



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

( Peer-reviewed, Refereed, Indexed & Open Access Journal )

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

## ROLE OF LOCAL PEOPLE (COMMUNITY) IN COASTAL TOURISM MANAGEMENT OF KONKAN REGION OF MAHARASHTRA

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DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-14991983/IRJHISIC2302054>

### **ABSTRACT:**

*Tourism is a backbone of service industry. India has long coastal line of 7,525 kms. The Konkan region of Maharashtra state is famous for its natural beauty, beaches, backwater, waterfalls, forts, temples and other tourist attractions. Konkan beaches are safe, virgin and beautiful, capable of attracting inbound and outbound tourists for the sun, sand and surfing. Local people is known as local residence, they lived from last many years .Konkani people is a brilliant and lovely. Kokan and kokani people is known for their hospitality. Local people who lives in coastal area is beneficiary of coastal tourism. .Government must focus on development of Blue Economy.*

**Keywords:** *Tourism, Coastal tourism, Local residency, Development. Konkan.*

### **1. INTRODUCTION:**

India has coastal line of 7,525 kms, India has immense potential in the coastal tourism segment. Maharashtra is the third largest State both in terms of area and population located on the west coast of India with a 720 kms long coastal line in the Konkan region. The region between the Arabian Sea and the Sahyadri Range is known as Konkan. The Konkan region of Maharashtra state is famous for its natural beauty, beaches, backwater, waterfalls, forts, temples and other tourist attractions. Konkan beaches are safe, virgin and beautiful, capable of attracting inbound and outbound tourists for the sun, sand and surfing. Konkan area of Maharashtra having picturesque stretch of land on the west coast of India, endowed with the beautiful seashores, forts and mountains is known for tropical fruits like world famous Alphonso Mangoes, Jackfruits, Cashews and Jamuns. It is also famous for production of Coconut and Betelnut. Its Seafood is a fist to the tourists. Local

people is known as local residence, they are lived from last many years .Konkani people is a brilliant and lovely. Tourism boosts the revenue of local people and develop local economy. It creates demand for local resources. It also creates thousands of direct and indirect employment. Tourism also creates huge infrastructure, cultural exchange between tourists and local community Local people work in tourism and hospitality industry.

### **Coastal tourism:**

“Coastal tourism is a process involving tourists and the people and places they visit, particularly the coastal environment and its natural and cultural resources”. In simple words, we can say water and water related activities are a coastal tourism.

### **2. OBJECTIVES OF THE STUDY:**

1. To study the role of local (community) people in coastal tourism management.
2. To provide suggestions for coastal tourism development in Konkan region.

### **3. RESEARCH METHODOLOGY:**

The researcher has been used both the primary as well as secondary data for the study.

#### **3.1 PRIMARY DATA:**

The primary data have been collected from the selected sample respondents through structured interview schedule. The primary data have been collected from resident's i.e., local community. The researcher has covered five districts of Maharashtra state in which Sindhudurg, Ratnagiri, Raigad and Thane-Palghar district have been selected for research exercise.

#### **3.2 SECONDARY DATA**

The secondary data have been collected through books, research articles published in various journals, seminars and conferences, magazines, newspapers, Ministry of Tourism, GOI, Maharashtra Tourism Department, various committee reports of Growth and Development of Tourism, Annual Reports of MTDC and websites.

#### **\*\*Sample Size for Community:**

There are more than 5,00,000 local citizens (community people) living nearby 5 km radius of these 78 beaches(WEST, 2011). Hence, the researcher had chosen a finite sample size formula for calculating the sample size of the community people.

Given that the population is 5,00,000 At 5 % error /margin then the sample size would be

$$n = N / (1 + Ne^2)$$

n = the sample size

N = the population (total community 5,00,000)

e = the accepted confidence interval assumed to be 5%. (e = 0.05) at confidence level 95% confidence

$$n = 5,00,000 / (1 + (5,00,000)(0.05)^2) = 384$$

Hence there was 439 community people sample (more than calculated sample size 384) selected for this research study. .

