

A STUDY ON TOURISM POTENTIAL OF BEACH TOURISM HIGHLIGHTING KOZHIKODE BEACH

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Abstract: Concept of tourism has evolved from the past to the present and will change according to the future. Most common classification is the beach tourism which is most common form of tourism in the world and the push factor for any tourism destination. The following study explains the concept of beach tourism and importance and potentials by taking Kozhikode Beach as an example. The study explains in brief about the objectives and scopes, literature review beach tourism with its objectives. This study uses qualitative studies the methodology, focuses on analysis of secondary sources, and primary data by interviews and observation method in finding the limitations and opportunities of beach tourism in Kozhikode

Keywords : Tourism, Push factor, Methodology, Beach Tourism

INTRODUCTION

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year. It is characterized as a phenomenon that is highly influenced by the factors such as seasonality, change in income, change in taste and lifestyle and attitude. It has many concepts and classifications and emerging trends in that the most influential and highly popular form of tourism is beach tourism, beaches are the key factors of attractions as they are both natural and symbiotic form. If we closely look at the physical geography of India there is approximately 7000 km of coastline both in the west and eastern part of the peninsular India. In the west the Arabian Sea and

in the east the Bay of Bengal. If we take the western peninsular region of India from Gujarat to Kanyakumari there are natural and famous tourism attractions such as beaches, ports and islands. In that the most famous and visited destination by the tourist in all over the world is Kerala. Kerala lies on the southwest coast of the Indian Peninsula, stretching 360 miles along what is known as the Malabar Coast and has been noted by many as a paradise of tourism. Kerala has a coastline of approximately 580 km from south to north from Trivandrum to Kasaragod which satisfy the elements of tourism and where both historical and commercial importance can be experienced by the tourists.

OBJECTIVES OF THE STUDY

To highlight Kozhikode beach as a major beach tourism attraction and identify the elements and factors in and around that can help boost tourism of Kozhikode by observation method

RESEARCH METHODOLOGY

The study is based on primary and secondary data that is collected for identifying the tourism potential of Kozhikode beach. Interview and the other form used to collect the data regarding the tourism attraction and Secondary data is collected by books, Magazines, Newspaper articles, websites

LITERATURE REVIEW

Beach or Coastal tourism is typically accompanied by developments along the coast – on sand dunes, cliffs, promontories, and sandy beaches with possible implications for coastal processes and, eventually,

for human activity located on the coast. These developments comprise development and activities conducted upon land immediately adjacent to the shoreline, coastal wetlands, estuaries, tidal waters and external territories and associated marine waters. The coastal areas are the transactional areas between the land and the sea featured with the bio diversity they clearly include some richest and finest fragile eco systems on the earth like mangroves and reefs additionally among all different parts on the planets these coastal areas are well visited by the tourists therefore the beaches and the tourism related to that is presented as an important activity. The coastal tourism is kerala is the most attractive and highly demanded form of tourism as it gains international popularity around the world

DESTINATION PROFILE

Calicut is the anglicised form of 'Kalikut' the Arabic for the Malayalam Kozhikode. It is also called the Cock Fort. According to the historian, K. V. Krishnan Iyer, the term means Koyil(Palace) Kodu (fortified). It is a historical town with a hoary past. From time immemorial the city attracted travellers, with its charming physical features and prosperity. Even today the glory that Calicut had has not faded. The political history of Kozhikode is a story of treacherous and ill-conceived conspiracies hatched by the Western powers. Vasco Da Gama landed at Kappad (16 kilometers north of Kozhikode) in May 1498, as the leader of a trade mission from Portugal and was received by the Zamorian himself. In the past Calicut was said to be the most important trade centre of the Malabar region and the Zamorins who ruled this mighty land were powerful and shrewd. Though the Portuguese were welcomed in Kozhikode they were not too well encouraged or entertained for long by the Zamorins, which might be the reason they shifted their base to Cochin and Kollam down south. Today only a little stone monument is left at the Kappad beach to speak of its great historic importance. On the rocks nearby is a temple believed to be 800 years old. Kozhikode district is situated on the south west coast of India. The district is bounded on the north by Kannur District, on the east by Wayanad district, on the south by Malapuram district and on the west by Arabian Sea.

