

**INFLUENCE OF BEACH TOURISM IN A COASTAL COMMUNITY: A
STUDY AT MARARIKULAM**

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DECLARATION

I, **Ms. Merlin Jose**, do hereby declare that the Dissertation titled

Influence of Beach Tourism in A Coastal Community: A Study at Mararikulam

is based on the original work carried out by me and submitted to the University of Kerala during the year 2015-2017 towards partial fulfillment of the requirements for the Master of Arts Degree Examination in Sociology. It has not been submitted for the award of any Degree, Diploma, Associateship, Fellowship or other similar title of recognition before any University or anywhere else.

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18th August, 2017

CERTIFICATE OF APPROVAL

This is to certify that the work embodied in this dissertation entitled “**Influence of Beach Tourism In A Coastal Community: A Study At Mararikulam**” has been carried out by **Ms. MERLIN JOSE** of Fourth semester, Master of Sociology student of this college under my supervision and guidance, and that it is here by approved for submission.

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MA SOCIOLOGY

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ABSTRACT

Tourism today is emerging as a leading sector in the world and is now considered by some as the number one industry. Coastal tourism is the sum of activities relating to the travel and stay over by people visiting the coastal zone. Coastal tourism developments comprise developments and activities conducted upon land immediately adjacent to the shoreline, coastal wetlands, estuaries and tidal waters and associated marine waters. The present study is an attempt to find out the changes in the coastal community due to the influence of beach tourism in Mararikulam .A pilot study was conducted to understand the feasibility of this study. As part of it researcher visited the Mararikulam coastal area and discussed the influence of tourism projects with local people including local leaders, social workers and those who work in tourism projects.

The study adopted quantitative approach with a cross sectional design. Size of the sample was 60 respondents. Respondents were selected by following the technique of purposive sampling.

The study found that that coastal tourism has produced both positive and negative economic as well as environmental impacts. The tourism in this coastal community helps to reduce the unemployment among native people and provides new emerging job like umbrella selling, life guard, security etc, native people, especially aged population have the fear of loss of their moral values and existing social order but they support tourism because it provides them economic stability and fishing is not adequate for their livelihood. Tourism led to the infrastructural development of their region.

The findings of the present study can be used by the local Panchayath officials and other authorities to evolve better strategies for the further development of tourism in coastal areas

CHAPTER I

INTRODUCTION

INTRODUCTION

Tourism has expanded dramatically over the last 50 years and has become a global industry. According to WTOs (World Tourism Organization) forecasts, long-distance travel worldwide will grow faster (5.4% each year) in the next decades than travel within regions (3.8%).

WTO statistics for 2002 estimated international tourist receipts of US\$ 463 billion, a total of 693 million tourist arrivals across the globe and forecast over one billion arrivals by 2010. Coastal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth. Among all different parts of the planet, coastal areas are those which are most visited by tourists and in many coastal areas tourism presents the most important economic activity. Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure (Sanyal, 2013). With the Arabian Sea in the west, the Western Ghats towering 500-2700 meter in the east and networked by 44 rivers, Kerala enjoys unique geographical features that have made it one of the most sought after tourist destinations in Asia. An equable climate with a long shore lines with serene beaches (keralatourism.org) all of which offer a unique experience. Kerala is globally known for its possibilities in beach tourism with many destinations in the state like Kovalam. As economic growth gave people more free time, since the 1950s coastal areas have become increasingly desirable holiday destinations, and beach tourism has grown at an enormous rate, becoming a mass phenomenon.

WTO has classified three types of tourism; (i) Domestic Tourism it consists of residents visiting within their own country. No formalities are required in this kind of travel. (ii) Inbound Tourism: Comprises non- residents travelling into a country of their choice. (iii) Outbound Tourism: Comprises residents of a nation travelling out to foreign country. Tourism is not an activity for pastime and entertainment but is an enriching and energizing activity. Tourism is the right vehicle for a developing country like India which is on the path of modern economic growth through structural transformation of the economy. The value-added effect of tourism is increasing. Sustainable tourism has vast scope in India by convergence of landscapes with finances capes, techno capes, and Media's capes. India's tourism industry has witnessed upsurge in recent years, paying rich dividends to both consumers and producers. The role of Tourism is

essential in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry employs a large number of people, both skilled and unskilled. Hotels, travel agencies, transport including airlines benefit a lot from this industry. Tourism promotes national integration, it generates foreign exchange. It promotes cultural activities. Tourism also promotes the traditional handicrafts sector. The tourist gets an insight into the rich and diverse cultural heritage of India (2012, Arth Prabhand). Tourism, if left to develop without any effective planning framework and only regulated by market forces, generates impacts that can severely diminish its own resource base (OECD 1980, Mathieson and Wall 1982). Development of tourism has been given a high priority in the economic development programmes of the country since 1980s. The state of Kerala, which is now stylized as 'God's own Country' in the global tourist map, has also accorded it a major position in order to reorient its economic development utilizing its natural green environment. Accordingly, development of tourism in all its variety including beach tourism, back water tourism, village tourism, ecotourism, adventure tourism, monsoon tourism, heritage tourism, etc., is being promoted in the state.

Coastal tourism

The significance of tourism and recreation is often most evident in the coast. Coastal tourism is the sum of activities relating to the travel and stay over by people visiting the coastal zone. Coastal tourism developments comprise developments and activities conducted upon land immediately adjacent to the shoreline, coastal wetlands, estuaries and tidal waters and associated marine waters. Tourist activities are considered coastal tourism activities when they are based on or utilize coastal or marine resources, either natural or manmade, or located within the coastal strip (2001, TCMP). Pope John Paul 11 addressing a private audience of 7000 travel professionals in 1985 said: "the world is becoming a global village in which people of different continents are made to feel like neighbors. Modern transportation has removed the obstacles of distance enabling people to appreciate each other, engage in the exchange of ideas and commerce. Tourism can help overcome real prejudices and foster bonds. Tourism can be a real force of world peace. Tourism affects the host community in a number of ways. Tourism can change the way people live, think and work. It can change the social values of the people involved. When tourism achieves its most noble social goals, it helps to develop the sense of a global community. People share their cultures, their festivals, and their special experiences.

Through this they learn to respect the opinions and lifestyles of others. When tourism does not achieve such ideals it can leave in its wake social disorder, crime, degradation, a loss of community values, and a sense of either inferiority or superiority - both of which can be dangerous. Another issue is the social capacity of a tourism destination, when people engaging in recreational activities need a minimum amount of physical space in order to pursue their activity in an unconstrained manner. Interference with these functional needs for space due to excessive density will cause physical crowding to be experienced (1976, Choi; 1976, Stokols) Tourism industry can be a major factor for change in the social, political, and cultural systems as well as the economy and environment. Tourism activities create direct contact between local community and visitors. This contact among people with different attitudes, beliefs, and cultural values generates change. Visitors to a destination create social relationships and cultural exchanges. Such relationships can be simple or complex, short term or enduring, but in general, they affect people's habits, daily routines, social lives, beliefs, and values (1994, Wood). The sea has a strong attraction for people; this is not surprising given its importance as a source of food and transport. This importance is reflected in the fact that the great majority of the world's population resides along the coast (1990, MILLER).

According to Mathison and Wall tourism is "the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs" (1982, Mathieson and Wall). However, coastal areas are faced with increasing pressures of development, particularly tourism development, and are also more likely to be faced with increasing challenges with regard to their environmental protection (1995, Coccossis & Parpairis). The increasing amount of tourism development erodes the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

Tourism has expanded dramatically over the last 50 years and has become a global industry. According to WTOs (World Trade Organization) forecasts, long-distance travel worldwide will grow faster (5.4% each year) in the next decades than travel within regions (3.8%).

STATEMENT OF THE PROBLEM

Kerala has made admirable progress in tourism development in recent years. God's own Country has become a well recognized tourism brand and the State has achieved impressive growth in foreign tourist arrivals in particular. Currently, Kerala attracts 5 million domestic tourists and 0.2 million foreign tourists per annum (incredibleindia.org). The state is regarded as an important destination for heritage tourism and backwater tourism in the country. With its numerous number of beaches Kerala has huge possibilities in beach tourism. Along with the incomparable beauty of the beaches, Kerala is preferred for being more economical.

Out of a total area of 38,863 sq. km. of Kerala, 3,355 sq. km. falls in the coastal area supporting a population of 72.72 lakhs . The density of coastal urban population is 4,228 per sq. km., as compared to the average urban density of 2,097 in the state. The coastal rural population density is far above the state average rural population density .Kerala has the highest concentration of people living in coastal belt (Panduarangam 2012). Developmental activities in coastal zone coupled with population increase have caused many problems in these areas. Increase in activities like tourism has a very significant impact on the cultural and social life of coastal areas.

Mararikulam beach also known as Marari beach in Alappuzha is an emerging destination of tourists; both domestic and foreign. The name Marari originates from " Mararikulam ", one of the local fishing villages, where life still goes on much as it did a hundred years ago, with the men going out to sea each day to earn a living bringing in the daily catch. Completely new to the holiday maker Mararikulam offers endless miles of superb sand beaches backed by swaying palms, virgin territory where you can experience the local charm and traditional Kerala.

Being at its transforming stage Mararikulam give a perfect intersection point to look at how the traditional ways of living in a coastal area is influenced by tourism. So the researcher through this study proposes to look at the changes in coastal life due to tourism activities in the region.

SIGNIFICANCE OF THE STUDY

The God's own country is known for her ravishing beauty and hospitality towards guests. The potential in the tourism segment has been emphasized over the years. Kerala has a coastal line of 589.5 km, which is about 10% of India's cost (Dhanuraj 2004). Increasing importance of tourism as an industry in the state along with the increasing number of both domestic and foreign tourists

in the state has significant impact on the cultural and social life of the state. Coastal areas being the most densely populated area as stated earlier, the increase in tourism has very drastic impact on the traditional coastal life. Thus this study looking at the changes in coastal life in Mararikulam has a lot of importance. Findings of this study would be an addition to the literature on Sociology of Tourism. The local Panchayat officials and other authorities can make use of the findings of this study to evolve better strategies for the further development of tourism in coastal areas.

CHAPTER II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Tourism is one of the biggest and fast growing industries in the World. It is a major contributor of foreign exchange and provider of employment opportunities to all sectors of the community. So many studies have been made so far related to the different areas of tourism. A review of various studies so far made on tourism is useful in enlightening the present status of the tourism industry and identify the significance of the present study. “The influence of beach tourism in a coastal community” an attempt to fill up the gap existing in the study related to tourism. Therefore, this chapter is framed with the main object of coastal tourism, both theoretical and empirical literature.

Pizam.A (1978) highlighted impacts perceived by the host community which included increased vandalism, increased price of goods and services, drug abuse, increased alcoholism, increased cost of land and housing and he again emphasized that the entrepreneurs were more positive towards tourism than other group.

De Kadt (1979) the uneven distribution of the costs and benefits of tourism among locals might lead to internal conflict and as the rich become richer and the poor become poorer.

Tyrrel, T. & Spauling, P. (1984) found that the creation of jobs was one of the four most-frequently-mentioned benefits of tourism

Sachid Nand Singh (1986) wrote that if a tourist finds that the people are very charming and hospitable; he develops a close contact and even mutual understanding. Further this enhances the image as well as the intensity of attractiveness. So to satisfy tourists, the strongest means of publicity about any destination is the cordial and hospitable attitude of the people. He further stated that a tourist develops the image of the whole destination after coming contact with a very limited number of people. If fortunately he happens to meet a good person, he will develop a fine image about that destination and if unfortunately he comes in to the clutches of an anti- social element or cheaters, then the whole edifies built earlier in his mind will be ruined all of a sudden. So, the single misbehavior with a tourist can prove fatal to the 100's of good behaviors, which ultimately exerts a negative influence upon the whole industry.

