

**PROJECT REPORT ON**  
**“DESTINATION ATTRACTIVENESS OF COASTAL**  
**TOURISM IN KERALA”**

*Submitted by*

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**MES ASMABI COLLEGE**

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**2022-23**

## **CERTIFICATE**

This is to certify that the project report entitled “*DESTINATION ATTRACTIVENESS OF COASTAL TOURISM IN KERALA*” is a bona-fide record of project work carried out by **Limna Latheef**, in partial fulfilment of her Degree in Master of Commerce of the University of Calicut.

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This is to certify that the project report “*DESTINATION ATTRACTIVENESS OF COASTAL TOURISM IN KERALA*” is a bona-fide record of project work carried out by **Limna Latheef**, in partial fulfilment of her Degree of Master of Commerce of the University of Calicut. Certified that this is an independent work carried under my guidance and supervision.

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## **DECLARATION**

I, **Limna Latheef**, M.Com student of MES Asmabi college, hereby declare that the report on ***“DESTINATION ATTRACTIVENESS OF COASTAL TOURISM IN KERALA”*** in partial fulfillment of the requirement for the award of the degree of Master of Commerce (M.Com) of University of Calicut is a bonafide work carried out by me under the supervision and guidance of **THANZEELA EBRAHIM K**, Asst. Professor, Research Dept. Of Commerce, MES Asmabi College, P.Vemabllur, Thrissur, Kerala.

I further declare that the study has not been previously formatted for the basis of any Degree, Diploma or fellowship of any other similar titles of any University or Institutions.

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# CERTIFICATE ON PLAGIARISM CHECK

MES ASMABI COLLEGE, P VEMBALLUR

(Affiliated to the University of Calicut)

1.	Name of the Research Scholar/Student	<b>LIMNA LATHEEF</b>		
2.	Title of the Thesis/paper	“Destination attractiveness of coastal tourism in Kerala”		
3.	Name of the supervisor	Smt. Thanzeela Ebrahim K		
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5.	Department/institution	Commerce		
6.		Introduction / Review of literature	Materials and Methods	Results/ Discussion/summary Conclusion
7.	Similar content (%) identified	-	-	-
	In case Overall similarity (%)	9%		
8.	Acceptable Maximum limit	25/35	25	10
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## **1.1 INTRODUCTION**

This chapter covers the concept of Destination Attraction of Coastal Tourism In Kerala, statement of the problem, objectives of the study, significance of the study, scope of the study, sampling procedure, tools for data collection, research methodology etc.

Kerala, located on India's southwestern coast, is a region of enchantment and compelling cultural history. This coastal state, known as "God's Own Country," has long been praised as one of the world's most sought-after tourist attractions. Kerala, with its palm-fringed beaches, tranquil backwaters, lush foliage, and mist-covered hills, offers an enticing blend of natural splendor and rich cultural experiences.

The focus of this project is to explore and analyze the factors that contribute to the destination attractiveness of coastal tourism in Kerala. Coastal tourism, a significant sector of Kerala's thriving tourism industry, attracts millions of domestic and international travelers each year. Its appeal lies not only in the breathtaking beauty of its coastline but also in the vibrant local culture, traditional art forms, mouthwatering cuisine, and the warmth of its people.

## **1.2 STATEMENT OF THE PROBLEM**

Coastal tourism plays a significant role in Kerala's economy, as the state is blessed with a long coastline along the Arabian Sea and offers a range of beautiful beaches, backwaters, and coastal landscapes. To ensure sustainable growth and competitiveness in the tourism industry, it is crucial to assess the attractiveness of these destinations from various perspectives. The study also attempts to find level of satisfaction and problems faced by tourists. It also helps to assess the infrastructure facilities available in these locations.

Thus, the problem under study is stated as a topic “Destination attractiveness of coastal tourism in Kerala.”

### **1.3 OBJECTIVES OF THE STUDY**

1. To determine the most popular coastal tourism destinations in Kerala.
2. To identify the main attractions of the coastal tourist destinations in Kerala.
3. To check whether there is any difference in the satisfaction level between foreign and domestic tourist.
4. To explore the relationship between problems and satisfaction level of tourists who visit coastal places in Kerala.
5. To suggest measures for sustainable tourism development in this destination.

### **1.4 HYPOTHESES**

- **H<sub>01</sub>**: There are no differences among the attractions in terms of their popularity for coastal tourism in Kerala.
- **H<sub>02</sub>**: There is no significant difference in the level of satisfaction between foreign tourists and domestic tourists.
- **H<sub>03</sub>**: There is no significant relationship between level of problem and level of satisfaction of tourists.

### **1.5 SIGNIFICANCE OF THE STUDY**

Kerala is well-known for its coastline tourism, which draws both domestic and international visitors. Understanding the variables that contribute to the appeal of Kerala coastal tourism might provide significant insights into the tourism sector and assist in identifying areas for development. The Study's findings can be used by governments, local communities, and enterprises to develop effective tourist policies and regulations. This can help maintain the growth of coastal tourism in Kerala. Because the study focuses on the experience of foreign tourists, it aids in determining what additional efforts are required to improve the coastal environment from a foreign perspective. The report also compares the level of satisfaction among domestic and foreign tourists. To summaries the research Provide enlightenment in many areas of coastal tourism, such as tourist attractions, policies, and required action.

## **1.6 SCOPE OF THE STUDY**

This survey includes both young and older travelers who enjoy travelling. Even though the study is about Kerala, it only takes into account the most well-known locations, such as Cherai, Varkala, Kovalam, etc. Responses from both domestic and international travelers were gathered. Only coastal tourism has been examined among the numerous forms of tourism.

## **1.7 RESEARCH METHODOLOGY**

### **1.7.1 TYPE OF DATA USED**

Both primary and secondary data are used.

#### **1.7.1.1 Primary data**

Primary data for the study collected through questionnaire survey from tourists who visited Kerala coastal tourist places.

#### **1.7.1.2 Secondary data**

Secondary data collected by published sources of information from books, journals, websites, magazines and profile etc....

### **1.7.2 TOOLS FOR DATA COLLECTION**

Questionnaire is used to collecting the data.

### **1.7.3 QUESTIONNAIRE CONSTRUCTION**

Questionnaire is constructed by the comprehensive review of literature, expert's opinion and previous research. Likert 5-point scale is mainly used for this study.

### **1.7.4 SAMPLING TECHNIQUE**

Non probability sampling technique is used.

## **1.7.5 SAMPLING METHODS**

Purposive sampling method is used.

## **1.7.6 SAMPLE SIZE**

Sample size: 112

## **1.7.7 RESPONDENTS**

Respondents to this study's questionnaire are foreign and domestic tourists of all ages who enjoy travelling and have visited coastal tourism destinations in Kerala.

## **1.8 TOOLS FOR DATA ANALYSIS**

For analysis and interpretation of collected data tables, Percentage Analysis, Diagram, Independent T-test, Friedman test and Correlation is used.

## **1.9 PERIOD OF THE STUDY**

The study is conducted during the period in between February 2023 to June 2023.

## **1.10 LIMITATION OF THE STUDY**

- Previous studies regarding coastal tourism in Kerala and destination attraction is not much wider.
- The covid-19 pandemic has caused a sharp fall in the number of foreign tourists visiting Kerala, which has made it difficult to gather information from these travelers.
- The study was limited to Kerala's well-known coastal locations. Due to the large population, the sample size is small.
- The study may not have taken into account outside variables that affect how desirable a location is, such as world events, political stability, or economic conditions, which have a big impact on traveler choices and actions.
- Tourism destination beauty evaluation is a personal judgement that varies from person to person. It can be difficult to develop a universally applicable attractiveness scale because various tourists may have varied preferences and expectations.



## **1.11 CHAPTER SCHEME**

**Chapter 1:** introduction, significance of the study, statement of the problem, objective of the study, hypotheses, sampling method, tools for data analysis, period of the study, and limitation of the study.

**Chapter 2:** Review of literature.

**Chapter 3:** Theoretical framework.

**Chapter 4:** Data analysis and interpretation.

**Chapter 5:** Findings, suggestion and conclusion.

## **1.12 CONCLUSIONS**

In this chapter, covered the brief introduction about coastal tourism and research methodological aspects such as statement of the problem, research questions, objective of the study, significant of the study, scope of the study, sampling procedure, and tools for data collection, research methodology etc...

## 2.1 INTRODUCTION

The following section provides an overview of the literature in the field of coastal travel and destination attraction.

**Joseph, L. C., Sundararajan, V., & Parayitam, S. (2022)**, tried to understand the links between numerous aspects of backwater tourism in Kerala, India. The study focused specifically on tourist attractions, travelers' understanding of eco-tourism and amenities, the degree of perceived service, as well as potential issues in this context, and their impact on tourist satisfaction. To accomplish this, a structured survey was given to 586 tourists. The researchers created and evaluated a conceptual model to ensure the survey instrument's reliability and validity. The measurement model was explored using structural equation modeling in the Lisrel package, and moderation hypotheses were tested using Hayes's (2018) process macros. The study's findings confirm several key relationships. Both destination attractions and opportunities were found to have a favorable impact on tourist satisfaction. It helps to understand the complex dynamics between these factors affecting backwater tourism.

**Joseph, E. K., Varghese, B., Kallarakal, T. K., & Antony, J. K. (2021)**, the purpose of their article was to investigate stakeholders' perspectives on Sustainable Tourism Development in South Kerala, India's backwater destinations. The study, which included 277 individuals, used a quantitative research approach to examine the impact of numerous factors on Economic, Social, and Environmental Sustainability. The findings demonstrated that different groups of stakeholders had diverse perceptions of Sustainable Tourism Development. As a result, it is critical for all tourist stakeholders to work together to establish stronger future development plans and mitigate the negative impacts of tourism in South Kerala's backwater attractions. The study also identified major turning points that potentially redefine the Sustainable Development of certain South Kerala backwater tourism areas.

**Ritesh chandravanshi, Neelmani, Varun mishra et.al (2020)**, has stated the potentiality of coastal tourism in India and Kerala. They give a detailed study about the main tourist destination on the coast in Kerala. According to the article, coastal tourism was traditionally associated with the curative effects of the ocean and sun. The sun, ocean, and sand are all crucial variables. It also describes the enormous number of job opportunities that result from tourism.

This study set out to objectively investigate the variables that were most likely to have an impact on tourists' desire to return to beach areas. A personal survey of 601 tourists from three of Bangladesh's most popular beach resorts was used to gather the data. The empirical findings showed that perceived destination hazards had no bearing on travelers' views towards and intentions for subsequent visits. However, both their attitudes about returning and their intent to do so were directly influenced by tourists' contentment and perceptions of the destination. From this study, it is understandable that coastal tourism-related research is not that much available. This was conducted by **Hasan, M. K., Abdullah (2019)**.

The investigation project of **Venugopalan, T., & Kumar, D. (2017)**, focused on the economic, environmental, and socio-cultural aspects of tourism in Kerala, India. It seeks to investigate how Kerala has made sustainable tourism development a primary goal to achieve economic, environmental, and socio-cultural growth in its tourist locations. The primary goal is to examine the environmental, economic, and socio-cultural sustainability of tourist development in Kerala. To do this, the researchers used a questionnaire survey to perform primary research. The survey was conducted in Kochi, Alappuzha, Kovalam, Trivandrum, Ponmudi, and Munnar, among other places. There were 292 participants in all, including tourists, local communities, and tourism company operators. The analysis of the survey responses included descriptive statistics and factor analysis, which helped evaluate the perception of different stakeholders regarding various aspects of tourism, including policy and governance, economic viability, socio-cultural impact, and environmental sustainability of the destinations. The factor analysis provided valuable insights into the key factors that contribute to the sustainability of tourist destinations in Kerala. The research findings highlight the significance of factors such as resource exploitation and management, economic and social sustainability, heritage and destination management, tourism governance, and waste management in influencing the overall sustainability of these tourist destinations in Kerala.

**Jose.M. (2017)**, tried to determine the changes in the coastal community as a result of the influence of beach tourism in Mararikulam. The initial study was carried out to determine the viability of this project. As part of it, the researcher travelled to the Mararikulam coastal region and spoke with residents, including local authorities, social workers, and individuals involved in tourism programs, about the impact of these projects. The study used a cross-sectional design and a quantitative methodology. There were 60 respondents in the sample.

Using the purposive sample method, respondents were chosen. The study discovered that seaside tourism has both beneficial and detrimental effects on the economy and the environment. The growth of tourism in this seaside town created new, emergent jobs like lifeguard, security, and umbrella sales, which helped lower native peoples' unemployment rates. Native Americans, particularly the elderly population, were concerned about losing their moral standards and the social structure that had been in place, but they supported tourism because it gave them financial security. After all, fishing was insufficient for their needs. Infrastructural growth in their area was influenced by tourism. From this paper the changes in beach tourism community can be, identified simply.

**Onofri, L., & Nunes, P. A. (2013)**, in their examination, a global data set at the country level is analyzed to explore the factors influencing tourist choices in coastal destinations worldwide, considering both domestic and international tourists. The dataset included various economic and natural indicators, such as marine biodiversity-related data, providing a systematic profile of countries' coastlines. Tourist demand is also examined. The analysis identifies two distinct segments of tourist demand, each with specific preferences for coastal destinations around the world. The first segment comprises international tourists, who are primarily drawn to coastal destinations due to their strong preference for cultural and natural environments. This preference is closely linked to the country's coastal habitat abundance and marine biodiversity, leading to the designation of this segment as "greens. Conversely, the second segment represents domestic tourists, who have a specific preference for beach characteristics, particularly the length of the beaches. Their choice was influenced by factors such as anthropogenic pressure, the built environment, and climatic variables, leading to the label "beach lovers" for this tourism segment. From this paper, we can figure out the significant importance of stimulating coastal tourism demand.

The research conducted by **Prashant Kumar Ghosh and Debajit Datta in (2012)**, focused on examining community perceptions in Kovalam, India, regarding coastal tourism and beach sustainability. Coastal areas have historically been densely populated and exposed to rapid environmental changes due to their unique land-sea interface locations. The significant expansion of coastal tourism, particularly in tropical countries over the past few decades, had led to detrimental environmental impacts, disrupting the delicate ecological balance that had supported indigenous communities for generations. The study centered on Kovalam, a coastal village situated in Kerala, India. Through participatory community appraisals, the researchers

sought to evaluate the current state of beach-dependent tourism and its potential long-term effects on the sustainability of the beaches. The findings revealed that Kovalam stood at a critical juncture, balancing between survival and potential destruction. To safeguard the village from the adverse effects of consumerist urban-industrial culture, it was evident that a collaborative effort from all segments of society was necessary. As a result of the research, the study proposed several development-oriented guidelines aimed at fostering eco-friendly tourism. These recommendations primarily emphasized leveraging the initiatives of the local community, ultimately contributing to the enhancement of the village's local resource pool.

The Kerala backwaters had gained immense popularity as a favored tourist destination due to their pleasant climate and breathtaking natural beauty. **Kurain, Rajesh (2010)**, examines the impact of backwater tourism. The Vembanad region, particularly the Kumarakom Grama Panchayath, boasted an extensive network of interconnected streams, rivers, lagoons, and coves, spanning over 900 km. A comprehensive study was conducted to explore the perceptions of residents, the factors that influenced these perceptions, and the overall growth of backwater tourism in Kumarakom. The sample size of the study was 600. The findings revealed that the tourism industry had a substantial positive economic impact, a moderate level of environmental impact, a mixed influence on the social and cultural aspects, and a strong sense of attachment among the local community towards the backwaters. To ensure sustainable future development, the study recommended specific measures for Kumarakom, the Vembanad region, and the backwaters, as well as more general suggestions applicable to the broader tourism industry.

**Tureac, C. E., & Turtureanu, A. (2010)**, their investigation stated about various types of tourism. The most appropriate way for studying tourism from a geographical standpoint is to typify it because it allows for the delimitation of tourist zones. Tourist zones are distinguished by a particular form of travel or by a gathering of various sorts, which may change dynamically over time. The many sorts of tourism stem primarily from the various motivations for the journey, i.e., the goal of doing. Each sort of tourism is differentiated by a distinct aim, and it is exclusive to those locations where a specific purpose may be realized through the presence of certain facilities.

**Vengesayi, S., Mavondo et.al (2009)**, discussed and explored how various factors impact the appeal of a tourism destination. It analyzed the influence of tourist attractions, destination support services, and people-related factors on the overall attractiveness of the destination.

The research included data from 275 tourists who visited significant tourism destinations. By employing moderated regression models, the study identified the key contributors to the destination's attractiveness. The findings indicated that destination attractions play a central role in determining the overall attractiveness of the location. Additionally, destination support facilities and services, along with people-related factors, also contributed significantly to the destination's appeal. Interestingly, the research suggested that support facilities, services, and people-related aspects complement each other instead of serving as substitutes, as they explain equivalent variances in the destination's attractiveness. When it comes to this study, it can be identified that, since it was conducted in Zimbabwe, the findings of the study may not be generalized because each country has a different type of nature.

**Edward, M., & George, B. (2008)**, the article evaluated the destination attractiveness of Kerala, a developing country's burgeoning tourism destination. It identifies strengths and shortcomings and makes recommendations for destination marketing activities. The study emphasized the significance of certain attraction factors as key appeals. However, it showed that certain critical attraction factors have negative gaps, indicating the necessity for menu changes and a moderate emphasis on product and promotional development initiatives.

