

**PROSPECTS AND IMPACTS OF BUSINESS TOURISM
IN TIRUPPUR; WITH SPECIAL REFERENCE TO
TEXTILE INDUSTRY**

VISALACHILS

REG NO: 11PTA15

A thesis submitted to Avinashilingam Institute for Home science
and Higher Education for Women, Coimbatore in partial
fulfillment of the requirements for the
Master's Degree in Tourism Administration (MTA)

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CERTIFIED AS BONAFIED RESEARCH WORK

SIGNATURE OF THE DEAN

SIGNATURE OF THE
EXTERNAL EXAMINER

SIGNATURE OF THE HEAD
OF THE DEPARTMENT

SIGNATURE OF THE GUIDE

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INTRODUCTION

CHAPTER 1 - INTRODUCTION

1.0 TOURISM INDUSTRY

Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists 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".

Leisure travel was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. Cox & Kings was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the Hotel Bristol, Hotel Carlton, or Hotel Majestic – reflecting the dominance of English customers. A pioneer of the travel agency, Thomas Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth. With the opening of the extended Midland Counties Railway, he arranged to take a group of 540 temperance campaigners from Leicester Campbell Street station to a rally in Loughborough, eleven miles away. On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food for this train journey. Cook was paid a share of the fares actually charged to the passengers, as the railway tickets, being legal contracts between company and passenger, could not have been issued at his own price. This was the first privately chartered excursion train to be advertised to the general public; Cook himself acknowledging that there had been previous, unadvertised, private excursion trains. During the following three summers he planned and conducted outings for temperance societies and Sunday-school children. In 1844 the Midland Counties Railway Company agreed to make a permanent arrangement with him

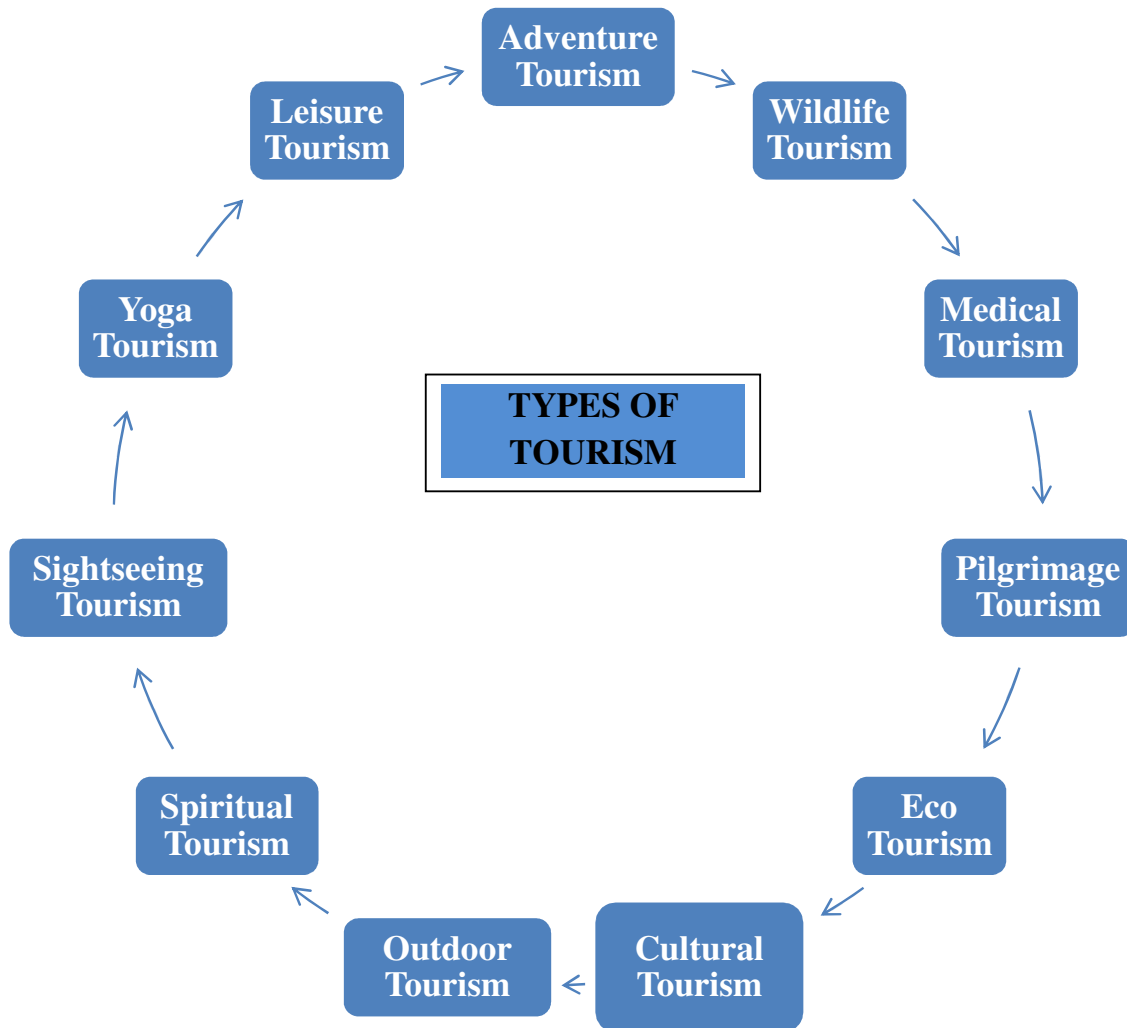
provided he found the passengers. This success led him to start his own business running rail excursions for pleasure, taking a percentage of the railway tickets.

Four years later, he planned his first excursion abroad, when he took a group from Leicester to Calais to coincide with the Paris Exhibition. The following year he started his 'grand circular tours' of Europe. During the 1860s he took parties to Switzerland, Italy, Egypt and United States. Cook established 'inclusive independent travel', whereby the traveler went independently but his agency charged for travel, food and accommodation for a fixed period over any chosen route. Such was his success that the Scottish railway companies withdrew their support between 1862 and 1863 to try the excursion business for them.

Tourism is important, and in some cases, vital for many countries. It 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 in payment for goods and services available, accounting for 30% of the world's exports 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. These service industries include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres.

1.1 TYPES OF TOURISM

All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.



Adventure Tourism:

As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various

activities. For adventure tourism in India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttranchal, Assam, and Arunachal Pradesh for this adrenalin-packed activity.

Wildlife Tourism:

India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

Medical Tourism:

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. The city of Chennai attracts around 45% of medical tourists from foreign countries.

Pilgrimage Tourism:

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishno Devi, Golden temple, Char Dham, and Mathura Vrindavan.

Eco Tourism:

Among the types of tourism in India, ecotourism have grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region.

This is becoming more and more significant for the ecological development of all regions that have tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park, Gir National Park, and Kanha National Park.

Cultural Tourism:

India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela.

The types of tourism in India have grown and this has boosted the Indian economy. That it continues to grow efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP.

Outdoor Tourism

The Indian subcontinent is a geographically varied land form that contains dense jungle, pristine coasts and the highest mountain range in the world, the Himalayas. These mountains are among the most popular destinations on Earth for hikers, mountaineers and climbers, and they offer nearly endless possibilities for trekking adventures. In the lowlands, the forests of India are home to exotic wildlife, including the rare white tigers of Bandhavgarh National Park, and they are popular destinations for safaris and ecological tourism. The varied beaches of India are popular with surfers, divers, sailors and sun worshipers.

Spiritual Tourism

The birthplace of Buddhism and Hinduism and home to hundreds of monasteries and ancient temples, India may be the top destination in the world for spiritual tourism. The Tibetan Buddhist exile community in Dharamsala is home to the Dalai Lama and attracts soul seekers from across the globe. The holy city of Varanasi sits on the banks of the Ganges River and draws hordes of international tourists to its ghats and towering Hindu temples. Many modern international spiritual movements, such as Vipassana, are based in India and followers come to study and meditate with the masters in the home country.

Sightseeing Tourism

India is a popular country for historical sightseeing, and the country's thousands of years worth of monuments and architecture are some of the world's most spectacular. The Taj Mahal was built in the 17th century by a Mughal emperor in Agra and is now a UNESCO World Heritage Site. The 10th century Hindu temples of Khajuraho in Madhya Pradesh feature carved stone walls that depict the decadent life of those times, including sexual encounters.

Yoga Tourism

A health phenomenon that has taken the world by storm, yoga is based on ancient Indian scriptures and practices, and many modern practitioners consider a trip to India the must-do trip of their life. The southern city of Mysore is home to several schools that teach Ashtanga yoga, and yoga ashrams can be found all over the country. Tourists come to partake in week-long retreats, months-long certificate programs or even years of dedicated training.

Leisure Tourism

India is also a global hot spot for those who just want to party or relax. The seaside town of Goa hosts large parties and raves as well as a variety of festivals on its white sand beaches. Luxury resorts that offer all-inclusive holidays line the southern Goan coast and the idyllic Andaman islands.

1.2 BUSINESS TOURISM

Business tourism is one of the leading and most dynamically developing spheres of world economy, because a successful business is impossible without contacts, exchange of technologies and information, exhibitions, congresses, and business trips.

Rapid growth of business contacts with foreign partners is typical of Russia. About 50% of Russian citizens visiting Moscow arrive on business purposes. About 1 million of foreign businessmen came here in 2000.

Business activities are accelerating not only in the capital, but in many industrial and cultural centers of the country, and the geography of business travels equals the broad geography of vacation tours. All over Russia lots of international and

national exhibitions and trade fairs for business partners and all those interested are held. In 2002 1600 industrial exhibitions devoted to various branches of economy were held in Russia. They attract many foreign guests. Besides, a variety of conferences and seminars devoted to different issues of science and culture are organized in Russia.

More and more foreign firms and enterprises opening their offices and representations in Russia invite partners and employees from abroad, carry out receptions, talks and congresses. That is why the number of tourist firms, hotels, transport and finance companies whose main focus is services in the sphere of business tourism is growing in Russia. They do their best to provide most comfortable conditions so that the businessman during his journey is able not only to sign his contract successfully, hold talks and visit an international exhibition, but to enjoy his journey.

Modern infrastructure for business tourism: congress centers, conference halls and business-centers in comfortable 4-5 star hotels is developing in Moscow, St. Petersburg, Murmansk, Arkhangelsk, Samara, Togliatti, Sochi, Vladivostok and other cities. While organizing a business tour the tour operator will render active help to his client - from arranging a business visa to establishing contacts with firms and enterprises. He will deliver to the businessman most comprehensive information about the schedule of arrangements of his interest will help him to choose apartments, a restaurant and will supply him with all the necessary addresses. He will take care of the preparation and organization of seminars and conferences. To put it short, he will supply all what the businessman may need abroad. And he will see to it that the guest will not feel bored while having a rest. And if the businessman brings the members of his family with him, their leisure and sightseeing program will be organized individually

Tourism has always been a major social phenomenon of any society. It is motivated by the natural urge of every human being for new experience, adventure, education, knowledge and entertainment. In order to understand each other's cultures and values as well as to cater several other social, religious and business interests, it has resulted in development of many tourist and infrastructure facilities. This, along with the progress of proper transportation network globally, especially of airways and waterways, has encouraged people to venture out to the foreign lands. It has

facilitated the trade and commerce between the different regions of a country and between the different countries. As a result, over the years, it has acquired the status of a service industry.

Tourism, being one of the largest industries, plays a key role in achieving the socio-economic goals of the development plans of a nation. It is an important service-oriented sector which has made rapid strides globally in terms of gross revenue and foreign exchange earnings. It is a composite of service providers, both public and private, which includes travel agents and tour operators; air, rail and sea transportation operators; guides; owners of hotels, guest houses and inns, restaurants and shops; etc. They are involved in meeting the diverse interests and requirements of domestic and international tourists. The tourism industry provides incentives to foster the quality of environment, generates more employment opportunities (particularly in remote and backward areas) as well as develops necessary infrastructure facilities like roads, telecom and medical services, in the economy.

In India, tourism industry holds special position as it not only have potential to grow at a high rate, but also stimulate other economic sectors through its backward and forward linkages and cross-sectional synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. That is, it can provide impetus to other industries in the country and generate enough wealth to help pay off the international debt. It is the third largest net earner of foreign exchange for the country. The travel and tourism sector contributes to the national integration; preserves natural and cultural environments; as well as enriches social and cultural lives of the people. It has the capacity to create substantial job opportunities, particularly for unskilled and semi-skilled workers as well as to alleviate the poverty in the country. That's why, it has been regarded as the core sectors of the Indian economy.

Given India's unique endowments of biodiversity, forests, rivers, mountains, historical places, temples and pilgrims, caves, museums, monuments and culture, the industry holds immense strength for obtaining higher growth rate. The challenges in the sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travellers. India offers various categories of tourism products, such as adventure tourism; medical tourism (ayurveda and other

forms of Indian medications), eco-tourism; rural tourism; cruise tourism; meetings, incentives, conferences, and exhibitions (MICE) tourism.

1.3 WORLD TOURISM SCENARIO

The statistical data reveals the recent tourism trends prevailing around the world. the website www.ipkinternational.com brings the preliminary results of the world travel monitor from IPK International that 5% rise in global outbound travel(with overnight) in 2011 to 750 million (following of 7% in 2010). This represents a new record high in global outbound travel. The number of overnight stays rose 4% to 6.2 billion nights (2010 likewise saw 4% growth); the total volume of overnight accommodation thereby finally besting that of 2008 for the first time. At 828 billion Euro, travel spending on international foreign travel in 2011 (corresponding to an 8% increase over the previous year) also edged past its former record high of 2008.

While Europeans took more trips compared to 2010 the world travel monitor data for 2011 shows that the total volume did not top the record high reached in 2008. The number of out bound trips rose 3.5% in 2011 to 414 million, following a 2% growth rate for 2010. The number of out night accommodations held steady at 3.5 billion. Meanwhile, following decreases in 2009 & 2010, expenditures for out land trips rose 4% for the first time again (to 348 billion euro). In terms of the types of holidays taken last year, the Europeans showed a preference for beach holidays, this segment increasing 5% at 12%, the number of tours recorded potent growth while city breaks also saw a 9% increase, countryside, holidays, however, fall by 4%.

Europe's most important source markets experienced various ups & downs in 2011. Great Britain was the only European source market to experience absolutely no growth last year (0%), while the markets of Germany, the weather lands, France Italy & Spain increased their total outbound numbers by 1-2%. Yet the largest growth in Europe last year, a 13% increase in outbound trips, was achieved by Russia. The outbound trips of the Swizz also recorded an impressive increase (9%).