Mandal and Nandi (1989) In India Goa, Kerala, and Karnataka were emerged spontaneously as a coastal tourism destination in the 1960s, its unique selling points being its natural coastal beauty. But the history of coastal tourism is not very old in West Bengal. The coastal stretch of West

Bengal with a length of about 350 kilometers comprises the two districts- Purba Medinipur (East Midnapur) and Dakshin Chhatisparagana (South 24 Paraganas). In West Bengal there are many popular coastal tourism destinations, but coastal tourism in West Bengal started in the 1980s. In West Bengal each coastal tourism destination has a unique history. Following discussions have been made on the basis of literature review about the historical background and development of popular coastal tourism destinations in West Bengal.

Pearce (1989) According to Pearce, however, it is the most significant form of tourism. The domestic and international tourist flow in many countries is dominated by visitors seeking the sun, sand and the sea.

Miller and Auyong (1991) there is no estimate of the value of the coastal and marine tourism industry, however, there is no doubt that the annual turnover is substantial and that it forms a significant business sector with widespread economic influence. This is particularly so for island and coastal communities because tourism can form the single most important economic activity.

Miller and Auyong (1991) noted the potential of coastal tourism to transform both society and natural environment quickly and permanently.

Laffoley (1991) Coastal tourism mainly as related to the aquatic environment encompasses aquatic based activities including angling, bathing, canoeing, jet skiing, noncommercial fishing, leisure barges, SCUBA diving, snorkeling, surfing, tourist boat trips, water skiing and wind surfing.

Dobias (1991) reported that coastal tourism development at Ban Don Bay, Thailand had proved to be a double-edged sword, i.e., it had assisted the protection of coral reefs from grossly destructive blast fishing, but it had also contributed to the degradation of beaches and marine waters.

El-Halafawy (1991). Uncontrolled tourism growth is creating, rather than solving, societal, cultural, and environmental problems such as congestion, sprawl, pollution, and resource over-consumption. Coastal zones in Egypt as well as many other parts of the world have been increasingly developed for recreational tourism; existing beach resorts have been expanded; new sites have been developed; and ambitious plans for future beach resort developments have been announced. However, attention has been focused on the more obvious economic benefits, with comparatively little consideration being given to social, cultural, and environmental losses.

UNEP(1992) Destructive practices such as blast fishing, fishing with poisonous chemicals like cyanide, directly destroy corals .They can also destroy a major attraction for tourists.

Ashley and Garland (1994) The involvement of local people in tourism can boost economic growth in the region, promote welfare and equity, facilitate the empowerment of local people and improve resource conservation by local people.

Andereck (1995) Water resources are a prime attraction for tourism and recreational developments, and they frequently suffer negative impact.

Croall (1995) a spectre is haunting our planet: the spectre of tourism. It's said that travel broadens the mind. Today, in the modern guise of tourism, it can also ruin landscapes, destroy communities, pollute the air and water; trivialize cultures, bring about uniformity, and generally contribute to the continuing degradation of life on our planet.

Johnson (1995) presented some of the political, economic and institutional developments that had taken place in the tourism industry of the Czech and Slovak republics. According to him, policies are needed to improve infrastructure, to promote the integration of tourist services to maintain visitor numbers, to encourage guests to stay longer, to promote visits to additional locations, and to increase their spending.

Joppe (1996) the difference between traditional community economic development and community tourism development and clearly showed that tourism continued to be driven by all levels of government rather than community interests.

Gartner(1996) Tourism industry brings visitors to a destination who may causing great impacts such as an excessive consumption of local resources, increase of good sprucing, increase of services expanses (i.e. fresh water, electricity, etc.), and can exclude other forms of industrial activity from developing.

Backman and Backman (1997) Tourism contributes to an undesirable increase in the consumption of alcohol, increased traffic congestion, and overcrowding because of visitors.

Berlin Declaration (1997) where tourism officials' stated concerns —that while tourism may importantly contribute to socio-economic development and cultural exchange; it has, at the same time, the potential for degrading the natural environment, social structures and cultural heritage.

Erdmann (1997) in his paper attempts to analyze the influences of tourism on coastal areas from three perspectives: i) the development of seaside tourism including the changes of socioeconomic and settlement patterns; ii) its cultural impact on the local population; and iii) its environmental aspects. The influence of tourism on coastal society is discussed with the help of a model showing four peripheries in space and time: i) the North Sea and Baltic coasts since the 18th century; ii) Southern Europe during the 19th century; iii) the North African shores around 1950; and iv) the tropical oceans after 1965. It is found that large scale tourism in coastal areas of developed and developing countries has positive and negative effects on the regional and national economies, local culture, physical infrastructure and environment. The negative impacts of „western“ societies are yet to be studied. They may be greater than those of the local ones. In the beginning it may be the case but as time goes on domestic tourism and recreation often have detrimental consequences on the sensitive coastal landscapes. The government was recommended not only to issue the relevant laws but also to install the mechanisms for effective control and monitoring of the activities of investors, tour operators and other private and official actors at all levels. For the tourism to provide positive contributions to the future of coastal areas all the participants must cooperate efficiently under the common understanding of an ecologically sustainable development.

Wong (1998) opined that coastal tourism experience provided valuable lessons for coastal zone management, i.e., the necessity for environmental impact assessment, management of increasing tourist numbers, evaluation of small-scale resort development, consideration of conservation, defining and revising planning standards and aiming for sustainable development.

Kumar (1998) conducted a study on foreign tourists visiting Kerala to find out the influences of their demographic profiles on the selection of Kerala as a destination and found that the psychological factors have influenced their visit and spending pattern during their visit.

WTO (1999) Job generated by tourism are spread across the economy in retail, construction, and manufacturing and telecommunication, as well as directly in tourism companies. These jobs are predominantly smalls and medium companies; offer good training and transferability; and employ a large portion of minorities and young people. Tourism can also be one of the most effective drivers for the development of regional economies, and these patterns apply to both developed and emerging economies.

Swarbrooke (1999) Identifies six main stakeholder groups having interest in tourism activities: 1) The public sector, 'which includes supra-governmental bodies such as the European Union (EU), national governments, local authorities and quasi governmental organizations (such as national tourism organizations) 2) The tourism industry 3) Voluntary sector organization, which includes pressure groups such as tourism concern and tourism professional bodies such as the International Association of Travel Agents (IATA) 4) The host community, who reside at the tourism destination and as a result form part of the tourism 'product' 5) The media, which includes both travel and non-travel media 6) The tourist.

Buhalis (2000) listed six major components of tourism attractions and resources that most tourism literature commonly included in assessing and evaluating the elements of tourism destinations. These components are (i) attractions (natural, manmade, artificial, purpose built, heritage, special events), (ii) accessibility (entire transportation system comprising of routes, terminals and vehicles), (iii) amenities (accommodations, catering facilities, retailing, other tourists services), (iv) available packages (pre-arranged 'packages by intermediaries), (v) activities (all activities available at the destination and what consumers choose during their visit), and (vi) ancillary services (services used by tourists such as banks, telecommunications, newsagents, hospitals).

Brussels (2000) in his paper found coastal tourism to be one of the oldest forms of tourism because some resorts have been catering to the needs of tourists since the 19th century. Originally it was only the elite who visited the seaside, but the market developed into today's coastal tourism which often takes the form of a very high concentration of tourists staying at the same destination, chiefly during the summer. As coastal tourism in Europe is facing increased competition it has a pressing need for major investment, modernization of infrastructure and preservation of the natural assets of sea, beaches, and wetlands and so on. Gone are the days when tourists were satisfied by sun, sea and sand alone. Modern tourists expect to find a range of activities and a variety of experiences. In this respect, European destinations have a wealth of assets to give them a distinctive appeal: combinations of activities (leisure activities, sports, cultural and natural heritage, cuisine, etc.), the sea and mountains, the sea and countryside, and so on. At the same time, local people are increasingly anxious to preserve their own identity, their environment and their natural, historic and cultural heritage from the impact of uncontrolled tourism and its attendant problems. Integrated Quality Management (IQM) offers an opportunity

to act on all three fronts, i.e. economic development, environmental protection and preserving the identity of the local people. By offering visitors a unique and original experience, IQM ensures their satisfaction and loyalty, and goes a long way towards satisfying residents' "rightful aspirations" for sustainable local development

World Tourism Organization / WTO (2001) Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited

Tanzania Coastal Management Partnership Support Unit and Coastal Tourism Working Group (2001) in their report provides a broad assessment of the current status of coastal tourism in Tanzania and identifies the priority actions that need to be taken in order to develop a sustainable coastal tourism industry. Tourism is one of Tanzania's leading economic sectors, providing employment, foreign exchange and international recognition. For many years, tourism has relied solely on the superb wildlife found in the country. It is only recently that the need to diversify away from wildlife tourism and focus on coastal and cultural tourism has been recognized. Tanzania is blessed with world-class coastal natural and cultural attractions. Therefore, the potential for coastal tourism development is unlimited. It is important, however, that this development is undertaken in an environmentally, socially and culturally sensitive manner. For the industry to be sustainable it is important that natural and culture resources be conserved. Since many different economic activities occur along the coast, it is imperative that all relevant resource users work together in a coordinated manner.

Jafari's (2001) analyses of tourism over time reflects the changing views about how tourism influences host communities and in recent times he suggests new approaches to tourism such as the Adaptancy Platform, and a broader examination of the tourism system, the Knowledge-based Platform.

Hall (2001) Coastal tourism embraces the full range of tourism, leisure and recreationally orientated activities that take place in the coastal zone and the offshore coastal waters. These includes coastal tourism development (accommodation, restaurants, food industry, second homes) and the infrastructure supporting coastal development (e.g. retail businesses, marinas,

and activity suppliers) marine tourism includes ocean based tourism such as deep sea fishing and yacht cruising.

Willams and Lawson (2001) Tourism largely consists of tourists, a business, and an environment or community in which this industry operates.

Sukhdev Singh Kang (2002), in the article “Decentralization and Tourism Development: The Kerala Experience” explains that Kerala is an example of how the benefits of tourism are percolating into the state economy and helping the local population. The challenge faced by the state now is to sustain these benefits by minimizing the negative impacts on the destinations. The Government is taking all care to ensure the sustainable development of the region by learning from the mistakes of older destinations around the world. Kerala feels that its economy will continue to be tourism-driven, given the focused and concerted efforts of the Government, with the participation of the private sector and the involvement of the local population, in the development process.

Nivesh Nigam (2002) stated that tourism industry is a highly labour intensive service industry and hence provides a wide range of jobs with start from the unskilled to the highly specialized positions. There are all the positive impacts of tourism especially with respect to the employment in the under developed places in developing countries, where nature has blessed with such a multitude of beauty.

Liu (2003) “The globalization and homogenization of culture, often referred to as Cococolaisation, Hollywoodisation or McDonaldisation may not be caused only by tourism” The media, by means of modern communication and information technology often play a more important role in shaping the values, opinions, lifestyle and fashion of the world.

Amit.K.Chakrabarty (2006) conducted a study on unemployment and development of tourism industry in India. He analyzed tourism industry can play a vital role in Indian economy. It is a labor intensive economy and its employment multiplier is 2.36. A large number of unemployed persons can be employed by this industry. The government should take necessary steps for development of the industry. The central government and state government should allocate huge budgetary allocations for tourism industry.

