



A Study on Perception of Local Community towards Beach Tourism: With Reference to Dakshina Kannada District

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Abstract:

Tourism is the development of cultural values and beliefs through meeting new people and exchanging ideas. On the one hand, tourism may support the growth of infrastructure facilities, enhance the standard of living of the native population, and encourage intercultural understanding. Beach tourism in Dakshina Kannada attracts a lack of visitors every year. The growth of beach tourism is closely related to the involvement of residents in beach tourism activities. The study aims to find out the perception of the local community towards beach tourism in Dakshina Kannada District. The main aim of the study is to find out the factors influencing beach tourism, the challenges faced by beach tourism, and the benefits of beach tourism to the local people. This study used simple random techniques and data were collected by using a structured questionnaire for a sample size of 100 respondents. The findings of the study reveal that the majority of the local community people prefer beaches for their enjoyment purposes and various factors such as security measures, maintenance, benefits, and infrastructural facilities are influencing the preference of local people. The study concludes that government and local people's involvement is needed for the development of beach tourism in Dakshina Kannada District.

Keywords: Beach tourism, Local Community, Beach activities, Benefits

Introduction:

Beach tourism is one of the fastest-growing types of tourism, where visitors may experience and take in the sea, sun, and sand. The growth of beach tourism is closely related to the involvement of local residents in beach tourism activities. Beach tourism has both positive and negative effects on the local communities, benefiting them in some ways while also having a disastrous impact in others. The perception of local populations towards beach tourism was the main subject of this study. The study was carried out in Karnataka's Dakshina Kannada District.

Tourism is the development of cultural values and beliefs through meeting new people and exchanging ideas. On the one hand, tourism may support the growth of infrastructure facilities, enhance the standard of living of the native population, and encourage intercultural understanding. On the other hand, it could have negative effects including linguistic and cultural differences, effects of demonstrations, health problems, increased crime, transportation congestion, crowded conditions, stress, annoyance, host-guest conflicts, sustainability challenges, etc. Other problems include the displacement of people for the growth of tourist facilities and the neglect of non-touristy areas when development is concentrated in one location. Dakshina Kannada's beach tourism brings in millions of tourists each year. Beach tourism in the area is still mostly

unexplored, despite the district administration's and political leaders' best efforts and guarantees. For instance, the Panambur Beach Tourism Development Project has been ongoing for a number of years, yet the beach area it encompasses lacks respectable restaurants and restrooms. Of all the beaches in the coastal zone, Panambur Beach is without a doubt the most popular with tourists, drawing at least 20,000 people a week on average. During the holidays, the number rises. Tannirbavi, Chitrapura, Someshwara, Sasihitlu, and Surathkal are some of the other well-liked beaches.

The socioeconomic growth of the local populations in and around the destination is facilitated by beach tourism. However, the fundamental issue with beach tourism that has to be resolved is the conflict between the benefits tourism brings to the economy as a whole and the socio-environmental tensions that are forming as a result of the beach tourist industry's exponential growth in a particular location. In coastal destinations, the effects on the environment's flora and fauna, cultural identity and values, and trash production have a significant impact on both hosts and visitors. For individuals who depend on their beaches for a living, fishing, lodging, and other coastal activities for a living, it would cause issues. Many coastal communities rely on their proximity to the ocean to draw visitors who contribute significantly to their yearly income. The vast majority of local populations in beach resort areas contributed

significantly to the expansion and growth of beach tourism. This study concentrated on the perspective of local communities towards beach tourism as well as their participation in beach tourism activities.