1.4 TOURISM INDUSTRY IN INDIA

Tourism holds immense potential for the Indian economy. It can provide impetus to other industries through backward and forward linkages and can contribute significantly to GDP. With the increasing globalization and opening of our economy to the world, travel and tourism in India is getting a great impetus. It is of the major upcoming industries, which has a great potential for growth along with earning a huge amount of foreign exchange for the country.

Why India is Popular for Tourism

- India is a vast country with diverse cultures and traditions.
- We also have a stable political government which a pre-requisite to promote tourism.
- Our country offers a great attraction for those who crave to know about the splendor and magnificence of one of the oldest civilizations of the world and for its scenic beauty, right from Himalayas to Kanyakumari and from Gujrat to Arunachal Pradesh.
- We are famous for our hospitality.

Apart from this, government has taken several other measures for the promotion of tourism. A multi-pronged approach has been adopted, which includes new mechanism for speedy implementation of tourism projects, development of integrated tourism circuits and rural destinations, special capacity building in the unorganized hospitality sector and new marketing strategy.

All of which makes the traveling experiences of the tourist far more memorable. This industry provides large number of jobs in diverse areas through its various related fields. The scope of travel and tourism is truly immense: in the last six years, it has created 11 million jobs and has the potential to create another 37 million jobs (estimated by the NSSO, Ministry of Tourism) of the 120 million projected requirement by 2020.

Tourism industry in India has the ability to reign as the one of the most visited tourist addresses of the world as the demand is uprising by 10% annually. This discovery is made by the World Travel and Tourism Council or the WTTC. India ranks in the 153rd position spending 0.9% for tourism. Despite the fact that things were not going right in the global market due to SARS coupled with the Gulf war, Indian tourism faired pretty well in the tourism sector. India tourism department officials suggest people intended to go to USA and other adjoining countries but due

to the war and the SARS infection decided to opt for India. Inbound travelers are usually from countries like UK and USA. Indians prefer to travel to the United States of America for spending their holidays.

Tourism industry in India is closely associated with other sectors as well. The associated industries in tourism include transportation, recreational activities, hospitality industry ecotourism industry in India also serves as an important platform for providing employment to many. Tourism industry in India has a major impact on the economic set up of the country.

Indian tourism industry is anticipated to be contributing at least US\$16.3 billion which accounts to a total of approximately 5.4 % in the year 2014. Tourism industry in India provides ample scope for the recruitment of individuals directly in the travel and tourism industry or in other sectors related to the travel and tourism industry. Employment opportunities due to travel and tourism are expected to provide livelihood to as many as 12,441,200 individuals. The contribution of the tourism industry in India to the GDP or the gross domestic production can be reckoned to be approximately US\$25.8 billion in the year 2014. By the year 2014, the capital investment is assumed to attain the US\$21.4 billion mark. Indian tourism industry is attaining great heights in this competitive market. India boasts of a rich heritage and can be one of the best addresses for the holidaymakers. Ranging from seas, mountains, deserts, temples, mosques, churches, palaces and other historical places, to the exquisite cuisine from different areas the country make, India one of the hot spots for traveling.

1.5 TEXTILE INDUSTRY

The Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the

economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like cotton and related trade and handling could be a textile is the largest single industry in India (and amongst the biggest in the world), accounting for about 20% of the total industrial production.

It provides direct employment to around 20 million people. Textile and clothing exports account for one-third of the total value of exports from the country. There are 1,227 textile mills with a spinning capacity of about 29 million spindles. While yarn is mostly produced in the mills, fabrics are produced in the power loom and handloom sectors as well. The Indian textile industry continues to be predominantly based on cotton, with about 65% of raw materials consumed being cotton. The yearly output of cotton cloth was about 12.8 billion m (about 42 billion ft). The manufacture of jute products (1.1 million metric tons) ranks next in importance to cotton weaving. Textile is one of India's oldest industries and has a formidable presence in the national economy inasmuch as it contributes to about 14 per cent.

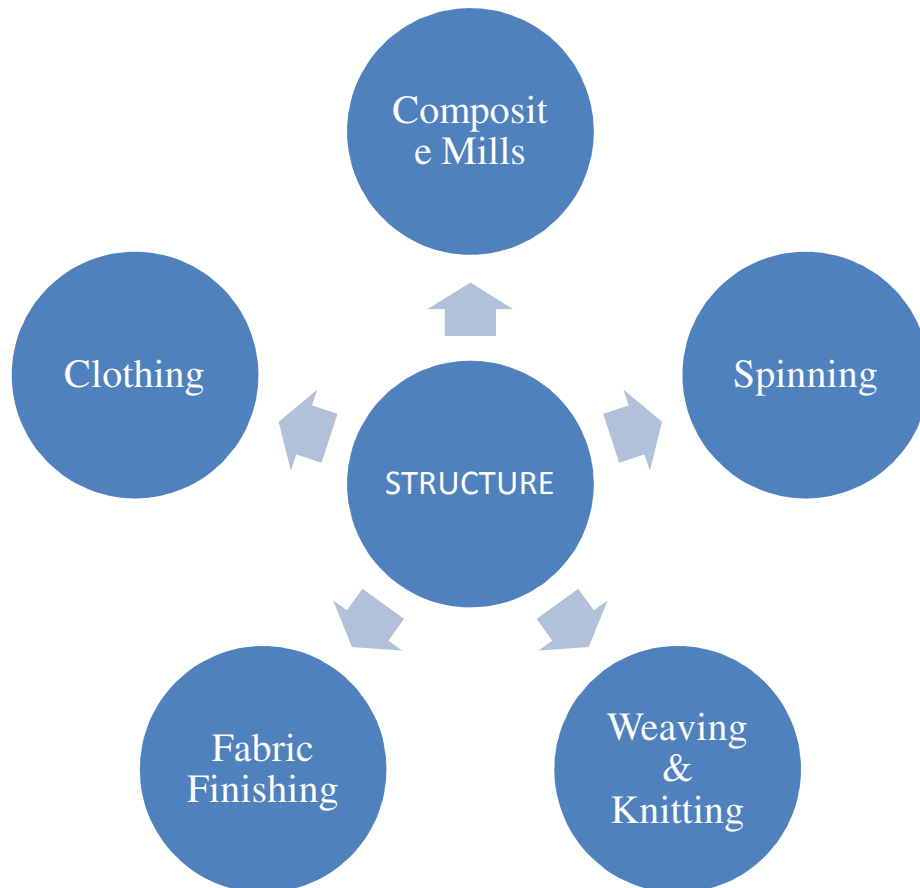
1.6 INDIAN TEXTILE INDUSTRY STRUCTURE AND GROWTH

India's textile industry is one of the economy's largest. In 2000/01, the textile and garment industries accounted for about 4 percent of GDP, 14 percent of industrial output, 18 percent of industrial employment, and 27 percent of export earnings. India's textile industry is also significant in a global context, ranking second to China in the production of both cotton yarn and fabric and fifth in the production of synthetic fibers and yarns. In contrast to other major textile-producing countries, mostly mostly small-scale, nonintegrated spinning, weaving, cloth finishing, and apparel enterprises, many of which use outdated technology, characterize India's textile sector. Some, mostly larger, firms operate in the "organized" sector where firms must comply with numerous government labor and tax regulations. Most firms, however, operate in the small-scale "unorganized" sector where regulations are less stringent and more easily evaded. The unique structure of the Indian textile industry is due to the legacy of tax, labor, and other regulatory policies that have favored small-scale, labor-intensive enterprises, while discriminating against larger scale, more capital-intensive operations. The structure is also due to the historical orientation towards meeting the needs of India's predominately low-income domestic consumers,

rather than the world market. Policy reforms, which began in the 1980s and continued into the 1990s, have led to significant gains in technical efficiency and international competitiveness, particularly in the spinning sector. However, broad scope remains for additional reforms that could enhance the efficiency and competitiveness of India's weaving, fabric finishing, and apparel sectors.

Structure of India's Textile Industry

Unlike other major textile-producing countries, India's textile industry is comprised mostly of small-scale, nonintegrated spinning, weaving, finishing, and apparel-making enterprises. This unique industry structure is primarily a legacy of government policies that have promoted labor-intensive, small-scale operations and discriminated against larger scale firms:



- **Composite Mills** Relatively large-scale mills that integrate spinning, weaving and, sometimes, fabric finishing are common in other major textile-producing countries. In India, however, these types of mills now account for about only 3 percent of output in the textile sector. About 276 composite mills are now operating in India, most owned by the public sector and many deemed financially “sick.”

- **Spinning.** **Spinning** is the process of converting cotton or manmade fiber into yarn to be used for weaving and knitting. Largely due to deregulation beginning in the mid-1980s, spinning is the most consolidated and technically efficient sector in India’s textile industry. Average plant size remains small, however, and technology outdated, relative to other major producers. In 2002/03, India’s spinning sector consisted of about 1,146 small-scale independent firms and 1,599 larger scale independent units.

- **Weaving and Knitting.** Weaving and knitting converts cotton, manmade, or blended yarns into woven or knitted fabrics. India’s weaving and knitting sector remains highly fragmented, small-scale, and labor-intensive. This sector consists of about 3.9 million handlooms, 380,000 “power loom” enterprises that operate about 1.7 million looms, and just 137,000 looms in the various composite mills. “Power looms” are small firms, with an average loom capacity of four to five owned by independent entrepreneurs or weavers. Modern shuttle less looms account for less than 1 percent of loom capacity.

- **Fabric Finishing.** Fabric finishing (also referred to as processing), which includes dyeing, printing, and other cloth preparation prior to the manufacture of clothing, is also dominated by a large number of independent, small scale enterprises. Overall, about 2,300 processors are operating in India, including about 2,100 independent units and 200 units that are integrated with spinning, weaving, or knitting units.

- **Clothing. Apparel** is produced by about 77,000 small-scale units classified as domestic manufacturers, manufacturer exporters, and fabricators (subcontractors).

1.6.1 Growth of Textile Industry

India has already completed more than 50 years of its independence. The analysis of the growth pattern of different segment of the industry during the last five decades of post independence era reveals that the growth of the industry during the first two decades after the independence had been gradual, though lower and growth had been considerably slower during the third decade. The growth thereafter picked up significantly during the fourth decade in each and every segment of the industry. The peak level of its growth has however been reached during the fifth decade i.e., the last ten years and more particularly in the 90s. The Textile Policy of 1985 and Economic Policy of 1991 focusing in the direction of liberalization of economy and trade had in fact accelerated the growth in 1990s. The spinning spearheaded the growth during this period and man-made fiber industry in the organized sector and decentralized weaving sector.

1.6.2 Size of Textile Industry in India

- The textile industry in India covers a wide gamut of activities ranging from production of raw material like cotton, jute, silk and wool to providing high value-added products such as fabrics and garments to consumers.
- The industry uses a wide variety of fibers ranging from natural fibers like cotton, jute, silk and wool to manmade fibers like polyester, viscose, acrylic and multiple blends of such fibers and filament yarn.
- The textile industry plays a significant role in Indian economy by providing direct employment to an estimated 35 million people, by contributing 4 per cent of GDP and accounting for 35 per cent of gross export earnings. The textile sector contributes 14 per cent of the value-addition in the manufacturing sector
- Textile exports during the period of April-February 2003-2004 amounted to \$11,698.5 million as against \$11,142.2 million during the same period in the previous year, showing an increase of around 5 per cent.

- Estimates say that the textile sector might achieve about 15 to 18 per cent growth this year following dismantling of MFA.

1.7 ROLE OF INDIAN TEXTILE INDUSTRY IN THE ECONOMY

Textile industry plays a significant role in the economy. The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment in India. It contributes 20 per cent of industrial production, 9 per cent of excise collections, 18 per cent of employment in industrial sector, nearly 20 per cent to the country's total export earnings and 4 per cent to the GDP. The sector employs nearly 35 million people and is the second highest employer in the country. The textile sector also has a direct link with the rural economy and performance of major fibre crops and crafts such as cotton, wool, silk, handicrafts and handlooms, which employ millions of farmers and crafts persons in rural and semi-urban areas. It has been estimated that one out of every six households in the country depends directly or indirectly on this sector.

India has several advantages in the textile sector, including abundant availability of raw material and labour. It is the second largest player in the world cotton trade. It has the largest cotton acreage, of about nine million hectares and is the third largest producer of cotton fiber in the world. It ranks fourth in terms of staple fiber production and fourth in polyester yarn production. The textile industry is also labour intensive, thus India has an advantage.

1.8 BACKGROUND OF THE STUDY:

Business tourism is one of the major factors influencing the economy of Tiruppur. It is creating positive impacts and influencing the development of the localities in various ways. This study would give a clear representation of developing Business tourism in Tiruppur

1.9 OBJECTIVE OF THE STUDY:

The main objective is to study about the Business Tourism in Tiruppur & the Textile industry in Tiruppur.

The objectives of the study are:

- To analyze the growth of Business Tourism.
- To establish the role of Business Tourism in Tiruppur.
- To evaluate the role of Tourism in Tiruppur.
- The highlights of Business Tourism in Tiruppur.
- Number of tourist visited to Tiruppur.
- Tourist interest towards textile industry.
- To identify the reason for visiting Tiruppur by tourist.

1.10 SCOPE OF THE STUDY:

Marketing is an important function for every product. It is the major area where every firm concentrate since it gives a lot of revenue for the firm. Firm started concentrating on this area by framing Marketing plans for their product. The scope of the study is that it describes the approaches the company is using to brand their product in the mind of its potential customers.

1.11 LIMITATION OF THE STUDY:

Even though the study was elaborate and well-defined, it has still got some limitations which are as follows:

- The major limitation of the study was that it was mainly done on the basis of questionnaire, so there are possibilities for the respondents to give fake answers and at occasions respondents remain non-responsive to certain questions.
- The sample size is small due to time constraint.
- The survey is limited to a particular locality.
- The secondary sources of data collected for the study are not updated ones.
- Since, the sample size is small, the reliability is less.

1.12 CHAPTER ANALYSIS:

The following chapter and content analysis will be applicable 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, business tourism and textile industry.

Chapter 2 – Review of Literature:

In this chapter, review of related literature is conducted on business tourism, textile industry.

Chapter 3 – Research Methodology:

This chapter, briefs on data collection, sample and various tools used in the analysis. It also gives detail account on location of the study area.

Chapter 4 – Analysis & Interpretation:

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

Chapter 5 – SWOT Analysis:

In this chapter, strength, weakness, opportunities and threats of textile industry is discussed in detail.

