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SURVEY OF MARINE TOURISM AND AROUND NAGAPATTINAM DISTRICT – A STATISTICAL ANALYSIS

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Abstract

The Marine tourism industry has different characteristics and it has a hospitality business. This study examines the various components of socio-economic and coastal tourism in Nagapattinam, Tamil Nadu and the perception of tourism people about the ecological status of tourism. The researcher concluded that the primary data from the 150 respondents in the study area were obtained through interview methods, as well as using statistical tools such as SPSS techniques and frequency and communication. The findings of the study suggest that it is necessary to make the contribution and growth of residents more sustainable.

Keywords- Coastal Tourism, Socio-Economic, Environment, Development.

1. Introduction

Tourism is one of the largest industries in the world. The coastline of Tamil Nadu is about 1076 kms, which is 15% of the total coastline of India, stretching along the Bay of Bengal, the Indian Ocean and the Arabian Sea. It is one of the longest coastlines of 187.9 kms and the second longest coastline. One of the most common types of tourism is coastal tourism. It is strongly dependent on natural and cultural aspects. Coastal tourism has become the main face of modern life. Coastal tourism is a process that attracts tourists, especially coastal ecosystems. Most coastal tourism takes place on the coast and in the immediate vicinity of the coast. The growth of tourism in general and in coastal areas in particular is related to three main factors: increased personal incomes, leisure time and improvements in transportation system and greater public awareness of world destinations due to improved communications (EEA, 2001). We can examine the interdependent relationships between tourism and the environment in terms of the interaction of the visitor, the place and the host community (UNWTO, 2004).

Sustainability principles refer to the environmental, economic and socio-economic aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (UNEP & UNWTO, 2005). This growth, which has reached its peak in recent decades exerts pressures on the environmental and cultural resources of coastal areas patterns of tourist destinations (Marina & Alessio, 2009).

2. Study area

The present study area is located in the eastern part of Tamil Nadu and Nagapattinam is one of the coastal districts of the state. It is a peninsular delta district, bordered on the east by the Bay of Bengal, on the south by the Balk Strait and coastal plain land on the west and north. The district is geographically located between 10° 10' and 11° 50' North latitude and between 79° 30' and 79° 50' East longitude. The total geographical area of the district is 2569 sq.kms. It has a coastal line of about 188 kms. It visualizes the administrative units of the coastal areas of the district such as the taluk, village and urban boundary with their names and also depicts important coastal tourist centres.

3. Aims and Objectives

The present study aims to study the development of coastal tourism in Nagapattinam District, Tamil Nadu with the following specific objectives have considered in the proposed study.

- ❖ To examine the socio-economic status of the study area.
- ❖ To study the various components of coastal tourism and environment in Nagapattinam district.
- ❖ To assess the current development of the study area.

4. Methodology

Both primary and secondary data are used in the current investigation. Secondary sources of data have been collected from the Gazetteers of Nagapattinam district, various government reports, web sites related to tourist destinations, arrivals of domestic tourists and foreign tourists data and Tourist Guide Map of the Tamil Nadu Tourism Development Corporation and the Ministry of Tourism, Government of India.

Result and Discussion

5. Socio-Economic Background

Male respondents constituted frequency n=79 (52.7 %) and Female respondents constituted frequency n=71 (47.3 %), with a middle age of 31 years. The participant marital status of 39.3 percent unmarried and balance 60.7 valid percent married. The table-1 showed the socio economic background of respondents. The respondents report family annual income 12.0 valid percent below 10000, 16 valid percent 10001 to 20000, 14.0 percent 20001 to 30000, 16.0 percent 30001 to 40000, 6.0 valid percent of 40001 to 50000 and remaining 36.0 valid percent of above 50001 in this family income highly receive the respondents. Of the 150 respondents occupation students were 8.0 percent, 12.7 valid percent daily worker, 36.7 valid percent self employee, 28.0 valid percent non government job, 8.7 valid percent government staff and 6.0 valid percent house wife respectively. Tamil Nadu is one of the most literate states in India and second rank of India. In this state literacy rate 80.33% in 2011 which is above the national average. A survey conducted by the Industry body ASSOCHAM ranks Tamil Nadu top among Indian states with about 100% Gross Enrollment Ratio (GER) in primary and upper primary education.

