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## Coastal Tourism Development Perspective; A study of various factors affecting on tourists satisfaction

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### **Abstract:**

*Tourism sector is a service sector contributing to the economic development of India. A coastal line of 7,525 kms, India has immense potential in the coastal tourism segment. Maharashtra had 720 kms long coastal line known as Konkan region. Coastal tourism is a process involving tourists and the people and places they visit, particularly the coastal environment and its natural and cultural resources. The India Ministry of Tourism has analysed coastal/beach tourism as one of the niche segments of tourism. Tourism industry is most emerging industry in India. Tourist is the main stakeholder of coastal tourism industry.*

**Keywords:** *Tourism, Environment, coastal/beach tourism, niche segments, tourism industry*

### **1. INTRODUCTION:**

India is a huge country comprising 29 states and 9 union territories. Therefore, it is very important for India's centralized campaign, "Incredible India" to give all the important information about all the states in their running campaign in which foreign tourists would be actually interested, like, safety tips, current events and happenings, important developments in the states. Maharashtra state is famous for its natural beauty, beaches, backwater, waterfalls, forts, temples, and other tourist attractions. Konkan coastal line are safe, virgin and beautiful, capable of attracting inbound and outbound tourists for the sun, sand and surfing Its Seafood is a fist to the tourists. After recognizing the huge capacity of various forms of tourism in India. The India Ministry of Tourism has analysed coastal/beach tourism as one of the niche segments of tourism. Ocean-based tourism and recreation has produced nearly 25 Lakh direct and indirect employment. Development and merchandising of tourism locations and merchandise, which include coastal and cruise tourism, is overall the obligation of the respective ministry of tourism of the state. However, the Indian Ministry of

Tourism provides financial aid to not only the central government agencies but also to state government agencies (such as MTDC) for improvement of coastal tourism, which include cruise tourism and cruising alongside rivers on receipt of entire proposals underneath the Scheme of 'Assistance to Central Agencies for Tourism Infrastructure Development'.

## **2. STATEMENT OF THE PROBLEM:**

Tourism has grown to be one of the most significant businesses on a worldwide scale, with growth predicted to reach 100% in the next ten years. About 40% of the world's population lives on or near the coast (Burke et al., 2001), and they rely on coastal tourism in addition to their other occupations such as fishing, agriculture, and so on. As a result, tourism in coastal areas is an important source of revenue. Hence, researcher focused on various factors affecting on tourists satisfaction related to coastal tourism. Growth is harmful. Because when we used growth words then you focused on only economic development and ignored remaining aspects such social, cultural and environmental.

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

The prime objectives of the present research study are as follows

1. To study the various factors affecting on tourists satisfactions.
2. To provide suggestions for coastal tourism development in Konkan region.

## **4. HYPOTHESES OF THE STUDY:**

The following null hypotheses have been formulated for the present study.

**H<sub>0</sub>: Tourism infrastructure in Konkan region is inadequate and unsatisfactory.**

## **5. RESEARCH METHODOLOGY:**

### **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 domestic and foreign tourists. The data collected have been presented in structured table followed by text.

### **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, and Maharashtra Tourism Department.

## **6. THE STUDY AREA:**

The researcher has covered five districts of Maharashtra state which is Sindhudurg, Ratnagiri, Raigad, Thane and Palghar district have been selected for research exercise.

### **Sample Size for Tourists:**

In year 2011-12, total 16090585 tourists to 78 beaches located in four districts of

Maharashtra (*Tourism Statistics of Maharashtra*, 2012) . Hence, the researcher had chosen a finite sample size formula for calculating the sample size.

Given that the population is 16090585 (*Tourism Statistics of Maharashtra*, 2012), At 2.25% error /margin then the sample size would be

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

n = the sample size

N = the population (total tourist 16090585)

e = the accepted confidence interval assumed to be 2.25%. (e = 0.0225) at confidence level 95% confidence

$$n = 16090585 / (1 + (16090585)(0.0225)^2) = 1891$$

Hence there was 2008 tourists (more than calulted sample size 1891) selected for this research study.

