
A STUDY ON BEACH TOURISM AND ITS OVERALL DEVELOPMENT – A SPECIAL REFERENCE TO BEACHES IN TRIVANDRUM DISTRICT

Dr. A. NishadAssistant Professor (Guest), Department of Commerce, Mannaniya College of Arts and Science, Trivandrum

ABSTRACT

The travel industry seems, by all accounts, to be an industry that anybody can get it. The travel industry in Kerala is being advanced as a monetary improvement procedure for country networks dependent on contentions of its immediate and backhanded advantages. The travel industry advertisers, in any case, don't promptly recognize the ecological effects and the subsequent social costs that the neighbourhood networks will endure when they bring the travel industry into their zone. There is no uncertainty that travel industry, alluded to as 'the world's biggest industry', is a major business. Amid the recent decades, numerous nations in this world have left in the travel industry situated strategies. The travel industry is the movement of people making a trip to and remaining in spots outside their typical condition for recreation and different purposes. In the modern days, the travel industry is additionally a monetary movement. It lands position openings and win outside trade. The travel industry is a procedure including visitors, places they visit and exercises they include into. Beach the travel industry, subsequently, is the travel industry offered as a powerful influence for the beach front condition and its common and social assets. It happens along the beach and in the water quickly contiguous the beach lines. In this investigation, the term beach front district includes not just the locale situated near the ocean, yet additionally its expansions through the substantial arrangement of estuaries and backwaters far into the inland of Kerala. Attributable to the convicts of interests of the partners of this business, the contention for and against the travel industry improvement in immature and least creating countries is probably going to proceed. It is viewed as proper in this setting to assess the status of India's travel industry. Tourists involve a critical position in the travel industry since they are the customers of the travel industry items. Thusly, the perspectives on the visitors are expected to improve the travel industry. It will likewise support the monetary improvement. A huge number of sightseers visit India since it unimaginably has the most various assortments of beaches anyplace on the planet. Peaceful backwaters and tidal ponds, bayous and unpleasant magma shook oceans, marine estuaries with fish, slamming surf, fine brilliant sand or palm bordered beaches profound India has them all.

Keywords: Beach, Travel, Tourism.

1. INTRODUCTION

The beach is the limit among land and ocean. The advancement of the travel industry has been personally connected with the sea beach. Individuals needed to escape from the drudgery of day by day life and appreciate the incredible marvels of nature along the beach. India is lucky in having a long beach line of 6100 km from West Bengal to Gujarat limited by the Arabian Sea, the Bay of Bengal, and the Indian Ocean. The beaches, sea beaches, estuaries and deltas of the streams all through the beach district offer chances to create the travel industry and financial advancement. The travel industry assumes a noteworthy job in the nations like China, England, Germany, Hong Kong, Thailand, and United States. They are drawing in more visitors and producing tremendous income in regard of remote trade. Before, the travel industry was restricted due to the non-accessibility of frameworks like transport and correspondence, yet in the present time, the general populations are living in the time of Science and Technology. The improvement of air, ocean, street transport and partnered foundations like lodgings, beach, resorts and human services focuses have been in charge of the advancement of the travel industry around the globe. Numerous nations have come to understand that worldwide the travel industry is one of the quickly developing businesses of the world. It has additionally turned into the fundamental area of the economy of any country.

More than the development in the piece of the overall industry which is as yet pitiful in a worldwide setting, the state has been recognized just like a goal with the most astounding potential. This finding has been over and over affirmed by movement middle people both with in India and in the conventional producing markets of Europe. In this manner the broadly acknowledged end is that for Kerala the travel industry could be a most dominant motor that could move the state's economy. Truth be told on the off chance that we are sincerely dissect the restrictions and shortcoming of huge numbers of our other monetary segments, we will understand that we have couple of options, being bio-innovation and data innovation the two of which we presently can't seem to create. India isn't a nation however a landmass to the extent the vacation destinations are concerned. For no nation on the planet can flaunt so differed an atmosphere, so unique wide open spaces thus rich legacy. India

is dynamically turning into the cynosure of the vacationers inferable from the endeavors of the administration and open to understand the maximum capacity of its huge and changed geographical, social and worldly assets. In rustic India, the town experience gives a characteristic scene which could shift from a tea ranch to an angling town. From the strong peaks in Ladakh to the regular backwaters of Kerala, the conceivable outcomes are huge.

