

## **IMPACT OF CLEAN INDIA CAMPAIGN ON TOURISM DEVELOPMENT IN COIMBATORE AS A DESTINATION**

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Tourism industry contribute to three high priority goals of developing countries : generation of income, employment, and sustainability. Tourism development of a destination depends on the basis of two factors Resources and Environment. Coimbatore is Manchester of south India , and it is one of the fastest emerging tourist destination of the country. One aspect that has impact on tourism in our country, both international and domestic, relates to hygiene and Cleanliness. This factor has become a major one, for full realization of our tourism potential. In this scenario government has implemented “Clean India campaign”. Coimbatore city needs to maintain clean and hygienic environment to depict as a tourist destination in global tourism map. Adequate personal and environmental cleanliness has a major impact on the image of India and the tourism sector. The present study has been conducted to evaluate the before and after impact of “Clean India Campaign”. The SWOT analysis of Clean India campaign is also determined for effective strategic planning of campaign. From the study it is revealed that there is a positive gap due to Clean India campaign in tourism development of the destination, Coimbatore. This will be a driving force for other region of the country to enforce the programme and thereby paving way for tourism development in their region

**Keywords:** Tourism, Economic Development, SWOT analysis, Hygiene, Clean India campaign, Gap Analysis.

## **Introduction**

Tourism is a travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. The World Tourism Organization defines tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Swachh Bharat Abhiyan is a national level campaign by the Government of India, covering 4041 statutory towns to clean the streets, roads and infrastructure of the country.

This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. The mission was started by Narendra Modi, the Prime Minister of India, nominating nine famous personalities for this campaign, and they take up the challenge and nominate nine more people and so on. It has been carried forward since then with famous people from all walks of life joining it.

The origin of cleaning campaign was started in 1986 which is called as Central Rural Sanitation Programme (CRSP) and Total Sanitation Campaign (TSC), then June 2003 Nirmal Gram Puraskar, then in 2012 Nirmal Bharat Abhiyan (NBA) and finally comes Swachh Bharat Abhiyan in 2 October 2014. This campaign aims to accomplish the vision of 'Clean India' by 2 October 2019, 150th birthday of [Mahatma Gandhi](#).

The importance of a clean India is increasingly felt for boosting tourism, which is a key factor in economic development and employment generation. One aspect that has impacted tourism in our country, both international and domestic, relates to hygiene. This factor has become a major one for full realization of our tourism potential. Cleanliness and proper hygiene are universally regarded as indispensable existential norms that must inform and permeate all our actions. Adequate personal and environmental cleanliness has a major impact on the image of India and the tourism sector, where the first impression of a visitor is often his last.

Clean India campaign operators realised that the city is relatively clean barring a few crowded areas. In addition to cleaning the city, awareness programmes have been conducted on keeping the city clean and hygienic. They have worked systematically, ward by ward. Many institutions carried out the Clean India campaign activities which helped to clean many public and tourist areas.

Various Government and non-Government organisations, colleges and schools joined the Clean India.

## **Need for study**

Coimbatore city is occupied with many heritage sites and it is filled with rich culture and many business centres. It is also the transit point to Ooty, which is known as the 'Queen of hill stations'. Coimbatore city needs to maintain a clean and hygienic environment to be developed as a sustainable tourist destination. During this period the government has implemented "Clean India campaign". Not much study was undertaken to study the impact of Clean India campaign on tourism development. In this background the present study has been undertaken to evaluate the impact of Clean India campaign on a particular destination.

### **Scope of the study**

Generally this study has been focused on to understand the scope and promotion of tourism in Coimbatore city by considering Clean India campaign; a detailed analysis of before and after impact of Clean India campaign has been taken. This study will help to identify the factors which can create sudden and immediate impact on tourism and Clean India campaign. The study will be a driving force for other destinations of the country.

### **Objectives :**

- Conduct a SWOT analysis of Clean India campaign.
- Determine the role of Clean India campaign to boost tourism in Coimbatore.
- Assess the impact of Clean India campaign on tourism development and study the gap

### **Review of Literature**

According to Iqbal (2003) India is not able to flock large number of visitors in its beaches, mountains and desert sands need to improve the present branding of Incredible India. There are many emerging dimensions in Indian tourism states and the various issues faced by Indian tourism industry, like infrastructure, lack of hygiene, high tariffs etc.

