



Beach Tourism Satisfaction of Tourist: A Study of Sindhudurg District of Maharashtra

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ABSTRACT

Tourism is a rising service sector to economic development of India. In tourism variety types of tourism is available e.g. beach, village, ecotourism, adventure, heritage, monsoon, pilgrimage, fort, wildlife medical, cultural, nature based and dolphin etc. Tourism is a pleasure activity. India is a country of all season and land of contrast. In India ample hill stations, monuments, rivers, mountains, historical places, water falls, forts, virgin beaches are available. Maharashtra is indeed one of the great tourists destinations of India. Sindhudurg district has declared first tourism district in India. Tourism provide opportunity to domestic, employment and foreign exchange. Sustainable tourism in Sindhudurg is possible with taking effective measures.

Key words- Tourism, Sustainable, Beach Tourism, Blue Tourism, Hospitality.

INTRODUCTION –

Sindhudurg district is situated on Arabian sea coast in the southern part of Maharashtra. Sindhudurg district is known for tropical fruits like world famous Alphonso Mangoes, Jackfruits, Cashews, Coconut, and Jamuns. Its Seafood is a fist to the tourists. Various vergin and beautiful beaches,we can see here. Sindhudurg is located at 16.34 N .73.55 E. Sindhudurg is famous for its serene and beautiful beaches, temples, historical forts and folk art forms like. Dashavtar, Chitrakathi, Pangul, Kirtan and Dhangiri dance. This district has a huge potential for attracting domestic and foreign tourists. This district has a coastline of 121 Km. The beauty of Sunset and Sunrise attract to the tourist. Sindhudurg has its own speciality in Malvani Vegetarian, non – vegetarian and seafood is enticed to foodie. Konkani culture, fairs, and festival are important aspect that attract to the tourist. Tourism industry increase employment opportunities to local people as well as create demand for local resources. Tourist satisfaction is important for the development of tourism. In India total 29 states and seven Union territories in the country, one of them is Maharashtra, which is known as Commercial and Industrial state. In future it will known as tourism state. If BLUE tourism is developed. Maharashtra is important State where highest of tourist visits at various places.

Definition- 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 “(World Tourism organization)



According to Swiss Professors Hunziker and Krapf “tourism is the sum of phenomenon and relationship arising from travel and stay of non residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”.(Bhatia.A.K.1994)

List of Beaches in the district – Redi, Shiroda, Aravali, Mochamad, Kurlewadi, Dayasagar, Sagreshwar, Medha, Kondura, Kalavi, Khavane, Nivti, Bhogave, Devbag, Tarkarli, Malvan, Chivala, Kolamb, Talashil, Achara, Munage, Tambad deg, Kunkeshwar, Devgad, Padvane, Padel, Taramumbari, Vengurla, Mithmumbari, Vijaydurg and Kochara. Out of these beaches only few beaches are developed, remaining beaches are waiting for development and visiting of tourist.

STUDY AREA

For present research paper study focused on selected area in Sindhudurg district of Maharashtra. It is located Western part of Maharashtra and has almost 121 Km coastal line.

REVIEW OF LITERATURE-

Zore, Choudhary (July 2020) have studied about **Sustainable Tourism; Issues and Opportunities**. This research article focused on various issues related to tourism. They said marketing is an integral part of development process. They discuss issues and opportunities and gives important recommendation for Sustainable development.

Dr. Sardar Patil (May 2012) studied **Sustainable tourism Development in Konkan: A need of time** has highlighted on what is tourism, Sustainable tourism concepts. He discussed about the tourism development in Konkan. He cover various beaches, forts, temples, and waterfalls inside his study He also focused on SWOT analysis of tourism. He gives valuable recommendations for Sustainable tourism development in Konkan.

Kadilkar, Joshi (2019) **Financial efficiency of tourism in Sindhudurg district :A case study of select hotel and Bed and Breakfast Units** .This research paper is focused on cost structure, various finance providing Banks. It also focused on awareness among the stakeholders in the study region about Government programmers and policies of tourism development .This paper studies tourism in Sindhudurg from the supply side.