In his article "Indian Tourism: Kerala Showed the Way," **Biju, M.R. (2008)**, demonstrated that both domestic and highly discerning overseas tourists were progressively rating Kerala as one of the must-visit places. The analysis also showed that the largely class-focused tourist approach that made use of the potential for product differentiation did seem to be the best choice for the State. The study concluded that such attentive stewardship of the special tourism resources encouraged the expansion of the business.

**Zahedi, S. (2008)**, in his research shows that Ecosystems, global warming, and the environment are all negatively impacted by tourism expansion in coastal areas. Nations frequently place a higher priority on economic development than on environmental sustainability, which results in rapid and unchecked growth. Four sorts of tourist-related effects can be identified, with "3 Ss" tourism being the most detrimental. It is suggested that coastal regions migrate to sustainable tourism, and a framework for evaluating the impact of tourism is offered.

**Zacharias, S., & Manalel, J. (2008)**, the study intended to envision Backwater Tourism in Kerala Challenges and Opportunities with a focus on the Allapuzha Backwaters, as well as to

determine the amount of waste (sewage discharge, feed waste, and plastic fabrics) generated by tourism houseboats, which is aggravating backwater pollution. The study's goal was to determine the environmental impact of backwater tourism and to learn about the use of kettuvallom by visitors visiting Kerala's backwaters. Random sampling was used in the sample designs. The study found sufficient data to indicate that there is a negative impact on the ecosystem, and houseboats (Kettuvallom) constitute an important aspect of backwater tourism.

**Lickorish, L. J., & Jenkins, C. L. (2007)**, published a book related to tourism. An “Introduction to Tourism” is a must-read for everyone interested in the tourism sector. It gave a thorough and authoritative overview of all aspects of tourism, including the history of tourism, factors impacting the tourism industry, tourism in developing nations, sustainable tourism, and anticipating future trends. Tourism has evolved dramatically in recent years as a result of numerous technological and economic advancements, as well as a rising concern for the environment. This book offers a straightforward introduction to this complicated and multifaceted sector. This book included about the structure, component activities, and environment of tourism.

**Beerli, A., and Martin, J. D. (2004)**, carried out the examination with the purpose of creating an empirically validating model that explains the various aspects that contribute to a destination's post-visit image. It involved the relationship between many elements of the perceived image and the factors that have an impact on its formation, according to the literature review. These included both primary and secondary sources of information, as well as stimuli impacting the creation of pre- and post-visit perceptions and assessments of destinations, as well as motivation, cumulative tourism experiences, and socio-demographic variables. The factors affecting destination attractiveness were identified by the project.

**Hu, Y., & Ritchie, J. B. (1993)**, find out solution through the research empirically applied a context-specific approach to the measuring of location attractiveness and used two different types of holiday experiences as the experimental elements. Telephone interviews with 400 respondents in total were conducted. The relative importance of touristic attributes in influencing a travel destination's attractiveness, variations in how well each destination is perceived to be able to meet tourists' needs and the impact of prior visits on each destination's perceived attractiveness were all examined for two different vacation experiences. For each of the five study locations, a numerical index of tourism appeal was created using a multi-

attribute situational attitude measuring methodology. The significance of these findings for marketing and development efforts to increase the physical and perceptual allure of the different study venues were finally examined. It helps to understand the meaning of location attractiveness.

**Pears and P.L (1991)**, in this paper examined two different approaches aimed at enhancing tourist attractions. The first approach was inductive, where the authors studied existing tourist sites in Australia, the UK, and North America to extract principles for designing better attractions based on successful and unsuccessful examples. In contrast, the second approach was deductive, centered around theoretical models proposed by Gunn, focusing on tourist attraction zones, and Canter's theoretical approach to understanding the concept of a place. By comparing the principles obtained from both approaches, the paper suggested that there was a significant overlap between them. This overlap serves as a strong foundation for adopting an action-oriented strategy to improve tourist attractions effectively. From this study we can recognize the key points needed for better tourist attraction.

## **2.3 CONCLUSIONS**

This chapter discussed prior studies and thoughts about coastal tourism and destination attractiveness. Systematic literature reviews have been chosen for this investigation.



### **3.1 INTRODUCTION**

This chapter covers the descriptive details of destination attractiveness, coastal tourism in India and Kerala. It also contains the type of coastal tourism and tourism.

### **3.2 TOURISM**

People migrate across national borders or within their own countries as part of the phenomenon known as tourism. It primarily consists of three components: man (the human aspect as the act of tourism's originator), space (the physical component that must be addressed by the act itself), and time (the temporal component that is contrasted by the journey and the stay at the destination). Over time, the understanding and approach towards both tourism and tourists have experienced notable transformations. The term "tourism" was believed to have originated from the Latin word "tornos," which referred to a tool used to describe a circle or turner's wheel. From this concept, the term "round" or "package tour" emerged, capturing the essence of tourism. It wasn't until 1643 that this term was initially used to denote traveling from one place to another.

"Tourism is the temporary short-term movement of people to destinations outside the place where they normally live and work, and their activities during their stay at these destinations," the tourism society of UK states. "it includes movement for all purposes, as well as day visitor excursions." the world trade organization (WTO) used a definition that is much the same: "tourism encompasses the activities of persons travelling to and staying in locations outside of their usual environment for not more than one consecutive year for leisure, business, and other purposes. "a person who travels to a country other than that in which he has his usual residence, outside his usual environment for at least one night but less than one year and whose main purpose of whose visit is other than the exercise of an activity remunerated from within the country visited" is defined by the WTO as a tourist. Government of India's dot had a similar viewpoint when it stated that "visitors who stay at least one night in a collective or private accommodation in the country visited" qualified as such.

### **3.3 TYPE OF TOURISM**

There are three main categories of tourism:

- **Domestic tourism**

Domestic tourism encompasses the activities of individuals who travel within their own country but outside their hometown. For instance, it could involve a INDIAN person exploring different regions of INDIA.

- **Inbound tourism**

Inbound tourism pertains to the activities of visitors who come from a different country than their own. For example, it could involve a Spanish person visiting India.

- **Outbound tourism**

Outbound tourism involves residents of a country engaging in tourism activities outside their home country. For instance, it could involve a Indian person traveling to a foreign country for tourism purposes.

### **3.4 TOURISM IN INDIA**

The Indian government has established the Ministry of Tourism and Culture with the aim of enhancing tourism in India. In a recent initiative called "Incredible India!", this ministry launched an advertising campaign that creatively showcased India's rich culture and captivating tourist destinations. The campaign has successfully cultivated a vibrant perception of India among global consumers, resulting in heightened tourist interest and a subsequent boost in diverse tourism offerings within the country.

Since the Indian government sought to increase earnings from the tourism sector by positioning India as the top tourist destination, all forms of tourism in the country have experienced amazing growth in the past ten years. India is a multilingual, multicultural, and multi religious country with enormous geographical diversity, hospitality, distinctiveness, and appeal, which explains why it has been performing well in all forms of tourism.

### **3.5 TYPE OF TOURISM IN INDIA**

- **Adventure Tourism**

Adventure tourism has recently become a more popular form of travel in India. This entails taking part in numerous activities and exploring far-off places and unusual regions. The Himalaya, Sikkim etc... Are popular destinations for trekkers seeking adventure in India. Skiing facilities are well known in Himachal Pradesh and Jammu and Kashmir. Additionally popular in India, whitewater rafting draws visitors to states like Uttaranchal, Assam, and Arunachal Pradesh for this action-packed sport.

- **Wildlife tourism**

India is home to a wide variety of exotic and attractive wildlife species, some of which are even rare and endangered. India's wildlife tourism has increased as a result. The Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park are the locations where an international traveler might go in India for wildlife tourism.

- **Healthcare tourism**

Travelers from all over the world are deluging India to take advantage of its superior quality, affordable healthcare for both surgical procedures and routine checkups. Numerous medical facilities in the nation offer top-notch treatment at a fraction of the price it would have cost in industrialized countries like the USA and UK and are open to foreign patients. By 2013, it is projected that the value of medical tourism in India will be close to US \$2 billion. Around 45% of medical tourists who are travelling from other nations come to Chennai.

- **Religious tourism and pilgrimage**

There are many various types of tourism in India, but pilgrimage tourism is growing more quickly than the others due to India's fame for its temples. Numerous significant pilgrimage sites, including Narayan Sarovar, Sudamas Porbandar, Kabirvad Shuklatirth, Kayavarohan, Bhadrakali, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri and Yamunotri, Rishikesh, Shamlaji, Bodh Gaya, Ajmer, etc., have preserved the religious sentiments of the people. From Kashmir to Kanyakumari, India is home to several sacred sites.

- **Cultural Travel**

Tourists travel to India to experience it for themselves because of the country's well-known rich cultural legacy and mysticism. The Pushkar fair, the Taj Mahotsav, and the Suraj Kund mela are a few of the fairs and festivals that travellers can attend in India.

- **Beach and Coastal Tourism**

For any beach lover and water sport enthusiast, India's beaches offer the most ideal combination of sun, sand, sea, and surf. One can take beach vacations almost anywhere on this continent. Anjuna Beach, Bogmalo Beach, Benaulim Beach, Calangute Beach, Chapora Beach, Colva Beach, Cavelossim Beach, Candolim Beach, Dona Paula Beach, Majorda Beach, Palolem Beach, Vagator Beach, Varca Beach, and Velsao Beach are a few of India's well-known beaches. These beaches are all in Goa. Tamil Nadu's Mahabalipuram Beach, Maharashtra's Ganapatipule Beach, Kerala's Kovalam Beach, Gujarat's Ahmedpur Mandvi Beach, Orissa's Puri Beach, and Gopalpur-on-Sea Beach West Bengal's Digha Beach, the beaches of Andaman and Nicobar, Daman, and Diu.

- **Ecotourism**

Ecotourism is one of the forms of travel that are popular in India. It involves the responsible preservation of a natural area or region without upsetting the ecological balance. There are locations in India where visitors can engage in ecotourism-related activities, including Kerala, the Lakshadweep Islands, the Himalayan area, north-east India, and the Andaman and Nicobar Islands. India's top national parks for ecotourism are: Uttar Pradesh's Corbett National Park and Bandhavgarh.

- **Tourism involving Ayurveda and meditation**

The natural method of healing the body, mind, and soul, Ayurveda and meditation has their roots in India and date back about 6000 years. Ayurveda and meditation are now the treatments of choice for everyone in the globe, not just because they can treat illnesses but also because, when used properly and under professional supervision, they have no negative side effects. For Ayurvedic treatment and meditation, tourists can travel to both North and South India.

- **Wildlife Tourism**

The country of India has a large and magnificent forest cover. As well as uncommon, exotic, and some endangered kinds of wildlife. Bandhavgarh National Park, Corbett National Park, Pench National Park, Ranthambore National Park, Kanha National Park, Bandipur Wildlife Park, Gir Wildlife Park, Dudhwa Wildlife Park, Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Panna Wildlife Park, Sunderbans Wildlife Park, and Bharatpur Bird Sanctuary are a few of the well-known wildlife tourist attractions.

- **MICE (Business) Tourism**

India is now a significant MICE (Meetings, Incentives, Conferences and Exhibitions) destination thanks to the growth in the network of airlines operating on domestic routes, better tourist surface transport systems including the Indian Railways, new centers of information technology, many new convention centers, hotels and meeting facilities. The unique culture and geography of the Indian subcontinent are making it one of the best incentive travel destinations in the world.

- **Heritage tourism**

"Heritage tourism in India showcases the rich historical and cultural legacy that has flourished for thousands of years. Museums, palaces, religious sites, and forts form the core attractions of this type of tourism. India boasts numerous ancient heritage monuments, forts, and palaces, offering immense potential for heritage tourism. Among these treasures stands the Taj Mahal, renowned as one of the Seven Wonders of the World."

- **Rural tourism**

Rural tourism in India refers to the concept of travelers visiting rural areas of the country to experience and explore the local culture, traditions, and natural beauty. It offers a unique opportunity to connect with the rural lifestyle, traditions, and the authentic essence of India

### **3.6 TOURISM IN KERALA**

Kerala, situated on India's southwestern coast, is bordered by the Arabian Sea to the west, Karnataka to the north and northeast, and Tamil Nadu to the east. The state can be divided into three main regions: hills and valleys, midland plains, and coastal belts. The coastal belts are famous for the world-renowned backwaters, a major attraction in Kerala. The state has a tropical climate and is blessed with 44 rivers. Summers last approximately four months, with temperatures peaking around 33°C. The monsoon season occurs from June to September with little temperature variation, while winter lasts from October to January, bringing slightly cooler weather. Kerala is celebrated for its diverse flora and fauna, which are carefully preserved and managed. Its rich cultural heritage, unique traditions, and diverse demographics have made it a highly sought-after tourist destination in India.

Kerala, often hailed as the "traveler's paradise," is famous for its breathtaking organic brightness and is a preferred choice for honeymooners. It is rightly known as the "land of incredible natural splendor." The terrain gracefully descends from the majestic Western Ghats, unfolding into serene valleys adorned with abundant greenery. The region is intricately woven with multiple rivers, tributaries, and streams, enhancing its allure.

It includes a tropical environment and stunning beaches with palm trees that display unpolluted expanses of sand. Kerala's beauty is further enhanced by the quiet backwaters, which have a peaceful atmosphere, and the azure Arabian Sea. It is one of the most exquisite places in the nation due to its extraordinary beauty and tranquilly.

Kerala is also proud of its abundant cultural heritage, providing visitors with the chance to immerse themselves in its traditions and enjoy Ayurveda spas and resorts. These facilities offer traditional healing treatments, adding a distinctive element to the visitors' stay. Additionally, Kerala offers plenty of opportunities for relaxation and participation in water sports, making it a perfect destination for both rejuvenation and adventure seekers. Overall, Kerala is a captivating place of natural beauty, cultural heritage, and wellness retreats, making it an exceptional destination that caters to a wide range of interests and preferences.

Kerala has a rich history of tourism that dates back centuries. The region's natural beauty, cultural heritage, and unique traditions have been attracting travelers and explorers for ages.

Historically, Kerala's spice trade played a significant role in drawing traders and travelers from across the world to its shores. The state's strategic location on the southwestern coast of India made it a vital center for trade with foreign merchants, including those from Arabia, Europe, and China.

During the colonial era, Kerala came under the influence of various foreign powers, including the Portuguese, Dutch, and British. These colonial interactions introduced the region to a diverse range of cultures and influences, further adding to its appeal as a destination for exploration.

In the 19th and 20th centuries, Kerala witnessed the emergence of tourism as a major industry. British officials and elite travelers started visiting the region for leisure and relaxation, contributing to the development of tourist infrastructure like hotels and resorts.

After India gained independence in 1947, Kerala's tourism potential began to be recognized at the national level. The state government actively promoted tourism, focusing on its natural landscapes, backwaters, wildlife, and cultural heritage.

In the following decades, Kerala's tourism industry experienced significant growth and diversification. The state's Ayurveda and wellness offerings gained popularity, attracting visitors seeking holistic healing and rejuvenation.

Additionally, the promotion of eco-tourism and sustainable practices further enhanced Kerala's reputation as an environmentally conscious tourist destination.

Kerala's unique cultural festivals, traditional art forms, and religious sites also became major draws for both domestic and international tourists.

Today, Kerala is one of the most sought-after destinations in India, renowned for its responsible tourism initiatives, thriving backwater cruises, pristine beaches, lush hill stations, and a vast array of tourist experiences that showcase the state's rich history and natural beauty.

### 3.7 COASTAL TOURISM

Tourism in coastal areas, usually along the shorelines of oceans, seas, or significant bodies of water, is referred to as coastal tourism. These areas include a variety of tourist destinations and leisure pursuits that draw visitors looking for beach vacations, water sports, relaxation, and exploration of coastal ecosystems.

Here are a few significant elements of seaside tourism:

**1. Beaches:** Stunning beaches with immaculate lengths of sand are frequently the focal point of coastal tourism. These beaches offer chances for swimming, beach activities, tanning, and relaxing strolls along the sand. Beachside resorts, beach bars, and water sports like surfing, scuba diving, and snorkeling may be available in well-known beach sites.

**2. Water Sports:** A variety of water sports and activities are excellent in coastal places. Visitors can partake in activities like jet skiing, Fishing, windsurfing, kayaking, paddle boarding, and parasailing. Adventure lovers and those looking for exhilarating adventures on the sea are drawn to these activities.

**3. Coastal landscapes:** Coastal areas are well-known for their picturesque topography, which includes rocky cliffs, sand dunes, coastal lagoons, and mangrove forests. Hiking, nature walks, and boat trips are all excellent ways for visitors to discover these natural treasures and observe the variety of marine life and coastal ecosystems.

**4. Marine Life:** Coastal regions frequently offer opportunities for viewing marine life. To see dolphins, whales, sea turtles, and different bird species that live in the coastal areas, tourists can embark on boat excursions or join guided tours.

**5. Sites with Cultural and Historical Interest:** Coastal regions frequently have a rich Cultural and Historical Background. Visitors can discover historic coastal settlements, go to Visit historical sites and immerse yourself in the community's culture, which includes seafood restaurants, seaside festivals, and traditional fishing settlements.

**6. Ecotourism and conservation:** Coastal tourism can advance ecotourism and conservation initiatives by increasing knowledge of coastal habitats and the significance of protecting



marine species. To lessen the impact on coastal surroundings, sustainable tourism practices such as responsible waste management and protection of vulnerable habitats are advocated.

