

## **A Study on Local Communal Perception on Coastal Tourism: A Study in Udupi, Karnataka**

Tamilselvan .P

MBA, Department of Management Studies  
Bharath Institute of Science and Technology,  
Selaiyur, Chennai, Tamil Nadu 600 073  
Bharath Institute of Higher Education and Research

### **ABSTRACT**

The Udupi district in Karnataka is known for its rich culture and coastal tourism. The coastal tourism in Udupi has great potential to attract tourist to its serene and pristine coastal environment spanning about 98 kilo meters. It has varied ecosystem of mangroves, sand dunes, and numerous small and beautiful islands. The ecosystem in the coastal line is fragile and vulnerable to various environment related threats. Unplanned tourism activity in the coastal zone may increase the threat to the environment that might induce peril in the livelihood of local community. The study has been undertaken to analyse the local residents' perspective of coastal tourism, and its impact on the social, economical, environment and its effect on the sustainability of the tourism. The findings of the study suggests that the residents' of Udupi district perceive, there is both positive and negative impacts of coastal tourism. Residents perceived that tourism is well managed and it will sustain.

**KEY WORDS:** Sustainability, Coastal Tourism, Udupi

### **1. INTRODUCTION**

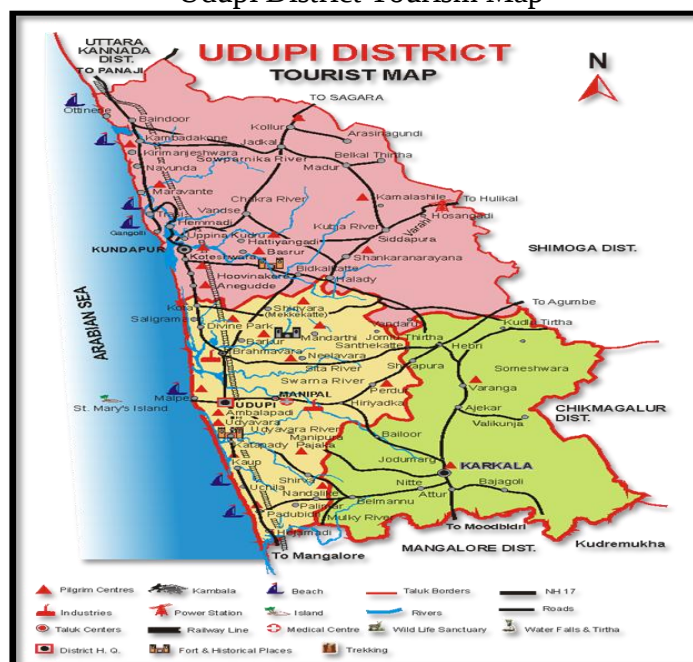
World tourism is growing with leap and bounds owing to globalisation, increased disposable income, affordable transportation, increased leisure time and spending. Tourism is one of the fastest growing industry in the world. The estimated international arrival in year 2020 is about 1.8 billion. Tourism occupies major role in economic growth of a country (Faraji & Aghajani, 2010). Tourism contributes about 10 per cent of world' GDP and generates one out of eleven jobs. Tourism is a major source of foreign exchange for various countries (Senthil & Seal, 2017).

Coastal tourism is defined by European Commission as *"an area which attracts tourists who come to enjoy the seaside and seaside related activities as a primary motivation"* (European Commission, 2000). Coastal regions is an intermediate region between land and sea where there is a rich biodiversity. Coastal areas attracts vast number of tourist. Unplanned and rapid growth in coastal tourism created threat to coastal environmental and its biodiversity (Ghosh & Datta, 2012). Increase tourism activity, and inclination towards tropical beaches leads to stress on coastal regions and its resources. Unplanned and inept attempt of mass tourism caused severe damages to coastal tourism destinations principally in Asia Pacific regions (Tantrigama, 2002).

Udupi is a district in Indian state of Karnataka. Three taluks of Dakshina Kannada, Kundapur, Karkala and Udupi were separated to form Udupi district in 1997. Udupi, the district head quarter is a well known Hindu pilgrimage center, popular for its vegetarian cuisine across the world located between Arabian Sea on the west and Western Ghats on the east. Sri Krishna Temple and the eight Matts established by Saint Madhvacharya in Udupi attracts vast number of tourist. The climate of

Udupi is characterised by excessively humid during most part of the year. The name of Udupi was resulted from its major local dialect Tulu, Odipu. The population of Udupi is about 11 million with the average literacy rate of 83% (The District Administration, Udupi District, 2017). Udupi has great potential to attract tourist to its serene and pristine coastal environment spanning about 98 kilo meters. Udupi is low lying coast line is located in tropical environment with various biological formation such as mangroves, wet zones and reefs. It has geomorphological configuration of lagoon, estuary and delta. The tourism map of Udupi district is presented in Map 1.