**Table 1**  
**Sampling method and Procedure of selection of sample**

Sample	Samling Design	Selection Procedure	Remark
Beaches	Probability Sampling: Simple Radom sampling	Lottery method with the help of Randomization software. <a href="https://www.randomizer.org/">https://www.randomizer.org/</a>	Available list/catalog of beaches in Maharashtra hence researcher choose probability sampling
Residents /Community	Probability Sampling Systematic random sampling	10 <sup>th</sup> name of every i <sup>th</sup> page of available list of citizens with local government bodies.	Available list/catalog of Residents /Community hence researcher choose probability sampling

(Source: Developed for this study).

#### 4 REVIEW OF LITERATURE:

Thenmozhi (2013) has studied the impact of infrastructural development unsustainable tourism. Madurai is one of the cities, which are having a great adoptability to changing circumstances of politics. The main objectives of the studies analyse the infrastructural facilities available to the tourist visit at Madhuri and role played by various peoples for the sustainable development of tourism. To analyse the importance of infrastructural development for sustainable development. Researcher has selected the sample for the purpose of random sampling method in Madurai district for the purpose of primary data collection. Paul, S. (2015) has proposed strategies for sustainable tourism development. Tourism has many potential benefits for rural areas. Tourism can be an important source of jobs for non-metro communities, especially for those that are economically underdeveloped. Because jobs in the tourist industry often do not require advanced training, local residents with few skills can readily work as food servers, retail clerks, and hospitality workers. Ganguly, 2015 has observed the growth of tourism in coastal areas related to increased personal income, development in transportation system, greater public awareness etc. The aim of this study was to study the existing status of tourism; feasibility and effectiveness of environmental contingencies' study the community attitude towards tourism development.

**\*\* Descriptive statistic of Residence:**

Total 439 local residence selected for present research study. A descriptive summary of the sample is presented in briefly. The respondents were predominantly male (73.6%). The respondents were relatively well educated (more than two-thirds had at 12<sup>th</sup> Std). Nearly two-thirds of respondents belonged to the age group 21-29 yrs. 40% of the sample had lived in the Konkan region for more than 15 years. 37% respondents were business which indicates that sustainable coastal tourism promotes local business. 34% of respondents were doing private jobs, which indicates that sustainable coastal tourism can provide employment to local residents.

**\*\*Scale Adoption:**

Choi & Sirkaya 2014 developed scale for "Measuring Residents' Attitude toward Sustainable Tourism: Development of Sustainable Tourism Attitude Scale." Researcher adopted this instrument to measure role of local people (community) in coastal tourism development. Total five factors considered in this study and descriptive analysis was made.

**5: Descriptive Analysis: Local Residentst-**

The descriptive statistic in terms such as minimum, maximum, mean, standard deviation for each computational variable in the sustainable consumption behaviour of residents. Only five factor is considered for analysis purpose.

**Table No: 2**  
**Local Residents: Factor 1**  
**Perceived Social Cost (PSC)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Irritation	PSC1	439	1.00	5.00	2.968	1.424
Disrupts my quality life	PSC2	439	1.00	5.00	2.934	1.384
Overcrowded	PSC3	439	1.00	5.00	3.401	1.384
Community resources are overused	PSC4	439	1.00	5.00	3.034	1.302
Quality of environment: deteriorated	PSC5	439	1.00	5.00	3.144	1.388
Quality of my life: deteriorated	PSC7	439	1.00	5.00	3.018	1.366
Uncomfortable	PSC8	439	1.00	5.00		
Total			1.00	5.00	3.075	1.208

(Source: Analysis of Residents' Survey Data)

Above factor is utilized for analysing residents' attitude towards perceived social cost (PSC) of sustainable coastal tourism development (SCTD). 08 items are used to measure perceived social cost (PSC) of sustainable coastal tourism development (SCTD). Item PSC-6 was deleted because

factor loading was less than 0.7. If factor loading is less than 0.7 then items explain less than 50% of variance. Validity and reliability of the remaining 07 items has been tested with convergent validity, discriminant validity, Cronbach alpha and model fit. Mean of above items varies from 2.93 to 3.40 and std. deviation 1.30 to 1.42. Total mean 3.07 and std. deviation 1.20. There is significant variation of mean and std. deviation between 07 items. The above table disclosed that residents feel that moderate social cost (mean slightly more than 3) toward sustainable coastal tourism development (SCTD). Residents are not too irritated because of coastal tourism (mean 2.96) item PSC-1. However, residents feel overcrowded due to coastal tourism (mean 3.40) item PSC-3.

