



Coastal tourism potential development perspective: A study of factor analysis of tourist of Konkan region of Maharashtra

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Abstract

India has immense potential in tourism development. In India 29 states and 09 territories, which has its own huge potential to attract tourist all over the world. Government of India take keen initiatives for attracting more and more tourist visit and explore India. Indian tourism generates about Rs.1.32 lakh crore around 5.22 % to 6.6 % of Indias GDP and creates 46. Million to 84 million employments. Maharashtra, a vibrant and culturally rich state in western India, offers a compelling blend of history, spirituality, and natural beauty. Its landscape is dotted with majestic ancient structures that stand as a testament to its storied past. These formidable edifices, scattered across the state, narrate tales of valor and strategic prowess, serving as popular destinations for history enthusiasts and adventure seekers alike Maharashtra is home to sites recognized globally for their cultural significance, offering a glimpse into the rich heritage and traditions that have shaped the region. Tourism is a rising service sector in India. India covered 7525 km coastal line. Maharashtra had 720 km coastal area, which stood third in India. In service sector transport is most important factor. Minimum period to reach destination is a first moto of the tourist. Konkan region is a favourite destination of Indian and Foreign tourist. Lack of airport in every district in Konkan district tourist to other destination. On 1st October 2021 Chipi airport was started in Sindhudurg district.

Keywords: Tourism, service, coastal/beach tourism, tourist, tourism industry, transport

Introduction

India is a huge country comprising 29 states and 9 union territories. Types of Indian tourism 1. Adventure Tourism 2. Wildlife Tourism 3. Eco-Tourism 4. Medical Tourism 5. Wellness Tourism 6. Cultural Tourism / Heritage Tourism in India 7. Religious Tourism / Pilgrimage Tourism 8. Business Tourism 9. Cruise Tourism 10. Culinary Tourism 11. Dark Tourism 12. Film Tourism 13. Sports Tourism 14. Educational Tourism 15. Yoga school and retreat Tourism in India 16. Recreation Tourism Therefore, it is very important for India's centralized campaign, "Incredible India" to give all the important information about all the states in their running campaign in which foreign tourists would be actually interested, like, safety tips, current events and happenings, important developments in the states. Maharashtra state is famous for its natural beauty, beaches, backwater, waterfalls, forts, temples, and other tourist attractions. Tourism in India is 4.6 % of the country's gross domestic product. Tourism is a priority sector of India and Maharashtra. In 30.04.1997 Government of Maharashtra declared Sindhudurg is a first tourist district in India. Additionally, the Maharashtra government officially declared Nagpur as a tourism district on September 15, 2026. Konkan coastal line is safe, virgin and beautiful, capable of attracting inbound and outbound tourists for the sun, sand and surfing Its Seafood is a fist to the tourists. After recognizing the huge capacity of various forms of tourism in India. MTDC plays important role for improvement of coastal tourism.

Statement of the Problem

Tourism has grown to be one of the most significant businesses on a worldwide scale, with growth predicted to reach 100% in the next ten years. About 40% of the world's population lives on or near the coast (Burke *et al.*, 2001. Hence, researcher focused on study of various factor analysis of tourist, related to coastal tourism.

Objectives of the Study

The prime objectives of the present research study are as follows

1. To study the demographic profile of tourist of Konkan district of Maharashtra.
2. To study the exploratory factor analysis of tourist.
3. To provide suggestions for coastal tourism development in Konkan region.

Research Methodology

1. Primary Data

The primary data have been collected from the selected sample respondents through structured interview schedule. The primary data have been collected from domestic and foreign tourists. The data collected have been presented in structured table followed by text.

2. Secondary Data

The secondary data have been collected through books, research articles published in various journals, seminars and conferences, magazines, newspapers, Ministry of Tourism, GOI, and Maharashtra Tourism Department.

The Study Area

The researcher has covered five districts of Maharashtra state which is Sindhudurg, Ratnagiri, Raigad, Thane and Palghar district have been selected for research exercise.

Sample Size for Tourists

In year 2011-12, total 16090585 tourists to 78 beaches located in four districts of Maharashtra (Tourism Statistics of Maharashtra, 2012) . Hence, the researcher had chosen a finite sample size formula for calculating the sample size. Given that the population is 16090585 (Tourism Statistics of Maharashtra, 2012), At 2.25% error /margin then the sample size would be

$$n = N / (1 + Ne^2)$$

n = the sample size

N = the population (total tourist 16090585)

e = the accepted confidence interval assumed to be 2.25%.