Map 1  
Udupi District Tourism Map



Source: <http://www.udupipages.com/travel/udupi-district-map.php>

The study has been undertaken to analyse the local residents' perception on the impact of tourism and sustainability in Udupi district, Karnataka.

## 2. REVIEW OF LITERATURE

Tourism encourages the investment in the destination, increase the income of the residents and supports in safeguarding of build infrastructure and the conservation of environment. A rapid growth of tourism has its own cost, it is political agenda for national and international planning bodies of tourism. Tourism is now equal to heavy industry, not 'clean industry' (Briassoulis, 2000). The impacts of tourism is multifaceted, environmental, economical, and socio cultural. (Clark, 1996) (Harriott, 2002). Economic benefits derived from tourism is considered to be the most important benefit, which generates employment, income, improved standard of living of the residents (Brunt & Courtney) (Tsundoda & Mendlinger, 2009).

## DEMOGRAPHIC PROFILE OF THE RESPONDENTS

292 respondents are male and 92 respondents were female. The Major age group of respondent is 35-45 (37%) followed by 45-55. 23% of the respondents earning the annual income of Rs. 2 to 3 lakhs (29%). Followed by 1-2 lakhs per annum (22%). The major occupation among the respondents were business followed by salaried.

### 3. ANALYSIS AND DISCUSSION

The data collected from the survey is analysed using an online statistical software. The descriptive analysis on residents' perception on the impact of tourism is presented as follows.

| RESIDENTS PERCEPTION ON THE IMPACT OF COASTAL TOURISM |                                                                                                                      |                                            |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| S.NO                                                  | VARIABLES                                                                                                            | MEAN<br>(STANDARD DEVIATION IN<br>BRACKET) |
| 1.                                                    | <b>Positive Impact</b><br>Better roads due to tourism                                                                | 3.84 (0.81)                                |
| 2.                                                    | Public infrastructure improved due to tourism                                                                        | 4.03 (0.22)                                |
| 3.                                                    | Tourism generates more income to residents                                                                           | 4.16 (0.35)                                |
| 4.                                                    | Tourism create value for community                                                                                   | 4.22 (0.32)                                |
| 5.                                                    | Tourism generates more jobs                                                                                          | 4.05 (0.82)                                |
| 6.                                                    | The standards of living has been increased due to tourism                                                            | 4.05 (0.93)                                |
| 7.                                                    | Tourism creates more recreation opportunities                                                                        | 3.65 (0.74)                                |
|                                                       | <b>Overall Score of Positive Tourism effect</b>                                                                      | <b>4.04 (0.92)</b>                         |
| 8.                                                    | <b>Negative Impacts</b><br>There is an increased pollution in sea due to tourism                                     | 3.02 (1.68)                                |
| 9.                                                    | Crime rate has been increased due to tourism                                                                         | 2.84 (0.88)                                |
| 10.                                                   | Pollution in coastal areas has been increased due to tourism                                                         | 3.75 (1.04)                                |
| 11.                                                   | Tourism induced overfishing in the region                                                                            | 3.86 (0.54)                                |
| 12.                                                   | Income from sea is reduced by tourism activity                                                                       | 2.22 (0.38)                                |
| 13.                                                   | Tourism altered the culture of residents                                                                             | 2.04 (0.46)                                |
| 14.                                                   | Cost of living is increases due to tourism                                                                           | 4.02 (0.45)                                |
|                                                       | <b>Overall Score of Positive Tourism effect</b>                                                                      | <b>2.98 (0.92)</b>                         |
| 16.                                                   | <b>Perception towards Sustainability of Tourism in Udupi</b><br>I am dissatisfied with the tourism in the coast area | 2.45(0.65)                                 |
| 17.                                                   | Tourism initiatives is not good for the beach                                                                        | 2.62 (0.46)                                |
| 18.                                                   | Coastal tourism in Udupi is well managed                                                                             | 4.24 (0.67)                                |
| 19.                                                   | Tourism is a sustainable activity in my community                                                                    | 4.08 (0.52)                                |
| 20.                                                   | I Support tourism                                                                                                    | 4.34 (0.34)                                |
| 21.                                                   | I would like to see tourism become an important part of my community                                                 | 4.17 (0.31)                                |

**CORRELATION ANALYSIS****CORRELATION COEFFICIENT BETWEEN RESIDENTS' ATTITUDE AND TOURISM IMPACTS**

| VARIABLES IN THE STUDY | POSITIVE IMPACT | NEGATIVE IMPACT | RESIDENTS' ATTITUDE |
|------------------------|-----------------|-----------------|---------------------|
| Positive Impact        | 1.000           |                 |                     |
| Negative impact        | 0.133           | 1.000           |                     |
| Residents' Attitude    | 0.764**         | -0.326*         | 1.000               |

\* Significant at 5% \*\* Significant at 1%.