**Table No: 3**  
**Residents: Factor 2**  
**Environmental Sustainability (ES)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Protected: sea life	ES3	439	1.00	5.00	4.087	0.927
Protected: present and future	ES4	439	1.00	5.00	4.055	0.982
Promote positive environment ethics	ES5	439	1.00	5.00	3.975	1.021
Develop harmony with nature and culture	ES6	439	1.00	5.00	4.068	0.991
Strengthen efforts for environmental conservation	ES7	439	1.00	5.00	3.957	1.009
Improve environment for future generations	ES8	439	1.00	5.00	4.068	0.972
Total			1.00	5.00	4.035	0.778

(Source: Analysis of Residents' Survey Data)

Above factor is utilized for analysing residents' attitude towards environmental sustainability (ES) of sustainable coastal tourism development (SCTD). 09 items are used to measure environmental sustainability (ES) of sustainable coastal tourism development (SCTD). Items ES-1, 2, 9 were deleted because factor loading less than 0.7. If factor loading is less than 0.7 then items explain less than 50% of variance. Validity and reliability of the remaining 06 items has been tested with convergent validity, discriminant validity, Cronbach alpha and model fit. Mean of above items varies from 3.97 to 4.08 and std. deviation 0.92 to 1.02. Total mean 4.03 and std. deviation 0.77. There is very small variation of mean and std. deviation between 06 items. The above table disclosed that residents feel, positive attitude towards environmental sustainability (ES) of sustainable coastal tourism development (SCTD).

**Table No: 4**

**Local Residents: Factor3  
 Long Term Planning (LTP)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Needs well-coordinated planning	LTP1	439	1.00	5.00	4.091	0.982
Required advance planning	LTP3	439	1.00	5.00	4.052	0.955
Need to take long-tern view	LTP4	439	1.00	5.00	4.039	1.012
Plans should improve continuously	LTP5	439	1.00	5.00	4.021	1.003
Strategically plan for future	LTP6	439	1.00	5.00	4.096	0.956
Residents' role as leader	LTP7	439	1.00	5.00	4.077	1.004
Total			1.00	5.00	4.063	0.794

(Source: Analysis of Residents' Survey Data)

Above factor is utilized for analysing residents' attitude towards long term planning (LTP) of sustainable coastal tourism development (SCTD). 07 items are used to measure long term planning (LTP) of sustainable coastal tourism development (SCTD). Item LTP- 2 was deleted because factor loading was less than 0.7. If factor loading is less than 0.7 then items explain less than 50% of variance. Validity and reliability of the remaining 06 items has been tested with convergent validity, discriminant validity, Cronbach alpha and model fit. Mean of above items varies from 4.02 to 4.09 and std. deviation 0.95 to 1.01. Total mean 4.06 and std. deviation 0.79. There is very negligible variation of mean and std. deviation between 06 items. The above table disclosed that residents have a positive attitude towards long term planning (LTP) of sustainable coastal tourism development (SCTD).

**Table No: 5**

**Local Residents: Factor 4  
 Perceived Economic Benefits (PEB)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Strong contribution to local community	PEB1	439	1.00	5.00	4.066	1.026
Benefits to the industries in local area	PEB2	439	1.00	5.00	4.036	0.981

Good for local communities' economy	PEB3	439	1.00	5.00	4.071	0.961
Diversify the local economy	PEB4	439	1.00	5.00	3.998	0.999
Create new market for local products	PEB5	439	1.00	5.00	4.105	0.981
It brings various new income to local	PEB6	439	1.00	5.00	4.066	0.971
Generate sustainable tax revenue	PEB7	439	1.00	5.00	3.982	1.058
Total			1.00	5.00	4.046	0.781

(Source: Analysis of Residents' Survey Data)

Above factor is utilized for analysing residents' attitude towards perceived economic benefits (PEB) of sustainable coastal tourism development (SCTD). 07 items are used to perceive economic benefits (PEB) of sustainable coastal tourism development (SCTD). Factor loading of all seven items are above 0.7. If factor loading is less than 0.7 then the item explains less than 50% of variance. Validity and reliability of all 07 items has been tested with convergent validity, discriminant validity, Cronbach alpha and model fit. Mean of above items varies from 3.98 to 4.07 and std. deviation 0.96 to 1.06. Total mean 4.04 and std. deviation 0.78. There is very negligible variation of mean and std. deviation between 07 items. The above table disclosed that residents have a positive attitude towards perceived economic benefits (PEB) of sustainable coastal tourism development (SCTD). All seven items are nearly equally rated by residents.