2. IMPORTANCE OF THE STUDY

The travel industry is special since it includes industry without smoke, training without classroom, and reconciliation without enactment and tact without custom. It perceived that travel industry is an essential and alluring human movement meriting the consolation surprisingly and governments. In view of these perspectives the significance of the investigation is given beneath:

- Tourism is a vital movement on account of its immediate impacts on social, social, instructive and financial divisions of social orders.
- Tourism can add to the foundation of new global financial request. It will dispense with the enlarging monetary hole between the created and creating nations.
- Tourism gives a noteworthy commitment to outside trade profit of the creating and created nations.
- Tourism is a noteworthy thing of global exchange.
- Tourism makes generosity for sightseers to take an interest in numerous occasions like gatherings and shows. And furthermore it gives a chance to improve collaboration just as to extend a genuine picture of a nation to the outside world.
- Tourism has an instructive hugeness and it includes social trades. The social components draw in voyagers to goals, for example, models and authentic landmarks.
- Tourism is uniting individuals of various foundations from various nations.
- Tourism is a vital piece of modern life as a power for social change.

3. STATEMENT OF THE PROBLEM

In India, Tourism is considered as second biggest remote trade worker. Since, the foundation offices like power, street just as rail and air transportation, convenience and so forth help to attempt travel and visit to an impressive degree. The travelers, who come to India and particularly Kerala, value the job of the Government especially in the travel industry division. The travel industry is definitely not a solitary industry however it is associated with numerous different businesses. So the present investigation is embraced to evaluate the nature and development of the travel industry and its commitment to the provincial monetary advancement. A sizable measure of studies has been directed over the previous decades on the travel industry, significance of the travel industry, effect of the travel industry, wellbeing the travel industry, and costal the Beach Tourism.

4. KERALA'S BEACH TOURISM

Kerala, the State with the Arabian Sea in the west, the Western Ghats transcending 500-2700 m. in the east and arranged by forty four waterways, Kerala appreciates special topographical highlights that have made it a standout amongst the most looked for after vacationer goal in Asia. Kerala is one of the littlest states having quite recently 1.27 percent of the complete zone of India. The state is isolated into three areas - the beach swamps, the rich midlands and the good countries. The swamps in Kerala are organized by unlimited backwaters and the deltas of forty four waterways. The midlands are rich with cashew, coconut, areca nut, custard, banana, rice, ginger, pepper, sugarcane and vegetable manors. The forested good countries possess large amounts of tea, espresso, elastic and flavor estates and natural life holds. The land along these lines revealed was Kerala – "The God's Own Country". A land liberally honored naturally. A land where conventions unfurl and traditions murmur. Beach line the travel industry establishes one of the biggest sections of present day the travel industry. Beach lines have a peaceful and profound magnificence in themselves. Beaches have dependably been a fascination. The marvel on the distances of the oceans, their substance, the ocean, the wave and the surf, man has constantly gone to beach lines. Slopes and mountains isolate individuals, streams and oceans unite them from time immemorial, people crossed the oceans and achieved beach lines. Beach lines bear the cost of good daylight and sprinkling breeze. It is useful for sunbath and ocean shower that is the reason countless hotels are orchestrated in all pieces of the world. Beach line the travel industry satisfies all parts of the travel industry sun, ocean and sand. Beach line the travel industry uses the tasteful and ecological estimations of the beach line. It likewise joins water and land assets utilization. Water utilization involves swimming, surfing, cruising and other water sports. Land use exercises consolidate development of various kinds of convenience,

recreational zones, vehicle and transport leaving zones, excitement and shopping regions, streets and transportation systems..

