

TO STUDY ABOUT KERALA BEACHES

Vishnudas op

UITHM , CHANDIGARH UNIVERSITY

MOHALI , PUNJAB

INTRODUCTION

The purpose of this research is to learn more about the state of beach tourism in Kerala. Tourism is a major feature of modern society that has grown in prominence as a global economic activity. Tourism has grown in socioeconomic importance, and it is now regarded as a source of economic growth (Cooper et. al 1993). It is commonly considered as a technique of attaining tourism destination development. The most compelling justification for adopting tourism as a impact to local and naional economies around the world. Tourism is a significant source of foreign exchange revenues on a global scale; in fact, it has been stated that the potential contribution to the national balance of payments is the primary reason why governments support tourism development .(Richard Sherpleyand David J. Teffler, tourism and development concept and issues).

Measuring tourist satisfaction is critical for the tourism sector since it aids in the marketing of tourism products and services. The success of a tourism site is determined by the amenities offered to visitors. Some tourists return to a destination several times, indicating a fondness for previous experiences there. Kerala's lengthy coastline is intricately linked to the state's culture, customs, and traditions. Early mariners and traders are no longer remembered, but boats of many types and forms have survived. Kerala's beaches, namely Kovalam, were rediscovered by backpackers and tanners in the 1960s. In the 1970s, hordes of hippies flocked to the area. That was the beginning of the village's metamorphosis from a sleepy fishing village to a bustling tourist destination (3) In 2002, there were 66 hotels in Kovalam, despite the fact that it is only 16 kilometres from Thiruvananthapuram, the state capital.

STUDY AREA

- **CHERAI BEACH**
- **MUNAMBAM BEACH**
- **PUTHUVYPE BEACH**
- **KUZHUPALLY BEACH**
- **FORT KOCHI BEACH**
- **MARARIKULAM BEACH**
- **ALAPPUZA BEACH**
- **MUNACKAL BEACH**
- **CHAVAKKAD BEACH**
- **PERIYAMBALAM BEACH**

- SNEHATHERAM BEACH
- VALAPPAD BEACH
- VADANAPPILY BEACH
- KOLLAM BEACH
- NATTIKKA BEACH
- SHANGHUMUKHAMBEACH
- KOVALAM BEACH
- KOZHIKKOD BEACH
- BEYPORE BEACH
- MUZHAPPILANGAD BEACH
- BEKAL BEACH

OBJECTIVES

1. To identify the level of satisfaction of tourists in Kerala beaches.
2. To know the other activities and entertainments in beaches.
3. To find out the quality of infrastructure provided in the beaches
4. To collect and analyse the opinion of the user's regarding the quality of beaches
5. To list out an analysis of the kind of facilities provided in the beaches
6. To find out the limitations of the beaches
7. To provide constructive suggestions for the development of beaches

MAIN BODY

The 550-kilometer Arabian Sea coastline of Kerala, India, is lined with beaches. Kerala is an Indian state located in the subcontinent's southwest quadrant. The coastline's topography is distinct and abruptly varies as one travels from north to south. The headlands rise above the shore from the beach's edge in places like Bekal, Thalassery, and Kannur in Kerala's northern reaches. The forts established by the colonial powers - the Portuguese, the Dutch, and the British - dot the highlands. The surrounding area's scenery is breathtaking. The landscape changes from flat fields with rocky outcroppings protruding out from Kozhikode, previously the Malabar coast's core. One trait is found in vast numbers across the coconut tree. Coconut groves abound along the coast and reach into the interiors.

From a low of 29,000 international travellers in 1979 to 225,000 in 2000, the number of visitors to Kerala is continuously increasing. The number of foreign tourists that visited Kerala in 2006 was 428,534, up 23.68 percent from the previous year. Tourist arrivals in the United States were 6,271,724, up 5.47 percent over the previous year [5]. Ayurveda, beaches, and (backwater) canals are the ABCs of Kerala tourism.

While specific information on incoming tourists is not available, a poll indicates that domestic tourists are primarily from Gujarat and Maharashtra, both on India's west coast, and overseas tourists are primarily from Europe. Beaches were a popular tourist destination for international visitors. These are some of Kerala's most important beaches.