It is inferred from the result of correlation analysis in Table 3 that, residents' perception of positive impact of tourism and their attitude towards the coastal tourism has a strong positive correlation. There is a moderate negative correlation between residents' attitude and their perception of negative impact of tourism. The result reveals that positive outcomes increase the positive attitude towards tourism. There is an insignificant relationship between positive and negative impacts of tourism.

**MULTIPLE REGRESSION ANALYSIS****RESULT OF REGRESSION ANALYSIS ON RESIDENTS' PERCEPTION OF TOURISM IMPACT ON THEIR ATTITUDE**

| Independent Variables | Beta    | t-value | F statistics | R <sup>2</sup> |
|-----------------------|---------|---------|--------------|----------------|
| Constant              | 0.511   | 4.593*  | 186.06*      | 0.703          |
| Positive Impact       | 0.643   | 15.260* |              |                |
| Negative Impact       | - 0.157 | 3.694*  |              |                |

Dependent Variable: Residents' perception of sustainability, \* Significant at 1%.

**4. CONCLUSION**

Tourism is one of the fastest emerging international trade, an important source of economic, sociocultural and environmental development of countries across the world. Coastal tourism succeeds by the marine life and the coastline with its rich natural resources become preferred tourist destination of the world. All coastal destinations of the world have similar surroundings and development patterns which are mostly non-renewable and fragile. Unplanned human activity in the coastal environment could lead to severe damage to the environment which irreversible. The ill effect of tourism will not only affects the environment, but the life of the people who depends upon the beaches and sea for their livelihood. Sustainable tourism is multidimensional approach which could be used to maximise the economical, sociocultural and environmental benefits of the destination. The result of the study shows that coastal tourism will thrive to sustain for a long time with the support of the residents of Udupi.

**5. REFERENCES**

- [1] Ap, J., & Crompton, J. (1993). Residents' Strategies for responding to Tourism Impacts. *Journal of Travel Research*, 32, 47–50.
- [2] Batta, R. (2000). *Tourism and Environment: A quest for sustainability*. New Delhi: Indus Publishing Company.
- [3] Briassoulis, H. (2000). Environmental impacts of tourism: A framework for analysis and evaluation. In B. H. & J. Straaten, *Tourism and the Environment. Environment & Assessment* (pp. 21-37). Dordrecht: Springer.
- [4] Brunt, P., & Courtney, P. (n.d.). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26, 493–515.
- [5] Clark, J. (1996). *Coastal Zone Management Handbook*. Boca Raton: Lewis Publishers.
- [6] Cook, R., & Weisberg, S. (1994). *An introduction to Regression Graphics*. New York: A Wiley-Interscience Publication .
- [7] European Commisiion. (2000). *Towards quality coastal tourism: Integrated quality management of coastal destinations*. Luxemborg: Office for Official Publication of the European Communities.
- [8] Faraji, A., & Aghajani, S. (2010). The relationship between tourism and environment. *Iranian Journal of Tourism and Hospitality*, 1(1), 37-48.
- [9] Ghosh, P., & Datta, D. (2012). Coastal tourism and beach sustainability – An assessment of community perceptions in Kovalam, India. *Geographia : Malaysian Journal of Society and Space*, 8(7), 75-87.
- [10] Hall, C. (2011). Policy learning and policy failure in sustainable tourism governance: from first- and second-order to third-order change? *Journal of Sustainable Tourism*, 19(4-5), 649-671.
- [11] Haralambopoulos, N., & Pizam, A. (1996). Perceived impacts of tourism: The case of Samos. *Annals of Tourism Research*, 23, 503-526.
- [12] Harriott, V. (2002). *Marine Tourism Impacts their management on the Great Barrier Reef*. Townsville: CRC Reef Research Centre.
- [13] Krejcie, R., & Morgan, D. (1970). Determining sample size for research activities. *Educational and Psychological Measurment*, 30, 607-610.
- [14] Miller, M., & Auyong, J. (1991). Coastal zone tourism: A potent force affecting environment and society. *Marine Policy*, 15(2), 75-99.
- [15] Ministry of Tourism, Government of India. (2015). *Sustainable tourism for India: Criteria and indicators*. New Delhi: Ministry of Tourism, Government of India.
- [16] Neto, F. (2003). A new approach to sustainable tourism development: Moving beyond environmental protection. *Natural Resources Forum*, 27(3), 212-222.
- [17] Pearce, D. (1989). *Tourist development*. New York: Longman Scientific and Technical.