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

Sample	Sampling 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
Tourist	Non-Probability Sampling Accidental sampling	First meet basis with their willingness to respondent	Not available list/catalog of tourist hence researcher choose non-probability sampling

(Source: Developed for this study)

## 7. DESCRIPTIVE ANALYSIS:

Descriptive analysis is the simple transformation of data in a way that describes essential characteristics such as central tendency, distribution, and variability (Zikmund, 2010).

### 7.1: Descriptive Analysis: Tourist:

The descriptive statistic in terms such as minimum, maximum, mean, standard deviation for each computational variable in the sustainable consumption behaviour of costal tourist the 2008 respondents is detailed below.

**Table No. 2, Factor 1**

**Non-Economic Factor of Sustainable Coastal Tourism Development  
 (NEF-SCTD)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Preserves culture	SCTDCS1	2008	1	5	3.39	1.316
Cultural exchange	SCTDCS2	2008	1	5	3.56	1.189
Quality of local landscape	SCTDCS3	2008	1	5	3.51	1.172
Promote culture	SCTDCS4	2008	1	5	3.60	1.127
Promote local art	SCTDCS5	2008	1	5	3.59	1.153
Sea conservation	SCTDENS1	2008	1	5	3.31	1.307
Care of biodiversity	SCTDENS2	2008	1	5	3.50	1.220
Minimizing waste	SCTDENS3	2008	1	5	3.40	1.208
Pollution free environment	SCTDENS4	2008	1	5	3.51	1.138
Decision making by local community	SCTDSS1	2008	1	5	3.35	1.308
Scheme for local community	SCTDSS3	2008	1	5	3.49	1.207
Improve local infrastructure	SCTDSS4	2008	1	5	3.59	1.157
Social support	SCTDSS5	2008	1	5	3.56	1.181
Awareness of social benefits	SCTDSS6	2008	1	5	3.48	1.201
<b>Total</b>			<b>1.00</b>	<b>5.00</b>	<b>3.4896</b>	<b>.83406</b>

(Source: Analysis of Tourist Survey Data)

14 items are used to measure non-economic factors of coastal tourism development attitude of tourists. Validity and reliability of all 14 items has been tested with EFA and CFA. Mean of above items varies from 3.39 to 3.60 and std. deviation 1.12 to 1.3. Total mean 3.48 and std. deviation 0.83. There is no large variation of mean and std. deviation between 14 items. The above table disclose that tourists have favourable attitudes toward non-economic factors of coastal tourism development. Tourists believe that coastal tourism development should ensure to protect local culture, social and environmental aspects.

**Table No. 3: Factor 2**

**Essential Coastal Tourism Infrastructure (ECTI)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Transportation till midnight	AOF1	2008	1	5	2.79	1.285
Shopping till midnight	AOF2	2008	1	5	2.96	1.305
Recreation till midnight	AOF3	2008	1	5	2.97	1.261
Information center at arrival	IC1	2008	1	5	2.81	1.340
Information center at stay	IC2	2008	1	5	3.08	1.317
Information center at beach	IC3	2008	1	5	2.97	1.280
Condition of sewage	IFC2	2008	1	5	2.90	1.318
Condition of clean water	IFC4	2008	1	5	2.90	1.339
Pub at stay	P1	2008	1	5	2.75	1.288
Pub at beach	P2	2008	1	5	2.98	1.265
Variety of liquor	P3	2008	1	5	3.01	1.187
Total			1.00	5.00	2.9186	.90052

(Source: Analysis of Tourist Survey Data)

11 items are used to measure availability of essential infrastructure at coastal destination points. Validity and reliability of all 11 items has been tested with EFA and CFA. Mean of above items varies from 2.75 to 3.01 and std. deviation 1.18 to 1.34. Total mean 2.91 and std. deviation 0.90. There is no large variation of mean and std. deviation between 11 items. Tourists are not satisfied with the pub availability at stay (hotel) (mean 2.75) item P1. Similarly, tourists are dissatisfied with the availability of transportation at midnight (mean 2.79) item AOF1.

