

THE IMPACT OF COASTAL TOURISM IN THE POST PANDEMIC COVID -19 CRISES FOR TOURISM SECTOR

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Abstract

The paper is based on the Contribution that needs to be taken by the Concept of Coastal Tourism maintained across South India towards resurrecting the Tourism Sector post Covid 19 . The Impact of the pandemic, Corona Virus has bought the tourism sector to a Complete halt for the past 20 Months , the sector which is looked as an asset towards the generation of our country economy every year round. It was observed by the expert committee who says that the losses has gone upto over 85 billion, with an average of around 80 less travel in these period since the Lockdown in March 2020. Also the way forward is Uncertain thus making things a little in the unknown as we move towards the future path of resurrection the Sector.

Indian tourism development was moving in great wings over the last few years. However the Pandemic has bought the Sector to a standstill. Many a consideration later, Now Tourism sector is slowly building up the way towards recovery across our country . However there is only the baby steps of beginning to bring back to normal routine.

As I underwent a few research, one thing that stood out is the concept of Coastal Tourism. What does it Signify. Whether is there any relation to the Tourism sector.. Based on a Questionnaire , I started Collecting opinions through Telephonic Conversation among the various people in South India in a convenient Sampling method. I used the statistical tool, chi Square test and the correlation methods to see whether there is a difference in the means, a way to build up Tourism Industry. Based on this, I noted my findings and concluded in certain suggestions to ensure that Coastal Tourism can be one of the fundamental things through which Promotional concepts can be achieved in Tourism.

Keywords: Coastal Tourism, Covid -19 Pandemic, Indian Tourism Promotional measures, Tamilnadu.

INTRODUCTION

The Southern part of the Indian Subcontinent provides an Landscape that has a certain dexterity, a gateway towards the tourism development by having different avenues each one being unique from the others. One such important landmark uncovered or unheard much is the region of Coastline associated with

the different states. Coast also provides another opportunity in the form of tourists. Coastal tourism is an important segment that has created much of a difference in the developing countries all around the world. It also has paved the way for the development of a transition for the local communities, by enhancing better employment opportunities, by

growth of the Agriculture, by improving their lifestyle and also betterment of environmental surrounding. Indeed many a tourist prefer a coast line not only for the land based and sports activities they offer, but also for the clean and healthy environment they offer due to green covers, the relaxation it offers, the long picturesque beaches and the biodiversity it offers. Coast offers some of the world richest ecosystems and they are very productive, it is also the reason for protecting the marine species every time.

Coastline around the world houses heavy population all around the world. This happens to turn out as an advantage and disadvantage depending upon how the coast is being maintained at. Coastal tourism is one of the most important mode of tourism for it has over 80 % tourism happening because of the beaches and the coral reefs. The Sun, Sea and Sand constitutes the primary Ingredients of coastal tourism. It is capable of attracting the tourists through the activities associated with the combination of Land and sea , thus ferrying the tourists within it.

Coastal Tourism in India has a huge potential. It indeed contributes directly to the sustainability in tourism development. The beaches in different states like the Om Beach in Gokarna, Karnataka or the Alapuzha beach in Kerala, or the Marina beach in Chennai, Tamilnadu are a few that stands as a known one. Post the pandemic it is necessary to bring home the lost mojo back in these and many more coastline that can linger to have a tremendous say in the country's growth. Following are some of the factors that needs to be kept in mind to maintain sustenance through coastal tourism

- 1) Coastal tourism is strongly dependant on the natural and Cultural resources . It have to encompass all the activities that can be carried on that particular locations
- 2) Coastal tourism has a say in not only the physical conditions , but also in the social – economic conditions as well as in environmental conditions

- 3) The coastal Hazards needs to be kept in consideration as many natural and man made disasters have made a disastrous effect on the ecosystems and its habitats.

OBJECTIVES OF THE STUDY :

- 1) To Sustain the tourism Sector post Covid 19 through the concept of Coastal tourism and its impacts
- 2) To Study the various activities, challenges and factors taken by tourists surrounding the coasts and its impacts towards the sustainability to Tourism post Covid 19
- 3) To improve the opportunities and ideas that paves the way for future growth with respect to Coastal Tourism

LIMITATIONS OF THE STUDY :

- 1) The study of this research is restricted only to a few of the coasts located in South India
- 2) The study of this research is limited to a handful of respondents . The samples got to be assumed as the actual population and the views are recorded accordingly
- 3) The collection of the samples is taken according to the restricted circles because of the Covid Pandemic. The researcher have not taken the general Tourist view with respect to the regular travelers who visit the coasts and the coastlines.

