



CHETANA
International Journal of Education
(CIJE)
Peer Reviewed/Refereed Journal
(ISSN: 2455-8729 (E) / 2231-3613 (P))

Impact Factor
SJIF 2023 - 7.286

Research Paper

Received	Reviewed	Accepted
20.02.2023	28.02.2023	18.03.2023



Prof. A.P. Sharma
Founder Editor, CIJE
(25.12.1932 - 09.01.2019)

Social Impact of Marine Tourism in India

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Keywords: - Social Impact, Marine tourism, coastal States etc.

Abstract

Marine tourism can ensure social, environmental, and economic benefits through sustainable use of marine resources. The main challenges for marine tourism are preservation of the sea and marine resources through conserving the marine ecosystems and reducing marine pollution India has huge potential within the coastal tourism section and hotspot within the world and blessed 8118 kilometre long coastline a wonderland of attraction, could be a democratic country in Asia consisting of twenty eight States and eight Union Territories. The study is based on a questionnaire survey using a nonprobability convenience sampling design. A total of 65 respondents were purposively selected from various groups of stakeholders to give their opinions on various aspects of social, economic, and environment dimensions of marine tourism development.

Introduction

Tourism is a cumulative utilization of available resources including natural, human, cultural, historical and infrastructural. The tourist is a consumer of goods and beneficiary of services. Thus, tourism can support economic development of both the local community and the economy of a country, through earnings from domestic and foreign visitors. This makes tourism a major engine of economic growth and an important source of employment & foreign exchange earnings in India. The overall contribution of the Tourism industry in

India to the GDP is 6.8%. Marine tourism industry may increase the revenue earnings of the Blue Economy with an addition of at least 3% to the GDP.

India has a coastline of about 8118 kms spanning from West Bengal to Gujarat on the mainland, the Andaman & Nicobar Islands and the Lakshadweep Islands. The coastline of India is characterized by beautiful beaches, lighthouses, lakes, river mouths, temples, historic sites, underwater cultural heritage, indigenous culture and unique topography.

Recent marine archaeological research has illustrated that parts of the Indian coastline at Dwarka, Gulf of Khambhat, Mahabalipuram, Poompuhar, and Rameshwaram had urban civilizations that date back to 11600 years. The underwater cultural heritage in these places has revealed the ancient coastal history of India which can form an intrinsic aspect of the marine leisure industry. The Ministry of Tourism has the main objective of increasing and facilitating tourism in India, projecting the country as an all-weather tourist destination, promoting tourism in a sustainable manner.

