

Community Involvement in the Development of Tourism in Coastal Regions of Karnataka: An Analysis of Tourists Perspective

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Abstract

The research explores the role of community involvement in tourism development in coastal regions of Karnataka, India, focusing on the perspective of tourists. The study surveyed 630 tourists to assess their views on community participation in tourism development and the effectiveness of tourism strategies in the region. The hypothesis was tested using a One-Sample test and One-way ANOVA. The results indicate a significant impact of community involvement on tourism development, suggesting that active engagement of local communities positively influences tourist experiences and destination attractiveness. Additionally, the findings reveal that implementing effective tourism strategies plays a crucial role in shaping tourism development in Karnataka's coastal regions. This research underscores the importance of integrating community perspectives and implementing strategic approaches to foster sustainable tourism growth in coastal areas.

Keywords: Community involvement, Tourism development, Coastal regions, Karnataka, Tourism strategies, and Sustainable tourism.

Introduction

As a rapidly growing service industry with multiple growth potential, tourism has become vital in building nations and developing the international community. Tourism has a significant role in accelerating socio-economic development all over the world. Karnataka is rich with scenic beauty and is located in southern India. Resourceful with various verities, including beaches, temples, churches, wildlife sanctuaries, waterfalls, hill resorts, etc. Karnataka is a must-visit state in India.

The importance and need for a sense of community and participation in building strong capacity communities for tourism development cannot be ignored (Aref 2010). Community participation can be seen as a process whereby community residents are given a voice and a choice to participate in issues affecting their lives. Whether a community participates or not is determined by a variety of factors. One such factor is a reluctance to participate because the community members do not trust each other. Community participation can thus be enhanced by addressing barriers to participation while taking the necessary steps to promote sustainable participation.

Community participation in tourism development can support and uphold local culture, tradition, knowledge, and skill and create pride in community heritage. The goal of community participation is to improve communication between stakeholders in the interest of facilitating better decision-making and sustainable development. Community participation is also the mechanism for active community involvement in partnership working, decision-making, and representation in community structures. It should be noted that community participation often involves people or communities in government relations. However, this study emphasized the participation of the community as an involvement of local people in tourism development processes.

Review of Literature

Yanju Jia et al. (2023) examined how community involvement affects residents' life satisfaction in their study "Rural Tourism Development between Community Involvement and Residents' Life Satisfaction: Tourism Agenda 2030." Through perceived benefits and trust in the Government, residents' community involvement affects their life satisfaction directly and indirectly. This study examines the moderating effect of place attachment among these variables. Using the mediation effect of perceived impacts and trust in Government, this study builds a conceptual framework based on social exchange theory. 362 valid questionnaires were collected and analyzed from residents of five rural tourism communities in China. Structural equation modeling, serial mediation, and moderation analysis estimated the causal model and relationships. A resident's sense of place moderates the effects of community involvement on their life satisfaction. The study examines how residents' life satisfaction is affected by community involvement based on perceived tourism impacts and trust in the Government to improve life satisfaction in rural tourism. In

addition to detecting place attachment, it also detects moderating factors. For rural tourism managers, these findings can provide valuable insights into improving residents' quality of life.

Managing and facilitating community participation in tourism can be easier with a greater awareness of the obstacles to tourism development. In their study "Barriers to Tourism Participation: A Case of First-generation Local Community Service Providers," Millo Yaja, Anuj Kumar, and G. Anjaneya Swamy (2022) noted that participation in tourism enterprises for the local community frequently comes with several difficulties. Over the past two decades, efforts have been made to comprehend the obstacles to tourism. Still, the literature now in circulation does not examine the perspective of first-generation community participation. This study used four characteristics to assess sociocultural, infrastructural, operational, and personal barriers to tourism involvement. The study investigated the challenges faced by first-generation service providers from Arunachal Pradesh, India's rural tribal area. Purposive sampling was used to gather information from various tourism and related services run and owned by the indigenous population in the area. According to the results, infrastructure-related barriers are the most common hurdles. However, among service providers, sociocultural issues do not pose a significant impediment. This paper, however, defers existing research on indigenous populations that identifies certain sociocultural hurdles to engaging in the tourism industry. According to the study, running a successful tourism enterprise takes more than willingness and favourable sociocultural conditions. The report also discusses the significance of outside assistance for macro-level tourism infrastructure design.