FAMOUS TOURISM ATTRACTIONS IN KOZHIKODE

PAZHASSIRAJA MUSEUM

Veritable treasure trove for historians and connoisseurs of art, the Pazhassiraja Museum is located in Kozhikode - the land of spices, which lured navigators from time immemorial down to the Portuguese explorer Vasco da Gama in 1498. The Art Gallery adjacent to the museum displays the acclaimed paintings of Kerala's cherished artists, Raja Ravi Varma (1848 - 1906) whose works brought international repute to the State and his uncle RajaRajaVarma.

THE ART GALLERY

The art gallery at Kozhikode is established solely for the cause of "paintings & painters" Housed in a building near to Pazhassirajah Museum, the gallery is renowned for its collections of the veteran painter 'Raja Ravi Varma'. These paintings, depicting the simplicity and depth of the people.

KRISHNAN MENON MUSEUM

One of the things that make Indian culture so rich and full of heritage is definitely its many leaders. The Krishna Menon Museum has a section in honour of the great Indian V.K. Krishna Menon, where his personal belongings and souvenirs gifted to him are exhibited. The Krishna Menon Museum is located near to the Pazhassiraja Museum.

MANANCHIRA SQUARE

Mananchira Square is an architectural delight named after the man-made lake Mananchira around which it is situated in the centre of the city. It is named after Manadevan Samoothiri, the erstwhile ruler of the Kozhikode Kingdom, known as Mana-vedan Chira (pond) and later transformed to Mana-an-Chira

SWEET MEAT STREET

If one is going to Kozhikode City, then one of the places that must be seen is Sweet Street (Mithai Theravu). Sweet Street (Mithai Theravu) is one of the busiest places in Kozhikode and it is a major shopping hub. Tourists can find many authentic Kerala items along with spices.

KAKKAYAM

This picturesque dam site, teeming with exotic wildlife, offers excellent trekking and rock climbing opportunities. The best time to visit is between November and April (45 km from Kozhikode)

TUSHARAGIRI

As the name suggests, land and water have struck an extraordinary kinship here. Famous for its trekking tracks, Tusharagiri is located near Vythiri in Wayanad. Trekkers start early morning from the second waterfall and climb uphill through the pristine, dense evergreen forests populated with exotic birds and wildlife to reach Vythiri by evening. Tusharagiri also abounds in rubber, arecanut, pepper, ginger and spice plantations. (50 km from Kozhikode):

PERUVANNAMUZHI

The Peruvannamuzhi dam site set amid hills is a beautiful picnic spot. The reservoir here provides facilities for speed and row boat cruises during which one can see the Smarakathottam - a garden built in memory of the freedom fighters of the region. Uninhabited islands, the bird sanctuary and a crocodile farm add to the charm of the place (60 km from Kozhikode).

FAMOUS BEACHES IN AROUND KOZHIKODE

BEYPORE BEACH

Beyepore beach is in Kozhikode district and is very attractive with turquoise blue color sea. Beyepore beach is situated near the Chaliyar River. This beach is a commercial one and mainly ship building is carried out from here. The boatyard here is very famous for its unique ship vessel which is called as Uru. It is constructed by traditional ship manufacturers called as Khalasis and this Uru has great demand in the Middle East. Almost a year is required to construct an Uru by carving and shaping them and may require around 50 Khalasis. In memory of your trip to this beach you can also get a miniature boat made of teak or coconut tree wood from the handicrafts emporium there. This beach is also famous for its maritime destination. There is the fishing harbor also nearby to this beach.

A unique characteristic of this beach is a long stretch of land that goes into the sea for a distance of about 2 kms. This land is made up of stones and rocks. It is a good experience to take a walk through this path.

KAPPAD BEACH

Kappad often known as the gateway to the Malabar coast. Here, 501 years ago, 170 men led by the Portuguese navigator Vasco da Gama (1460-1524) sailed in and stepped into Kerala to create a new chapter in history. The spices and wealth of Malabar brought the Arabs, the Phoenicians, the Greeks, the

Romans, the Portuguese, the Dutch and the English to Kerala. Kappad has witnessed so many such landings. Kozhikode was the most important trade centre of the region and the Zamorins who ruled it were powerful and shrewd. Though the Portuguese were welcomed here they were not too well encouraged or entertained for long by the Zamorins. This could be one reason why they shifted base to Kochi and Kollam. Only a little stone monument marks this historic place. On the rocks nearby is a temple, believed to be 800 years old.

