"IMPACTS OF BEACH TOURISM ON RURAL DEVELOPMENT: A CASE STUDY SELECTED BEACHES OF RAIGAD DISTRICT" (MAHARASHTRA)

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Abstract

Tourism is the most useful human occupation that is helpful for the regional development. Tourism Industry in India is one of the most developing industries in the country and contributes substantially to foreign exchange earned. With the support of tourism development, it is possible to increase the income status of the rural folks who run their living mostly from farming and possible to increase the social life conditions. To reduce the unemployment in rural area, rural population can be integrated with the tourism activity. Perception of local people is very important to understand effects of tourism on local development. So here, Nagaon, Kashid and Diveagar beach tourist destinations (villages) have been selected for study purpose.

 Keywords: Beach tourism, Local People, Rural development.

Introduction:-

  According to the national tourism policy, tourism should be directly helpful to local people. It becomes essential to know the opinions of local people about the effect of tourism on overall development of villages near tourist destinations. The opinions of local people has been beneficial method to understand tourism impact on local population as well as it is an important tool for making policy for effective tourism development (Ap,1992). Several scholars like Potdar (2003), Ramotra and Potdar (2009), Konde (2015), Gadhe (2015), etc. have carried out perception-based study to identify effect of tourism on local people.

        The Raigad district has an enormous potential for develop the tourism industry because of geographical features likes coastal location, creeks, tidal inlets and beaches, water bodies and waterfall as well as ancient forts and religious temples Pimple (2014). There are 24 Beaches like Alibag, Mandava, Kihim, Akshi-Nagaon Kashid, Murud, Diveagar, Shrivardhan, Harihareshwer etc are playing a vital role in Beach tourism.

Objective: -

        Major objective of the study is to assess the Physical and Economic impacts of beach tourism activity on selected villages in Raigad district and suggest the appropriate planning for development of tourism in study region.

Study Region: -

  Three beaches viz. Nagaon from Aibag tehsil, Kashid from Murud tehsil and Diveagar from shrivardhan tehsil have been selected for present study.

Methodology: -

        The study has mainly based on first hand data. The enquiry about approach of local people regarding physical and economic influence of tourism on the sample villages has been completed by using set of structured questionnaire. About 95 local people from each village (i.e. Nagan, Kashid and Diveagar) were randomly selected for study. The answer of every question was ranked on five points "Likert scale" ranging from 1 to 5. The answers are ranked like 1 for strongly disagree, 2 for disagree, 3 for undecided, 4 for agree and 5 for strongly agree. Here, it must be noted that the further analysis is

based on the answers given by concerned person. The result thus obtained may be based on the assumption that the respondents give correct answers. Subsequent discussion may be useful to understand the method.

Discussion

1. **Standardization of Questionnaire for Perception of Local People:**

To know the views of host peoples about the impacts of beach tourism, a questionnaire was developed, it was based on the questions associated to their day-to-day life in relation with the tourism. Standardization process was used develop the psychometric properties for further applications of the questionnaire. At the first stage for developing the structure of questionnaire, Explanatory Factor Analysis technique was used to moderate the data and to get meaningful result from the existing work. Factor analysis is an interdependent technique whose major purpose is to define underlying structure among the variables in the analysis (Hair, Black, Bobbin, Anderson & Tatham, 2006).

Prior to conducting factorial analysis firstly, KMO and Bartlett's test was done. The Kaiser-Meyer-Olkin Measure of sampling adequacy was obtained as 0.727 and the Bartlett's test of Sphericity was calculated as $\chi^2 = 768.142, <0.001, df = 171$. The value of χ^2 shows that the data was appropriate for further analysis. The Scree Plot showed (Figure 01) primarily three-factor solution, but as the three factor solution was not fitted well, the two factor solution was used by operating Principal Component Analysis as extraction method along with Quartimax with Kaiser Normalization as rotation method.