#### **Clean Campaign in Various Countries**

##### **Singapore**

Lee Kuan Yew (1968) remarked that, The Keep Singapore Clean Campaign was one of the first campaigns launched by Singapore government. The objective was to make Singapore the cleanest city in the region, in order to boost tourism and the attraction of foreign investment.

##### **Bulgaria**

According to UNEP & UNDP (2005), National ecotourism strategy and action plan (Bulgaria),” Development of Bulgaria’s *National Ecotourism Strategy and Action Plan* (NESAP) was initiated in 2002 by the Bulgarian government to create economic growth for communities situated near protected areas, strengthen local support for conservation and contribute to rural sustainable development.

##### **Egypt**

According to UNEP & UNDP (2005), Land use management plan and zoning regulations of Egypt, Egypt’s Red Sea coast attracts more number of tourist to experience the abundant marine life ,including coral reef systems. In 2001, the Tourism Development Authority (TDA) started a land use management planning and zoning process for the Southern Red Sea region, in order to manage future tourism expansion in an area known to have a high concentration of fringe reefs and protected areas. The Land Use Management Plan that was developed was based on recognition that resources and sites within the region have different capacities to accommodate various tourism activities. Identification of key resources in the planning area, and a sensitivity analysis of those resources was undertaken in order to assign the appropriate type and level of tourism use.

## **New Zealand**

Greg Duffell ,(1999) (UNDP) commented that 100% Pure New Zealand campaign has been very effective. The campaign is based on a strong proposition, backed by relevant and credible images. Even after ten years, it is relevant campaign for the image of the destination. According to Tim Cossar (1999), (UNDP)Most operators don't have the individual resources to market New Zealand themselves. Because of the consistency and impact of the 100% Pure New Zealand campaign means that operators can go offshore to sell their own product, knowing that the job of laying the groundwork of what New Zealand has to offer has already been done.100% Pure New Zealand has undoubtedly lifted New Zealand's profile internationally and given a strong, clear point of difference in the key visitor markets. Danny Rogers(2008), remarked that 100% Pure New Zealand accelerates well with other international tourism campaigns. Larsen (2005) contends that the meaning of awareness campaign in the communication industry is to make a targeted audience aware of an issue. Anna Pollock (1999), also commented that the campaign have been extremely successful for New Zealand. The timing was excellent and not followed the green consciousness shift. The double meaning of "Pure" also worked well as in identifying the uniqueness, integrity, authenticity and essence of the brand."

## **South Africa**

According to Alexandra Bouwer (2014), proclaimed that every South African regardless of age, race, background or economic status has a responsibility to help keep the country clean and litter free. Zimasa Velaphi (2014), mentioned the importance of waste management and recycling. Recycling in South Africa encouraged those that are unemployed, to see waste recovery and recycling as an opportunity to earn an income until they can find permanent employment or to supplement low income.

## **Dubai**

According to Hussain Nasser Lootah, (2014) who had launched the 'Clean Up The World' campaign in the Emirate of Dubai under the slogan 'Our Place, Our Planet, Our Responsibility' in partnership with the United Nations Environment Programme (UNEP) with the aim of spreading environmental awareness and education, and maintaining cleanliness through the effective participation of the maximum number of members of society. Abdul Majeed Saifaie,(2014) Director of waste management municipality Dubai is declared in a report that they have received a tremendous response from all segments to join the cleanup campaign, as the number of volunteers registered were 40,000, showing the increased awareness and interest of individuals, companies, schools and government departments to participate in environmental initiatives..

## **Fiji**

Josefa Ravula ( 2015), FRCS(Fiji Red Cross society) youth champion Commented on Clean Up Campaign that it is a way of strengthening nations network and relationship. Also that initiative cleaned the streets of Seaqaqa for the purpose of keeping the area clean and to avoid the spread of dengue fever and other diseases.