Since coastal experiences are sought after by travelers worldwide, several nations have constructed infrastructure and services to meet their needs. To guarantee that coastal ecosystems are preserved for future generations, it is crucial to obey local laws, adhere to safety precautions, and engage in responsible tourism.

### **3.8 COASTAL TOURISM IN KERALA**

In Kerala, the state's entire tourism economy includes coastal tourism as a prominent component. Visitors can enjoy a wide variety of coastal attractions and activities along Kerala's broad coastline along the Arabian Sea.

### **3.9 SALIENT CHARACTERISTICS OF KERALA'S COASTLINE TOURISM**

**1. Pristine Beaches:** Kerala is recognised for its gorgeous and tranquil beaches, which draw visitors from all over the world. Kovalam, Varkala, Cherai, and Marari are a few places with popular beaches. These beaches provide chances for relaxing, swimming, strolling along the beach, and sunbathing.

**2. Kerala's backwaters:** Kerala's backwaters are an exceptional coastal feature that draws lots of visitors. This system of lakes, lagoons, and canals is surrounded by luxuriant flora, creating a serene and beautiful environment. Houseboat trips allow visitors to explore the backwaters while taking in the contemplating the area's tranquil beauty and local culture.

**3. Water Sports:** Kerala's coastal areas are home to a number of different water sports and activities. Visitors can go kayaking, parasailing, windsurfing, jet skiing, and taking catamaran trips. For water-based excursions, the Arabian Sea's waves and the backwaters' peace make the perfect combination.

**4. Fishing Communities:** Traditional fishing communities can be found along Kerala's coastline. Tourists can visit fishing communities, engage with the local fisherman, and even go fishing with them to learn about their way of life and experience their methods.

**5. Marine Life:** Kerala's coastal regions have a diverse marine ecosystem. To see dolphins, sea turtles, and other wildlife, tourists can take boat cruises or participate in guided tours. Many fish, several colors. Coral reefs and marine life can be explored in places like the Eravikulam Marine National Park and the Nilambur Marine Conservation Reserve.

Kerala's coastal districts are renowned for their delicious seafood cuisine. Fish, prawns, crabs, and mussels are just a few of the delicious fresh seafood dishes available to tourists. There are many different traditional and international cuisine experiences available in coastal towns and cities.

**7. Cultural Encounters:** Kerala's coastal tourism gives visitors the chance to learn more about the distinctive cultures and customs of coastal communities. Visitors can take in cultural events like Theyyam performances and Kathakali dance performances, attend coastal festivals, and observe traditional fishing methods. The delicate coastal ecosystems are protected and preserved by sustainable practices in Kerala's coastal tourism the regional customs. Initiatives that encourage community-based tourism and ensure the preservation of maritime resources benefit the local communities.

### **3.10 FACTORS AFFECTING COASTAL TOURISM**

Numerous variables that affect coastal tourism have a big impact on its allure, accessibility, and attractiveness to tourists. Here are some crucial elements that impact seaside tourism:

**1. Natural Attractions:** The natural beauty of coastal areas, including pristine beaches, clear waterways, coral reefs, picturesque landscapes, and diverse marine life, plays a critical role in drawing tourists. The appeal of coastal areas can be substantially influenced by elements like water quality, biodiversity, and the presence of distinctive ecosystems.

**2. Climate and weather:** Coastal tourism depends on a favorable climate with low humidity, abundant sunshine, and mild temperatures. Extreme weather conditions, such as hurricanes, storms, or protracted downpours, might discourage visitors and have a negative impact on their trip.

**3. Transportation and access:** The simplicity of reaching coastal Tourism is influenced by travel destinations and the accessibility of safe transportation choices. Airports, well-kept

roads, efficient public transport, and ports for ferries or cruise ships can all improve accessibility and boost tourism.

**4. Infrastructure and amenities:** Ample infrastructure and amenities, such as lodging options (hotels, resorts, vacation rentals), restaurants, shops, entertainment venues, and leisure activities (water sports, boating, fishing, etc.), enhance the overall experience and satisfaction of visitors.

**5. Environmental preservation and sustainability:** Protecting coastal ecosystems, engaging in responsible tourism, and promoting sustainable development are all becoming more and more significant to tourists. Visitors are more likely to select travel sites that show a commitment to environmental protection, including proper waste management, resource conservation, and reducing the ecological impact of tourism operations.

**6. Security and safety:** For seaside tourism, perceptions of safety and security are crucial. Tourists like vacation spots with less crime, dependable emergency services, and lifeguard systems. To keep visitors confident, regular monitoring and efficient handling of possible risks, such as natural disasters or incidents involving water, are crucial.

**7. Cultural and historical attractions:** Traditional villages, archaeological sites, historic landmarks, and cultural events are just a few examples of the cultural and historical attractions that can be found in coastal locations. These attractions can increase the allure of coastal locations and present chances for cultural interaction and education.

**8. Marketing and promotion:** Successful marketing tactics on a national and worldwide scale can have a big impact on the development of coastal tourism. Participation in tourism fairs or events, collaboration with travel agents, targeted advertising campaigns, and online presence all assist. Participants hope to spread the word and draw in customers.

**9. Government rules and policies:** The tourist sector is significantly impacted by government regulations and policies relating to land use planning, environmental protection, coastal development, and tourism management. Investing in infrastructure, working with stakeholders, and promoting regulations that support sustainable practices can all help coastal tourism expand.

**10. Economic and political factors:** The level of income, exchange rates, and socio-political stability in the nations of origin and destination can all have an impact on the demand for seaside tourism. Economic downturns, political unrest, or travel restrictions may result in fewer visitors and have an effect on the sector. It's crucial to remember that these elements can change based on the precise location and setting of the beach resort.

### **3.11 DESTINATION ATTRACTION**

A destination refers to a location that people travel to or where something is sent. Typically associated with travel and tourism, a tourist destination is an area that relies heavily on income generated from tourists. Bierman (2003) defines a destination as a country, state, region, city, or town that actively promotes itself as a place for tourists to visit.

All renowned tourist destinations around the world possess three key characteristics: attractions, amenities, and accessibility. A tourist destination often offers multiple attractions, and in order for such a place to gain popularity, it must be easily accessible to visitors and provide a variety of amenities.

Attraction refers to the ability or influence to generate interest or fondness towards someone or something. It can also describe a location that entices visitors by offering something intriguing or captivating.

Tourist attractions possess inherent value in terms of nature, culture, or history, providing opportunities for leisure, adventure, and entertainment. Natural attractions encompass picturesque spots like seashores, mountains, caverns, rivers, and valleys. Cultural attractions encompass significant sites such as ancient temples, palaces, town ruins, and museums, in addition to art galleries, architectural structures, theme parks, and more.

### **3.12 RELATIONSHIP BETWEEN DESTINATION ATTRACTION AND COASTAL TOURISM**

Tourism along the seaside and destination attractions have a crucial and symbiotic interaction. The ecological, cultural, and recreational elements of a coastal area that serve as destination attractions are important in luring visitors to the region and encouraging them to

partake in coastal tourism activities. The growth of coastal tourism and the presence of visitors both support the preservation and improvement of tourist sites.

### **3.13 FACTORS RELATED TO DESTINATION ATTRACTION AND COASTAL TOURISM**

**1. Attraction as a Motivator:** Tourists are encouraged to select a coastal resort by the attractions available there. The existence of stunning beaches, a variety of marine life, water sports, historical monuments, cultural festivals, and other attractions has a big impact on how tourists make decisions. By appealing to certain interests, these attractions give coastal destinations a distinctive selling point. and the tastes of prospective guests.

**2. Economic Impacts:** The existence of tourist destinations promotes coastal tourism, which benefits the neighborhood economies. The local economy benefits from tourist expenditure on lodging, dining, transportation, souvenirs, and a variety of activities related to the destination attractions. The infrastructure development, environmental protection initiatives, and general improvement of the tourist attractions can all benefit from the economic boom brought on by coastal tourism.

**3. Development and Enhancement:** Developing coastal tourism frequently entails enhancing and improving the tourist attractions. Infrastructure development, facility construction, and preservation of coastal regions' natural and cultural heritage all require investments. The establishment of marine protected areas, the renovation of historical sites, and environmental protection initiatives are a few examples of preservation activities. These modifications the administration and enjoyment of the destination attractions while simultaneously attracting additional people.

**4. Conservation and Sustainability:** The presence of visitors in coastal areas can increase awareness of and support for the preservation and sustainability of the area's tourism attractions. Tourists that value a coastal region's natural and cultural resources can get involved in local conservation projects like beach clean-ups, wildlife preservation campaigns, and support for sustainable practices. To preserve the tourist destinations for future generations, coastal tourism earnings might be invested in environmental and conservation programmers.

**5. Visitor Experience and contentment:** The entire visitor experience and contentment are substantially influenced by destination attractions. During their coastal travels, tourists want for distinctive and unforgettable experiences, and the availability and quality of Attractions have a big impact on how they see the place. Favorable experiences can encourage return trips, favorable word-of-mouth referrals, and an increase in visitors, supporting and expanding the coastal tourist industry.

**6. Destination branding and promotion:** An important aspect of destination branding and promotion initiatives is the use of destination attractions. Coastal locations use their distinctive charms to set themselves apart from competing locations and forge a unique identity. Online platforms, social media, travel guides, and marketing efforts are all utilized to highlight the destination's charms and draw in new visitors.

The dynamic nature of the link between coastal tourism and tourist attractions calls for careful management. The long-term viability of coastal tourism destinations depends on striking a balance between the protection of natural and cultural resources and the demands of tourism development.

### **3.14 CONCLUSION**

This chapter covered the theoretical frame work of the topics “coastal tourism, destination attraction and tourism in India and Kerala”

## 4.1 INTRODUCTION

In this chapter, analysis and interpretation of collected data are presented based on the objectives of the study.

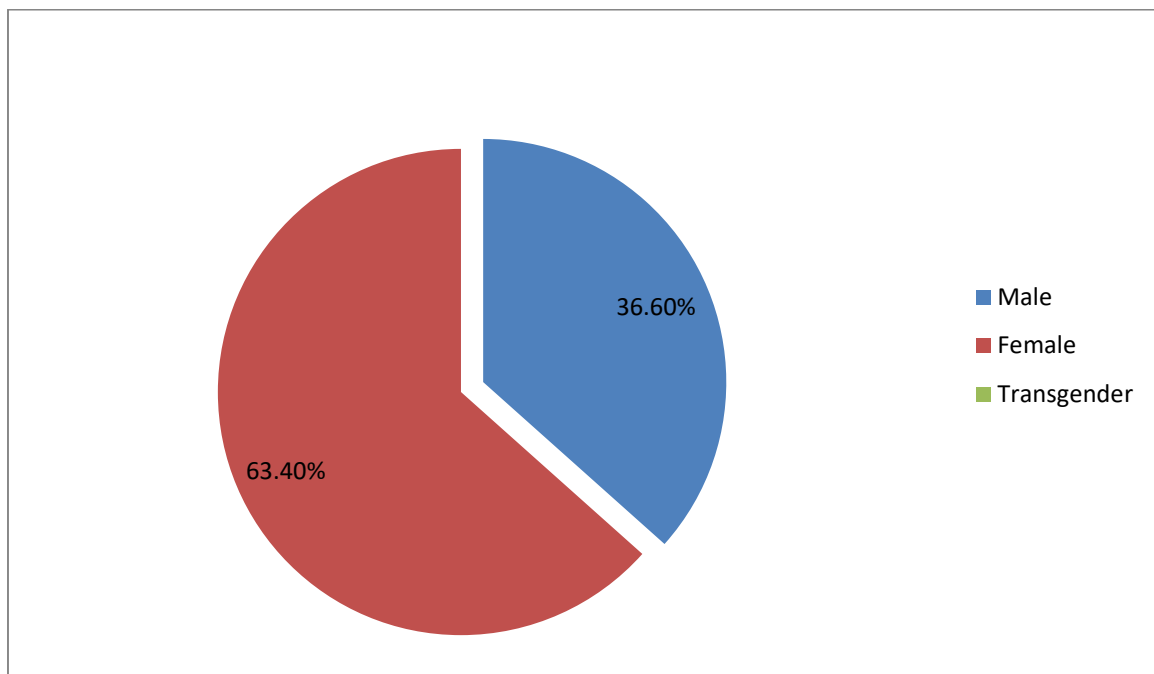
## 4.2 SOCIO-DEMOGRAPHIC FACTORS OF THE RESPONDENTS

**TABLE 4.1: GENDER OF THE RESPONDENTS**

Gender	Frequency	Percentage
Male	41	36.6
Female	71	63.4
Total	112	100

(Source: primary data)

**FIGURE 4.1: GENDER OF THE RESPONDENTS**



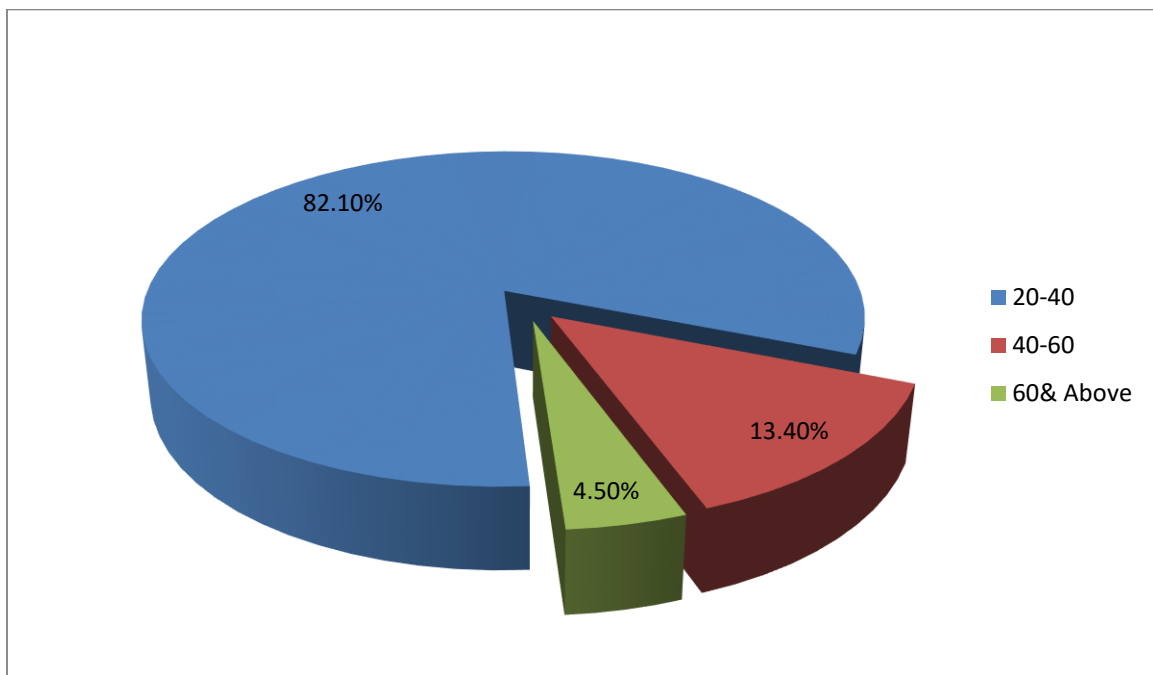
**Interpretation:** Table 4.1 shows that 63.40 per-cent of the study participants are female and 36.60 per-cent is Male. There are no transgender respondents in the study.

**TABLE 4.2: AGE OF THE RESPONDENTS**

Age	Frequency	Percentage
20-40	92	82.1
40-60	15	13.4
60&above	5	4.5
Total	112	100

(Source: primary data)

**FIGURE 4.2: AGE OF THE RESPONDENTS**



**Interpretation:** Here, the data shows that 82.10 per-cent of respondents are between the ages of 20 and 40, 13.40 per-cent are between the ages of 40 and 60, and 4.50 per-cent are at the age of 60 or above.