Satyanarayana and Reddi Ramu (2006) in their paper, “Sustainable Tourism: A Case Study of Chittoor” pointed out that according to a conservative estimate more than 15,000 persons are

directly employed on a permanent basis in all five tourist places in the district. It is not an exaggerating thing that more than two lakh people eke out sustenance from these five tourist places through rendering various service- transport and communication, boarding and lodging, grocery shop, handicrafts, flower vending, sale of decorative goods, and travel agencies. The Andhra Pradesh Tourism may concentrate its attention to draw up suitable plans and implement them for the development of the tourist places in Chittoor District as tourism richly rewards the district with good returns.

Chakrabary (2006) in his article on “Unemployment and Development of Tourism Industry” concludes that the development of tourism industry mainly depends on adequate hotel accommodation, better transport facilities, etc. The Government should take necessary steps to improve these facilities for the growth of tourism industry in India.

Sharpley (2006) believes that the environment is a fundamental element of the tourists’ experience. Tourists are looking for attractive natural resources, different and special, allowing specific tourism activities. At the same time, the development of tourism consumes resources, creates waste and requires a certain degree of infrastructure development, which in some cases can lead to the degradation and destruction of the environment.

Anesh Babu et al., (2007) jointly published the article “Back Water Tourism: A Case Study in Alappuzha” in Southern Economist, 15th June 2007. The paper has given a rosy picture of backwater tourism. This paper points out that Alappuzha is a good tourism destination with a lot of unharnessed potentials which are yet to be harnessed and explored. There are a lot of sightseeing facilities but there are problems to. There is no plan on the part of the government with regard to the development.

Babu P. George’s (2007), article on “Alleppey Tourism Development Corporation: The Case of Network Advantage” is published in the public sector Innovation journal. This article portrays an important organizational innovation in the SME sector of the tourism industry. ATDC (Alleppey Tourism Development Corporative) is a corporative society of houseboat owners and other stakeholders in the houseboat tourism business in Alleppey, a backwater town located in the southern state of Kerala, India. The study deals with the genesis and growth of houseboat tourism in Alleppey which is intertwined with the history of ATDC. Corperativism is hardly ever mentioned in the tourism literature as one of the formidable options for business organization

and only scarcely observed in the world of tourism practice. However, in the case of ATDC, the corporative experimentation was inevitable, given the chemistry of unique economic and socio-cultural circumstances surrounding the small scale boat owners. The case of ATDC is a revelation of the otherwise unnoticed benefits of corporative alliances in an industry like tourism; the provision of truly authentic products to the tourists; the opportunity for mass customization; and the concern of the alliance members for sustainable development of the region. Also uncovered from the case study are the vital characteristics of a corporative entrepreneur.

M.Honey, 2007; D.Krantz (2007) today coastal tourism and marine tourism is the largest segment of the travel tourism industry.

Bansal and Gautam (2007) stated that tourism has, today, emerged as one of the fast growing industries in the World and shows its importance in developing social and cultural linkages at the national and international level. On account of its multifarious and far-reaching benefits in terms of employment generation, foreign exchange earnings, improvement in living standard, modernization of infrastructure and contribution towards protection, preservation and conservation of our natural and cultural heritage, obviously becomes vitally significant for the developing economies as an agent to the holistic development.

Dr. A. Ramachandran (2008) conducted a study on 'Tourism awareness and satisfaction in Tamilnadu with special reference to Mamallapuram'. The study highlights the necessary measures that need to be taken regarding issues relating to transport facilities, infrastructure development and environmental cleanliness and so on. From the study the place is more suggestible for site seeing and it gives pleasure. It also shows that the place has high floating population and it gives good business. The stone sculptures were treated as the prime business entity for this place.

Policy department (2008) the town of Scarborough on the North Sea coast, famous since 1627 for the curative properties of its spring water, became the first seaside resort in the history of European tourism. In the late 18th and 19th centuries Brighton was one of the most important seaside resorts, patronized by royalty. The success of these and other resorts was the result of the medical dictates which spread the idea that bathing in cold seawater was healthy. However, in this period, the beach was associated with walking and conversational activities rather than for

exposure to the sun, as this was believed to be dangerous. From the 1840s the introduction of the railways allowed more and more people (also coming from the lower classes) to have the opportunity of travelling to different parts of England and spending their holidays in new seaside destinations, such as in Essex, Kent and Devon. The culmination of this process, between 1880 and 1910, saw the construction of the first bathing centers, endowed with infrastructures and local operators able to organize holidaymakers' free time. Black pool, on the northwest coast of England, became the most famous working-class seaside resort. Until the first half of the 19th century most bathing centers were sited along the North Sea, Baltic and Atlantic coastlines because tourists went to the sea in summer but they looked for cold waters and urbanized areas, in accordance with medical dictates. The French Atlantic coastline developed bathing tourism at the beginning of the 19th century, and one of the first bathing cities was Dieppe. Between 1830 and 1850 the region of Normandy was especially characterized by the growth of new seaside centers, which were characterized not only by aristocratic visitors but by the presence of artists. The only Spanish tourist region was located between San Sebastian and Santander, but economic backwardness and the distance from Madrid did not allow these destinations to achieve great success. The first Mediterranean seaside destination to be visited by a highly cosmopolitan clientele was the French Côte d'Azur, especially the city of Sète, which introduced this area to the international tourist circuit. Thus, Mediterranean regions appeared for the first time upon the European tourism scene and, following the socio-economic changes occurring in Europe in the 20th century, they soon became the most successful destinations, contributing to the birth of middle-class tourism.

Dr.M.H Salim (2008) conducted a study on 'enhance the tourism potential of Kerala through Kerala Financial Corporation' (KFC) in Kerala. This study analyzed that the infrastructure development holds the key to India's sustained growth in the tourism sector. Therefore the ministry of tourism has been making efforts to develop quality tourism infrastructure at tourist destinations and circuits. The ministry of tourism has sanctioned 91 projects for an amount of Rs 503.56 Core for infrastructure augmentation including rural tourism projects in the year 2008-2009. The ministry has launched a scheme for development of nationally and internationally important destinations and circuits through mega projects. At this juncture the role of state financial institutions like KFC in promoting small and medium scale enterprises in the tourism sector cannot be ignored, especially in the state of Kerala.

Sarangadhran.M.and Sunanda. V.S. (2009) conducted an in-depth study on Health Tourism in India. They found that Ayurvedic tourism is a craze for the tourists visiting Kerala and it has become the major element of health tourism in the State. It has recognized as the most important foreign exchange earner to Kerala. A large number of international tourists visit Kerala for Ayurvedic care and their average length of stay ranges from 21 to 28 days which costs about Rs 30,000 per patient. By repeated treatments, more foreign money flows into the State.

Holden, (2009) "The common denominator of these actors is the man. Consequently, when we talk about the relationship between tourism and the natural environment it is necessary to consider that this relationship is the expression of human interaction with nature ... [so] to determine the effect of tourism on the natural environment we should take into account the following: the price we attach nature, cultural stereotypes about nature and the ethical relationship of man with nature."

Priyaa Ravikanth (2010) in her study "Health Tourism in Kerala: The Ayurvedic way" made a detailed study on potentialities of Ayurvedic health tourism. She stated that tourism industry looks at the enormous potential for "Ayur-tourism" in Kerala. The charm of Kerala is well-known and so is the practice of Ayurveda healing. What is interesting to note is that when these two aspects merge, ie, Ayurveda and tourism, a new facet of tourism opens up with many opportunities. Different therapies are also outlined here.

Urry and Larson (2011) attributes the advancement of coastal tourism within this period to the vastness of the coast line and beach.

Vizconde and Felicen (2012) recommend that local residents and other private sectors should be part of the planning and organizing of programs and projects for the continuous development of the province without destroying the resources instead preserving its culture and heritage. Each municipality of the Province of Batangas as well as the owners of private attractions should further develop their tourist attractions by providing best services, amenities at an affordable price.

Tuhin (2012) Hence coastal tourism is now being considered as a tourism function that has become "harmful for the fragile natural ...areas" in coastal destinations.

Ghimire (2013) the origins of tourism in coastal areas go back to Roman times, when the first villas were constructed in the Southern part of the Apennine peninsula. In the centuries that

followed, especially from the mid-18th century onwards, coastal tourism was generally related to the therapeutic properties of sea and sun. Sun, sea and sand have continued to provide the main ingredients for coastal tourism until today, especially in the second half of the 20th century, which was marked by the development of mass tourism.

Miranda (2013) the status of the mangroves in the coastal areas of San Juan, Batangas is continuously propagating and the local government does not neglect the mangrove plantations in the said Barangays, thus it is properly protected. Mangroves are beneficial to the residents of San Juan particularly in terms of environmental/ecological, economic and health. The government's level of support given to the mangrove plantation in terms of policies, management and planning and budget are highly implemented while in terms of promotion is implemented only. Local government and local tourism may provide marketing strategy for promoting mangrove plantation as a tourist attraction in the community.

Tourism Report of Goa (2014) Tourism in the state is a private industry encouraged by the Government. In 1986, the Government declared tourism as an industry. Tourism industry in Kerala now turned into a 22,926 crores revenue generating industry hosting 10.85 million domestic and 0.85 million foreign tourists in 2013.

Most of the above studies are focusing on tourism in a general way and a majority of them are dealing with the socio-economic contributions and impacts, assessment of infrastructural facilities and the developmental needs of tourism. In this situation the researcher decided to fill this gap the research topic "The influence of beach tourism in a coastal community".

CHAPTER-III

METHODOLOGY

METHODOLOGY

TITLE

INFLUENCE OF BEACH TOURISM IN A COASTAL COMMUNITY: A STUDY AT MARARIKULAM

OBJECTIVES

General objective

To find out the changes in the coastal community due to the influence of beach tourism in Mararikulam.

Specific Objectives

1. To assess the changes in the social environment due to the influx of tourists in Mararikulam.
2. To study the changes in the pattern of traditional occupation and other economic activities of local people in Mararikulam.
3. To find out the changes in lifestyle among native people of Mararikulam.
4. To explore whether tourist activities contribute to environmental pollution in Mararikulam.
5. To give suggestions for the better implementation of tourism projects in Mararikulam.

DESIGN

Cross sectional design was used by the researcher for this study.

PILOT STUDY

A pilot study was conducted to assess the feasibility of this study. As part of it researcher visited the Mararikulam coastal area and discuss the influence of tourism projects with local people including local leaders, social workers and those who work in tourism projects.

UNIT

A single member from a family in Mararikulam coastal area

UNIVERSE

Members of all families in Mararikulam south coast area

AREA

Mararikulam costal area

SAMPLE

60 respondents were selected for the study

SAMPLING

Respondents were selected by following the technique of purposive sampling

VARIABLES

Independent variable

Tourism projects and related activities

Dependent variables

Occupation, sources of income, environmental pollution, changes in life pattern

DATA COLLECTION

Both primary and secondary data were collected for the present study. Primary data was collected from the respondents selected for this study. Moreover, some key resource persons including parish priest, Panchayat president, workers of beach resort etc was interviewed for gathering supplementary data. Secondary data was collected from published works, books and web resources.

TOOL OF DATA COLLECTION

An Interview schedule was used to collect the respective information

PRE TEST

Pre test of the interview schedule was carried out to remove the inadequacies in the tool. For this the tool was administered on around five respondents and necessary modifications was made in the tool after pre test.

DATA ANALYSIS AND INTERPRETATION

After the primary data collection was over analysis and interpretation of the data was carried out with the help of statistical tools on the basis of the objectives of the study.

REPORT WRITING

After completing the data analysis and interpretation research report was prepared.

LIMITATIONS OF STUDY

1. Chances of unresponsiveness
2. Limitation of time

CHAPTER IV
ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Introduction

In this chapter the researcher presents the analysis and interpretation of data. The primary data collected was analyzed based on the objectives of the study. Researcher used Cross sectional design for conducting the study. After finishing the data collection, the data were entered into the computer and appropriate software was used for the tabulation and proper presentation of the data.