Chapter 6 – Summary:

In this chapter the research is included. The finding of the study is summarized. It also proposes various suggestions for the study.

CHAPTER 2 – REVIEW OF LITERATURE

2.1 ICAC Researcher of the Year 2012

International Cotton Advisory Committee (ICAC) Researcher of the Year program is entering its fourth year. The ICAC is now inviting applications for the “ICAC Researcher of the Year, 2012.” The closing date for receipt of applications is March 31, 2012. All information about the program, including where and how to apply, is available on the ICAC web page under “ICAC Researcher of the Year.”

A team of five judges headed by an internationally recognized university professor handles the evaluation process. The judges are anonymous to the ICAC and change every two years. Applications go directly to the panel of judges.

The ICAC initiated the Cotton Researcher of the Year Award in 2009. Researchers from universities and public sector research organizations are eligible to apply for the award directly or through their heads of institutions. In addition, colleagues can make a nomination on behalf of a fellow researcher. Researchers from all disciplines of cotton production research, including ginning, fiber quality and textile research, are eligible for the award. Researchers from non-member governments of the ICAC are not eligible for this award.

2.2 SNGPL to restore gas supply to Pak textile sector

After two days of talks between the representatives of All Pakistan Textile Mills Association (APTMA) and Petroleum Minister Dr. Asim Hussain, the Sui Southern Gas Pipeline Limited (SNGPL) has issued a notification that it would restore gas supply to textile industries in the Punjab province from January 23, 2012.

SNGPL had stopped supply of gas to textile industries in Punjab from December 25, and had also faltered to keep its promise of restoring gas supply earlier this month.

Subsequently, APTMA had warned that it would shut all industries leading to large-scale unemployment, as textile industries in Punjab employ more than 10 million people.

SNGPL has divided Punjab province into four zones – Gujranwala-Islamabad, Faisalabad-Sargodha, Lahore-Sahiwal, and Multan, Bhawalpur & DG Khan.

2.3 Kids fashion trends in Spring-Summer'13

Spring summer is here and it has got along, new colours, trends and styles. Last year the kids fashion industry saw several interesting trends like, Modern shapes, bright cheerful colours, sustainable materials, denims in the form of jeans, jackets, dresses and shirts, etc. This year, we can look out for several playful trends in fabrics that would prepare your child to beat the heat fashionably! Let's take a peek-a-boo into this years spring-summer trends.

Neon is definitely the new colour on the block for summer'13. These colours range from Neon Red, Neon Green, Neon Blue, Neon Pink & Neon Purple. These neon styles when incorporated in their clothing will represent lot of fun & frolic! The best way to make your pick is by finding the neon colour for your little one likes the most and the one that is most flattering with his/her skin tone and hair colour.

Mr Anil Lakhani, Executive Director of Giny & Jony.

The Indian Textile Journal – March 2013

2.4 A Study on Bamboo/Cotton & Bamboo/Polyester Blended Woven Fabric

The main aim of this research is to know about the resemblances and differences between natural, manmade and regenerated fabrics. This research is done by blending the two selected fibers, cotton and polyester with the regenerated fiber bamboo, then the blended yarn are weaved, wet processing and finished with Fragrance finish. And they are compared for various properties between the two finished fabrics, before and after laundering. On comparison it was clear that the bamboo/cotton fabrics showed certain, better geometrical, physical and mechanical properties; whereas bamboo/polyester fabrics showed, better comfort and absorbency properties. Bamboo fabrics are now a days filling the vacancy in the textile material development in our textile production nation and these will inevitably stimulate the new fabric development through blending and finishing, among the cotton, wool and silk and bring the textile corporations a new opportunity.

About the Author:

Sheeba C is an M.Phil Scholar at the Department of Costume Design & Fashion, PSG College of Arts & Science, Coimbatore.

Mrs. P. Sasikala is a Guide & Associate Professor at the Department of Costume Design & Fashion, PSG College of Arts & Science, Coimbatore

Dr. K. Thangamani is a Professor at the Department of Textile Technology, Kumaraguru College of Technology in Coimbatore.

2.5 Yarn Quality Requirement for High Speed Weaving Machines

Tension on the warp on a high speed shuttle less weaving machine is higher than that on conventional loom. Normally shuttle less weaving machine works three to four times faster and if quality of warp remains the same, warp breaks will increase three to four times resulting in low production. Yarn should be more even and the following parameters of yarn are to be critically reviewed; C.V. of count, single thread strength, C.V. of single thread strength, imperfections per 1000 meters such as thick places, thin places and neps. Hairy yarn will not be suitable in air jet weaving as it will misdirect the weft insertion.

On some Rapier looms, interference by rapiers, at the initial points of entry and terminal point of shed exit, can cause bending of the top yarn sheet around the rapier head producing excessive warp strain on the selvage region of warp. Weft tension on Sulzer Ruti projectile weaving machine is equally high, where tucked-in selvage is formed. Consistency of single end strength, C.V. of count and elongation is essential. Quality of yarn should be at least within 25% Uster which means the quality is among the best 25% of the mills in the world.

By : Vedant Dhandhanian & Shreyash Sawant

2.6 Indian textile industry

The Textile Sector in India ranks next to Agriculture. Textile is one of India's oldest industries and has a formidable presence in the national economy in as much as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. The textile industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14% of the total Industrial

production, contributes to nearly 30% of the total exports and is the second largest employment generator after agriculture.

Textile Industry is providing one of the most basic needs of people and the holds importance; maintaining sustained growth for improving quality of life. It has a unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; it is a major contribution to the country's economy. This paper deals with structure, growth and size of the Indian textile industry, role of textile industry in economy, key advantages of the industry, textile industry export and global scenario and strength, weakness, opportunities and treats of the Indian textile industry.

By: Dr.M.Dhanabhakyam, A.Shanthi

2.7 THE ECONOMIC TIMES

'Textile industry operations paralysed in Tamil nadu'

PTI Mar 6, 2008

COIMBATORE: Textile Industry in Tamil Nadu is undergoing the worst crisis as operations were paralysed due to sharp rise in cotton prices coupled with acute power shortage, Southern India Mills' Association claimed on Thursday.

Cotton being a seasonal commodity, the mills procure the required cotton in November to February every year to produce the quality yarn. But this year, the mills could not buy even 20-30 per cent due to increased prices, SIMA Chairman K V Srinivasan said in a statement here.

2.8 Indian cotton value-chain to form strategy to make cotton No 1

Shramana Ganguly, ET Bureau Mar 25, 2013

AHMEDABAD: Cotton ginner, spinners, traders, exporters and policy makers would come together under one roof in Gujarat, the cotton capital of India, to devise strategies to make Indian cotton regain its leadership in the international market. The "Back to Glory - An International Cotton Summit" scheduled in Ahmadabad on April 9,10 would see those involved in the cotton value chain discuss how to make cotton an enabler in regaining India's position in the textile sector.

2.9 Global meet on textile industry

PTI Oct 11, 2005

NEW DELHI: Textile industry experts from around the world will gather in Geneva from October 24 to 26 to discuss integrated strategies to deal with the emerging situation in the global textile industry, especially in the post Multifibre Arrangement (MFA).

"After the MFA phase out last year, business and workers in the textile and clothing sector are under enormous pressure to produce the right product at the right price... The meeting would discuss the elements involved in framing strategic and policy responses for the global supply chain," Director General, International Labour Office, Juan Somavia said.

2.10 Textile industry expects bright future

PTI Aug 19, 2008

ERODE (TN): Textile and garment manufacturers and exporters in the district were expecting a bright future in the days to come as more international buyers were turning their attention to Indian markets following hike in prices of textile and garments in China, which had the largest share in the export market.

Buyers from various countries, including US and European countries, were now started placing fresh orders with the textile garment exporters here, Erode Textile Garment Exporters Association Secretary S Sivanandhan told reporters here.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1 Introduction:

Research methodology is the way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It involves various data collection techniques, the method of analysis of data, their interpretations and final summarization. This chapter deals with the research methodology, which consist of certain scientific steps for successful exhibition of the research. This chapter explains the steps and techniques adopted for achieving of the study. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

3.2 Research Design:

The methods that are used and adopted to get the data is very important in nature. It is because the data which we receive should be one with which we can rely on. Otherwise we could not come to a proper conclusion.

3.3 Sampling Design:

- **Type of Universe:**

For the purpose of the project study, a finite universe is selected. This universe consisted of:

- Business tourists visited to Tiruppur
- All types of tourists visited to Tiruppur
- Local people in Tiruppur

- **Sampling Unit:**

Sampling unit is consisted of the beneficiaries from the above mentioned population.

- **Size of Sample:**

Total 200 people were included in the sample size.

100 – Tourists visited to Tiruppur

100 – Local people in Tiruppur

- **Sampling Procedure:**

The sampling procedure used is convenience sampling. The sample is selected on the basis of convenience in accessibility to customers (sample units) which served as the main factor for the selection of this sampling procedure. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researchers.

3.4 Sources of data:

- **Primary Data**

The primary data are those which are collected afresh and for the first time and thus happen to be original in character. The tool for collecting primary data is “questionnaire”. These data were collected by personal interview method from the business tourists to Tiruppur and local people.

- **Secondary Data**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The secondary data has been collected from the books, journals, magazines and websites.

3.5 Data collection method:

- **Questionnaire**

The researcher used questionnaire method. It has been designed as a primary research instrument. Questionnaires were distributed to respondents for their feedback. Further coding and analysis was done for each questions response to reach the findings, suggestions and finally to the conclusion of the topic.

- **Scaling Technique**

The scaling used in the questionnaire is likert-type scale with five-point scale.

Likert Scale:

Likert scale are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how it discriminates between those persons whose total score is high and those score is low. In a likert scale, the respondent is asked to respond each of the statements in terms of several degrees, usually 5 degrees of agreement or disagreement. The questionnaire was administered in the following way:-

Scales	Score
Strongly Agreed	5
Agreed	4
Neutral	3
Disagreed	2
Strongly Disagreed	1

And

Very Good	5
Good	4
Neutral	3
Poor	2
Very Poor	1

3.6 Tools for Analysis:

The abbreviation on SPSS is statistical package for the social sciences and is a comprehensive system for analyzing data. SPSS package consists of a set of software tools for data entry, data management, statistical analysis and presentation. SPSS is among the most widely used programs for statistical analysis in social science.

- **Frequencies:**

Frequency is a distribution. Generally a frequency is used for looking at detailed information on nominal (category) data and describing the results. It is used to obtain counts on a single variable values.

3.7 Major Hypothesis:

The following are the major hypothesis that is taken into consideration relevant to the study. They are:

Ho: There is no significant relation with business tourism and the age of tourist in Tiruppur

Ho: There is no significant relation with the stay of tourists in Tiruppur and business tourism

Ho: Textile industry has a great impact on the perception of tourist on business tourism

Ho: Local people has a great impact on business tourism in Tiruppur

Ho: Business tourism has a major role in creating a good experience for tourists in Tiruppur

3.8 Location of the study:

The study is conducted at Tiruppur, taking this destination as a convenient sample. Here, we are trying to figure out the business tourists and is trying to find out why they choose this particular location.

CHAPTER 4 – ANALYSIS & INTERPRETATION

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents, tourist perception & satisfaction towards textile industry. Analysis and Interpretation from the central part of the research process.

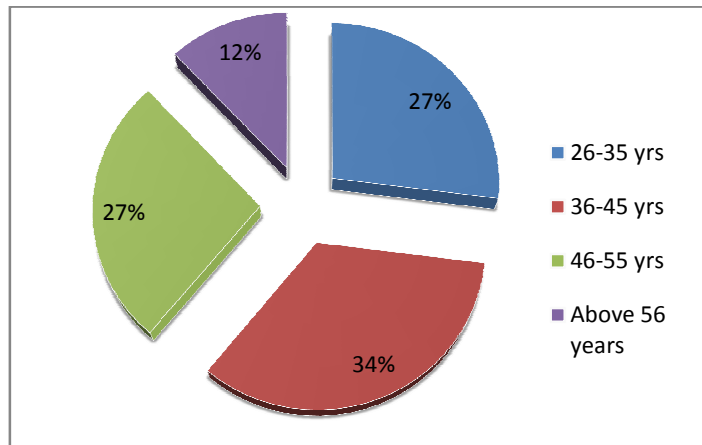
Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and putting them together in new arrangement for the purpose of interpretation. Interpretation is a research for the process, to find meaning for the research. The analysis is to summaries the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers of the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions, and the formulation of conclusion.

TABLE NO: 4.1 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR AGE

Age	Frequency	Percent	Valid Percent	Cumulative Percent
26-35 yrs	27	27.0	27.0	27.0
36-45 yrs	34	34.0	34.0	61.0
46-55 yrs	27	27.0	27.0	88.0
Above 56 years	12	12.0	12.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.2

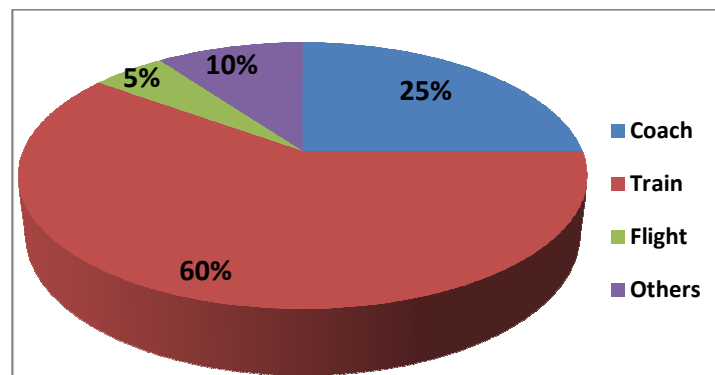


The above table shows that 34 percent of the respondents belong to the age group of 36-45 years, 27 percent of the respondents belong to the age group of 26-35 years, 27 percent of the respondents belong to the age group of 46-55 years and 12 percent of the respondents belong to the age group of above 56 years. Overall 34 percent of people belong to the category that the age group of 36 to 45 years.