**Table No. 4: Factor 3**

**Tourist Support for Sustainable Coastal Tourism Development (TSSCTD)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
During vacation: don't worry about environment	TSSCTD1	2008	1	5	2.65	1.323
During vacation: don't think about environment	TSSCTD2	2008	1	5	2.78	1.310
During vacation: difficult environmentally friendly vacation	TSSCTD3	2008	1	5	2.91	1.287

During vacation: environment care responsibility of government	TSSCTD4	2008	1	5	2.85	1.275
During vacation: not matter of environment	TSSCTD5	2008	1	5	2.83	1.322
During vacation: sustainability sole responsibility of government	TSSCTD6	2008	1	5	2.84	1.332
During vacation paid for enjoy not for environment	TSSCTD7	2008	1	5	2.75	1.288
During vacation: don't worry about society	TSSCTD8	2008	1	5	2.82	1.284
Total			1.00	5.00	2.8067	1.04564

(Source: Analysis of Tourist Survey Data)

All items are negatively coded hence recording it, except item no. 7. Validity and reliability of all 8 items has been tested with EFA and CFA. Mean of above items varies from 2.65 to 2.91 and std. deviation 1.27 to 1.33. Total mean 2.80 and std. deviation 1.04. The above table indicates that tourists have less support (mean less than 3) toward sustainable coastal tourism development. Above 8 items explained tourist concern about consciousness of environmental sustainability during vacation. Above table indicates that during vacation the highest priority of tourists is enjoyment (TSSCTD7). They think about return on investment in the form of enjoyment and they think less about sustainability of coastal tourism such as conservation of culture, societal benefits, and environment.

**Table No. 5 : Factor 4  
 Core Purpose Behind Tourism (CPBT)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Relax leisure time	CTE1	2008	1	5	3.37	1.441
Peaceful atmosphere	CTE2	2008	1	5	3.82	1.146
Closeness to nature	CTE3	2008	1	5	3.74	1.205
Natural beauty	CTE4	2008	1	5	3.92	1.092
Sight-seeing	CTE5	2008	1	5	3.54	1.278
Cultural exchange	C1	2008	1	5	3.45	1.329
Cultural heritage	C2	2008	1	5	3.71	1.169
Variety of landmark	C3	2008	1	5	3.72	1.129
Total			1	5.00	3.6615	.87050

(Source: Analysis of Tourist Survey Data)

Above all 8 items has been tested with EFA and CFA. Mean of above items varies from 3.37 to 3.92 and std. deviation 1.09 to 1.32. Total mean 3.66 and std. deviation 0.87. As we know tourism, the act and process carried out away from home involves spending time in pursuit of relaxation, recreation, and pleasure, while utilizing commercial services to fulfil predefined goals. Peaceful atmosphere (CTE2) and natural beauty (CTE4) are the highest rating, which indicates that tourists are satisfied with peacefulness and sea beauty during coastal tourism.

**Table No. 6: Factor 5  
 Value for Money (VFM)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Price of accommodation	VFM1	2008	1	5	3.25	1.376
Price of shopping	VFM2	2008	1	5	3.38	1.327
Price of tour package	VFM3	2008	1	5	3.40	1.311
Price of transportation	VFM4	2008	1	5	3.37	1.281
Price of food at stay	VFM5	2008	1	5	3.39	1.285
Price of seafood at stay	VFM6	2008	1	5	3.18	1.325
Price of seafood at outside	VFM7	2008	1	5	3.16	1.328
Total			1.00	5.00	3.3031	1.01855

(Source: Analysis of Tourist Survey Data)

Above all 7 items has been tested with EFA and CFA. Mean of above items varies from 3.16 to 3.40 and std. deviation 1.28 to 1.37. Total mean 3.30 and std. deviation 1.01. Tourists feel that they are a good value for money in the tourism package . Hence tourist companies/ agencies keep a low margin on tourism packages and focus on tourist satisfaction. Tourists feel that they are not getting value for money for seafood outside the stay (VFM7). It may happen because local food restaurants adopted price discrimination strategy hence, they are charged differently to local people and tourists. Even though tourists feel that they are not getting value for money for seafood at the stay also (VFM6). As we known, Seafood is the unique selling proposition of coastal tourism hence it may be purposefully tagged with high price.