PROBLEM IDENTIFICATION :

India is a rich Country in culture and Tradition. Coastal tourism has the capability to bring the good old days post the pandemic. However as a researcher, an emptiness is found looking at the way to how the tourists is being projected in, keeping in view of the fall in the expectation of the weight age at the tourist places along the coasts, the livelihood of the locals that has come to a halt because of absence of business in these Coasts and also putting a damp to the various places because of

lack of Maintenances . Though there will be a substantial increase in Indian travelers in our country, keeping the pandemic in view , it is very likely the footfalls are going to be very less at least in the next year.

The researcher thinks of adopting a Dynamic approach to this problem. There is a need to develop sustainability towards this Tourism. A moreover likely solution will be reached soon. For this the response of the tourists need to be served as a catalyst, a function to how things should develop in the future.

REVIEW OF LITERATURE

The Paper identifies the Problems of coastal tourism, Environment and local sustainable development along Sindhudurg District, Coastal Maharashtra, India. The state of Maharashtra located on the western Side of the Indian Peninsula is known for its various coasts and its earmarks for tourists attractiveness(Pisolkar, 2016). Sindhudurg, located in the coast is one such beauty reserved for its rich ecosystem, marine bio diversity and its ports. It plays an important role in the development of coastal tourism(Yogesh). Ecosystems is considered prime importance for the livelihood. However experts have analyzed a gap as in terms of socio cultural and physical environment owing to the fact that the changes have hampered the sustenance of tourism in these places.(Chaudhary, 2016) A solution is being touched upon to solve the problems

The Paper is about the Working women Informal Sector of Coastal Area during covid Pandemic – Case study of Vypin Island (Kerala) Vypin, one of the group of islands forming the city of Kochi is a famous tourist spot, connecting the different coasts and its small tourists spots located along the coasts. Most of the local communities depends upon the selling of fish and its commodities to the tourists thus ensuring a living for them.(Lal, 2021) However due to the onset of the covid pandemic last year, it has ensured a struggle in their livelihood pertaining to the physical and mental pressures, as they come with extra

burden of following the protocols also. This has led to many of the people getting limited opportunities for a job. Working women have been forced into carrying these burden further because of lack of income and thus becoming a hindrance to the normal routine (Chiritha, 2021) , they are becoming a target for the pandemic.

The study was made in Assessment of coastal water Quality Parameters of selected Areas of Marine national park and Sanctuary (okha, Sikka and Khijadiya, 2021) with reference to the coastal areas of the state Gujarat, with the identifications of small and big islands that are rich in ecosystems and are more dynamic in nature bringing out the mass in tourism with its mangrove forests, coral reefs and its surroundings(Salvi and Harshad, 2021) . The physiochemical qualities of sea water are very important for the health biodiversity especially in the region of the gulf of Kutch(Rajal and Thakur,2021). It is for this reason, a study is made underlying the parameters with the variations if any (Kamlesh and Parmar, 2021)

The study examines the different problems associated with the vulnerability of the Mediterranean coastal zones because of the climate changes associated thus identify the potential threats caused by it. The various impacts caused by this includes increased erosion, wetlands and damages caused to the ecosystems(Fredric). This has been multiplied owing to the fact of the urbanization, increase in wetlands, improper use of coastal resources, and also a bias towards expansion of the landscapes.(Brochier, Ramieri , 2001) To minimize the damages, Integrated coastal zone management program is been adapted (Emiliano, 2001)

The case study is specified to the regions of the Baltic sea around the Pamu Bay, Estonia, as they faced a difficult phase in order to regroup themselves at the pre Soviet division thus enduring a loss in economic and social systems. (Lemenkova, 2019) Also Estonia was not perceived to be a tourist demand spot , even in summer because of the climate and the way it was supported by its local organization and the low investments trusted by the

Government(Polina,2019). The Post soviet Estonia is dynamic enough to have a spurt of tourism by offering activities to tourist including various theme based structures to them. The overview of the recreation resort places was thus performed in the Pamu district, resulted in a series of changes