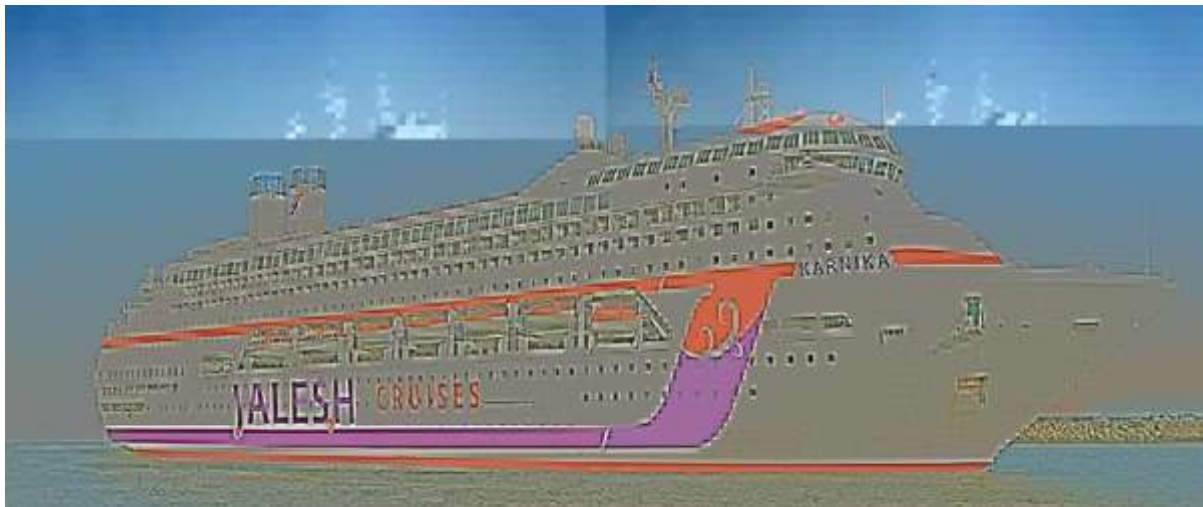
Fig 1. Mandarmani Beach in West Bengal



Risks & Challenges to Marine Tourism in India

Unfortunately the quality and safety of water sports available in the beaches of India are questionable. The water sports are mostly operated by the indigenous population without much concern for safety of the tourists. The sports equipment's and safety gears are not in good order. The availability of life guards is also very limited on the beaches.

Fig 2. Jalesh Passenger Cruise



Share of Top 5 coastal States of India in Number of Foreign Tourist Visits in 2015

S.N.	States	Number	Share (%)
1	Tamil Nadu	4684707	20.1
2	Maharashtra	4408916	18.9
3	West Bengal	1489500	6.4
4	Kerala	977479	4.2
5	Karnataka	636502	2.7

Source- Ministry of Tourism, Government of India 2017-18 (GOI, 2017-18)

Share of Top 5 coastal States of India in Number of Domestic Tourist Visits in 2015

S.N.	States	Number	Share (%)
1	Tamil Nadu	333459047	23.3
2	Maharashtra	121591054	8.5
3	West Bengal	119863942 8	8.4
4	Kerala	103403934	7.2
5	Karnataka	70193450	4.9

Source- Ministry of Tourism, Government of India 2017-18 (GOI, 2017-18)

Review of Literature

Sakhuja Vijay & Narula Kapil, Perspectives on the Blue Economy: This book is a collection of short essays articles on the multidimensional aspects of the blue economy. It presents perspectives on the concept and the essential ingredients of the blue economy such as marine resources, maritime infrastructure and marine environment. International cooperative approaches to promote blue economy, the role of maritime governance and capacity building are discussed in the context of implementing the blue economy. The book also promotes the importance of sustainable utilization of the oceans which lies at the core of the blue economy.

Tanaka Yoshifumi, The International Law of the Sea: This book is a well written text and commentary on the Law of the Sea Convention 1982. The law of the sea is a complex and fascinating subject. This textbook explores the subject from the perspective of public international law, covering all the key topics from the legal regimes governing the different jurisdictional zones, to international co-operation for protection of the marine environment. The chapters on emerging issues such as the conservation and the protection of natural resources and biodiversity in the oceans are well analysed. In fact, this book deals in vivid details every aspect of the law of the sea providing a clear insight and interpretation of the various aspects of the convention. The analysis is supported by various judgments of the ICJ and ITLOS to add credence to the author's conclusions.

Objectives of the Study

1. To analyse the Port Development, Shipping Industry, Fishing Industry and Marine Tourism along India's coastline.
2. To evaluate the status of marine tourism based on opinion of the stakeholders such as promoters of tourism in coastal areas.

Research Methodology

In this study data has been collected from various ministries, chambers of commerce in terms of Ports, Shipping, Fishing and tourism. Statutes, Conventions, various Acts of government of India, doctrinal study of reported judgments of various High Courts and Supreme Court of India has provided the basis for arriving at an evaluation of the existing laws.