**Table No. 7: Factor 6  
 Policy Framework (PF)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Development policy by Maharashtra Govt.	PF1	2008	1	5	3.03	1.284

Development policy by MTDC	PF2	2008	1	5	3.20	1.222
Development policy by local government	PF3	2008	1	5	3.16	1.184
Total			1.00	5.00	3.1279	1.02282

(Source: Analysis of Tourist Survey Data)

Mean of above items varies from 3.03 to 3.20 and std. deviation 1.18 to 1.28. Total mean 3.12 and std. deviation 1.02. The most important aim of tourist policy is to combine the economic, political, cultural, social and intellectual advantages of tourism with place, people and countries to improve global quality of life and provide the groundwork for peace and prosperity. Tourists feel that the Maharashtra government is up to mark (mean 3.03).

**Table No. 8 : Factor 7**

**Hospitality (H)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Courtesy- Staff	H1	2008	1	5	3.34	1.307
Trustworthiness- staff	H2	2008	1	5	3.56	1.194
Responsiveness- Staff	H3	2008	1	5	3.51	1.192
Attitude toward female- staff	H4	2008	1	5	3.59	1.166
Courtesy- Localities	H5	2008	1	5	3.56	1.194
Trustworthiness- Localities	H6	2008	1	5	3.53	1.211
Responsiveness – Localities	H7	2008	1	5	3.56	1.173
Attitude toward female- Localities	H8	2008	1	5	3.55	1.176
Total			1.00	5.00	3.5263	.91626

(Source: Analysis of Tourist Survey Data)

Mean of above items varies from 3.34 to 3.59 and std. deviation 1.16 to 1.30. Total mean 3.52 and std. deviation 0.91. Hospitality is the relationship between a guest and a host, in which the host extends an amount of goodwill, including the reception and entertainment of guests, visitors. Above table clearly indicates that coastal tourists in Maharashtra are satisfied with hospitality provided by hotel staff as well as residents (total mean 3.52). Items H1 to H4 shows that hotel managers and staff are to ensure that tourists' feel warm, safe, and welcoming at the hotel. Items H5 to H8 shows that residents are to ensure that tourist's feel safe and pleasant at coastal destinations.



**Table No. 9 : Factor 8**

**Economic Factor of Coastal Tourism Development (EF-CTD)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Demand for local product	SCTDES2	2008	1	5	3.65	1.173
Promote local business	SCTDES4	2008	1	5	3.63	1.129
Push to local economy	SCTDES6	2008	1	5	3.54	1.184
Total			1.00	5.00	3.6066	1.01645

(Source: Analysis of Tourist Survey Data)

Validity and reliability of all 3 items has been tested with EFA and CFA. Mean of above items varies from 3.54 to 3.63 and std. deviation 1.12 to 1.18. Total mean 3.60 and std. deviation 1.01 there is no large variation of mean and std. deviation between 3 items. The above table disclosed that tourists believe that coastal tourism development is good for boosting the local economy and business.

