

A Review on Coastal Tourism in India

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ABSTRACT

India has huge potential within the coastal tourism section and hotspot within the world and blessed 8118 kilometer long coastline a wonderland of attraction, could be a democratic country in Asia consisting of twenty nine States and nine Union Territories. The beginning of tourism in coastal areas return to Roman times, once the primary villas were created within the Southern a piece of the Apennine solid ground. Within the centuries to follow, particularly since the mid-18th century onward, coastal tourism was typically associated with the restorative properties of ocean and sun. Sun, ocean and sand encompass continued to supply the most ingredients for coastal tourism till nowadays, particularly within the half of the twentieth century, that was marked by the event of mass tourism.

Keywords: India, Coastal, Tourism, Asia, Roman times, Century, Today.

INTRODUCTION

Coastal tourism has become a significant side of recent life. Further, tourism development within the coastal zone has become a relentless since the tip of war II. Coastal tourism could be a method involving tourists and also the individuals and places they visit, notably the coastal atmosphere and its natural and cultural resources. Most coastal tourism takes place on the coast and within the water right away adjacent to the bound. In Indian state, Kerala, Karnataka were emerged ad lib as a coastal tourism destination within the 1960s, its distinctive commercialism points being its natural coastal beauty. India, a tourism hotspot

within the world and blessed 8118 kilometer long outline a wonderland of attraction, could be a democratic country in Asia consisting of twenty nine States and nine Union Territories. India is additionally called Bharatvarsha or the Land of Bharat (Baitalik & Majumdar, 2105).

Tourism could be a major engine of economic process and a vital supply of interchange earnings in several countries as well as India. it's nice capability to make giant scale employment of numerous kind from the foremost specialised to the unskilled and therefore will play a significant role in creation of further employment opportunities.

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Tourism is mostly a brief break or short trip for pleasure, far from home or work. In different words, it's a brief travel for leisure, recreation, gets along or maybe for a spiritual purpose. This short trip may be to a location inside the state, Country or maybe a location abroad. Coastal tourism has become a significant side of recent lifetime of involvement tourists and also the individuals and places they visit, notably the coastal atmosphere and its natural and cultural resources. Most coastal tourism takes place on the shore and within the water right away adjacent to the bound (Chandrashekhara & Nagaraju, 2014).

India 2017-2018, Ministry of Tourism, Government of India (GOI, 2017-18)

Contribution of Tourism in GDP of the Country 5.20% (2015-16)

Contribution of Tourism in Employment of the Country 12.38% (2017-18)

Foreign Tourist Arrivals (FTAs)

During 2018, FTAs were 10.56 million (provisional) with a growth rate of 5.2% over the previous year.

Foreign Exchange Earnings (FEEs)

The FEEs from tourism during the period 2018 were US\$ 28.592 billion (provisional) with a growth rate of 4.7% over the previous year.

Domestic Tourism

There were 1652.49 million domestic tourist visits all over the country during the year 2017 as compared to 1282.8 million in 2014.

Indian National Departures

The numbers of Indian Nationals Departures from India, during 2018, were 26.30 million as compared to 23.94 million, during 2017, registering a growth of 9.8%.

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	Andhra Pradesh	121591054	8.5
3	Karnataka	119863942	8.4
4	Maharashtra	103403934	7.2
5	West Bengal	70193450	4.9

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

Tourism in Gujarat

The beautiful state of Gujarat makes the longest outline within the country having length regarding 1600 kilometer. It's illustrious for its culture, design, culinary art and beaches. There area unit variety of gorgeous spots and locations here wherever you'll be able to keep company with your family and have an excellent time. Here we've delineate a number of the most effective beaches in Gujarat (Anonymous, 2012).

Coastal Destination

Ahmedpur Mandvi Beach

Mandvi is one amid the best beaches on the Gujarat bound. The beach is grey and firm, ideal for walks and also the water good for swimming. on the face of it never-ending, with sands ideal for castle building by children, and shallow waters for a walking, this is often an excellent spot for a family vacation. a range of water sports like Water scooters, Skiing, Surfing, Para sailing, Speed boat journeys will

be had. Ahmedpur Mandvi is at the border of

the Union Territory Diu.



Chorwad Beach

Chorwad, beach low fishing village may be an excellent spot to get pleasure from. Chorwad is legendary for rocky shores and boat riding. It's additionally a base to go to places be fond of Porbandar, Somnath etc. A resort is there that

was antecedently a palace engineered by governor Saheb Mohabbat Khan as a playground on hot summer days wherever he command weddings of his dogs and processions amidst cool breezes from the ocean.



Gopnath Beach

Gopnath is simply 80 kilometer from Bhavnagar. it absolutely was the summer home of maharajah avatar Kumar Singhji of Bhavnagar. The breathtakingly stunning

coastline with it's spectacular rock cliffs and nice views, ocean breezes and vibrant birdlife, should have created a superb break from town throughout the summer months.



Dwaraka Beach

Dwaraka is a crucial town for Hindu journeying. town is legendary for the Dwarkadish temple or Jagat Mandir. these days it's not solely a significant journeying website however a pleasing spot for a beach vacation. Dwaraka has fine stretches beach and tho' huddled by pilgrims one will forever

notice quiet spots too. sizable amount of birds may be seen on the coast. there's atiny low island lined with temples, a white beach, coral reefs and intensive marine life. Dolphins and dolphin will be seen on the surface, ocean turtles, octopus, star fish, ocean urchins etc. inhabit the beach.



Nagoa Beach

Nagoa Beach is found within the Nagoa hamlet of the Bucharwada village in Diu. Diu Island lies on the offshore of Gujarat solid ground, nonetheless it's the sensation of being on a Mediterranean island. Nagoa Beach stretches for regarding a pair of metric linear unit from one finish to the opposite. This

lengthy, palm-fringed beach be incredibly stunning with quiet and is within the horse-shoe form. This beach is solitary with the foremost stunning, white sanded, crescent formed beach and excellent for swimming, wading, quiet and for water sports like jet athletics, knee board surfing, pony and artiodactyl mammal riding.



Kutch Mandvi Beach

Another fine beach in Gujarat is in Mandvi, a historic port city of the Maharao's of Kutch. The port of Mandvi was a crucial ocean trade post between the Near East and also the Far East that brought prosperity to the royal line.

Mandvi city was vital town for the Maharao's of Bhuj being invested with some splendid palaces and buildings. For peace and tranquility, visit the Maharao's non-public beach, accessible for a fee.



Ghoghla Beach

Ghoghla Beach is one amid the foremost stunning beach in Diu. This beach additionally offers varied water sports facilities like soaring, yachting etc.