Rao, Kiran (2013) **Emerging Dimention in Tourism: India specific sovereignty of women in the field of health** .This research studied tourism is a vital component of demand in the service sector. Health issues are important issues in the tourism. Tourism is one of the easy sources to earn foreign exchange and generate employment.

OBJECTIVES OF THE STUDY –

1. To study the concept of tourism and Beach tourism.
2. To study tourist satisfaction regarding beach tourism in Sindhudurg district.
3. To suggest recommendations for sustainable Beach tourism in Sindhudurg district.



METHODS OF DATA COLLECTION-

- 1. Primary Data-** The primary data is collected through issue of questionnaires at beaches they selected options on their own perception.
- 2. Secondary Data-** The Secondary Data is collected through secondary sources like books, journals, newspapers, various e-journals, websites, E-books and from various Government sites.
- 3. Sampling Method.-**Simple random sampling is used each respondent has an equal chance of selecting option.
- 4. Participants-**The number of respondent took part in the study are 80 respondent due to time limits.

BEACH TOURISM

In Sindhudurg district many beautiful beaches are here, most of the beaches are not frequently visited by the tourist. The Shiroda, Nivti, Bogve and Vengurla Tarkarli, Chivla, Devbag, Malvan these beaches are the weekend attractions to the people of Kolhapur, Sangli, Satara, Pune and other places visitors. The beautiful white sand, water sports, snorkeling, scuba diving attract to the tourists for coming this places. Most of these beaches are clean, virgin and safe. But less visited by tourist. The Chivla, Shiroda, Tarkarli, Devbag, Malvan, Nivti, Bogve, Vengurla, Aaravali are famous beach attract to the foreign tourist at few extent. Beach tourism is known as blue economy. A tourist can enjoy a number of water sports, scuba diving, banana ride, snorkeling, and swimming. This water sports facility is available in few beaches. Beach tourism means the utilization of the coastal environment in such a way as to attract tourists. The natural environment including the beach sand, the waves and the depth along these areas, security, the sights visible and ability to set up eco-friendly cottages are all important factors in beach tourism. Beaches afford good sunshine and sprinkling breeze. It is good for sunbath and sea bath. Beach tourism fulfills all aspects of tourism- sun, sea and sand. Beaches may be defined as the accumulation of materials along the coast, usually defined as lying between the highest point reached by the storm waves and the low water spring tide line. Konkan is blessed with beautiful beaches which are the most important tourist attractions. This area has about 720 km. long coastlines.

DATA ANALYSIS-

1. The gender of respondent

GENDER	No. of TOURIST	Percentage
Male	49	61.25%
Female	31	38.75%
Total	80	100%

Source: Primary Data

The above table exhibits that 61.25% of beach tourist is male and 38.75% beach tourist is female.

**2. Age fact of tourist**

Age	No. of tourist	Percentage
Below 20	12	15%
20-40	23	28.75%
40-60	35	43.75%
60 and above	10	12.50%
Total	80	100%

Source: Primary Data

Table no 2 shows that age of 40-60 tourist more interested in beach tourism i.e. 43.75% compared to other age group.

3. Marital status of tourist

Status	No. of tourist	Percentage
Married	53	66.25%
Unmarried	27	33.75%
Total	80	100%

Source :Primary Data

Table no 3 indicates that 66.25% married tourist enjoying beach tourism and 33.75% unmarried tourist visiting beaches.

4. Educational Qualification

Education	No. of tourist	Percentage
Up to 10 th	15	18.75%
Graduation	16	20.00%
Post Graduation/Ph.D	27	33.75%
Professionals	22	27.50%
Total	80	100%

Source: Primary Data

Table 4 indicates that all educational people visited beaches. 20% graduate and 33.75% post graduate visited at Beaches.

