

Development Strategies for Coastal Community through Tourism Development in Indian Context

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ABSTRACT: The development of coastal tourism can considerably enhance the community's livelihood of the community. The coastal communities with the potential for coastal tourism would benefit from various undeveloped areas. The increased focus must be placed on good planning and better integrating tourism into coastal development to reduce problems brought on by tourism and ensure both the tourism industry's sustainability and other sectors' coastal resources. This research aims to bring to identify planning strategies for coastal community development through tourism development in the Indian context. This study investigates the relationship between several areas undeveloped would benefit coastal communities which have the potential for coastal tourism. It is very much important that coastal tourism & community development had importance and relevance, so in the Indian context, studies benefited the coastal community. The literature study was conducted to find out the coastal tourism components, and parameters for benefiting the community and coastal tourism. Case studies of three cities were done as part of the study to analyse coastal tourism and its pillars by comparing with parameters. A cross-section of study areas relating to the Indian context where studies to validate coastal tourism and community development parameters were identified from the case study and literature review. Potentials and issues to promote coastal community and tourism development were studied. Finally, strategies and recommendations are formulated for coastal community development through tourism development.

KEYWORDS: Coastal tourism, Development, Coastal community, Coastal tourism planning, Tourism development impacts

I. INTRODUCTION

Coastal tourism has developed into a significant aspect of contemporary life [1]. The number of international visitors has been gradually growing since the 1950s and is expected to reach over 1.460 million in 2020 due to the coastal tourism industry's rapid expansion [2]. However, since the end of World War II, maritime tourism development has become a constant [3]. The process of coastal tourism includes visitors, residents, and the locations and individuals they visit, especially the coastal environment and its cultural and natural resources [3].

The 1960s saw the emergence of Goa, Kerala, and Karnataka as tourist destinations along the coast of India, each with its own distinctive selling qualities [4]. Analysed that coastal tourism is highly dependent on the environmental factors such as climatic condition, terrain, biodiversity, points of attraction, historic and cultural heritage, handicrafts, and other resources [5]. The growth of tourism in coastal zones is influenced by a variety of factors, including physical characteristics as well as socioeconomic factors of the receiving area including local community desires and safety and wellness [6]. India is fortunate to have an almost 7,516.6 km long coastline that spans 8 states. India has enormous potential in the field of coastal tourism. Tourists from India and throughout the world visit the different coastal topographies. Juhu (Maharashtra), Candolim (Goa), and Mandvi (Gujarat), to name a few, are some of the most stunning beaches in the world. Scenic backwaters, expansive lengths of beach, tropical rain forests, and wildlife sanctuaries are some of Kerala's beaches' most famous features. well-known beaches. However, increasing pollution (litter and oil spillage), deteriorating safety of tourists (molestation of female tourists at Goa Beaches),

lack of basic amenities and connectivity, unsustainable nature and climate change challenges are posing threats (Achrekar. G. C, 2021).

The idea of sustainable development is fundamentally connected to the concept of sustainable tourism [7]. Sustainable coastal tourism can enhance community vitality in a variety of ways. For instance, they have participated and observed the majority of the local communities festivities and festivals. [2] In states that maintaining coastal and marine tourism and effectively sharing its advantages with the community is one of the main goals of "Life below Water," the 14th Sustainable Development Goal (SDG), that specifies the goals of the United Nations for 2030. These are frequently updated, reinvented, and evolved in response to tourist preferences. By establishing a national tourist plan, sustainable tourism development arose to make sure that, both locally and internationally, tourism is balanced with broader economic, social, and environmental goals [8]. The focus should be to promote coastal community development through coastal tourism.

II. NEED FOR STUDY

The state's cultural and social life has been significantly impacted by the state's growing prominence as an industry and by the rise in domestic and international visitors. Most of the fishing community communities are found around the shore. Since coastal areas are the most densely populated, a rise in tourism has a very significant impact on the way of life there. 7,516.6 km long coastal region of India has a significant amount of opportunity for coastal tourism. Beaches - velvety sand and good sunshine make them perfect place for water sports and sun bath. e.g., Baga and Caligute beaches (Goa), Marina beach (TN). There are many beaches in Gujarat that are well-known for having white sand and clear water. Mandvi Beach is one of the beautiful, cleanest, and best beaches in Gujarat, making it ideal for swimming. At Goa Calangute and Anjuna destination has shown immense scope of coastal tourism, more popular with high ends tourists, especially international tourists. Vagator and Baga are upcoming tourist destinations. (Bhat. S., et al, 2010). Beneficial outcomes in terms of higher salaries, more jobs, more opportunities for residents to further their lives, higher revenues, and higher foreign exchange earnings. There are, however, certain adverse social, economic, and environmental effects impact such the disappearance of mangroves, erosion, decreased