From the above Review of literature we can understand that Clean Campaign has been implemented effectively in various other countries which create a positive impact on tourism development of destinations. It also shows the scope of developing a destination image which accelerates the scope of tourism promotion, by promoting our clean destinations to attract tourist

### **SWOT:**

An important part of the strategic planning is the scan of the internal and external environment. SWOT analysis is a method that summarizes all the internal and external factors of the sector's environment and analyse corresponding strengths, weaknesses, opportunities and threats. SWOT analysis provides information that can help in matching the sector's resources and capabilities to the competitive environment in which it operates (Afuah, 2009). According to Mintzberg (1994), this dual process of internal and external assessment forms the core model of strategy formulation that emerged from what he called the "design school" of strategy (the group of business policy scholars at Harvard). This generic model for strategy sought to optimize the fit between a firm's internal characteristics and the demands of the environment in which it operated.

Ghazinoory et al., (2007); Saaty,(1987); Shinno et al.,(2006),The traditional SWOT approach involves identification of the internal strengths and weaknesses, and external opportunities and threats in relation to the performance of a single organization or its activity. It has become one of the most important tools for assessing favourable and unfavourable factors in the internal and external environment and for improving strategic planning by leading to a strategy of maximizing strengths, minimizing weaknesses, exploiting opportunities and countering threats.

### **Methodology**

In this study a structured questionnaire and applied research has been used .The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in various institutions who have conducted Clean India campaign and among tourist. The target populations were local tourists, NGOs, Government organisations which comprised of 200 respondents, who were taken for the present study..

The first phase of the study comprises of the SWOT analysis of the Clean India campaign. This analyses in detail the strength, weakness, opportunities and threats of Clean India campaign.

### **Swot Analysis**

SWOT analysis is used by numerous studies in various disciplines. All of them identify strengths, weaknesses, opportunities and threats to analyze the industry or sector and based on these four factors provide recommendations for acting in the future.

SWOT analysis is a systematic identification of these factors and the strategy that reflects the best match between them. The logic behind this technique is that an effective strategy maximizes business strength and opportunities on the one hand and minimizes its weaknesses on the other hand.

## Swot Analysis

|   |   |   |
|---|---|---|
|   | <b>Opportunities</b><br>1. Scope of attracting 'n' number of tourist.<br>2. Safeguard the tourism resources.<br>3. Using the budget allocation we can set up new strategies.<br>4. Majority of MNCs has created Clean India campaign funds so PPP based campaign can be implemented to promote tourism. | <b>Threats</b><br>1. Sustainability of interest and priority.<br>2. Unpopular tourist sites are not covered.<br>3. Attitude of people towards Clean India campaign.<br>4. Local political party pressures |
| <b>Strength</b><br>1. Clean India campaign promotes more number of tourists.<br>2. It increases the economic growth of the city.<br>3. Self responsibility to follow rules of tourist sites.<br>4. It develops the infrastructure and transportation of the city.<br>5. It improves destination image.<br>6. Aware of cleanliness methods<br>7. Strong support from ruling political party.<br>8. More budget allocation for Clean India campaign | <b>SO</b><br>S1S4O1 Clean India campaign makes Coimbatore as a top tourist destination.<br><br>S2S5O2 Increases economic growth and sustain the tourism   | <b>ST</b><br>S3S6T3 Creates positive attitude to follow cleanliness rules.<br><br>S7S8T4 Budget allocation favours the involvement of local political party.  |
| <b>Weakness</b><br>1. Rural people are not much aware of the cleanliness process.<br>2. There is no proper maintenance<br>3. Campaign is done only few areas.<br>4. Increase rate of pollution  | <b>WO</b><br>W1O4 PPP creates awareness of the cleanliness process<br><br>W4O3 New strategies can manage the pollution  | <b>WT</b><br>W2T1 Since no proper maintenance there is no sustainability<br><br>W3T2 Campaign is not concentrated in all areas.   |

**Table 1 Clean India campaign SWOT Analysis**

# SWOT ANALYSIS

Fig: 1 deploys the SWOT matrix.