5. Annual Income

Income	No. of Tourist	Percentages
Up to 5,00,000	11	13.75%
Up to 10,00,000	21	26.25%
Up to 15,00,000	28	35.00%
15,00,000 above	20	25.00%
Total	80	100%



Source: Primary Data

Table 5 shows that all income groups are interested in Beach tourism

6. Places You Have Visited

Places	Tourist	Percentage
Beaches	53	66.25%
Forts	18	10%
Pilgrimages	11	13.75%
Waterfalls	4	5%
Total	80	100%

Source :Primary Data

Table no 6 indicates 66.25% tourist are interested in Beach tourism.

7. Mark Your Level Of Satisfaction About Beach Tourism.

No.	Level of Satisfaction	Very Good	Good	Satisfactory	Poor
1	Natural beauty of beach	60%	25%	15%	-
2	Transport, Food, Accommodation and its prices.	20%	20%	20%	40%
3	Cleanliness on beach	25%	10%	20%	45%
4	Communication and attitude of service provider	30%	20%	20%	30%
5	Behaviors of tour operators and shopkeepers	20%	30%	25%	25%
6	Availability of Toilets, Bathrooms at beaches	10%	20%	10%	60%
7	Safety measures adopted for adventure tour Operators	20%	20%	10%	50%
8	Life guards on beaches	25%	15%	20%	40%
9	Satisfaction level of water sports	60%	20%	10%	10%
10	Your overall experience of beach tourism in Sindhudurg	40%	25%	20%	15%

Source: Primary Data

Table 7 shows level of satisfaction of tourist about aspects related to Beach tourism. 60% tourist opinion is very good about natural beauty of beaches. Tourist opinion about transport, Cleanliness, communication, attitude of service provider, behavior of tour operator and shopkeepers, availability of toilets, bathrooms, safety measures for adventures tour operators, life guards of beaches is poor. Tourist is more satisfied about water sports.



RECOMMENDATIONS-

Analysis of the questionnaire it is find out that the Sindhudurg district has its own great natural potential and opportunities for beach tourism development.

Hospitality level of beach tourism is some extent poor at few places. So frequently visits are avoided by the visitors in this district. Worm hospitality can improve visitors at various beaches, and it will increase revenue as well as employment opportunities to local recourses and create demand .Exhibitions and fairs arrangement for Malvani Food, products and beverages can attract more and more tourists at beach places.

MTDC distribute license only the trained persons that may provide qualitative service to the beach tourists. Beach tourism infrastructure must be developed in Beach side at affordable rate to various income group tourist. Various costal tourism project should be provided to innovative entrepreneurs through MTDC, State Governments and from various local bodies. Marketing and publicity will play important role in beach tourism. Beach festival arranged at every beach will attract more tourist. At present Chivla, Vengurla and Devgad beach festival is organized. Tax rate must be minimized by the Governments. All other Beach festival must be organized by taking initiatives by the Government and local bodies. For marketing use of internet and social media will play the vital role. Private and public partnership will play important role in beach tourism development of Sindhudurg district. Cleanliness safety measures must be developed on beaches along with security.

CONCLUSION –

Beach tourism has potential employment generation, create demand for local Product and local resources. Various home stay provided tourist at reasonable rate. It continues quality of services is maintained beach tourism will give prove as sustainable income source. Various hill stations, beaches, forts, temples and waterfalls are main attraction of the tourists in Sindhudurg district.

It is termed as a useful measure for employment generation, poverty alleviation and sustainable human development in Sindhudurg. This sector also attracts the domestic tourist and foreign tourist in India. Tourism industry is proved to be one of the important drivers of growth and prosperity, employment generation, raises national income and improvement in balance of payments of Indian economy. Tourism sector can also be considered the backbone for allied sectors, like hospitality, civil aviation, and transport. Tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the district's overall economic and social development. Tourism has potentials to be an agent for making profound social change. Tourism helps in performing social responsibility. Tourism is the most important export industry and earner of foreign exchange in many countries. (Sinha.P.C.1999). Coastal tourism is known as Blue Economy .It will be developed in future as BLUE TOURISM in Sindhudurg district.



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