Somnath Beach

The Somnath beach is unshaded however beautiful. the foremost spectacular sight of beach is to the fishing port, wherever thousands of trawlers, country crafts and dhows will be seen unloading their catch.

Tithal Beach

This Tithal beach settled close to the Valsad city in Gujarat on the coast of sea, the sand here is that the black sand. The beach is huddled on most of the days and is another common beach of Gujarat.

Gomtimata Beach

Gomtimata Beach is found on the western finish of the Diu Island. This is often one among the most effective beaches of the region, long and secluded and unfold with natural white sand.

Tourism in Tamil Nadu

Tamil Nadu one among the Southern States of Asian country, is found south east of the Indian dry land. province may be a state with hoary past and cultural backgrounds. The region is finite within the north by Karnataka and state, within the east by Bay of geographic region, within the south by the ocean and sea and on the west by Kerala. The length of Coastal line is 1076 metric linear unit and also the range of coastal district is thirteen. There area unit twenty five Coastal Blocks and 591 Marine fishing villages (Anonymous, 2009-10).

Coastal Destination**Marina Beach**

Marina Beach one among the world's longest and largest urban beaches, is found on the Japanese facet of urban center, abutting the Bay of geographic region. Second largest beach within the world. With its innate sandy beauty and roomy promenade and exquisite gardens, the beach might be a key attraction for tourists visit urban center.

**Elliot Beach**

This beach is sited in Besant Nagar. In earlier times a well-liked bathing beach, today, it's the

favourite tryst of the younger age group. First-rate roads, pavement, illuminated sands, create a visit to the at this point beach a true pleasure.



Mahabalipuram Beach

Mamallapuram, 58 kilometer south of Chennai, features a beautiful beach across a distance of over 20 kilometer. Once the location of the erstwhile Pallava Kingdom's seaport, the place at present abounds through

stone carvings, caves, rock-cut temples too attract tourists. A crocodile ranch, venom extracting centre, school of art a good choice of resorts by the side of the beach depict holiday-seekers all-round the year.



Kanniyakumari Beach

Located at the southernmost tip of India, where the Arabian Sea, the Indian Ocean and therefore the Bay of Bengal meet, lies the Kanyakumari Beach, a crucial pilgrim center. Kanniyakumari is well-known for its

magnificent sunrises and sunsets, in particular on full-of-the-moon days. The beach itself may be a beautiful sight with multi-coloured sand. There are also some more good beaches in Kanyakumari like Chothavilai Beach, Circular Fort.



Tourism in Andhra Pradesh

The Andhra Pradesh have scores of exotic beaches in its area having 974 km coastline that overwhelms the tourist by its captivating and delightful splendour. Many tourists trip the state to experience the rich gift of nature. All the beaches of this state are unique in its own ways.

The sea beaches are clad in greenery on one side and carpeted with golden sand dunes. The glittering sand dunes stretch for miles to satisfy the ocean, rouses one's curiosity about what lies beyond! Stretching for miles alongside the sea, the beaches of Andhra Pradesh recommend an elegant drive and a cool dip for the tourists (Anonymous, 2009).

Coastal Destination

Ramakrishna Beach

The "Ramakrishna Beach" provides the tourist with the prime exhilarating and awesome experience. The discriminating natural and pretty thing concerning the place attracts Indian as well as foreign tourist. The calm environment in the course of the pictorial setting of the region, spells thrilling on the tourist who are bewitched by the entrancing great thing about the Ramakrishna Beach. Located almost the "port city" of Vishakapatnam, the Ramakrishna Beach offer amid an great experience of staying on the verge of nature.



Manginapudi Beach

It is placed in the Krishna district. Manginapudi (Machilipatnam) Beach is celebrated for its natural gorgeousness. The filthy stretches and the ocean navy water of

this spirit charm every visitor. The allure of the sand and water make this a requisite trip speck for one and all event a beach explore in Andhra Pradesh. This beach is furthermore essential for its chronological background.



Mypad Beach

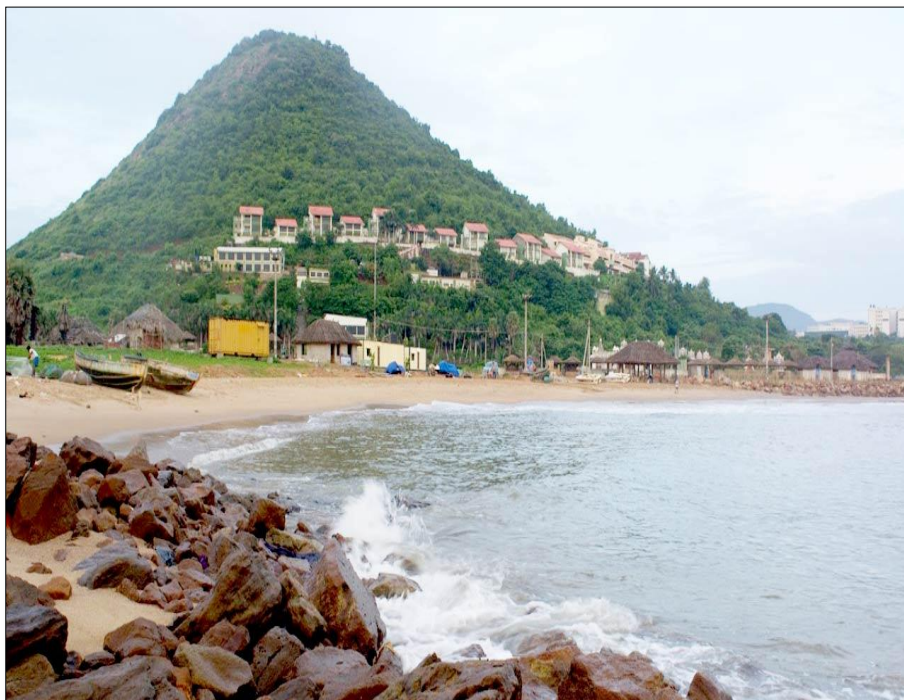
The Mypad Beach of is initiate at a detachment of about 25 kilometer from Nellore. The quaint gorgeously of the shore attracts loads of tourists to this set every year.

Mypad Beach is trendy for its superb coastline. The elongated stretch of foliage near the sea make the situate unusual from the majority of the further beaches of the state.

**Rishikonda Beach**

Rishikonda Beach is to be found about 8 km far-off from the Vishkhapatnam city. This beach is more fit for folks who have the benefit of water sports. It is the accurate place for water skiers and wind surfers. The golden-

haired sand of Rishikonda Beach make it an supreme destination for those to facilitate love bathing in the sun. The sun kissed sea of the Rishikonda Beach is to the just right place for the swimmers.