fish catches, extinction of species, and seasonal employment etc.,

So, several areas undeveloped would benefit coastal communities which have the potential of coastal tourism. From these observations it is very much important that the coastal tourism & community development has an importance and relevance, so in Indian context studies are beneficial for the coastal community.

RESEARCH QUESTION

1. What are the current impacts of tourism development on coastal communities by analysing literature studies and case studies?
2. What is the role of coastal tourism development on coastal community?
3. What are the strategies that can be followed for coastal community development through tourism development?

AIM

To develop planning strategies for coastal community through tourism development in Indian context.

OBJECTIVE

- To study the relevance and concepts of Coastal tourism.
- To identify community development impacts due to coastal tourism development.
- To analyse the tourism products and it's pillars by comparing with parameters adopting from case studies.

METHODOLOGY



In stage 1, The study was focused to comprehend the significance and various forms of coastal tourism, including the need for coastal tourism and the benefits of CT for coastal communities.

In stage 2, Literature review of various journals studying the basic definitions and

terminologies of coastal and coastal community and deals with the National and International literature reviews taken for the study purpose. Literature reviews and case study are taken and the method they used to implement them are discussed here.

In stage 3, Secondary data and primary data collection is conducted. The data collected of Kollam city and analysed to find the issues and potentials. Finally, strategies and action plans are formulated for coastal community development through tourism development.

III. LITERATURE STUDIES

Coastal tourism means the basis of coastal tourism is a special resource combination which is [9] the land-sea interface provides amenities like waterways, coasts, natural views, a richness of terrestrial and marine biodiversity, a diverse range of historic and cultural artefacts, cuisine, and well-developed infrastructure [4]. The guiding principles for coastal tourism development are, therefore:

- Tourism must foster and managed in a sustainable manner in order to benefit local communities [10].
- The sustainable development of coastal areas, marginal areas, and the local biological and cultural ecosystems should all benefit from tourism [10].
- Plans for managing coastal areas should completely incorporate tourism [10].
- Stronger emphasis must be placed on Coastal development planning and enhanced tourism integration [11] (Reni Syafriny, 2019) to reduce challenges brought on by tourism and ensure the long-term viability of the coastal resources used by other sectors and the tourism sector [4].

The basic components of coastal tourism are stated with examples of comparison about elements of destination are as follows: [12] Successful coastal tourism destinations need a variety of high-quality attractions, affordable lodging, and consistent accessibility. [13].

- Attractions
- Amenities
- Accessibility
- Human resources
- Image

[14] Stated that the coastline is particularly significant to urban populations worldwide. The variety of items accessible in coastal regions is growing much beyond the conventional "sea, sand, and sun" experience. Coastal tourism has a bright and promising future.

To create an effective and efficient sustainable coastal tourist management model, it is crucial to consider the intricate linkages among challenges from coastal tourism, other human activities, and coastal ecosystems.

The dynamic coastal ecosystem includes the coastal zones [15] defined as a complex ecosystem made up of the marine, coastal, and terrestrial subsystems that exists at the dynamic interface between the land and the sea.

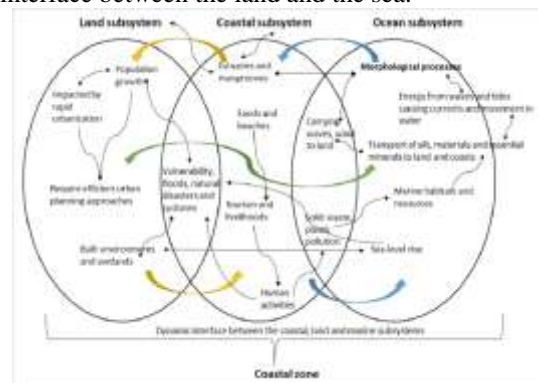


Figure 1 Schematic representation of the Coastal, Land, and Marine Subsystems' Dynamic Interface and Dependencies

