1. INTRODUCTION

Tourism and holiday-making on global as well as national scale symoblise, today, prosperity and fraternity.

A place can become a tourism destination if it has the necessary facilities. A broad enough base of activities and interests keeps the tourists occupied for several days, possibly weeks or even months. The quality of facilities and services lead to the satisfaction of tourists during their visits. The basic attractions provide the primary motivation for tourists.

The administration bases the prime responsibly of promoting tourism and provide adequate proper arrangements.

The questionnaire survey has provided evidence to the fact that coinage can have a high potential for promoting tourism industry. The role of coins in tourism and the promotion of this new field of tourism has to be encouraged to reflect an important era of Indian History, 800 AD – 1500 AD.

This paper is an attempt to encourage researchers to find a link between the historical importance and value on one side and today's impact on the other, and to open a new door for innovative research and an overview of coinage plays an important role in tourism, and it also gives archeological evidence for a socio-culture of the past.

The language, fabric, sample, metal, the shape making style etc. of a given coin can indicate several important meanings and can open a new research horizon.
1.1 **Definitions of Terminology**

The definition adopted by WTO (World Tourism Organisation) also specifies that a foreign tourist must spend a minimum of 24 hours and a maximum of six months in a country other than his own, living in hotels or other commercial accommodations where he pays in his own currency. Another definition can be derived as: "Man has a curious nature to explore the thing not just around but out of his surrounding as civilized society/world we name it tourism which takes a person out of his nature place with an enthusiasm to see new things and experience the variety."

This tourism can serve various purposes such as business, medical, political, educational for pilgrimage etc.

According to Dr. Zivadin, tourism "is a social movement with a view to rest, diversion, and satisfaction of cultural needs."

The above definitions cover economic, educational, cultural and social aspects of tourism. With the above conditionalities, persons visiting a country for the following purposes will be covered by the given definition of the term "tourist":

1. Leisure (recreation, holiday, health, study, religion and sports), and
2. Business (family, mission, meetings).

**Coinage tourism** is an attempt to focus on the role of coins and to draw the attention of tourist as well as the authority for more development to help and improve the tourism industry.

**Coinage Tourism** is the phenomenon and relationship of the past as a model to reflect the culture, religion, social, economical, political stability, arts, science, education, language and history value at a specific time and era with defined size.
1.2 The Links

Through the history of civilization of mankind, the importance of wealth, faith and culture has been a sign for stability and peace.

Taking a closer look at coins which were introduced by particular kings or rulers, it can be observed that the respective currency was still in use long time after the dynasty ruler had disappeared. The period of validity of certain coin reflects the power of the ruler who introduced it. The precious metal and gold used reflect the rulers state wealth and trade, the languages script engraved on the coins indicate the domination of that language which helped to achieve more education and interaction between several societies and civilizations.

The figure of a king with his dress, an animal, a bird and/or sample struck in the coins gives us a valuable history coverage of a particular civilization. From a historical and archeological point of view this source is more important than any historical/archeological site.

1.3 Research Needs

The information gap that this research intends to fill up is the knowledge of the strengths and weaknesses of coinage tourism industry. The prime attractions and distractions for the tourists in India, if identified, will accordingly be used in marketing and promotion of tourism packages along with the importance of coinage.

The optimum can only be achieved by consulting the visitors (tourists, here) themselves. Their participation in design, development and promotion of the tourism packages and services will certainly lead coinage tourism to an unprecedented growth and prosperity.

1.4 Nature Of Study

The nature of this study is characterized by the following features

(1) It is a social science research,

(2) It is exploratory, method and
It has an applied bias.

**It is social research:** Considering the broad classification of research, we put this project into the social research category. Promoting coinage tourism is a social process since it depends upon the complex social behaviour of the foreign tourists.

Being a social research, the study tries to identify the complex human behaviour and the set patterns in it. A social research may not be as precise and accurate in making predictions as researches in physical sciences.

Advance in social research methods has nevertheless increased the accuracy of predictions considerably.

**It is Exploratory:** The approach of the study is exploratory in the sense that it is mostly directed towards identifying the various characteristics of the tourists and their behaviour, while paying attention to the coin section. This approach generally follows new areas of investigation where the problem itself may not be very clear and needs to be diagnosed. The domain of the research is also required to be reasonably wide but properly specified.

This particular nature of the project has made it a more general and comprehensive study in which no individual researcher achieves a total coverage, but the relative significance and weightage of these coverage highlighted in order to fix the priorities.