**TABLE NO: 4.3 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR
MODE OF TRANSPORT**

Transport	Frequency	Percent	Valid Percent	Cumulative Percent
Coach	25	25.0	25.0	25.0
Train	60	60.0	60.0	85.0
Flight	5	5.0	5.0	90.0
Others	10	10.0	10.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.4

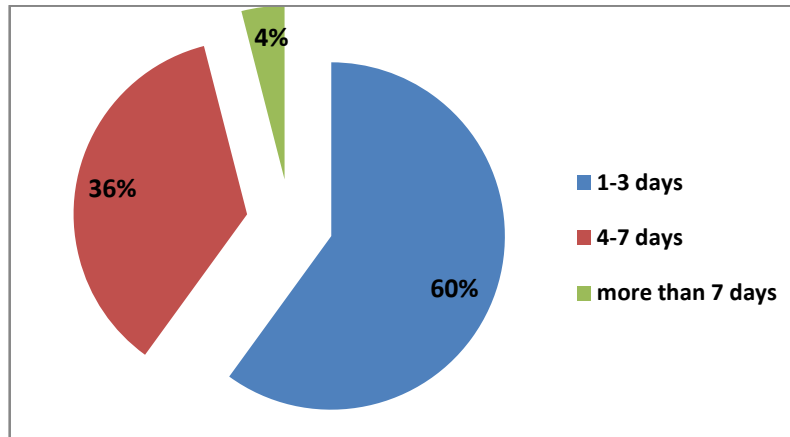


The above table shows that 60 percent of the tourists have reached Tiruppur by Train, 25 percent of tourists have reached by Coach, 10 percent of the tourists have reached by others and 5 percent have reached by Flight. Overall 60 of the tourists have reached Tiruppur by train.

TABLE NO: 4.5 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR DURATION IN TIRUPPUR

Duration	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 days	60	60.0	60.0	60.0
4-7 days	36	36.0	36.0	96.0
More than 7 days	4	4.0	4.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.6

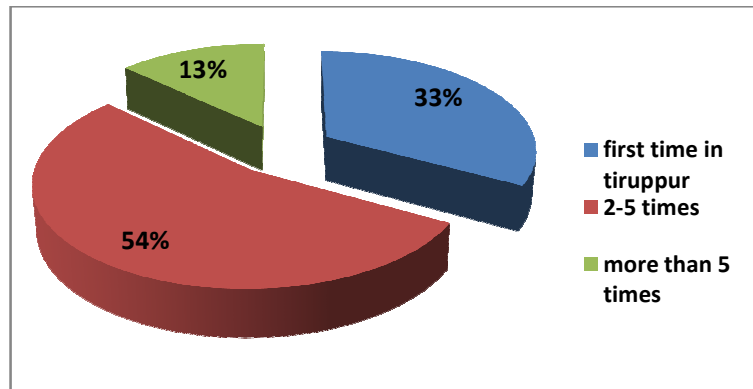


The above table shows that 60 percent of the tourists have stayed for 1-3 days in Tiruppur, 36 percent of the tourists have stayed for 4-7 days and 4 percent of the tourists have stayed for more than 7 days. Overall 60 percent of tourists have stayed maximum of 1 to 3 days in Tiruppur.

TABLE NO: 4.7 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR NUMBER OF VISIT IN TIRUPPUR

Times of visit	Frequency	Percent	Valid Percent	Cumulative Percent
First time in Tiruppur	33	33.0	33.0	33.0
2-5 times	54	54.0	54.0	87.0
More than 5 times	13	13.0	13.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.8

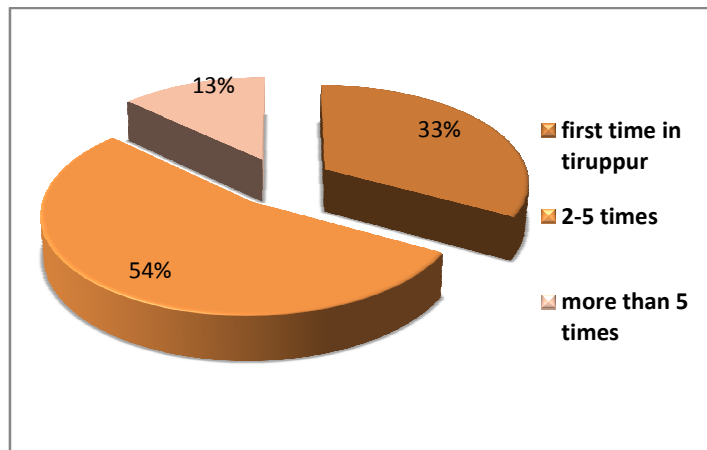


Above table shows 54 percent people visited 2 to 5 times in Tiruppur and 33 percent people visited at first time. Only 13 percent people visited more than 5 times. Overall 54 percent of people visited Tiruppur 2 to 5 times.

TABLE NO: 4.9 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR PERCEPTION TO VISIT AGAIN

Visit Again	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	60	60.0	60.0	60.0
No	17	17.0	17.0	77.0
I don't know	23	23.0	23.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.10

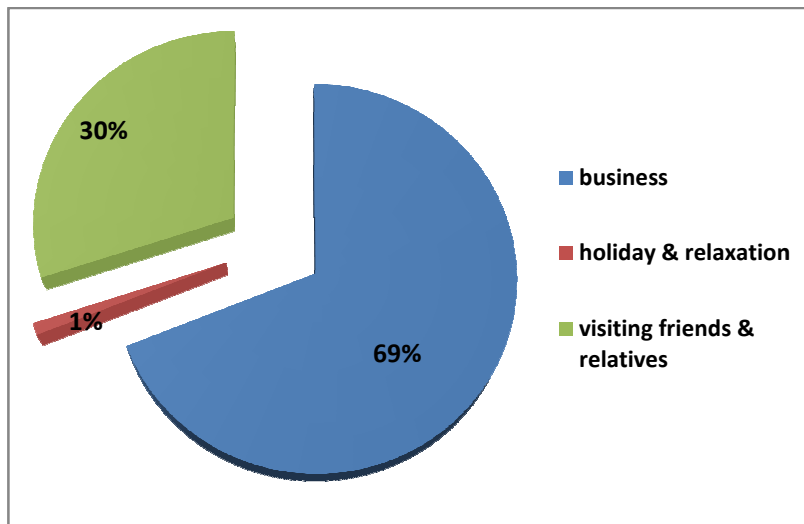


The above table shows that 60 percent of the tourist are planning to visit Tiruppur again, 23 percent of tourist have no idea about visiting again and 17 percent of the tourist are not satisfied to visit Tiruppur again. Overall 60 percent of tourists are planning to visit Tiruppur again.

TABLE NO: 4.11 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR PURPOSE OF VISIT

Purpose of visit	Frequency	Percent	Valid Percent	Cumulative Percent
Business	69	69.0	69.0	69.0
Holiday & Relaxation	1	1.0	1.0	70.0
Visiting Friends & Relatives	30	30.0	30.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.12

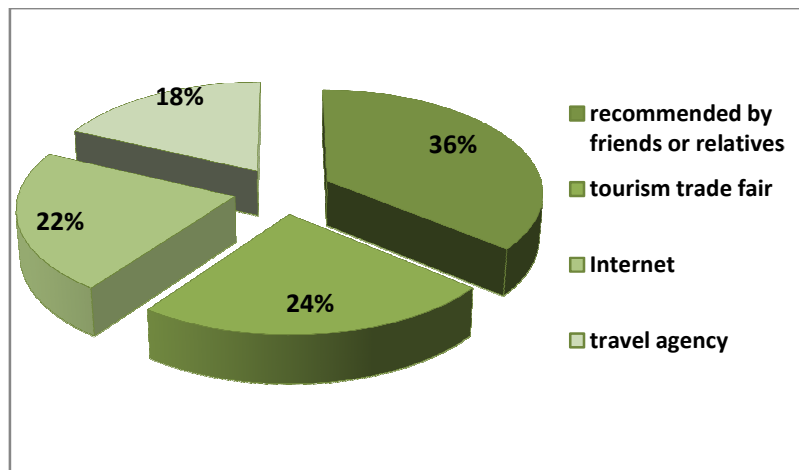


The above table shows that 69 percent of tourist visit for business purpose, 30 percent of the tourist for visiting their friends & relatives and 1 percent visit for holiday & relaxation. Overall 69 percent of tourists have visited Tiruppur for business purpose.

TABLE NO: 4.13 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR INFORMATION ABOUT TIRUPPUR

Hear about Tiruppur	Frequency	Percent	Valid Percent	Cumulative Percent
Recommended by Friends or Relatives	36	36.0	36.0	36.0
Tourism Trade Fair	24	24.0	24.0	60.0
Internet	22	22.0	22.0	82.0
Travel Agency	18	18.0	18.0	100.0
Total	100	100.0	100.0	

.CHART NO: 4.14

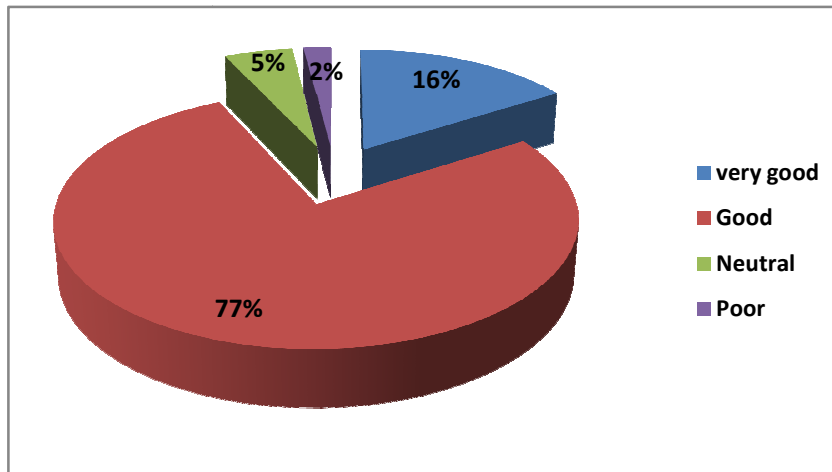


The above table shows that 36 percent of the tourists hear about Tiruppur through recommended by friends or relatives, 24 percent of the tourist hear by tourism trade fair, 22 percent of the tourists hear by internet, 18 percent of the tourists hear by travel agency. Overall 36 percent of tourists hear about Tiruppur through their friends or relatives.

TABLE NO: 4.15 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR PERCEPTION TOWARDS TEXTILE INDUSTRY

Perception	Frequency	Percent	Valid Percent	Cumulative Percent
Very Good	16	16.0	16.0	16.0
Good	77	77.0	77.0	93.0
Neutral	5	5.0	5.0	98.0
Poor	2	2.0	2.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.16

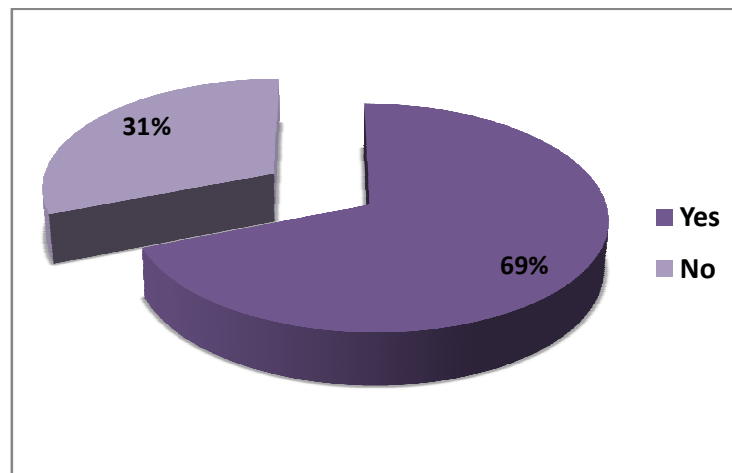


Above table shows 77 percent respondent's perception towards textile industry is good. The 16 percent respondents say that very good, 5 percent people say neutral and only 2 percent people say poor. Overall 77 percent of tourists perception towards textile industry is good.

TABLE NO: 4.17 - DISTRIBUTION OF THE RESPONDENTS BASED ON INDIA KNIT FAIR 2012

Knit Fair 2012	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	69	69.0	69.0	69.0
No	31	31.0	31.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.18

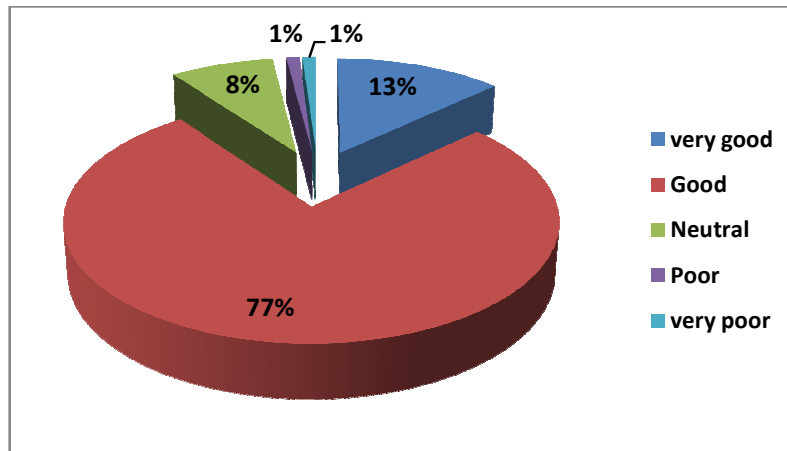


Above table shows 69 percent people supporting the knit fair 2012 and only 31 percent people says no to knit fair 2012. Overall 69 percent of tourists have visited 2012 knit fair.

TABLE NO: 4.19 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR EXPERIENCE IN TIRUPPUR

Experience	Frequency	Percent	Valid Percent	Cumulative Percent
Very Good	13	13.0	13.0	13.0
Good	77	77.0	77.0	90.0
Neutral	8	8.0	8.0	98.0
Poor	1	1.0	1.0	99.0
Very Poor	1	1.0	1.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.20

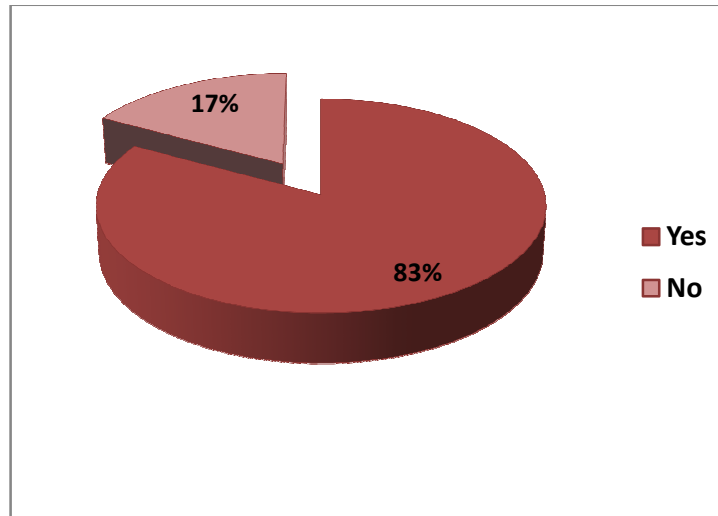


Above table provides the 77 percent people's experience in Tiruppur is good, 13 percent people experienced as very good, 8 percent people experienced as neutral, 1 percent says as poor and another 1 percent people says that very poor. Overall 77 percent of tourists experience in Tiruppur is good.