THIKKOTI LIGHT HOUSE BEACH

Thikkoti Light House is one of the most interesting monuments steeped in history. There is a very interesting history concerning Thikkoti Light House. Legend has it that the Thikkoti Light House was built on the remains of a shipwreck that was from a boat that crashed near the rocky shore. Thus, Thikkoti Light House is a fearful reminder of that accident. The beach overlooking the Velliyamkallu Rock was much dreaded by mariners, off Mtoodadi coast. The region around the Velliyamkallu Rock is also home to migratory birds

PAYYOLI BEACH

Payyoli, about 40 km from Kozhikode, is well known as the place that was both home and training ground to India's former sprint queen, P. T. Usha. In fact, Usha, one of the greatest athletes the country has produced, is nicknamed the 'Payyoli Express'. The beach here, with its groves of swaying coconut palms and long stretches of silver sands, is magnificent and popular with tourists visiting the region. The shallow water here is ideal for water sports. Another interesting sight here is the Thikkodi light house that was built following a shipwreck. Payyoli is also home to 'Theeram', the Nature conservation centre, started by the local fisher folk, to save the endangered Olive Ridley turtles. If you visit the area in November / December, you are sure to see a number of the turtles coming to the seashore to lay their precious eggs. About a kilometer and a half north of Payyoli is the sand bank at the estuary of River Moorad. The place is a bird watcher's delight.

DESCRIPTION OF THE STUDY AREA

Kozhikode Beach or Calicut Beach is a beach on the western side of Kozhikode, situated on the Malabar Coast of India. Kozhikode beach is a beautiful beach which is a favourite of all sunset viewers. There is a lighthouse and 2 piers that extend towards the sea. These piers are around 130 years old. One is the 'Iron Screw Pile' pier that was built in the year 1871. It is in the northern part and is around 120 meters long having a T shaped edge. Towards the south lies the next pier. Near to this beach lies the Lions Park and the Marine Water Aquarium. Children can spend a great time in the park which has got various facilities for children. The beach is accessible through four road over bridges in the city. The beach has paved stones and illumination.

There is one Lions Park for the children and an aquarium. Kozhikode beach has always been a prominent place for conducting public meetings. The beach road was renamed 'Gandhi Road' in 1934 after Gandhi visited Calicut in 1934 and southern kerala. The Kozhikode beach is classified into two parts ie north and south beach, north beach which is the way to Kannur and northern kerala and the south which is the way to reach Thrissur and into Trivand

POTENTIALS OF KOZHICODE BEACH

Kozhikode beach which was once a major trade port for traders from all parts of the world to import and exports goods especially textiles which consist of silk, calico and other forms of spices has a wide variety of areas which still are not been introduced to the tourist even though they are placed in front of them. The beach is famous for an old lighthouse which gives it an ancient tinge. The beach also has a cultural status as it brings all the sections of the community to enjoy its magnificence every day.

ATTRACTIONS AT KOZHIKODE BEACH

MISHKAL MASJID

There are a few attractions currently available on the premises of the beach at the southern end of the beach there is famous "Mishkal Mosque in Kuttichira which is just 1km away from the beach Mishkal Masjid is named after Nakhooda Mishkal, the Arab merchant who built this mosque. Portuguese attacked the mosque in 1510 and burnt a part of this mosque. The burnt-scars on the mosque is still visible on the top floors. The mosque is set on 24 pillars and this architectural attraction also draws Muslim devotees from far and wide.

Around 300 people can be accommodated in the ground floor which has 47 doors. Another attractive feature of the mosque is square tank. Similar to the temples with square tank, the mosque too has a square tank showing a perfect example of religious harmony. The wooden walls too resemble Hindu temples in Kerala. Non Muslims also can enter this mosque which is one of the top Muslim pilgrim centers in Kerala

GUJRATHI STREET

Famous street located In the south of Kozhikode beach where in early 6th an 7th century merchants of Gujarat came to Calicut for trade and settled in a small area near the beach after that slowly becoming a part of their culture the gujarati street contains houses shops and jain temples which are build in a unique form and there is a cbse based school called Gujarati higher secondary school located in the center point of the Kozhikode for the children living in the street as well as the outside public.

LIONS PARK

Also known as beach garden is an artificial park made by the lions club in the year 1988 which provide seating and amusement facilitates for children for all ages

EATING AT KOZHIKODE BEACH

In term of food and ethnicity of cuisine the Calicut beach and its area is surrounded with wide variety of street food eateries as well as diners that are found in the beach itself. Street vendors with mobile stalls can be seen from one end of the beach to other serving small times snacks like Mussel filled with rice(KALUMAKAYA NIRACHATH), and other Malabar snacks that can be served with tea.