Age of the respondents

Table 4.1: Age

Age category	Frequency	Percent
18 to 28	8	13.3
29 to 39	11	18.3
40 to 50	10	16.7
51 to 60	20	33.3
above 60	11	18.3
Total	60	100.0

In the research “Influence of beach tourism in a coastal community: a study at Mararikulam” 13.3% of respondents were between the age group of 18 to 28, 18.3% of respondents were between the age group of 29 to 39, 16.7% of respondents were between the age group of 40 to 50 and the 33.3% of respondents were between the age group above the 51 to 60 and 18.3% of the respondents is above the 60. Then this study pointed out that most of the available respondents include the age category is between 51 to 60. Data shows that respondents represent all the different age groups. It is helpful to get the views of persons belonging to different age groups regarding the influence of beach tourism.

Gender

Table 4.2: Gender

Gender	Frequency	Percent
Male	31	51.7
Female	29	48.3
Total	60	100.0

The above table [4.2] depicts that 51.7% of the respondents were male and 48.3% of the respondents were female. The gender-wise classification of the respondents shows that both genders are more or less equally represented. This is helpful to get the views of persons belonging to both genders in a balanced fashion regarding the research problem.

Educational qualification

Table 4.3: Educational Qualification

Education	Frequency	Percent
Primary Education	21	35.0
Secondary Education	19	31.7
Higher Secondary	10	16.7
Degree and above	10	16.7
Total	60	100.0

This table revealed that 35% of the respondents have only primary education, 31.7% respondents have secondary education, 16.7% respondents have higher secondary education and 16.7% have degree and above. So this table revealed that most of the respondents in coastal area's educational level are low and a few people have higher education. Again the sample adequately represents the persons belonging to all educational categories.

Religion

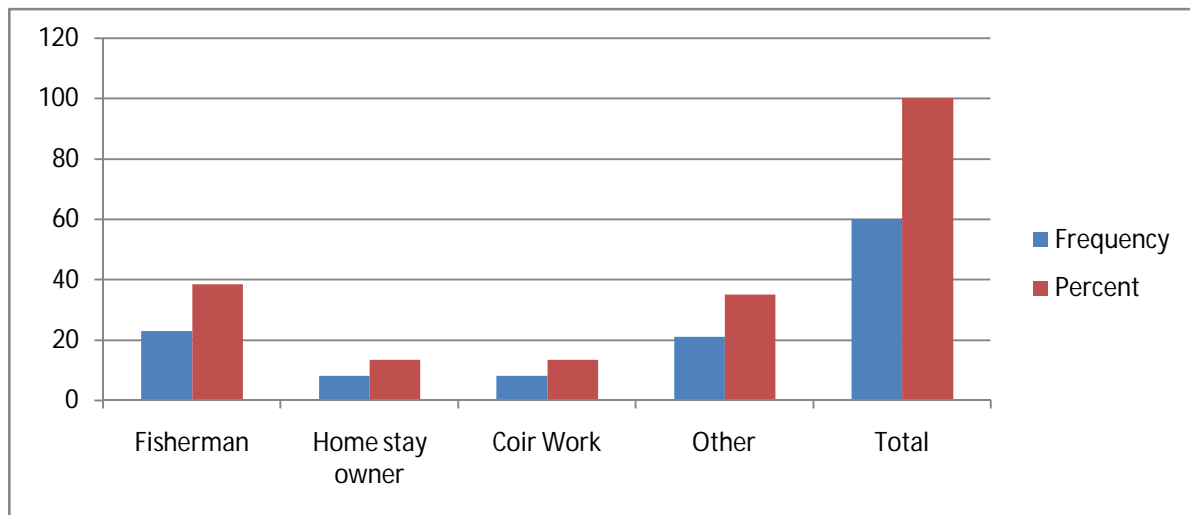
Table 4.4: Religion

Religion	Frequency	Percent
Christian	41	68.3
Hindu	19	31.7
Total	60	100.0

The above table [4.4] represents the religion of the respondents and the table shows that 68.3% of the respondents were Christian and 31.7% respondents were Hindus. Among the respondents the vast majority of respondents were Christians. In this beach community the Christians are majority. Therefore, the sample effectively represents religious composition of the local community.

Occupation

Figure 4.1: Occupation

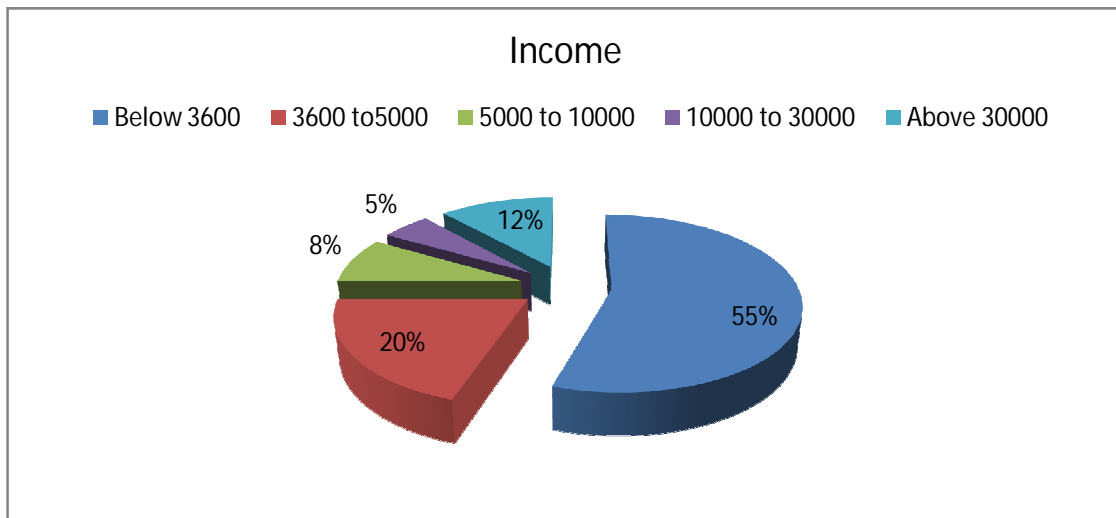


The above figure [4.1] shows that the 38.3% of the respondents were fisherman, 13.3% respondents were home stay owners, 13.3% of the respondents were coir workers and 35% of the respondents were other workers. The major occupation of people in this locality is fishing; home stay is a new emerging and developing job in this locality. As persons belonging to

different occupations are included in the sample the researcher can get a holistic understanding of the entire situation as beach tourism is an emerging business in this village.

Income

Figure 4.2: Income



This figure[4.2] show that income of 55% of the respondents is below the 3600, most of their income is like 1000, 1500etc, income of 20% respondents is between3600 to 5000, income of 8%respondents is between5000 to 10000, income of the 5% respondents is between10000 to 30000 and income of the 12% is above the 30000. So this table shows that most of the respondents in coastal areas income are low. As persons belonging to all income groups are found in the sample it is advantageous to get an idea how their financial conditions influence their approach towards beach tourism.

Loss of Property

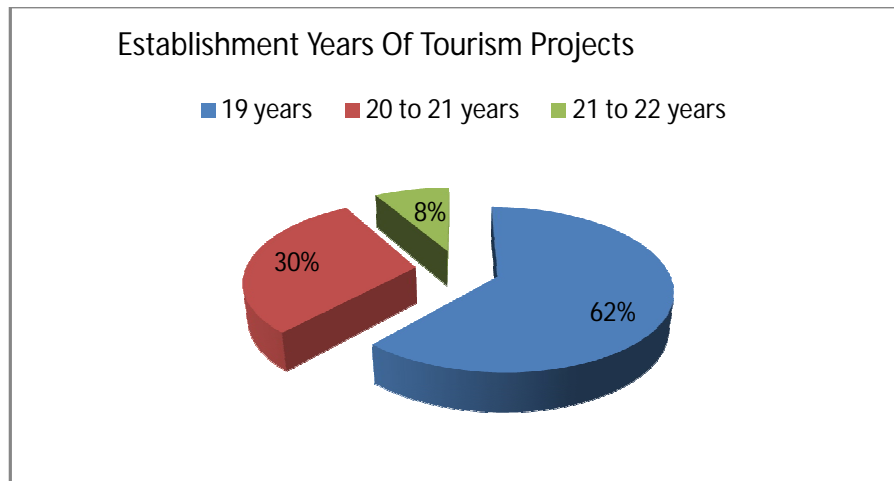
Table 4.5: Loss of property

Response	Frequency	Percent
Yes	21	35.0
No	39	65.0
Total	60	100.0

This table [4.5] shows that 35% of the respondent's loss property because of the emergence of tourism and 65% of the respondents did not lose their property. The data shows that more than one third of the local people lost their property due to the beach tourism. It needs further inquiry regarding whether they received adequate compensation for their land.

No of years of the establishment of tourism project

Figure 4.3: Establishment years of tourism projects



This figure [4.3] shows that 62% of the respondents said that no of years of the establishment of tourism projects is 19 years, 30% opinioned no of years of the establishment of tourism projects is between 20 to 21 years and 8% of the respondents opinioned the establishment year of tourism project is between 21 to 22 years. The data shows that for more than two decades these tourism projects are part of this beach community. Therefore, it is the right time to probe how far these projects are influencing the coastal life.

Important Tourism Project

Table 4.6: Important tourism project

Tourism projects	Frequency	Percent
Home Stay	30	50.0
Resorts	30	50.0
Total	60	100.0

This table [4.6] shows that 50% of respondents opinioned the important tourism project is home stay and 50% of respondent opinioned that important tourism project is resorts. Resort was the first tourism project in this locality; home stay is a new trend in this locality.

Major Tourists

Table 4.7: Major tourists

Major Tourists	Frequency	Percent
Foreigners	48	80.0
Domestic	12	20.0
Total	60	100.0

The above table [4.7] depicts that 80% of visitors are foreigners and the 20% of the visitors are domestic tourists. Most of the respondent's prefer foreigners than domestic tourists because foreigners do not throw waste and they always like silence so it reduce the sound pollution in their locality. It is worthwhile to notice that such a large percentage of foreign tourists are visiting such small coastal villages. It is also an indicator of the tourism potential of the coastal areas of the state.

Influence of Tourism on People's Life

Table 4.8: Influence of tourism on people's life

Response	Frequency	Percent
Yes	29	48.3
To some extent	19	31.7
No	12	20.0
Total	60	100.0

This table [4.8] depicts that 48.3% respondents said that tourism has an influence on people's life, 31.7% of respondents said that to some extent and 20% of respondents said that tourism does not influence their life. Tourism influences most of people's life. As tourism involves entry of outsiders to the coastal village it has a potential to influence the life of local community in many ways. These influences could be either positive or negative.

Major changes due to tourism

Table 4.9: Major changes due to tourism

Increased population	Frequency	Percent
Yes	16	26.7
No	44	73.3
Total	60	100.0

This table [4.9] represents changes happened due to tourism. Tourism is an industry so it became a reason of some changes in society, so tourism may be cause of increased population, 26% of the respondents said yes but 73.3% of the respondents have the opposite opinion so they said no, tourism is not the reason of increased population in their area. Beach tourism is seasonal in nature and tourists coming to the village leave after a few days or weeks. Therefore,

eventually it cannot contribute to an increase in the size of local population which is the opinion of the majority of respondents.

Better Infrastructure

Table 4.10: Better Infrastructure

Response	Frequency	Percent
Yes	39	65.0
No	21	35.0
Total	60	100.0

This table[4.10] represents another major change of tourism, it is better infrastructure, 65% of the respondents said yes, their opinion is tourism help the better infrastructure and 35% said no, tourism did not help the better infrastructure. Generally the onset of tourism projects is coupled with the construction of new buildings and roads that can influence the topography of a location. From the data it is clear that majority of the respondents have noticed such changes in their locality.