Kalingapatnam Beach

Kalingapatnam Beach is surrounded by the foremost admired tourist destinations of Andhra Pradesh . A light house and Buddhist Stupa are the main appeal of this beach. The lovely great obsession as regards the beach

attracts numerous international and Indian tourist to the present spot per annum .The Kalingapatnam Beach was also a essential sea port in the past and be frequented by several European traders and merchants.

**Uppada Beach**

It is located on Uppada Road which is 5 kilometre away starting the town of Kakainada. The ample shore could be a foremost lure of this beach. The charm that is rushes by the sapphire sky makes the beach a unique place to visit.

Motupalle Beach

The Motupalle Beach is found within the Motupalle Village of Andhra Pradesh . The rows of Casuarina Plantations to facilitate the ocean attract several tourists to the nearby beach. The lush greenery around the sea makes the beach charming and a good spot for relaxation. The Motupalle Beach is in addition an implausible place for sunbathing.

Bheemunipatnam Beach

The "Bheemunipatnam Beach" offers lone by way of a incredible view of nature. The blonde sandy beach likewise the cavernous blue sea water captures the thoughts of the poets. The long unrelenting shoreline of the sea be enclosed by the lofty coconut trees so as to adds to the gorgeousness of the place. Amidst the picturesque landscape, the Bheemunipatnam beach bears relics of the rich architectural tradition of the Dutch rulers.

Tourism in Kerala

Kerala is the Gods own country and blessed with 590 km of coastline having 40,000 km² continental shelf. Kerala actually is documented everywhere the planet for backwaters, hill stations with tea and coconut trees but Kerala isn't in need of great beaches also . Secluded beaches, laid back beaches, white sand beaches or party beaches: there's any type of beach for everybody in Kerala (Anonymous, 2011).

Coastal Destination**Marari Beach**

Marari Beach is found on the thanks on the road to Alleppey from Kochi .This is a drowsy little fishing village, be a restful location for a trip by coconut trees line the white sandy seashore within the beach. Marari beach is of the 'endless-golden-sands-where-you-won't - see-a-soul' variety, usually touted for his or her peace and quiet of beaches. It is an infinite panorama of sand and waves. An genuine familiarity of the planet of Kerala's conventional fishing villages life.



Alleppey Beach

Alleppey is illustrious for its backwaters, houseboats, fishing and industry of coir. However Alleppey beach during which there's 137 years old quay which extends

interested in the ocean might be a admired tourist spot in Kerala. Alleppey beach have a lighthouse facilities by the side of the Vijaya Beach Park are also popular.



Vizhinjam Beach

Vizhinjam is one amongst the foremost well-known fishing harbors in Kerala. Marine aquarium in Vizhinjam which displays squirrelfish, piranhas, lionfish, surgeonfish,

clownfish, giant turtles, moon wrasse, butterfly fish, trigger fish and sharks over and above rock-cut temple of 18th century besides the Beach.



Kovalam Beach

Kovalam is that the hottest beach in Kerala thanks to superficial waters and stumpy tidal waves and explosion into limelight within the early on seventies with arrival of the stacks of

hippies. That started the renovation of an off-the-cuff fishing village of Kerala into altogether one amongst foremost important tourist destinations in all India.



Bekal Beach

Bekal is found 16 kilometer of Kasaragod town going on the National freeway and is foamier for its leading and best conserved forts in Kerala. Bekal Beach can be a exquisite

beach with the praise fringed environment and an first-rate scrutiny of the Bekal Fort. The beach is chiefly long and sanitary. There is also adjoining park and have fun area and zoo for kids as well in Bekal.



Beypore Beach

Beypore is legendary for a little port through which trading was done to the center East and a gorgeous beach with a kilometer bridge to sea where you'll just walk to end and come back and the sunset from the Beypore sea bridge is a wonderful memory.

Chowara Beach

Chowara Beach may be long ashy sandy beach in the vicinity of Kovalam where you'll witness lines of fishermen pull in their net although watching dazzling sunsets. It is somewhat clean and less teeming than Kovalam as well as Varkala beaches. The best incident within the beach still may be an early on morning trip to scrutinize the fishermen land and their catch then mart it off which a excellent experience.

Shankumugham Beach

Shankumugham Beach is around 8 kms from Thiruvananthapuram, and is legendary for matsya kanyaka, the mermaid statue and a restaurant shaped sort of a starfish. This beach may be a favourite haunt of sunset watchers. The beach is bordering to the thiruvananthapuram airport and veli tourist village.

Muzhappilangad Beach

Muzhappilangad Beach is to the only drive in beach in Kerala and therefore the largest drive in beach in Asia .The sand is tough enough during this beach and you'll drive your car on the entire stretch of the beach. The anticipation of driving a car or bike over the waves is in actuality high. Many locals be trained car-driving here. The beach is sited parallel to National Highway 66 between Kannur and Thalassery.



Cherai Beach

This is gorgeous beach adjoining Vypeen Island is idyllic for swimming. Beach be a stone walled to pass up any high currents inflowing the roads and resident areas and as a result the road runs comparable to the beach

by way of resorts on the non-beach region of the road. Dolphins are seldom seen at this point. A distinctive kerala village among paddy fields and coconut grove close on is another attraction.

**Andhakaranazhi Beach**

Andhakaranazhi is found near Ezhupunna and could be a quiet and cool beach not frequent by tourists. It is the most fine-looking and

immaculate beaches near Alleppey and are situated at a distance of 30 kilometres as of Kochi. There is a dazzling light house next to the beach at the side of a Tsunami shelter.

**Neendakara Beach**

Neendakara Beach may be a high up fishing harbour positioned in Kollam. The outlook of the Ashtamudi Lake merging within to the Arabian Sea beginning the Neendakara Bridge

is very good and therefore is often another place apart from Kochi where you preserve see the Chinese fishing nets silhouetted next to the sky.

Tourism in Karnataka

Karnataka rich with scenic beauty is found at the southern part of India. Karnataka have 300 kilometres long, virgin, spotless, and intact coast line. Starting Ullal to Karwar, Karnataka have the most attractive and astounding coastal setting. Karnataka have also emerged as sturdy challenger in the global market for Tourism. The State has been ranked seeing that the 3rd in destination among domestic tourists and is the 5th in destination amid foreign tourists. The major profession of

the citizens of the Coastal Karnataka is agriculture and fishing (Anonymous, 2006-07).

