

ENVIRONMENTAL PROBLEMS FACED BY KOVALAM BEACH

Dr.EZRETH.P

ASSISTANT PROFESSOR

DEPARTMENT OF COMMERCE

MANNANIYA COLLEGE OF ARTS&SCIENCE

PANGODE,TVM

KERALA,INDIA

[E.mail: ezrethp77@gmail.com](mailto:ezrethp77@gmail.com)

ABSTRACT

Beach Tourism is the most important tourism sector in Kerala. The long coastline of Kerala is inextricably entwined with the culture, life and tradition of the state. Memories of early seafarers and traders have faded, but boats of various types and styles have survived.

Kerala's beaches or Kovalam to be more specific, were rediscovered by back-packers and tan-seekers in the sixties. Hordes of hippies followed in the seventies. That started the transformation of the casual fishing village into a busy tourist destination. In 2002, there were 66 hotels in Kovalam and that too in a place that is just 16 km from the state capital Thiruvananthapuram. The beach is not just a favorite holiday destination; it's our favorite place to live. Around the world, coastlines have been steadily turned into new housing and tourist developments and many beaches all but disappear under flocks of holidaymakers each year. This intense human presence is taking its toll on marine life.

From a measly 29,000 overseas tourists visiting Kerala in 1979, the number rose to 225,000 in 2000 and the number of tourists is growing rapidly. Foreign tourist arrivals in Kerala in 2006 was 428,534 an increase of 23.68% over the previous year. Domestic tourist arrivals were 6,271,724 an increase of 5.47% over the previous year. The ABC of Kerala tourism is Ayurvedic, beaches, (backwater) canals.

INTRODUCTION

Tourism is travel for recreational, leisure, or business purpose. The World Tourism Organization defines tourists as people "travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose", According to WTO.

The beach tourism is the important and one of the main type of attraction in Kerala, as a quasy island, are covered 2/3 by beaches. The beaches in Kerala are the beautiful attraction with a beautiful climate. Most foreigners are coming with a view of enjoying the beach tourism in the specific seasons in Kerala.

Now a days, our beach tourism facing a lot of problems. As the main attraction, we should ready to study about the problems faced by the beaches in our state. Trivandrum's main attractions are beach tourism and this scope of study we will use to conduct a study about the problems faced by the beach tourism.

The aim of project finding the Environmental problems faced by the beach tourism in the capital city of Kerala State. Trivandrum district and the study will be specified with Kovalam beaches. Kovalam beaches are the most famous beach in Kerala as well all over the world. The project has strength of 5 members.

Tourism is one of the most vibrant, growing and economically useful activities in the world having wide cultural and social ramifications. In its modern form, since the end of the Second world war, tourism has grown into one of the world's largest industries with a growth rate in excess of 5 percent per annum over the past twenty years. It is

Dr.EZRETH.P, Vol 7 Issue 7, pp 1-5 July 2019

accepted that tourism is the major force in the economy of the world, an activity of global importance and significance (Cooper, et al, 1996)

In the economic share sector dominates Kerala. With varied and unique attractions, Kerala is marked destination to be visited round the year.

Tourism has become a popular global leisure activity. In 2016, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2015. International tourism receipts (the travel item of the balance of payment) grew to US\$ 1.03 trillion (€740 billion) in 2016, corresponding to an increase in real item of 3.8% from 2015. In 2016, international travel demand continued to recover from the losses resulting from the late 2000s recession, where tourism suffered a strong slowdown from the second half of 2010 through the end of 2011. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2009, and ended up only 2% for the year, compared to a 7% increase in 2009. The negative trend intensified during 2011, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 40.2% in 2009 to 880 million international tourist arrivals and a 5.7% decline in international tourism receipts. Today it is increased highly.

OBJECTIVES

The specific objectives of the study:

1. To examine the reasons for avoiding tourism by Foreigners
2. To find out the reason for avoiding the beach tourism by locals/Domestic tourists of Trivandrum and Kerala
3. To find out the problems faced by Kovalam beach.
4. Identify tourists who arrive in the Kovalam beach

ANALYSIS FROM THE QUESTIONNAIRE

Classification of respondents by types

TYPES	NUMBER OF RESPONDENTS	PERCENTAGE
Domestic Tourists	15	50
Foreign Tourists	15	50
TOTAL	30	100%

NB: The total issue of the questionnaire is 47 and 17 were rejected because that it is not filled by the tourists.