(e = 0.0225) at confidence level 95% confidence

$$n = 16090585 / (1 + (16090585)(0.0225)^2) = 1891$$

Hence there was 2008 tourists (more than calculated sample size 1891) selected for this research study.

Table 1: Sampling method and Procedure of selection of sample

Sample	Sampling Design	Selection Procedure	Remark
Beaches	Probability Sampling: Simple Random sampling	Lottery method with the help of Randomization software. https://www.randomizer.org/	Available list/catalog of beaches in Maharashtra hence researcher choose probability sampling
Tourist	Non-Probability Sampling Accidental sampling	First meet basis with their willingness to respondent	Not available list/catalog of tourist hence researcher choose non-probability sampling

Source: Developed for this study

Descriptive Analysis: Tourist

The descriptive statistic in terms such as minimum, maximum, mean, standard deviation for each computational variable in the sustainable consumption behaviour of coastal tourist the 2008 respondents are detailed below.

Demographic Profile of tourist

Table 2: Number of Tourists Visited to Beaches: Demographic profile tourist

Age	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
>70	9	1	13	2	12	4	0	0	34	2
20-29	363	43	149	27	117	42	67	21	696	35
30-39	249	29	133	24	63	23	103	32	548	27
40-49	164	19	186	33	45	16	68	21	463	23
50-59	49	6	50	9	33	12	38	12	170	8
60-69	14	2	27	5	10	4	46	14	97	5
Total	848	100	558	100	280	100	322	100	2008	100
Gender	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
Female	292	34	271	49	137	49	137	43	837	42
Male	546	64	283	51	143	51	173	54	1145	57
Transgender	10	1	4	1	0	0	12	4	26	1
Total	848	100	558	100	280	100	322	100	2008	100
Distance from Home	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
101KM to 200KM	349	41	142	25	48	17	188	58	727	36
301 KM to 400KM	169	20	139	25	50	18	69	21	427	21
401KM to 500KM	48	6	108	19	31	11	2	1	189	9
Less than 100 KM	246	29	61	11	105	38	60	19	472	24
More than 500 KM	36	4	108	19	46	16	3	1	193	10
Total	848	100	558	100	280	100	322	100	2008	100
Income	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
More than 10 Lac	29	3	47	8	44	16	3	1	123	6
Up to 50K	256	30	85	15	65	23	50	16	456	23
1 Lac to 5 Lac	204	24	206	37	86	31	156	48	652	32
5 Lac to 10Lac	65	8	112	20	41	15	9	3	227	11
50K to 1 Lac	294	35	108	19	44	16	104	32	550	27
Total	848	100	558	100	280	100	322	100	2008	100
Education	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
10th	77	9	36	6	22	8	49	15	184	9
12th	304	36	214	38	55	20	102	32	671	33
Graduation	359	42	213	38	123	44	155	48	850	42
Postgraduate	108	13	97	17	80	29	16	5	301	15
Total	848	100	558	100	280	100	322	100	2008	100
Profession	Raigad		Ratnagiri		Sindhudurg		Thane- Palghar		Total	
	Count	%	Count	%	Count	%	Count	%	Count	T%
Businessman	117	14	79	14	40	14	41	13	277	14
Full time Homemaker	44	5	36	6	26	9	10	3	116	6
Govt. Job	175	21	91	16	64	23	62	19	392	20
Private Job	263	31	221	40	57	20	156	48	697	35
Retired	28	3	48	9	9	3	45	14	130	6

Student	221	26	83	15	84	30	8	2	396	20
Total	848	100	558	100	280	100	322	100	2008	100

Source: Analysis of Tourist Survey Data

Above table shows that 50% of tourist belonging from age group 30-49 yrs. Ratio of male-female is nearly equal. However, 1% respondents are transgender. 36 % tourist prefer destination between 101 to 200 km away from their home. 32% tourist have annual income 1lac to 5 lacs. 42% tourist are graduate. 35% tourist are doing private jobs.