The study revolves around the way Seaports as a tool for the Urban and economic development in Egyptian Coastal cities .The role of seaports have an important role in the cities, they indeed constitute a major relationship between the land and the sea(Galal, 2018). About 75 % of the Egyptian coastal cities are associated with industry and maritime transport , but a spurt in the development of coastal cities has rendered towards tourism than the ports causing problems at the front at all levels. The study reveals to how seaports can be used as a tool through analyzing the international cases and thus sorting out the various problems associated with the coastal zones, the coastal belts and better urban development(Abeer, 2018)

The rise in sea level is potentially one of the costliest impacts on climate change in Croatian coast. This paper analyze the negative impact of the rise in sea level and the steps taken to reduce it. (Peric, Joze) With the findings that is depicted it is found that the model is based on three parameters, namely value of the submerged land, cost of protection of sea level and displacement of people due to loss of land(Sverko grdic). Also secondary factors causing primary destruction is also a possibility in the near future . It becomes important to note that the rise in sea level is slow and gradual and it will cause an effect on the global situation(Zvonimira)

The effect of cruise ship tourism in Coastal Heritage cities : A case study of Charleston, South Carolina : The study of this paper explore the usage of cruise ship tourism into urban centers thus improving the sustainability of the place, located in Charleston, South Carolina. It explores the difficulties of cruise tourism present to the local people(Marsh, 2012) . However cruise tourism is a fast growing segment of the tourism industry and

this forms an avenue to explore uncovered destination sites. But also it provides a threat to Coastal heritage centers located, and also prevent enjoying the natural retreat of the coasts that comes to its existence. (Elizabeth, 2012) The Government is supposed to take steps in order to prevent the discrepancies and thus protect the coasts

The Perception of Coastal scenery along the Caribbean littoral of Colombia where scenic evaluation is considered to be one of the top 5 parameters in the choice of the beach locations.(Botero, Camilo and Anfusio, 2014) It is considered to be widely important in regions of UK, US and less important in other regions. In order to note down the importance of scenic evaluation in the coast of caribbean in the region of Colombia, a study was carried out in the 8 beaches of the provinces among a samples study of 435 and the results are observed. The differences related to vegetation covers, noise, sky line, Cliff, tidal range is noted(Giorgio and Williams, 2014). Also the linkage to water clarity is observed as it is a source for the tourists to come to the beaches as a reason(Allan and Palacio, 2014). The different aspect mentioned above is a relatively important source of offering value to the coastal plains

The role of Indigenous knowledge and coastal resource management in Addressing the climatic change Impact on South eastern Bangladesh .Indigenous knowledge management is important for the conservation, Sustainability and reduction of vulnerability due to climate changes in coastal areas(Barua, 2018). In the coastal areas of Bangladesh, majority of the local residents are involved in fishing, followed by agriculture and aquaculture and salt production. Bangladesh is a country that is endowed with rivers, that are rich in ecosystems and has mineral resources that are effective.(Prabal, 2018) It is a hub for the tourist around these locations. However the ignorance coupled with lack of interest have crippled the state of the development of the tourism areas. (Syed Hafizur, 2018)Therefore revitalizing the efforts of the values and formulation of the policies will promote the

ecological and the economic benefits for the local communities

RESEARCH METHODOLOGY:

The research followed for this research study is descriptive research. Descriptive research include surveys and fact finding enquiries of different kinds. The research is targeted towards the Customers of various sectors The customers who takes an interest in ensuring an improvement towards Tourism Sustainability in Our Country. A Survey is done in the form of Questionnaire from the telephonic session and feedback collected and recorded in questionnaire so as to record their opinions. 160 Samples are collected for this research study. Convenience Sampling is used in this research as a method to collect the opinions from the customers

TOOLS FOR PROCESSING:

The Statistical tools are applied to this research is Chi Square test. This test are just used to record the analysis and rank them accordingly. Also Spearman Rank correlation is used so as to find the significance depending upon the R factor.

DATA ANALYSIS AND INTERPRETATION

The Researcher have made the analysis of the study based on the way to how the factors pertaining to the question chosen for study through Questionnaire have been answered by the respondents of 160 Samples. Based on the feedback given, the following points are noted and the inference of the study are concluded.