More shops and business

Table 4.11: More shops and business

Response	Frequency	Percent
Yes	44	73.3
No	16	26.7
Total	60	100.0

The above table [4.11] depicts that 73% of the respondents said that another major changes of tourism is that it helped in the development of more shops and business and 26.7 % of the respondents said no. As tourism is a hospitality industry shops and shopping are inevitable part of any tourism project. Therefore, it is quite natural that in the village under study also many shops and business establishments have emerged in order to cater to the needs of visitors.

Environmental Pollution

Table 4.12: Environmental Pollution

Response	Frequency	Percent
Yes	27	45.0
No	33	55.0
Total	60	100.0

This table [4.12] shows that 45% of the respondents opinioned that tourism is the reason of environmental pollution and 55% of the respondents said no, tourism is not the reason of environmental pollution. From the data it is clear that environmental pollution is not a serious problem in this village. It may be due to the specific nature of the type of tourism here which involves only some resorts and home stays. At the same time it can be noticed that nearly half of the respondents are concerned about this problem which indicates the onset of this issue here.

Decline of the Moral Standard

Table 4.13: Decline of the moral standard

Response	Frequency	Percent
Yes	32	53.3
No	28	46.7
Total	60	100.0

This table [4.13] shows that 53.3% of respondent's opinioned tourism is a negative impact on moral value, 46.7% of respondents said it is not create negative impact on moral value system. The respondents expressed a divided opinion about the decline in moral standards due to the onset of tourism. Actually, assessment of moral standards is often based on a subjective judgment so that different people evaluate the same social phenomena in different ways. It is not possible to have a clear benchmark to evaluate this.

Education*Urbanization

Table 4.14: Education*Urbanization

			urbanization		Total
			No	Yes	
Education	primary education	Count	0	21	21
		% within education	0.0%	100.0%	100.0%
		% of Total	0.0%	35.0%	35.0%
	secondary education	Count	0	19	19
		% within education	0.0%	100.0%	100.0%
		% of Total	0.0%	31.7%	31.7%
	higher secondary education	Count	3	7	10
		% within education	30.0%	70.0%	100.0%
		% of Total	5.0%	11.7%	16.7%
	degree and above	Count	10	0	10
		% within education	100.0%	0.0%	100.0%
		% of Total	16.7%	0.0%	16.7%
Total		Count	13	47	60
		% within education	21.7%	78.3%	100.0%
		% of Total	21.7%	78.3%	100.0%

This table [4.14] depicts the response of people about the presence of urbanization in their locality based on their educational qualification. 100% of Respondents who have degree and above educational qualification said that there is no urbanization in their locality.100% of the primary educated and secondary educated respondents said that there is urbanization in their locality and 30% of the higher secondary educated people said that there is no urbanization and

70% of the higher secondary educated respondents said that there is urbanization. So most of low educated respondents are unclear about the features of urbanization. So 100% of the respondents who have Degree and above qualification are aware about the features of urbanization so they said that there is no urbanization in their locality.

Immigration of Outsiders Contributed to Changes in the Social Change

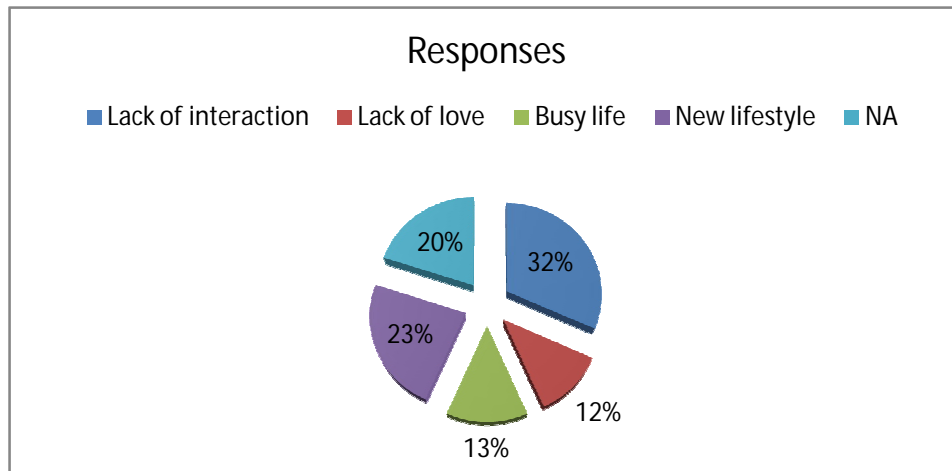
Table 4.15: Immigration of outsiders contributed to changes in the social life

Response	Frequency	Percent
Yes	48	80.0
No	12	20.0
Total	60	100.0

This table [4.15] represents the immigration of outsiders contributed the changes in social life, 80% of the respondents said that immigration of the respondents contributed the changes in social life, and 20% of the respondents said that immigration of the outsiders did not contribute to the changes in social life. Data show that beach tourism that involved the influx of outsiders to this village has contributed to changes in its social life as per the opinion of majority of respondents. When outsiders are coming consistently to any place they definitely bring many new cultural traits to that locality which will eventually lead to social change.

Changes in Social Life

Figure 4.4: Changes in social life



The above figure [4.4] represents the opinions of respondents about the changes in social life due to tourism in coastal area, and 32% of respondent's opinioned lack of interaction is the change of social life after the growth of tourism, 12% of respondents opinioned that lack of love is the change in social life after the growth of tourism, 13% of respondents opinioned that busy life is the change in social life, 23% respondents opinioned new life style is the change in social life, 20% of respondents ignore the question. The respondents provided a quite mixed response to this question as changes in social life is a quite abstract phenomenon involving the interplay of many factors leading to a variety of results. Different persons generally understand it differently.

Age* the problem of drug abuse

Table 4.16: Age* the problem of drug abuse

			drug abuse		Total
			yes	No	
age of the respondent	18 to 28	Count	8	0	8
		% within age of the respondent	100.0%	0.0%	100.0%
		% of Total	13.3%	0.0%	13.3%
	29 to 39	Count	11	0	11
		% within age of the respondent	100.0%	0.0%	100.0%
		% of Total	18.3%	0.0%	18.3%
	40 to 50	Count	10	0	10
		% within age of the respondent	100.0%	0.0%	100.0%
		% of Total	16.7%	0.0%	16.7%
	51 to60	Count	19	1	20
		% within age of the respondent	95.0%	5.0%	100.0%
		% of Total	31.7%	1.7%	33.3%
above 60	Count	0	11	11	

		% within age of the respondent	0.0%	100.0%	100.0%
		% of Total	0.0%	18.3%	18.3%
Total		Count	48	12	60
		% within age of the respondent	80.0%	20.0%	100.0%
		% of Total	80.0%	20.0%	100.0%

The above table [4.16] depicts that 80% of the respondents said that there is problem of drug abuse in their locality and 20% of the respondents said that there is no drug abuse in their locality. People who said there is no drug abuse include the age category between 51 to 60 and above 60. aged people believe that there is no drug abuse in their locality because they cannot accept the reality but most 80% of the respondents who agreed that there is drug abuse in their locality and most of them include age category between 18 to 28, 29 to 39, and 40 to 50.

The problem of drug abuse is due to tourism

Table 4.17: The problem of drug abuse is due to tourism

Response	Frequency	Percent
Yes	29	48.3
No	14	23.3
Don't know	17	28.3
Total	60	100.0

This table [4.17] shows that the problem of drug abuse is due to tourism and 48.3% of respondents opinioned that the problem of drug abuse is due to tourism, 23.3% of respondents said that the problem of drug abuse is not related to tourism, and 28.3% of respondents don't know about the problem of drug abuse is due to tourism. Again the responses are quite divided regarding the cause-effect relation between tourism and drug addiction. Only less than half of the respondents are sure about this relationship. Actually it is very difficult to establish the influence of tourism on drug use as many other intervening factors may also play a role in this context.

Contact with Tourists

Table 4.18: Contact with tourists

Response	Frequency	Percent
Yes	12	20.0
No	48	80.0
Total	60	100.0

This table [4.18] represents the respondents contact with tourists, 20% of respondents have contact with tourists and 80% respondents have no contact with tourists. Generally persons working in the resorts and home stays have contact with the tourists. Other local people need not have such contacts with tourists.

Type of Contact with Tourists

Table 4.19: Type of contact with tourist

Response	Frequency	Percent
Home stay related	5	8.3
Job related	7	11.7
NA	48	80.0
Total	60	100.0

This [4.19] shows that the types of contact of respondents with tourists, and 8.3% respondents have the contact with tourists that are related to home stay, 11.7% of respondents have contact with tourists that are related to their job, and 80% of respondents have no contact with tourists. As mentioned earlier local people come into contact with the tourists when they have some needs related to their occupation. Naturally only those working in the tourism industry establish contacts with the tourists.

Interest in Change in Locality

Table 4.20: Interest in change locality

Responses	Frequency	Percent
Yes	40	66.7
No	20	33.3
Total	60	100.0

This table [4.20] shows that 66.7% of respondents like the changes in their locality after the development of tourism, but 33.3% of respondents did not like the changes in their locality after the growth of tourism. Many people consider that growth of tourism can bring development and progress in a locality and they welcome such changes. Here majority of respondents have such an opinion. On the other hand many others consider the tourism induced changes as something that may adversely affect the local culture and social life, so that they may not like those changes.

Preferable Changes

Table 4.21: Preferable changes

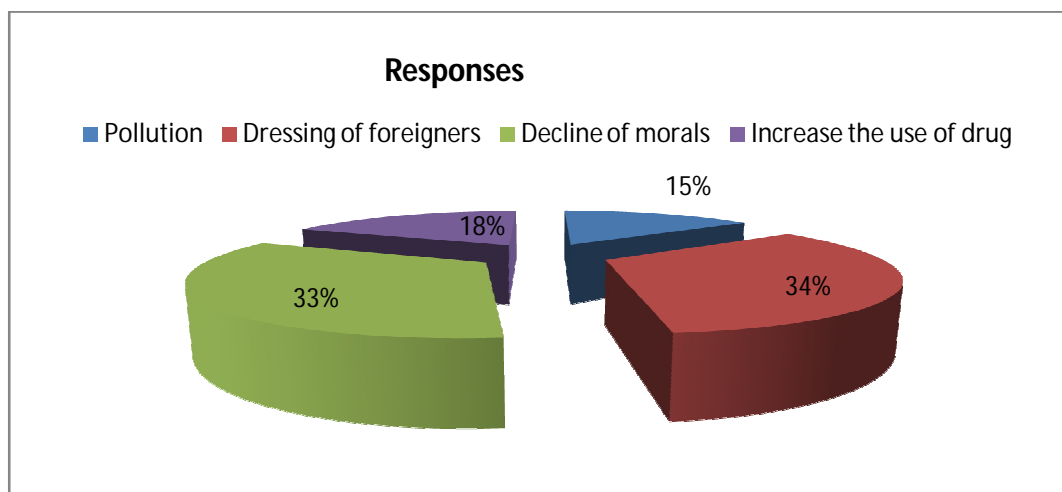
Response	Frequency	Percent
Improvement in English language	6	10.0
Rise in income and employment	23	38.3
Developments	4	6.7
Decrease the violence and sounds	7	11.7
NA	20	33.3
Total	60	100.0

This table [4.21] represents the preferable changes of respondents in their locality after the growth of tourism, and 10% of respondents like the improvement in English language in their locality, 38.3% of respondents like the change of rise in income and employment in their locality after the growth of tourism, 6.7% of respondents like the developmental programs, 11.7%

respondents like decreasing no of violence and sounds after the growth of tourism and it 33.3% of respondents ignore it. Respondents who approve the changes brought by tourism have a divided opinion while identifying the reasons for that. However, major portion of them consider the economic benefits of tourism as the reason for showing interest in tourism related changes.