In their study "An Overview of Cultural Heritage Tourism: With Special Reference to Karnataka, India," Chikkappa Chikkannavar and Kiran Kumar P (2021) stated that heritage tourism sites are made up of cultural, historical, and natural resources. Traveling to experience these sites, artifacts, and activities authentically represents the stories and people of the past and present. Karnataka's cultural heritage tourism program aims to promote awareness of the value of cultural heritage goods to maintain cultural balance and continuity. The tourism industry and several support and resource management industries, directly and indirectly, create jobs and revenue for the local economy. The tourist industry is a key tool for the socio-economic development of the communities. The tourism industry encourages improvements to Karnataka's local transportation, communication, and other fundamental public infrastructure. For regional and foreign travelers,

this state is an essential travel destination for cultural heritage tourism in India. This state is awash in heritage goods in almost all of its districts. The availability of legacy goods in Karnataka, the current situation and trends in the influx of heritage visitors to Karnataka, and the opportunities and problems of cultural heritage tourism

According to M.B. Shivanna's (2021) paper "Tourism Development of Coastal Karnataka: A Geographical Study," coastal and marine tourism is the most outstanding travel business sector. These are two of the tourism industry's oldest and biggest subsectors. This study considers the marine and estuarine water, coastal flora, and ecosystems of beaches, dunes, and the ocean. In Indian coastal areas, these are also the ecosystems that experience the most stress from development. The representative place is selected to comprehend change and the process in coastal Karnataka.

Objectives of the Study

The study was undertaken with the following objectives -

1. To examine the extent of community involvement in tourism development in the study region.
2. To suggest the measures for the development of the tourism industry in the study region based on the findings of the study

Hypotheses of the Study

Hypothesis 1

H₀₁: Community involvement does not significantly impact tourism development in Coastal Regions of Karnataka.

H₁: Community involvement significantly impacts tourism development in the Coastal Regions of Karnataka.

Hypothesis 2

H₀₂: Implementing effective tourism strategies does not significantly influence tourism development in the Coastal Regions of Karnataka.

H₂: Implementation of effective tourism strategies significantly influences tourism development in the Coastal Regions of Karnataka.

Research Methodology

Sample Design: Population and Sampling Method

Population: The tourists visiting coastal districts of Karnataka are considered for the study. The geographical area chosen for the study is the coastal districts of Karnataka, which covers Udupi, Dakshina Kannada, and Uttara Kannada.

Sampling Technique: Simple random sampling is adopted to provide an equal and independent chance for all the study respondents and reduce sampling biases.

Survey Instrument: The questionnaire was framed after thoroughly examining the literature review and elements of community involvement and their participation in developing the tourism industry. The questionnaire was administered to the respondents in person in the selected coastal districts.

Sources of Data

Primary Data Collection: Though the sample size criteria for the study is 385, 680 respondents were administered through a questionnaire, and the complete filled-in questionnaires had 630 responses from tourists. The questionnaire was framed based on a literature review and elements of community involvement and participation in developing the tourism industry.

Statistical Method and the Process: Data analysis uses statistical tools and techniques based on the data collected from the respondents. The data collected from primary sources were analyzed using the SPSS package to draw meaningful conclusions.

Descriptive Statistics:

- The frequency distribution of each construct's items is framed in the assertive statements, and the options are quantified in a 5-point Likert scale.
- The percentage of selected constructs is calculated in the study, which shows the number or ratio of agreement or non-agreement of the statements expressed as a fraction of 100.
- Mean is one of the statistical measures used in statistical analysis, which is the sum of the sample divided by its number. In the study, the calculated mean indicates the statements' perception towards agreement or non-agreement.
- Standard Deviation is one of the most important statistical measures used to measure the

difference in the study's data group, which measures the variation from the mean.

The inferential statistics used for the study are:

- A one-sample test was used to test the hypothesis, which compared the mean of the sample data to a known value.
- One-way ANOVA was used to test the statistically significant differences between means of independent groups.