Figure: 01 - Scree Plot of perception of local people.
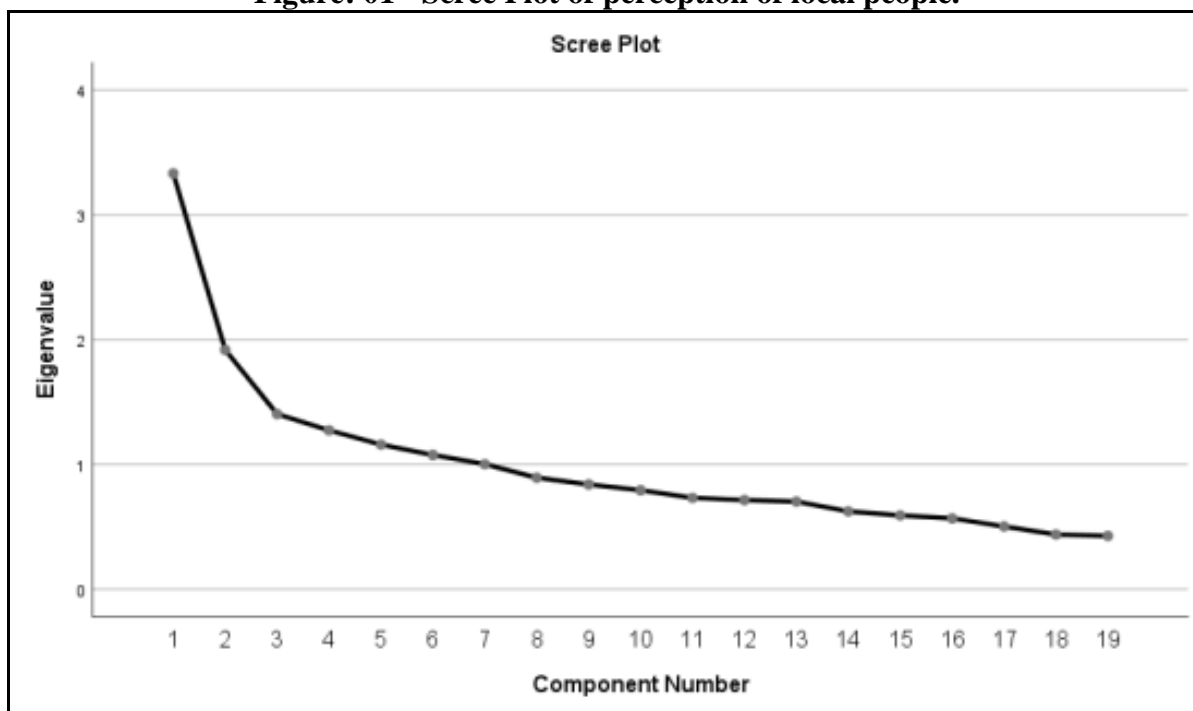
The table (Table no 01) showed rotated component matrix solution for two factors named as Economic aspect and Physical Aspect.

Table No: 01 - Rotated Component Matrix for Perception of Local People.

Statement	Economic aspect	Physical aspect
Q18 Increase in number of hotels/shops	.689	
Q17 commercial approach of local people	.566	
Q7 Growth in price of home and land	.547	

Q2 Increase in household income	.537	
Q11 Increase in demand of labourer	.526	
Q6 Opportunity for business / job	.517	
Q10 Increased in prices of goods and services	-.514	
Q3 Opportunity for shopping	.431	
Q14 Rental houses as a source of income	.404	
Q20 Behiviour of tourists	.247	
Q9 Status of sewage and sewage disposal		.726
Q8 Pure and optimum supply of drinking water		.673
Q4 Overcrowding and Congestion		.502
Q5 Status of pollution (Noise, Air and water)		.456
Q12 Strain on public utility services		-.427
Q13 Quality of road condition		-.391
Q15 Reduction of open land around the beach		-.390
Q19 Development of basic infrastructure facility		.381
Q16 Need of separate space for parking		-.325

Source: Field Survey

After getting factor analysis i.e. derived two aspects i.e. Economic aspect and Physical aspect descriptive, statistics (M & SD) and percentiles were computed to develop percentile norms for further analysis as displayed in the table (Table no 02).

Table No: 02 - Descriptive Statistics and Percentile Norms for Questionnaire for Perception of Local People (N= 285).

		Economic Aspect	Physical Aspect	Total
Mean		37.69	29.96	67.66
Std. Error of Mean		.206	.175	.288
Median		38.00	30.00	68.00
Mode		39	31	69
Std. Deviation		3.477	2.960	4.854
Percentiles	1	29.00	20.86	56.00
	10	33.00	26.00	61.60
	20	35.00	28.00	64.00
	25	36.00	28.00	64.00
	30	36.00	29.00	65.00
	40	37.00	29.00	66.40
	50	38.00	30.00	68.00
	60	39.00	31.00	69.00
	70	39.00	32.00	70.00
	75	40.00	32.00	71.00
	80	40.00	32.00	72.00
	90	42.40	34.00	74.00
	99	46.00	36.14	78.14

Source: Field Survey

2. **Group Differences**:

To get beach wise group differences on perception of local people, simple Analysis of Variance (ANOVA) technique has been carried out in which beach is used as Independent variables and scores on

Economic Aspect, Physical Aspect and Total score on perception of local people were treated as Dependent variables. The (Table 03) shows beach wise descriptive statistics. The next table 04 shows the results of ANOVA. The obtained values as presented in the table can be interpreted that all the three tourist destinations i.e Nagaon, Kashid, and Diveagar are significantly differed in Economic Aspect [F = (2, 284) 3.304, p < 0.05]; Physical Aspect [F = (2, 284) 8.516, p < 0.01]; and Total score [F = (2, 284) 9.374, p < 0.01]. As the results of ANOVA are significant the post hoc comparisons were done by using Least Square Difference (LSD) and the results were tabulated in subsiding table (Table 05).