Street vendors will sell fruits and vegetable with are in salted waters in the bottle which are key highlights. There are ice cream parlours and as well as restaurants that highlights grilled chicken and shawarma and sandwiches and coffee shops. In terms of restaurants which focus on Malabar cuisines

Five star hotels such as Taj and 3 star hotels are also seen in the premises of Kozhikode beach

EVENTS CONDUCTED IN AND AROUND KOZHIKODE BEACH

Apart from being just a beach the Kozhikode beach has become a venue for conducting various political and non political events like part meeting, religious events and musical and non musical programmes some of the events like :

KERALA LITERATURE FESTIVAL:

Kerala Literature Festival, found in 2016, is an annual literary festival held in Kozhikode, Kerala, India. KLF is organised by DC Kizhakemuri Foundation with support from Kozhikode Saamskaarika Vedhi and various other organizations. The first edition of the festival was held from 4–7 February 2016 in Kozhikode

MALABAR MAHOTSAVAM :

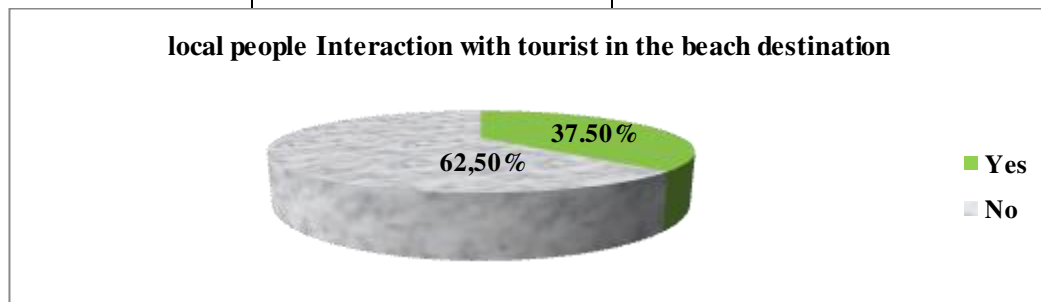
Malabar Mahotsavam, a cultural festival, aims to recapture and revive the traditional Malabar Cultural glory. The concept was evolved in the background of this cultural heritage which continues to flourish through the genius of Vaikkom Mohammad Basheer, M.T, Vasudevan Nair, K.T Mohammed, Thikkodiyar, to name only a few. The event is at Mananchira maidan (ground) in the of Kozhikode town from 13th to 16th January every year. The Festival is divided into many sections, namely, Classical Dance, Classical Music, Traditional and Folk arts, Drama, Literary, Ganamela, etc.

DATA ANALYSE AND INTERPRETATION

The numbers of respondents were 40 that are interviewed are the people that are the local people, tourist and other people who visited the destination. The following are the information that shows the details about the destination.

TABLE 1: local people Interaction with tourist in the beach destination

Opinion	No of respondents	Percentage (%)
Yes	15	37.5
No	25	62.5
Total	40	100



The table shows that if the local people see tourists in the destination, 15% of them are interested to communicate with the tourists; they feel to interact with them as it is an experience. 25% of people do not want to interact with the tourists as they feel uneasy with them and are busy with their household duties and daily jobs.

TABLE 2 : Types of people visiting the destination

Type	No of respondents	Percentage (%)
Individuals	10	45
Family	20	50
Senior citizens	5	12.5
Groups	5	12.5
Total	40	100

The above table shows the people who visited the destination: 50% families who used to visit with their kids, 45% of people were individuals, 12.5% were old citizens who are coming here for jogging and exercise, 12.5% were student groups.