Data Analysis and Interpretation

This section explores how community development initiatives, such as local entrepreneurship, preservation of cultural and natural resources, and community-based tourism, influence the overall development and sustainability of the tourism industry in Karnataka's coastal areas. Additionally, the analysis addresses the challenges and opportunities that arise from community involvement in tourism, providing insights into the potential pathways for sustainable tourism development that align with economic goals and local communities' welfare. In this section, the primary data collected from the tourists has been analyzed and interpreted.

Table 1: Tourist Opinion on Community Involvement in the Development of Tourism

| Statements | | SA | A | N | D | SD |
|--|---|------|------|------|------|------|
| Tourism offers jobs for the local Community | F | 64 | 211 | 133 | 110 | 112 |
| | % | 10.2 | 33.5 | 21.1 | 17.5 | 17.8 |
| Tourism generates income for the local Community | F | 144 | 189 | 85 | 178 | 34 |
| | % | 22.9 | 30 | 13.5 | 28.3 | 5.4 |
| Tourism helps locals improve their livelihood. | F | 119 | 227 | 54 | 135 | 95 |
| | % | 18.9 | 36 | 8.6 | 21.4 | 15.1 |
| Tourism projects in the coastal areas have helped create local infrastructure. | F | 126 | 201 | 79 | 133 | 91 |
| | % | 20 | 31.9 | 12.5 | 21.1 | 14.4 |
| The Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas. | F | 179 | 175 | 113 | 124 | 39 |
| | % | 28.4 | 27.8 | 17.9 | 19.7 | 6.2 |
| | F | 122 | 224 | 74 | 151 | 59 |

| | | | | | | |
|---|---|------|------|------|------|------|
| Tourism projects sponsored by the Government are distributed fairly in coastal areas. | % | 19.4 | 35.6 | 11.7 | 24 | 9.4 |
| The coastal areas need more tourism projects | F | 102 | 246 | 50 | 173 | 59 |
| | % | 16.2 | 39 | 7.9 | 27.5 | 9.4 |
| Local Community plays a vital role in setting up plans and projects in coastal areas. | F | 123 | 196 | 67 | 213 | 31 |
| | % | 19.5 | 31.1 | 10.6 | 33.8 | 4.9 |
| Local Community contributes to addressing tourism development challenges | F | 177 | 205 | 69 | 140 | 39 |
| | % | 28.1 | 32.5 | 11 | 22.2 | 6.2 |
| The local Community favors small community-managed projects in coastal areas over large government-sponsored projects. | F | 111 | 170 | 58 | 236 | 55 |
| | % | 17.6 | 27 | 9.2 | 37.5 | 8.7 |
| Local community representatives have a voice in making decisions about tourism development in coastal areas. | F | 152 | 218 | 100 | 135 | 25 |
| | % | 24.1 | 34.6 | 15.9 | 21.4 | 4 |
| Local community representatives face challenges in providing input to the tourism decision-making process in coastal areas. | F | 128 | 204 | 79 | 167 | 52 |
| | % | 20.3 | 32.4 | 12.5 | 26.5 | 8.3 |
| The Ministry of Tourism sets up tourism plans and projects without consulting with the local Community. | F | 166 | 180 | 76 | 156 | 52 |
| | % | 26.3 | 28.6 | 12.1 | 24.8 | 8.3 |
| The local Community is not actively involved in the tourism development in coastal areas in Karnataka. | F | 116 | 218 | 42 | 186 | 68 |
| | % | 18.4 | 34.6 | 6.7 | 29.5 | 10.8 |
| Local communities ensure that foreign tourists are provided sufficient attention and access to services in the coastal areas. | F | 111 | 209 | 91 | 120 | 99 |
| | % | 17.6 | 33.2 | 14.4 | 19 | 15.7 |
| Local communities are tourist-friendly and polite towards foreigners | F | 163 | 184 | 90 | 138 | 55 |
| | % | 25.9 | 29.2 | 14.3 | 21.9 | 8.7 |