Coastal Destination

Kaup Beach

Kaup features a charming beach, a skint fort along with an old 100 feet high lighthouse. It is one among the eminent beaches of Karnataka where tourists get pleasure from the sweetness of the atmosphere, the lengthy stretches of golden beaches and therefore the cool breeze.



Malpe Beach

Malpe may be a faultless picnic place with its shiny, virgin beach. Island known as St. Mary's is nearby attraction. The continual

broaden of golden sand, palm trees, blue and therefore flow of the ocean , attracts an outsized numeral of tourists to Malpe beach.



Marawanthe Beach

Marawanthe beach offers a spectacular view when the sun sets. Marawanthe Beach is

additionally trendy for its water exercise instruction. Marawanthe beach is one of the ought to visit tourist site of Karnataka.

**Murudeshwar Beach**

Murudeshwar may be a admired picnic spot, having fine-looking blue waters of the ocean and therefore the magnificent mountains. With

the thriving sea at west, the towering hills at east and therefore the coconut tree and areca groves close by, the temple attracts tons of devotees and tourists as well.

**OM Beach**

The well-known OM beach is found in Gokarna, a temple city in Uttara Kannada

district. Shaped just like the Hindu spiritual symbol of OM, this is often the foremost famous beach in Gokarna.



Panambur Beach

Panambur beach is set up at a range of 13 kms from Mangalore on the north of the National Highway. Panambur is that the name of lay

where New Mangalore Port is sited. There is a gorgeous beach on the seashore of Arabian Sea at Tannirbavi to south of sea port at Panambur.



St. Mary’s Island

St. Mary’s Island may be a collection of small islands within the Arabian Sea off the coast of Malpe in Udupi district. The St. Mary’s Island

beach is unique for the inimitable formation of basalt rocks to have crystallized into intact columns and come apart into in vertical hexagonal blocks.



Someshwar Beach

Someshwar Beach is found at a distance of 9 km to the south of Mangalore and 0.5 km from

Someshwar Bus Stand. Someshwar beach is documented for the massive rocks called "Rudra Shile".



Karwar Beach

Karwar have a number of stunning beaches and heavenly beauty inspired the great Indian poet Rabindranath Tagore to felt tip his first play. Devbagh is that the most delightful of Karwar five islands by the side of the coast. The Devbagh Beach may be a have to for the beach lovers.

Tourism in Maharashtra

Maharashtra, one of the most prosperous and largest states of India is located on the west coast of India facing the Arabian Sea to the west. With 720 kmlong coastline, Maharashtra is blessed with hundreds of beaches that are extremely beautiful and great for tourists. Maharashtra beaches are famous for their serene vibe and scenic beauty as compared to their Goan counterpart in the South. Lined along the Konkan Coast, these delightful

beaches offer respite to city dwellers in Maharashtra looking for the serenity found by the ocean (Anonymous, 2010).

Tarkarli Beach

Tarkarli is an instance of paradise for beach lovers located in Sindhudurg district of Maharashtra. Tarkarli Beach is situated almost 7 km south of Malvan, at the confluence of the Karli River and the Arabian Sea. With countless beaches like Kolam, Tarkarli and Achra, you'll spend your whole day walking and lazing around and enjoying the varied adventurous sports available. One of the most alluring things about the Trakarli Beach is its pristine natural beauty, which has a unique charm of its own. The beach has powdery white sand and is one of the few stretches where you can see right through crystal clear waters for a distance of almost 20 feet.

**Kashid Beach**

Located almost 30 km from Alibaug and 125 kilometer from Mumbai, Kashid Beach is situated on the coasts of Arabian Sea. Famous for its beautiful clear blue water, white colour sand and cliffs, it's one among the foremost

popular and alluring beaches of Maharashtra. The beach is outstretched across 3 kilometer and surrounded by shrubs and trees called Casuarina, which enhance the natural charms of this destination.



Alibaug beach

Located along the coast of the Arabian Sea , the Alibaug Beach may be a picturesque stretch of sand situated in Maharashtra. Alibaug may be a black-sand beach which offers the gunsight of the Kolaba fort from the shores. Amber sand lies underneath its coarser black counterpart, and its unique sight is further accentuated by the rocks that lazily lie around the entire landscape.

Harihareshwar Beach

One of the less famous beaches in

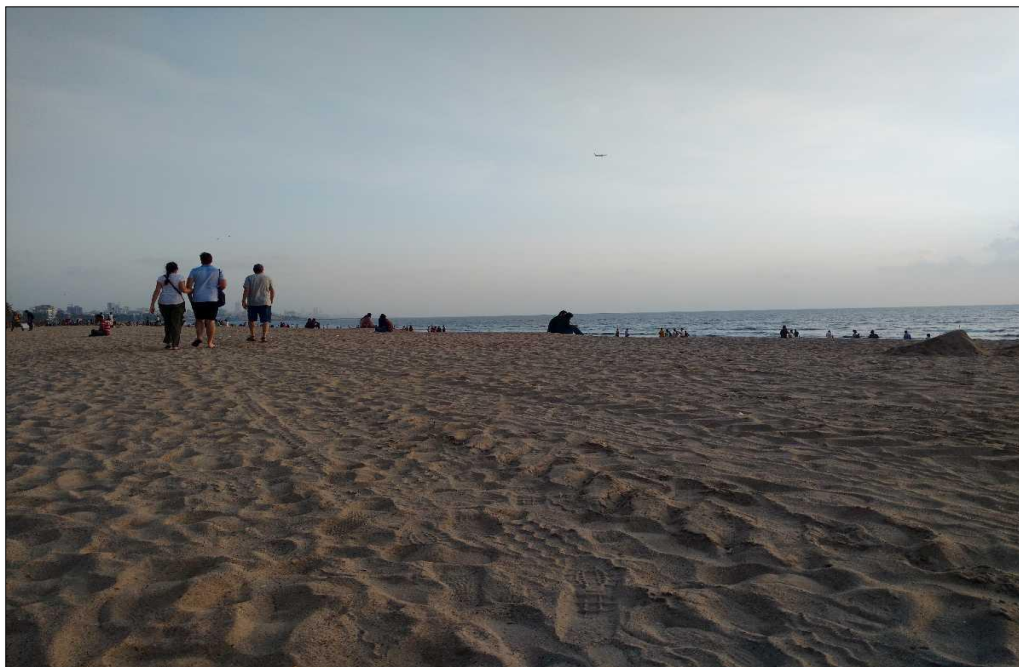
Maharashtra, the harihareshwar beach is found within the Raigad district. Surrounded by four hills named Harihareshwar, Harshinachal, Bramhadri and Pushpadri, Harihareshwar is usually mentioned as Dev-Ghar or "house of God". It is usually called as Southern Kashi because of its temple dedicated to Lord Shiva. A famous beach town, situated 200 kilometer from Mumbai, Harihareshwar may be a treat for people trying to find spiritual relief or a beach holiday.