1. CHERAI BEACH

Cherai Beach is a well-known beach and a popular tourist destination in the state. Throughout the year, the beach attracts both domestic and international visitors. The beach contributes a significant portion of the state's tourism revenue. The beach is 25 kilometres from Ernakulam city and 30 kilometres from Cochin International Airport and is located in the northern section of Vypin Island. The beach offers a beautiful view of the sea and lagoons. Other notable features include coconut palms, rice fields, sea shells, and Chinese nets. In the month of December, the beach holds the annual Cherai Beach Fest.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ The beach authorities have shown interest in maintaining beach premises through proper installation of waste bins
- ❖ Beach has adequate rescue staff and police surveillance
- ❖ The walkway is well maintained and usable
- ❖ The absence of children's park is a severe limitation
- ❖ Restroom facility is limited
- ❖ The beach lacks proper shade from sun and rain
- ❖ Absence of first aid is a prominent issue
- ❖ Lack of sitting benches are also a major limitation
- ❖ Lack of safe drinking water facility

Suggestions

- ❖ A children's park should be constructed
- ❖ More trees should be planted in order to ensure shade for the visitors
- ❖ Tree shades can be provided alongside the walkway
- ❖ Stone benches can be constructed in the beach
- ❖ Lack of safe drinking water
- ❖ Provide proper first aid facility

2.MUNAMBAM BEACH

Munambam Beach is located on the northern extremity of Vypin Island, alongside the Periyar Estuary, which forms the Ernakulam district's border. The beach is known for its beautiful depiction of the surroundings. Throughout the year, the beach gets a large number of people. The majority of people go to the beach to watch the sunset. The beach's main attractions are the Chinese nets and the beach boardwalk. The beach is 5 kilometres north of Cherai beach and 30 kilometres south of Ernakulam city.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ The beach walkway is well maintained
- ❖ The beach is filled with water weeds
- ❖ The green space is poorly maintained
- ❖ The play space lack facilities
- ❖ Lack of children's park is a major challenge
- ❖ Rest room facilities are limited
- ❖ Lack of safe drinking water facility
- ❖ Lack of better seating facilities
- ❖ Lack of first aid facility

suggestions

- ❖ The green space needs to be properly landscaped
- ❖ More trees should be planted to ensure shades
- ❖ The play space should be furnished with suitable Equipment's
- ❖ Construct a children's park
- ❖ Provide safe drinking water facility
- ❖ Provide better seating facility
- ❖ Provide first aid facility

3.PUTHUVYPE BEACH

Puthuvype Beach is one of Kochi's most stunning beach resorts. The beach's most appealing feature is the quiet and tranquilly it offers. The quiet sea, beautiful meadows, and a lone tree on the beach will provide tourists with a memorable experience. The beach's other major feature is the neighbouring "Light House." The beach is great for beach activities and also serves as the setting for the Cochin Carnival's kayaking and swimming competitions. Swimming is also possible at the beach. Puthuvype Beach is the closest to the city of Kochi. It's about a half-hour journey across Goshree Island from the city. Buses run frequently from the High Court junction. On both sides of the coastline are the Puthuvype LNG Terminal and marshy meadows. As part of the advertising activities, an annual Beach Fest is held on the beach.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ The beach is calm enough to provide the visitors a wonderful experience
- ❖ Lighting facility is poor
- ❖ Safety measures are scare
- ❖ Rest room facility is inadequate
- ❖ Lack of proper first aid facility
- ❖ Lack of safe drinking water
- ❖ The absence of the parking lot is serious challenge

Suggestions

- ❖ Continue the the development practices in the present pace and vision
- ❖ construct parking lot
- ❖ Facilitate adequate lighting
- ❖ Provide more refreshment stalls
- ❖ Construct children's park
- ❖ Provide safe drinking water facility
- ❖ Provide first aid facility