Source: Field Survey, Compiled by Researcher

Table 1 reflects perceptions on how local community involvement impacts the tourism experience, which can guide sustainable tourism practices. 275 respondents (43.7%) agreed, 222 respondents (35.3%) disagreed, and 133 respondents (21.1%) remained neutral on the statement that ‘tourism offers jobs for local Community.’ 333 respondents (52.9%) agreed, 212 respondents (33.7%) disagreed, and 85 respondents (23.4%) remained neutral on the statement that ‘tourism generates income for local Community.’ 346 respondents (54.9%) agreed, 230 respondents (36.5%) disagreed, and 54 respondents (8.6%) remained neutral on the statement ‘tourism helps locals to improve their livelihood.’ 327 respondents (51.9%) agreed, 224 respondents (35.5%) disagreed, and 79 respondents (12.5%) remained neutral on the statement that ‘tourism projects in the coastal areas have helped create local infrastructure.’ 354 respondents (56.2%) agreed, 163

respondents (25.6%) disagreed, and 113 respondents (17.9%) remained neutral about the statement that ‘The Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas.’ 346 respondents (55%) agreed, 210 respondents (33.4%) disagreed, and 74 respondents (11.7%) remained neutral on the statement that ‘tourism projects sponsored by the government are distributed fairly in coastal areas.’ 348 respondents (55.2%) agreed, 232 respondents (63.9%) disagreed, and 50 respondents (7.9%) remained neutral on the statement that ‘coastal areas need more tourism projects.’ 319 respondents (50.6%) agreed, 244 respondents (38.7%) disagreed, and 67 respondents (10.6%) remained neutral on the statement that ‘local Community plays an important role in setting up plans and projects in coastal areas.’ 382 respondents (60.6%) agreed, 179 respondents (28.4%) disagreed, and 69 respondents (11%) remained neutral on the statement that ‘local Community contributes to addressing tourism development challenges.’ 281 respondents (44.6%) agreed, 291 respondents (46.2%) disagreed, and 58 respondents (9.2%) remained neutral about the statement that the ‘local Community is in favor of small community-managed projects in coastal areas than large government-sponsored projects.’ 370 respondents (58.7%) agreed, 160 respondents (25.4%) disagreed, and 100 respondents (15.9%) remained neutral on the statement that ‘the local community representatives have a voice in making decisions about tourism development in coastal areas.’ 332 respondents (52.7%) agreed, 219 respondents (34.8%) disagreed, and 79 respondents (12.5%) remained neutral on the statement that ‘local community representatives face challenges in providing input to the tourism decision-making process in coastal areas.’ 346 respondents (54.9%) agreed, 208 respondents (33.1%) disagreed, and 76 respondents (24.9%) remained neutral on the statement that ‘the Ministry of Tourism sets up tourism plans and projects.’ 334 respondents (53%) agreed, 254 respondents (40.3%) disagreed, and 42 respondents (6.7%) remained neutral on the statement that ‘the local Community does not have active involvement in the tourism development in coastal areas in Karnataka.’ 320 respondents (50.8%) agreed, 219 respondents (34.7%) disagreed, and 91 respondents (14.4%) remained neutral on the statement that ‘the local communities ensure that foreign tourists are provided sufficient attention and access to services in the coastal areas.’ 347 respondents (55.1%) agreed, 193 respondents (30.6%) disagreed, and 90 respondents (14.3%) remained neutral on the statement that ‘the Local communities are tourist-friendly and polite towards foreigners.’

Table 2: Implementation of Effective Tourism Strategies through Community Involvement in the Development of Tourism