Beaches might be characterized as the aggregation of materials along the beach, generally characterized as lying between the most astounding point come to by the tempest waves and the low water spring tide line. It is one of the results of the waterfront highlights of testimony and is the most predominant type of the valuable work of the ocean. Beaches might be characterized as the amassing of materials along the beach, typically characterized as lying between the most astounding point come to by the tempest waves and the low water spring tide line. It is the results of the beach highlights of statement and is the most prevailing type of the development work of the ocean. The beaches on the beach line of the southern promontory extend more than 7500 km. In this way we discover beaches both along the western and eastern bank of India. Anyway increasingly created beach lines, especially valuable for the travel industry are found along the western beach due to a more grounded wave activity there and a normal beach line. In this manner water sports is a customary element of the beaches on the western beach where as beaches along the eastern beach are progressively noted for their physical magnificence.

Kerala is honored with wonderful beach lines which are the most critical vacation spots. The state has around 550 km. long beach lines, studded with world's best series of beach lines. Very much kept up, conveniently kept and safely monitored, the beach lines of Kerala are transforming into a perfect beach line get-away goal in India. Visiting the beach line locales of Kerala can make any beach line occasion a brilliant one, as Kerala's beach lines are prestigious for the delicate surf and blue waters. Individuals from everywhere throughout the world has recognized, experienced and composed that water affects everyone's psyche and body and discharges the faculties and spirits of the individuals who look for comfort on its beaches.

5. BEACH TOURISM IN THIRUVANANTHAPURAM DISTRICT

Kerala beaches, with a rich blessing of characteristic attractions of changing significance, can definitely guarantee financial advancement as far as salary and work through the reasonable advancement of the travel industry action in the state. Having comprehended the enormous potential for beaches the travel industry improvement, it is essential to make an examination of statistics and appearance of vacationers to comprehend the developing patterns sought after for beaches the travel industry of the state.

5.1. Kovalam

Kovalam is a standout amongst the most wonderful and acclaimed beaches of Kerala. This shoreline encourages holidaying with the sun, sand, ocean and surf. Attributable to its normal excellence, the shoreline resort of Kovalam is regularly alluded to as the 'heaven of the south'. Kovalam implies a forest of coconut trees and really the coconut trees along the beaches gives it a charming look. The sickle formed beaches of Kovalam can be separated in three sections. The three beaches are called Lighthouse shoreline, Hawah shoreline and Samudra. Kovalam is a characteristic inlet on the Arabian ocean shoreline of Kerala and with its blue waters, while sand and green coconut trees resemble an image postcard picture of a tropical heaven. A visitor can appreciate numerous exercises on Kovalam beach line. They can swim in the ocean; go for a sailboat ride, go surfing, kayaking, windsurfing and parasailing. At the point when a traveler is burnt out on aquatics, swimming or sunbathing, they can investigate the painstaking work, goldsmiths and material shops spread along the waterfront. Great ocean sustenance's are accessible in the shoreline eatery, which was found very vicinity to the beaches. Kovalam shoreline is extremely prevalent with both Indian and universal voyagers. The sun, ocean, sand, cool coconut forests all were and still are an overpowering blend to top of the line voyagers from numerous pieces of the world, particularly Europe. September to May is the best time to visit Kovalam shoreline. We had no lack of business people who were eager to put their time, vitality and cash into upgrading Kovalam's charms as a prime beach line goal. Worked in the customary Kerala design style, the inn turned into a milestone on a scene covered with staid solid structures and set the pattern for the advancement of the region's travel industry foundation. From that point numerous different retreats created, which gives ayurvedic treatment too.

5.2. Shanghumugham

Situated 8 km. from Thiruvananthapuram city, this is a well known city shoreline and most loved frequent for sunset watchers. The beach is neighboring the Thiruvananthapuram Airport and Veli Tourist Village. The other fascination of this shoreline is 'MatsyaKanyaka' - a 35 meters in length model of a mermaid. The significant lot of clean sand is a captivating stunner of this Beach. The water here anyway isn't appropriate for bathing.

5.3. Somatheram

It is 20 km. far from Trivandrum city. This beach is called as a human's fantasy goal. This is celebrated for ayurvedic treatment focuses. A visitor can accomplish flawless bloom and harmony throughout everyday life and can restore brain and body in the shoreline. There is a 15 sections of land of green land in this beach.