Juhu Beach

Juhu beach is that the longest beach in Mumbai and therefore the hottest among tourists also . It is renowned for its big variety of street food that features a typical Mumbai flavour and is nice and sour. The surrounding

area of Juhu is one among the poshest localities in Mumbai and is home to tons of famous Bollywood and television celebrities - the foremost famous being Amitabh Bachchan's bungalow and it is not rare to identify a star jogging on the beach.

**Ganapatipule Beach**

The Ganpatipule Beach is a spectacular and stunning beach that is located on the Konkan coastline in the Ratnagiri District of Maharashtra in southern India. This pristine beauty is also famous for the 400- year-old Ganesha Temple that can be found here, the

idol of which is said to have been self-created and was discovered over 1600 years ago. The coastline of the Ganpatipule Beach is no doubt spectacular and mesmerizing, and is home to a variety of exquisite flora, which includes dense coconut trees and mangroves.



Diveagar Beach

Diveagar beach may be a charming natural beauty situated within the Raigad district of Maharashtra and is situated 170 kilometres faraway from the capital city of Mumbai. A perfect representation of all that the Konkan Coast stands for, Diveagar Beach may be a quaint amalgam of greenery and azure water with gentle sprinkles of white sand. Another unique aspect of the beach is that it's not a flat surface beach, rather, the wavy shores of the Diveagar beach along side the strong tides from the Arabian Sea make it a perfect setting for sea surfing. A perfect weekend getaway for the beach holidays from nearby cities like Mumbai and Pune, there also are a spread of activities that you simply can pursue at Diveagar beach also . The coastline of the Diveagar Beach stretches across the length of 5 kilometres which is laden with the palm, Beatles and casuarina trees that are commonly found in Maharashtrian soil.

Murud Beach

Situated within the town of Dapoli, the Murud beach is one among the foremost happening beaches of the town . Be its scenic views of

the encompassing landscape or adventurous water sports; you'll find both of those things here. And if you're lucky, you might even have the pleasure of encountering a few friendly dolphins here! Being one of the most popular tourist spots in town, this beach is always thronged with people and is a destination bubbling with activity. The Murud beach is endowed with quite a different topology, which allows you to experience the sea from many different angles. You can enjoy thrilling water sports activities here such as parasailing, banana boat ride and much more.

Girgaum Chowpatty

Popularly referred to as Chowpatty, the beach is found in southern Mumbai along the western railway route. This small sandy beach may be a popular place to relax , and a requirement visit for all tourists who visit Marine Drive for the primary time.

At night, the beach appears to seem sort of a colourful fair. Children from all age groups rush to ride the Ferris wheel and merry-go-rounds, while the adults enjoys the city's famous street snacks.



Marine drive

Marine Drive is that the most easily identifiable landmark related to Mumbai and is indicative of the glamor and glitter of the town. It is essentially 3.6 km long, arc-shaped boulevard along the South Mumbai coast that



starts at the southern end of Nariman Point and ends at Girgaum Chowpatty, popularly known as Chowpatty Beach. The coast wraps the Arabian sea and is the best place in Mumbai to watch the sunset or even to just take a leisurely stroll by the sea any time of the day.

**Guhagar Beach**

Located on the banks of the Vashisthi River, the ancient city of Chiplun is as famous for its mangoes and coconuts as it is for its Guhagar Beach. A favourite picnic spot among the local inhabitants of the area as well as tourists from all across the country, the beach is noted for its

breathtaking sunrise and sunset scenes, as well as its tranquil surroundings. In fact, the Guhagar beach is the only white sand beach that is situated among the long stretch of Konkan beaches, and proudly boasts of its clean and vast stretch of sand that is bare, save a distant jetty far away.



Nagaon Beach

Located on the shores of the Arabian Sea, Nagaon beach is 9 km faraway from the Alibaug city center. Lined with the subtle greenery of palms, betel, and suru trees, the yellow stretch of the beach is most famous for its cleanliness. The silky sand of the Nagaon Beach is famous for a host of water-based adventure activities which you can enjoy here at a reasonable price. Experience the life of the locals at the many home stays and resorts here, which make Nagaon Beach the perfect weekend getaway.

**Malvan Beaches**

Malvan beaches are clean, refreshing and less crowded. People can have wide spread-out sunset views. Water sports are also available for fun.

Malvan, the popular fishing port town in Konk an region of Maharashtra is surrounded by beautiful beaches which are refreshing and relaxing, can offer you a wide view of the calm sea where sightseeing are often done as many sea birds visit here in thousands making it an excellent sight for the visitors.

Akshi Beach

If you are looking forward to getting lost during a serene place, stop looking because Akshi Beach is all you would like. Sandwiched between Nagaon beach and Alibag beach, Akshi may be a fisherman's

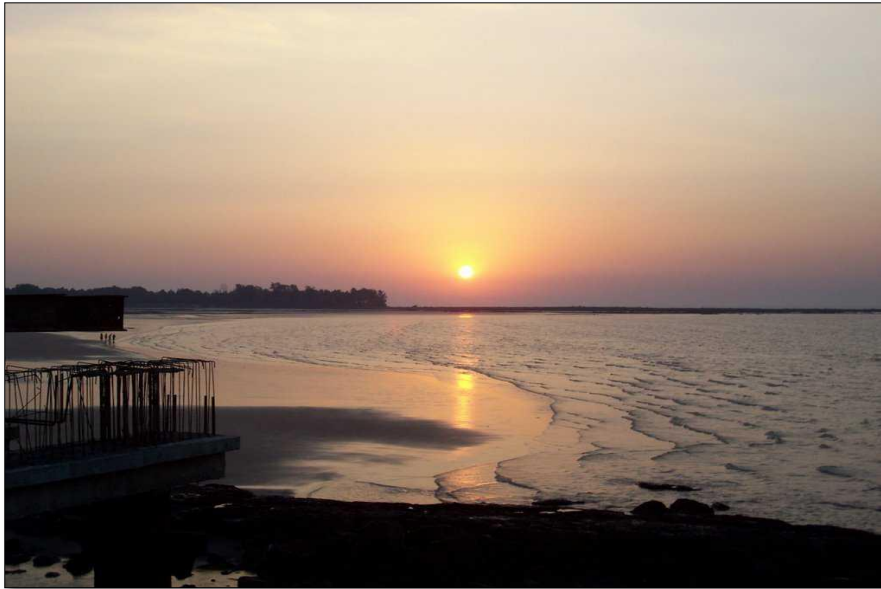
village which isn't very fashionable amongst tourists making it secluded and peaceful. The calm waters hitting the shore laden with palms and coconut trees are what makes this place an absolute delight.



