

**AN EMPIRICAL STUDY ON ATTRACTIVENESS OF  
COFFEE BOWL AS AN TOURIST PARADISE: WITH  
SPECIAL REFERENCE TO CHIKMAGALORE**

**Anuradha T.S\***

**Yeshwant RaoN\*\***

**Sandhya C\*\*\***

---

**Abstract**

Tourism and India have got traditional and historical linkages. Tourism in our country started from pre historical regime and till now it is attracting global tourists as an attractive destination for tour. Chikmagalore ,is preferred as an favored tourist destination due its enrich natural beauty, cultural and social attractiveness, temple towns ,hill stations ,water place and coffee trading centre in Karnataka. This paper is mainly focused to study preference and attractiveness of tourists for choosing chikmaglore as an tourist destination. This paper is an attempt to assess the various services provided by the region for attracting the visitors. Simple T-Test has been used for analysis of data.

Keywords – Natural Tourism,Visitors Profile and Place Attractiveness and Services

---

\* Research Scholar, Post Graduate Centre, Kuvempu University, Kadur.

\*\* Research Scholar, Post Graduate Centre, Kuvempu University, Kadur.

\*\*\* Research Scholar ,Institute of Management Studies and Research, Shankaraghatta, Kuvempu University.

## Introduction

Indian tourism sector is one of the most crucial sectors of economy. It contributes a significant part to the GDP and foreign exchange reserve. It provides widespread employment and is backbone for hospitality, civil aviation, transport. India government has taken a major initiative for promoting the tourism sector through various investments campaign. Apart from growth in natural tourism there have been significant increase in pilgrim and leisure tourists. Due to the past motivation and ample increase in income of middle group people the tourism has been growing rapid speed. Chikmagalore has been a attractive location for visitors from past many years. The hills, forests, religious places, tracking and other activities are point of attraction for the tourists. "Incredible India Campaign", the famous tourism punch line in country has played a significant role in attracting the various global tourists and enhancing the value of tourism in India. Though Thailand, Malaysia and Singapore have been the major tourist destination, but with rising income of middle class and affluent population, Indian tourism too has been on smooth path. Foreign tourist arrivals in the country have increased substantially during the past decade motivated by both, business and leisure needs Chikmagalore is famous for the coffee trading and it enjoys rich diversity of flora and fauna. Today Chikmagalur tops the list when it comes to holiday planning in Karnataka and every visitor's first choice will be to have a good stay facility. To make your holiday special, Chikmagalur has multiple stay options in its coverage. Apart from natural beauty it is providing various hospitality services by offering star rated resorts, traditional touch home stays, service apartments. Chikmagalore is also known as coffee bowl of India and it is blessed with beautiful plantation of coffee plants which plays a significant role in enhancing beauty of the region. Chikmaglore is protected by western ghats and is a famous hill station for the tourists. This region is also very praised for the various qualitative education provided to the students from various community and various regions. This region is also fragmenting the spirituality and tradition culture of our country. Slowly but consistently, chikmaglore is indulge in industrial activity also, as many industries have come to the region and many more planning to come here. This recent developments have a very positive impact on the people as more and more people are able to get employment.

Research Methodology

### Review of Literature

Poon,1988:Humalbrnne & Miglbauer,1994:Gilbert,1989,P-42:Pigram,1993) – It is argued that rural tourists have a very motivation,which might include ecological uniqueness, special adventure oppurtunities,cultural attractiveness or peace and growth of the country.

Sharpley and Sharpley 1997 and Greffee(1994,p-30) suggests that presence a unique oppurtunity of rural operators to manage in terms of economies for rural operators to networks and different service providers ,organized name such a way as to maximize oppurtunities and growth of tourists place.

Miossec in 1987 and Getz 1997 study is focused on individual preferences spent ,attractiveness ,service providing and experiences that act as an incentive to tourists to stay longer and return on repeat visit.