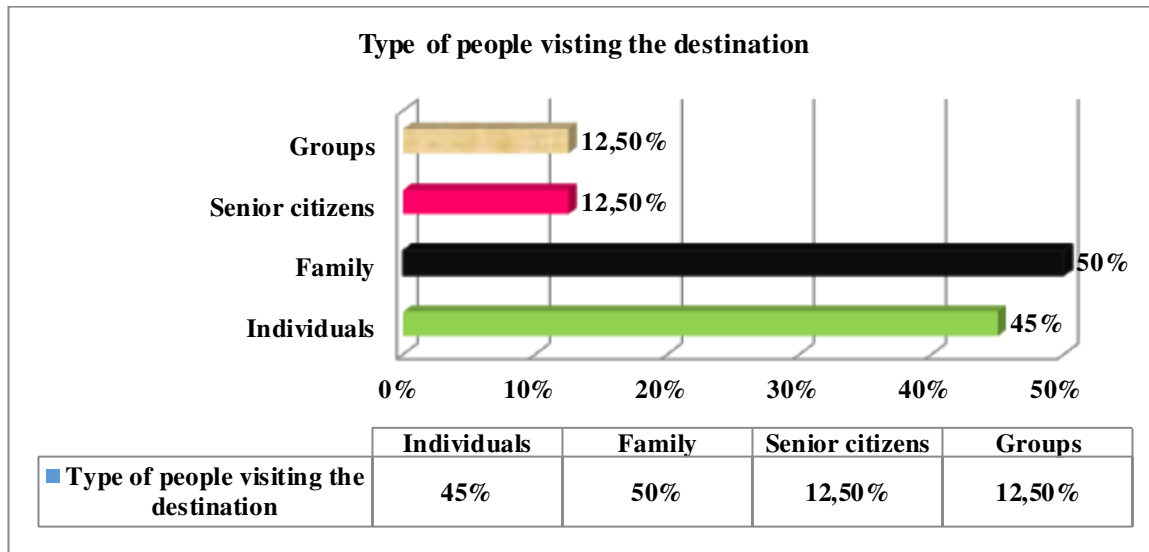


TABLE 3 : Type of Tourist usually seen visiting the beach

Type	No of respondents	Percentage (%)
International tourist	2	5
Domestic tourist	38	95
Total	40	100

The type of tourist mainly seen in Kozhikode beach are domestic tourist who are people from within Kozhikode district and from other parts of Kerala dominating 95%,only one or two international tourist can be seen in rare chances as they see this beach destination as the rest stop for forward destination to other areas so 38% of it is left.

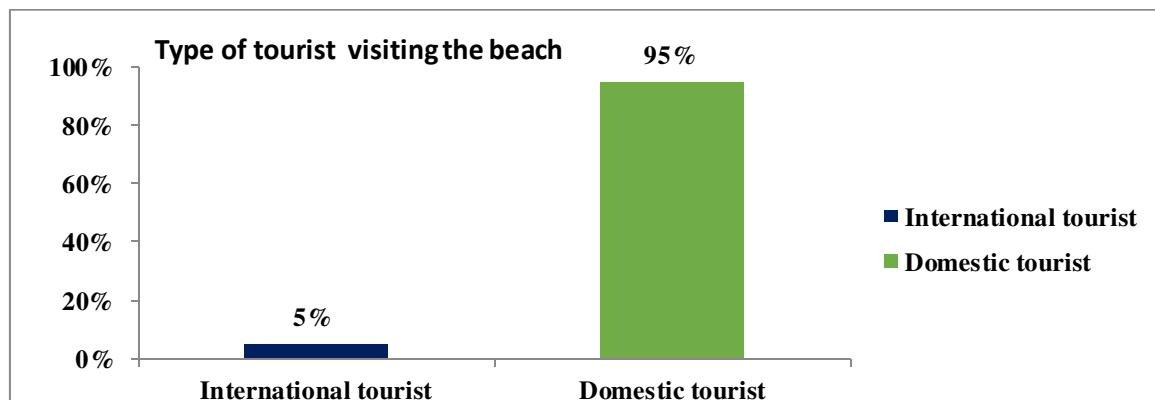


Table 4:Does the renovation in the beach has increased the beauty of the beach

Opinion	No of respondents	Percentage (%)
Yes	35	87.5
No	5	12.5
Total	40	100

The table suggests that 35% of people feel that recent establishing sculptures and renovation generally increased the beauty of the beach, 12.5% of people agree that beyond building and renovating the beach it doesn't increase the beauty and scenic beauty.