| <i>Statements</i> | | SA | A | N | D | SD |
|---|---|-----------|----------|----------|----------|-----------|
| Physical Actions | | | | | | |
| Stringent implementation and maintenance of tourism guidelines given by the Government should be done in coastal areas in Karnataka. | F | 109 | 198 | 68 | 180 | 75 |
| | % | 17.3 | 31.4 | 10.8 | 28.6 | 11.9 |
| Effective measures should be ensured regarding monitoring of concretization and built-up areas within the coastal premises. | F | 130 | 199 | 53 | 193 | 55 |
| | % | 20.6 | 31.6 | 8.4 | 30.6 | 8.7 |
| The local Community must ensure provisions for periodic monitoring of coastal water quality and habitat conditions. | F | 135 | 223 | 58 | 141 | 73 |
| | % | 21.4 | 35.4 | 9.2 | 22.4 | 11.6 |
| The tourism department must protect beach morphology with the least human intervention. | F | 122 | 210 | 76 | 148 | 74 |
| | % | 19.4 | 33.3 | 12.1 | 23.5 | 11.7 |
| Local people can help maintain local freshwater bodies as steady drinking water sources. | F | 144 | 174 | 109 | 103 | 100 |
| | % | 22.9 | 27.6 | 17.3 | 16.3 | 15.9 |
| Local people can participate in the development of proper parking area | F | 126 | 209 | 65 | 167 | 63 |
| | % | 20 | 33.2 | 10.3 | 26.5 | 10 |
| The Community can promote alternative tourist attractions and aquatic recreational modes to decongest the overcrowded coastal areas. | F | 113 | 234 | 66 | 166 | 51 |
| | % | 17.9 | 37.1 | 10.5 | 26.3 | 8.1 |
| Social Actions | | | | | | |
| Tourism should be concise with local communities' prevailing value systems and cultural integrity. | F | 142 | 187 | 73 | 180 | 48 |
| | % | 22.5 | 29.7 | 11.6 | 28.6 | 7.6 |
| Community-level participation in the policy-making process of tourism development should be ensured. | F | 138 | 163 | 111 | 164 | 54 |
| | % | 21.9 | 25.9 | 17.6 | 26 | 8.6 |
| Tourism should create employment options to enhance livelihood status without disturbing traditional lifestyles. | F | 128 | 225 | 78 | 149 | 50 |
| | % | 20.3 | 35.7 | 12.4 | 23.7 | 7.9 |
| Sex tourism, child prostitution, and drug peddling should be addressed at the grassroots by developing proper 'host-guest' relationships and infrastructural development to fulfill the basic needs of society. | F | 117 | 220 | 73 | 175 | 45 |
| | % | 18.6 | 34.9 | 11.6 | 27.8 | 7.1 |
| Beach vendors across the coastal areas should be rehabilitated by giving legal permits, and local handicrafts must be promoted solely. | F | 144 | 186 | 90 | 150 | 60 |
| | % | 22.9 | 29.5 | 14.3 | 23.8 | 9.5 |
| Ecological Actions | | | | | | |
| | F | 115 | 210 | 48 | 202 | 55 |

| | | | | | | |
|---|---|------|------|------|------|------|
| Preservation and restoration of coastal ecology through tree planting, watershed development, reduction of marine pollution, and use of biodegradable wastes must be ensured. | % | 18.3 | 33.3 | 7.6 | 32.1 | 8.7 |
| A proper waste disposal system must be established | F | 129 | 209 | 70 | 162 | 60 |
| | % | 20.5 | 33.2 | 11.1 | 25.7 | 9.5 |
| Environmental impact assessment should be done for any artificial development as well as factors that can change the land use pattern of the coastal area. | F | 161 | 170 | 104 | 143 | 52 |
| | % | 25.6 | 27 | 16.5 | 22.7 | 8.3 |
| Proper sanitation and ecologically sustainable ambiance should be created in the coastal area. | F | 155 | 198 | 100 | 120 | 57 |
| | % | 24.6 | 31.4 | 15.9 | 19 | 9 |
| | % | 19.8 | 32.2 | 14.3 | 23 | 10.6 |
| Awareness campaigns should be initiated through posters, workshops, and objective-based tourist information centers to educate tourists about the ecology of coastal areas. | F | 130 | 177 | 111 | 131 | 81 |
| | % | 20.6 | 28.1 | 17.6 | 20.8 | 12.9 |