**It has an applied bias:** This study relies on empirical evidence. Relying on experiences and observations is always preferable over relying solely on theory or assumptions. Especially when the available information is insufficient, the empirical study is the only way to obtain. This approach of the study will be reflected more clearly by the forthcoming explanation of the methodology of research.
2. METHODOLOGY

It may be useful at this stage to attempt to crystallize the whole research project presenting a blueprint of the study. The prerequisite for the purpose will be to specify the data requirements, and then to find the ways and means to collect the same.

2.1 Information Requirements

Keeping in mind the research problem, a list of the needed information will be helpful. Going through the objectives and hypotheses stated in the preceding paragraphs, it is not very difficult to set down the following information needed for the purpose.

1. The purposes of the tourists visit regarding attention of coins sections.
2. Preference of tourists for different places and museums.
3. The Historical image of northern India as a tourist resort.
4. The quality of placement and presentation of coins section.
5. The actual information regarding coins for prior to their coins section visit.

It was decided that the data should be collected from both primary and secondary sources. For the collection of data from primary sources, a structural non-disguised questionnaire was administered to an average section of tourists. A convenient sample of 170 foreign tourists was taken while ensuring that the different nationalities would sufficiently be covered in the sample.

2.2 Questionnaire Design

To collect information from the sample members, a questionnaire was designed which was either filled up by the tourists themselves or by the researcher who interviewed them/their guide because of the language problem. The kind of questionnaire needed is a sample and straightforward one, in a language that the respondents can understand, a get-up
that may retain their interest till the end, a style that may not cause irritation and contents that may not lead to a non-response from their side.

A good questionnaire is easy to understand, simple to answer, and interesting to complete. Keeping these principles in mind, a sample and comprehensive questionnaire was prepared and its draft, as used in the research, has been included in the end of this chapter.

The whole analysis ensures that the respondents give the correct answers. But whether they really do so or not is a different question. The problem calls for attention to the validity and reliability aspects of the questionnaire.

Validity means the ability of a device to measure what it intends to measure. Reliability, on the other hand, means ensuring proper use of the device, when the device is supposed to be valid. Therefore, a valid measurement may not be reliable, or, alternatively, a reliable measurement may not be valid.

Repeating the use of the same device a number of times increases the reliability, and using a number of devices to measure the same thing will increase the validity of the measurement. Both these conditions have been fulfilled in this research. The same questionnaire was administered to a sample of sufficiently large size and the results of questionnaire analysis were cross-checked by other sources. The following other sources of data were used:

(1) Interviews with tourism authorities of the Government of India
(2) Interviews with tour operators
(3) Interviews with guides who accompany the tourists on sightseeing tour.

2.3 Data Analysis and Presentation

An analysis involves converting a series of recorded responses on the questionnaires into descriptive statements and interferences about the
issues of study. The important steps followed in the analysis of this survey are:

(1) Editing
(2) Coding

In the processes of coding, categories were made for the answers to open-ended questions relating to nationality.

In the analysis the frequencies of each response are multiplied with a numerical weight (e.g. +2, +1, 0, -1, -2, for a five point scale). This summated scale system facilitates the achievement of the total attitude scale which is comparable to other such scores.

The sample size in this survey is 170 which represents a very small proportion of the tourists visiting India. This has been realized regarding the difficulty of getting responses from foreign tourists in the capacity of a stranger. The nationalities where English is not understood are also under-represented in the sample because of the language barrier in interaction with them.

Also the restricted choice of literature regarding this field of research, with almost no researcher having studied the effect of coinage to encourage tourists or to develop tourism industry before was an obstacle.

3 ANALYSIS AND CONCLUSIONS

The significance of tourism is to help the development of the national economy and understand the mechanism of travel strategies.

The major role in promoting coinage tourism is played by the Government Authorities and private travel agencies. Comprehensive information and brochures should be available to potential tourists and (coinage interested) persons and researchers interested in coinage. But it is required by those concerned that more proactive and better coordination and targeted programmes and research works are needed to exploit more potential in coinage tourism.
Drawing conclusions about the coinage tourism and studying its effectiveness, the evaluation of coinage tourism will be responses in the sample studied, and the conclusions will consequently be drawn and a recommendation made on that basis. Enquiries and personal interviews reveal that there is almost no awareness about coinage tourism among the tourists and tourism industry.