4. KUZHUPPILY BEACH

Vypin Island is home to Kuzhuppilly Beach. The beach is lined with white sand and is surrounded by lush greenery and backwaters. The beach is one of the less busy but popular beaches in the area. The beach hosts the kite festival and is one of the swim-friendly beaches. Ernakulam City is 25 kilometres distant from the coastline.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ The beach has quiet and pleasant ambience
- ❖ The beach cleanliness is poor
- ❖ Rest room facility is limited
- ❖ Lack of children's park
- ❖ Lack of proper lighting
- ❖ Lack of proper safety measures
- ❖ Lack of safe drinking water
- ❖ Lack of proper first aid facility

suggetuons

- ❖ Construct more trash bins and rest rooms
- ❖ Construct children's park
- ❖ Ensure proper lighting
- ❖ Ensure proper safety measures
- ❖ Provide safe drinking water facility

5. FORT KOCHI BEACH

Fort Kochi Beach, one of the state's most prominent beaches, has a rich cultural and historic past in addition to hosting the annual Cochin Carnival. The beach is located near Vembanad Lake's estuary. The beach is close to a number of historical monuments that commemorate Kochi's colonial heritage. The beach at Fort Kochi is a component of Kochi's culture and way of life. Most evenings at the beach are packed, especially on weekends and during vacations. Kite-flying is also popular on the beach. Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ The beach one of the most busiest public place of the city
- ❖ The beach has wide and long walk way which gives the tourist to walk and enjoy the beauty of the water bodies and beach
- ❖ There are lots of food joints that provides tasty sea food cuisine
- ❖ There is a children's park adjacent to the beach which is functioning properly
- ❖ The beach walkway is shopping spot
- ❖ The beach have some real cool graffiti
- ❖ The beach cleanliness is poor
- ❖ Rest room facility is limited
- ❖ Tree shelters are not sufficient to provide shades
- ❖ Beach staff is limited
- ❖ Lack safe drinking water facility
- ❖ Lacks first aid facility

suggestions

- ❖ The beach cleanliness has to be priority and needs suitable intervention
- ❖ Construct rest rooms and shelters
- ❖ More beach staff has to be appointed to ensure safety of the visitors
- ❖ Provide safe drinking water
- ❖ Provide first aid
- ❖ Plant more trees for providing shade the visitors

6. MARARIKULAM BEACH

Mararikulam beach is one of Kerala's most beautiful beaches. The beach at Marari is serene and peaceful. Visitors have the opportunity to enjoy the sun while relaxing beneath the cover of coconut trees, which adds to the beach's charm. Foreign tourists come to the beach for sunbathing, watersports and ayurvedic treatments. The beach is surrounded by white sand and coconut groves, creating a tranquil atmosphere. Foreigners are more likely to visit the beach than locals. The beach is 15 kilometres from the town of Alappuzha.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ The beach has a serene ambience
- ❖ The beach is suitable for various water sports, sun bath etc
- ❖ The beach doesn't have a tourist amenities centre
- ❖ There are no rest rooms
- ❖ Litter presence can be found in the beach
- ❖ Lack of proper lighting and beach workers increases safety threats
- ❖ Lack of refreshment shops
- ❖ Lack of safe drinking water
- ❖ Lack of proper first aid facility

suggestions

- ❖ Rest rooms have to be constructed mandatorily
- ❖ A tourist amenity centre should be started
- ❖ Proper lighting has to be ensured
- ❖ Appoint more beach staff for safety
- ❖ Provide rest rooms
- ❖ Provide safe drinking water
- ❖ Provide first aid facility

7.ALAPPUZHA BEACH

Alappuzha Beach is one of Kerala's most popular tourist spots. Because of its proximity to the town, the beach has become the busiest public space. One of the beach's main attractions is the 135-year-old pier. The Vijaya beach park , which is close to the beach , adds to the fun. The captivating beach is also ideal for water sports such as sea surfing , parasailing , and other water activities. The beach is also suitable for swimming . the historic lighthouse, which lies close, is also open to visitors. The Annual Alappuzha Beach Festival takes place on Alappuzha Beach. Near the shore, there are numerous dining establishments that serve delectable marine cuisine. The view of the sunset from Alappuzha beach is breathtaking.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ The beach pier is one of the historic monuments which have a lot of cultural importance too
- ❖ The beach most of the cultural events of the town
- ❖ The beach is synced with the daily life of the citizens
- ❖ The beach has a police control room adjacent to it
- ❖ Sitting benches , green space and walk ways are poorly maintained
- ❖ The pier is not maintained well
- ❖ rest room facility is limited
- ❖ there is lack of adequate beach staff
- ❖ lack of safe drinking water facility
- ❖ Lack of proper first aid facility