From the matrix it is clear that to make Clean India campaign effective we have to enforce S1S4O1 Clean India campaign makes Coimbatore as a top tourist destination. S2S5O2Increases economic growth and sustain the tourism is the maxi maxi strategy ,Mini max includes W1O4 PPP creates awareness of the cleanliness processW4O3 New strategies can manage the pollution .The Maxi mini includes S3S6T3 Creates positive attitude to follow cleanliness rules.S7S8T4 Budget allocation favours the involvement of local political party. The Mini mini which is the major threat of the plan is W2T1 Since no proper maintenance there is no sustainabilityW3T2 Campaign is not concentrated in all areas.

The perception of locals and tourists were assessed to study the impact of Clean India campaign. Paired t test is done to evaluate the gap in tourism development in the destination after Clean India campaign.

| QUALITY OF CAMPAIGN   |              |            |                 |         |               |
|---|--------------|------------|-----------------|---------|---------------|
|   | MEAN         | N          | Std. Error Mean | t       | Sig(2-tailed) |
| Pair1<br>infrastructure<br>Infrastructure                                 | 1.54<br>4.01 | 200<br>200 | .048<br>.058    | -35.101 | .000          |
| Pair 2<br>Developement<br>transportation<br>development<br>transportation | 1.96<br>4.28 | 200<br>200 | .059<br>.053    | -27.884 | .000          |
| Pair 3<br>ancillary services<br>ancillary services                        | 1.52<br>4.30 | 200<br>200 | .045<br>.041    | -47.338 | .000          |
| ADEQUACY OF CAMPAIGN  |              |            |                 |         |               |
| Pair 1<br>Usage of<br>destination<br>usage of<br>destination              | 1.78<br>4.43 | 200<br>200 | .060<br>.046    | -31.547 | .000          |
| Pair 2<br>following rules<br>following rules                              | 1.86<br>4.46 | 200<br>200 | .064<br>.043    | -29.948 | .000          |
| Pair 3<br>Maintenance<br>Maintenance                                      | 1.82<br>4.44 | 200<br>200 | .066<br>.043    | -32.031 | .000          |
| EFFECTIVENESS OF CAMPAIGN   |              |            |                 |         |               |
| Pair 1<br>Hygienic<br>Hygienic  | 2.05<br>4.40 | 200<br>200 | .064<br>.602    | -30.596 | .000          |
| Pair 2<br>tourist<br>satisfaction<br>tourist<br>satisfaction              | 1.66<br>4.60 | 200<br>200 | .055<br>.035    | -45.349 | .000          |
| Pair 3<br>eco environment<br>eco environment                              | 2.03<br>4.50 | 200<br>200 | .064<br>.039    | -34.156 | .000          |



| TOURIST PERCEIVED VALUE                 |      |     |      |         |      |
|---|------|-----|------|---------|------|
| Pair 1<br>Sanitation                    | 1.76 | 200 | .058 | -34.922 | .000 |
| Sanitation                              | 4.38 | 200 | .041 |         |      |
| Pair 2<br>Safety                        | 1.56 | 200 | .045 | -48.653 | .000 |
| Safety                                  | 4.46 | 200 | .037 |         |      |
| Pair 3<br>Accessibility                 | 1.64 | 200 | .053 | -37.240 | .000 |
| Accessibility                           | 4.36 | 200 | .048 |         |      |
| TOURIST DECISION MAKING                 |      |     |      |         |      |
| Pair 1<br>Cost                          | 1.92 | 200 | .061 | -34.571 | .000 |
| Cost                                    | 4.48 | 200 | .041 |         |      |
| Pair 2<br>Cleanliness                   | 1.72 | 200 | .050 | -44.201 | .000 |
| Cleanliness                             | 4.50 | 200 | .040 |         |      |
| Pair 3<br>attraction &<br>facilities    | 1.78 | 200 | .060 | -28.439 | .000 |
| attraction &<br>facilities              | 4.14 | 200 | .057 |         |      |
| TOURIST PARTICIPATION                   |      |     |      |         |      |
| Pair 1<br>Frequency of<br>visit         | 1.78 | 200 | .060 | -32.007 | .000 |
| Frequency of<br>visit                   | 4.43 | 200 | .046 |         |      |
| Pair 2<br>following rules               | 1.86 | 200 | .064 | -34.202 | .000 |
| following rules                         | 4.46 | 200 | .043 |         |      |
| Pair 3<br>protection and<br>maintenance | 1.82 | 200 | .066 | -32.520 | .000 |
| protection and<br>maintenance           | 4.44 | 200 | .043 |         |      |