Review of Literature:

- 1) The ideal beach, according to **Espejel et al. 2007**, should be sandy with shallow water, pleasant temperature, no dangerous animals, clean sand and water, and no foul odours. It should also be safe with access to basic infrastructure and services like lifeguards, bathrooms, shade, security, and small shopping areas.
- 2) **Roca (2008)** in their study six beaches in Spain were studied for public perceptions of beach quality and beach occupancy. Physical and morphological, environmental, facilities services, image, and comfort quality factors were split into four general categories. In the physical and morphological group, characteristics of the sea, sand, beach proportions, and the presence of waves, wind rocks, were analysed. Environmental elements include the presence of things like trash and trash cans, toilets and showers, rain runoff, flora, fish and oil on water or beach, noise, and animals. The subcategories of the amenities and services category included restrooms, deckchairs, eateries, lifesaving apparatus, walkways, beach and water game facilities, parking lots, and access. Finally, under the category of image and comfort, the quality of the landscape, beach comfort, quality/price ratio, and crowdedness were investigated.
- 3) Research by **Marin et al. (2009)** was also conducted in Italy to determine how beachgoers perceived the importance of several variables, including how clean the beach and the water were. Beach quality and safety were rated as good by the majority of responders. The availability of recreational activities was rated as bad by the majority of respondents, who believed that the water quality was adequate. Crowding and the associated loudness were also highly perceived.
- 4) **Dr. Fency Sivadasan (2018)** In the Malaysian state of Sarawak, this essay attempts to analyze and investigate the expansion of beach tourism and its effects on the local populations. This study focuses primarily on the degree of local communities' participation in beach tourism, the community perspective, the influence of beach tourism on communities, the degree of community satisfaction, and the impact of beach tourism on the Damai and Santubong beach locations. The significance of this study's findings provides planners and state policymakers with invaluable advice on how to create a sustainable tourism strategy for the beach resorts of Damai and Santubong in Sarawak.
- 5) **Felix Picken (2018)** stated that one of the earliest contemporary forms of travel is beach travel, which is a mainstay of the travel sector. When it comes to coastal resorts, this type of tourism is frequently thought to be a natural byproduct of people's inexorable pull to the beach, but in reality, leisure and tourism are integral to the development of beaches' allure. The beach practically defines the elements of contemporary tourism as a resort-style destination. This is partially because the beach's reputation as a desirable recreational area didn't emerge until the 19th century, when it gradually underwent a rebirth as a coastal resort and recreational haven, dispelling fears of danger and strangeness.
- 6) A study by **Proshanta Kumar Ghosh (2018)** used interactive community assessments to evaluate the current state of beach-dependent tourism and its long-term effects on beach sustainability. To protect itself from the carnage wreaked by the consumerist urban-industrial culture, it was discovered that the coastal community of Kovalam, which straddles the precipice between survival and destruction, needed more efforts like this from all facets of society.
- 7) **SR Soumya (2018)** in this study, the host community of Cherai, a well-known beach tourist resort in Kerala, will have its economic impact on beach tourism analyzed. The study concluded that efforts to enhance tourism in Cherai had both beneficial and negative effects on the local economy. It has helped the host community of Cherai in terms of income creation, female employment generation, better living conditions, greater land values, and infrastructure facilities.
- 8) According to **Sanath Kumar K et al. 2020**, the range of beach management approaches has increased recently, but a complementing bottom-up perspective that takes beach users' preferences and needs into account is still lacking. The Top 10 Beaches in the Udipi and Dakshina Kannada districts served as the site for this case study. In addition to examining beachgoers' favorite activities and reasons for selecting particular beaches in Udipi and the Dakshina Kannada District, the paper focuses on how beachgoers perceive characteristics of beach quality and crowding.
- 9) **Setyoputri Siti Astariningsih (2020)**, explains that the tourism industry is quickly expanding. Beaches are tourist locations because of their natural beauty, pleasant climate, terrain, culture, and management of traditions. Beach tourism is an example of natural, social, and economic

resources. The beach's natural environment is a key aspect of beach tourism. Sand, waves, safety, and vistas are all beach-related. The purpose of this study is to ascertain the visitor preferences for and the attractiveness of beach tourism venues in Kebumen Regency (including site attractions, event attractions, supporting amenities, and accessibility).