TABLE NO: 4.21 - DISTRIBUTION OF THE RESPONDENTS BASED ON 36TH INDIA KNIT FAIR

36thKnit Fair	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	83	83.0	83.0	83.0
No	17	17.0	17.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.22

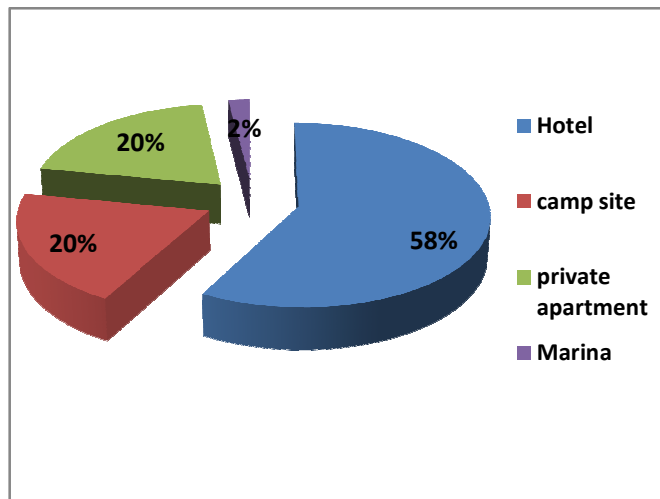


Above table shows that 83 percent people supporting the 36th knit fair and other 17 percent is says no to this. Overall 83 percent of people are planning to visit 36th knit fair in Tiruppur.

TABLE NO: 4.23 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR ACCOMMODATION

Accommodation	Frequency	Percent	Valid Percent	Cumulative Percent
Hotel	58	58.0	58.0	58.0
Camp Site	20	20.0	20.0	78.0
Private Apartment	20	20.0	20.0	98.0
Marina	2	2.0	2.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.24

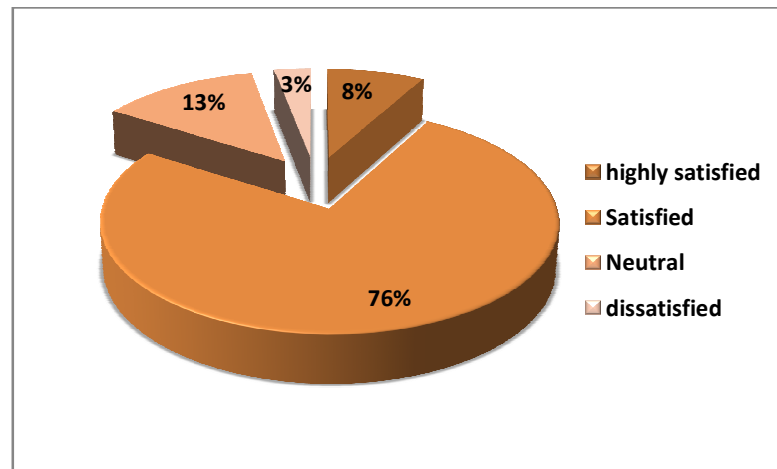


Above table shows the ratings for accommodation facility in Tiruppur. Here 58 percent people stayed in hotel .The 20 percent people stayed at the camp site ,equally 20 percent people stayed at private apartment and only 2 percent people stayed at marina. Overall 58 percent of tourists prefer their accommodation to be in Hotel.

TABLE NO: 4.25 - DISTRIBUTION OF THE RESPONDENTS BASED ON THE KINDNESS OF LOCAL PEOPLE

Kindness	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	8	8.0	8.0	8.0
Satisfied	76	76.0	76.0	84.0
Neutral	13	13.0	13.0	97.0
Dissatisfied	3	3.0	3.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.26

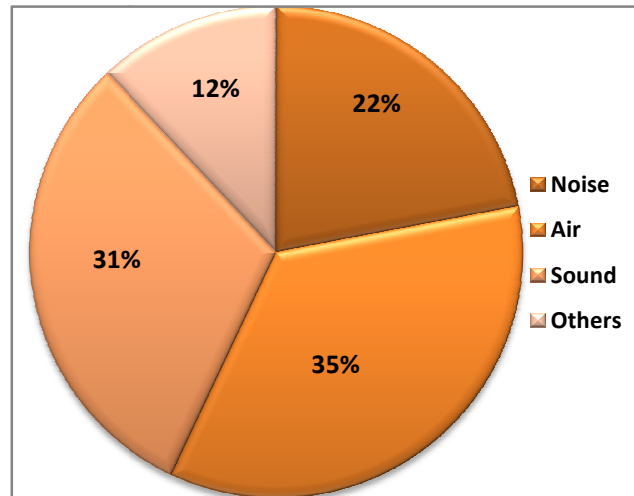


Above table shows 76 people satisfied with the kindness of local people, 13 percent people says neutral, 8 percent people highly satisfied and 3 percent people dissatisfied with this. Overall kindness of local people in Tiruppur was satisfied 76 percent people.

TABLE NO: 4.27 - DISTRIBUTION OF THE RESPONDENTS BASED ON POLLUTION

Pollution	Frequency	Percent	Valid Percent	Cumulative Percent
Noise	22	22.0	22.0	22.0
Air	35	35.0	35.0	57.0
Sound	31	31.0	31.0	88.0
Others	12	12.0	12.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.28

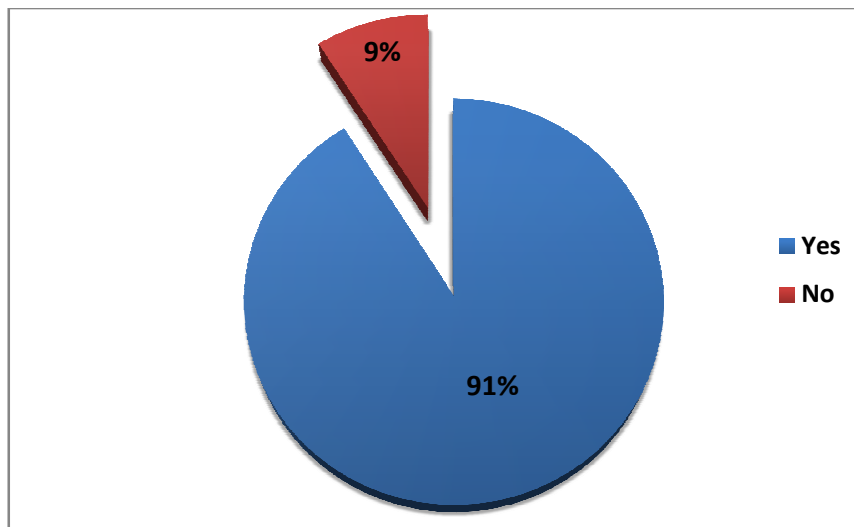


Above table shows 35 percent people says pollution is from air, 31 percent people says sound pollution, 22 percent people says noise and 12 percent people says as others. Overall Air pollution is caused from textile industry is high with 35 percent people perception.

**TABLE NO: 4.29 - DISTRIBUTION OF THE RESPONDENTS BASED ON
CHEMICALS USED**

Chemicals	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	91	91.0	91.0	91.0
No	9	9.0	9.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.30

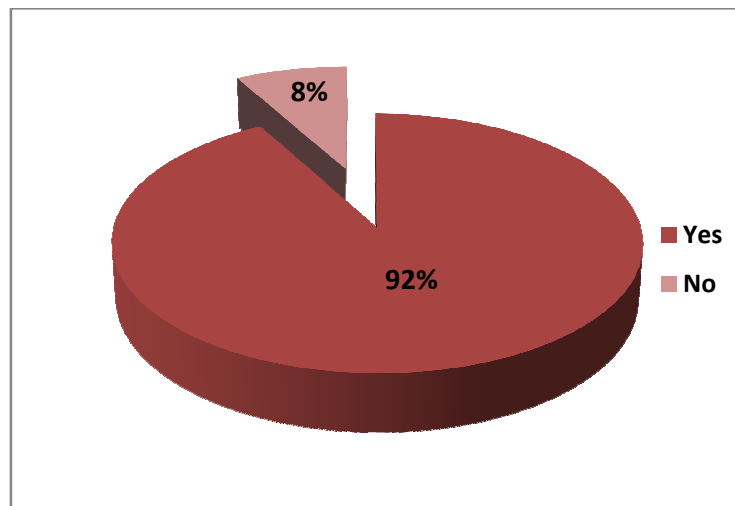


Above table shows 91 percent people says yes to the chemicals used in industries of Tiruppur, 9 percent people says no. Overall 91 percent of people says chemicals are used in textile industry.

**TABLE NO: 4.31 - DISTRIBUTION OF THE RESPONDENTS BASED ON OVER-
USAGE OF NATURAL RESOURCES**

Over-usage	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	92	92.0	92.0	92.0
No	8	8.0	8.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.32

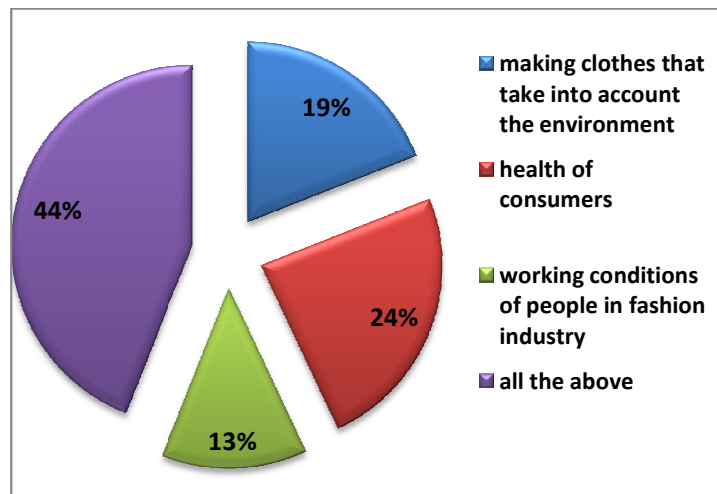


Above table shows that the 92 percent people says yes for over usage of natural resources and only 8 percent people says not over using the natural resources. Overall 92 percent of people say that over-usage of natural resources depletes ecological balance.

TABLE NO: 4.33 - DISTRIBUTION OF THE RESPONDENTS BASED ON ECO FASHION

Eco Fashion	Frequency	Percent	Valid Percent	Cumulative Percent
Making clothes that take into account the environment	19	19.0	19.0	19.0
Health of consumers	24	24.0	24.0	43.0
Working conditions of people in fashion industry	13	13.0	13.0	56.0
All the above	44	44.0	44.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.44

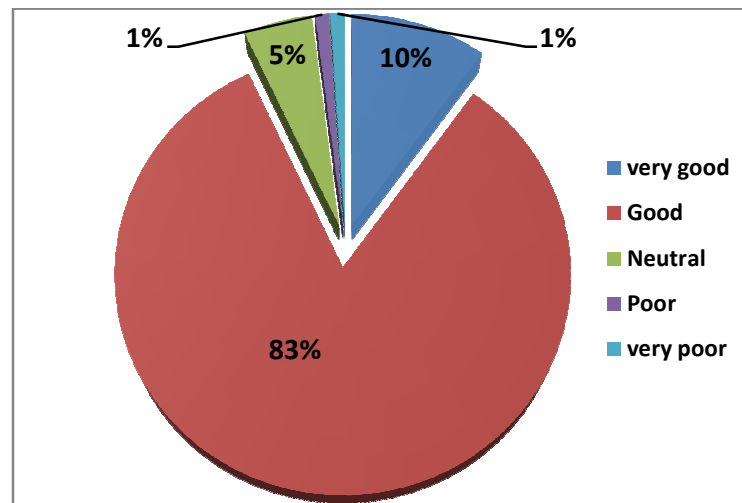


Above table shows that 44 percent people all the above options makes eco fashion, 24 percent people says health of consumers, 19 percent people says making clothes that take into account the environment, only 13 percent people says working conditions of people in fashion industry. Overall 44 percent of people says that all the above mentioned options make eco fashion.

TABLE NO: 4.45 - DISTRIBUTION OF THE RESPONDENTS BASED ON VALUATION OF STAY

Valuation	Frequency	Percent	Valid Percent	Cumulative Percent
Very Good	10	10.0	10.0	10.0
Good	83	83.0	83.0	93.0
Neutral	5	5.0	5.0	98.0
Poor	1	1.0	1.0	99.0
Very Poor	1	1.0	1.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.46

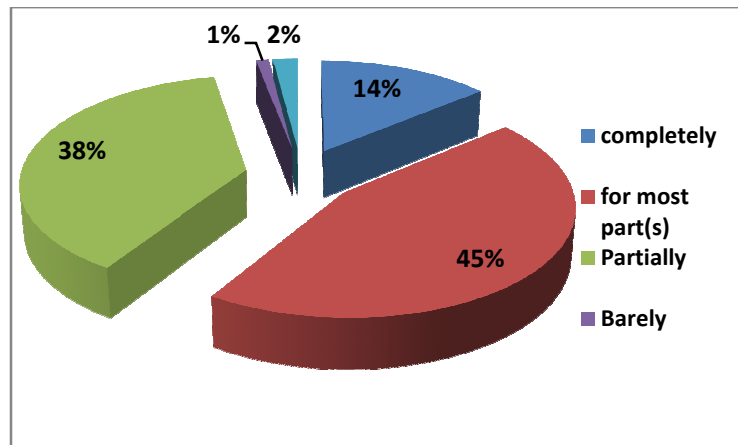


Above table shows that 83 percent people rating for valuation of stay as good, 10 percent people rates as very good, 5 percent people rates as neutral, 1 percent people rates as poor and remaining 1 percent people rates as very poor. Overall 83 percent of people says their valuation of stay was good in Tiruppur.