Source: Field Survey, Compiled by Researcher

Table 2 analyzes how community-driven strategies can enhance tourism development and offers insights into sustainable and inclusive growth models. 307 respondents (48.7%) agreed, 255 respondents (40.5%) disagreed, and 68 respondents (10.8%) remained neutral on the statement that ‘Stringent implementation and maintenance of tourism guidelines given by the Government should be done in coastal areas in Karnataka.’ 329 respondents (52.2%) agreed, 248 respondents (39.3%) disagreed, and 53 respondents (8.4%) remained neutral on the statement that ‘Effective measures should be ensured regarding monitoring of concretization and built-up areas within the coastal premises.’ 358 respondents (56.8%) agreed, 214 respondents (34%) disagreed, and 58 respondents (9.2%) remained neutral on the statement that ‘The local Community must ensure provisions for periodical monitoring of coastal water quality and habitat condition.’ 332 respondents (52.7%) agreed, 222 respondents (35.2%) disagreed, and 76 respondents (12.1%) remained neutral on the statement that ‘the tourism department must protect beach morphology with least human intervention.’ 318 respondents (50.5%) agreed, 203 respondents (32.2%) disagreed, and 109 respondents (17.3%) remained neutral on the statement that ‘local people can help in the maintenance of local freshwater bodies as steady sources of drinking water.’ 335 respondents (53.2%) agreed, 230 respondents (36.5%) disagreed, and 65 respondents (10.3%) remained neutral on the statement that ‘the community can promote alternative tourist attractions, aquatic recreational modes to decongest the overcrowded coastal areas.’ 347 respondents (61.8%)

agreed, 217 respondents (18.6%) disagreed, and 66 respondents (10.5%) remained neutral on the statement that ‘coastal areas need more tourism projects.’

329 respondents (52.2%) agreed, 228 respondents (36.2%) disagreed, and 48 respondents (7.6%) remained neutral on the statement that ‘tourism should be concise with the prevailing value systems and cultural integrity of local communities.’ 274 respondents (47.8%) agreed, 218 respondents (34.6%) disagreed, and 111 respondents (17.6%) remained neutral on the statement that ‘community-level participation in the policy-making process of tourism development should be ensured.’ 353 respondents (56%) agreed, 199 respondents (31.6%) disagreed, and 78 respondents (12.4%) remained neutral on the statement ‘tourism should create employment options to enhance livelihood status without disturbing traditional lifestyles.’ 337 respondents (53.5%) agreed, 220 respondents (34.9%) disagreed, and 73 respondents (11.6%) remained neutral on the statement that ‘Sex tourism, child prostitution, and drug peddling should be addressed at the grassroots by developing proper ‘host-guest’ relationships and infrastructural development fulfilling basic needs of the society.’ 330 respondents (52.4%) agreed, 210 respondents (33.3%) disagreed, and 90 respondents (14.3%) remained neutral on the statement that ‘Beach vendors spread across the coastal areas should be rehabilitated by giving legal permits, and local handicrafts must be solely promoted.’

325 respondents (51.6%) agreed, 257 respondents (40.8%) disagreed, and 48 respondents (7.6%) remained neutral on the statement that ‘preservation and restoration of coastal ecology through tree planting, watershed development, reduction of marine pollution and use of biodegradable wastes must be ensured.’ 338 respondents (53.7%) agreed, 222 respondents (35.2%) disagreed, and 70 respondents (11.1%) remained neutral on the statement that ‘a proper waste disposal system must be established.’ 331 respondents (55.6%) agreed, 195 respondents (31%) disagreed, and 104 respondents (16.5%) remained neutral on the statement that ‘environmental impact assessment should be done for any artificial development as well as factors that can change land use pattern of the coastal area.’ 353 respondents (56%) agreed, 177 respondents (28%) disagreed, and 100 respondents (15.9%) remained neutral on the statement that ‘proper sanitation and ecologically sustainable ambiance should be created in the coastal area.’ 328 respondents (52%) agreed, 212 respondents (33.6%) disagreed, and 90 respondents (14.3%) remained neutral about the statement that ‘awareness campaign through posters, workshops, and objective based tourist information

centers to educate locals about the coastal ecology should be initiated.’ 307 respondents (48.7%) agreed, 212 respondents (33.7%) disagreed, and 111 respondents (17.6%) remained neutral about the statement that ‘Awareness campaign through posters, workshops, and objective based tourist information centers to educate tourists about the coastal ecology should be initiated.’

Hypothesis Testing

Hypothesis 1

- H_{01} : Community involvement does not significantly impact tourism development in Coastal Regions of Karnataka.
- H_1 : Community involvement has a significant impact on tourism development in the coastal regions of Karnataka.