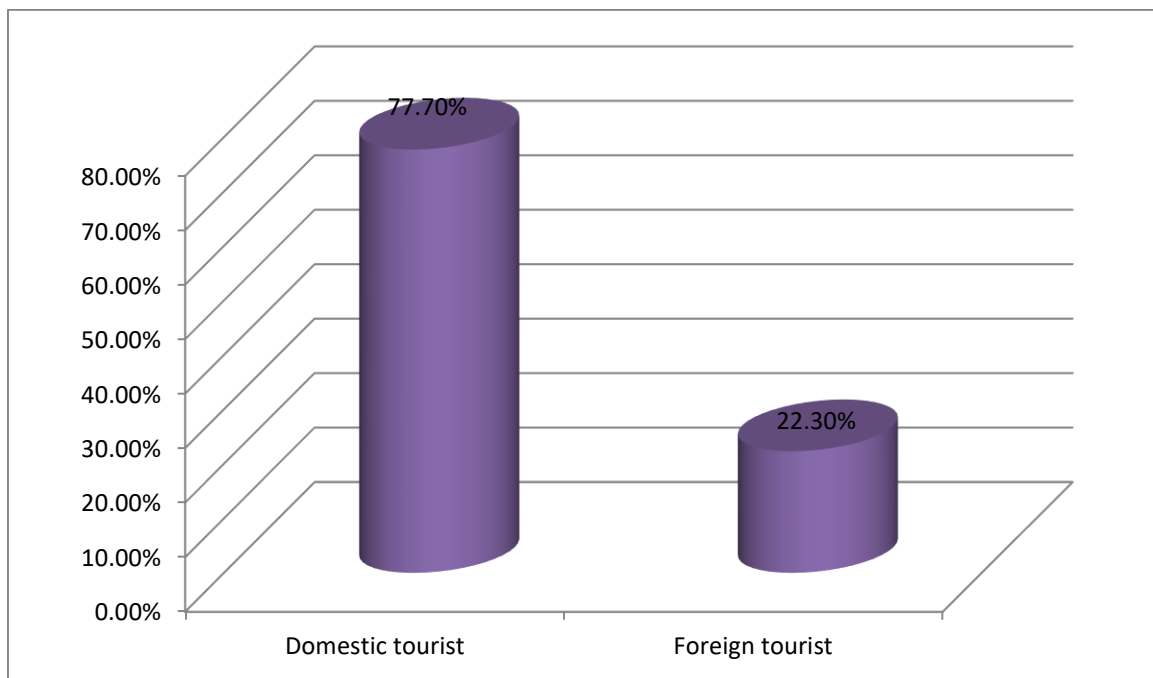


**TABLE 4.3: FOREIGN OR DOMESTIC TOURIST**

Type of tourist	Frequency	Percentage
Domestic tourist	87	77.7
Foreign tourist	25	22.3
Total	112	100

(Source: primary data)

**FIGURE 4.3: FOREIGN OR DOMESTIC TOURIST**



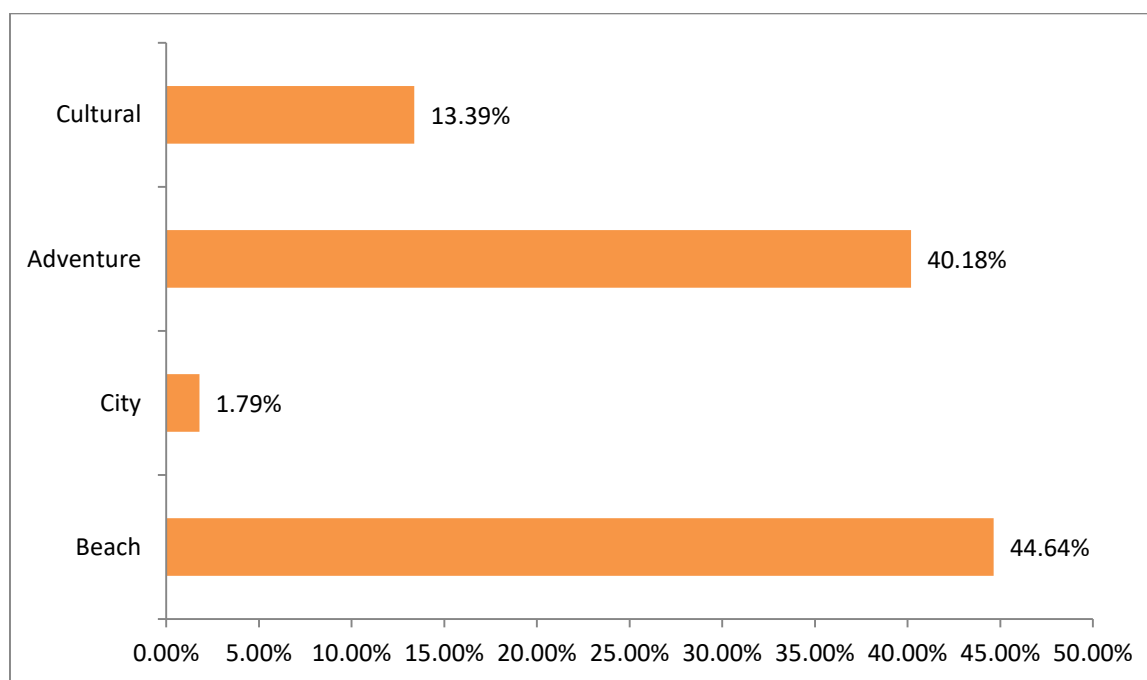
**Interpretation:** The data is collected from both foreign and domestic tourists. Here, 77.7 per-cent of responses were collected from domestic travelers, and 22.30 per-cent were from foreign travelers.

**TABLE 4.4: PREFERRED VACATION TYPE**

Type of vacation	Frequency	Percentage
Beach	50	44.64
City	2	1.79
Adventure	45	40.18
Cultural	15	13.39
Total	112	100

(Source: primary data)

**FIGURE 4.4: PREFERRED VACATION TYPE**



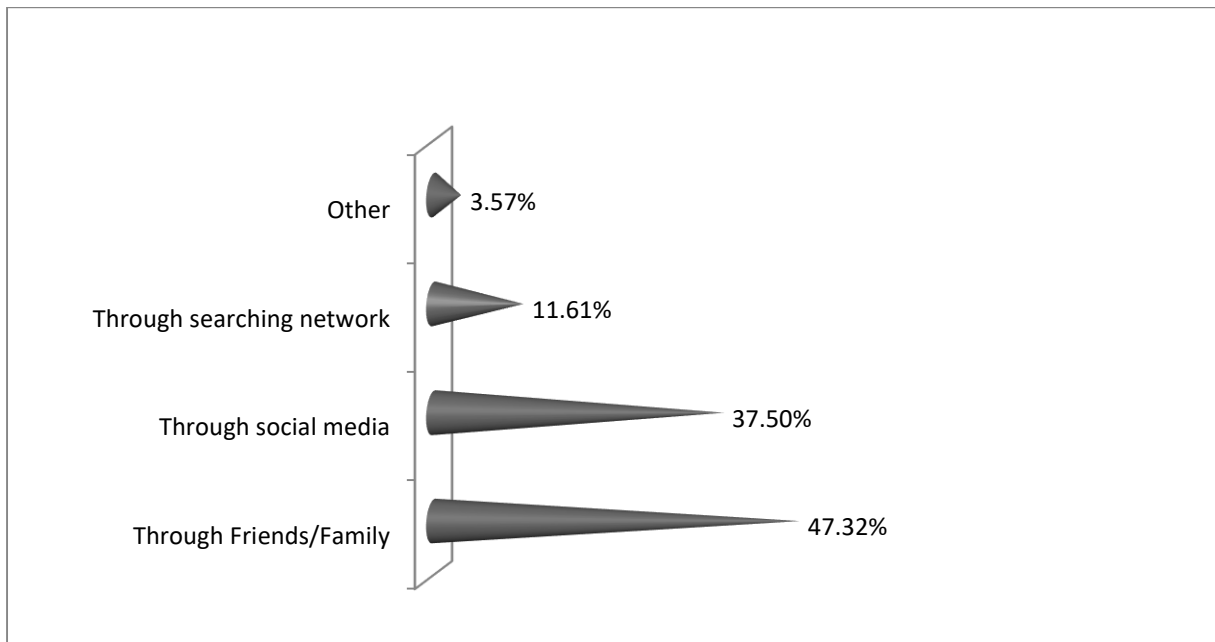
**Interpretation:** A study reveals that 44.64 per-cent of people prefer beach-type tourism. 40.18 per-cent of them like adventure trips. There are also 13.39 per-cent of people who love to explore cultural aspects, and only 1.79 per-cent of respondents prefer vacationing in cities.

**TABLE 4.5: HOW PARTICIPANTS LEARNED ABOUT KERALA'S COASTAL  
TOURIST ATTRACTIONS**

<b>Ways to discover place.</b>	<b>Frequency</b>	<b>Percentage</b>
Through Friends/Family	53	47.32
Through social media	42	37.50
Through searching network	13	11.61
Other	4	3.57
Total	112	100

(Source: primary data)

**FIGURE 4.5: HOW PARTICIPANTS LEARNED ABOUT KERALA'S COASTAL  
TOURIST ATTRACTIONS**



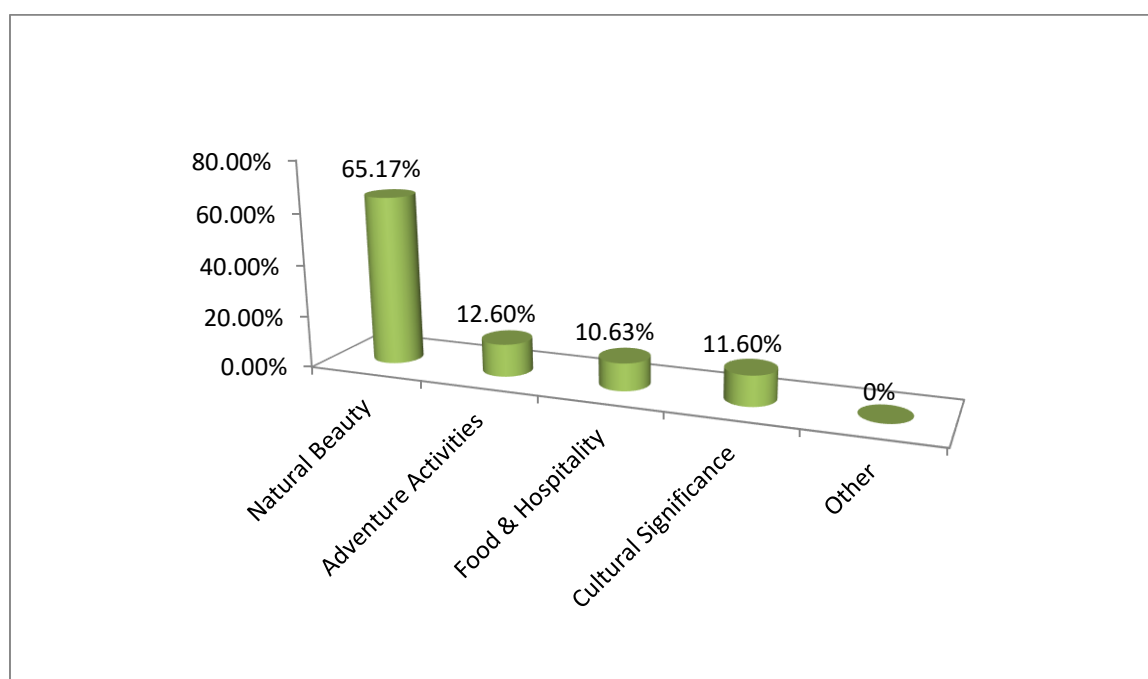
**Interpretation:** From the table, we can find out that most people (43.15 per-cent) discovered Kerala as a tourist destination through friends or family. 35.62 per-cent of respondents found it on social media. 15.75 per-cent of visitors were found by searching the internet. There are also 5.48 per-cent of people who know coastal places in Kerala by other means.

**TABLE 4.6: MOTIVATION TO VISIT KERALA**

Motivations	Frequency	Percentage
Natural Beauty	73	65.17
Adventure Activities	14	12.6
Food & Hospitality	12	10.63
Cultural Significance	13	11.60
Other	0	0
Total	112	100

(Source: primary data)

**FIGURE 4.6: MOTIVATION TO VISIT KERALA**



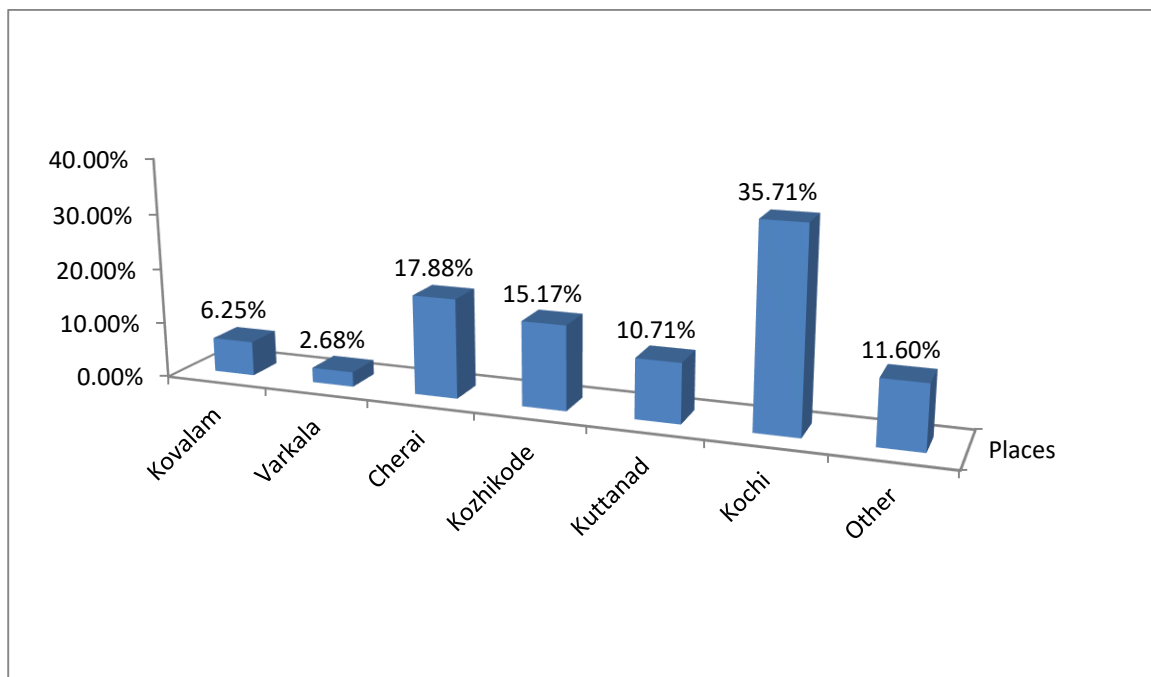
**Interpretation:** It has been determined that the majority of individuals (65.17 per-cent) are drawn to Kerala because of its stunning natural surroundings. Adventure activities are what motivate 12.6 per-cent of people. Additionally, 10.63 per-cent of respondents said they visit coastal areas for the food and friendliness, while 11.60 per-cent liked them because of their cultural value.

**TABLE 4.7: VISITED COASTAL TOURIST PLACE IN KERALA**

Places	Frequency	Percentage
Kovalam	7	6.25
Varkala	3	2.68
Cherai	20	17.88
Kozhikode	17	15.17
Kuttanad	12	10.71
Kochi	40	35.71
Other	13	11.60
Total	112	100

(Source: primary data)

**FIGURE 4.7: VISITED COASTAL TOURIST PLACE IN KERALA**



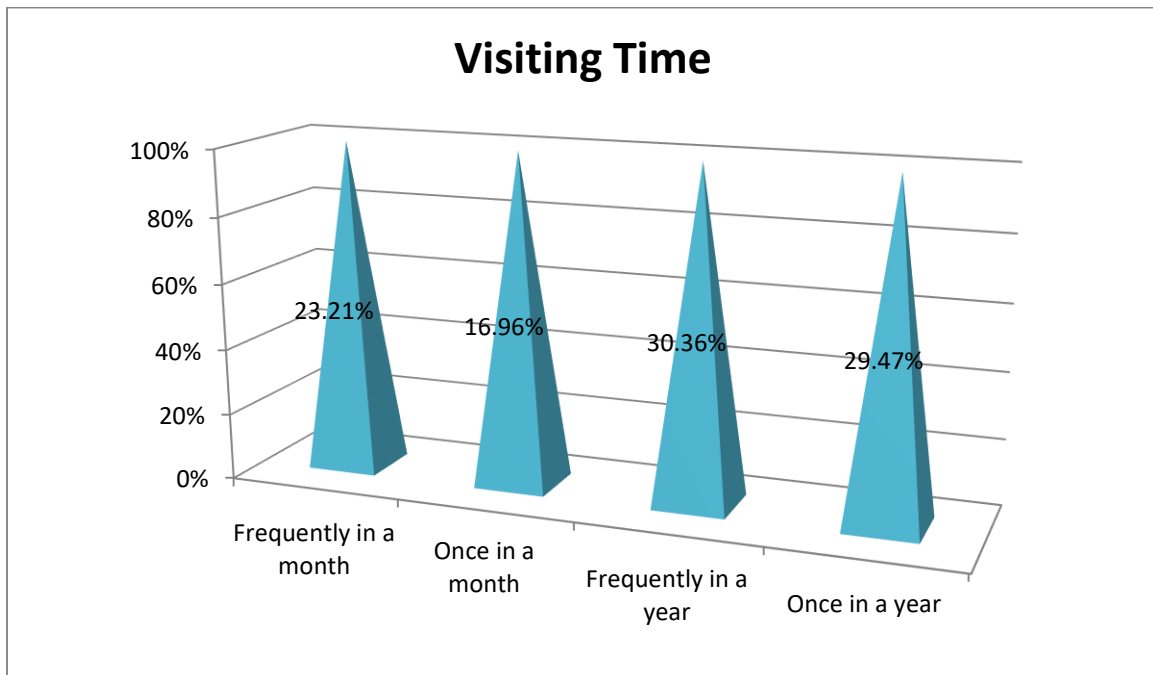
**Interpretation:** The seven most well-known coastal locations in Kerala were included in the study. According to the data, Kochi was visited by the majority of people, or 35.71 per--cent. Cherai is the second-most frequented location, with 17.88 per-cent of all visitors. Kozhikode and Kuttanad each had a visitor percentage of 15.71 and 10.71 per-cent, respectively. Varkala and Kovalam have also seen some visitors (2.68 per-cent and 6.25 per-cent, respectively). We can infer from this that Kochi is among the most well-known locations, and that 11.60 per-cent of people have also travelled to other coastal locations.