TABLE NO: 4.47 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR EXPECTATIONS

Expectation	Frequency	Percent	Valid Percent	Cumulative Percent
Completely	14	14.0	14.0	14.0
For most part(s)	45	45.0	45.0	59.0
Partially	38	38.0	38.0	97.0
Barely	1	1.0	1.0	98.0
Absolutely not	2	2.0	2.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.48

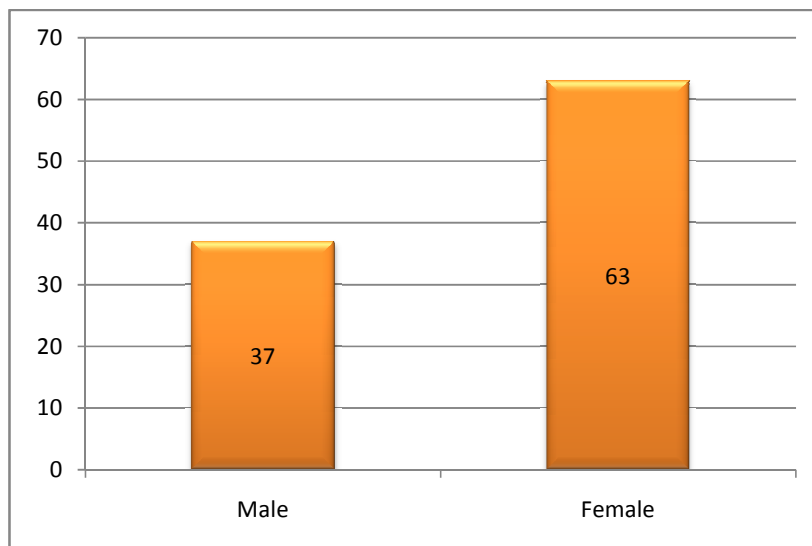


Above table shows that 45 percent people says that for most part is based on their expectation, 38 percent people says as partially, 14 percent people says as completely is based on their expectation, 2 percent people says absolutely not, and 1 percent only says as barely. Overall 45 percent of people says most of the parts their expectations were fulfilled.

TABLE NO: 4.49 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR GENDER

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	37	37.0	37.0	37.0
Female	63	63.0	63.0	100.0
Total	100	100.0	100.0	

CHAART NO: 4.50

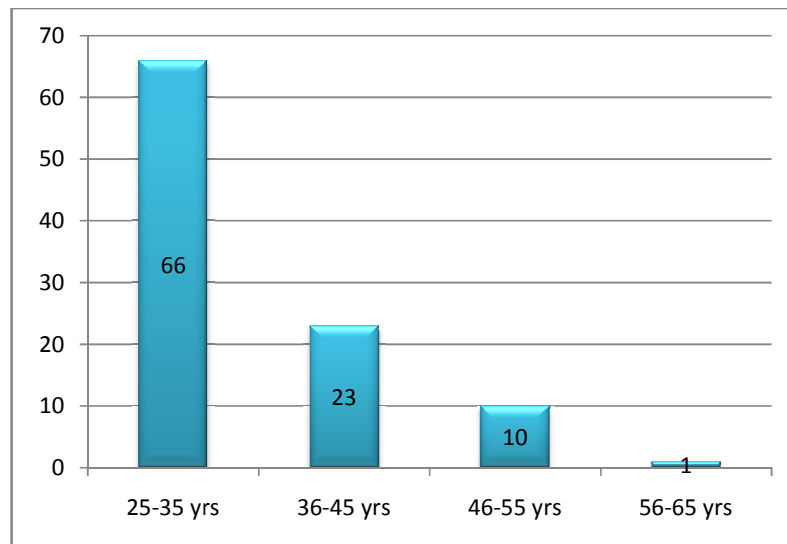


Above table shows that 63 respondents are female, 37 percent respondents are male.

TABLE NO: 4.51 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR AGE

Age	Frequency	Percent	Valid Percent	Cumulative Percent
25-35 yrs	66	66.0	66.0	66.0
36-45 yrs	23	23.0	23.0	89.0
46-55 yrs	10	10.0	10.0	99.0
56-65 yrs	1	1.0	1.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.52

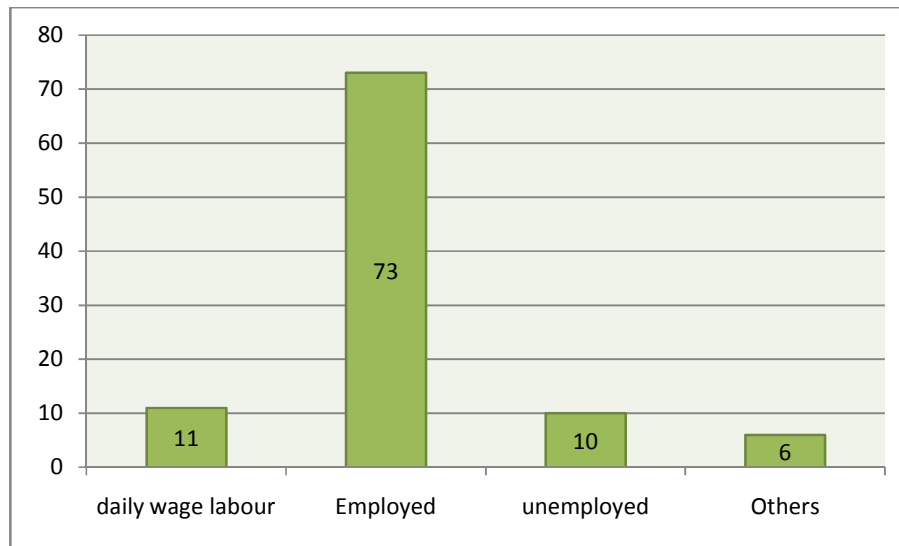


Above table shows that 66 percent respondents are belongs to 25 to 35 years, 23 percent respondents are belongs to 36 to 45 years, 10 percent respondents belongs to 46 to 55 years and 1 percent alone belongs to 56 to 65 years. Overall 66 percent of people is from the age group of 25 to 35 years.

TABLE NO: 4.53 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR OCCUPATION

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Daily wage labour	11	11.0	11.0	11.0
Employed	73	73.0	73.0	84.0
Unemployed	10	10.0	10.0	94.0
Others	6	6.0	6.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.54

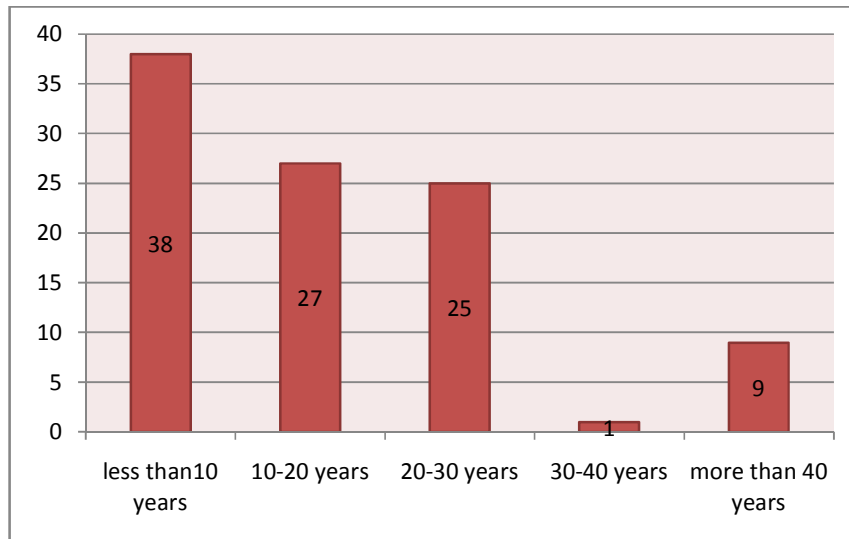


Above table shows that 73 percent respondents are employed persons, 11 percent are daily wage labours, 10 percent are unemployed, and 6 percent people are included in other categories. Overall 73 percent of people is employed.

TABLE NO: 4.55 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR OCCUPATION

Duration	Frequency	Percent	Valid Percent	Cumulative Percent
Less than10 years	38	38.0	38.0	38.0
10-20 years	27	27.0	27.0	65.0
20-30 years	25	25.0	25.0	90.0
30-40 years	1	1.0	1.0	91.0
More than 40 years	9	9.0	9.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.56

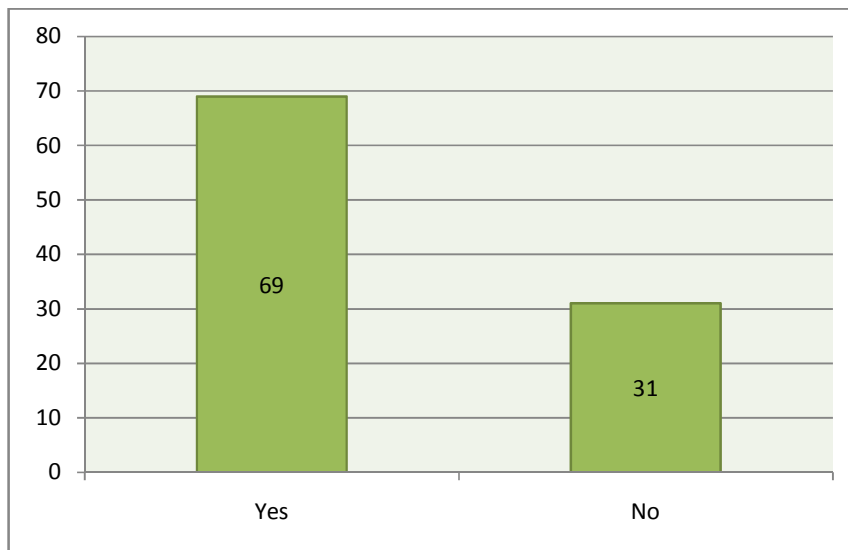


Above table shows that 38 percent people are working for less than 10 years, 27 percent people's working duration is 10 to 20 years, 25 percent people working for 20 to 30 years, 9 percent people are working for more than 40 years, 1 percent people working for 20 to 30 years. Overall 38 percent of people have stayed less than 10 years in Tiruppur.

TABLE NO: 4.57 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR BENEFIT

Benefit	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	69	69.0	69.0	69.0
No	31	31.0	31.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.58

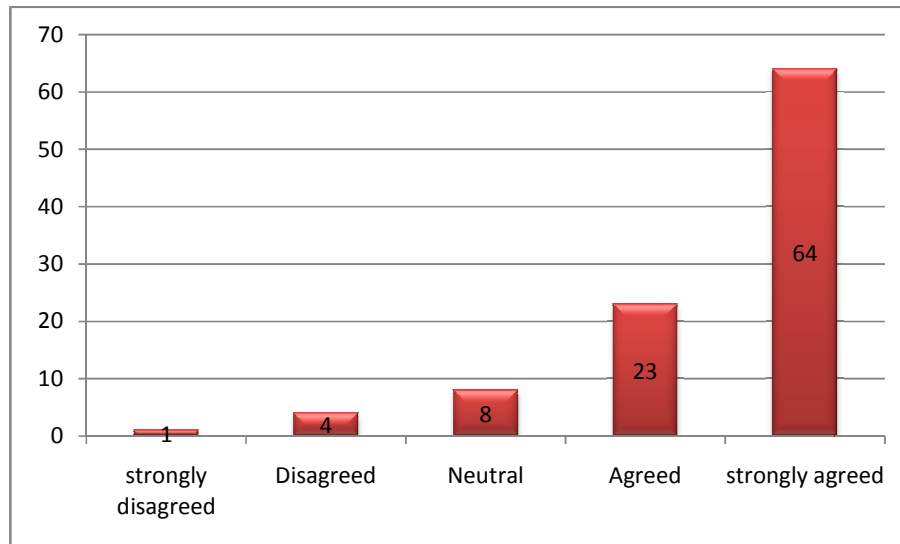


Above table shows that 69 percent people says textile industry of tiruppur is beneficial for them, remaining 31 percent people says its not benefits for them.

**TABLE NO: 4.59 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR
BACKBONE OF ECONOMY**

Textile sector	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	1	1.0	1.0	1.0
Disagreed	4	4.0	4.0	5.0
Neutral	8	8.0	8.0	13.0
Agreed	23	23.0	23.0	36.0
Strongly Agreed	64	64.0	64.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.60

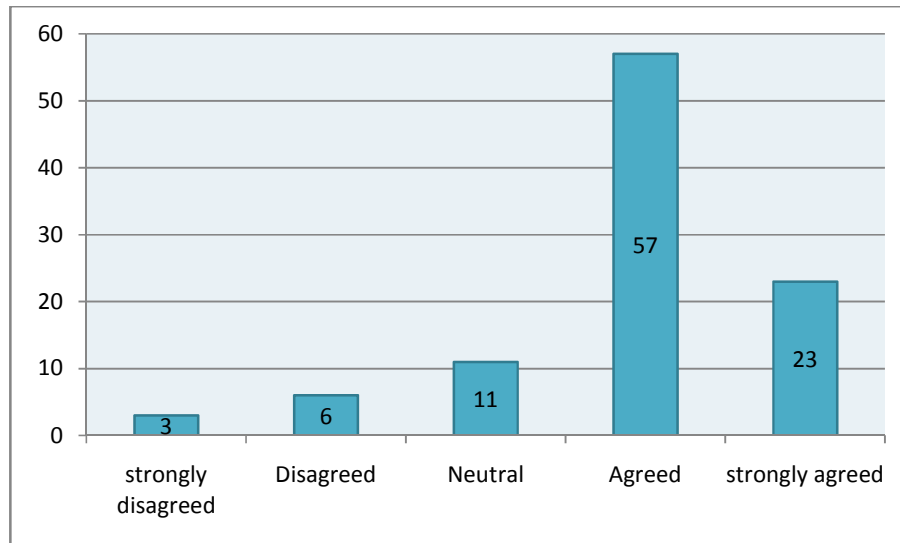


Above table shows 64 percent people rating as strongly agree in textile industry of tirupur is their backbone of economy,23 people rates agree,8 percent rates as neutral,4 percent rates as disagree and 1 percent alone rating as strongly disagree. Overall 64 percent of people strongly agrees that textile sector of Tiruppur acts as the backbone of the economy.