- 10) **Kang Myunghwa (2020)** Beaches are well-liked outdoor destinations for tourists' holidays and leisure time, and they are crucial tourism resources for the development of local tourism industries. The beach coastal ecosystem is significantly impacted by the demand from beach tourism, which harms both the ecological situation and the recreational experience of visitors. This study aimed to compare the similarities and differences in beach quality between evaluation criteria from questionnaire surveys and those from tourist online review analysis on social media. Its ultimate goal was to suggest measurement criteria for beach quality and prioritizes based on beach visitors' perceptions and attitudes as expressed in reviews on social media.

Research Gap:

This study is distinct from all other studies when compared to the earlier investigations. As a result, the researcher determined the important variables that would be examined in this research activity and rationally constructed the theoretical gap in the studies. This study focuses on how the local community in the Dakshina Kannada District views beach tourism. Researchers haven't contributed much in the previous studies, which is similar to the proposed study. The research has been conducted in places including Kerala, Malaysia, the United States, Karnataka, etc. However, there hasn't been much study on this particular subject in Dakshina Kannada. The researcher is attempting to learn how the local community views beach tourism in this planned study.

Hypothesis:

H1: There is a positive attitude toward beach tourism for the local community.

H2: Most of the visitors preferred the cleanliness and safety of beach tourism.

Data Analysis and Interpretations:

H3: The development of beach tourism will positively affect the local population.

Statement of the problem:

Dakshina Kannada District is a coastal district that draws many of tourists from all across the nation. Dakshina Kannada is home to some of the world's most popular tourist destinations including beaches. The famous beaches in Dakshina Kannada include Panambur, Someshwara, Ullal, Tannirbhavi, Sashihitlu, Kaup, Maravanthe, and Malpe beach. With relation to the Dakshina Kannada District, the stated problem of the study is to throw light on how the local community perceives beach tourism.

Objectives

- 1) To assess the level of satisfaction experienced by visitors to the beaches in the Dakshina Kannada district
- 2) To examine the factors which influence perceptions of the local community towards beach tourism.
- 3) To study the effect of the development of beach tourism on the local population.
- 4) To analyze the preferred activities of local communities on different beaches in Dakshina Kannada District.

Research Methodology:

The present study is undertaken in Dakshina Kannada district to know the perception of the local community towards beach tourism and beach activities. The secondary data is collected from various journal articles and websites. The data is collected and further tabulated in percentage. From the analysis carried out, the findings are drawn and necessary suggestions are given. The primary data is collected from 100 respondents on a convenience basis sampling with the help of a structured questionnaire.

The sample is selected in such a way that it includes the respondents from the local people who are residing near the beaches. There are several beaches in Dakshina Kannada. But the data was collected from a few of them like Thannirbhavi, Malpe, Panambur, Maravante beaches. Hence, the sample is the representative of population and an unbiased mix of all factors.

Table No 1 Demographic details of Respondents

		No. of Respondents	Percentage (%)
Gender	a) Male	56	56
	b) Female	44	44
Age	a) Below 20	28	28
	b) 21-30	16	16
	c) 31-40	24	24
	d) 41-50	18	18
	e) Above 51	14	14
Educational level	a) Primary	12	12
	b) High school	20	20

	c) PUC/+2	20	20
	d) U.G	30	30
	e) P.G	16	16
	f) Other	2	2
Occupation	a) Student	32	32
	b) Business	14	14
	c) Private employee	19	19
	d) Government employee	10	10
	e) Others	25	25
Income Composition	a) Below 5000	32	32
	b) 5001 – 15000	12	12
	c) 15001 – 25000	16	16
	d) 25001 – 35000	10	10
	e) 35001 – 45000	11	11
	f) 45001 – 55000	5	5
	g) Above 55000	14	14

Source: Survey data

Data Interpretation & Analysis:

It is evident from the above table that 54% were males and 44% were females. The studies show that 28% of the visitors are in the age group below 20, and 24% are in the age group of 31 – 40. Only 14% of the respondents are in the age of above 51. An analysis of the data in the above table interprets that 30% of the respondents are graduates, and 20% of the respondents are qualified for high school and PUC levels of education. 16% of the people are post-graduated. Most of the students

(32%) are visiting the beaches in Dakshina Kannada district. The above data shows that 19% of the private employees and 10% of the government employees are preferred beaches for their enjoyment. 32% of the respondents fall under the category of below 5000 income level group, and 16% fall under the category of between 15001-25000 income. The data shows that the majority of the low-income people are visiting the beaches in Dakshina Kannada.

Table No: 2 Preference of respondents towards various beaches

		No. of Respondents	Percentage (%)
Beaches	Tannirbavi, Chitrapura,	18	18
	Someshwara, Sasihitlu	10	10
	Panambur	12	12
	Kodical Beach	22	22
		28	28
Total		100	100

Source: Survey data

Data Interpretation:

The above table shows that most of the people (28%) preferred to go to Panambur beach as their tourist destination. Only 10% of the

respondents preferred a Kodical beach for their enjoyment. It means that Panambur Beach attracted most of the local communities.

Table No: 3 Enjoyment of the respondent on the beach

		No. of Respondents	Percentage (%)
Enjoyment at Beach	Strongly Disagree	10	10
	Disagree	18	18
	Neutral	24	24
	Agree	29	29
	Strongly agree	19	19
Total		100	100

Source: Survey data

Data Interpretation:

The above table shows that most respondents agree that the beaches are one of the

places of enjoyment. Only a few, 10% of the respondents strongly disagreed that beaches are a place of enjoyment.

Table No: 4 Partners for the Beach Visit

		No. of Respondents	Percentage (%)
Partners in the beach visit	Self	24	24
	With family	12	12
	Friends	45	45
	Relatives	10	10
	Colleagues	9	9
	Others	0	0
Total		100	100

Source: Survey Data

Data interpretation:

The above table indicates that local community people's preference towards beaches is based on their travel partners. It is clear from the above table that 45% visit the beach along with their

friends, 12% visit with their family, 24% visit individually, 9% along with their colleagues, and 10% with their relatives. This means that most of the respondents are enjoying beach tourism with friends.

Table No: 5 Respondents' Duration of Settlement in the Community

	No. of Respondents	Percentage (%)
Less than 1 year	22	22
2 - 4 years	40	40
5 – 7 years	21	21
8 – 10 years	9	9
More than 10 years	8	8
Total	100	100

Source: survey data

Data interpretation:

It is clear from the above table that 40% of the respondents are staying there for more than 2 - 4 years, 22% are living there for less than 1 year, 21%

settled there for about 5-7 years, 9% are living there for 8 to 10 years and 8% are living there for more than 10 years.

Table No: 6 Importance of safety and security measures

	No. of Respondents	Percentage (%)
Yes	92	92
No	8	8
Total	100	100

Source: Survey Data

Data Interpretation:

The above data shows that the preference towards beach tourism is influenced by the safety

and security measures adopted on the beaches. 92% of the respondents agreed that they gave more importance to the safety measures.

Table No: 7 Benefits of the beach tourism

	No. of Respondents	Percentage (%)
Economic benefit	35	35
Social benefit	30	30
Health improvement	5	5
Cultural benefit	10	10
All	20	20
Total	100	100

Source: Survey Data

Data Interpretation:

The above table indicates that beach tourism provides various benefits to the local community. 35% of the respondents got economic

benefit from the beach tourism. 30% of the respondents got social benefits, and 20 % of the respondents got overall benefits from beach tourism.