Table-1: Socio-Economic Background

Variable	Frequency	Percent
Sex		
1. Male	79	52.7
2. Female	71	47.3
Age		
1. Below 25	45	30.0
2. 26-35	59	39.3
3. 36-50	23	15.3
4. 51-60	15	10.0
5. Above 61	8	5.3
Marital Status		
1. Unmarried	59	39.3
2. Married	91	60.7
Family Annual Income		
1. Below 10000	18	12.0
2. 10001-20000	24	16.0
3. 20001-30000	21	14.0
4. 30001-40000	24	16.0
5. 40001-50000	9	6.0
6. Above 50001	59	36.0
Occupation		
1. Students	12	8.0
2. Daily worker	19	12.7
3. Self employee	55	36.7
4. Private	42	28.0
5. Government	13	8.7
6. House wife	9	6.0
Educational Background		
1. Illiterate	8	5.3
2. Primary and Secondary	8	5.3
3. Higher education	21	14.0
4. Diploma	30	20.0
5. Under graduate	46	30.7
6. Post graduate	37	24.7

Out of the 150 respondents are educational background of (5.3%) illiterates, the respondents report that 19.3% primary and higher secondary level education, their educational level 30.7% under graduate qualification as the highest level of education, while 24.7% of respondents have post graduate qualification as the second highest level of education, diploma is third highest level of education.

6. Place and purpose of Tour

From 150 respondents 45 was from other state and 105 from Tamil Nadu state. The table-2 explain the present study report that three main places of Nagapattinam district as well as Poompuhar- 33.3 valid percent, Tharangambadi- 33.3 valid percent and Velankanni- 33.3 valid percent. The respondents are coming from many places like Ariyalur-2, Chennai-13, Cuddalore-7, Kanchipuram-1, Krishnagiri-3, Nagapattinam-30, Perambalur-1, Pudukkottai-1, Salem-1, Tenkasi-2, Thanjavur-27, Tirunelveli-7, Vellore-8, Viruthunagar-1 of Tamil Nadu district and remaining 43 respondents coming from other state people in India. The respondents are coming from

different distance area for study place, particularly 61 respondents coming from above 300 hundred km and 89 participants coming from below 300 hundreds km.

Table-2: Tour place

Variable	Frequency	Percent
State		
1. Other state	45	30.0
2. Tamil Nadu	105	70.0
Place		
1. Poompuhar	50	33.3
2. Tharangambadi	50	33.3
3. Velankanni	50	33.3
Purpose of tour		
1. Educational tour	3	2.0
2. Pleasure tour	69	46.0
3. Holidays tour	43	28.7
4. Business	20	13.3
5. Occasionally	2	1.3
6. Pilgrims	13	8.7
Nature of tour		
1. Alone	8	5.3
2. Friends	51	34.0
3. Family	84	56.0
4. Travel agency	4	2.7
5. Educational	3	2.0

The registered respondent coming from village 22.0 (n=33), coming from town people 26.7 (n=40) and 61.7 (n=77) valid percent peoples are coming from city or urban side. The register participant educational tour mention the 2.0%, respondents report that 46.0% of tour for their pleasure, 28.7 percent of the respondents taking their holydays times, 13.3 percent respondents are going for tour their working place, company promotion and self business, the present study response low level register of 1.3 percent were occasionally and 13.0 percent pilgrims tour. Present study explains the nature of tour of 5.3 per cent coming from alone, the tour people 34.0 per cent coming from with their friends, the participants report that their nature of tour of 56.0 per cent going with their family members, respondents are going with travel agency and balanced 2.0 valid per cent going their academic line/department of education.