### Statement of Problem

India is an attractive tourist's destination for the global tourists. It is well known for its scenic beauty and multi diversity. From past many years India has been a paradise for global tourists. It's phenomenal beauty combined with friendly nature of our country people, makes it the best tourists place for the visitors. Traditionally and historically too India is blessed as a tourist paradise. Chikmaglore, the coffee bowl of Karnataka, is well known for its natural beauty and is a point of attraction for many tourists from all over the world. Combined with its natural beauty and the hospitality provided by the chikmaglore ,it has been the tourists major destination for tourism.

### Objective

- 1) To study the tourist preferences for choosing chikmaglore as an tourists destination
- 2) To assess the efficiency level of standardized services offered by chikmaglore to the tourists

### Scope of The Study

This study is based on primary sources. A sample of 40 has been taken from 4 various tourists spot within the chikmagalore. An average of 10 respondents have been selected from various tourist spot. The study is confined to chikmagalore city. The consumers are randomly selected from various tourist spot in Chikmaglore

### Sample Size

Serial no	Tourist Spot	Number of Respondents
1	Chikmagalore City	10
2	Temple Towns	10
3	Water Falls	10
4	Hill Station	10
Total		40

### Hypothesis

**H<sub>0</sub>** – There is direct relationship between the tourists preference and tourists attractiveness for choosing chikmagalore as an tourists destination.

**H<sub>1</sub>**- There is no direct relationship between the tourists preference and tourists attractiveness for choosing chikmagalore as an tourists destination

**H<sub>0</sub>** – There is direct relationship between the efficiency level of standarised services offered and frequent visits of tourists in chikmagalore

**H<sub>1</sub>**- There is no direct relationship between the efficiency level of standarised services offered and frequent visits of tourists in chikmagalore

**Visitors Profile**

Particulars	Responses	No of Respondents	Percentage
<b>Age</b>	20 to 30	12	30.0
	30-40	20	50.0
	40-50	8	20.0
	50 & Above	12	30.0
<b>Total</b>		40	100.0
<b>Education Status</b>	Illiterate	6	15.0
	Primary	4	10.0
	Graduate	14	35.0
	Post Graduate & above	16	40.0
<b>Total</b>		40	100.0
	Students	10	25.0
<b>Occupation</b>	Agriculturist	2	5.0
	Businessman	8	20.0
	Government employees	6	15.0
	Private Company Employees	12	30.0
	Others	2	5.0
<b>Total</b>		<b>40</b>	<b>100</b>
<b>Tour Expenses</b>	Less than 5000	10	25.0
	5000-15000	6	15.0
	15,000 -25000	14	35.0
	25000 & Above	10	25.0
<b>Total</b>		40	100.0
<b>Travel Party Size of Visitors</b>	1 to 3	12	30.0
	3 to 5	18	45.0
	5 to 7	6	15.0
	7 & above	4	10.0
<b>Total</b>		40	100.0
	Friends	18	45.0

<b>Travel Partners</b>	Family	10	25.0
	Colleagues	8	20.0
	Business Partners	4	10.0
<b>Total</b>		40	100
<b>Accommodation Preferences</b>	Star rated hotels	8	20.0
	Star rated Resorts	16	40.0
	Service Apartments	8	20.0
	Lodge and Hotels	8	20.0
<b>Total</b>		40	100.0
<b>Purpose of visit</b>	Vacation/Recreation	18	45.0
	Business	6	15.0
	Participate in Special Events	10	25.0
	Shopping	0	0
	Visit Friends or Family	6	15.0
<b>Total</b>		40	100
<b>Staying Duration</b>	Hours	14	35.0
	Days	20	50.0
	Weeks	6	15.0
	Monthly	0	0
<b>Total</b>		<b>40</b>	<b>100.0</b>

