

Prospects and Impacts of Business Tourism in Tiruppur; with special Reference to Textile Industry

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Abstract

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. 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.

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. Tiruppur has emerged as the best place in the textile manufacture and contributed to the development of business tourism.

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. This study aims at showing the prospects of textile in bringing business tourism. The methodology of the study is through questionnaire data collection and secondary data. The analysis that is being done is through frequency. This study draws a clear conclusion that textile contribute a lot in bringing down the business tourists.

Keywords: Business tourism, Textile, Tiruppur

1.0 Introduction

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.

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This has also contributed to the growth of business tourism especially in Tiruppur where it is famous for the manufacture of textiles.

1.1 Review of Literature

1.1.0 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.

1.1.2 SNGPL to Restore Gas Supply to 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. 20

1.1.3 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 day's 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.

1.1.4 Yarn Quality Requirement for High Speed Weaving Machine

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

1.1.5 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.

1.1.6 Indian Cotton Value-Chain to Form Strategy to Make Cotton No1 Shramana Ganguly, ET Bureau Mar 25, 2013

AHMEDABAD: Cotton ginners, 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.

1.1.7 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

1.2 Objectives 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.

1.3 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.

1.4 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 survey is limited to a particular locality.
- The secondary sources of data collected for the study are not updated ones.

1.5 Research Methodology

1.5.0 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

1.5.1 Size of Sample:

Total 200 people were included in the sample size.

100 – Tourists visited to Tiruppur

100 – Local people in Tiruppur 25

1.5.2 Sources of Data:

Primary Data

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 has been collected from the books, journals, magazines and websites.

1.5.3 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.

1.5.4 Scaling Technique

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

1.6 Tools for Analysis:

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

1.7 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

1.8 Analysis and Interpretation

TABLE NO: 1.8.0 - 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	

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: 1.8.1 - 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	

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: 1.8.2- 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	

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: 1.8.3 - 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	

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, only13 percent people says working conditions of people in fashion industry. Overall 44 percent of people say that all the above mentioned options make eco fashion.

Table No: 1.8.4 - 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	

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

TABLE NO: 1.8.5 - Distribution of the Respondents Based on Textile as the Backbone on 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	

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: 1.8.6 - Distribution of the Respondents Based on Their Economic Growth

Economic growth	Frequenc y	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	

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 neutra, 16 percent rates as dis agree 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: 1.8.7- Distribution of the Respondents Based on Textile Productivity

Productivity	Frequenc y	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	

Above table shows 46 percent people rating as agreed,24 people rates strongly agree, 17 percent rates as neutral,10 percent rates as dis agree 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: 1.8.8 - 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	

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: 1.8.9 – Distribution of the Respondents Based on Textile Industry

Scope	Frequency	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	

1.9 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.

1.10 Findings of the Study

The following are the findings:

Above the age group of 56 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 tourists 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

1.11 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

1.12 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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