Table 3: Exploratory Factor Analysis for Tourist Items: a (Factor 1,2,3)

Derived Common Factors					
Items (i.e., statements)	Items code	Factor 1	Factor 2	Factor 3	Communality
Promote local art	SCTDCS5	.701			.596
Quality of local landscape	SCTDCS3	.701			.590
Social support	SCTDSS5	.693			.629
Promote culture	SCTDCS4	.668			.545
Improve local infrastructure	SCTDSS4	.661			.590
Scheme for local community	SCTDSS3	.658			.587
Preserves culture	SCTDCS1	.613			.676
Awareness of social benefits	SCTDSS6	.603			.624
Minimizing waste	SCTDENS3	.601			.562
Cultural exchange	SCTDCS2	.595			.545
Decision making by local community	SCTDSS1	.586			.675
Pollution free environment	SCTDENS4	.572			.568
Care of biodiversity	SCTDENS2	.551			.572
Sea conservation	SCTDENS1	.547			.681
Improve the standard of living	SCTDES5				.646
Opportunities for social development	SCTDSS2				.586
Transportation till midnight	AOF1		.699		.683
Pub at stay	P1		.697		.700
Recreation till midnight	AOF3		.696		.635
Pub at beach	P2		.690		.587
Variety of liquor	P3		.675		.561
Shopping till midnight	AOF2		.634		.567
Condition of clean water	IFC4		.562		.651
Information center at beach	IC3		.557		.614
Information center at stay	IC2		.548		.531
Condition of sewage	IFC2		.546		.633
Information center at arrival	IC1		.529		.649
Money exchange at beach	A5				.624
During vacation paid for enjoy not for environment	TSSCTD7			.808	.715
During vacation: don't worry about society	TSSCTD8			.807	.719
During vacation: sustainability sole responsibility of government	TSSCTD6			.797	.751
During vacation: environment care responsibility of government	TSSCTD4			.779	.741
During vacation: difficult environmentally friendly vacation	TSSCTD3			.766	.697
During vacation: not matter of environment	TSSCTD5			.766	.700
During vacation: don't think about environment	TSSCTD2			.761	.719
During vacation: don't worry about environment	TSSCTD1			.757	.731
Eigenvalue		19.94	9.27	4.42	KMO .939
Percentage of variation		10.23	7.90	6.53	Chi 110770
Cumulative Percentage		10.23	18.12	24.65	df 3570
Cronbach's alpha		0.91	0.88	0.91	sig .000

Source: Analysis of Tourist Survey Data

One Sample t-test

H₀: Tourism infrastructure in Konkan region is inadequate and unsatisfactory.

Table 4: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Essential coastal tourism Infrastructure	2008	2.9186	.90052	.02010

Table 5: One-Sample Test

	Test Value < 3				
	T	df	Sig. (One tailed)	Mean Difference	95% Confidence Interval of the Difference
Essential coastal tourism Infrastructure	-4.052	2007	.000	-.08143	Lower -.1208 Upper -.0420

Note: H₁ < population mean <3

Source: Analysis of Tourist Survey Data

One-sample t -test was run to assess coastal tourist perception toward essential coastal tourism infrastructure is satisfactory ($\mu > 3$). Left side one tailed one-sample t- test was used for this. The descriptive statistics showed that 2.91 is the average mean of the sample and 0.90 is the standard deviation. The result shows that Tourism infrastructure in Konkan region is inadequate and unsatisfactory ($\mu < 3$). Hence, researcher reject the null hypothesis and alternative accepted. Hence, we can say that Tourism infrastructure in Konkan region is inadequate and unsatisfactory ($\mu < 3$).

Conclusion

Tourists believe that coastal tourism development should ensure to protect local culture, social and environmental aspects. Tourists are dissatisfied with the availability of transportation at midnight. Tourist think about return on investment in the form of enjoyment and they think less about sustainability of coastal tourism such as conservation of culture, societal benefits, and environment. Those tourists are satisfied with peacefulness and sea beauty during coastal tourism. Seafood is the unique selling proposition of coastal tourism hence it maybe purposefully tagged with high price. That tourist's feel safe and pleasant at coastal destinations. Tourists believe that coastal tourism development is good for boosting the local economy and business. Tourists are a little bit dissatisfied toward security provided at stay.

Suggestions

Tourist is the main stakeholder of tourism industry. Tourism generates revenue of local people. Tourists are dissatisfied with the availability of transportation at midnight, so transport facility should provide to the tourist whenever required. Seafood is the main attraction of the tourist so at reasonable rate hotelier should provide seafood to the tourist. Government and local tourism authority should develop powerful security to the tourist at site and stay. Konkan is a beautiful area, but lack of infrastructural development. Government of India and state tourism authority should develop excellent infrastructure and amenities in Konkan region of Maharashtra for coastal tourism development. Government authorities should protect coastal tourism development and ensure to protect local culture, social and local environment. Local food restaurants adopted price discrimination strategy hence; they are charged differently to local people and tourists. Price equalisation policy should be adopted by the shop owner and hotelier for attracting more coastal tourist in Konkan region of Maharashtra.

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