arulmigu Marudhamalai Murugan Temple					
2	Velliangiri Hill Temple					
3	Perur Pateeswarar Temple					
4	Sree Ayyappan Temple					
5	Eachanari Vinayagar Temple					
6	Masani Amman Temple					
7	Ramar Temple					
8	Kottai-Easwaran Temple					
9	Konnamman Temple					
10	Dhyanalinga Temple(Isha Yoga Centre)					

S.NO	Rate the following statements on Temple image	5 (SA)	4 (A)	3 (N)	2 (D)	1 (SD)
1	Religious ceremonies increased					
2	Temple has a divine Ambience					
3	Temple is known for its Ethnicity					
4	Distinguished customs and rituals practiced here					
5	Temple is known for its Integrity					
6	Temple is known for its Authenticity					
7	Inspiring Worship (preaching, music and festivals)					

	is available)					
<b>Rate the following statements on Economic benefits of Religious Tourism</b>						
8	Religious Tourism (RT) favors sale of local products					
9	Religious Tourism Creates many jobs for locals					
10	Religious Tourism Increase in local income					
11	RT Increase the demand for local products					
12	RT Creates new business investment opportunities					
<b>Rate the following statements on Social benefits of Religious Tourism</b>						
13	Rate the following statements on Social benefits of Religious Tourism					
14	Rate the following statements on Social benefits of Religious Tourism					
15	RT Enhances respect for local culture and customs					
16	RT Develops a sense of belonging to the surrounding region					
17	RT Creates new learning opportunities for residents					
<b>Rate the following statements on Physical benefits of Religious Tourism</b>						
18	Religious Tourism (RT)Increases the value of property owned by locals					
19	RT Increases investment in tourism infrastructure (eg: hotels, restaurants, local products and souvenir shops, campsites and parking areas)					
20	RT Increases investment in rural infrastructure (eg; roads, sanitation, supply lines and health centers)					
<b>Rate the following statements on Perceived Tourism Support</b>						
21	I perceive the impacts of tourism development in my community as positive					
22	I would support further tourism development in my community					
23	I would support further tourism development based on religious tourism in my community					
24	Tourism development would positively affect my community's quality of life					
<b>Tourist Satisfaction</b>						
25	I am satisfied with the visit to temples in Coimbatore					
26	Satisfied with the destination considering time and effort I invested					
27	Satisfied with the temples compared with my expectations					
28	Overall Satisfaction with the destination					