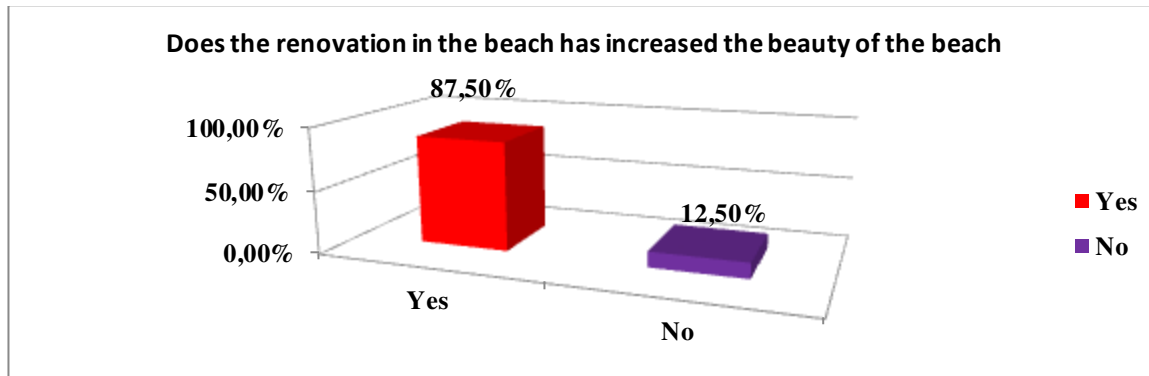
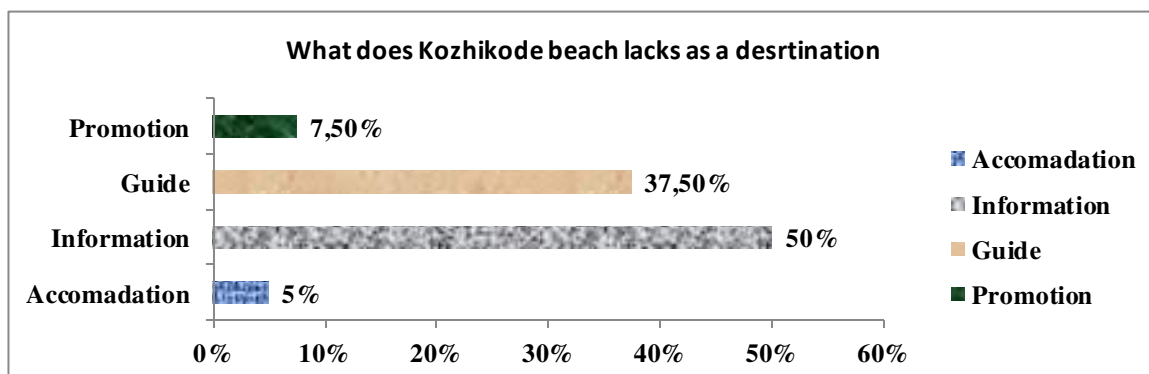


Table 5 : What does Kozhikode beach lacking as a destination

Opinion	No of respondents	Percentage (%)
Accommodation	2	5
information	20	50
Guide	15	37.5
Promotion	3	7.5
Total	40	100

From the above table it is mentioned that the beach destinations lacks of mostly 50% of information as these are not provided near it the information about the history of the beach and its premises are only to be known by the local people if it has to be advertised there should be certain things to be changed up, 37.50% is lack of guide when any tourist who is coming here as the part of general sightseeing they are not fully aware of the things that this beach has this can be solved by the use of guide as they gives knowledge to the guide about the destination, 7.50% is falling under promotion which it deals with highlighting the scenic beauty of the beach people are to be aware of this, 5% accommodation facility there are certain good hotels around the beach but only belong to 4 star and 3star category, there is no rest house here.



FINDINGS OF THE STUDY

From the following observation and interview method it was found that the Kozhikode beach has evolved in the following years as a destination but still has not got a national acceptance among the tourist. The tourist here visiting are the domestic tourist mostly from Kozhikode and northern Kerala districts and it is now used as a venue for political and other cultural events and in recent Kerala literature festivals is slowly getting a recognition. The cooperation of Calicut has been successful in cleaning the beaches as there is dustbins in every part of the beach and waste management is don't everyday. This beach destination is still not fully used its potential can be made in future.

LIMITATION AND CONCLUSION OF THE STUDY

The study had lots of limitations as there was limited amount of time to collect the datas and identify the secondary datas applicable for the study, some of the respondents were not cooperative to give little time to give some information's. And there is less information available about the Kozhikode beach. It can be concluded that Kozhikode beach is the main attraction of the district of Kozhikode it consist historical, cultural and political importance with implementing tourism activites like water sports and adding various information centres around and with current situation it can be a major tourism destination

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