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Service Failure and Recovery Strategies in the Restaurant Sector with respect to Tamilnadu

Mr. A. Gokul Shanmugam, Assistant Professor, Nehru Arts and Science College, Coimbatore

Avinash. L.Govind, Student, Catering Science and Hotel management, Nehru Arts and Science College, Coimbatore

Strategies for Using Social Media in a Business Setting: A Literature Review

Dr. AV. Hariharan, Associate professor, Vivekananda Institute of Management Studies, Coimbatore

Ms. M. Jegatheswari, MBA Student, Vivekananda Institute of Management Studies, Coimbatore

Ms. T. Manoharini, MBA Student, Vivekananda Institute of Management Studies, Coimbatore

The Academic Well-being of College Students

V. C. Praven Priyaa, Assistant Professor, Dr. GRD College of Science, Coimbatore

Dr. T. Ezhilarasi, Assistant Professor, School of Management Studies, Jai Sriram Engineering College, Coimbatore

Coimbatore Chronicle: Unveiling the Hidden gems of Manchester of South India

Chef. Sathishkumar Soumasundaram, Assistant Professor, Nehru Arts and Science College, Coimbatore

Ms. Kanish Fathima, Student, Catering Science and Hotel management, Nehru Arts and Science College, Coimbatore

User Education and Digital Services in Academic Library in Coimbatore District: Empirical Study

Ms. A. Geetha, Research Scholar, K G College of Arts and Science, Coimbatore

Dr. K. Ganapathy, Librarian and Head, K G College of Arts and Science, Coimbatore

Factors Influencing Digitalization and Hybridization of Training Programs for Service Technicians in Wind Industry: A Comprehensive Analysis

Ms. Manu K Jakob, Research Scholar, CMS Institute of Management Studies, Bharathiar University, Coimbatore.

Dr. S. Suganya, Associate Professor, CMS Institute of Management Studies, Bharathiar University, Coimbatore.

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EDITORIAL

It is heartening to see that the eleventh issue of the VICHARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

COIMBATORE CHRONICLES: UNVEILING THE HIDDEN GEMS OF MANCHESTER OF SOUTH INDIA

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Abstract

Purpose: This research investigates the tourism potential of Coimbatore, widely known as the Manchester of South India, by identifying its lesser-known tourist attractions, evaluating their cultural and economic impact, and suggesting modern strategies to enhance its status as a key travel destination.

Methodology: A mixed-methods approach was employed, combining qualitative interviews with local business owners, tourists, and government officials alongside quantitative surveys conducted with 250 respondents. The collected data was analyzed using statistical tools and thematic coding techniques.

Findings: The study reveals that Coimbatore, primarily recognized for its industrial prominence, possesses several underappreciated tourist destinations, including the Marudamalai temple, Siruvani waterfalls, and historical villages. A strong correlation was found between tourism awareness campaigns and increased tourist influx, signifying the potential benefits of strategic marketing initiatives.

Originality: By integrating cultural heritage with tourism strategies, this research presents a sustainable tourism roadmap that benefits the local economy while preserving Coimbatore's cultural identity.

Keywords

Coimbatore tourism, hidden gems, sustainable tourism, cultural heritage, economic impact.

INTRODUCTION

Coimbatore, a city often recognized for its industrial significance, also holds immense tourism potential. Blessed with a favorable climate, scenic landscapes, and a rich cultural heritage, the city is home to numerous hidden gems that remain unexplored by mainstream tourists. While renowned for its textile industry, Coimbatore boasts a variety of attractions, including ancient temples, picturesque waterfalls, and thriving local markets. However, a lack of awareness and promotional efforts has hindered its growth as a prime tourist destination.

This research aims to explore the untapped tourism opportunities in Coimbatore and address the following key questions:

- What are the key hidden tourist destinations in Coimbatore?
- How does tourism impact the local economy in Coimbatore?
- What strategies can enhance sustainable tourism while preserving Coimbatore's cultural identity?

By answering these questions, this study will provide a roadmap for sustainable tourism development that aligns economic growth with cultural preservation.