Mandwa Beach

A popular weekend beach destination from Mumbai city, this beach is situated in the village of Mandwa in Maharashtra. It is very accessible because of the direct ferry services which are available near Mandwa beach to and from Mumbai city. A serene and quaint beach,

Mandwa is not going to disappoint you. Mandwa is a very popular beach destination for people living in Maharashtra. The place has been made famous as a location for the film *Agneepath* a Bollywood films. It is also famous for it is a sandy golden beaches, scrumptious food & Water-Sport activities.

**Kelshi Beach**

The long stretch of untouched scenic coastal beauty is what makes a visit to Kelshi beach well worth the trouble. Approximately three kilometres long, this gorgeous beach is roofed with lush greenery and dense forest with a good sort of trees of coconut, betel nut, mangoes, keveda and Cyprus. The sheets of

shimmering sands are great to relax or marvel at the mysteries of the ocean, with scores of conches, shells, and cowries populating the space. With the Utambar hill meeting the ocean at this location, this place is ideal to spend a soothing evening while watching an excellent sunset, magnifying the simplest aspect of the Konkan coast of Maharashtra.



Bhatye beach

The Bhatye beach may be a lovely, long stretch of a clean beach ideal for a soothing holiday. Bhatye, a little village on the brink of Ratnagiri city is popular for its generous flat sea showers. The length of the beach is 1.5 kms and it's flat and straight and clear. The Ratnagiri light house and therefore the famous Madavi beach of Ratnagiri city are often seen from Bhatye Beach. A trip to Bhatye Beach can provide one a splendid experience about the various cultures and traditions of Ganapatipule.

**Hedvi Beach**

Hedvi beach is situated about 3 km from the Ganesh Temple. It is famous because of a rock formation that sits on the beach. BahmanGhal is a large black monolith of about 35 feet high.

Srivardhan Beach

This beach is nearly 20 km from Harihareshwar. The blackish sand and the sound of the waves attracts many here. Adventure water sports including paragliding, water surfing, etc. can be enjoyed here. Trekking the nearby cliffs of Shrivardhan is also a major attraction for adventure seekers.

Ganeshgule beach

Situated on the outskirts of Ratnagiri, it surely may be a tranquil beach for a relaxed walk and romantic evenings. One can enjoy a panoramic view of the beautiful sunset.

Pandre Samudra

Pandre beach may be a long stretch of white sand and thus referred to as 'White beach.' it's a lustrous beach with beautiful palm groves within the backdrop and crystal clear water to dip in. It is a ethereal sight to be around.

Mandavi beach

Most crowded beach of Ratnagiri with a bird's eye view of Ratnadurg fort within the west and Arabian Sea to the south. It has a huge line of

seashore upto Rajiwanda port. Due to its black sand, it's renowned as 'Black sea' and thus is filthier than other beaches yet it's one among the foremost wanted beaches in Ratnagiri because of its proximity to the town.

Gorai Beach

Located within the north suburb of Mumbai, 40 kms from the most city, Gorai Beach is one the cleanest, most tranquil and one among the foremost frequented beaches of Mumbai. Located near Bhayandar, on the Gorai Creek, the soothing calmness of this beach bordering the Arabian Sea, makes for an ideal leisure weekend vacation. Other than the umpteen food shacks and street food options available at the spot, the beach is also replete with resorts and beach houses. Other than the various water sports, camel rides, boat rides and fun picnics, you'll also rent one among these cottages to possess a quiet private time together with your friends and family.

Marve Beach

Away from the economic pollution and therefore the chaotic city life, Marve Beach is situated in Malad, within the western suburbs of Mumbai. Due to the strong tides and currents, it's generally not recommended to swim within the sea waters or maybe to step

aside post evening hours. Lined by cashew nut trees and elite villas, the beach is a charming spot to spend some quiet time with your loved ones. Mostly frequented by couples owing to the romantic appeal and idyllic setting, the beach is also visited by college troupes and families occasionally. Inhabited by Catholic natives of Mumbai, Marve Beach will remind you of the beaches in Goa because of the attires and the mannerisms of the locals. To add to the beauty, the beach houses a tiny ancient Portuguese church which is popular amongst the tourists.

Versova Beach

A continuation of Juhu Beach towards the Andheri suburbs, Versova Beach is relatively less crowded and only separated by a creek

from the previous beach. Versova is actually a fishing village inhabited by Kolis (fisherfolks) situated within the vicinity of the beach, and may be a hotbed for fish trade. The beach is rather small but is extremely popular for the humongous fish market and the fish auctions held at the spot on a daily basis. Separated by huge rock boulders to stay the village safe from the ocean waves and tides, the beach attracts tourists due to its natural beauty and surreal horizon views. The solitude attracts numerous professional photographers and shutterbugs, especially during dawn and dusk to capture the enchanting panorama and landscape vistas.



Aksa Beach

Located a touch on the outskirts of the town in Malad, Aksa Beach is an unparalleled oasis for a rejuvenating retreat from the hustle bustle of the town traffic. The mesmerising coastline is one among the longest within the city and offers a particularly vivid and surreal panorama of the merging horizon ahead. The beach remains untouched by the town crowds and hence maintains its natural charm aside from being immaculately clean. Known for its pristine and unblemished beauty, the beach is frequented by families and couples alike. The strong tides and currents keep shifting and

hence, it is prohibited to go too far in the waters for a swim.