S.No	Factors taken for study	Findings of the study
1	Age of the Respondents	The researcher inferred that 46.6 % of the customers are in the age group of 21- 30 years, while 20 % of customers are in age group of 31-40 Years, 13.3 % are in 41- 50 years, 12 % are from 51-60 years and 8 % are above 60 years.
2	Occupation of the Respondents	The researcher inferred that 8 % of the customers are self employed, 24 % are Professionals, 8% are in Public Sectors, 37.3 % are in Private Sectors and a majority 25.3% are home makers
3	Impact of Covid Psychologically	The researcher inferred that 86.6 % of the respondents have the impact of covid that have affected them psychologically in travelling to their Coastal Destinations and 13.3% do not feel the covid 19 Impact and are confident of travelling to their destinations at the coasts immediately.
4	Frequency of travel to coastal destinations post Covid 19	The researcher inferred that 17.3 % of the customers will travel in less than 3 months to their Coastal destinations while 30.6 % of customers will travel between 3 – 6 months and 26.6 % have plans to travel between 6 months and 1 year to their Coastal

		destinations, 20 % will travel only after a year and 5.3 % wanted time more than 2 years to travel again to their Coastal destinations.
5	Different activities to look forward in coastal destinations	The researcher that 14.37 % of the respondents would look at the Activities of Snorkeling and Surfing, a 37.5 % respondents would look at the SCUBA Diving and 12.5 % will look for Water Skiing, 18.75 % will look for Scenic Boat cruising, while the remaining 16.87 % travel for Sea Kayaking to the Coastal destinations.
6	Impacts involved in coastal tourism	The researcher that 20 % of the respondents would look at Overcrowding as the Impact of coastal tourism, 24 % as poor sewage disposal as the impact, another 40 % at Beach erosion , a 10.6 % respondents would look at Destruction of wild life inhabitants and 5.3 % will look at Overfishing as the impacts caused due to coastal tourisms
7	Challenges involved in coastal tourism	The researcher that 29.3% of the respondents would look at Air pollution and Waste as a challenge in the Coasts , 25.3 % for the reason of Compaction and Sealing of Soils, a further 30.6 % for Changes in Landscape of Coastal regions, 14.6 %for Intensive use of land and sea by tourists as the challenges involved in Coastal Tourism.
8	Damages done to coastal environment in our country	The researcher that 25.33 % of the respondents would look at tourism development near fragile Ecosystems, a 30.66% respondents would look for Pollution , waste and Water needs adhering to local community, and 21.33 % will look at Careless tourists and Operators around the places and 22.6 % will look for Consumption of Sea foods as the reasons done as Damages for Coastal Environment.
9	Threats involved in coastal tourism post Covid 19	The researcher that 25.33 % of the respondent would look at loss of Marine Resources because of destruction of coral reefs, a 30.6% respondents would look at Pollution of Marine and Fresh Water resources, and 28 % will look at Soil Degradation and loss of land resources and the remaining 16 % will look at natural

		Hazards and Sea level rise for the threats involved in Coastal Tourism
10	Factors of Coastal tourism to increase footfalls	The researcher inferred that 86.6 % of the respondents are confident that Coastal Tourism will play a major role in sustaining tourism Development in our country in and 13.3 % are not confident whether tourism will Sustain post covid 19 immediately and will take years to revive.
11	Idea to promote sustainability tourism through coastal tourism post Covid 19	The researcher that 33.3% of the respondents looks for Improvement Conservation of Specific coastal Landscapes or Habitats that make the area protected, ,Another 20 % respondents would Maximizing local revenues from tourists investment sand 13.3 % will look at Developing specifically related sub sectors that can be linked to tourism through self groups and 33.3% will Enabling cultural development in the coastal regions
12	Different benefits perceived as a result of Sustainable tourism	The researcher that 28.75 % of the respondents would look at Employment Generation, a 25 % respondents would look at Foreign exchange earnings and 20 % will look at Direct financial contributions to nature protection and 13.12 % will look at Strengthening communities and remaining 13.12 % for Social Involvement and pride to people
13	Different action plan to promote Coastal Tourism	The researcher that 8 % of the respondents would look for proper Administration ,another 14.6 respondents would look at Socio Economic factors , 33.3 % will look at Environment conservation and 44.% will look at Knowledge at the areas as the Different action plans to promote coastal tourism and Develop Sustainability

TOOLS FOR ANALYSIS

CHI – SQUARE TEST:

TABLE SHOWING THE FACTORS INVOLVING DIFFERENT ACTIVITIES AND ACTION PLAN AND THE DIFFERENT BENEFITS INVOLVED IN COASTAL TOURISM

Factors	Employment Generation	Foreign exchange earnings	Financial contribution to nature earnings	Strengthening communities	Social Involvement and pride to people	Total
Different activities	23	60	20	30	27	160
Different action plan	46	40	32	21	21	160
Total	69	100	52	51	48	320

Null Hypothesis:

There is no significant difference between the different action plan and activities conducted in coastal areas to promote coastal tourism and the benefits received as a result in exchange because of it.