**TABLE 4.8: HOW OFTEN THE RESPONDENTS VISIT THE COASTAL ZONE TOURISM DESTINATIONS**

Visiting Time	Frequency	Percentage
Frequently in a month	26	23.21
Once in a month	19	16.96
Frequently in a year	34	30.36
Once in a year	33	29.47
Total	112	100

(Source: primary data)

**FIGURE 4.8: HOW OFTEN THE RESPONDENTS VISIT THE COASTAL ZONE TOURISM DESTINATIONS**



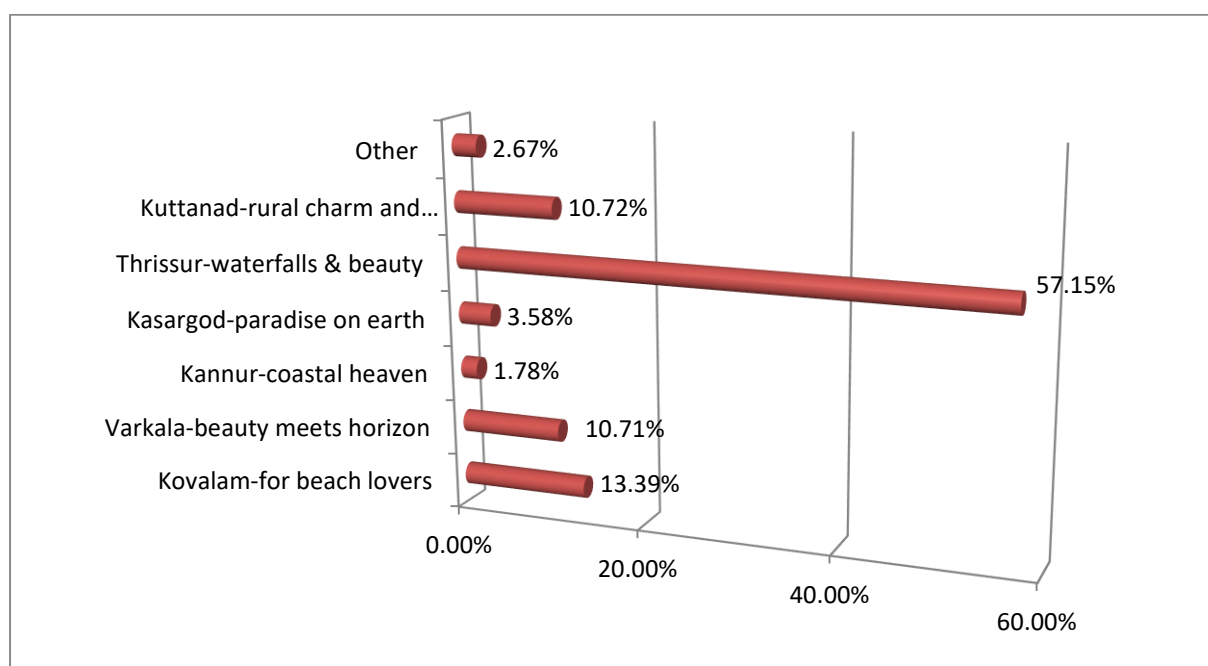
**Interpretation:** We can infer from the data's slight variation that respondents primarily travel to coastal areas. In a given year, 30.36 per-cent of visitors pay repeated visits here. Only 29.47 per-cent of visitors come once every year. 16.96 per-cent of visitors come once a month, while 23.21 per-cent visit regularly.

**TABLE 4.9: MOST ATTRACTIVE COASTAL PLACE**

Places	Frequency	Percentage
Kovalam-for beach lovers	15	13.39
Varkala-beauty meets horizon	12	10.71
Kannur-coastal heaven	2	1.78
Kasargod-paradise on earth	4	3.58
Thrissur-waterfalls & beauty	64	57.15
Kuttanad-rural charm and backwater	12	10.72
Other	3	2.67
Total	112	100

(Source: primary data)

**FIGURE 4.9: MOST ATTRACTIVE COASTAL PLACE**



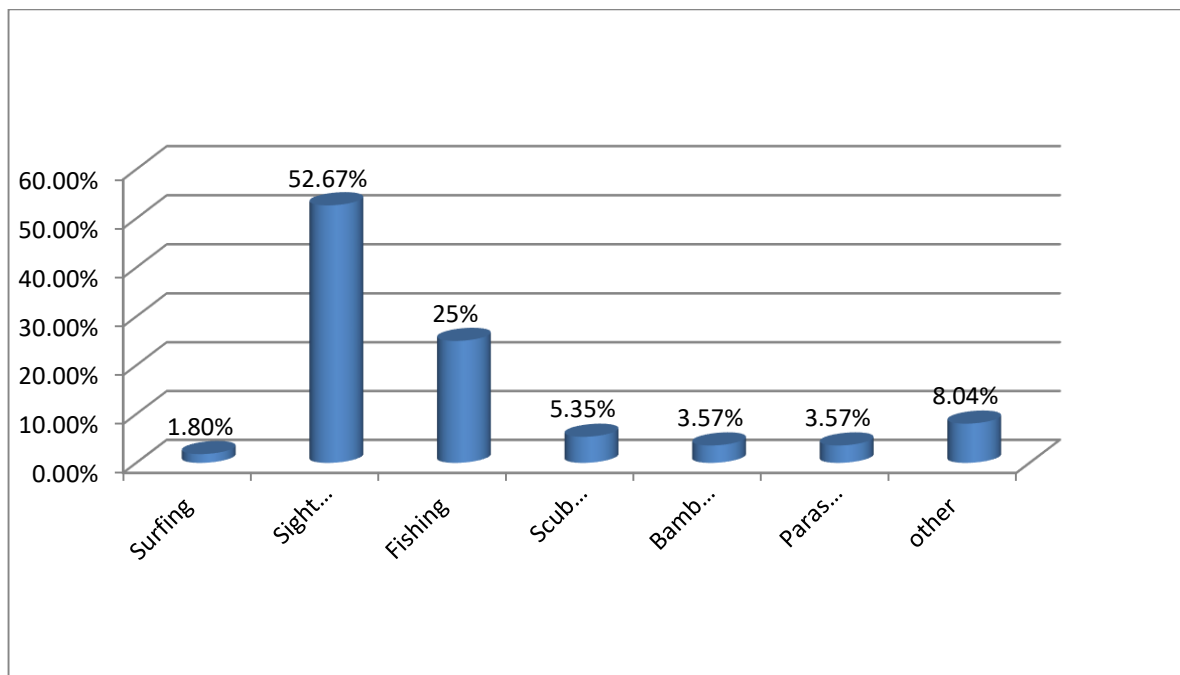
**Interpretation:** According to the data presented above, 57.15 per-cent of people enjoy the beauty and waterfalls of Thrissur. Because they enjoy kovalam, 13.39 per-cent of persons are beachgoers. People who love Kuttanad's rustic charm and backwaters and Varkala's beauty meets the horizon differ by 10.72 per-cent and 10.71 per-cent, respectively. Kasargod is known as "paradise on Earth" by 3.58 respondents. Kannur, the beach paradise, is beloved by 1.78 per-cent of the population. Other destinations are also liked by 2.67 per-cent of individuals.

**TABLE 4.10: MOST ENJOYED ACTIVITIES AT COASTAL TOURIST DESTINATION**

Activities	Frequency	Percentage
Surfing	2	1.8
Sight seeing	59	52.67
Fishing	28	25
Scuba diving	6	5.35
Bamboo rafting	4	3.57
Parasailing	4	3.57
other	9	8.04
Total	112	100

(Source: primary data)

**FIGURE 4.10: MOST ENJOYED ACTIVITIES AT COASTAL TOURIST DESTINATION**



**Interpretation:** We are able to determine from the data above that 52.67 per-cent of tourists travel to coastal areas for sightseeing. 5.35 per-cent of individuals enjoy scuba diving, while 25per-cent of people enjoy fishing. Parasailing and bamboo drafting are both enjoyed equally by those who participate (3.57per-cent).8.04 per-cent of respondents enjoy other activities, compared to 1.80 per-cent who enjoy surfing.

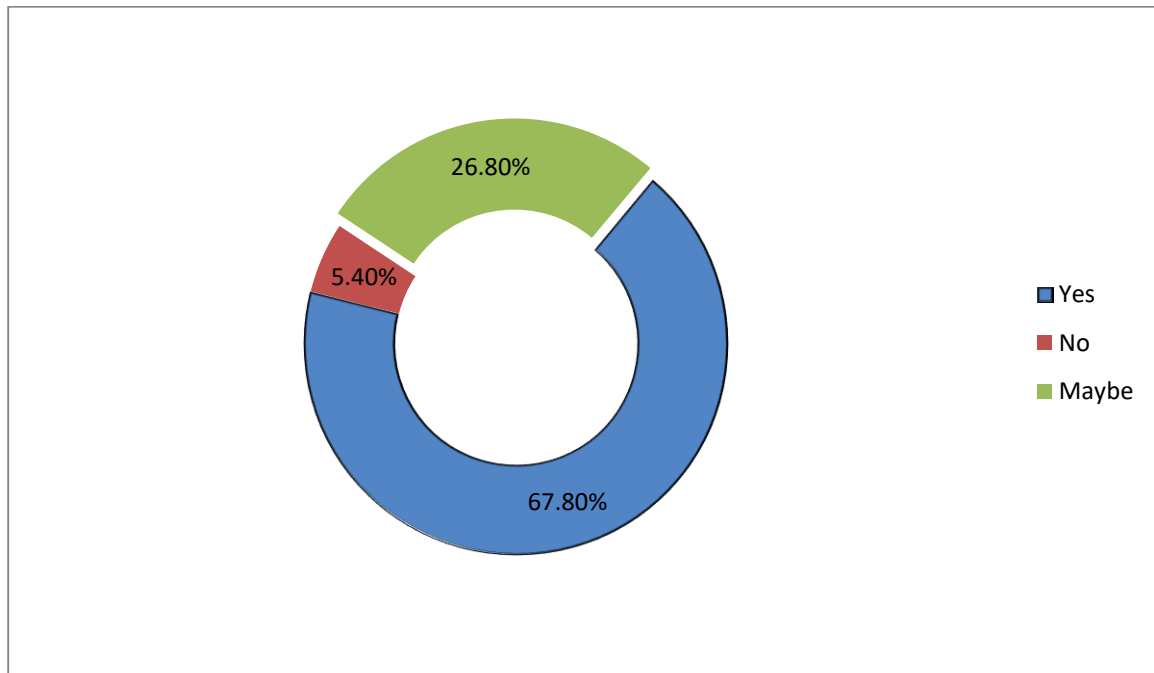


**TABLE 4.11:KERALA COASTAL TOURIST PLACES REQUIRE MORE WATER ADVENTURE OR NOT**

Opinion	Frequency	Percentage
Yes	76	67.8
No	6	5.4
Maybe	30	26.8
Total	112	100

(Source: primary data)

**FIGURE4.11: KERALA COASTAL TOURIST PLACES REQUIRE MORE WATER ADVENTURE OR NOT**



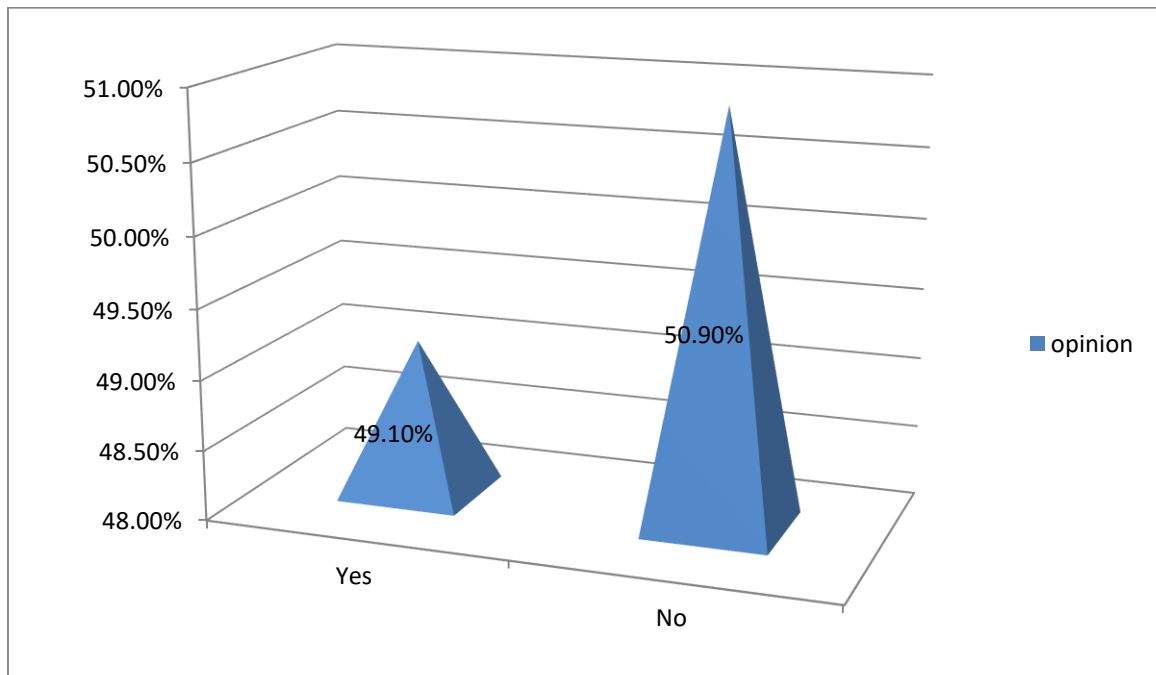
**Interpretation:** In accordance with the report, 67.8 per-cent of visitors say Kerala's coastal tourist attractions want more water or adventure sports. 26.80 per-cent are undecided, while 5.40 per-cent believe there is no need for more activities.

**TABLE 4.12: RESPONDENTS EXPERIENCES WITH ISSUES OF SAFETY AND SECURITY IN COASTAL TOURISM DESTINATIONS**

Opinion	Frequency	Percentage
Yes	55	49.1
No	57	50.9
Total	112	100

(Source: primary data)

**FIGURE 4.12: RESPONDENTS EXPERIENCES WITH ISSUES OF SAFETY AND SECURITY IN COASTAL TOURISM DESTINATIONS**



**Interpretation:** In this graph, the majority of people (50.90 per-cent) had no problems when visiting seaside tourist destinations. On the other hand, 49.10 per-cent of persons have experienced safety and security difficulties.

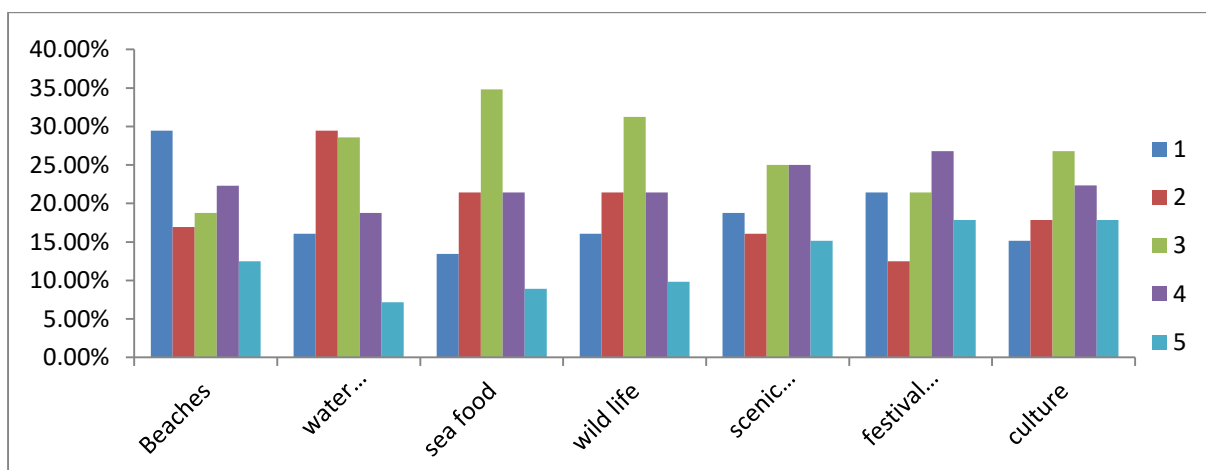
### 4.3 RANKING THE VARIABLES ACCORDING TO THE PREFERENCE OF RESPONDENTS

**TABLE 4.13: RANK THE MAIN ATTRACTION OF COASTAL TOURIST DESTINATION.**

variables	1 <sup>st</sup> Rank		2 <sup>nd</sup> rank		3 <sup>rd</sup> rank		4 <sup>th</sup> rank		5 <sup>th</sup> rank	
	Freq	Pct	Freq	Pct	Freq	Pct	Freq	Pct	Freq	Pct
Beaches	33	29.46	19	16.96	21	18.76	25	22.32	14	12.5
water sports	18	16.07	33	29.46	32	28.57	21	18.75	8	7.15
sea food	15	13.45	24	21.42	39	34.83	24	21.42	10	8.93
wild life	18	16.07	24	21.43	35	31.25	24	21.43	11	9.82
scenic beauty	21	18.76	18	16.07	28	25	28	25	17	15.17
festival & event	24	21.43	14	12.5	24	21.42	30	26.78	20	17.86
culture	17	15.1	20	17.86	30	26.78	25	22.33	20	17.86