Tourism in India today has a contribution of 6.23 percent to the national GDP and 8.78 percent of the total employment in India and there is greater potential for enhancing tourism along the mainland and Island coasts of India. [16]

Indian coastal characteristics mainly focus on India's 7517 kilometres of coastline is divided between its eastern and western halves. The four states along the eastern coast are West Bengal, Odisha, Andhra Pradesh, and Tamil Nadu. Gujarat, Maharashtra, Goa, Karnataka, and Kerala make up the west coastline. Pondicherry, the Andaman and Nicobar Islands, and the Daman Diu and Lakshadweep Islands are the other Union Territories on India's east coast. The combined territory of the nine coastal states, which include 78 coastal districts, stands for over 42% of India's total land area. The east and west coasts are significantly different from one another.

The presence of numerous coastal cities in India is the greatest explanation for coastal growth. India's coastal regions are linked to Mumbai, Kolkata, and Chennai, three megacities of the global south. 13 major and 46 minor ports, as well as related economic hubs, are located along India's coastline. Tools for tourism management impacts are

- Measurement instruments
- Command and control instruments
- Economic instruments
- Voluntary instruments

• Supporting instruments

Case studies are in-depth investigations of specific areas to get more information on social and physical features that benefits to coastal tourism and to the coastal community. It brings the understanding of real-life situations on ground & adds to strengthen & solidifies the theoretical statements. International case study is taken to understand how sustainability can be achieved in coastal tourism destinations and its benefits and impacts. The section also analyses national case studies to understand the potential of fisheries community incorporating tourism thus identify the factors influencing.

A. Cha-am Beach, the Gulf of Thailand (Sussaangana Unhasuta, 2021), Cha-am shoreline is a popular tourist site and is located in CATM, Phetchaburi Province, 170 kilometers south of Bangkok and 20 kilometers north of Hua-hin, a well-known worldwide beach tourism attraction [17]. The Ministry of Tourism and Sports (MOTS) and the provincial governor of Phetchaburi approved tourism management in Cha-am.

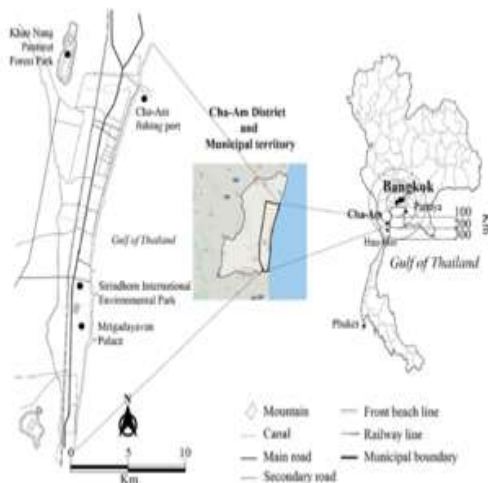


Figure 2 Location map of Cha-am Beach

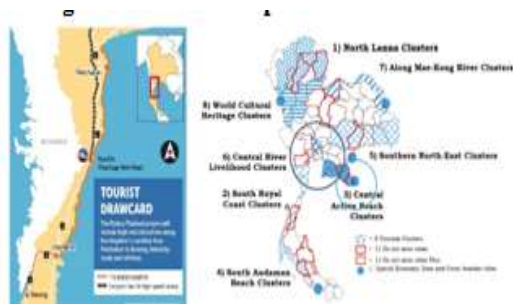


Figure 3a) Thailand Riviera Project b) Cluster based tourism

Strategic Objectives:

Attraction: Hua Hin and Cha-am should be connected to ensure adequate tourism capacity and quality, and that royal projects in Phetchaburi and Prachuap Khiri Khan.

Culture enhancement: Organizing the festival requires close collaboration between Hua Hin Municipality and Thailand Convention and Exhibition Bureau.

Accessibility: New roads will need to be built to ease traffic and allow access to spectacular views along the coastline.

Fresh water resources: along the coastline will have to be well-regulated to prevent conflicts from arising between the farm and tourism sectors when demands from the latter grow.

- Development of tourism attractions, products and services including the encouragement of sustainability, environmentally friendly, and Thainess integrity of attractions.
- Development and improvement of supporting infrastructure and amenities without inflicting a negative impact to the local communities and environment.
- Development of tourism human capital's potential and the development of tourism consciousness among Thai citizens.
- Creation of balance between tourist target groups through targeted marketing that embraces Thainess and creation of confidence among tourists.
- Organization of collaboration and integration among public sectors, private sectors and general public in tourism development and management including international cooperation.