5.4. Poovar

Poovar beach is a standout amongst the most beautiful shorelines in India. This beach is roughly a 45 minutes head out from Kovalam. Poovar shoreline has an alternate appeal as it offers unlimited miles of sand, charming the sunrays by influencing palms. Poovar shoreline is viewed as "a virgin area" where a traveler can encounter the nearby appeal and conventional Kerala's friendliness taking care of business.

5.5. Vizhinjam

This beach is only 15 km. from Trivandrum; which was left unnoticed for quite a while. One of the fundamental attractions of this shoreline is the stone cut sanctuaries that are worked in eighth century. This is an angling town and is a wonderful sight to see the anglers participating in different angling techniques, fixing their nets and so on. There is additionally a characteristic port here. In time long past occasions, this was considered as a business community for the Europeans and other remote nations that desired exchange to India.

5.6. Chowara

This is a virgin shoreline of Kerala and 9 km. south of the famous Kovalam Beach. This shoreline is the problem area for the nature and relaxation explorers. The shoreline is the all around flawless mix of nature where the traveler can appreciate rich the stunning greens, murmuring ocean breeze and the mumbling surf.

5.7. Veli

This beach is situated in Thiruvananthapuram area and close to Kochuveli railroad station. It is a wonderful shoreline with a recreation center close to the Veli vacationer town joins the Veli shoreline by a skimming span. There is a sand bar that different the ocean from the Veli Lake. It is a delight to go for a stroll through these sand bars. There is a skimming eatery that is offered by this shoreline. Individuals can go for watercraft rides and horse rides from this shoreline

5.8. Varkala

Varkala is a standout amongst the latest disclosures of sightseers and is 41 kms north of Thiruvananthapuram city. The shoreline, in any case, is just around 500 meters in length. Varkala is a beach resort, a spa and a vital Hindu focus of journey. A calm, separated stretch of sand, the Papanasam Beach in Varkala, is known for its mineral springs and rough bluffs. The multi year old Sree Janardhana Swamy Temple and the medicinal services focuses are alternate attractions here.

6. BEACH TOURISM – ECONOMIC CONCEPT

The travel industry arranging and advancement must be imagined with regards to the general improvement of the region, as it includes adjusting the convicting needs of numerous intrigue gatherings. An advancement plan must be incorporated with the nearby economy so its outcomes are unmistakable in the improvement of the material and social states of the general population. Such incorporation is essential in the travel industry improvement to guarantee the dynamic interest of the nearby individuals in the advancement of the travel industry and in the safeguarding of the sensitive nature of the locale so the travel industry isn't seen as a vital insidiousness. The travel industry area not just gives direct work and pays advantages to the significant partners yet in addition makes linkages which give comparable advancements to a large group of different segments and individuals. This is the reason governments incline toward areas with the most astounding inside linkages as the best choice for speculation.

Monetary effect investigation follows the movement and analyze secondary going through related with the travel industry movement in an area to distinguish changes in deals, charge incomes, salary and employments because of the tourism industry action. Monetary effect studies conducted in littler land regions typically focused exclusively on guests, that is, non-occupants entering the zone on an outing far from home Referring to the business and pay multiplier impacts of beaches the travel industry in Kerala, it is been seen that any use by the administration or the business in the part will make new interest for data sources and administrations prompting new factor salaries, and the spending of these wages by beneficiaries will fill in as the spring board for the prime round of multiplier impacts, and this procedure of working of the multiplier will proceed as long as beneficiaries of new pay spend their pay. Notwithstanding this impact of introductory interest in the travel industry by Government and industry, the immediate spending by vacationers amid their stay in the state will likewise make new interest for different products and enterprises, which will lead to another rush of pay/business age and multiplier impacts, as portrayed previously. Far beyond this, travel industry advancement

can likewise prompt the extension of maker's products industry, which will additionally quicken the procedure of development in the economy. It all, be that as it may, relies upon the dimension and example of traveler spending over the span of their visit and the amount of that spending or circles in the nearby economy.