Primary data has been collected from 65 fishermen and their family members in the State of Tamilnadu and general population on the east coast between Chennai and

Mahabalipuram. Various statistical tools and illustrative techniques have been used to analyse the available data in terms of ports, shipping, fishing and marine tourism of India

Analysis and Interpretation:-

Table No. 01

Social Impact of Marine Tourism – Comparison of Perception by Gender Status of Local Residents

Gender	Social Impact Measurement Items	N	Mean	SD	t value	P value
Male	Meeting tourists is a valuable experience	40	11.32	1.32	1.0330	0.3056
Female		25	10.96	1.44		
Male	Tourism had led to increase in the recreational facilities	40	8.21	1.05	1.0980	0.2764
Female		25	7.89	1.28		
Male	Tourism has an undesirable effect on our way of life	40	9.76	1.17	3.5653	0.0007
Female		25	8.62	1.38		
Male	Tourism causes changes in our traditional life	40	7.79	1.12	3.6043	0.0006
Female		25	6.71	1.26		
Male	Tourism causes a lower quality of life for local residents	40	10.52	1.65	2.9059	0.0050
Female		25	11.81	1.88		
Male	Tourism causes security and crime problems	40	9.54	1.08	4.2873	0.0001
Female		25	8.29	1.24		
Male	Tourism brings more positive than negatives social effects	40	7.70	1.66	1.5346	0.1299
Female		25	7.01	1.92		
Male	Overall Social Impact	40	12.54	2.21	2.2648	0.0270
Female		25	11.20	2.49		

An observation of the results indicates that “meeting tourists is a valuable experience” and “tourism brings more positive than negatives social effects” is similar extent for both male and female residents in the sample (opinion is in agree range and t value for the difference in the opinion level is insignificant). Male residents in the sample with high level of agreement differ significantly from female counterparts in respect of remaining three

measurement items as well as in respect of overall social impact. Hence, it is concluded that the social impact of marine tourism in the places of marine tourism importance is related to gender status of the local residents.

Table No. 02

**Social Impact of Marine Tourism – Comparison of Perception by
Marital Status of Local Residents**

Marital Status	Social Impact Measurement Items	N	Mean	SD	t value	p value
Married	Meeting tourists is a valuable experience	55	11.20	1.32	1.1025	0.2744
Unmarried		10	10.68	1.65		
Married	Tourism had led to increase in the recreational facilities	55	9.93	1.01	3.9079	0.0002
Female		10	8.42	1.65		
Married	Tourism has an undesirable effect on our way of life	55	12.32	1.18	3.0153	0.0037
Unmarried		10	11.06	1.41		
Married	Tourism causes changes in our traditional life	55	10.73	1.61	1.4445	0.1536
Unmarried		10	9.91	1.88		
Married	Tourism causes a lower quality of life for local residents	55	8.55	1.03	3.7232	0.0004
Unmarried		10	7.19	1.24		
Married	Tourism causes security and crime problems	55	11.65	1.29	1.4167	0.1615
Unmarried		10	11.01	1.45		
Married	Tourism brings more positive than negatives social effects	55	13.55	1.82	2.5474	0.0133
Unmarried		10	11.93	2.02		
Married	Overall Social Impact	55	9.49	1.20	2.7766	0.0072
Unmarried		10	8.32	1.37		

The overall social impact of marine tourism is significantly higher for married residents than that of unmarried residents. Overall, it is found that getting valuable experience from tourism and changes in traditional life due to marine tourism is independent of the marital status whereas impact of marine tourism in increasing recreational facilities, having

undesirable effect on way of life, causing lower quality of life, causing security / crime problems and bringing more positive social effects than negative social effect among local residents is significantly higher for married than unmarried residents in the study area. The social impact of marine tourism is compared by family type of local residents in the sample in the marine tourism areas under study in order to know whether the social impact is related to family type or not.