Classification of tourists by gender

GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
MALE	17	57%
FEMALE	13	43%
TOTAL	30	100%

Observations:-

- Both female and male are engaged in the business.
- It shows that 17 are male and 13 are female out of 30 vendors surveyed.

TRANSPORTATION FACILITY

The transportation facility is widely available to the beach area and the transportation facility can be reached by all the people including the locals and the foreigners. By comparing the area of the other sector in Kerala, the beach area carries a high level of transportation charge.

Most people are going to adopt the car and Auto taxi near the beach. Using of Private vehicles are comparatively less. The bus and other public sector and KTDC and other sectors.

TOURISTS AND STAYING MENTALITY

Most of the foreign tourists have interest to stay and most of domestic tourists not have any interests to stay the area. Because Domestic tourists are living near the beach are and or in Kerala. But the foreign tourists have a tendency to stay because of the attraction of the beach area and they are have sufficient facility to stay. Domestic tourists need not be stay in the beach is and we have discussed a problem that the high cost will be avoided by the domestic travelers.

Observations

- (a) High cost of accommodation near the beach area
- (b) Safety problems that the beach are seems to be as not safety in the midnight times, especially from 9:00pm to 3:00am.

SECTOR OF ENJOYMENT

Table 4.4 classification of respondents by the sector of enjoyment

SECTORS	NUMBER OF RESPONDENTS	PERCENTAGE
BEACH	18	60%
SHOPPING	3	10%
SUN RISE AND SET	9	30%
TOTAL	30	100%

Observations**FINDINGS**

The problems that we are founded as the problems faced by beach tourism in Trivandrum district that are specially related with Kovalam beach.

The Kovalam beach is a beach town by the Arabian sea in Thiruvananthapuram city, Kerala, India, located around 16 km from the city center.

The problems that we have discussed and studied:

Affordability

The beach are affordable and the cost of affordability are seems to be high. The transportation facilities are widely available to the beach area and the transportation facility can be reached by all the people including the locals and the foreigners. By comparing the area of the other sector in Kerala, the beach area carries a high level of transportation charge.

Attraction in the beach

The beach area is very attracted and only the problems are at the time of sun rise and sun set that at that time,

there may not have sufficient spaces in the rocks.

Transportation and cost

The transportation facilities are widely available to the beach area and the transportation facility can be reached by all the people including the locals and the foreigners. By comparing the area of the other sector in Kerala, the beach area carries a high level of transportation charge.

Staying Problems

Most of the foreign tourists have interest to stay and most of domestic tourists not have any interests to stay the area. Because Domestic tourists are living near the beach area and or in Kerala. But the foreign tourists have a tendency to stay because of the attraction of the beach area and there are have sufficient facility to stay.

These are the suggestions related with the specific problems that we were founded and discussed

. Tsunami

- (a) Make all the beaches with readily availability of Tsunami siren
- (b) Make Tsunami escape sessions for the visitors in all the beaches
- (c) Make people aware about the Tsunami and escaping measures
- (d) Create and stand the boards in the beaches indicating the activities to follow in the emergency situations

Pollution Problems

- (a) Take measures to clean the area to reduce all types of pollution from the area
- (b) Stand boards to create aware of the people about pollution and problems
- (c) Make penalty system against people Who did pollution activities

5.2.3. Climate

- (a) Make aware of the tourists about the good season to visit

. Crowd at sun rise and sun set

CONCLUSION

Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”, According to WTO.

Kovalam is a must see destination in the tourist map of the world, came to the public attention way back in 1930 and since 1960's, it has been experiencing extensive tourism activities. Following the developmental activities taken by the Government agencies, private entrepreneurs entered into Kovalam and began establishment haphazardly. It has been stated fact that the charm of Kovalam is on decline. Different opinions about the reasons of declining glory of Kovalam were evolved and to regain the past glory, a committee was formed in the name.

The beach tourism is the important and one of the main type of attraction in Kerala. Kerala, as a quasy island, are covered 2/3 by beaches. The beaches in Kerala are the beautiful attractons with beautiful climate. Most foreigners

are coming with a view of enjoying the beach tourism in the specific seasons in Kerala.

BIBLIOGRAPHY

REFERENCES:

Dr. Vijayakumar and Dr. N. Sam, Sustainable Development of Tourism in Kerala.

J.K.Sharma, Tourism Planning and Development

Kerala Tourism Magazine

Websites:

En.wikipedia.org/wiki/kovalam

www.kovalam.com.

<https://www.keralatourism.org>

ijournals