TABLE NO: 4.61 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR ECONOMIC GROWTH

Economic growth	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	3	3.0	3.0	3.0
Disagreed	6	6.0	6.0	9.0
Neutral	11	11.0	11.0	20.0
Agreed	57	57.0	57.0	77.0
Strongly Agreed	23	23.0	23.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.62

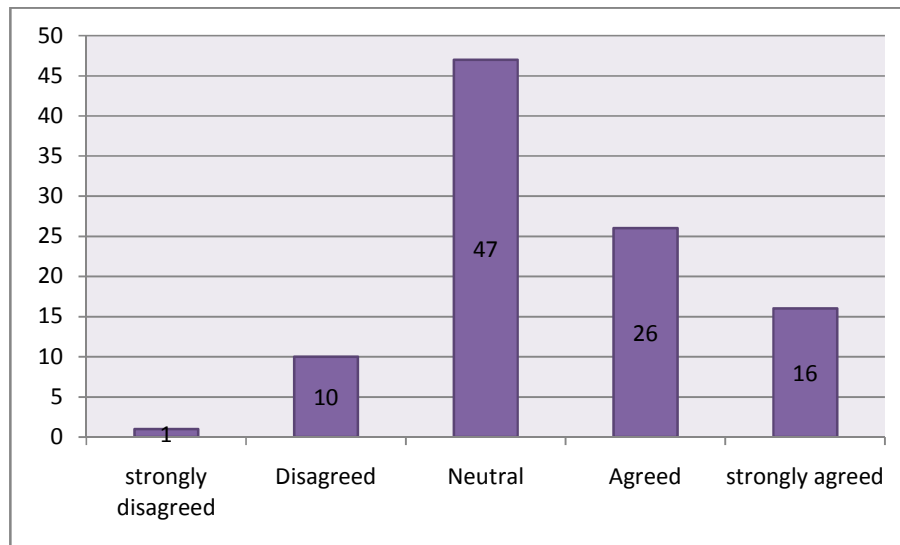


Above table shows 57 percent people rating as agreed in the textile industry is part of their economic growth, 23 percent rates strongly agree, 11 percent rates as neutral, 6 percent rates as disagree and 3 percent alone rating as strongly disagree. Overall 57 percent of people agrees that textile industry boost up economic growth in the country.

TABLE NO: 4.63 - DISTRIBUTION OF THE RESPONDENTS BASED ON THEIR INFRASTRUCTURE

Infrastructure	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	1	1.0	1.0	1.0
Disagreed	10	10.0	10.0	11.0
Neutral	47	47.0	47.0	58.0
Agreed	26	26.0	26.0	84.0
Strongly Agreed	16	16.0	16.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.64

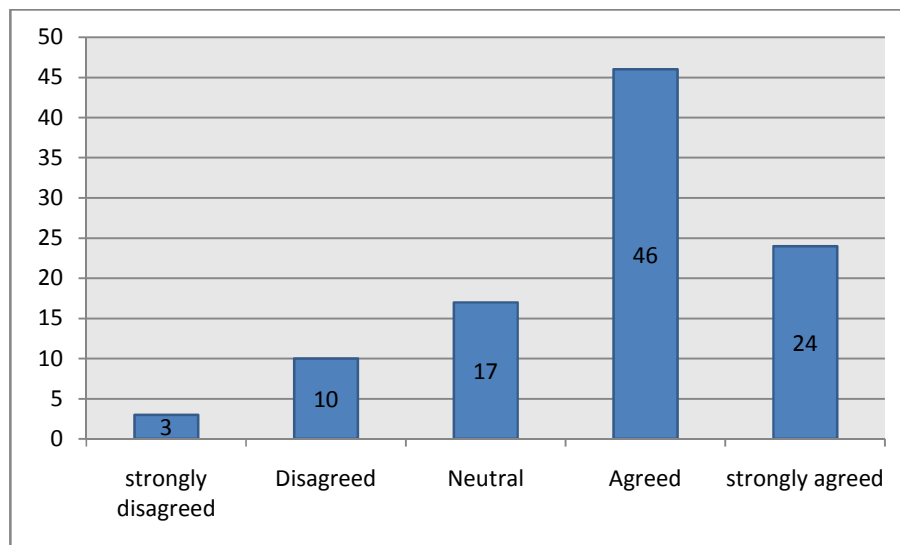


Above table shows 47 percent people rating as neutral, 26 people rates agree, 16 percent rates as strongly agree, 10 percent rates as disagree and 1 percent alone rating as strongly disagree. Overall 47 percent of people say neutral to lack of infrastructure is a hindrance in the way of development of textile industry.

TABLE NO: 4.65 - DISTRIBUTION OF THE RESPONDENTS BASED ON TEXTILE PRODUCTIVITY

Productivity	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	3	3.0	3.0	3.0
Disagreed	10	10.0	10.0	13.0
Neutral	17	17.0	17.0	30.0
Agreed	46	46.0	46.0	76.0
Strongly Agreed	24	24.0	24.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.66

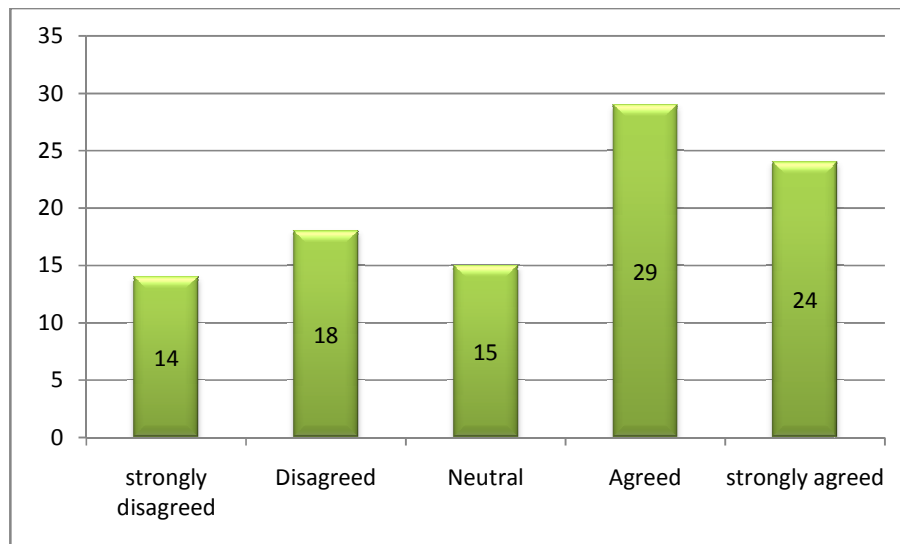


Above table shows 46 percent people rating as agreed, 24 people rates strongly agree, 17 percent rates as neutral, 10 percent rates as disagree and 3 percent alone rating as strongly disagree. Overall 46 percent of people agrees that human resource development can help to boost textile productivity.

**TABLE NO: 4.67 - DISTRIBUTION OF THE RESPONDENTS BASED ON
MANUFACTURING SECTOR**

Manufacturing sector	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	14	14.0	14.0	14.0
Disagreed	18	18.0	18.0	32.0
Neutral	15	15.0	15.0	47.0
Agreed	29	29.0	29.0	76.0
Strongly Agreed	24	24.0	24.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.68

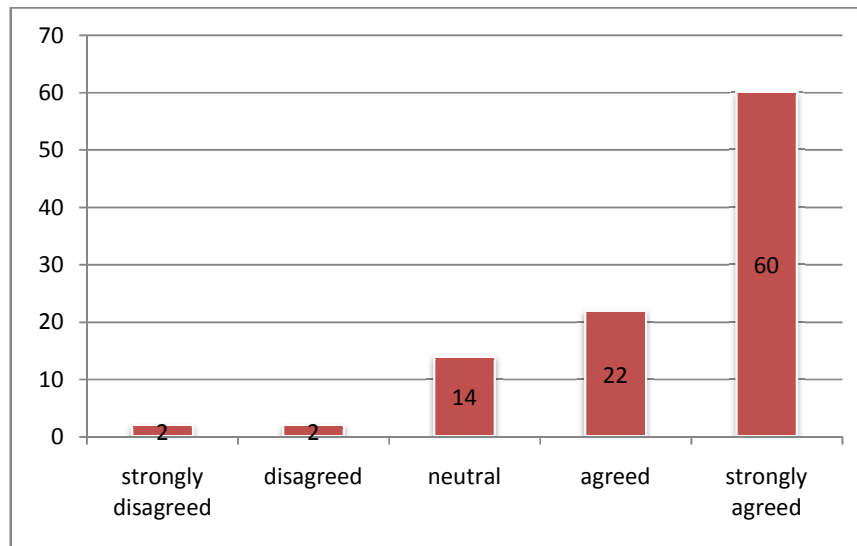


Above table shows 29 percent people rating as agreed, 24 percent people rates strongly agree, 18 percent rates as disagreed, 15 percent rates as neutral and 14 percent alone rating as strongly disagree. Overall 29 percent of people agree that textile sector is a major determinant of growth in manufacturig sector.

TABLE NO: 4.69 - DISTRIBUTION OF THE RESPONDENTS BASED ON ENVIRONMENTAL IMPACT

Environmental impact	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	2	2.0	2.0	2.0
Disagreed	2	2.0	2.0	4.0
Neutral	14	14.0	14.0	18.0
Agreed	22	22.0	22.0	40.0
Strongly Agreed	60	60.0	60.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.70

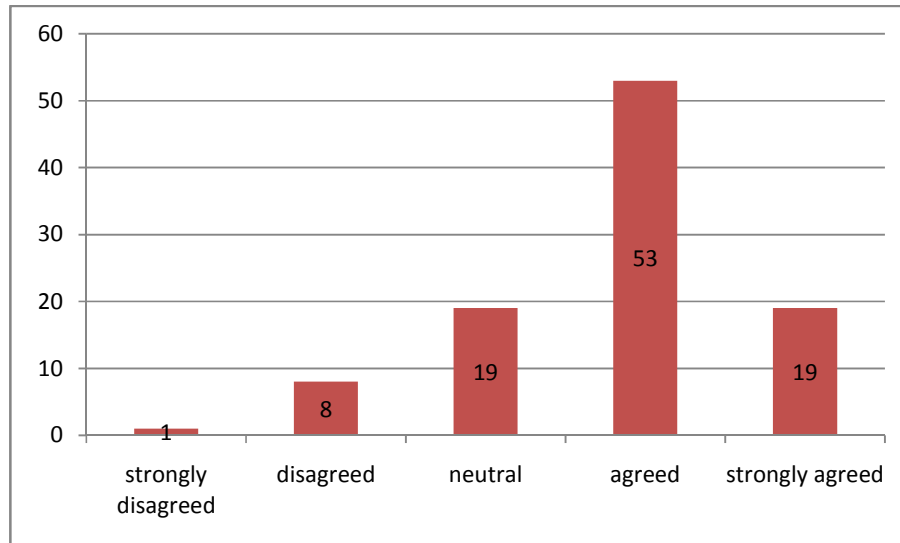


Above table shows 60 percent people rating as strongly agreed, 22 percent people rates agreed, 14 percent rates as neutral, 2 percent rates as disagreed and 2 percent rating as strongly disagreed. Overall 60 percent of people strongly agree that textile industry is a significant contributor to national economies.

TABLE NO: 4.71 - DISTRIBUTION OF THE RESPONDENTS BASED ON ATMOSPHERIC EMISSION

Atmospheric emission	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	1	1.0	1.0	1.0
Disagreed	8	8.0	8.0	9.0
Neutral	19	19.0	19.0	28.0
Agreed	53	53.0	53.0	81.0
Strongly Agreed	19	19.0	19.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.72

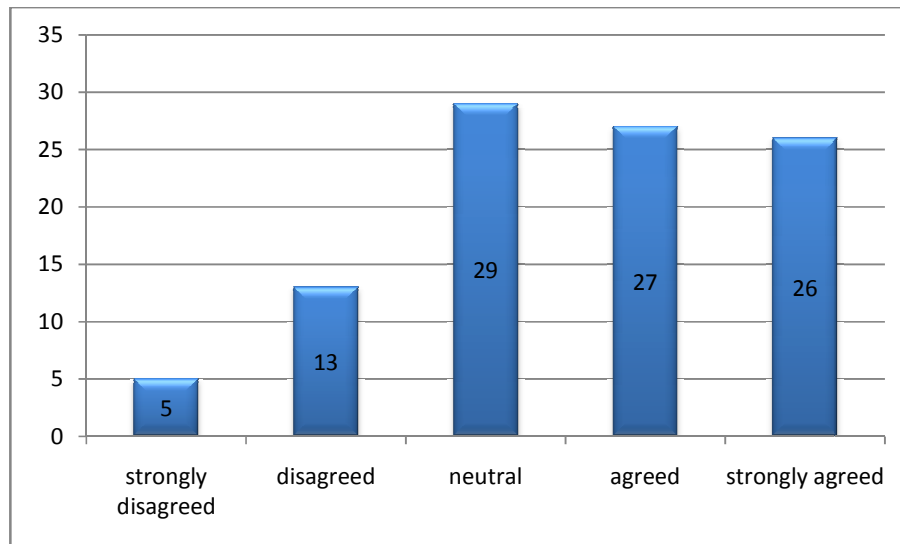


Above table shows 53 percent people rating as agreed ,19 percent people rates strongly agreed,19 percent people rates as neutral , 8 percent people rates as disagreed and 1 percent people alone rating as strongly disagreed. Overall 53 percent of people agree that textile mills produce atmospheric emissions.

**TABLE NO: 4.73 - DISTRIBUTION OF THE RESPONDENTS BASED ON WASTER WATER
CONTAIN CHEMICALS**

Waste water	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	5	5.0	5.0	5.0
Disagreed	13	13.0	13.0	18.0
Neutral	29	29.0	29.0	47.0
Agreed	27	27.0	27.0	74.0
Strongly Agreed	26	26.0	26.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.74

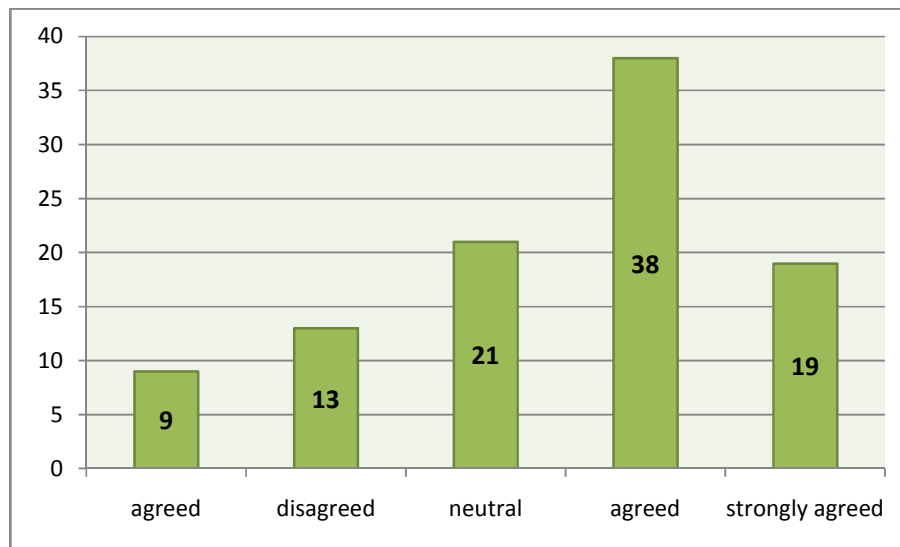


Above table shows 29 percent people rating as neutral, 27 percent people rates as agreed, 26 percent people rates as strongly agreed, 13 percent people rates as disagreed and 5 percent people alone rating as strongly disagreed. Overall 29 percent of people say neutral that waste water contain chemicals.