Suggestions

- ❖ Renovate the pier with the aid of an expert
- ❖ Proper maintenance should be assured for the walkway, green space and sitting benches
- ❖ Construct more rest rooms
- ❖ Appoint more beach staff
- ❖ Provide safe drinking water
- ❖ Provide proper first aid facility

8.MUNACKAL BEACH

The longest beach in the Thrissur district is Munackal Beach. The beach is 10 kilometres from Kodungallur town and runs along the Periyar River's estuary. With the help of the tsunami rehabilitation fund , the beach was rebuilt. The beach is one of Kerala's larger beaches. For tourists, the casuarinas forest, ample sitting benches , walkway and open air auditorium create a wonderful natural and cultural setting. Skating rinks and food courts are also available as further attractions. Munackal Beach Fest is held every year on the beach. The beach is also one of Muziris Project's primary locations.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ The green space is one of the best comparing to other beaches
- ❖ The beach is one of the widest beaches of the state
- ❖ There are enough shelters and sitting spaces
- ❖ The walkway is well maintained
- ❖ The beach has enough warning boards
- ❖ The has some litter presence
- ❖ Lack of safe drinking water facility
- ❖ Lack of first aid facility

suggestions

- ❖ Construct trash cans
- ❖ Appoint more beach staff
- ❖ Provide safe drinking water facility
- ❖ Provide first aid facility

9. CHAVAKKAD BEACH

Chavakkadbeach is located in the Thrissur district, around 5 kilometres from guruvayur and 30 kilometres from the town of Thrissur. The beach attracts visitors from all over, particularly pilgrims from Guruvayur. People like to spend their time here for leisure because it is tranquil and picturesque. The beach is frequently used for a variety of programmes and festivals. Many visitors to guruvayur temple choose to visit the beach before returning to their hometown, implying that the beach has a clear need and potential for expansion.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ New toilets are built
- ❖ There are few shops where people can get tea and snack
- ❖ Auto rikshaws are available just out side the beach
- ❖ Lack of proper seating facilities
- ❖ Lack of shelters to protect from the sun
- ❖ Lack of proper lighting for the people to stay more in the evenings
- ❖ **Suggestions**
- ❖ Provide proper seating , lighting and shelters which could attract more people to the beach
- ❖ Provide proper sign boards on the way to the beach to make the journey easier
- ❖ Ensure safety and security of the visitors by appointing security staffs.

10. PERIYAMBALAM BEACH

Thrissur town is roughly 40 kilometres from Periyambalam beach. It is well-known for its Ramacham plantation. This beach attracts visitors from all around the world. People come here with their families and friends because the beach is tranquil and safe. The beach has a few tea and snack stores, but there are no restaurants. Visitors tend to spend more time at the beach, but the lack of adequate lighting makes it difficult for them to do so. The beach has upgraded its facilities by adding chairs and restrooms in comparison to previous years. However, the use of granted funds for beach rehabilitation is questionable, as locals believe that using funds for the beach is useless.

Key Findings from situational analysis of beaches in kerala(2015-2016)

- ❖ There are few concrete benches to sit and relax
- ❖ There are few umbrellas installed for shade but people have an opinion that they don't provide adequate shade
- ❖ Lack of trash cans.
- ❖ Lack of proper lighting

suggestions

- ❖ The seats are bit far from the beach and shades are not properly installed
- ❖ Facilitating more seats near the beach and providing shades to protect the people from sun will attract more people.