Table No. 03

**Social Impact of Marine Tourism – Comparison of Perception by
Family Type of Local Residents**

Family Type	Social Impact Measurement Items	N	Mean	SD	t value	p value
Joint	Meeting tourists is a valuable experience	30	8.50	1.23	3.7695	0.0004
Nuclear		35	7.22	1.47		
Joint	Tourism had led to increase in the recreational facilities	30	10.22	1.41	3.4734	0.0009
Nuclear		35	9.02	1.37		
Joint	Tourism has an undesirable effect on our way of life	30	7.51	0.98	1.6538	0.1031
Nuclear		35	7.07	1.14		
Joint	Tourism causes changes in our traditional life	30	10.02	1.22	1.3735	0.1745
Nuclear		35	9.59	1.29		
Joint	Tourism causes a lower quality of life for local residents	30	11.82	0.92	4.5114	0.0001
Nuclear		35	10.56	1.27		
Joint	Tourism causes security and crime problems	30	10.56	1.02	4.0379	0.0001
Nuclear		35	9.29	1.44		
Joint	Tourism brings more positive than negatives social effects	30	8.38	0.92	1.4251	0.1591
Nuclear		35	8.02	1.09		
Joint	Overall Social Impact	30	12.65	1.16	4.2401	0.0001
Nuclear		35	11.38	1.24		

Hence, it is found that the impact of marine tourism in getting valuable experience by meeting tourists, increasing the recreational facilities, causing a lower quality of life and causing security and crime problems for local residents is related to their family type.

Limitations of the Study

In India till date no research has been done on this topic. As this is a progressively new area of study, there is not much published literature. Whatever literature was available related to economics, marine chemistry, marine biology, marine geology and oceanography. Thus the researcher had to apply her own mind in order to create an effective synchronization of the available literature and the output of this paper.

The availability of data is restricted in the areas of focus. The researcher has witnessed conflicting data from different national sources. The Legal perspective had to be based entirely on doctrinal research as the applicability of statistical tools is limited. Field observations of the researcher may be subjective in its application based on the researcher's own experience and perspective.

Conclusion

1. Marine tourism is based on a unique combination of resource interfaces of land and sea. Marine tourism offers amenities like beaches, scenic beauty, rich terrestrial and marine biodiversity apart from offering diversified cultural and historic heritage. It also helps providing drinking water facilities, healthy food and good infrastructure leading to development and economic growth of the people in coastal areas.
2. Marine tourism is also development oriented as it develops tourism related infrastructures such as hotels, resorts, restaurants in addition to developing marinas, fishing and diving, etc. in coastal areas in turn boosting the life of the people economically and socially and help achieve inclusive growth.
3. There is hardly any notable development of marine tourism along the Indian coastline in spite of lovely beaches and potential resources. Except for the commission of Jalesh, a passenger cruise along the western coast of India from Mumbai to Goa and the Gulf, there is no other cruise services operating from India.

4. The tourism activities on India's beaches do not follow safety standards and are run by semi-skilled local operators with a profit earning motive only. Passenger safety, security and hygiene are low on priority as evident from the above study. Laws and regulations need to be in place in order to ensure a proper governance of the Marine Tourism industry. As the industry caters to a niche area, the existing laws need to be made sector specific and updated appreciating the special needs of the industry. Not only should the laws be in place but maritime legal education in India must be spread across the Law Schools of the country to create specialists who can implement the laws of the domain with the required skill sets and capacity.

5. Various measures are being taken by the government to build upon the coastal and inland waterways tourism industry. The government of India needs to invite cooperation and participation from the BIMSTEC member states to build upon the marine tourism industry. Sagarmala can be integrated with the BIMSTEC to realize this vision. The indigenous operators of river and coastal cruise need to be brought into the international mainstream of the marine tourism industry by creating awareness of the operational efficiencies of the business, the rules, regulations and procedures, the security and safety concerns and how best to operate at international standards. India has huge potential in the marine tourism industry provided required up gradation in capacity building and operational standards are resorted to without much wastage of time.

6. Marine Spatial Planning has not been implemented even as a policy by most maritime nations including India. Except for a few advanced maritime states, maritime clusters are a rare phenomenon in the world. Without maritime cluster operating at a global level policy synchronizations are a difficult proposition.

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