Literature Review

1. **Tourism and Regional Development:** Studies indicate that tourism significantly contributes to regional economies by creating job opportunities, enhancing infrastructure, and fostering local businesses.
2. **Hidden Gems and Niche Tourism:** According to Sharma (2021), niche tourism—such as eco-tourism, cultural tourism, and rural tourism—helps diversify tourist experiences.
3. **Sustainable Tourism Models:** Gupta & Jain (2022) emphasize the importance of balancing tourism growth with cultural preservation.

Methodology

A mixed-methods research design was adopted, utilizing both qualitative and quantitative data collection techniques.

Results

Factor	Findings
Awareness of Siruvani Waterfalls	68% of respondents were unaware
Awareness of Marudamalai Temple	85% recognized the site
Increased Revenue for Businesses	73% of local business owners reported growth
Preferred Form of Tourism	45% Eco-tourism, 37% Cultural tourism
Growth in Tourism Jobs	22% increase over the last 3 years

DISCUSSION

Interpretation of Results: The findings indicate a significant gap in tourist awareness regarding Coimbatore's hidden attractions, emphasizing the need for robust marketing strategies. The strong correlation between awareness campaigns and tourist visits highlights the effectiveness of digital platforms in promoting tourism.

Theoretical Implications: This study contributes to the field of niche tourism by examining how a city with an industrial identity can successfully incorporate cultural and eco-tourism strategies. It supports the idea that tourism and industrial development can coexist without compromising heritage preservation.

Practical Implications: The research suggests several strategies to enhance tourism in Coimbatore:

1. Organizing annual cultural festivals to promote hidden gems.
2. Collaborating with travel influencers for online promotions.
3. Developing eco-tourism packages that include both popular and lesser-known spots.
4. Conducting training programs for local guides to enhance community involvement.

COIMBATORE TOURISM

Major Attractions

- ❖ Marudamalai Temple – A scenic hilltop temple dedicated to Lord Murugan, offering breathtaking views of the city.

- ❖ Siruvani Waterfalls – Known for its crystal-clear waters, it is a serene escape into nature.
- ❖ VOC Park and Zoo – A family-friendly attraction featuring a variety of flora and fauna.
- ❖ Gedee Car Museum – Showcasing a unique collection of vintage and classic cars.
- ❖ Perur Pateeswarar Temple – A historic temple known for its intricate Dravidian architecture.
- ❖ Black Thunder Water Park – One of South India’s best water parks, perfect for adventure seekers.
- ❖ Anamalai Tiger Reserve – A wildlife sanctuary offering rich biodiversity and trekking experiences.

Local Cuisine

- ❖ Coimbatore is renowned for its delicious South Indian cuisine. Some must-try dishes include:
- ❖ Kongunadu Chicken Curry – A traditional spicy chicken dish.
- ❖ Arisi Paruppu Sadam – A simple yet flavorful lentil rice dish.
- ❖ Kothu Parotta – A street food favorite made with shredded parotta and spices.
- ❖ Filter Coffee – A strong and aromatic South Indian coffee, a must-try for visitors.

Best Time to Visit

- ❖ Winter (October to February) – Ideal for sightseeing and outdoor activities due to the pleasant weather.
- ❖ Monsoon (June to September) – Best for nature lovers, as waterfalls and hills become lush and scenic.
- ❖ Summer (March to May) – Suitable for visiting indoor attractions like museums and temples.

Travel Tips

- ❖ Local Transport: Auto-rickshaws, taxis, and buses are widely available for getting around the city.
- ❖ Shopping: Visit Town Hall and Cross Cut Road for textiles, handicrafts, and souvenirs.
- ❖ Cultural Festivals: Attend local festivals such as Pongal and the Coimbatore Vizha to experience the city's vibrant culture.

Conclusion

Coimbatore's unexplored tourist attractions possess immense potential to boost the local economy and preserve its cultural heritage. The study emphasizes the importance of strategic marketing, sustainable tourism practices, and community participation in promoting these lesser-known destinations. By harmonizing its industrial prowess with tourism growth, Coimbatore can establish itself as both a commercial hub and a cultural hotspot.

Limitations and Future Research

This study has certain limitations, including a relatively small sample size and a focus on specific tourist spots. Future research could expand the scope to analyze:

- ❖ Seasonal tourist trends in Coimbatore.
- ❖ The long-term impact of digital marketing on tourism.
- ❖ Comparative studies with similar cities in India to identify best practices.

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