TABLE NO: 4.75 - DISTRIBUTION OF THE RESPONDENTS BASED ON PRIMARY RESIDUAL

Primary residual	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	9	9.0	9.0	9.0
Disagreed	13	13.0	13.0	22.0
Neutral	21	21.0	21.0	43.0
Agreed	38	38.0	38.0	81.0
Strongly Agreed	19	19.0	19.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.76

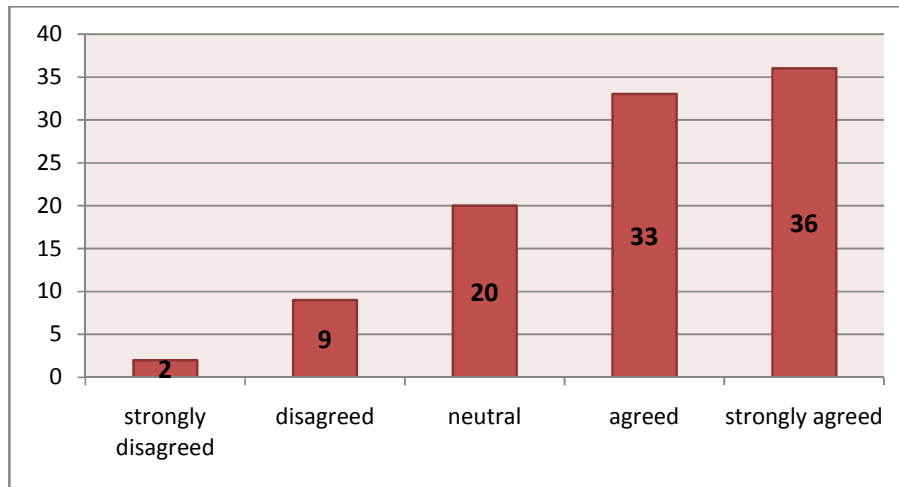


Above table shows 38 percent people rating as agreed, 21 percent people rates as neutral, 19 percent people rates as strongly agreed, 13 percent people rates as disagreed and 9 percent people alone rating as strongly disagreed. Overall 38 percent of people agrees that primary residual are hazardous.

TABLE NO: 4.77 - DISTRIBUTION OF THE RESPONDENTS BASED ON STANDARD OF LIVING

Standard of living	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	2	2.0	2.0	2.0
Disagreed	9	9.0	9.0	11.0
Neutral	20	20.0	20.0	31.0
Agreed	33	33.0	33.0	64.0
Strongly Agreed	36	36.0	36.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.78

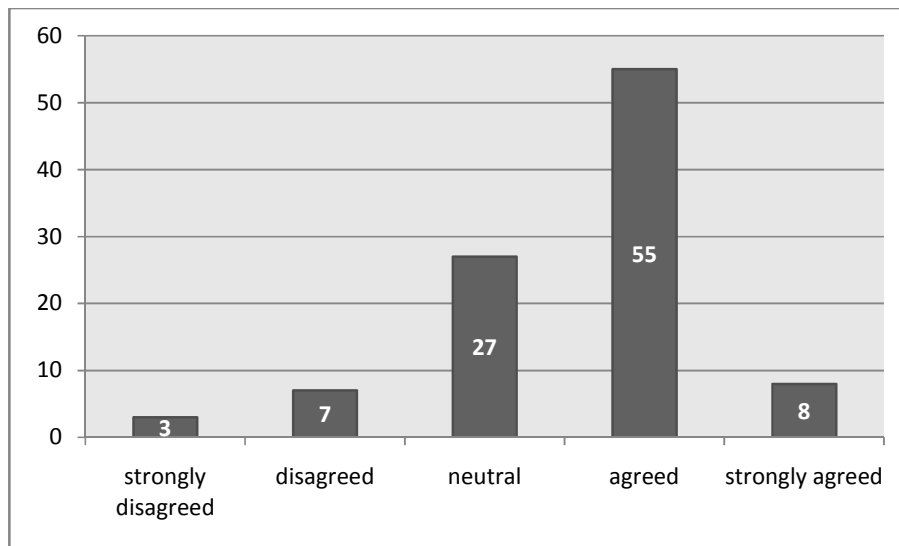


Above table shows 36 percent people strongly agrees,33 percent people agrees ,20 percent people says neutral,9 percent people disagrees and 2 percent people strongly disagrees to the standard of living. Overall 36 percent of people say that their standard of living is very good in Tiruppur.

**TABLE NO: 4.79 - DISTRIBUTION OF THE RESPONDENTS BASED ON
INFRASTRUCTURE FACILITIES**

Infrastructure	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	3	3.0	3.0	3.0
Disagreed	7	7.0	7.0	10.0
Neutral	27	27.0	27.0	37.0
Agreed	55	55.0	55.0	92.0
Strongly Agreed	8	8.0	8.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.80

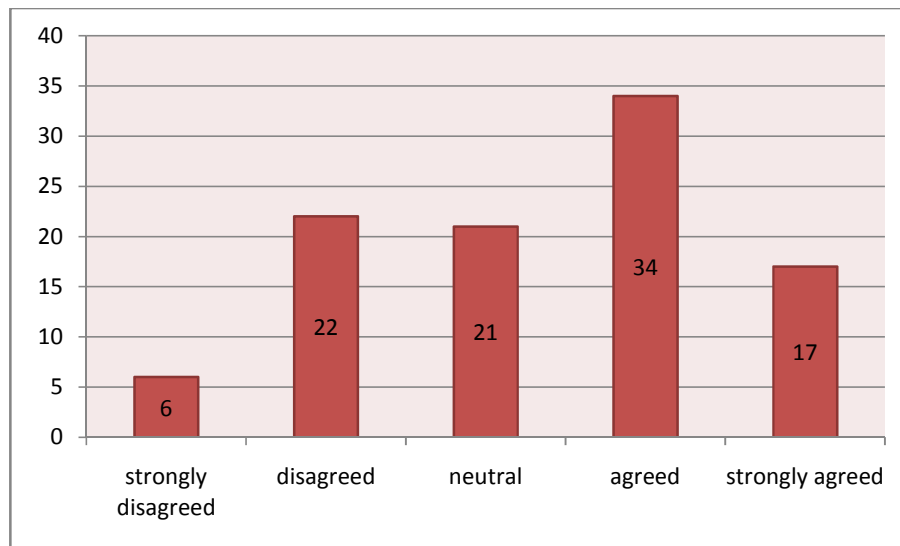


Above table shows 55 percent people agrees to the infrastructure facilities. The 27 percent people says neutral to this, 8 percent people strongly agrees, 7 percent people disagrees and 3 percent people only strongly disagrees the infrastructure facilities in Tiruppur. Overall 55 percent of people say that their infrastructure facilities are good, they agree.

TABLE NO: 4.81 - DISTRIBUTION OF THE RESPONDENTS BASED ON EMPLOYMENT OPPORTUNITY

Employment opportunity	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	6	6.0	6.0	6.0
Disagreed	22	22.0	22.0	28.0
Neutral	21	21.0	21.0	49.0
Agreed	34	34.0	34.0	83.0
Strongly Agreed	17	17.0	17.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.82

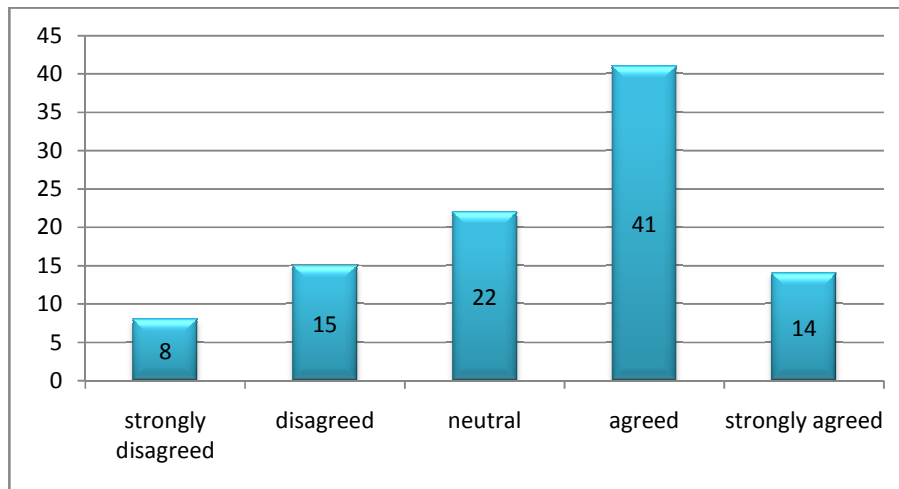


This above table shows that 34 percent people agrees to the employment opportunity in tiruppur.22 percent people disagrees to this.21 percent people says neutral ,17 percent people strongly agrees and remaining 6 percent people strongly disagrees. Overall 37 percent of people say that their employment opportunity is good to them.

TABLE NO: 4.83 - DISTRIBUTION OF THE RESPONDENTS BASED ON PUBLIC TRANSPORT

Public transport	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	8	8.0	8.0	8.0
Disagreed	15	15.0	15.0	23.0
Neutral	22	22.0	22.0	45.0
Agreed	41	41.0	41.0	86.0
Strongly Agreed	14	14.0	14.0	100.0
Total	100	100.0	100.0	

CHART NO: 4.84



Above table shows that 41 percent people agrees the public transport of tiruppur,22 percent people says neutral ,15 percent people disagrees to the public transport,14 percent people strongly agrees and 8 percent people alone strongly disagrees the public transport. Overall 41 percent of people say that their public transport service is good to them.

TABLE NO: 4.85 - DISTRIBUTION OF THE RESPONDENTS BASED ON SCOPE OF TEXTILE INDUSTRY

Scope	Frequenc y	Percent	Valid Percent	Cumulative Percent
Strongly Disagreed	7	7.0	7.0	7.0
Disagreed	15	15.0	15.0	22.0
Neutral	12	12.0	12.0	34.0
Agreed	37	37.0	37.0	71.0
Strongly Agreed	29	29.0	29.0	100.0
Total	100	100.0	100.0	

CHAPTER-5 SWOT ANALYSIS

Strength

- » India has rich resources of raw materials of textile industry. It is one of the largest producers of cotton in the world and is also rich in resources of fibres like polyester, silk, viscose etc.
- » India is rich in highly trained manpower. The country has a huge advantage due to lower wage rates. Because of low labor rates the manufacturing cost in textile automatically comes down to very reasonable rates.
- » India is highly competitive in spinning sector and has presence in almost all processes of the value chain.
- » Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets.

Weakness

- » Knitted garments manufacturing has remained as an extremely fragmented industry. Global players would prefer to source their entire requirement from two or three

vendors and the Indian garment units find it difficult to meet the capacity requirements.

- » Industry still plagued with some historical regulations such as knitted garments still remaining as a SSI domain.
- » Labour force giving low productivity as compared to other competing countries.
- » Technology obsolescence despite measures such as TUFS.
- » Low bargaining power in a customer-ruled market.
- » India seriously lacks in trade pact memberships, which leads to restricted access to the other major markets.
- » Indian labour laws are relatively unfavorable to the trades and there is an urgent need for labour reforms in India.

Opportunity

- » Low per-capita domestic consumption of textile indicating significant potential growth.
- » Domestic market extremely sensitive to fashion fads and this has resulted in the development of a responsive garment industry.
- » India's global share is just 3% while China controls about 15%. In post-2005, China is expected to capture 43% of global textile trade.
- » Companies need to concentrate on new product developments.
- » Increased use of CAD to develop designing capabilities and for developing greater options.

Threats

- » Competition in post-2005 is not just in exports, but is also likely within the country due to cheaper imports of goods of higher quality at lower costs.
- » Standards such as SA-8000 or WARP have resulted in increased pressure on companies for improvement of their working practices.
- » Alternative competitive advantages would continue to be a barrier.

CHAPTER 6 – SUMMARY

6.1 FINDINGS OF THE STUDY

The following are the findings:

- Above 56 age group of people are not much visiting to Tiruppur for business purpose
- Large number of tourist visit Tiruppur by train (mode of transport)
- Very less number of people stayed in Tiruppur more than 7 days
- Most of the tourists hear about Tiruppur by friends & relatives
- Business people perception towards textile industry overall rating is good
- 69% of business tourist visited 2012 India knit fair
- 83% of business tourist are planning to visit 2013 India knit fair
- 35% of air pollution is caused by textile industry in Tiruppur
- Chemicals used in textile industry damage environment & people health by 91%
- Over-usage of natural resources depletes ecological balance

6.2 SUGGESTIONS OF THE STUDY

From the above analysis, it has been found that, the following suggestions may be taken into account by business tourism in Tiruppur, with special reference to textile industry.

- The infrastructure facilities must be improved for local people
- Waste water generated must be disposed in proper way that come from textile industry
- Hindrance of infrastructure must be developed for the improvement of textile industry
- India knit fair must be planned for every year, since more number of business people visit
- Chemicals that is caused by textile industry must be disposed in a residual way

6.3 CONCLUSION

Being Tiruppur is a hub of textile industry we focus on the interest of business tourists towards textiles and thus promoting business tourism. Through the study we can figure out the role of business tourism in the revenue of Tiruppur with Tiruppur being a small sample, Tamil Nadu as a whole. We can analyze the number of Tourists visiting Tiruppur. The reason for visiting Tiruppur for the purpose of business by tourists can be identified.

The textile industries are increasing in number and it positively influences the growth of business tourism in Tiruppur. The development of textiles is equally influenced to the growth of tourism in Tiruppur.

This study helps in understanding the importance of business in Tiruppur. On the recent days a wide number of tourists have visited Tiruppur for the purpose of business. In this study, the relationship between business and tourism could be inferred. The positive impacts created by business tourism are a boon for the localities of Tiruppur. There are various other positives impacts influenced by business. The economical development of the locality paves way for other developments also. The overall contribution of business for tourism in Tiruppur has a rapid growth in the recent days.

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