**Table No. 10 : Factor 09**

**Amenities (A)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Mobile connectivity at stay	A1	2008	1	5	3.23	1.324
Money exchange at stay	A2	2008	1	5	3.12	1.344
Internet connectivity at stay	A3	2008	1	5	3.38	1.220
Mobile connectivity at beach	A4	2008	1	5	3.42	1.183
Internet connectivity at beach	A6	2008	1	5	3.32	1.239
Total			1.00	5.00	3.2960	.94324

(Source: Analysis of Tourist Survey Data)

Validity and reliability of all 5 items has been tested with EFA and CFA. Mean of above items varies from 3.12 to 3.38 and std. deviation 1.18 to 1.34 Total mean 3.29 and std. deviation 0.94. Amenities of money exchange are least important nowadays because various platforms of money exchange such as google pay, BHIM etc. make easy transactions of money. Nowadays people are habitual with social media. Hence, mobile and internet connectivity at every movement matters a lot. Above table confirms these facts.

**Table No. 11: Factor 10**

**Security of Tourist (S)**

Items (i.e., statements)	Items code	N	Min	Max	Mean	S.D.
Security at stay	S1	2008	1	5	2.96	1.363
Security at beach	S2	2008	1	5	3.16	1.309
Security during travel	S3	2008	1	5	3.14	1.252
Total			1.00	5.00	3.0861	1.08813

(Source: Analysis of Tourist Survey Data)

Validity and reliability of all 3 items has been tested with EFA and CFA. Mean of above items varies from 2.96 to 3.16 and std. deviation 1.25 to 1.36. Total mean 3.08 and std. deviation 1.08, there is no large variation of mean and std. deviation between 3 items. The above table disclose that tourists are a little bit dissatisfied toward security provided at stay (mean 2.96).

**One Sample t-test:**

H<sub>0</sub>: Tourism infrastructure in Konkan region is inadequate and unsatisfactory.

**Table No: 12**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Essential coastal tourism Infrastructure	2008	2.9186	.90052	.02010

**Table No: 13**

**One-Sample Test**

	Test Value < 3					
	t	df	Sig. (One tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Essential coastal tourism Infrastructure	-4.052	2007	.000	-.08143	-.1208	-.0420

Note: H<sub>1</sub> < population mean < 3 (Source: Analysis of Tourist Survey Data)

One-sample t -test was run to assess coastal tourist perception toward essential coastal tourism infrastructure is satisfactory ( $>3$ ). Left side one tailed one-sample t- test was used for this. The descriptive statistics showed that 2.91 is the average mean of the sample and 0.90 is the standard deviation. The result shows that Tourism infrastructure in Konkan region is inadequate and unsatisfactory ( $<3$ ). Hence, researcher reject the null hypothesis and alternative accepted. Hence, we can say that Tourism infrastructure in Konkan region is inadequate and unsatisfactory ( $<3$ ).

## 8. Conclusion:

Tourists believe that coastal tourism development should ensure to protect local culture, social and environmental aspects. Tourists are dissatisfied with the availability of transportation at midnight. Tourist think about return on investment in the form of enjoyment and they think less about sustainability of coastal tourism such as conservation of culture, societal benefits, and environment. Those tourists are satisfied with peacefulness and sea beauty during coastal tourism. Seafood is the unique selling proposition of coastal tourism hence it maybe purposefully tagged with high price. That tourist's feel safe and pleasant at coastal destinations. Tourists believe that coastal tourism development is good for boosting the local economy and business. Tourists are a little bit dissatisfied toward security provided at stay.

## 9. Suggestions:

Tourist is the main stakeholder of tourism industry. Tourism generate revenue of local people. Tourists are dissatisfied with the availability of transportation at midnight, so transport facility should provide to the tourist whenever required. Seafood is the main attraction of the tourist so at reasonable rate hotelier should provide seafood to the tourist. Government and local tourism authority should develop powerful security to the tourist at site and stay. Konkan is a beautiful area, but lack of infrastructural development. Government of India and state tourism authority should develop excellent infrastructure and amenities in Konkan region of Maharashtra for coastal tourism development. Government authorities should protect coastal tourism development and ensure to protect local culture, social and local environment. Local food restaurants adopted price discrimination strategy hence; they are charged differently to local people and tourists. Price equalisation policy should adopted by the shop owner and hotelier for attracting more coastal tourist in Konkan region of Maharashtra.

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