11. SNEHATHEERAM BEACH

Snehatheeram is a popular vacation spot for beachgoers. It is located in Thalikulam, about 30 kilometres from the town of Thrissur. Kerala Tourism Development Corporation (KTDC) maintains the beach, which is equipped with seating, restrooms, and garbage cans. The beach is kid-friendly and there is a lovely park nearby. The park has a marine aquarium as well as a lovely lawn. The beach is believed to be a safe and relaxing environment to sit, converse, and relax. The beach is accessible at all hours of the day and night, thanks to suitable illumination. People can obtain meals and refreshments from a few restaurants and various sellers in and around the beach.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ There are adequate sitting facilities and garbage cans, as well as restrooms.
- ❖ There are 4 shelters and adequate shade on the beach where visitors can sit, read, and relax.
- ❖ Because it is a secure and peaceful environment, it draws more families.
- ❖ Because there are appropriate lighting, people may be able to linger longer in the evenings.
- ❖ The beach has a nice park with an aquarium and a garden.
- ❖ There is a lack of adequate first-aid facilities.

suggestions

- ❖ Maintain the beach's amenities on a regular basis to avoid the beach's and its surroundings from deteriorating.
- ❖ Ensure that a good first-aid facility is available.

12. VALAPPAD BEACH

Valappad beach is located in the Thrissur district , around 25 kilometres from the town of Thrissur. It's a lovely beach that's not too busy. Because there aren't many visitors, there isn't much waste. It's a relaxing beach with a lovely atmosphere. The beach is devoid of restaurants and vendors. The bulk of visitors to the beach live in the surrounding areas. Because the resorts are open 24 hours a day, few of the tourists are foreigners.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ It serves as a venue for a variety of cultural events.
- ❖ Restrooms are inadequate.
- ❖ There are no seats available
- ❖ there are no water taps or shelters
- ❖ there is a lack of adequate illumination.
- ❖ lack of adequate first-aid facilities

Suggestion

- ❖ Ensure that people have adequate sitting and shade on the beach, and that rest rooms are available.
- ❖ Ensure that ample safe drinking water is available.
- ❖ Ensure adequate illumination to attract more people to stay later in the evening
- ❖ Ensure adequate first-aid facilities.

13. VADANAPPILY BEACH

Vadanappily beach is a lovely beach around kilometers from the town of Thrissur. Because the beach is rarely busy, it is a wonderfully peaceful area to rest and relax. The beach offers a pleasant atmosphere, although few people travel long distances to see it. The presence of 'snehatheeram beach' a well-kept beach near this place, draws fewer visitors to vadanappily beach

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ The beach good ambience to sit and relax
- ❖ There is play ground near the beach where the children in the locality come and play games
- ❖ There are no rest room
- ❖ No seating arrangements or shades
- ❖ No proper illumination
- ❖ Lack of first aid

suggestions

- ❖ Provide proper seating and shades
- ❖ Provide drinking water facility and trash cans
- ❖ Adequate lighting is necessary in the beach
- ❖ Provide proper first aid facility

14. NATTIKKA BEACH

Thrissur town is roughly 25 kilometres distant from Nattika Beach. The beach's quiet atmosphere is ideal for visitors who want to unwind. A few festivals are held on the beach on a regular basis. The majority of visitors come from the surrounding districts, and this beach is a great place for relax and enjoy themselves. A few fisherman with their boats could be seen on the beach

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ Nattika beach is fisher man's beach more than a tourist destination
- ❖ The beach has a wide scope of development as it provides good and calm ambience
- ❖ People in the locality use the beach to exercise and relax
- ❖ Lack of rest rooms
- ❖ Lack of proper first aid

suggestions

- ❖ Provide adequate seats and shades
- ❖ Provide safe drinking water as people in the locality choose the beach to exercise
- ❖ Provide trash cans to avoid litter in the beach
- ❖ Provide first aid
- ❖ Provide proper lighting