Undesirable Changes

Figure 4.5: Undesirable changes



This figure [4.5] shows that 15% of respondents dislike the pollution, 34% of respondents dislike the dressing of foreigners, 33% of respondents dislike the decline of moral values, and 18% of respondents dislike the increasing use of drug abuse. Data show that local people who dislike the tourism induced changes are concerned about the changes in the natural environment as well as in their social life and culture. While some are bothered about environmental pollution others are concerned about changes in their culture like decline of morals or imitating the dressing style of foreigners.

Use of Alcoholism Due to the Growth of Tourism

Table 4.22: Use of Alcoholism due to the growth of tourism

Response	Frequency	Percent
Yes	35	58.3
No	25	41.7
Total	60	100.0

This table [4.22] shows is use of alcoholism due to the growth of tourism, and the 58.3% of respondents said yes and 41.7% respondents said no. Increasing availability of alcohol may be the major reason for increasing consumption of alcohol. Tourists may have to be supplied with alcohol in the resorts so that the local people also may show an interest to imitate such habits. But a considerable percentage of respondents do not support this view.

Problem of Prostitution

Table 4.23: Problem of prostitution

Response	Frequency	Percent
Yes	9	15.0
No	51	85.0
Total	60	100.0

This table [4.23] represents the problem of prostitution, and is problem of prostitution related to tourism, and 15% of respondents said yes and 85% of respondents said no, so the 85% respondents opinioned that there is no prostitution related to tourism. Prostitution is another vice often found in many tourist destinations. However, in the present study most of the respondents consider that this problem does not exist in their locality.

Major Occupation of This Locality

Table 4.24: Major occupation of this locality

Major Occupation	Frequency	Percent
Fishing	59	98.3
Home stay	1	1.7
Total	60	100.0

This table [4.24] represents the major occupation of the locality, 98.3% respondents said that fishing is the major occupation of their locality, and 1.7% respondents said home stay is the

major occupation of their locality; most of the people livelihood in this area is fishing. The data indicates the limited growth of tourism in this locality.

Construction of New Houses for the Accommodation of Tourists

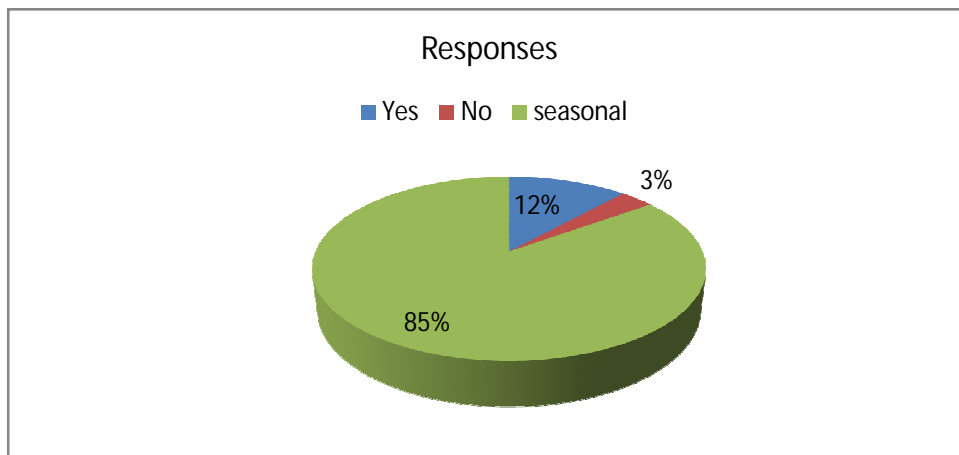
Table 4.25: Construction of new houses for the accommodation of tourists

Response	Frequency	Percent
Yes	57	95.0
No	3	5.0
Total	60	100.0

This table [4.25] shows that the construction of new houses for the accommodation of tourists, and 95% of respondents said yes because after the growth of tourism new houses constructed for the accommodation of tourists, and 5% respondents said no. The data indicates the infrastructural development in this locality due to the onset of tourism. This is mainly because the tourism project here is based on resorts and home stays.

Regular Customers in Home Stay Business

Figure 4.6: Regular customers in home stay business



The above figure [4.6] represents regular customers of home stay business and 12% of respondents said home stay owners get regular customers, 2% of respondents said no home stay

owners not get regular customers and 85% of respondents said customers in home stay business are seasonal. The data indicates the seasonal nature of beach tourism.

Tourism Reduce the Unemployment

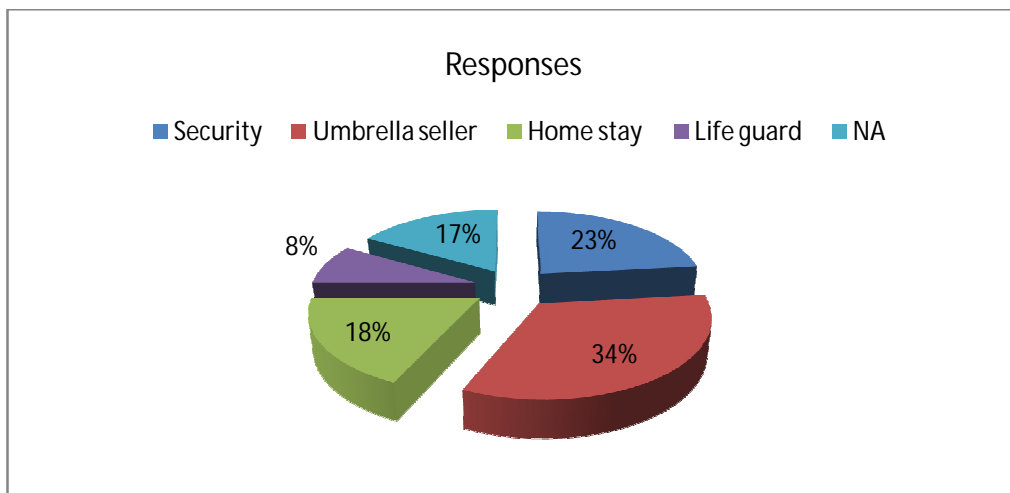
Table 4.26: Tourism reduce the unemployment

Responses	Frequency	Percent
Yes	50	83.3
No	10	16.7
Total	60	100.0

This table [4.26] represents the tourism reduce the unemployment, and 83.3% of respondents said tourism helped to reduce the unemployment in their locality, and 16.7% of respondents said tourism did not help to reduce the unemployment. As elsewhere, here also tourism sector provided employment opportunities for the local people. It can also support the economic advancement of this village.

New Job Opportunities of Tourism

Figure 4.7: New job opportunities of tourism



This figure [4.7] shows that tourism helped the growth of new jobs, 23% of respondents said that tourism helped to the growth of security jobs, 34% of respondents said that umbrella selling is new emerging job in their locality due to tourism, 18% of respondents said that home stay is a new job in their locality and tourism is the reason of the emergence of home stay, 8% of respondents opinioned about life guard jobs in their locality, but this was not applicable for 17% of respondents. Those who are getting jobs due to tourism are getting different types of opportunities. While some are directly employed in resorts or home stays others find job by selling goods to the visitors.

Good Salary

Table 4.27: Good Salary

Responses	Frequency	Percent
Yes	26	43.3
To some extend	23	38.3
No	11	18.3
Total	60	100.0

This table [4.27] represents the salary attractions in tourism sector, 43.3% of respondents said that people who get good salary in tourism sector, 38.3% of respondents said that to some extent, and 18.3% of respondents said that people who did not get good salary. Only less than half of the respondents are satisfied with the salary they are getting. This shows that those who are working in the tourism sector are not adequately paid.

Job Security in Tourism Sector

Table 4.28: Job security in tourism sector

Responses	Frequency	Percent
Yes	35	58.3
No	25	41.7
Total	60	100.0

This table [4.28] represents the job security in tourism sector, 58.3% of respondents said that there is job security in tourism sector, and 41.7% there is no job security in tourism sector. Here also the opinion of the respondents is highly divided. It shows that local people have apprehensions about the job security in tourism sector.

Immigration of outsiders for employment

Table 4.29: Immigration of outsiders for employment

Responses	Frequency	Percent
Yes	24	40.0
No	36	60.0
Total	60	100.0

The above table [4.29] depicts that immigration of outsiders for employment and 40% of respondents said that there is an immigration of outsiders search for employment, and 60% of respondents said that there is no immigration of outsiders for search for employment. In Kerala presence of migrant laborers is found in all sectors of employment and tourism is not an exception to that. Present data shows that in this place also laborers from outside are present.

Gender Dominance in Job Opportunities

Table 4.30: Gender dominance in job opportunities

Responses	Frequency	Percent
Women	42	70.0
Men	7	11.7
Both	11	18.3
Total	60	100.0

The above table [4.30] shows that 70% of respondents said that women get more job opportunities than men, and 11.7% of respondents said that men get more job opportunities, and 18.3% of respondents said that both get equal job opportunities. In the home stay and resort based beach tourism it is natural that women get more job opportunities as it comes under hospitality tourism.

Leaving of Fishermen from Traditional Occupation

Table 4.31: Leaving of fisherman from traditional occupation

Responses	Frequency	Percent
Yes	41	68.3
No	19	31.7
Total	60	100.0

This table [4.31] shows that leaving of fishermen from traditional occupation, 68.3% of respondents said that some fishermen leaving from traditional occupation after the growth of tourism, and 31.7% of respondents said that fishermen did not leave from traditional occupation. In many tourist destinations occupational changes are noticed. Here also many fishermen are leaving their traditional occupation after the growth of tourism. They are enthused by the job opportunities in tourism industry. It is also a major indicator of social change in this village.

New Jobs of Fishermen

Table 4.32: New jobs of fisherman

Responses	Frequency	Percent
Security	19	31.7
Life guard	19	31.7
Home stay owner	3	5.0
NA	19	31.7
Total	60	100.0

This table [4.32] shows that new jobs of fishermen after them leaving from fishing, 31.7% of respondents said they joined as security, 31.7% of respondents said that they joined as life guard, 5% of respondents said that they became home stay owners, and this question was not applicable for 31.7 of respondents. Some of the respondents are interested in the job in tourism sector as it is less risky in comparison with fishing in the sea. They are also happy with the steady income they get in the form of monthly salary. Those who are working as life guards are making use of their expertise in the sea in their new job.

Emergence of New shops Due to Tourism

Table 4.33: Emergence of new shops due to tourism

Responses	Frequency	Percent
Yes	42	70.0
No	18	30.0
Total	60	100.0

This table [4.33] shows that emergence of new shops due to tourism, and 70% of respondents said that emergence of new shops due to tourism, and 30% of respondents said that emergence of new shops is not related to tourism. It is quite natural that new shops will emerge in order to cater to the needs of tourists visiting the village. It is also a job opportunity for the local people.

High Price of Products in Shops

Table 4.34: High price of products in shops

Responses	Frequency	Percent
Yes	31	51.7
No	29	48.3
Total	60	100.0

This table [4.34] shows that is expense of products is high in shop after the growth of tourism, and 51.7% of respondents said that expense of products is high in shop, and 48.3% of respondents said that the expense of products is not high in shop. Respondents have a divided opinion about the price of commodities in the local shops. In the tourist destinations there is a general trend to increase the price of commodities as most of the foreign tourists may not know the real price of many commodities.

Increase the Price of Land after the Growth of Tourism

Table 4.35: Increase the price of land after the growth of tourism

Responses	Frequency	Percent
Yes	50	83.3
No	10	16.7
Total	60	100.0

This table [4.35] represents the increasing land price of after the growth of tourism and 83.3% of respondents said that tourism is the reason of increasing land price, and 16.7% of respondents said that tourism is not the reason of increasing land price in their locality. Growth of tourism in a locality can increase the demand for land so that the price of land goes up. The same trend is found here also which another indicator of social change is.