Primary Sources

The above table reveals that the persons within the age group of 30-40 contributes about 50 percent for visiting the city .The reason being the enthusiastic nature to see and advent new things. There is decrease in the number of visitors visiting the city in age group of 40-50 due to there diminished interest towards traveling and are more involved in discharging of their family commitments. In the later part of age group, that is after 50 and above it increases in a frequent manner and the main reason is due to the preference given by tourists for spiritual tourism. As far as educational qualification is concerned we can easily understand that the higher educated group is contributing a significant share. It is due to the fact that in the case of illiterate and primary education level peoples the level of awareness about the tourist places, income and

interest towards tourism is limited. It can be understood from the above table that students and private company employees are the larger contributors for visiting the tourist places with figures of 25% and 35% respectively. It is due to the students' interest towards doing adventurous things and their love for touring makes it an attractive destination for them. As far as private employees are concerned, tourism is a means to reduce their stress level and it provides them with an opportunity to divert them from the regular tiredness of work. The tour expenses reveal that a major portion of tourists invest in the range of 15000-25000 due to the average service they persist due to the average level of income they possess and tourists below 5000 and above 25000 contribute 25% each, as some tourists having low income want to avail a minimum amount of benefit and some customers having sound financial status always prefer superior quality and services. As far as tourists' visitor size is considered, visitors in the range of 3-5 have been the most frequent visitors as compared to others. This is due to the fact that a group of 3-5 people proves on average to be less expensive and it makes the tour more enjoyable and charming. This study makes us understand that people are more interested to visit the tourist place with their friends as compared to family, colleagues and business partners. This is due to the fact that people feel more comfortable with their friends and it provides them an opportunity to share their thoughts freely and expressively with each other. The study reveals that people have a preference to accommodate star hotels as their residing avenue. This is due to the fact that a high income level of tourists motivates them to avail the benefits of the best possible service. The above table reveals that vacation is the main contributing factor for visitors to visit the tourist place, due to the fact that in a normal span of time tourists are busy with their works and it is the vacation time when they choose the time for a tour. Though the study reveals that apart from vacation it is the craze of participation in special events that motivates the tourists to visit the tourist place as those special events are their hobbies or they have a special interest in those events. As far as staying duration is concerned, tourists more frequently visit the destination for some days as compared to months or the year. It may be due to the fact that the expenses incurred are more and people have a trend for change.

**Attractiveness**

<b>One-Sample Test</b>							
	Test Value = 0						
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference		Remarks
					Lower	Upper	
Natural Climate	18.2	39	0	1.45	1.29	1.61	Rejected
Hill Station	17.56	39	0	1.75	1.55	1.95	Rejected
Scenic Beauty	14.19	39	0	1.65	1.41	1.89	Rejected
Water Falls	14.47	39	0	1.55	1.33	1.77	Rejected
Historical Places	14.28	39	0	1.9	1.63	2	Rejected
Special Events (Bike& car Riding,Trucking)	14.7	39	0	1.2	1.03	.17 1.37	Rejected
Fairs and Festivals	20.11	39	0	1.15	1.03	1.27	Rejected
Business Place	13.47	39	0	2.25	1.91	2.59	Rejected
Educational Center	14.26	39	0	1.75	1.5	2	Rejected
Shopping and Exhibitions	15.45	39	0	1.9	1.65	2.15	Rejected
Spiritulism	15.65	39	0	1.75	1.52	1.98	Rejected
Agro-tourism (Coffee Bowl)	18.74	39	0	1.2	1.07	1.33	Rejected
Shooting Spot	18.03	39	0	1.25	1.11	1.39	Rejected

**Primary Sources**

In the above table maximum no of table value is less than calculated value. Therefore null hypothesis is rejected and alternative hypothesis is accepted