Table No: 03 - Beach Wise Descriptive Statistics for Questionnaire for Perception of Local People

Aspect	Beaches	N	Mean	SD	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Economic Aspect	Nagaon	95	36.99	3.651	.375	36.25	37.73
	Kashid	95	37.83	3.494	.358	37.12	38.54
	Diveagar	95	38.25	3.186	.327	37.60	38.90
	Total	285	37.69	3.477	.206	37.29	38.10
Physical Aspect	Nagaon	95	28.97	2.769	.284	28.40	29.53
	Kashid	95	30.49	2.543	.261	29.98	31.01
	Diveagar	95	30.43	3.290	.338	29.76	31.10
	Total	285	29.96	2.960	.175	29.62	30.31
Total score	Nagaon	95	65.96	4.824	.495	64.98	66.94
	Kashid	95	68.33	4.294	.441	67.45	69.20
	Diveagar	95	68.68	5.003	.513	67.67	69.70
	Total	**285**	**67.66**	**4.854**	**.288**	**67.09**	**68.22**

Table No: 04 - Result of ANOVA for Questionnaire for Perception of Local People.

		Sum of Squares	df	Mean Square	F
Economic Aspect	Between Groups	78.596	2	39.298	3.304*
	Within Groups	3354.232	282	11.894	
	Total	3432.828	284		
Physical Aspect	Between Groups	141.691	2	70.846	8.516**
	Within Groups	2345.958	282	8.319	
	Total	2487.649	284		
Total score	Between Groups	417.060	2	208.530	9.374**
	Within Groups	6273.242	282	22.246	
	Total	**6690.302**	**284**		
Note: N = 285; * = p < 0.05, ** = p < 0.001.					

Table No: 05 - Results of LSD for Multiple Comparisons

Dependent Variable	(I) Beach Name	(J) Beach Name	Mean Difference (I-J)
Economic Aspect	Kashid	Nagaon	.842
	Diveagar	Nagaon	1.263*

	Diveagar	Kashid	.421
Physical Aspect	Kashid	Nagaon	1.526*
	Kashid	Diveagar	.063
	Diveagar	Nagaon	1.463*
Total Score	Kashid	Nagaon	2.368*
	Diveagar	Nagaon	2.726*
	Diveagar	Kashid	.358
Note: N = 285; * = p < 0.05.			

The obtained values clearly show that Economic Aspects at Diveagar beach have higher scores as compared to Nagaon. This means that beach resorts and other facilities (economic aspects) are better at Diveagar than that of Nagaon. As far as, Physical Aspects are concerned, Kashid and Diveagar have higher scores as compared with that as Nagaon.

This may be interpreted that physical facilities and scenery at both the beaches are better than that at Nagaon according to the perception of local people.

Similarly, on Total Score of Kashid and Diveagar have higher scores as compared to Nagaon. This means that, Kashid and Diveagar have better economic and physical facilities than those at Nagaon. Thus, the statistical exercise carried out here may be useful to understand differential nature of tourists destinations under study although they appear to be same during rapid appraisal.

Suggestion for Tourism Development

As per the perception of local people and the principles of ecotourism, following some suggestion was made for tourism development they are listed below:

i) The local people are expected to be involved in the planning according to and tourism policy. The planning has to define the rates of services like accommodation, food, entertainment, etc. would be uniform and transparent.

ii) Most of the beaches in the district are located in the rural area. The tourists are coming from urban areas. Therefore, it is necessary to have basic infrastructural facilities on the beach like separate parking space, internal roads within the villages, sign boards related to safety and road directions. Seating benches and lights on the beach at night time and public sanitation facilities, such as urinals, bathrooms, changing room, etc. should be developed on the beach. There are changing rooms at Kashid beach but they are not upto the average standard.

iii) Conservation of culture, traditions and heritage is the major objective of ecotourism. Therefore, it is suggested to plan festivals related to their traditions. There are such celebrations already. However, they have to be improved to attract business.

iv) The entry fees or environmental tax should be collected from the four wheelers at the entry point of the beach. The collected amount should be used for cleaning operating and regular maintenance of the beach.

v) The local food and beverage (seafood, Modak, Solkadi, Kokam, etc.) should be promoted through organizing food festivals. Handicrafts made up of coconuts shell, leaf, seashells, etc. are promoted through exhibitions.

vi) Health, practices such as spas, naturopathy, meditation, healthcare, etc. should be promoted along with beach tourism.

vii) To increase the tourism activity promotions of local folk arts like Koli dance and Koli song by organizing cultural events on the beach. Our traditional festivals such as Ganapati, Holi, Dusssara, Diwali, Kite festival etc. should be celebrated traditionally on a large scale. It will help to promote tourism activity and conserve the local culture.

viii) Trained and permanent life guards should be appointed at all the beaches from the local authority with sizeable number. Facility of watch towers, search light and loud speaker etc. should be made available at the beach side.

ix) Most of the beaches should be declared as "Zero- waste" sites. Therefore, the agencies are advised to development of this awareness among their clients. Plastic wrappers should be brought back and only biodegradable waste may be collected at the sites. Hazardous waste must be avoided and hence tourist should take back the waste materials like used bottles, thermacols, etc.

x) Awareness and training campaign for both the locals and tourists for better ecotourism development through poster, workshop, as well as course of tourism management by pass road should be built to reach directly to the beach rather than going through the narrow roads within the villages.

xi) The proper execution of CRZ regulations is necessary while of developing tourism infrastructure like constructions of hotels, resorts, etc. for protecting the beach environment. The policies should be clearly designed in this direction.

xii)

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