7. Development of Coastal Tourism

India now hopes to make such beach tourism a success story by making the beach available across the country. In 2007, India's coastline received 10.4 million tourists. Pleasant beaches seem to be natural and unavoidable but they were developed by modern principles and rules of engagement. Sea and beach warning stories have a longer history than modernity and modern travel forms.

The respondents variables 'improve local economy' has positive relation with the variable 'employment opportunities', 'create new business', 'protection of environment', 'selection of environment', 'prevention of ecological decline'. The respondents 'employment opportunities' have showed positive correlation with the variable 'improve transport. The employment opportunities gives people increasing transport level and promotes of cultural exchange. Transport is one of the main components of tourism industry and people are moving from one place to another.

Among the variable 'improve transport' has highly positive correlation among the variable 'increase shops' 'eco level to community' 'selection of environment' 'prevention of ecological decline', 'improve quality life', positive value and customs', 'promotes cultural exchanges', 'improve understand different community' and 'preserve cultural identity of mass population'. Tourist shops have all grown due to these factors and this variable is the positive result of our research work. The factors below illustrate the fact that some of this factor is related. The participants 'Increase shops' has explain correlation with variable 'Eco level to community', 'create new business', prevention of ecological decline', 'improve quality of life', 'positive change value and customs', 'improve understand different community', 'preserve cultural identity of host population', 'increase demand for historical and cultural exhibits'. Eco Level to Community is explain below the correlation 'create new business', 'protection of environment', 'prevention of historical monuments', and 'promotes cultural exchanges'. The reports are using grows for coastal tourism.

The report show the respondents variable 'Create new business' has constructive correlation with the variable 'protection of environment', 'prevention of ecological decline', 'prevention of historical monuments', 'a clean city', and 'promotes cultural exchanges'. Above the variable explain the highly close correlation variable; particularly these are the variable very close significant of 'selection of environment', 'improve of area appearance', 'positive change value and customs' and 'improve understand different community'. In this variable explain 'protection of environments' has positive correlation with the variable 'selection of environment', 'prevention of ecological decline', 'prevention of historical monuments', 'improve of area appearance', 'a clean city'.

Domestic products are doing not protect the site of the tourist. The table-3 illustrates the correlation tourism development. The statement variable 'selection of environment' has positive correlation with the variable 'prevention of ecological decline' and 'prevention of historical monuments'. The coastal tourist people report that 'prevention of ecological decline' has positive correlation with the variable 'prevention of historical monuments', 'improve area appearance', 'improve quality of life', 'positive changes value and customs', 'improve understand different community', 'preserve cultural identity of host population', 'increase demands for historical and cultural exhibits, and 'greater tolerance of social difference'. The variable 'improve quality life' has positive relation with the variable 'facilities meeting visitors', 'positive changes value and customs', 'improve understand different community', and 'preserve cultural identity of host population'.

Table-3 Correlates of Economic, Cultural and Environment to Tourism Developments

Sl. No	Variable name	Pearson Correlation	Sig. (2-tailed)
2	Improve local economy		
	Employment opportunities	.259**	.001
	Create new business	.265**	.001
	Protection of environment	.341**	.000
	Selection of environment	.229**	.005
	Prevention of ecological decline	.335**	.000
2	Employment opportunities		
	Improve transport	.444**	.000
3	Improve transport		
	Increase shops	.459**	.000
	Eco level to community	.256**	.002
	Selection of environment	.230**	.005
	Prevention of ecological decline	.224**	.006
	Improve quality life	.350**	.000
	Positive value and customs	.242**	.003