## Result of Discussion

The above table reveals that 55% of tourists are strongly agreed that, it is the natural beauty of the region which attracts them to visit the region as compared to the 44% of agreed tourists. The main contributing factor is the fact that the coffee bowl of India is blessed with pleasant climate which makes it a paradise for the tourists. The excess availability of tress and the four wall protection of western Ghats is added factor for its enriched beauty and thus it make the region best choice for the tourists for tour. The study further reveals that 55% of people agrees and 35% of tourist strongly agrees that it is the beauty of region as an hill station, which motivates them to visit the region frequently. The region has famous hills such as Kemmangundai, Kudremukha, Mulleyn giri, Datta Peeta(Baba Budan Giri)which makes it a complete hill station. On the contrary some tourist disagree with the same as according to them there are many other hills station in the other part of Karnataka and thus they opined that they neither agree nor disagree on the same. The region is an preferred choice by the tourists because of the fact that it is possessed with beautiful scenario. The high mountains, green plants combined with the coffee plantation scenes are added benefit and it enriches the beauty of the region as an scenic beauty. Due to which a majority of people are strongly agreed for this as compared to 35% and 15% for agree and neither agree and disagree respectively. This region is cluster of all the factors as apart from hills and natural climate the region also carries the credential for having some fascinating water falls. The major waterfalls are Kallathigiri Falls, Hebbe Falls, Shanti Falls, Kadambi Falls. These all falls attracts the tourists for choosing the region as there preferred destination for tourism. That's why a majority of tourists strongly agrees that it is the beauty of the waterfalls which draws them inch closer and closer for choosing the region as an attractive destination for tour. There are some historical places in the region which draws the tourists attention. Halebid, Belur, Amritpura, Belvadi are the few to name. This the reason for high standing of strongly agreed tourists as compared to disagree and neither agree and disagree. Apart from natural sites there are events which attracts the youths craziness and is focus of attention for the tourists. Those events are bike riding, car racing and tracking. As some tourist s have a hobby for these activities, it makes it a perfect avenue for frequent attraction of tourists due to which we can see the strongly agree percentage is as high as 85%. This region is also special for the tourism due to the various temples and events it hosts on special occasions. People are attracted towards those festivals and fair due to which we can see the booming percentage of strongly agreed

tourists. This table reveals that slowly but consistently the place is growing as an industrial hub. Though many industry have started there business, but it will take time for them to settle them as an favored industrial places. Due to which we can see the fluctuation in division of percentage. As compared to 30 % each for strongly agree and disagree, there is 25% for neither agree and disagree and remaining have disagreed for 15%. The region is possessed with some good educational institutions providing qualitative education and due to which it is regarded as an favored attractive destination for education centers. Shopping and various show off exhibitions are a focal point of attraction for the tourists due to which we can see raise in percentage of strongly agree and agree. The region is blessed with some very historical temples and is a place for spiritual tourism. Hence we can find high percentage of strongly agree and agree variables. The region is very famous for the coffee plantation and is known as coffee bowl of Karnataka. This itself is a very fascinating reason for attraction the tourists. The region has been a shooting spot for the tourists and this hobby has contributed to the growth of region as an favoured attractive destination.

Standardized Services

One-Sample Test							
	Test Value = 0						Remarks
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		
					Lower	Upper	
Geographical Positioning	13.942	39	.000	2.150	1.84	2.46	Rejected
Local Trasportation	13.593	39	.000	1.700	1.45	1.95	Rejected
Star Rate Resorts	17.716	39	.000	1.300	1.15	1.45	Rejected
Service Apartments	13.536	39	.000	1.450	1.23	1.67	Rejected
Tasty Malnaad Food	22.898	39	.000	1.100	1.00	1.20	Rejected

Shopping Center	12.238	39	.000	1.450	1.21	1.69	Rejected
Recreational Facility	20.113	39	.000	1.150	1.03	1.27	Rejected
Govt Promotional Activities	15.297	39	.000	3.000	2.60	3.40	Rejected
Feasible Prices	11.929	39	.000	2.250	1.87	2.63	Rejected
Safer Place	22.898	39	.000	1.100	1.00	1.20	Rejected