(Source: primary data)

**FIGURE 4.13: RANK THE MAIN ATTRACTION OF COASTAL TOURIST DESTINATION.**



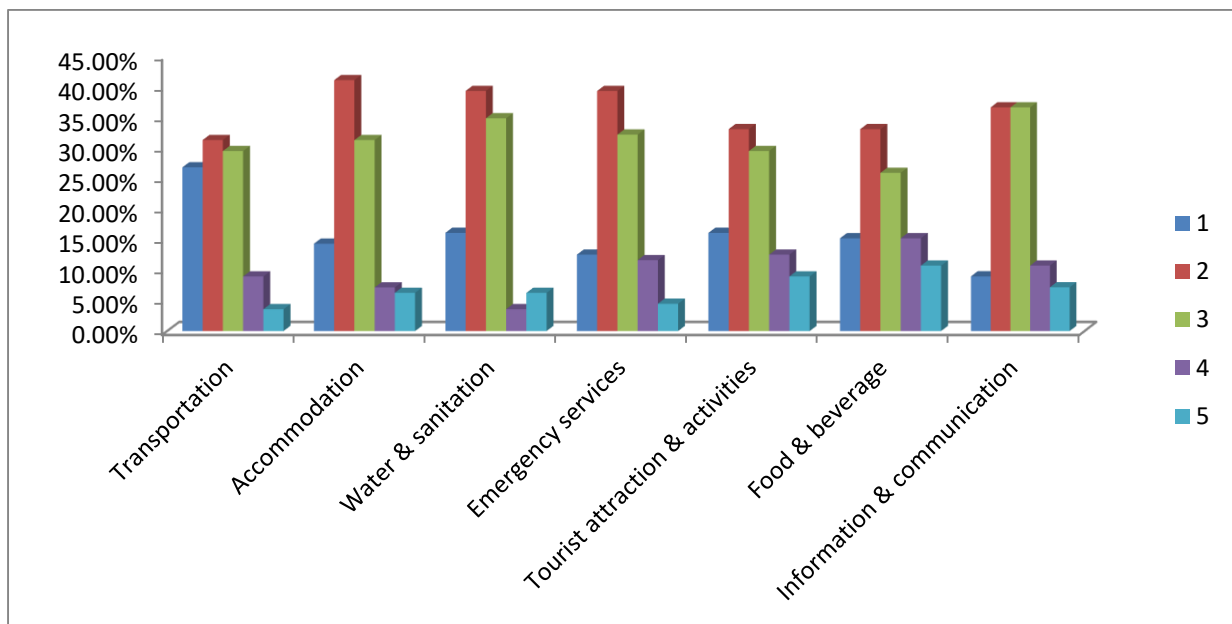
**Interpretation:** According to the research, the majority of people (29.46 per-cent) ranked the beaches first. Water activities are the second most popular variable (29.46 per-cent). Seafood is the third most popular attraction (34.83 per-cent), while festivals and events are the fourth most popular (26.78 per-cent) variable and 17.86 per-cent responded to the fifth-ranked festival and culture.

**TABLE 4.14: RATE THE INFRASTRUCTURE FACILITIES OF COASTAL  
TOURIST PLACES IN KERALA**

Infrastructure Facilities	1 <sup>st</sup> Rank		2 <sup>nd</sup> rank		3 <sup>rd</sup> rank		4 <sup>th</sup> rank		5 <sup>th</sup> rank	
	Freq	Pct	Freq	Pct	Freq	Pct	Freq	Pct	Freq	Pct
Transportation	30	26.79	35	31.25	33	29.46	10	8.93	4	3.57
Accommodation	16	14.29	46	41.07	35	31.25	8	7.14	7	6.25
Water & sanitation	18	16.07	44	39.29	39	34.82	4	3.57	7	6.25
Emergency services	14	12.5	44	39.29	36	32.15	13	11.6	5	4.46
Tourist attraction & activities	18	16.07	37	33.04	33	29.46	14	12.5	10	8.93
Food & beverage	17	15.18	37	33.04	29	25.89	17	15.18	12	10.71
Information & communication	10	8.94	41	36.6	41	36.6	12	10.71	8	7.15

(Source: primary data)

**FIGURE 4.14: RATE THE INFRASTRUCTURE FACILITIES OF COASTAL  
TOURIST PLACES IN KERALA**



**Interpretation:** From the above graph we can determine that most respondents given second rank to each of the infrastructure of coastal tourist place. Each variables percentage is higher in second rank.

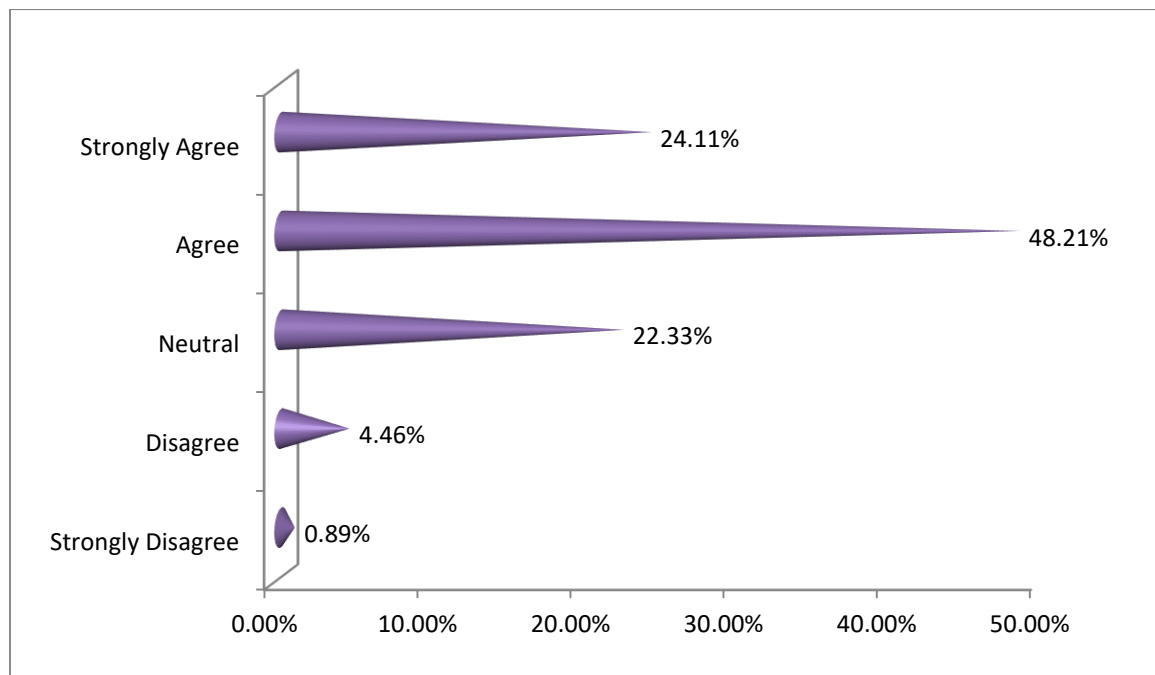
#### 4.4 LEVEL OF AWARENESS RELATED TO THE PROBLEM FACED BY COASTAL DESTINATION

**TABLE 4.15: KERALA TOURIST PLACES LACK BASIC INFRASTRUCTURE**

Attributes	Frequency	Percentage
Strongly Disagree	1	0.89
Disagree	5	4.46
Neutral	25	22.33
Agree	54	48.21
Strongly Agree	27	24.11
Total	112	100

(Source: primary data)

**FIGURE 4.15: KERALA TOURIST PLACES LACK BASIC INFRASTRUCTURE**



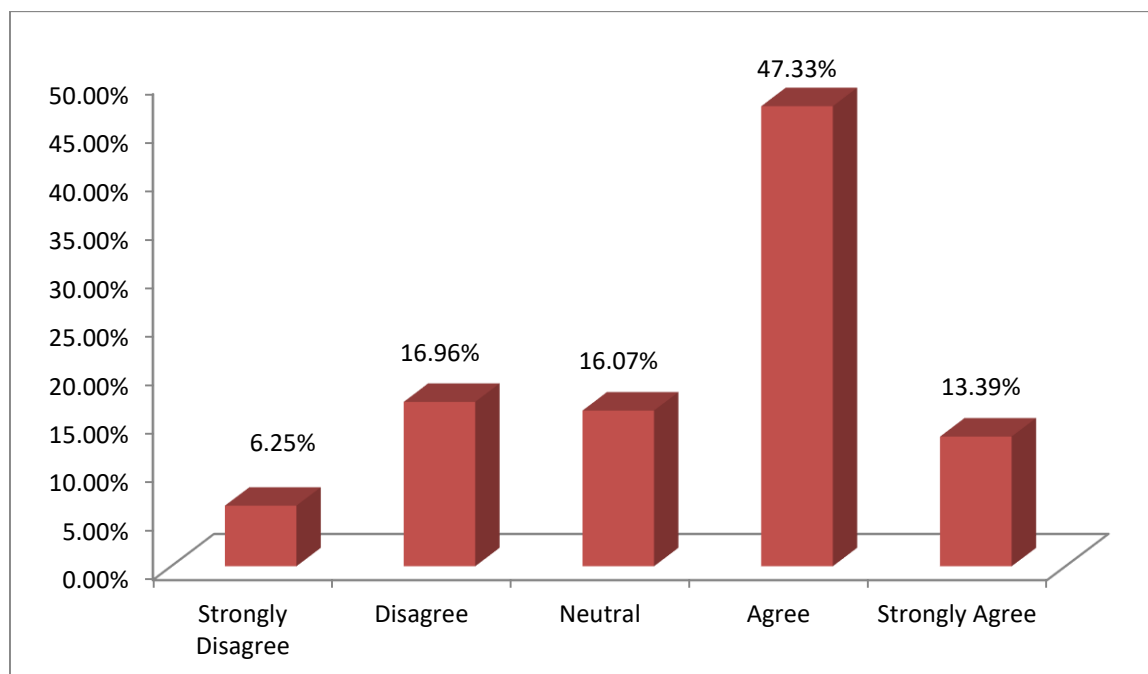
**Interpretation:** Participants in this graph agree that Kerala tourist places lack basic infrastructure such as road, electricity, and water supply. At the same time, 24.11 per-cent strongly agree and 22.33 per-cent are neutral on the issue. Furthermore, 4.46 per-cent and 0.89 per-cent of people disagree and strongly disagree with the reality.

**TABLE 4.16: CULTURAL CONFLICT BETWEEN TOURISTS AND LOCAL COMMUNITY**

Attributes	Frequency	Percentage
Strongly Disagree	7	6.25
Disagree	19	16.96
Neutral	18	16.07
Agree	53	47.33
Strongly Agree	15	13.39
Total	112	100

(Source: primary data)

**FIGURE 4.16: CULTURAL CONFLICT BETWEEN TOURISTS AND LOCAL COMMUNITY**



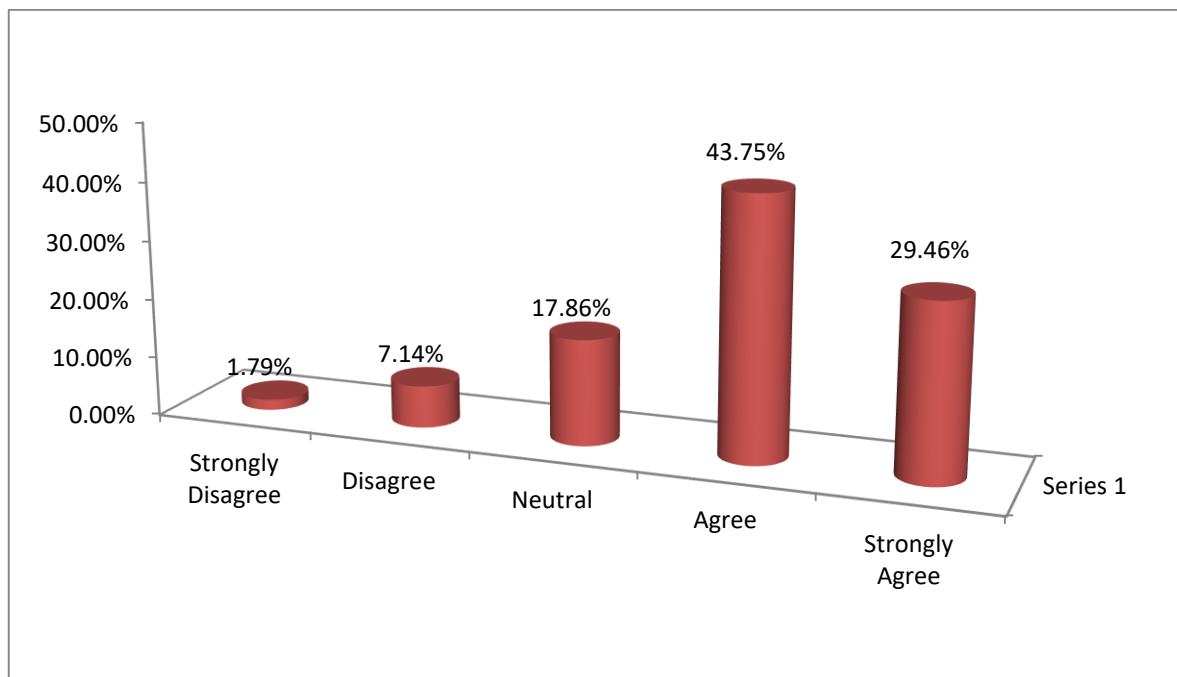
**Interpretation:** 47.33 per-cent of participants in the above chart believe that there is a potential of cultural clash between visitors and locals. While 16.07 per-cent are neutral and 13.39 per-cent strongly agree with the position, respectively. Furthermore, 16.96 and 6.25 per-cent of the population disagrees with the reality and strongly disagrees with it.

**TABLE 4.17: NATURAL DISASTER SLIDE DAMAGE TO INFRASTRUCTURE  
AND DISRUPT TOURISM**

Attributes	Frequency	Percentage
Strongly Disagree	2	1.79
Disagree	8	7.14
Neutral	20	17.86
Agree	49	43.75
Strongly Agree	33	29.46
Total	112	100

(Source: primary data)

**FIGURE 4.17: NATURAL DISASTER SLIDE DAMAGE TO INFRASTRUCTURE  
AND DISRUPT TOURISM**



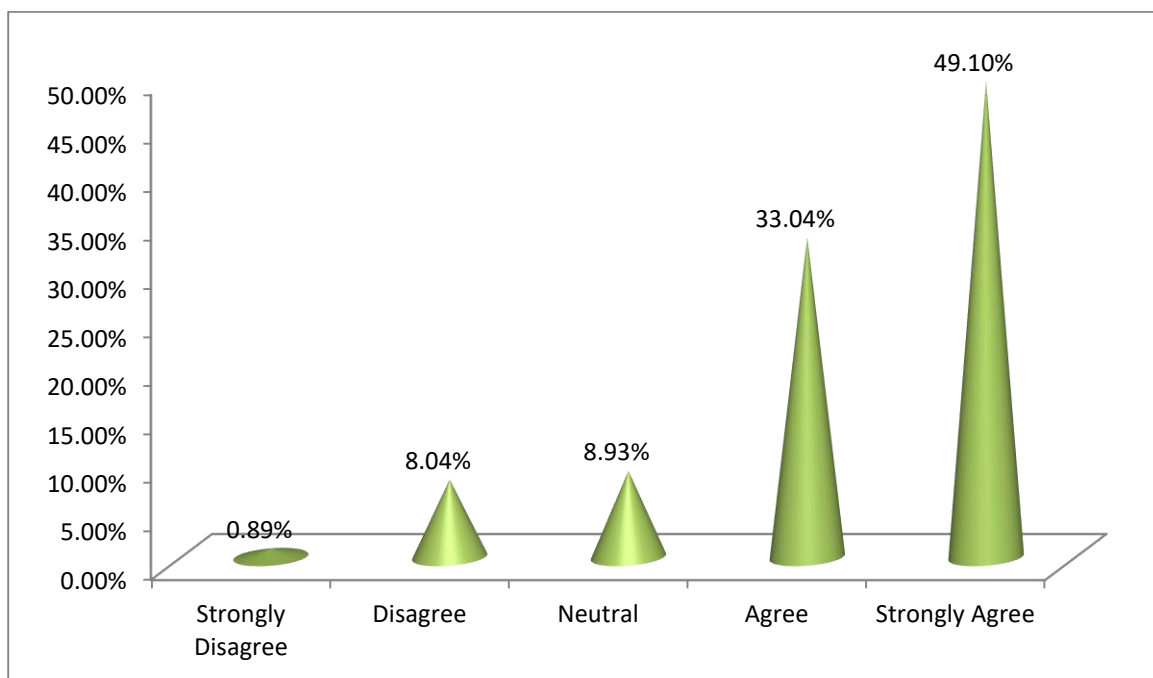
**Interpretation:** A Total of 43.75 per-cent of those polled in the above graphic, believe that the natural disaster slip will cause infrastructure damage and hinder tourism. While 17.86 per-cent of respondents are impartial, 29.46 per-cent strongly agree with the position. Furthermore, 7.14 and 1.79 per-cent of the population disagree with the fact, respectively.