8. METHODOLOGY

The study is descriptive in nature. The viewpoints of were beach tourism customers in Trivandrum were determined and analyzed using statistical techniques.

(a) Sample Size

The universe of the study was the beach tourism customers in Trivandrum district. The sample consisted of 60 respondents.

(b) Tools for Data Collection

The tool employed for data collection was a questionnaire having three parts: the first part designed to determine the demographic profile of the respondents in relation to the various demographic factors, the second to assess the satisfaction factors of beach tourists and the third, statements to evaluate the future development of Beach Tourism in Trivandrum.

(1) Primary Data

The primary data were collected through questionnaire from 60 respondents. Questionnaires and interview schedules were used for this.

(2) Secondary Data

The study also made use of various types of secondary data including studies, reports and data collected by government and non-governmental organizations.

C. Data Analysis - Tools

Statistical tools such as percentage, Mean score and Garrett Ranking Test were used for analyzing the data.

9. ANALYSIS AND INFERENCE

Table-1: Demographic Profile of the Beach Tourists

Demographic distribution		Number of Respondents	Percentage
Gender	Male	32	53.33%
	Female	28	46.67%
Total		60	100.00%
Age	Less than 25 years	17	28.33%
	26 – 35 years	15	25.00%
	36 – 45 years	11	18.33%
	45 – 60 years	8	13.33%
	Above 60 years	9	15.00%
Total		60	100.00%
Marital status	Single	27	45.00%
	Married	33	55.00%
Total		60	100.00%
Tourist Category	Domestic	21	35.00%
	Foreigner	39	65.00%
Total		60	100.00%
Occupation	Salaried	12	20.00%
	Business	18	30.00%
	Agriculture	16	26.67%
	Others	14	23.33%
Total		60	100.00%
Educational qualification	School	11	18.33%
	Intermediate	10	16.67%
	Higher secondary	11	18.33%
	Graduation	5	8.33%
	Post-graduation	8	13.33%
	Technically qualified	15	25.00%
Total		60	100.00%

Inference: Out of the 60 respondents about 53 percent of the tourists are men and rest belongs to female, 28 percent of the tourists are coming under the age group of below 25, 55 percent tourists are married, 65 percent of tourists are belongs to domestic and rest of the tourist are foreigners, 30 percent tourists are coming under the occupation of Business, 25 percent of tourists are educational qualification of Technical education.

Table No-2: Factors which Dictate the satisfactory level of Beach Tourism

Sl No.	Particulars	SA	A	N	D	SDA	Total Score	Mean Score
1	Food and Beverages	69	72	57	42	5	245	3.50
2	Accommodation	30	83	24	9	3	149	2.13
3	General Price Level	60	103	79	64	8	314	4.49
4	Boat Race	52	86	32	17	2	189	2.70
5	Safety Features	98	127	51	36	8	320	4.57
6	Natural Beauty	49	104	54	48	2	257	3.67
7	Health Treatment	91	200	21	15	5	332	4.74
8	Attitude of Local People	54	86	76	70	4	290	4.14
9	Leisure and Recreation	42	127	29	23	5	226	3.23
10	Cleanliness	61	69	48	42	4	224	3.20

Inference: The result obtained from 60 respondents had been thoroughly analysed and the output of the result had been clearly analysed in this section with regards to view point of beach tourists in regards to the factors which are directly affects the satisfaction level. As far as view point of tourists in connection with the satisfaction level, ‘Health Treatment’ and ‘Safety Features’ are the most considering factors. The least considering factors is ‘Accommodation’ and ‘Boat Race’.