Primary Sources

In the above table maximum no of table value is less than calculated value. Therefore null hypothesis is rejected and alternative hypothesis is accepted

**Result of Discussion**

This table reveals that the tourists are well praised for the geographical location of the region as an major attractive destination for the tourists .Local transportation facility provided by the region makes it easy for the tourists to choose it as an major avenue for tour. The region is well connected to the national highways and the road work within the chikmaglore is fascinating and is attracting major tourists. That’s why we can see here the growing percentage of strongly agree and agree factors. Where ever you go and where we live as a human being it is our tendency to enjoy the most economical and effective services .The region is blessed with some good and fascinating hotels, that’s why we can see a large portion of strongly agree and agree. As far as service apartments are consider tourists prefers the service apartments and the quality of services provided to them. The most effective factor is the average rate of charges rated by the apartments due to which we can see the high percentage of strongly agree factor. The region is famous for the food services it provides with effective cost and efficient mode of qualitative services. The hospitality services provided by the region is very phenomenal .Hence we can see that 90% of tourists strongly agree with the fact that food services provided by the region is excellent. The region is famous for the shopping facility it is providing to the various tourists.The quality of cloth and effective prices for the cloths has been a added benefit. There are various recreational facilities provided by the region which attracts the tourists as there favored tourism destination

for the tourists. The prices charged are feasible to the tourists and thus we can find a large portion of strongly agreed. The region is very safer as the portion of happening uncertain events is very low due to the high security provided to the region.

### Findings

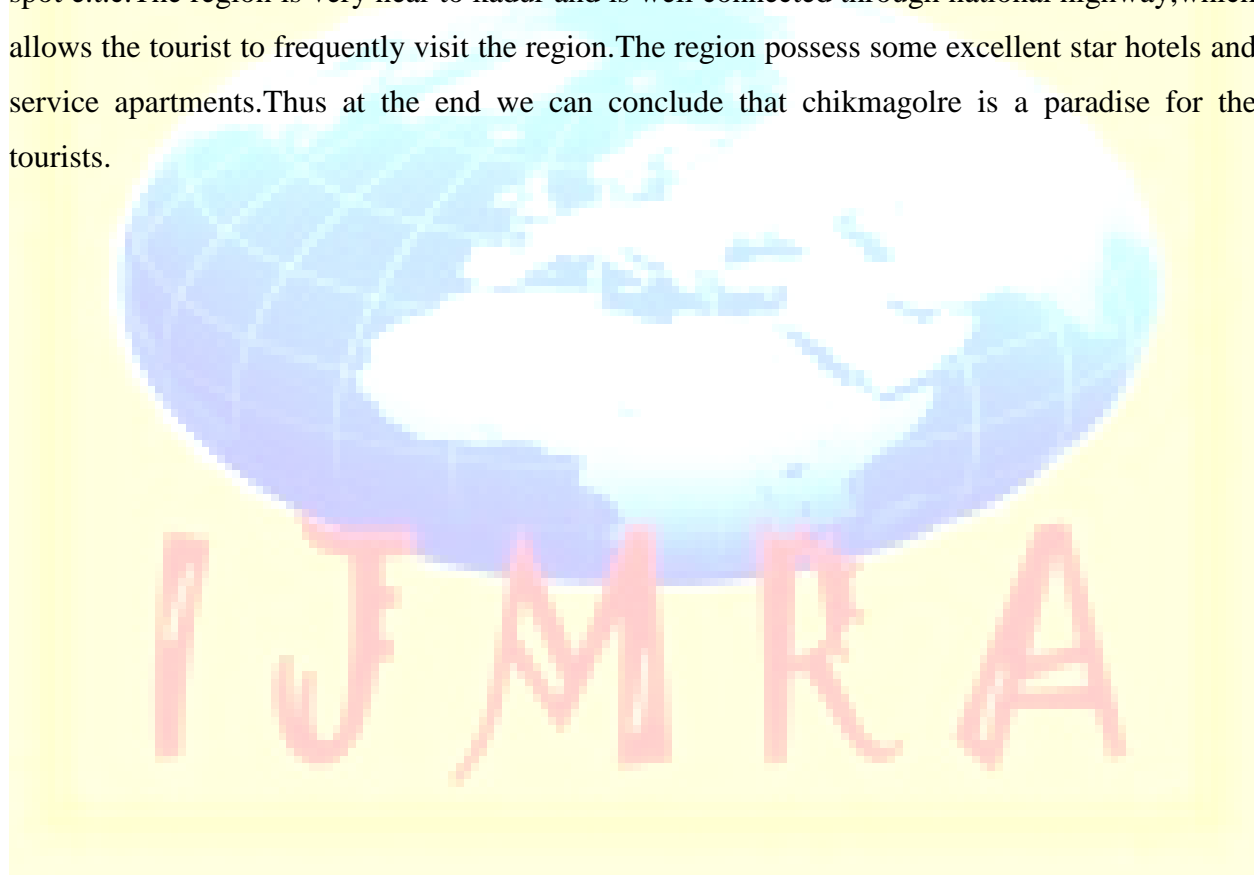
- The region is a cluster of natural beauty, waterfalls, historical places and hills stations. Its fascinating hospitality coupled with coffee plantations and special events has been a major promoting factor for attracting the tourists.
- Tourists usually prefer the star hotels for accommodation and vacation time is the most preferable time for touring by the tourists.
- Chikmagalore is growing as an industrial hub and a major education centre.
- The region is preferred not only due to natural climate but is also a major hub for spiritual tourism