**TABLE 4.18: POLLUTION CAUSED BY PLASTIC IS A SIGNIFICANT PROBLEM  
IN KERALA’S COASTAL REGION**

<b>Attributes</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	1	0.89
Disagree	9	8.04
Neutral	10	8.93
Agree	37	33.04
Strongly Agree	55	49.10
Total	112	100

(Source: primary data)

**FIGURE 4.18: POLLUTION CAUSED BY PLASTIC IS A SIGNIFICANT PROBLEM  
IN KERALA’S COASTAL REGION**



**Interpretation:** Based on the data presented above, 49.10 per-cent of individuals strongly believe that pollution produced by plastic garbage and other types of waste is a big problem in coastal areas. 33.04 per-cent agree with the fact, whereas 8.93 per-cent and 8.04 per-cent are neutral or disagree with the fact. And 0.89 per-cent is strongly opposed.

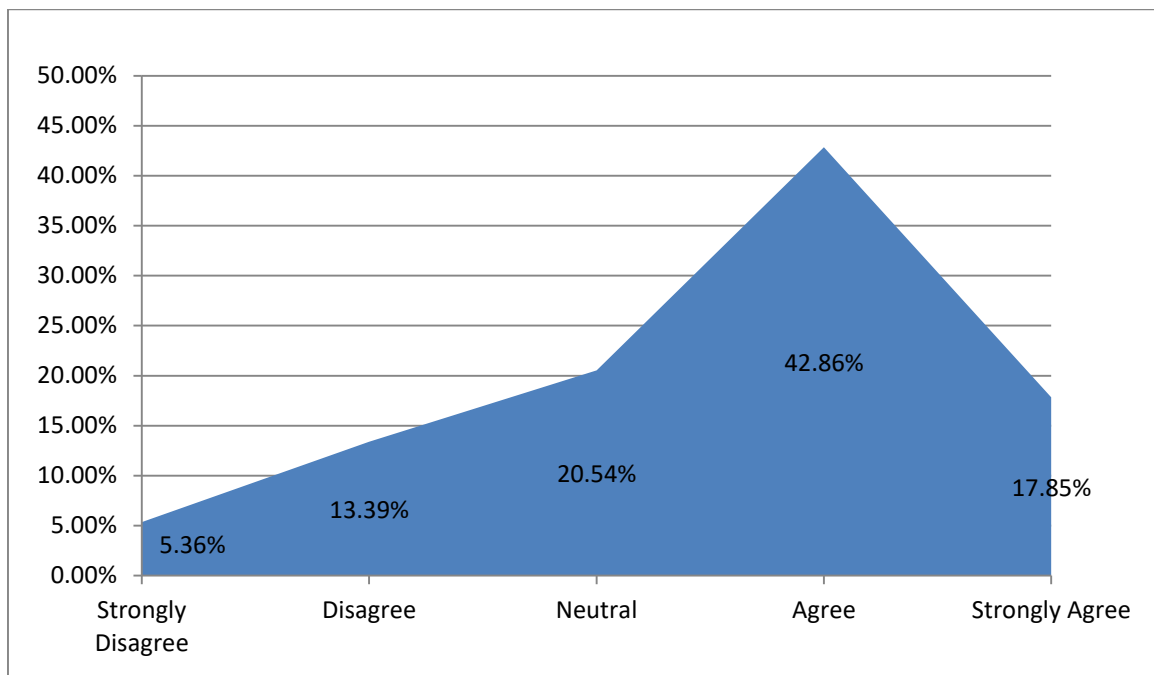


**TABLE 4.19: LOCAL GOVERNMENT IS PROMOTING COASTAL TOURISM**

Attributes	Frequency	Percentage
Strongly Disagree	6	5.36
Disagree	15	13.39
Neutral	23	20.54
Agree	48	42.86
Strongly Agree	20	17.85
Total	112	100

(Source: primary data)

**FIGURE 4.19: LOCAL GOVERNMENT IS PROMOTING COASTAL TOURISM**



**Interpretation:** stated by the data above, 42.86 per-cent of people think the local government is promoting seaside tourism in Kerala enough. While 20.54 per-cent and 13.39 per-cent are neutral or disagree with the reality, 17.85 per-cent firmly agrees with it. Additionally, 5.36 per-cent is firmly opposed.

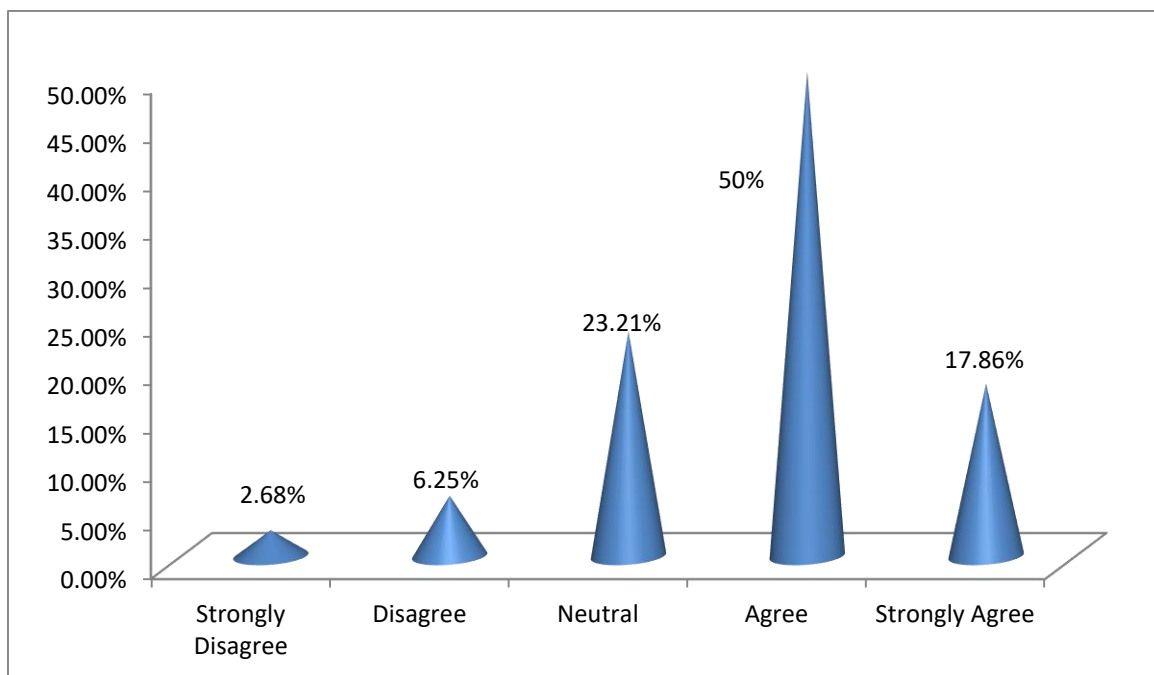
## 4.5 LEVEL OF SATISFACTION RELATED TO COASTAL DESTINATIONS OF KERALA

**TABLE 4.20: COASTAL TOURIST PLACE MEET RESPONDENTS' EXPECTATION**

Attributes	Frequency	Percentage
Strongly Disagree	3	2.68
Disagree	7	6.25
Neutral	26	23.21
Agree	56	50
Strongly Agree	20	17.86
Total	112	100

(Source: primary data)

**FIGURE 4.20: COASTAL TOURIST PLACE MEET RESPONDENTS' EXPECTATION**



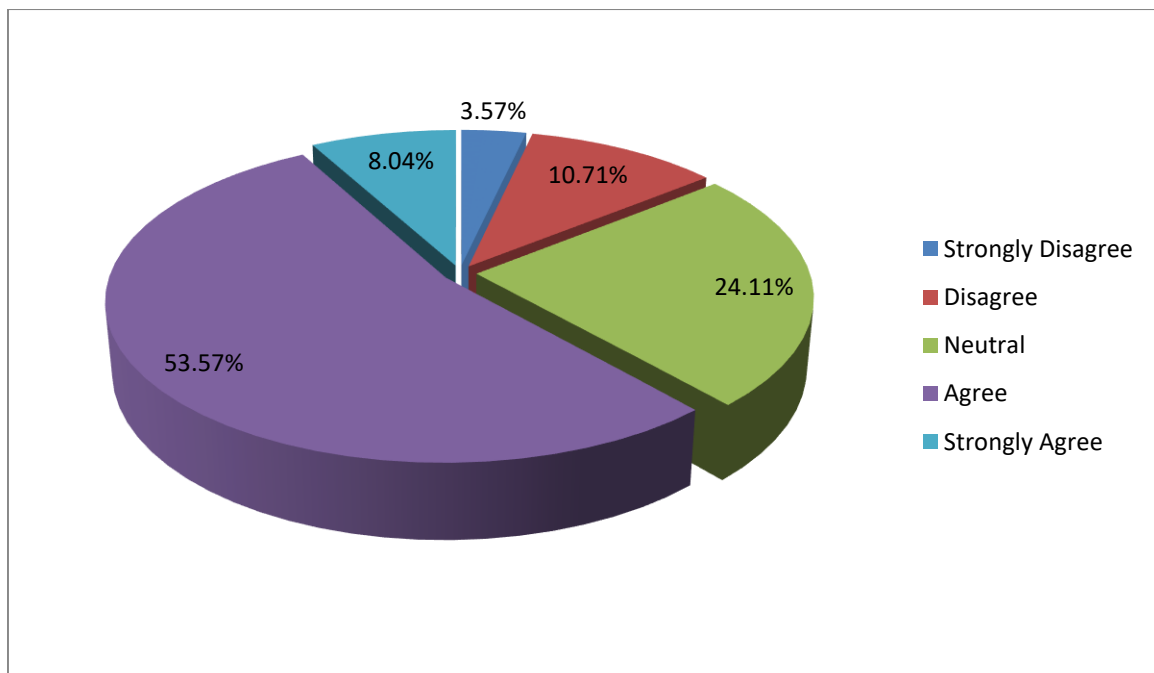
**Interpretation:** From the data above, fifty per-cent of respondents think coastal tourist destinations match their expectations. 6.25 per-cent of respondents disagree with the fact, while 23.21 & 17.86 per-cent are indifferent or do not agree with it. Furthermore, 2.68 per-cent is adamantly opposed.

**TABLE 4.21: SATISFIED WITH THE ACTIVITIES PROVIDED BY EACH DESTINATION**

<b>Attributes</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	4	3.57
Disagree	12	10.71
Neutral	27	24.11
Agree	60	53.57
Strongly Agree	9	8.04
Total	112	100

(Source: primary data)

**FIGURE 4.21: SATISFIED WITH THE ACTIVITIES PROVIDED BY EACH DESTINATION**



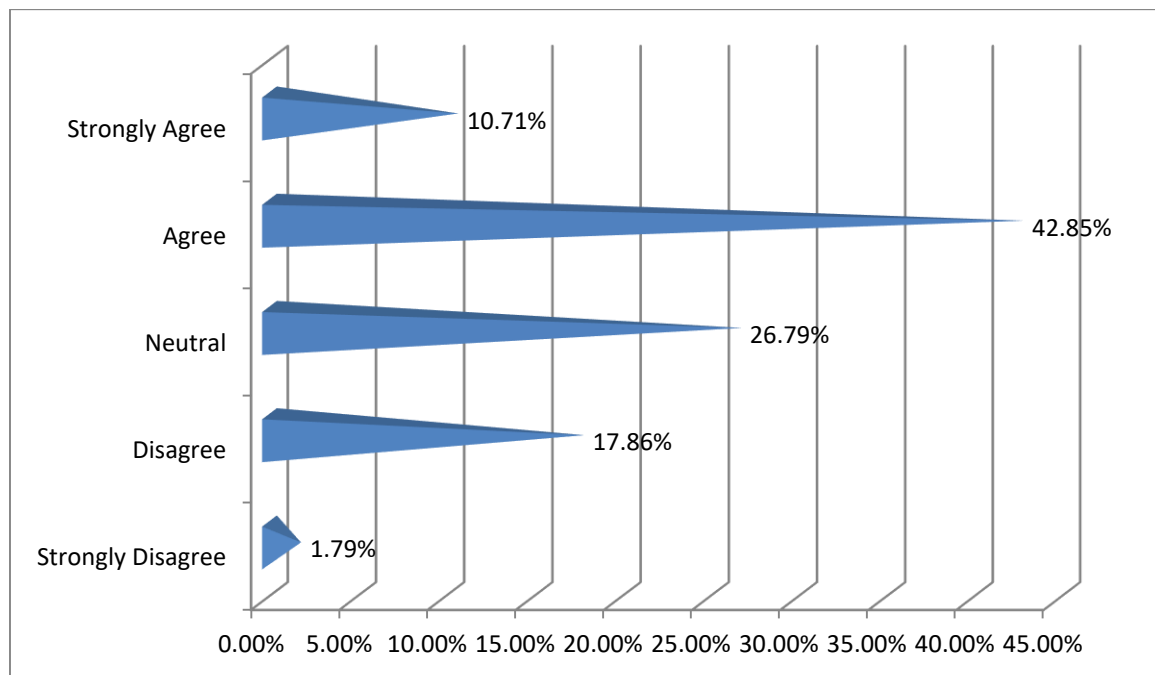
**Interpretation:** Referring to the aforementioned data, 53.57 per-cent of respondents concur that they are happy with the activities offered by Kerala's coastal tourism destinations, while 10.71 per-cent of respondents disagree. 24.11 per-cent of respondents are neutral, however. 8.04 per-cent of respondents express high satisfaction. 3.57 per-cent of those surveyed firmly disagree.

**TABLE 4.22: RESPONDENTS ARE SATISFIED WITH THE INFRASTRUCTURE**

Attributes	Frequency	Percentage
Strongly Disagree	2	1.79
Disagree	20	17.86
Neutral	30	26.79
Agree	48	42.85
Strongly Agree	12	10.71
Total	112	100

(Source: primary data)

**FIGURE 4.22: RESPONDENTS ARE SATISFIED WITH THE INFRASTRUCTURE**



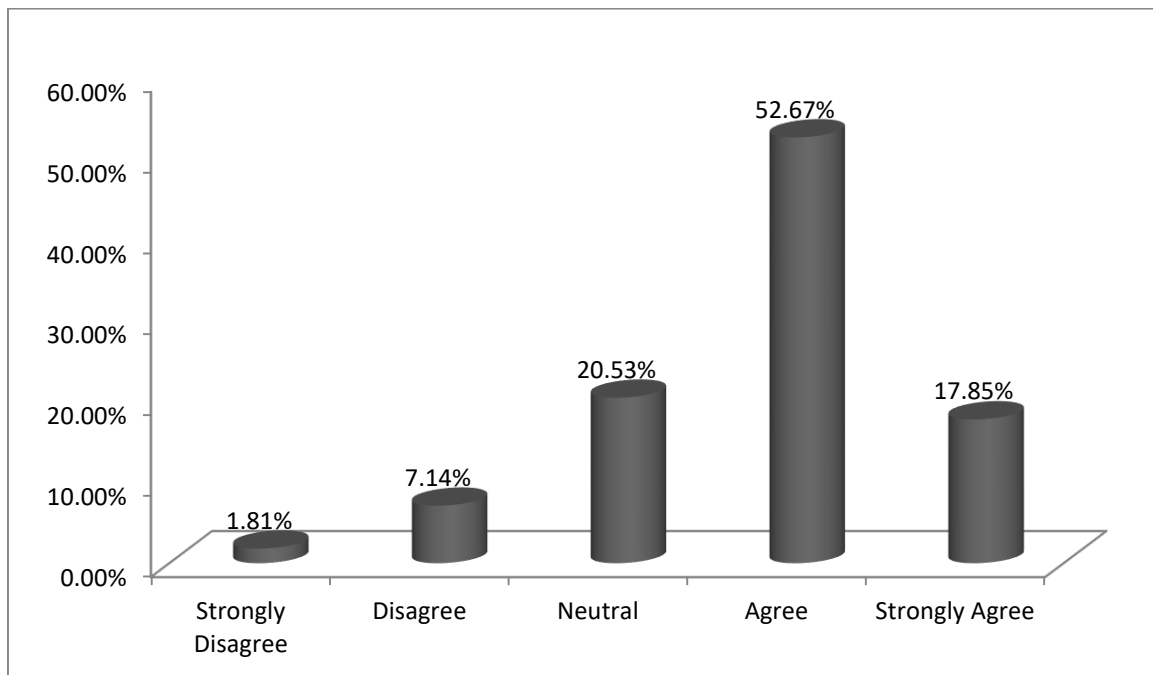
**Interpretation:** In accordance with the above statistics, 42.85 per-cent of respondents agree that they are satisfied with the infrastructure amenities offered by Kerala's coastal tourist attractions, while 17.86 per-cent of respondent's disagree.10.71 per-cent of respondents expresses high satisfaction, compared to 26.79 per-cent who are ambivalent.1.79per-cent of respondents adamantly disagree.