15. KOLLAM BEACH

Kollam Beach, popularly known as Mahatma Gandhi beach located in Kollam city, about 3 kilometres from Kollam railway station and bus station. It is a lovely beach that many people choose to visit and relax at. The beach has a children's park that was opened in 1961 by Zakir Husain, former Vice President. The beach boasts a large number of local hawkers from whom people can purchase food and drinks. There are also tiny boutiques for youngsters.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ Rest room facilities are available
- ❖ Inadequate number of trash cans
- ❖ Lack of first aid
- ❖ Inadequate seating facilities

suggestions

- ❖ Provide adequate number of trash cans
- ❖ Provide proper first aid facility
- ❖ Provide seating facilities and shades in the beach

16 . SHANGHUMUKHAM BEACH

The Shanghumukham Beach in Thiruvananthapuram is a popular tourist site that is about 5 kilometres away from the Thiruvananthapuram international airport and railway station . the beach's primary attraction is Sri. KanayiKunjiraman's gigantic concrete monument of 'Jalakanyaka,' which is roughly 35 metres long. The beach has numerous businesses where visitors can purchase snacks, food, and beverages.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ Many shops are available in the beach where people can get food , snacks and drinks
- ❖ E-rest room facility are available which ensure clean and usable rest rooms in the beach
- ❖ Improper waste management in the beach leads to increase of litter in the beach

suggestions

- ❖ Provide more trash cans in the beach
- ❖ Awareness should be given to the people about disposing waste in the trash cans using various sign boards
- ❖ Improve first aid facility

17 . KOVALAM BEACH

Although kovalam beach is around 15 kilometres from Thiruvananthapuram, it is easily accessible by public transportation. The Samudra beach, or Leela Beach, is another name for this beach. Tourists, day travellers, and other residents of the area flock to Kovalam for a variety of reasons. On the beach, there are a range of resorts, restaurants, handicrafts, jewellery shops, and ayurvedic institutes to choose from.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ The beach is very popular and one of the favorite destinations of tourists and local visitors
- ❖ There are many facilities like good restaurants , shops etc for visitors
- ❖ There are enough cost guards and security staff in the beach
- ❖ There are rest rooms facilities available at the beach

Suggestions

Due to the vizhinjam terminal project , there are chances for spoiling the good ambiance of beach and clear water . it is necessary to take precautions to avoid such situation.

18 KOZHIKKOD BEACH

This beach is a popular spot for sunset watchers. The lighthouse and the two crumbling piers that extend into the sea, each over a hundred years old, add to the natural beauty of the area. Children's entertainment facilities such as lions park and a marine water tank are additional attractions.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ This is one of the central attraction of kozhikode city
- ❖ This is one of the few beaches that provide camel safari
- ❖ Kozhikode beach is also famous movie shooting locations
- ❖ Plastic waste has enormous presence in the beach
- ❖ Lack of proper first aid facility

Suggestions

- ❖ Imply strict parking rules
- ❖ Rest rooms complex should be constructed
- ❖ Provide trash bin as where as possible
- ❖ Install proper sign boards
- ❖ Provide proper first aid facility

19. BEYPORE BEACH

Kerala, India. Vaypura / Vadaparappanad was the previous name for the area. The town was given the name "Sultan Pattanam" by Tipu Sultan, the ruler of Mysore. There is a beach and a marina, and beypore fort is one of Kerala's oldest ports, historically trading with the middle east. beypore is famed for its wooden watercraft, often known as dhows or urus in malayalam. Originally purchased by arab merchants for trading and fishing, these ships are now employed as tourist vessels. Sumerian ships may have been built in beypore, according to captain iwata a founding member of the association of Sumerian ships in japan. Beypore had direct trading relations with Mesopotamia, according to evidence. There are restrooms available.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ Beypore port is the main attraction of this beach
- ❖ Migratory birds are very common here
- ❖ There is a strong presence of street vendors
- ❖ Lack of shade troubles the visitors
- ❖ Resting spaces are not available

Suggestions

- ❖ Imply strict parking rules
- ❖ Rest rooms complex should be constructed
- ❖ Install proper sign boards
- ❖ Provide proper first aid facility

20. MUZHAPPILANGAD BEACH

Muzhappilangad beach is the state's sole drive-in beach and the country's longest of its kind. The beach is located 7 kilometres from Thalassery in the Kannur district, along NH 66. Anyone can bike for 400 metres on a sandy beach without stopping, which is an incredible experience. 100 metres from the shore is the well-known Dharmadam Island. When the water is low, we can walk to the island, which makes the journey much more memorable. The beach is surrounded by black rocks that protect it from strong sea currents, making it ideal for shallow water swimming. Following the start of the Annual Beach Festival in April, the beach has seen a surge in popularity.