Table No-3: Customer Perception towards Future Development of Beach Tourism

Major Factors	Total Score	Average	Rank
Economy of the State	2450	40.8	XII
Decrease in the Airline Charges	2940	49.0	X
Peaceful Nature of thte State	3290	54.8	VI
Level of Education	3065	51.1	VIII
Better living conditions	3395	56.6	IV
Feasible Tour Packages	3890	64.8	III
Overall Resources	4390	73.2	I
Innovative Policies of KTDC	3340	55.7	V
Advancement in Transportation	2775	46.3	XI
Govt. Policies	2995	49.9	IX
Environment Friendly Approach	4040	67.3	II
Advanced Computer Reservation	3245	54.1	VII

Inference: The scores provided by the respondents are summed using the Garrett method and the average scores for each factor are obtained. The average scores are converted into rank and it is evident from the above table ‘Overall Resources’ (Rank I) was the major satisfactory factor with the average score of 73.2 followed by ‘Environment Friendly Approach’ (Rank II) with the average score of 67.3. ‘Feasible Tour Packages’ (Rank III) which had an average score of 64.8 is the other factor which dictate the customer perception towards future development of Beach Tourism.

FINDINGS

- It is been found that the major issues discussed in them included the general trend in the growth of Indian tourism, the poor infrastructure and accommodation facilities.
- The study of the satisfaction levels exposed that both foreign and domestic tourists attributed their satisfaction to the Health treatment and safety features.
- An assessment of the tourists’ opined that overall resources and friendly approach are the basic factors which dictate the future development of beach tourism.
- It is been noted ecological impacts have significance for forecasting for the sustainable development of beach tourism in Kerala.

- The major sustainability issues of beach tourism in Kerala which were grouped as financial, ecological and socio-cultural.

SUGGESTIONS

- Integration of coastal tourism with coastal zone management is also suggested to minimise the conflicts between various coastal activities by harmonising the interests of the different sectors.
- Government should take necessary actions to attract more female tourists to Kerala.
- Reorganized tourism development is considered as an operative tool to avoid the over-exploitation of indigenous resources and to ensure the participation of resident community in beach tourism development.
- Public-private partnership (PPP) is considered to encourage infrastructure progress including development of accommodation, conveyance, location development, other facilities, etc.

CONCLUSION

Kerala is famous for its rich vegetation, peaceful and lovely beaches, rambling backwaters and staggering slope stations. This makes it an ideal spot to appreciate common magnificence that charms the eye and warms the heart. Maybe no other state in India has been honoured with characteristic assets as rich and enormous as that of Kerala. Kerala is known everywhere throughout the world for its captivating greenery, delightful atmosphere, customary prescriptions, craftsmanship and painstaking work. Kerala being the place where there is flavours is an ideal spot to have a reasonable sound, dietary and scrumptious sustenance notwithstanding for the non Keralites. Whatever a visitor needs the land offers the best. Kerala is one of the vital places of interest with all possibilities to pull in household and outside sightseers, yet it isn't completely investigated and used. In this circumstance the legislature should find a way to build up the foundation offices and make man-made attractions. Govt. should offer need to improve condition on beaches to keep its biological parity and should check ecological decay which can be adverse in drawing in the sightseers.

BIBLIOGRAPHY

- Karma, Krishna. K. (2004). Economics of Tourism – Pricing, Impacts, Forecasting Kanishka Publishers, Distributors. New Delhi.p28.
- Kumar, Ravi Bhushan (1995). Coastal Tourism and Environment. APH Publishing Corporation Darya Gang New Delhi.pp.161-233.
- Malhotra, R.K. (2005). Tourism Planning and Management. Anmol Publications Pvt. Ltd. New Delhi. p333.
- Negi, Jagmohan. (1990). Tourism and Travel, Gitangali Publishing House. New Delhi. p26.
- Sharma, K. (2004). Tourism Planning and Development- A New Perspective.(ed) Kanishka Publishers, Distributors. New Delhi, pp556-558.
- Sheldon, Pauline. J. (2003). Tourism Information Technology CABI Publishing, CAB International , Walling ford UK pp12-14.
- Singh, Shalini. (2008). Profiles of Indian Tourism(ed) A.P.H. Publishing Corporation. New Delhi, p.93.
- Singh, P.C. (2005). Eco Tourism and Mass Tourism. Anmol publications Pvt. Ltd.New Delhi pp.25-43.
- Rajeevan, V. (2007). Culture, Heritage – Rich and Ancient. Kerala Calling April, 2007. pp 14-15.