	Promotes cultural exchanges	.259**	.001
	Improve understand different community	.250**	.002
	Preserve cultural identity of host population	.270**	.001
4	Increase shops		
	Eco level to community	.277**	.001
	Create new business	.354**	.000
	Prevention of ecological decline	.385**	.000
	Improve quality of life	.448**	.000
	Positive change value and customs	.403**	.000
	Improve understand different community	.335**	.000
	Preserve cultural identity of host population	.301**	.000
	Increase demand for historical and cultural exhibits	.241**	.003
5	Eco level to community		
	Create new business	.366**	.000
	Protection of environment	.213**	.009
	Prevention of historical monuments	.223**	.006
	Promotes cultural exchanges	.425**	.000
6	Create new business		
	Protection of environment	.257**	.002
	Prevention of ecological decline	.230**	.005
	Prevention of historical monuments	.226**	.005
	A clean city	.266**	.001
	Promotes cultural exchanges	.254**	.002
7	Protection of environments		
	Selection of environment	.356**	.000
	Prevention of ecological decline	.317**	.000
	Prevention of historical monuments	.378**	.000
	Improve of area appearance	.267**	.001
	A clean city	.227**	.005
8	Selection of environment		
	Prevention of ecological decline	.440**	.000
	Prevention of historical monuments	.406**	.000
9	Prevention of ecological decline		
	Prevention of historical monuments	.266**	.001
	Improve area appearance	.254**	.002
	Improve quality of life	.451**	.000
	Positive changes value and customs	.455**	.000
	Improve understand different community	.237**	.004
	Preserve cultural identity of host population	.274**	.001
	Increase demands for historical and cultural exhibits	.248**	.002
	Greater tolerance of social difference	.217**	.008
10	Improve quality life		
	Facilities meeting visitors	.301**	.000
	Positive changes value and customs	.367**	.000
	Improve understand different community	.265**	.001
	Preserve cultural identity of host population	.341**	.000
11	Facilities meeting visitors		
	Positive changes value and customs	.275**	.001
	Promotes cultural exchanges	.250**	.002
	Improve understand different community	.427**	.000
	Preserve cultural identity of host population	.342**	.000
	Greater tolerance of social difference	.256**	.001

12	Positive changes value and customs Improve understand difference community Preserve cultural identity of host population Increase demands for historical and cultural exhibits	.436** .471** .246**	.000 .000 .002
13	Promotes cultural exchanges Improve understand different community Preserve cultural identity for host population Greater tolerance of social difference	.335** .354** .227**	.000 .000 .005
14	Improve understand different community Preserve cultural identity for host population Greater tolerance of social difference	.370** .249**	.000 .002
15	Preserve cultural identity for host population Greater tolerance of social difference	.320**	.000
16	Increase demands for historical and cultural exhibits Greater tolerance of social difference	.256**	.002

** Correlation is significant at the 0.01 level (2-tailed).

The respondent report that 'positive changes value and customs' has positive correlation 'with the variable 'improve understand difference community', 'preserve cultural identity of host population' and 'increase demands for historical and cultural exhibitions', The respondents variable 'promotes cultural exchanges' have a positive relationship with the variable 'improve understand of different community', 'preserve cultural identity for host population' and 'create tolerance of social difference'. The respondent variable 'improving understanding of different community' has a positive correlation with the variable 'preserving cultural identity for host population' and 'creating tolerance for social difference'. The participation variable 'preserving cultural identity for host population' has a positive correlation with the variable 'greater tolerance of social difference'. Participant variable 'Increasing demand for historical and cultural exhibitions' is a positive link to changeable 'greater tolerance of social diversity'.

8. Conclusion

Socio-economic, environmental and tourism development in Nagapattinam district in this research work. The results explain the socio-economic status of the respondents in this coastal area, the environment and the development of tourism. Tourism has attracted a lot of attention from the people. Coastal tourism plays an important role in the tourism industry and its growth. This study covers security, attraction, various types of food, rooms and hotels, shopping, children's parks, transport access, electricity, anywhere internet facilities etc. Furthermore there is no change in the fact that tourism will grow and the economic status of the people of the area will rise if tourism is improved in this research work. The tourism has created economic benefits for local people, give the job opportunities and develop economy in this region. The result of the test shows that there are significant different of socio-economy, environment and development of coastal tourism in Nagapattinam district.

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