Table 3: One-Sample Test

| | Test Value = 3 | | | | | | |
|--|----------------|-----|--------------|-------------|-----------------|---|-------|
| | t | df | Significance | | Mean Difference | 95% Confidence Interval of the Difference | |
| | | | One-Sided p | Two-Sided p | | Lower | Upper |
| Tourism offers jobs for the local Community. | 6.361 | 525 | <.001 | <.001 | .356 | .25 | .47 |
| Tourism generates income for the local Community. | 11.761 | 525 | <.001 | <.001 | .305 | .50 | .71 |
| Tourism helps locals improve their livelihood. | 8.974 | 525 | <.001 | <.001 | .481 | .38 | .59 |
| Tourism projects in the coastal areas have helped create local infrastructure. | 6.292 | 525 | <.001 | <.001 | .363 | .25 | .48 |
| The Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas. | 9.693 | 525 | <.001 | <.001 | .529 | .42 | .64 |

| | | | | | | | |
|---|--------|-----|-------|-------|------|-----|-----|
| Tourism projects sponsored by the Government are distributed fairly in coastal areas. | 10.294 | 525 | <.001 | <.001 | .551 | .45 | .66 |
| The coastal areas need more tourism projects. | 11.911 | 525 | <.001 | <.001 | .633 | .53 | .74 |
| Local Community plays a vital role in setting up plans and projects in coastal areas. | 14.782 | 525 | <.001 | <.001 | .745 | .65 | .84 |
| Local Community contributes to addressing tourism development challenges. | 12.384 | 525 | <.001 | <.001 | .641 | .54 | .74 |
| The local Community favors small community-managed projects in coastal areas rather than large government-sponsored projects. | 11.536 | 525 | <.001 | <.001 | .618 | .51 | .72 |
| Local community representatives have a voice in making decisions about tourism development in coastal areas. | 11.127 | 525 | <.001 | <.001 | .561 | .46 | .66 |
| Local community representatives face challenges in providing input to the tourism decision-making process in coastal areas. | 10.946 | 525 | <.001 | <.001 | .582 | .48 | .69 |

| | | | | | | | |
|---|--------|-----|-------|-------|------|-----|-----|
| The Ministry of Tourism sets up tourism plans and projects without consulting with the local Community. | 9.387 | 525 | <.001 | <.001 | .504 | .40 | .61 |
| The local Community is not actively involved in the tourism development in coastal areas in Karnataka. | 12.576 | 525 | <.001 | <.001 | .665 | .56 | .77 |
| Local communities ensure that foreign tourists are provided sufficient attention and access to services in the coastal areas. | 4.759 | 525 | <.001 | <.001 | .278 | .16 | .39 |
| Local communities are tourist-friendly and polite towards foreigners. | 8.333 | 525 | <.001 | <.001 | .462 | .35 | .57 |

Table 3 shows the results of the one-sample test. The t-value of the statement that tourism offers jobs for local communities was 6.361, with a p-value less than 0.001, which shows statistical significance. The t-value of the statement that tourism generates income for the local community was 11.761, with a p-value less than 0.001, which shows statistical significance. The t-value of the statement that tourism helps locals improve their livelihood was 8.974, with a p-value less than 0.001, which shows statistical significance. The t-value of the statement tourism projects in the coastal areas that have helped create local infrastructure was 6.292, with a p-value less than 0.001, showing statistical significance. The t-value of the statement that the Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas was 9.693, with a p-value less than 0.001, showing statistical significance. The t-value of the statement tourism projects sponsored by the Government distributed relatively in coastal areas was 10.294, with a p-value less than 0.001, showing statistical significance. The t-value of the statement that the local community plays a vital role in setting up plans and projects in coastal areas was 14.782, with a p-

value less than 0.001 showing statistical significance. The t-value of the statement that local community representatives face challenges in providing input to the tourism decision-making process in coastal areas was 10.946, with a p-value less than 0.001, showing statistical significance. The t-value of the statement that the Ministry of Tourism sets up tourism plans and projects without consulting with the local community was 9.387, with a p-value less than 0.001, showing statistical significance. The t-value of the statement that the local community does not have active involvement in tourism development in coastal areas in Karnataka was 12.576, with a p-value less than 0.001, showing statistical significance. Since the statements show statistical significance, the null hypothesis is rejected, and the alternative hypothesis is accepted. Community involvement has a significant impact on tourism development in the coastal regions of Karnataka.