Dadar Chowpatty Beach

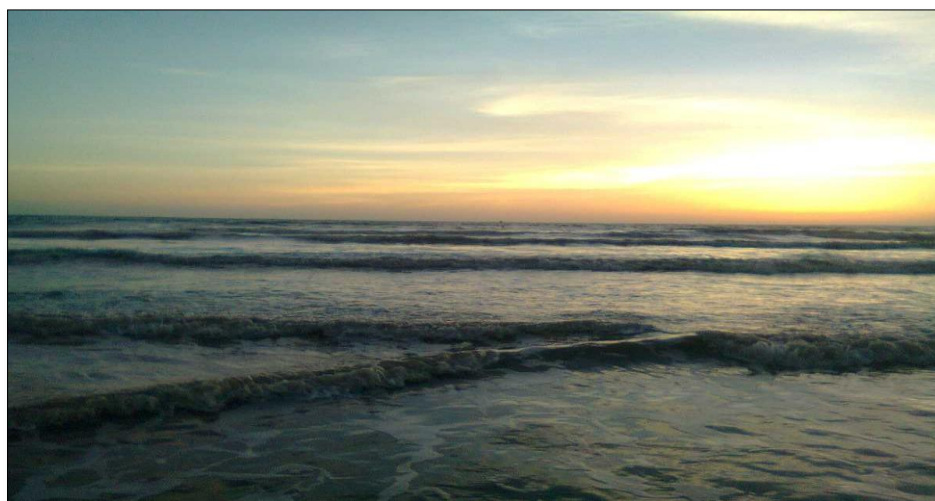
As the name suggests, Dadar Chowpatty Beach is situated in the Dadar suburbs of Mumbai. Majorly popular for the enormous view of the Bandra Worli Sea Link bridge, this beach is customarily used for jogging and watching beautiful sunsets. Located in South Bombay, the beach is frequented by residential locals coming for a night stroll, early morning yoga or to spend some leisure. The absence of shacks and eateries ward off the tourists a little bit. However, as of now, the beach also

presents an unsightly picture because it has become a dump yard of local filth and a victim of city pollution. The government has been actively working for the renovation and beautification of Dadar Chowpatty.

Kalamb Beach

Located in Nalasopara in Thane district of Maharashtra, is that the really long and secluded Kalamb Beach. A paradise away from the din of the city, the beach is beautiful owing to its tranquility, serenity and an altogether mesmerising panorama. With only a few shacks and just the proper number of

eateries, Kalamb Beach offers an exquisite vista of landscape and seascape. Hemmed with pretty palm trees, sprinkled with resorts and gracefully blessed with silken black sand; the beach is an absolute treat to just laze around in a hammock or sunbathe under the open skies. Connected fourth within the row after the Arnala Beach, Navapura Beach and Rajodi Beach, Kalamb Beach is relatively less crowded and is taken into account to be one among the foremost pollution free beaches altogether of Bombay.



Awass Beach

Located a touch on the outskirts of Alibaug, around 7 kms from Mandwa, Awass Beach may be a beautiful stretch of golden sands lined with casuarina and suru trees. A well kept secret of Alibaug, the beach rarely has visitors which suggests it's ideal for romantic getaways

or to spend quality time in solitude. The village adjacent to the beach houses some beautiful resorts which are frequented by families and couples alike. Lack of tourism within the place also cause cleaner shores, quieter aesthetics and an overall gorgeous view.



Tourism in Goa

The most comprehensive beach resort within the country, Goa's coastline provides endless sun drenched crescents of sand. The length of Coastal line is 104 km. Vagator, Anjuna, Baga, Calangute and Candolim stretch call at an unbroken palm fringed line. Other beaches are at Miramar and Colva. Parasailing, yachting, windsurfing, and deep sea diving are a number of the more popular water sports, facilities that are available. There are 29 beaches in Goa. Among them Candolim Beach, Baga Beach, Sinquerim Beach, Bambolim Beach, Arambol Beach, Vagator Beach, Benaulim Beach, Palolem Beach, Agonda Beach, Mobor and Cavelossim beaches are famous and an increasing number of tourists visit these beaches per annum (Anonymous, 2007).

Coastal Destination

Calangute Beach

This is called the Queen of Goa beaches and is that the hottest resort in Goa for its scenic splendor. Excellent accommodation facilities are available, particularly at the tourist resort and cottages.

Colva Beach

About 6 km from Margao, Colva beach is that the pride of Salcete and therefore the only rival to Calangute by its scenic splendor. Here sand, sea and sky blend in enchanting natural harmony un-spoilt by men.

Palolem beach

Just west of Chaudi, it's one among the foremost enchanting beaches in Goa relatively deserted, with backdrop of Western Ghats, it's situated in Southern Taluka of Canacona.

Miramar beach

A lovely golden beach of sentimental and girdled with palm trees facing the blue Arabian Sea, is that the nearest to Panaji.



Anjuna beach

A popular beach area adjacent to Chapora Fort. In Anjuna there's magnificent

Albuquerque mansion inbuilt 1920, flanked by octagonal towers and attractive Mangalore tiled-roof.



Vagator beach

It is popular beach dominated by Chapora Fort to the north, on its imposing head land. To the south of vagator is Calangute beach.

Arambol Beach



A unique beach within the North Goa, is both rocky and sandy beach and far wanted . it's a sweet water pond right the shore.

Impact of Coastal Tourism in Indian coast

Coastal areas are transitional areas between the land and sea characterized by a really high biodiversity and that they include a number of the richest and most fragile ecosystems on earth, like mangroves and coral reefs. At an equivalent time, coasts are under very high population pressure thanks to rapid urbanization processes (Paul et al., 2017); (Noronha et al., 2002).

Positive Impact for Sustainable Coastal Tourism

a) Economic Benefit

The main Economic impact of Sustainable coastal tourism Development are:

1) Contribution to Government Revenues:

The coastal tourism provides both direct and indirect contribution to co Tourism development. Direct contributions are tax generation, Employment Opportunities. Indirect contributions are taxes on goods and services supplied to tourists (taxes on tickets, entry pass) and income generation through sales like Souvenirs, Alcohol, Restaurants, and Hotels etc.

2) Exchange Earnings:

Tourism expenditures, the export and import of related goods and services generate income to the host economy. Tourism may be a main source of exchange earnings.

3) Employment Generation: the development of coastal tourism in India results in significant employment generation both directly and indirectly to skilled and unskilled coastal Karnataka peoples.

4) Infrastructure Development: Development of coastal tourism results in good infrastructure in coastal India by creating Better water and Sewage systems, roads, electricity, telephone and conveyance networks, green tourist police. of these can improve the quality of living for residents also as facilitate tourism.

5) Nature Protection: Tourism is revenue generating activity these revenue (park entrance fees, taxes, license fees for activities like hunting and fishing) support for conservation of natural resources.

b) Environmental Management and Planning Benefits

Sound and efficient environmental management of tourism facilities and particularly hotels (e.g. water and energy saving measures, waste minimization and use of environmentally friendly material) can decrease the environmental impact of tourism. Planning helps to form choices between the conflicting interests of industry and tourism, so as to seek out ways to form them compatible. By planning sustainable tourism development strategy at an early stage, prevents damages and expensive mistakes, thereby avoiding the gradual deterioration of the standard of environmental goods and services significant to tourism.

c) Socio-Cultural Benefits

1) Tourism as a Force for Peace: Travelling brings people into contact with one another . As sustainable tourism has an academic element it can foster understanding between people and cultures and supply cultural exchange between guests and hosts. This increases the probabilities for people to develop mutual sympathy, tolerance and understanding and to scale back prejudices and promote the sense of worldwide brotherhood.