B. Fishery-based tourism: Bangladesh

[18] The coastline of Bangladesh is approximately 710 km long, and its 121,110 km² Exclusive Economic Zone (EEZ) is distinguished by unequally diverse ecosystems with great ecological and economic potential.



Figure 4 Strategy (FBE) Framework adopted Recommendations

- Coastal fishermen could provide tourism products and services by utilizing their specialized expertise and equipment.
- The government should create an interconnected system to support FbE in order to create jobs and contribute value to the country's GDP, which will benefit relevant private sector entities (fishers, boatmen, tour operators, accommodation, and transport providers).

IV. STUDY AREA

The route runs from Chinnakada in the north to Paravur town in the south, passing through Kollam Beach, Mundakkal Beach, Kakkathoppu, Mukkom, Thanni, and Pozhikara. The study area focuses on coastal stretch starting from Thanni beach - Thangassery Light house (11.7km), which includes Kollam Municipal Corporation and Mayyanad Panchayat. (Wikipedia contributors, 2022)Coastal Road is regarded as an important route in Kollam city because it passes through suburbs such as Kochupilamoodu, Mundakkal, Valathungal, and Vadakkumbhagam. It is also recognized as the Eravipuram-Paravur Coastal Road.

The western boundary of study area is bound by the Lakshadweep Sea. Coastal regulations are applicable in the coastal areas. The entire coastal area of the planning area falls in CRZ II and III (Department of town and Country planning and Joint Town Planning Committee of Kollam Municipal Corporation & Grama Panchayats of Neendakara, Kottamkara and Thrikkadavoor, 2011 Greater Kollam Development Plan).



Figure 5 Delineated study area

Based on the natural ports at Thangassery, settlements grew around these ports and Kollam developed as an important commercial centre in the southern part of Kerala. The land use plan of Kollam city and its region around is predominantly occupied by residential use with a few pockets or thin linear stretches of commercial use land. (Department of town and Country planning and

Joint Town Planning Committee of Kollam Municipal Corporation & Grama Panchayats of Neendakara, Kottamkara and Thrikkadavoor). Kollam has an uneven development, where the commercial, public & semi - public, transportation and recreation facilities are mostly concentrated towards the central core area. (Department of town and Country planning, (2009). Integrated District Development Plan Local Development Plan). Core area of the city is having high commercial industries concentration.



Figure 6 Land use



Figure 7 Environmental conditions

The average annual atmospheric temperature of the area is about 27 C; the annual temperature range is 27.8 to 33 C as a maximum and a range of 22.3 to 26.1 C as a minimum. Coastal belt of Kollam city has a high risk of floods, high coastal erosion and storm surge/tsunami. Around 30 of the area is prone to various types of natural disasters about 50 of the area is prone to flooding, 12 of the coastal area is under of risk of both flood and tsunami 15 kms of coastal area is under high risk of coastal erosion (Sources District Disaster Management Plan Kollam 2015). Cyclones happens due to the heavy outbreak of summer rain and storm, in 2012 April 2013 persons died, 8 persons injured and 1000 of buildings including houses were damaged. Due to Ockhi in Dec 2017 Sea erosion intensified along coastal Kollam (Thanni, Vadi). Sea Erosion is a perpetual threat in our study area Coastal beds in Mayyanad, Shaktikulangara, villages are vulnerable points. 18 houses were damaged due to

this severe sea erosion on June, 2012 and 12 families 36 persons) were rehabilitated at temporary camp at CVM LP School at Thanni. Flood in the coastal villages in our study area are flood prone areas high intensity of rainfall during the monsoons causes severe. Increasing flood plain occupancy and reclamation of water bodies and wet lands results in increasing flood damage. The tsunami occurred was on December 2004. Most regions along the coastal belt of Kerala experienced the fall and rise in water levels majorly affected Shaktikulangara (District Disaster Management Plan, 2015, District Disaster Management Plan, 2015)



Figure 8 Transportation

Most of the arterial roads have inadequate capacity, and substandard road geometry and carry a significant amount of intercity traffic in addition to local traffic. As a result, there is huge congestion on the main roads as well as at the intersections. The damaged situation of the coastal road is a hurdle for the people to reach Chinnakkada (Kollam Corporation). The lack of coastal road between Mayyanad and Paravoor is an impediment to reach the CBD of Kollam Corporation namely Chinnakkada. It is important for the local government and stakeholders to invest in and improve the accessibility and transportation infrastructure in the area to fully realize its tourism potential.