Hypothesis 2

- H₀₂: Implementing effective tourism strategies does not significantly influence tourism development in the Coastal Regions of Karnataka.
- H₂: Implementation of effective tourism strategies significantly influences tourism development in the Coastal Regions of Karnataka.

Table 4: Results of ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------|----------------|----------------|-----|-------------|--------|------|
| Physical Actions | Between Groups | 21.379 | 4 | 5.344 | 33.479 | .001 |
| | Within Groups | 82.121 | 521 | .1576 | | |
| | Total | 103.500 | 525 | | | |
| Social Actions | Between Groups | 15.330 | 4 | 3.8345 | 14.100 | .002 |
| | Within Groups | 142.680 | 521 | .272 | | |
| | Total | 158.009 | 525 | | | |
| Ecological Actions | Between Groups | 16.696 | 4 | 4.424 | 17.080 | .012 |
| | Within Groups | 135.965 | 521 | .259 | | |
| | Total | 152.661 | 525 | | | |

Table 4 shows the ANOVA results of implementing effective tourism strategies in tourism development in the Coastal Regions of Karnataka. The F-value and p-value of the statement related to physical actions were 33.479 and 0.001, respectively, showing statistical significance. The F-value and p-value of the statement related to social actions were 14.100 and 0.002, respectively, showing statistical significance. The F-value and p-value of the statement related to ecological actions were 17.080 and 0.012, respectively, showing statistical significance. Since the statements about physical, social, and ecological actions show statistical significance, the null hypothesis is rejected, and the alternative hypothesis is accepted. Implementation of effective tourism strategies significantly influences tourism development in the Coastal Regions of Karnataka.

Conclusion

In pursuing sustainable tourism development, this research has delved deep into the intricate interplay between community involvement and the burgeoning tourism industry in the coastal districts of Karnataka. Through an extensive exploration of the multifaceted dynamics, this study has underlined the pivotal role of local communities in shaping the region's tourism trajectory. This research unequivocally demonstrates that community involvement is the cornerstone of sustainable tourism development in the coastal districts of Karnataka. With their unique cultural heritage, environmental knowledge, and deep-rooted traditions, local communities emerge as essential stakeholders capable of enhancing the tourism experience in meaningful ways. Their active participation is instrumental in achieving a harmonious balance between economic growth and preserving the region's natural and cultural assets—a balance indispensable for the long-term sustainability of coastal tourism.

As evidenced by this research, tourism serves as an economic catalyst for communities and a pathway to diversified livelihoods. Engagement in tourism-related activities, such as homestays, artisanal craft production, and guided tours, empowers community members with increased income while reducing their dependence on a single revenue source. This diversification renders communities more resilient to economic fluctuations and ensures that the benefits of tourism are equitably distributed among the populace. The findings underscore the imperative of responsible tourism practices within the coastal districts. Given the region's fragile coastal ecosystems, it becomes paramount to prioritize environmental conservation. Effective waste management,

sustainable infrastructure development, and promoting wildlife conservation practices are pivotal in safeguarding the natural beauty and ecological diversity that define the coastal districts.

Suggestions

The recommendations for enhancing community involvement in coastal tourism development in Karnataka are:

1. **Community Empowerment Programs:** Community-focused capacity-building initiatives can be implemented to enhance local skills and entrepreneurship, enabling communities to participate actively in tourism activities.
2. **Community-Based Tourism Enterprises:** Community-based tourism enterprises, such as homestays and handicraft cooperatives, can be established in the coastal areas of Karnataka to diversify livelihoods.
3. **Community Awareness Campaigns:** Awareness campaigns must be launched to educate residents about the benefits of sustainable tourism and their role in its success.
4. **Tourism Monitoring Committees:** Local committees comprising community representatives, tourism officials, and environmental experts must be formed to monitor and regulate tourism activities.
5. **Research and Documentation:** Ongoing research and documentation of the impact of community involvement on tourism development to inform future strategies and policies should be encouraged.

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