From the table it is evident that there is significance after the Clean India campaign with regard to infrastructure, development of transportation system and ancillary services. In adequacy of campaign shows significance in attributes viz destination image, tourist inflow and revenue generation after Clean India campaign. Similarly the effectiveness of campaign shows significance with regard to hygiene, tourist satisfaction and eco environment. The tourist perceived value with regard to sanitation, safety and accessibility also shows significance after Clean India campaign. Tourist decision making with regard to cost, cleanliness and attraction and facilities is significant after Clean India campaign. Lastly tourist participation attributes viz frequency of visit, following rules and regulations and

protection and maintenance of destination and monuments is also significant after Clean India campaign.

### **Findings**

The study was conducted to analyse the scope of tourism promotion before and after the implementation of Clean India campaign. The study reveals that there is tremendous growth of tourist after the implementation of Clean India campaign. An important part of the study is SWOT which analyses the both internal and external factors which helps to assess favorable and unfavorable factors to maximize the strategies that use strength to exploit the opportunities, strategies that use strength to overcome the threats, strategies that minimize weakness by taking advantage of opportunities, strategies that minimize weakness and avoid threats. By functioning these steps there will be sustainability of tourist growth. S1S4O1 Clean India campaign makes Coimbatore as a top tourist destination. S2S5O2Increases economic growth and sustain the tourism is the maxi maxi strategy ,Mini max includes W1O4 PPP creates awareness of the cleanliness processW4O3 New strategies can manage the pollution .The Maxi mini includes S3S6T3 Creates positive attitude to follow cleanliness rules.S7S8T4 Budget allocation favours the involvement of local political party. The Mini mini which is the major threat of the plan is W2T1 Since no proper maintenance there is no sustainabilityW3T2 Campaign is not concentrated in all areas.

After conducting paired t test to identify the significant relationship of before and after Clean India campaign it is found that there is a positive gap on quality of campaign , adequacy of campaign, effectiveness of campaign, tourist perceived value, tourist decision making and tourist participation.

### **Suggestions**

Clean India campaign is an effective campaign which helps the city to be clean and hygienic. Even though the Clean India campaign is successful here we have few suggestions to make the campaign effective and sustain.

From the current study Clean India campaign reflects a positive impact on tourism promotion of the particular region .Hence more tourist destinations should be implemented Clean India campaign to accelerate the tourist generation. More campaigns and awareness program should conduct to bring about a behavioral change in people regarding healthy sanitation practices. During the campaign wastes are removed from public places and dumped.This dumped waste should be recycled and proper waste management system should be implemented.

Future study can take up other destinations of the country to evaluate the impact of campaign. More strategy can be developed to sustain the campaign as well as improve the destination image of the country

### **Conclusion**

The main objective of the study was to analyse the impact of Clean India campaign and to determine the tourism economic growth. SWOT analysis of Clean India campaign has been conducted. Clean India campaign makes Coimbatore as a top tourist destination.it increases economic growth and sustains the tourism is the maxi maxi strategy. The Mini mini which is the major threat of the plan is ‘since no proper maintenance there is no sustainability of plan and it is not concentrated in all areas’. From this study it is understood that there is a drastic

positive change, before and after the implementation of Clean India campaign .It shows that Quality of campaign, adequacy of campaign, effectiveness of campaign, Tourist perceived value, Tourist decision making, Tourist Participation are the main factors which tends to give positive change after the implementation of Clean India campaign.

A proper planning and improved strategies can sustain and increase the growth of tourist in the city. This study also helps to build the image of destination with more number of tourists. Thus by concluding there is a positive change after the implementation of Clean India campaign to make it sustain the public and government should be active in participation.

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