**TABLE 4.23: RECOMMEND COASTAL TOURIST AREA TO OTHERS**

Attributes	Frequency	Percentage
Strongly Disagree	2	1.81
Disagree	8	7.14
Neutral	23	20.53
Agree	59	52.67
Strongly Agree	20	17.85
Total	112	100

(Source: primary data)

**FIGURE 4.23: RECOMMEND COASTAL TOURIST AREA TO OTHERS**



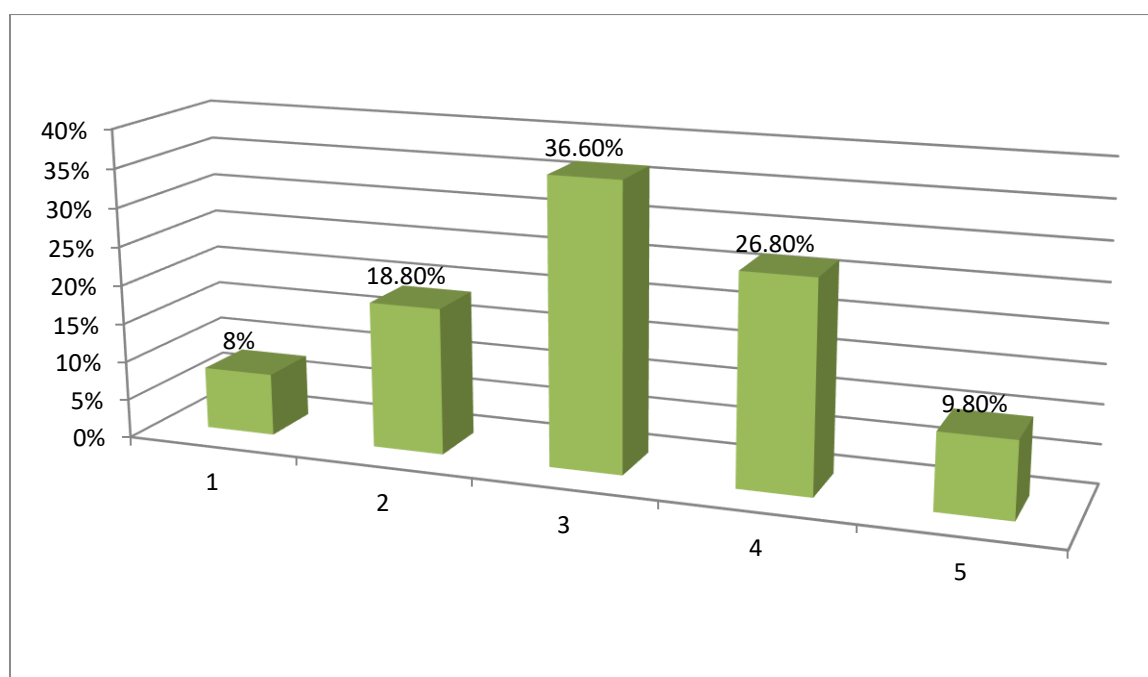
**Interpretation:** In accordance with the above figures, 52.67 per-cent of respondents are satisfied and would suggest the coastal tourist destination to others, while 17.85 per-cent highly agree. 7.14 per-cent of respondents disagree, while 20.53 per-cent are unsure. 1.81 per-cent of those polled strongly disagree.

**TABLE 4.24: OVERALL RATING OF EXPERIENCE OF VISITING BEACH AREA OF KERALA**

Rank	Frequency	Percentage
1	9	8%
2	21	18.8%
3	41	36.6%
4	30	26.8%
5	11	9.8%
Total	112	100%

(Source: primary data)

**FIGURE 4.24: OVERALL RATING OF EXPERIENCE OF VISITING BEACH AREA OF KERALA**



**Interpretation:** Based on the data, we can assume that 36.6 per-cent of people put coastal tourism third and 26.80 per-cent rank tourism fourth in terms of their experience. Second place is given by 18.8 per-cent of those polled. 9.80 pre-cent of the population and 8 per-cent of respondents place Kerala's seaside excursion in fifth and top place, respectively.

**TABLE 4.25**

**FRIEDMAN RANK TEST FOR IDENTIFYING MAIN ATTRACTION OF THE  
COASTAL TOURIST DESTINATION OF KERALA**

**H<sub>01</sub>:** There are no differences among the attractions in terms of their popularity for coastal tourism in Kerala.

**Friedman Test**

**Ranks**

	Mean Rank	Chi-square	p value
Beaches	4.43	9.912	.128
Water sports	4.01		
Seafood	3.71		
Wildlife	3.92		
Scenic beauty	3.93		
Festival and event	4.02		
Culture	3.98		

**Interpretation:** According to the mean ranks, the top three main attractions of coastal tourism in Kerala are beaches (4.43), water sports (4.01), and festival and event (4.02). Seafood, wildlife, scenic beauty, and culture also play important roles in attracting tourists to the coastal areas, but they rank slightly lower in preference compared to the top three attractions.

Since the p-value (0.128) is greater than the conventional significance level of 0.05 (or 5%), we do not have enough evidence to reject the null hypothesis. In other words, there are no statistically significant differences among the attractions in terms of their popularity as the main attraction for coastal tourism in Kerala, based on the data provided.

**TABLE 4.26**

**INDEPENDENT SAMPLE TEST FOR CHECKING WHETHER THERE IS ANY DIFFERENCE IN THE SATISFACTION LEVEL BETWEEN FOREIGN AND DOMESTIC TOURIST**

**H<sub>02</sub>:** There is no significant difference in the level of satisfaction between foreign tourists and domestic tourists.

<b>Group Statistics</b>				
	Type of tourist	N	Mean	Std. Deviation
Satisfaction	Foreign tourist	25	4.1700	.69116
	Domestic tourist	87	3.9224	.93953

**Interpretation:** The mean satisfaction level for foreign tourists (4.1700) is slightly higher than that of domestic tourists (3.9224). This suggests that, on average, foreign tourists tend to be more satisfied with their experience compared to domestic tourists. However, it is also important to consider the standard deviation, which provides a measure of the dispersion or variability in the satisfaction levels. The lower standard deviation for foreign tourists (0.69116) indicates that their satisfaction levels are more tightly clustered around the mean, indicating a higher level of consistency in their satisfaction. On the other hand, the higher standard deviation for domestic tourists (0.93953) suggests a wider range of satisfaction levels, indicating that opinions among domestic tourists may be more diverse, with some being highly satisfied and others less so.



<b>Independent Samples Test</b>			
	t-test for Equality of Means		
	t	df	Sig. (2-tailed)
Satisfaction	1.448	52.150	.154

**Interpretation:** The t-value of 1.448 indicates the difference in satisfaction levels between foreign and domestic tourists. The degrees of freedom (df) are used to determine the critical value for the t-distribution at a given significance level which is 52.150 (equal variance is not assumed). the p-value (0.154) is greater than the common significance level (0.05). Therefore, we fail to reject the null hypothesis. This means that the data does not provide enough evidence to conclude that there is a statistically significant difference in the level of satisfaction between foreign and domestic tourists.

**TABLE 4.27**

**CORRELATION FOR TESTING THE RELATIONSHIP BETWEEN PROBLEMS AND SATISFACTION LEVEL OF TOURISTS**

**H<sub>03</sub>:** There is no significant relationship between level of problem and level of satisfaction of tourists.

**Correlations**

		Problem	Satisfaction
Problem	Pearson Correlation	1	-.058
	Sig. (2-tailed)		.541
	N	112	112
Satisfaction	Pearson Correlation	-.058	1
	Sig. (2-tailed)	.541	
	N	112	112

**Interpretation:** The correlation result presented in the table is for the relationship between the level of problems faced by tourists and their level of satisfaction. The sign (-): The negative sign indicates a negative correlation, which means that as the level of problems faced by tourists increases, the level of satisfaction tends to decrease. Conversely, as the level of problems faced by tourists decreases, the level of satisfaction tends to increase. The magnitude of the correlation coefficient (0.058) is quite small, close to zero. This suggests a very weak linear relationship between the variables.

The significance value (0.541) indicates the p-value associated with the correlation coefficient. In this case, the p-value is greater than the conventional significance level of 0.05, which means that the correlation is not statistically significant. It, implies that, on average, the problems faced by tourists do not have a significant impact on their overall satisfaction levels.

## **4.6 CONCLUSION**

This chapter given a detailed analysis of data obtained through questionnaire survey.

## **5.1 INTRODUCTION**

The following section summarizes the study's key findings, offers recommendations based on them, and draws a conclusion.

## **5.2 MAJOR FINDINGS BASED ON OBJECTIVES OF THE STUDY**

1. Females are the major respondents in the study
2. Most of the respondents are younger at the age between 20-40.
3. Primarily domestic tourists provided the responses.
4. Beach vacations are preferred by the majority of study participants.
5. Through friends and family, more than half of respondents are aware of Kerala's coastal tourist attractions.
6. Most individuals were driven and drawn to coastal vacation destinations by the natural beauty.
7. Kochi is one of the most visited coastal tourist destinations.
8. People travel to seaside locations frequently each year.
9. The majority of respondents choose Thrissur- waterfalls and beauty as their favorite location.
10. A good majority of visitors to seaside destinations choose or enjoy sightseeing.
11. According to almost all of the participants, Kerala's tourist destinations require more water or adventure activities.
12. A significant amount of those who participated in the study reported no difficulties with safety or security in Kerala's coastal tourism destinations.
13. Beaches were listed as the top attractions in Kerala's coastal tourism areas.
14. Most of the respondents gave accommodations and transportation the highest ratings for the infrastructure present in coastal tourist destinations, while water and sanitation or cleanliness received the lowest ratings.
15. The majority of respondents are aware that tourism destinations in Kerala lack essential amenities including roads, electricity, and water supplies.
16. Participants agree that there is a possibility of cultural clash between tourists and local residents in Kerala because of its dynamic culture.
17. The answers acknowledge or concur that natural disasters like floods or landslides harm infrastructure and disrupt tourism.

18. According to the respondents, pollution brought on by sewage, plastic garbage, and other types of waste is a serious issue in Kerala's coastal region.
19. A significant number of individuals agree that the the local government is actively promoting seaside tourism in Kerala.
20. Most participants say that Kerala's coastal tourist destinations live up to their expectations.
21. The study's participants are happy with the activities offered at popular tourist destinations.
22. Respondents to the survey are comfortable with the infrastructure
23. Many individuals are willing to recommend others to the beach area.
24. The average person's experience is scored as 3. This indicates that the coastal tourist area received an average score.
25. Regarding the attractiveness of each site for Kerala coastal tourism, there are no variances.
26. The degree of satisfaction between foreign and domestic visitors is not noticeably different. This indicates that there is insufficient data to draw a conclusion that the level of satisfaction among foreign and domestic tourists differs statistically.
27. The degree of difficulty and visitor satisfaction levels does not significantly correlate. It suggests that, generally speaking, tourists' issues do not significantly affect their overall satisfaction levels.

### **5.3 SUGGESTIONS BASED ON THE STUDY**

- 1.** Focus on sustainable tourism practices that protect the environment and cultural heritage to create coastal tourism that is sustainable. Also encourage nearby businesses and communities to embrace eco-friendly initiatives to reduce the negative effects that come on coastal tourist destination.
- 2.** The total experience for tourists will be improved with a little bit more investment in the establishment of contemporary, well-maintained infrastructure, including transportation accommodations and recreational facilities.
- 3.** In coastal locations, cleanliness and hygiene should be prioritized to provide a welcoming environment for visitors. Regular beach cleaning program and a trash management system has to be put into place.
- 4.** To accommodate different preferences and interests, provide a wide range of visitor experiences, such as water sports, cultural activities, nature hikes, and dining out.
- 5.** Increase visitor confidence in coastal areas by putting the safety of tourists first by putting emergency response systems, clear signs, and lifeguard services in place throughout the shoreline.
- 6.** By focusing on particular visitor demographics and highlighting each location's distinctive features, Kerala's coastal locations can be marketed and promoted via digital platforms and social media.

## 5.5 CONCLUSION

The primary goal of this research is to shed light on the many elements affecting the region's coastal tourist destinations' allure. A combination of data gathering, surveys, and numerous other tests, including independent t-tests, correlations, tabulations, etc., helped to uncover important information about the advantages and disadvantages of these locations from the viewpoint of tourists. The project has also highlighted some challenges that need to be addressed to further enhance the overall attractiveness of these coastal destinations. Issues such as infrastructure development, waste management, and sustainable tourism practices demand attention to ensure that tourism growth remains ecologically responsible and preserves the pristine beauty of the region for future generations. The findings reveal that Kerala's coastal areas possess immense potential as attractive tourist destinations. The region's natural beauty, diverse landscapes, and rich cultural heritage are significant assets that draw visitors from different parts of the world. The presence of stunning beaches, serene backwaters, and lush greenery provides a unique and captivating experience for tourists seeking a tranquil retreat. Also, a customized approach is required when promoting various coastal areas due to the subjective aspect of attractiveness and the diversity of tourist tastes. Marketing campaigns should highlight the variety of experiences on offer, appealing to both business and leisure travelers as well as those looking for adventure.

In conclusion, Kerala's coastal tourism has enormous potential, and with careful planning, environmentally friendly procedures, and community involvement, it may thrive as a top travel destination on the planet. The knowledge obtained from this study is the basis for additional investigation and well-informed decision-making, allowing stakeholders to cooperate to develop a thriving and sustainable coastal tourism business in Kerala.

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**APPENDIX**  
**(Questionnaire)**

## **DESTINATION ATTRACTIVENESS OF COASTAL TOURISM IN KERALA.**

The purpose of this survey is to gather information about the various factors related to "Destination attractiveness of coastal tourist places in Kerala."

Please note that all of your responses will be kept confidential and will be used only for research purposes.

Thank you for your participation.

### **1. NAME**

### **2. GENDER**

- Female
- Male
- Transgender

### **3. AGE**

- 20-40
- 40-60
- 60 & Above

### **4. ARE YOU A FOREIGN OR DOMESTIC TOURIST?**

- Foreign Tourist
- Domestic Tourist

### **5. IF YOU ARE A FOREIGN TOURIST, WHERE DO YOU COME FROM?**

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### **6. WHAT TYPE OF VACATION DO YOU PREFER?**

- Beach
- City
- Adventure
- Cultural

### **7. HOW DID YOU COME TO KNOW ABOUT THE COASTAL TOURIST PLACES IN KERALA?**

- Through Friends/Family
- Through Social Media
- Through Searching Networks
- Other

**8. WHAT MOTIVATED YOU TO VISIT KERALA'S COASTAL TOURIST DESTINATION?**

- Natural Beauty
- Adventure Activities
- Food & Hospitality
- Cultural Significance
- Other

**9. WHICH COASTAL TOURIST PLACES DID YOU VISIT IN KERALA?**

- Kovalam
- Varkala
- Cherai
- Kozhikode
- Kuttanad
- Kochi
- Other

**10. HOW OFTEN DO YOU VISIT COASTAL TOURIST PLACES IN KERALA?**

- Frequently in a month
- Once in a month
- Frequently in a year
- Once in a year

**11. WHICH COASTAL TOURIST PLACE IN KERALA DID YOU FIND THE MOST ATTRACTIVE?**

- Kovalam- for beach lovers
- Varkala- beauty meets horizon
- Kannur- coastal heaven
- Kasargod- paradise on earth
- Thrissur- waterfalls and beauty
- Kuttanad- rural charm and backwater
- Other

**12. RANK THE MAIN ATTRACTIONS OF THE COASTAL TOURIST DESTINATIONS IN KERALA.**

	1	2	3	4	5
Beaches					
Water sports					
Sea food					
Wild life					
Scenic beauty					
Festival & event					
Culture					

**13. HOW DO YOU RATE THE INFRASTRUCTURE & FACILITIES AT COASTAL TOURIST PLACES IN KERALA?**

	1	2	3	4	5
Transportation					
Accommodation					
Water & Sanitation					
Emergency Services					
Tourist Attraction & Activities					
Food & Beverage					
Information & Communication					

**14. WHICH ACTIVITIES DID YOU ENJOY THE MOST AT THE COASTAL TOURIST PLACE IN KERALA?**

- Surfing
- Sight seeing
- Fishing
- Scuba diving
- Bamboo rafting
- Parasailing
- Other

**15. DO YOU THINK KERALA TOURIST PLACES NEED MORE WATER OR ADVENTURE ACTIVITIES?**

- Yes
- No
- Maybe

**16. RATE THE LEVEL OF AWARENESS RELATED TO THE PROBLEM FACED BY COASTAL TOURIST PLACES IN KERALA.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<ul style="list-style-type: none"> <li>❖ Kerala tourist places lack basic infrastructure such as roads, electricity &amp; water supply.</li> <li>❖ Since Kerala have a dynamic culture there is a chance of culture conflict between tourist and local communities.</li> <li>❖ The natural disaster such as flood or land slide damage infrastructure and disrupt tourism.</li> <li>❖ Pollution caused by plastic waste, sewage &amp; other forms of waste is a significant problem in Kerala's coastal region.</li> <li>❖ The local GOVT. is doing enough things to promote coastal tourism in Kerala.</li> </ul>					

**17. HAVE YOU EVER FACED ANY ISSUES WITH SAFETY OR SECURITY AT A COASTAL TOURIST PLACES IN KERALA?**

- Yes
- No

**18. RANK YOUR SATISFACTION LEVEL RELATED TO COASTAL TOURIST PLACES.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<ul style="list-style-type: none"> <li>❖ Kerala coastal tourist places meet my expectations.</li> <li>❖ I'm satisfied with the activities provided in coastal tourist places.</li> <li>❖ I'm satisfied about the infrastructure and felicities.</li> <li>❖ I'm satisfied to recommend coastal tourist places in Kerala to others.</li> </ul>					

**19. OVERALL, HOW WOULD YOU RATE YOUR EXPERIENCE OF VISITING COASTAL TOURIST PLACE IN KERALA?**

1   
  2   
  3   
  4   
  5