Alternate Hypothesis :

There is a significant difference between the different action plan and activities conducted in coastal areas to promote coastal tourism and the benefits received as a result in exchange because of it.

Degrees of Freedom =

$$(R-1) (C-1) = (2-1) (5-1)$$

$$= 4$$

The practical value is 9.48.

The Theoretical value is found to be 17.15 Since the theoretical value is greater than the practical value, the null hypothesis is rejected and the alternate hypothesis is accepted.

There is a significant difference between the different action plan and activities conducted in coastal areas to promote coastal tourism and the benefits received as a result in exchange because of it. This will in turn enlightens the need to how to improve the related aspects by imparting more knowledge , conserving the environment better and improvement in Administration so as to bring the coastal tourism into a sustenance for the future

KARL PEARSON CORRELATION :

Comparing the questions where you are taking the idea of the factors in with the impacts caused by coastal tourism and the damages involved with regards to the coastal tourism, we are also taking the considering the

challenges offered to overcome the coastal tourism in our country and the threats involved in the overall aspects of coastal Tourism the following information is obtained with applying the Karl Pearson Correlation and the results are inferred based on the null and Alternate hypothesis to suggest to whether there are any significance among the factors

Based on the responses, the value of R is found as 0.911 with regards to the comparative study to various opportunities present and the factors in identifying the damages caused in coastal tourism .Which applies to having a positive correlation suggesting that there seems to be a movement in the positive or same direction with the factors that has been compared upon.

Similarly the value of R is found as 0.927 with regards to the comparative study of fear factors of the tourists in the threats involved and the challenges it imposes on the coastal tourism. So there is a need to improve the dynamics and bring respite to the country.

REGRESSION ANALYSIS

The concept of Regression is Analyzed as to the comparison of the estimation of a value from another value. Here the relation between and the Idea to promote sustainability tourism through coastal tourism post Covid 19 and Different benefits perceived as a result of Sustainable tourism is taken into consideration . The value is supposed to be 0.877 (correlation coefft) and the relation is noted. So one can note the method to how there is a association that can be built.

ONE WAY ANOVA

In the test conducted Different action plan to promote Coastal Tourism and the way to how to simmlate Future prospects of using coastal tourism in sustainable measures, the value is

found to be 3.203 less than the table value of taking the group factors dynamics to consideration. This augurs well to the null hypothesis being accepted that there is a fundamental acceptance that they have the same intention as to promote sustainability in tourism.

SUGGESTIONS

□ Most of the coastlines located are remote. Transportation and connectivity plays an important role in ensuring the tourist safety and security by ferrying them accordingly without chaos and confusion.

□ The concept of cleanliness is utmost important post Covid 19. Beaches need to be kept clean. Waste and other plastics and unwanted materials need to be removed near those places as it poses a threat.

□ One can go in for availability of medical kit and medical ambulances ready in case of emergency in the coastal areas compressing of all the activities.

□ Need of good food and drinking water must be available close to the coastal destinations at all times making tourists comfortable. For this the participation of the local communities and people is very important.

□ It is a necessity that climatic change threat due to global warming happens to be a threat to the ecosystems and the natural habitats. One has to ensure minimal pollution in these areas.

□ There must be a clear understanding of meticulous planning and waiting time needs to be improved for those who are going for activities like snorkeling, SCUBA diving, canoeing etc. Also effective communication to the tourist can be done prior by using boarding and lodging as a point of contact.

□ On case of sudden visit by tourist, they must be given a proper accommodation at the local halls and nearby places and ensure

coordination's. This is common in many places especially during weekends and long holidays.

□ Also foreigners can be given separate schedule to how to plan on their visit at the coasts. The local community should help them at all times.

□ The coasts guard the ecosystems and aquatic creatures. It also happens to be involved in the indirectly associated with the growth of fauna and flora of some kinds. Keeping this in mind it is important at all times to preserve them. A sense of knowledge must go with all the locals and the tourists.

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