Pressure on the Local People for Selling Land

Table 4.36: Pressure on the local people for selling land

Responses	Frequency	Percent
Yes	31	51.7
No	29	48.3
Total	60	100.0

This table [4.36] represents the pressure on the local people for selling land, 51.7% of respondents said that they faced pressure for selling land ,and 48.3% of respondents said that they did not face any kind of pressure for selling land. In tourist destinations generally the entrepreneurs are coming from outside. They approach the local people for purchasing their land. Present data shows that more than half of the respondents feel pressurized to sell their land for tourism projects. This can also bring many changes in the land ownership pattern in the locality.

More Buildings in Coastal Area

Table 4.37: More buildings in coastal area

Responses	Frequency	Percent
Yes	42	70.0
No	18	30.0
Total	60	100.0

This table [4.37] shows that is tourism help the buildings of coastal area, and 70% of respondents said that tourism helped the emergence of more buildings in coastal area, and 30% of respondents said that tourism did not help the development of more buildings in coastal area. In spite of the legal barriers to construct buildings in the coastal area in many tourist destinations buildings are found violating the law. Present study also shows that many buildings are constructed in the coastal area as in other places. This can also adversely affect the activities of traditional fishermen.

Movement of Local People from Here after the Growth of Tourism

Table 4.38: Movement of local people from here after the growth of tourism

Responses	Frequency	Percent
Yes	45	75.0
No	15	25.0
Total	60	100.0

This table [4.38] shows that movement of local people from here after the growth of tourism and 75% of respondents said that there is a movement of local people from here after the growth tourism, and 25% of respondents said that there is no movement of local people after growth of tourism. Tourism industry has a potential for displacement of people from their original habitat. This is mainly due to the purchase of local people's land by outsiders. Moreover, the occupation

of traditional fishermen also gets affected by the growth of tourism so that they are forced to move into some other localities.

Reasons of Their Migrations

Table 4.39: Reasons of their migrations

Responses	Frequency	Percent
Pressure from outsiders	8	13.3
Attractive price of land	26	43.3
Development of tourism	10	16.7
NA	16	26.7
Total	60	100.0

The above table [4.39] shows that reasons of the movement of local people from their locality, 13.3% of respondents said that pressure from outsiders is the reason of their movement, 43.3% of respondents said that attractive price of land, 16.7% of respondents said that development of tourism is the reason of their migration, and it is not applicable for 26.7% of respondents. Even though the respondents had a divided opinion, still a sizable number of them said that they move out as they get good price for their land. In traditional coastal villages people get only very less price for their land. But the onset of tourism can increase the demand for land and the price will automatically goes up. Many of them find it as an opportunity to sell their land and the money may be used for meeting their essential needs.

Changes in the Dressing Style of Local People

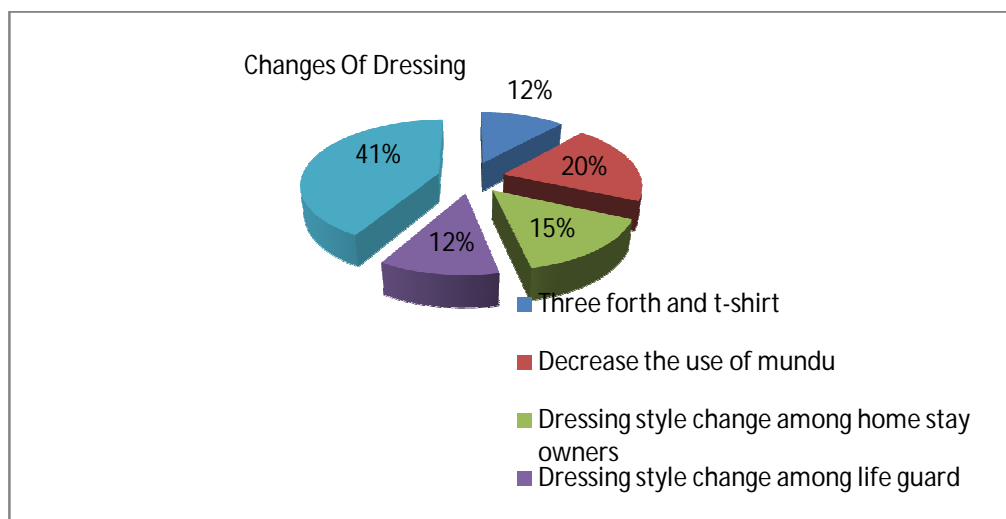
Table 4.40: Changes in the dressing style of locale people

Responses	Frequency	Percent
Yes	34	56.7
No	26	43.3
Total	60	100.0

This table [4.40] show that changes of dressing style among local people, 56.7% of respondents said that there is a change of dressing styles among local people and 43.3% of respondents said that they have not changed their dressing styles. The data show that there is not much influence for tourism in bringing changes in the dressing styles of local people.

Details of changes

Figure 4.8: Details of changes



The data in the figure shows that local people start using new types of dress which was not part of their traditional dressing pattern. Moreover, many of them especially the young generation are not using the traditional dresses like *dhothi*.

Changes in food habits among local people due to tourism

Table 4.41: Changes in food habits among local people due to tourism

Responses	Frequency	Percent
Yes	9	15.0
No	51	85.0
Total	60	100.0

The above table [4.41] depicts that the changes in food habits among local people due to tourism, 15% of respondents said that there is a changes in food habits among local people after the growth of tourism and 85% of respondents said that there is no changes in food habits among local people due to tourism. Data show the limited influence of tourism on the food habits of local people.

If yes, give details

Table 4.42: If yes, give details

Responses	Frequency	Percent
Sand witch	1	1.7
Burger	8	13.3
NA	51	85.0
Total	60	100.0

This table [4.42] is the representation of influences of the changes of food habits among local people due to the influences of tourists, 1.7% people is using sand witch, 13.3% of people is using burger, 85% of respondents in coastal area said no, 85% of respondents said that there is no changes of food habits among local people after growth of tourism.

Celebrations like Onam, Christmas, New year etc more popular

Table 4.43: Celebrations like Onam, Christmas, New Year etc more popular

Responses	Frequency	Percent
Yes	57	95.0
No	3	5.0
Total	60	100.0

This table [4.43] shows that popularity of celebrations like onam, Christmas, New Year etc, 95% of the respondents said that tourism helped the growth of popularity of celebrations, 5% of respondents did not agree and tourism is the reason that helped the celebration in this locality and to attract tourists is the aim of tourists management so it raised the popularity of celebrations. Generally in tourist destinations the celebration of festivals is a technique used by

the entrepreneurs to attract tourists. Also such celebrations often are conducted by separating them from their original religious and cultural contexts.

Use of vehicles increased

Table 4.44: Use of vehicles increased

Response	Frequency	Percent
Yes	42	70.0
No	18	30.0
Total	60	100.0

This table [4.44] depicts that use of vehicles after the growth of tourism, 70% of respondents said that use of vehicles increased after the growth of tourism, and 30% of respondents said that use of vehicles is not increased after the growth of tourism. The tourism industry requires more vehicles for the movement of tourists. Some of the local people also may purchase vehicles to cater to the needs of tourists visiting the village.

The growth of art forms with the help of tourism

Table 4.45: The growth of art forms with the help of tourism

Response	Frequency	Percent
Chenttakottu	34	56.7
Kathakali	10	16.7
Thruvathira	1	1.7
NA	15	25.0
Total	60	100.0

This table [4.45] depicts that the growth of art forms with the help of tourism, 56.7% of respondents said that 'Chenttakottu' increased after the growth of tourism, people who engaged with 'Chenttakottu' get opportunity, 16.7% of respondents said that tourism helped the growth of 'Kathakali', 1.6% of respondents said that tourism support the 'Thruvathira kali' and 25% of respondents did not supports this opinions. In tourist destinations generally there is great demand

for the performance of traditional art forms for the entertainment of tourists. Same trend is noticeable here also.

Major changes in the traditional life style of people

Table 4.46: Major changes in the traditional life style of people

Response	Frequency	Percent
Yes	50	83.3
No	10	16.7
Total	60	100.0

This table [4.46] depicts that 83.3% of respondents said that people have the changes in traditional life style, and 16.7% of respondents said that they have no changes in the traditional life style of people. The people in the locality have a feeling that their traditional lifestyle is changing as a result of beach tourism. The various findings from the earlier tables also support this view.

Emerging changes

Table 4.47: Emerging changes

Responses	Frequency	Percent
Home stay	21	35.0
Lack of interaction	29	48.3
NA	10	16.7
Total	60	100.0

This table [4.47] depicts that the emerging changes of people after the growth of tourism, 35% of respondents said that home stay is the new emerging change of their locality, 48.3% of respondents said that lack of interaction is the major change of after the growth of tourism, 16.7% of respondents did not support the opinion. The data show that respondents have reported

both physical changes (home stay) and socio-cultural changes (lack of interaction) due to the onset of tourism in this village.

Positive or negative changes of tourism in traditional life style

Table 4.48: Positive or negative changes of tourism in traditional life style

Responses	Frequency	Percent
Positive	8	13.3
Negative	17	28.3
Both	35	58.3
Total	60	100.0

This table [4.48] depicts that 13% of respondents said that tourism create positive change, 28.3% of respondents said that tourism create negative change, 58.3% of respondents said that tourism create both positive and negative change. From the responses it is clear that people are confused about the changes in traditional lifestyle due to the impact of tourism.

The new trends in fashion due to tourism affect the youth

Table 4.49: The new trends in fashion due to tourism affect the youth

Response	Frequency	Percent
Yes	39	65.0
No	21	35.0
Total	60	100.0

This table [4.49] depicts that new trends in fashion due to tourism affect the youth, 65% of respondents said that youth attracted by the new trends by the influence of tourists, and 35% of respondents said that tourism is not influenced the fashion of youth. It is quite natural that always young people show a tendency to imitate the modern fashions when they are exposed to it. Coming of tourists, especially foreigners, provide such an opportunity for the local youth.

Education * tourism negatively affect the value system

Table 4.50: Education * tourism negatively affects the value system

			Tourism negatively affect the value system		Total
			Yes	No	
Education	primary education	Count	4	17	21
		% within education	19.0%	81.0%	100.0%
		% of Total	6.7%	28.3%	35.0%
	secondary education	Count	19	0	19
		% within education	100.0%	0.0%	100.0%
		% of Total	31.7%	0.0%	31.7%
	higher secondary education	Count	10	0	10
		% within education	100.0%	0.0%	100.0%
		% of Total	16.7%	0.0%	16.7%
	degree and above	Count	10	0	10
		% within education	100.0%	0.0%	100.0%
		% of Total	16.7%	0.0%	16.7%
Total	Count	43	17	60	
	% within education	71.7%	28.3%	100.0%	
	% of Total	71.7%	28.3%	100.0%	

This table shows that is tourism negatively affect the value system, and 71.7% of the respondents said that tourism negatively affect the value system and 28.3% of the respondents

said that tourism did not affect their value system. Most of the educated and uneducated respondents have the feel that tourism affects negatively their value system.

If yes, how

Table 4.51: If yes, how

Responses	Frequency	Percent
Increasing pornography	12	20.0
Watch the sun bath of foreigners	15	25.0
Decrease the traditional values	16	26.7
NA	17	28.3
Total	60	100.0

The above table [4.51] depicts the affect of tourism on value system and 20% of respondents said that tourism is the reason of increasing pornography, 25% of respondents said youth and older people would watch the sun bath of foreigners, 26.7% of respondents said that it led to decrease the traditional values, and 28.3% of respondents said that tourism does not affect value system.