Table No 9 Involvement in Beach Activities

	No. of Respondents	Percentage (%)
Strongly Agree	18	18
Agree	28	28
Neutral	20	20
Disagree	19	19
Strongly Disagree	15	15
Total	100	100

Source: Survey Data

Data Interpretation:

The above data shows that 28% of the respondents agree with the statement that they are involving the activities offered by the beaches. 20%

of the respondents neither agree nor disagree that they are involved in the beach activities. Most of the people are i.e., 19% and 15% of the respondents are not involved in the beach activities.

Table No: 8 Challenges of Beaches

	No. of Respondents	Percentage (%)
Maintenance	14	14
Naturality	8	8
Infrastructure Activities	12	12
Local Support	10	10
Government Support	6	6
Quality Service	5	5
Cleanliness	22	22
Proper Rule	4	4
Safety	3	3
All	16	16
Total	100	100

Source: Survey Data

Data interpretation:

The above table shows the challenges faced by the respondents while visiting the beach and its various limitations. The majority of the respondents opined that the beaches are limited with the cleanliness facility. 14% of the respondents responded that beaches lack maintenance facility. 12% of the local people argue that there is a lack of infrastructural facilities. 16% of the respondents opined that beaches are facing all the challenges like maintenance, infrastructure activities, local support, lack of government support, lack of quality service, cleanliness facility, safety measures, etc.

Findings of the Study:

1. Most of the respondents prefer to go to Panambur beach followed by Sashihitlu beach.
2. It is found that the majority of the local community people are not involved the beach activities.
3. As per the opinion of the majority of the visitors, the main drawbacks of D.K beaches are cleanliness (22%), maintenance (14%), infrastructure (12%), and local support (10%).
4. Majority of the coastal community (70%) have settled in that area for more than 2 years.
5. It is proved from the responses of the local community get economic benefits from beach activities.
6. 92% of the respondents agreed that they giving more importance to the safety measures.
7. The study proves that 45% of the respondents are enjoying beach tourism with friends.
8. Most of the respondents spend their time on beaches during their holidays.
9. The factors such as beach activities, enjoyment, safety measures, and socio-economic benefits are influencing beach tourism by the local community people.

Suggestions:

1. The government should adopt some innovative and marketing plans for the development of beaches.
2. Eco-friendly development is needed in the surrounding areas of beaches.
3. Beaches should give more employment opportunities for the local people.
4. The government should improve the road facility connecting to beaches and towns.
5. Local people should be aware of the beach activities.
6. Proper waste management, pure water facility, and other security measures should be adopted on the beach.

Limitations :

- 1) The study is cross-sectional rather than longitudinal.
- 2) The study may experience some personal bias because it is based on data collected from respondents' opinions.
- 3) The research was confined to Dakshina Kannada.
- 4) Only a small sample size of the beach visitors was studied, which may not be enough to give the correct picture.
- 5) The study is micro in nature, and its survey findings and observation cannot be generalized and may be subject to change from time to time and place to place.

Conclusion:

This research has delved into the perceptions within the local community towards beach tourism in Dakshina Kannada District. The findings underscore the multifaceted nature of these perceptions, ranging from economic opportunities and cultural enrichment to environmental concerns and social impacts. It is evident that fostering sustainable tourism practices, preserving cultural heritage, and addressing environmental concerns are pivotal in ensuring the longevity and harmony of

beach tourism in Dakshina Kannada. Engaging local communities in the decision-making process and enhancing their awareness of the positive aspects of tourism can create a more inclusive and mutually beneficial relationship between the residents and the tourism industry. Policymakers, stakeholders, and the local community must collaborate to strike a balance between the economic benefits of beach tourism and the preservation of the region's unique identity. This research serves as a stepping stone, providing valuable insights that can guide future endeavors toward creating a thriving and sustainable beach tourism industry in Dakshina Kannada District, one that is not only economically prosperous but also socially and environmentally responsible. The success of such initiatives hinges on the commitment of all involved parties to foster a symbiotic relationship that respects, preserves, and celebrates the rich cultural and natural heritage of the region.

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