**Table No: 6**

**Local Residents: Factor 5**

**Community Cantered Economy (CCE)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Hire at least 50% employee from local community	CCE1	439	1.00	5.00	3.916	1.174
Receive a fair share to local community	CCE2	439	1.00	5.00	3.934	1.122
Obtain at least 50% goods from local community	CCE3	439	1.00	5.00	3.993	1.044
Contribute good portion of profit to local community	CCE4	439	1.00	5.00	3.957	1.108
Priority of investment give to local community	CCE5	439	1.00	5.00	3.998	1.054
Total			1.00	5.00	3.959	0.915

(Source: Analysis of Residents' Survey Data)

Above factor is utilized for analysing residents' attitude towards community centred economy (CCE) of sustainable coastal tourism development (SCTD). 05 items are used for the community centred economy (CCE) of sustainable coastal tourism development (SCTD). Factor loading of all five items are above 0.7. If factor loading is less than 0.7 then items, explain less than 50% of variance. Validity and reliability of all 05 items has been tested with convergent validity, discriminant validity, Cronbach alpha and model fit. Mean of above items varies from 3.91 to 3.99 and std. deviation 1.04 to 1.17. Total mean 3.95 and std. deviation 0.91. There is very negligible variation of mean and std. deviation between 05 items. The above table disclosed that residents have a positive attitude towards community-centered economy (CCE) of sustainable coastal tourism development (SCTD).

## 6. Results:

- 1) Perceived Social Cost to local community: Residents feel that moderate social cost (mean slightly more than 3) due to coastal tourism development (SCTD). Residents are not too irritated because of coastal tourism (mean 2.96). However, residents feel overcrowded due to coastal tourism (mean 3.40). (Refer table no. 2)
- 2) Environmental Sustainability: Residents feel, positive attitude towards environmental sustainability of sustainable coastal tourism development (SCTD). Mean is 4.03. (Refer table no. 3)
- 3) Long Term Planning: Residents have a positive attitude towards long term planning (LTP) of sustainable coastal tourism development (SCTD). Total mean 4.06. Hence, we can say that residents are satisfied on long-term planning for sustainable coastal tourism development (Refer table no. 4)
- 4) Perceived Economic Benefits to local community: Residents have a positive attitude towards perceived economic benefits (PEB) of sustainable coastal tourism development (SCTD). There are seven items are used. All seven items nearly equally rated by residents. Total mean 4.06. At the core of the resident attitude is the general understanding that the more residents economically benefit from tourism, the more they support tourism. (Refer table no. 5)
- 5) Community Centred Economy: Residents have a positive attitude towards community centred economy of sustainable coastal tourism development (SCTD). Mean is 3.95. Mean is slightly below 4.0, which indicates little bit less satisfaction as compared to other variables. (Refer table no. 6)

## 7. Suggestions:

1. Government should design such policy which decrease perceived social cost of residents and



increase the economical and community centred benefit of sustainable coastal tourism development in Konkan region.

2. Because hospitality would be the core element of product level. Hence, it is not expected, it must have.

3. Policy makers must keenly implement sustainable coastal tourism development plans in such a way that the perceived economic benefits to the residents should be high and during designing and implementing such plan.

4. Policy makers should focus on maximum residents' participation in the decision-making process.

5. Government of Maharashtra should make policy that tourism industry must use maximum extent of resources i.e. Material and human resources. Government must focus on development of Blue Economy.

6. In development of tourism local people is a most important factor. If local people support and participate in tourism activity then coastal tourism in Konkan region will develop rapidly.

#### **8. Conclusion:**

Local people plays important role in coastal tourism management of Konkan region of Maharashtra. If local people involve in tourism activity Konkan tourism will grow up, increase the direct and indirect employment. Local residence in tourism area give assurance to the tourist about safety .Konkan area of Maharashtra will develop in sustainably manner as economic, environmentally, socially and culturally. If tourism is well planned, it help to raise revenue and employment of local residence. Government should draft such policies, which gives maximum benefit to the local residence. Local people will became a main beneficiary of tourism.

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