The improvement in the competency of children and youth to speak English

Table 4.52: the improvement in the competency of children and youth to speak English

Responses	Frequency	Percent
Yes	38	63.3
No	22	36.7
Total	60	100.0

The table [4.52] depicts that the improvement in the competency of children and youth to speak English, 63% of respondents opinioned that children and youth have the improvement to speak English and also some illiterate people learned English after the growth of tourism, 36% of respondents said that there is no improvement in the competency of children and youth to speak English. The exposure to the English speaking tourists has increased the language skills of local children and youth. Even though this is also a cultural change, people attach a positive value to this..

Gender * pollution

Table 4.53: Gender * pollution

			Pollution		Total
			yes	No	
Gender	Male	Count	31	0	31
		% within gender	100.0%	0.0%	100.0%
		% of Total	51.7%	0.0%	51.7%
	Female	Count	9	20	29
		% within gender	31.0%	69.0%	100.0%
		% of Total	15.0%	33.3%	48.3%
Total		Count	40	20	60
		% within gender	66.7%	33.3%	100.0%
		% of Total	66.7%	33.3%	100.0%

The above table shows that 100% male said that tourism is one of the reasons of increasing pollution in their locality and 31% of female agreed this opinion and 69% of female said that tourism is not the reason of pollution in their locality. So there is a gender differences about the opinion of this topic.

Types of pollution

Table 4.54: Types of pollution

Responses	Frequency	Percent
Water	21	35.0
Soil	12	20.0
Air	7	11.7
NA	20	33.3
Total	60	100.0

This table [4.54] shows that types of pollution exists after the growth of tourism, 35% of respondents said that major types of pollution is water, 20% of respondents said that major types of pollution is soil, 11.7% of respondents said that air is the major type of pollution and it is not applicable for 33.3% of respondents. Data shows that all different types of pollution occur in this locality. This finding also highlights the unscientific growth of tourism in this village.

Adequate waste management facilities for tourists

Table 4.55: Adequate waste management facilities for tourists

Responses	Frequency	Percent
Yes	51	85.0
No	9	15.0
Total	60	100.0

This table [4.55] depicts that 85% of respondents said that there is an adequate waste management facilities for tourists but 15% of respondents said that there is no adequate waste management facilities for tourists. The figures in the table show that even though adequate waste management facilities are available for tourists they are not using it properly. That is why the problem of environmental pollution emerges here.

Waste from tourists resorts unscientifically disposed in the beach area

Table 4.56: Waste from tourists resorts unscientifically disposed in the beach area

Responses	Frequency	Percent
Yes	14	23.3
No	46	76.7
Total	60	100.0

This table shows that 23.3% of the respondents opinioned that there is no waste from tourists resorts unscientifically disposed in the beach area, 76.7% of the respondents opinioned that waste from resorts disposed well.

Panchayath Authority Taking Adequate Steps to Handle the Waste Management

Table 4.57: Panchayath Authority Taking Adequate Steps to Handle the Waste Management

Responses	Frequency	Percent
Yes	14	26.7
No	44	73.3
Total	60	100

The above table represents the question of is Panchayath authorities taking adequate steps to handle the waste management, 26.7% of respondents said that Panchayath authorities taking adequate steps to handle the waste management, and 73.3% of respondents said that Panchayath authorities did not take adequate steps to handle the waste management. Majority of the respondents are not happy with the efforts taken by the panchayath authorities regarding waste management. That may be the reason why most of the people consider that growth of tourism in this village creates problems for the local residents where panchayath authorities are not playing their role effectively.

CHAPTER V
FINDINGS, SUGGESTIONS AND
CONCLUSION

FINDINGS

- Tourism in coastal area influenced the life of people in very manner.
- Majority of people who are engaged in tourism are from the Christian community in this coastal area.
- Most of the visitors are foreigners than domestic tourists.
- Tourism leads to the better infrastructural developments in the region with the coming of more shops and business etc.
- It was observed that tourism in this coastal area has influenced the people social life, especially; it reduced the social interaction, intimacy among people due to busy life style.
- Tourism has become the reason of increasing drug abuse in this locality.
- People have both positive and negative perspectives about the growth of tourism in the region.
- Foreigners did not like sounds pollutions, so local people in this area reduce their violence like fighting with family members, usage of alcohols etc leading to reduce of crimes.
- Fishing is the major occupation of people in this locality, but fishing is not sufficient for their livelihood so emergence of tourism and related jobs in this locality reduced unemployment.
- Home stay is the new avenue of employment emerged due to tourism.
- Home stay has become the part of their new life style of people, and it is a new phenomenon in coastal community.
- People construct their houses to accommodate tourists; it is a new income source for them.
- Security, umbrella seller, life guard, guide are the new emerging jobs related tourism.
- Women get more opportunity of employment in tourism sector.
- Many fisherman are leaving from their traditional occupation after the growth of tourism, and joined the tourism sector as a security, life guard etc.
- Land price in coastal area increased after the growth of tourism.
- The people from coastal area showed their willingness to sell land because of the attractive price offers from outsiders.

- New Year and Christmas celebrations in this coastal area became more popular because resorts owners and home stay owners arranged programmes to attract tourists.
- Emergence of number of massage centres is the other change of this locality.
- Tourism in this coastal area helped the growth of art form like 'Chenntakottu'.
- People in this coastal area have a common fear about the loss of value system

SUGGESTIONS

- The legal bodies can introduce adequate waste management system
- Ensure the decrease of pollution
- To avoid the use of beach as a sanitary facility
- To avoid the use of plastic in beach side
- To ensure adequate legal and police service facilities to reduce the drug abuse and alcoholism among youth and tourists
- Panchayath activities should improve in the coastal area
- To avoid the sound noise in the coastal area

Conclusion

Tourism is today is emerging as a leading sector in the world and is now considered by some as the number one industry. Demographic, socio-structural and socio-cultural developments have always led to changes in tourist demands, and service providers in tourism are faced with a substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. . Moreover tourism is one of the best instruments of economic development in all the way. Tourism sector plays a vital role in the way of helping poor countries to provide employment opportunities in an increasing rate. It is one of the important foreign exchange earning industries has manifested great potential of growth under liberalized Indian economy. The tourism industry in India is substantial and vibrant and the country is fast becoming a major global destination. Moreover tourism industry is significantly supported to grow horticultures, handicrafts, agriculture, construction, poultry and the like. Today, tourism has become more inclusive of new concepts which require the support of the government to develop and flourish. There is a need to propagate these concepts with dedicated policies formed for the development of tourism. Effective implementation of the policies will help in the growth of the industry overall.

The study found that coastal tourism has produced both positive and negative economic as well as environmental impacts. The tourism in this coastal community helps to reduce the unemployment among native people and provides new emerging job like umbrella selling, life guard, security etc, native people, especially aged population have the fear of loss of their moral values and existing social order but they support tourism because it provides them economic stability and fishing is not adequate for their livelihood. Tourism led to the infrastructural development of their region.

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APPENDIX

INTERVIEW SCHEDULE

INFLUENCE OF BEACH TOURISM IN A COASTAL COMMUNITY: A STUDY AT MARARIKULAM

PERSONAL DETAILS

1. Name of the respondent :
2. Age :
3. Gender :
4. Educational Qualification :
5. Religion :
6. Occupation :
7. Annual Income :

Changes in the social environment due to the influx of tourists

1. Have you lost your properties when the resorts emerged in the area? Yes / No
2. since when tourism projects where established here?
3. What are the important tourism projects here? Home stay/Resorts/Any Other
4. Are most of the tourists foreigners? Yes/ /No
5. Is your life affected by the new tourism projects? Yes / To some extent / No
6. What are the major changes you have noticed in this area due to the growth of tourism?
Increased Population /Better Infrastructure /More Shops And Business /Environmental Pollution/
Decline of the Moral Standards
7. Have you ever feel that your area is moving towards urbanization? Yes / No
8. If yes, what are the major features of urbanization in your area?
9. Do you think that influx of outsiders contributed to changes in the social life? Yes /No
10. If yes, what are those changes?
11. Have you noticed the problem of drug abuse in this locality? Yes / No
12. Do you think that the problem of drug abuse is due to tourism? Yes / No / don't know
13. Do you have any direct contact with tourists? Yes / No
14. If yes, what type of contact?

15. Do you like the changes in this locality? Yes / No
16. What are the changes you like?
17. What are the changes you dislike?
18. Is there any growth of alcoholism here, due to the growth of tourism? Yes / No
19. Have you noticed the problem of prostitution after the growth of tourism? Yes / No

Changes in the pattern of traditional occupation and other economic activities of local people

20. What is the major occupation of people in this locality? Fishing / Coir work / Home stay / any other
21. Is home stay business emerged due to tourism? Yes / No
22. Are new houses constructed or existing houses modified to accommodate tourists? Yes / No
23. Is home stay business getting regular customers? Yes / No / Seasonal
24. Does tourism help to reduce the unemployment in your locality? Yes / No
25. What are the new job opportunities?
26. Are people employed in tourism projects get good salary? Yes / to some extend / No
27. Is there any job security in this sector? Yes / No
28. Whether large numbers of outsiders migrate here in search of employment? Yes / No
29. Who get more opportunities? Men / Women
30. Is tourism adversely affected traditional fishing activities in this area? Yes / No
31. If yes, how the traditional fishermen are affected due to tourism?
32. Are any traditional fishermen leaving this occupation? Yes / No
33. If yes, they take up which types of jobs?
34. Are more shops emerging in this area? Yes / No
35. Are the products more expensive in these shops? Yes / No
36. Is the land price increased tremendously after the growth of tourism? Yes / No
37. Is there any pressure on the local people for selling land? Yes / No
38. Are more buildings constructed in the beach area? Yes / No

39. Is there any movement of local people from here after the growth of tourism to the nearby localities? Yes / No

40. If yes, what are the reasons for their migration?

Changes in lifestyle among native people

41. Have you noticed any change in the dressing style of local people? Yes / No

42. If yes, give details?

43. Have you noticed any change in the food habits of local people? Yes / No

44. If yes, give details?

45. Is there any entertainment facilities emerging in this area like cinema theatre? Yes / No

46. Is the celebrations like Onam, Christmas, New Year etc more popular? Yes / No

47. Are more massage centre emerging here? Yes / No

48. Are more beauty parlors emerging here? Yes / No

49. Is the use of vehicles increased? Yes / No

50. How does the tourism help the growth of art forms in your region?

51. Have you noticed major changes in the traditional life style of people here? Yes / No

52. What are these emerging changes?

53. Do you think that these changes are positive or negative?

54. How does the new trends in fashion due to tourism affect the youth in your locality?

55. Have you ever feel that tourism negatively affect the value system of your locality? Yes / No

56. If yes, how?

57. Is there any improvement in the competency of children and youth to speak English language? Yes / No

Growth of tourism and environmental pollution

58. Does tourism became the reason to increase pollution in your region? Yes / No

59. If yes, what types of pollution are more serious? Water / Air / Soil

60. Does tourism activities reduced the quantity and variety of fish available? Yes / No

61. Have you noticed the occurrence of any new diseases in this locality? Yes / No

62. Do you think that environmental pollution is the reason for that? Yes / No

63. Is there adequate waste management facilities for the tourists' resorts? Yes / No
64. Is the waste from tourist resorts unscientifically disposed in the beach area? Yes / No
65. Is there any protest from local people against resorts based on the issue of pollution? Yes / No
66. Do you think that Panchayath authorities taking adequate steps to handle the problem of waste management? Yes / No
67. Does sunbath facilities for tourists hinder coastal vegetation? Yes / No
68. What are your suggestions for reducing the problem of environmental pollution?