### Suggestion

- Chikmagalore region should concentrate more on enhancing its infrastructural capacities for becoming a global level tourist centre.
- The region should give adequate care to the various temples and historical places as they all are suffering from frequent degradation of quality
- Government should undertake various promotional measures for upbringing the tourism centre in chikmagalore.

## Conclusion

Tourism sector has transform to a significant change from past many years .Chikmaglore region has evolved as an major tourist destination for natural,cultural and spiritual tourism.It is blessed with beautiful hills,water falls,historical places and temples.The region is preffered by the tourists due to its scenic beauty and humble hospitality services.The region is a considered as a tourist paradise for its enormous beauty and coffee plantation trading.The growth of region as an industrial hub and qualitative educational centre are added benefits.The region has been a focal point of attraction for various special events like tracking,bike riding ,shooting spot e.t.c.The region is very near to kadur and is well connected through national highway,which allows the tourist to frequently visit the region.The region possess some excellent star hotels and service apartments.Thus at the end we can conclude that chikmagolre is a paradise for the tourists.



References

1. Bhatia A.K 2002,Tourism Development Principles and Practice, Sterling publishing House,New Delhi
2. Vikas Priya Rajuvedi 2002.: Tourism in India, Yojana Vol, Page no – 48-51
3. Baskara Rao M 2007 : Tourists perception Towards packages Tours,Indian Journal of Marketing Vol.xxxvii No.5,page number 28-31
4. Mishra,Amitab,"Heritage tourism in Central India".Kanishka Publishes,distributors ,New Delhi.
5. Bhuyan,Arjun Rural Tourism:A new promiseYojana,2004
6. Nash.D(2009)"on travelers,ethnographers and Tourists,Annals of Tourism Research"493-495.
7. Lognathan,P sustainable ecotourism development in India:Problems & Prospect.Indian Economic PANORMA 16(1),2006.April 36-39
8. Philip L Pearce,"Tourist Behaviour Themes and Conceptual Schemes " 2006,Viva Books Private LTD.New Delhi
9. [www.chikmagalurgov.in/tourism](http://www.chikmagalurgov.in/tourism)
10. [www.karnatakaturism.org](http://www.karnatakaturism.org)