3.1 Limitation of the Research Problem

The identification of specific limitation that the researcher faced during his investigation was done mainly on the basis of responses received by the sample through the questionnaire. The problems and limitation faced by the researcher were as following:

1. Unawareness of the interviewed tourism officials and private agencies.
2. Unawareness and lack of previous knowledge of interviewed tourists in Museum.
3. Limitation of literature
4. Limitation of display of coins in an attractive way in museums.

3.2 Suggestions for Promotion

1. Awareness among museum officials since some rare coins can be equally important to archeological sites.
2. The tourists mostly do not know enough about the heritage and attractive features of coins, and museums should give proper and appropriate information about this topic.
3. Brochures should include coin illustrations and information.

3.3 Conclusion

The analysis of primary and secondary data collected by the researcher indicates that the short-term as well as long-term future of coinage tourism is bright. India possesses a variety of historical coins
When you visit a Museum, do you have any intention to look at the coins section?

(a) Yes
(b) No
(c) I like to visit museums and have to look at every section.
(d) A museum without coins section like a house without a door.
The Placement and the Presentation of the coins section at museums in Indian museums:

(a) Attracts me
(b) Is not up to standard
(c) Encourage tourists
(d) A + C
How many museums in India have you visited which have coins?

(a) 1 to 2
(b) 2 to 4
(c) 4 to 6
(d) more than 6

□ a □ b □ c □ d
Coins can reflect the culture and religion, as well as social interaction among the subject of that era.

India reflects a model of culture, religion and social tolerance since centuries. Some coins reflect different faiths. At the strike of coins the cloth worn by the kings reflects cultural, religious and social values. Social interaction among the subject of that era can be equal to monumental sites and archaeological sites and monuments by a historical point of view.
The wealth and economical situation can be indicated by the kind of metal used (gold, silver or copper) and size.
The wealth and economical situation can be indicated by the kind of metal used (gold, silver or copper) and size.
When passing by road paths and seeing a seller of old coins and antique, I stop and have a look:

- Agree
- Disagree
- Can't say
One coin can reflect an era of time as valuable as a history book.
Sequence of coins issued by the same ruler/king can indicate the political stability during his reign:

- Yes
- No
- Can't say
If I find an old coin, I:

(a) Look around and keep it in my pocket.
(b) Surrender it to the authority after getting a receipt.
(c) Sell it in the black market.
(d) Take it with me to my country as my own treasure.
(a) The writing on the coins encourages the mass to read and write.
(b) The writing minted at that time indicated the official language used at that era.
(c) The writing minted in Arabic indicated the interaction language of those eras.
(d) All above.

Coins as an Education Means:
Dear Sir/Madam,

This is a survey regarding “The impact of coins on tourism” I will use this information for my doctoral research as well as for bringing attention to the pertinent subject of COINAGE. Your help and participation is appreciated.

Thanking you,

Khalil S Ali Adwan

This questionnaire is based on surveys with foreign tourist touring India & they visited more than 3 Museums.

(1) When you visit any Museum do you have intention to look for a coins section?

(a) Yes

(b) No

(c) A Museum without coins section like a house without a door

(2) The placement & presentation of coins section at museums at Indian museums

(a) Attracts me

(b) Is not up to standard

(c) A +C
(3) How many museums in India have you visited which have coins section
   (a) 1 to 2
   (b) 4 to 6
   (c) More than 6

(4) Coins can reflect the culture & religion, as well as social interaction among the subject of that era
   (a) India reflects a model of culture, religion & social tolerance since centuries.
   (b) Some coins reflect different faiths.
   (c) At the strike of coins the cloth worn by the kings reflect the culture & social values.
   (d) All above

(5) The wealth & Economical situation can be indicated by the kind of metal used (Gold, silver or copper) & size.
   (a) Agree
   (b) Disagree

(6) By passing by road path & seeing a seller of old coins and antique, I stop and have a book
   (a) Disagree
   (b) Can’t say
(7) One coin can reflect an era of time as valuable as a history book
(a) Agree
(b) Disagree

(8) Sequence of coins issued by the same ruler/king can indicate the political stability during his reign.
(a) No
(b) Can’t say

(9) The shape, writing & the print of coins represent the technique & Technology used at that time.
(a) No
(b) Can’t say

(10) If I find an old gold coin I:
(a) Look around & Keep it in my pocket
(b) Sell it in black market
(c) Trade it with me to my country as my own treasure

(11) Coins as an Education Means.
(a) The writing on the coins encourages the mass to read and write.
(b) The writing minted in Arabic indicated the interaction language of those eras.
(c) All above.