Figure 9 Tourism scenario

Increase in Domestic tourist - 4.14% and envisaged in the amount of time Increase in International tourist - 1.1 % (though there is increase in domestic tourist foreign tourist arrival shows negative trend) Upper hand in tourism Industry especially in case of coastal tourism and heritage tourism. The various sites of tourism potential are still under exploration and there is need in infrastructure support in many areas.



Figure 10 Tourism scenario

The study area comes under CRZ-2 & CRZ-3, which means the area that has already developed up till the shoreline of the coast are included in this zone. Construction of unauthorized structures is prohibited in this zone.

Half of the study area comes under CRZ II regulation so new construction is prohibited in this area and the only method which can be developed in this area is regeneration of the existing buildings.

Survey

A primary survey was conducted among 100 households to understand the involvement of coastal community in tourism-related activities. Sampling technique used is Random Sampling.

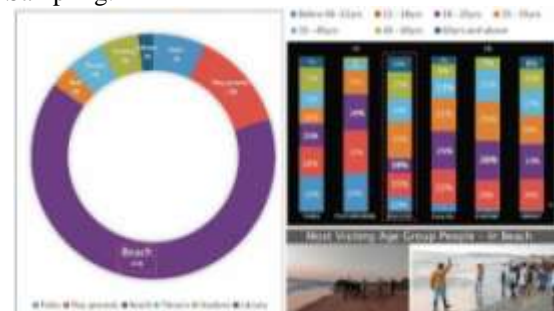


Figure 11 Attractions and Accessibility



Figure 12Recreational facilities

- Thirumullavaram beach is the most safe and potential beach in Kollam District.
- Kollam beach is attracting many foreign as well as domestic tourists (most visiting is Vakala beach). This beach is facing so many issues related to maintenance & dangerous (took many lives due to high tide) (as per Integrated District Development Plan, 2009).
- Beaches at Thangassery, Mundakkal, and Thanni, beach acts more or less as local level recreation centres.
- Most of the age groups prefer beach equally than other recreational space, because the beaches are more accessible.

V. FINDINGS

- Major Recreational facilities are concentrated in the CBD area, within a 1 to 5 Km of radius from the railway station.
- According to District Tourism Promotion Council, Thirumullavaram beach is the safest and most potential beach in Kollam District.
- Kollam beach is attracting many foreign as well as domestic tourists (most visiting is Varkala beach). But the coastal protection works carried out here makes it difficult for the people to enter the Sea.
- Beaches at Thangassery, Mundakkal, and Thani act more or less as local-level recreation centers.
- According to CIBA report Thirumullavaram, Thangassery, and Mundakkal spots have been selected for Pearl mariculture programs.
- The port and surrounding coastal region have high tourism potential and well connected to nearby major nodes both by road, rail and waterways.
- CRZ Encroachments
- Kollam beach one of the longest and most preferred beaches in Kerala situated in the heart of the city lacks infrastructure facilities.

- Lack of tourist amenity center, interpretation center, accommodation etc.
- Thanni: Seawall slumped and on the north side of the Paravoor groins.
- Eravipuram: Seawall slumped and maximum erosion was observed at fishing gaps.
- Kollam beach is facing maintenance (as per Integrated District Development Plan, 2009).
- Sea walls, groynes has negatively affected the livelihood, habitat spaces of coastal communities.
- No activities promoting to increase public participation.
- There are no activities to promote public participation and awareness programmes.
- Solid waste dumping is the main issue of the site.
- KMC is maintaining the MG Park at Kollam beach through the PPP model; the prime concern is lack of periodic maintenance
- Small parks lack proper maintenance and upkeep and are therefore kept underutilized.
- Inadequate maintenance of TS Canal.
- The city is blessed with many beaches and lakefronts but these are not explored fully.