2) Strengthening Communities: Sustainable Coastal Tourism can add to the vitality of communities in many ways. For e.g. events and festivals of the local communities where they have been the primary participants and

spectators. Often these are refreshed, reincarnated and developed in response to tourists' interests. The jobs created by tourism can act as a really important motivation to scale back emigration from rural areas. Local people also can increase their influence on tourism development, also as improve their jobs and earnings prospects through tourism-related professional training and development of tourism and organizational skills.

d) Benefits for Sustainable Tourism

The benefits of sustainable tourism for visitors are plenty: they will enjoy unspoiled nature and landscapes, environmental quality of products or services (clean air and water), a healthy community with low rate , thriving and authentic local culture and traditions.

Negative Impact for Coastal Tourism

a) Damage Coastal Environment: Massive influxes of tourists, often to a relatively small area, have a huge impact. They increase the pollution, waste, and water needs of the local population, putting local infrastructure and habitats under enormous pressure.

b) Careless Resorts, Operators, and Tourists: The damage doesn't end with the construction of tourist infrastructure. Some tourist resorts empty their sewage and other wastes directly into water surrounding coral reefs and other sensitive marine habitat. Recreational activities also have a huge impact. For example, careless boating, diving, snorkelling, and fishing have substantially damaged coral reefs in many parts of the planet , through people touching reefs, stirring up sediment, and dropping anchors. Marine animals such as whale sharks, seals, dugongs, dolphins, whales, and birds are also disturbed by increased numbers of boats, and by people approaching too closely. Tourism also can increase the consumption of seafood in a neighborhood , putting pressure on local fish populations and sometimes contributing to overfishing. Collection of corals, shells, and other marine souvenirs - either by individual tourists, or local people that then sell the souvenirs to tourists - also features a detrimental effect on the local environment.

c) Cruise Ships & Floating Towns: The increased popularity of cruise ships has also adversely affected the marine environment.

Carrying up to 4,000 passengers and crew, these enormous floating towns are a serious source of marine pollution through the dumping of garbage and untreated sewage dumped, and the release of other shipping-related pollutants.

d) Environmental Impacts: Tourism can create great pressure on local resources such as energy, food, land and water that may already be in short supply. According to the Third Assessment of Europe's environment (EEA, 2003), the direct local impacts of tourism on people and the environment at destinations are strongly affected by concentration in space and time (seasonality). They result from: intensive use of water and land by tourism and leisure facilities, the delivery and use of energy, changes within the landscape coming from the development of infrastructure, buildings, facilities, damage and destruction of vegetation.

e) Impacts on Biodiversity: Tourism can cause loss of biodiversity in many ways, e.g. by competing with wildlife for habitat and natural resources. More specifically, negative impacts on biodiversity can be caused by various factors:

1) Socio-Cultural Impacts: Change of local identity and values

2) Commercialization of Local Culture: Tourism can turn local culture into commodities when religious traditions, local customs and festivals are reduced to evolve to tourist expectations and leading to what has been called "reconstructed ethnicity".

3) Standardization: Destinations risk standardization within the process of tourists' desires and satisfaction, while landscape, accommodation, food and drinks, etc., must meet the tourists expectation for the new and unfamiliar situation. They must at an equivalent time not be too new or strange because few tourists are literally trying to find completely new things. This factor damages the variation and wonder of diverse cultures.

Guidelines for Development of Sustainable Coastal Tourism in India

a) Coastal Environmental Management: Preparation of coastal resource management

and conservation plans Industrial pollution control and environmental monitoring programme.

b) Mangrove Rehabilitation: The area under mangroves is getting reduced causing threat to the very survival of the mangrove species. Mangrove Rehabilitation and coastal plantation programs have been initiated by the Department of Forests, Environment and Ecology.

c) Marketing: While marketing, we can target various groups within the coastal tourism segment itself, like the young and adventurous, who would enjoy water sports, paragliding, etc. or tourists who would come to experience the serenity, calmness and exclusivity.

d) Infrastructure: It is most important that facilities and properties are developed in each location. Hence, a parallel activity for drawing investors and developers to set up projects in these areas have to be taken up, or else we will have large inflows into these locations with no capacity to service these tourists and therefore the entire exercise will end up to be negative. Water sports complex, development of Beach entrance plaza, etc. need to be undertaken. The other support activities such as construction of boat jetties, construction of fuelling stations, dredging, etc. need to be taken up by the concerned authorities.

e) Festivals: To ensure wider publicity for the beaches of India, it would perhaps make sense to organize some beach festivals at some of the coastal locations in the State. One way might be to carry a cultural/ literary/ art festival at one such location. This would attract those with creative bend of mind to the coastal shores and at the same time ensure wide publicity to beaches of the State.

f) Connectivity: Direct connectivity is the key to attracting more visitors to the coastal areas. Perhaps, it may not be possible to have air connectivity to all coastal locations. But train connectivity from some major centres can play a crucial role in increasing the inflow of tourists.

g) Maintaining the Environment: Whereas desiring to increase the amount of tourists to coastal destinations, efforts can ought to be at the same time created to confirm that coastal ecosystems are protected in order that there's no

negative impact on lives of native population further as health of our ocean and also the creatures residing under that. 'Environmental footprint' of business enterprise is a crucial concern.

CONCLUSION

Tourism may be a major engine of economic process and a crucial supply of exchange earnings in several countries as well as India. it's nice capability to make massive scale employment of various kind from the foremost specialised to the unskilled and thence will play a serious role in creation of further employment opportunities. business enterprise is mostly a brief break or short trip for pleasure, removed from home or work. In different words, it's a brief travel for leisure, recreation, gets along or perhaps for a non secular purpose. throughout the last century, beaches have fully reversed their role: they need become the propulsion behind the economic welfare rather than simply being AN inhospitable place. However, the demographic pressure and also the overuse of the territory associated with those factors, within the rural area (dams within the rivers, farming and tourism) further as within the correct beach (sewage discharge, dry product extraction and crops) have caused a general decrease within the contribution of sediments to the beaches with a continental or a marine origin. It's laborious to search out a singular resolution for all those issues. However, it ought to be fully essential to follow these points: initial, Integrated Coastal Zone Management; Second, an improved dissemination of the prevailing data ought to be achieved and Third, AN improvement of the environmental education is important for a property development of the coast.

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