VI. STRATEGIES AND ACTION PLAN

Strategy1: promote attractions & accessibility by coastal tourism development

- Connecting entire stretches of beaches and engaging local community in its management by providing awareness and training programs.
- From Kollam Beach to Thangassery by introducing hardscape, lighting, signage, landscaping, with proper solid waste management by utilizing extensive public participation.
- Connecting Ashtamudi lake with beaches adjoining major tourist spots.
- Varkala and Alappuzha connected as a whole tourism circuit it will be highly beneficial for the tourism activities in the study area.
- Provide night bazaars, / markets to attract both domestic/ international tourists and to promote the local economy.
- Destination for promoting events & activities in Kollam beach.

Strategy 2: Enhancement of tourism infrastructure

- Tourist destinations and natural attractions should be made more accessible by establishing a public transit system and low-cost local-level transportation options such as E-Auto rickshaws.

- Providing additional basic infrastructure, such as public restrooms, parking spaces, and signage, to meet the demands of tourists.

Strategy 3: Improve quality of life and pride in the community

- Support events, activities and festivals concerning with a healthy, lifestyle, wellbeing, mindfulness, and exercise in the public area.
- Promote public safety campaign, encourage road, and transport safety education in school, workplaces and community along with the transport regulation enforcement and provide public parks and green zones for community's activity.

Strategy 4: Integrating coastal communities through marine sector tourism for economic development

- Promote marine boating, fisheries, culture recreation activities.
- Enhance the resilience and livelihood of coastal communities by providing community strengthening, boat tours, local markets, fisherman infrastructure, hawkers etc.
- Swadesh darshan scheme to ensure good accessibility, educate the local populace as well as tourists and conduct public awareness campaigns. Synergize with Swatch Bharat mission, skill India and make in India to make an engine of economic development.

Strategy 5: Enhance resilience & livelihood of coastal communities for environment development

- Promote/Establish reef balls living shorelines to create unique opportunities for humans, snorkelling, nearshore fishing, etc.
- Enhance shoreline protection by incorporating a) Seawalls, b) Revetments, c) Off-shore breakwaters, d) Groins e) Off-shore Reefs, and f) Artificial headlands to reduce wave energy by hitting the shore at Eravipuram, Thanni regions.

Strategy 6: Develop proper waste management in beaches with community participation

- More involvement of the local community in environmental conservation and protection, such as patrolling by forest guards recruited from the community.
- Enforce standards for coastal tourism facilities (lodges, hotels, etc.) and activities (diving, rafting, etc.) that are appropriate to the region must be developed and all development should be in line with the carrying capacity.
- Proper waste - management system like waste segregation, zero waste generation and recycling of dry waste etc.

VII. RECOMMENDATIONS

The following are recommendations based on this study that should be investigated for additional research.

- Developing a tourism marketing mix focused on long-term tourism development.
- Diversification of tourism attractions supports local culture.
- Preservation of both intangible and tangible attraction through reducing the harmful effects of tourism.
- Promote Livelihoods Framework for Tourism (SLFT) for better livelihood opportunities.
- Strengthening of public-private partnerships
- Integration of coastal tourism with CZM
- Prevention of environmental challenges
- ✓ Coastal erosion should be regulated
- ✓ Ecological diversity should be maintained and retained
- ✓ All construction practices should conform to the rules of the Coastal Regulation Zone (CRZ)
- ✓ Beaches should be pollution-free.
- Prevention of natural disasters, to earn tourists' trust in tourism
- Development of a safe zone to protect tourists' and inhabitants' lives and property.

VIII. CONCLUSION

The study was an attempt to formulate strategies for coastal community development through tourism development in Indian context. The various impacts of tourism development on coastal communities are studied. The study was conducted to find out the coastal tourism components, and parameters for benefiting the community and coastal tourism. A cross-section of Kollam coastal area was chosen relating to the Indian context where studies to validate coastal tourism and community development parameters. The development of coastal tourism can considerably enhance the community's livelihood of the community. The coastal communities with the potential for coastal tourism would benefit from various undeveloped areas. According to the findings of this study, the resource basis of India's coast can support a sustainable coastal tourism which can promote the coastal community. The parameters based on the infrastructure/nature-based solutions i.e., Attractions & Accessibility, Accommodation & Transport Infrastructure, Social development strategies, Economic development strategies, and Environmental development strategies. Finally, strategies and action plans for coastal community development through tourism

development is formulated. This study also yielded some specific recommendations for future research. Furthermore, additional research should be conducted using quantitative and qualitative methods to improve effectiveness.

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