Key findings from situational analysis of beaches in kerala (2015-2016)

- ❖ Maintenance of stone gallery is poor
- ❖ This beach is the most sought out location to practice driving for beginners
- ❖ Rest rooms facility is limited
- ❖ Lack of proper lighting facilities
- ❖ Trash cans were not present
- ❖ No information centre
- ❖ Lack of proper first aid facility
- ❖ Lack of proper shelters from heat and rain
- ❖ Lack of safe drinking water facility

Suggestions

- ❖ construct rest rooms and shelters
- ❖ Renovate the stone gallery so that visitors can relax on it
- ❖ provide refreshment stalls
- ❖ Appoint more beach staff

21.BEKAL BEACH

Bekal Beach is located in Kazargode, Kerala's northernmost district. The beach lies very next to the state's largest fort, the Bekal Fort. Bekal Resorts Development Corporation built the beach in its current unique state (BRDC). Bekal Beach Park was built by the BRDC and today contributes to the beach's beauty. The beach boardwalk offers a panoramic view of the beach that will soothe and relax anyone's mind. The view from the cliff top of the Bekal Fort transports you back to those historic times. The park contains a well-kept green space, a children's park, and a few eateries that provide comfort to all beach visitors. There is also a safe drinking water facility, which ensures that all guests have access to pure and safe drinking water.

Key findings from situational analysis of beaches in Kerala (2015-2016)

- ❖ Most of the beach visitors are those who visit the Bekal Fort
- ❖ The beach park is one of the best beach parks in the state
- ❖ This is one of the few beaches of the state where you can find a safe drinking water facility made available
- ❖ Lacks proper first aid facility

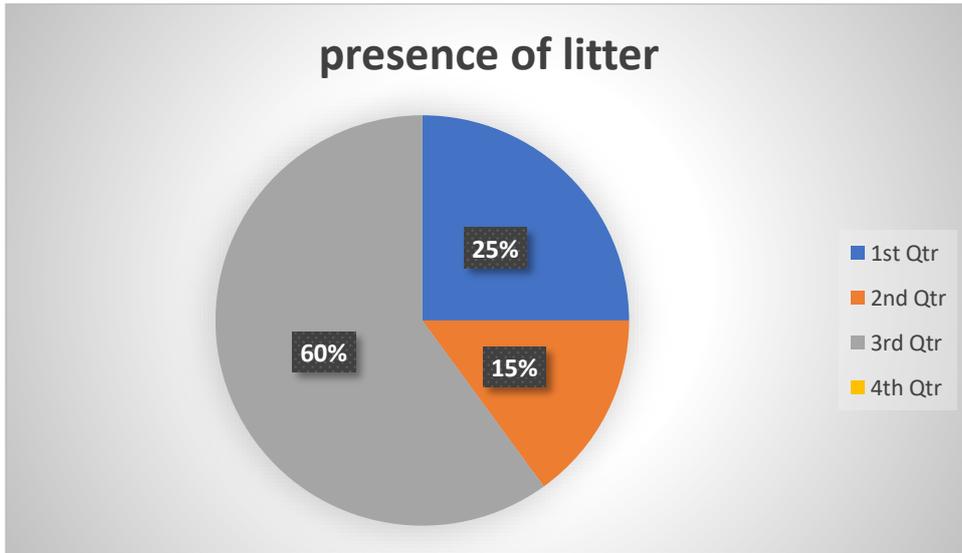
suggestions

- ❖ Continue the development practices in the present pace and vision
- ❖ Provide first aid services

AVAILABILITY OF ESSENTIAL FACILITIES IN BEACHES

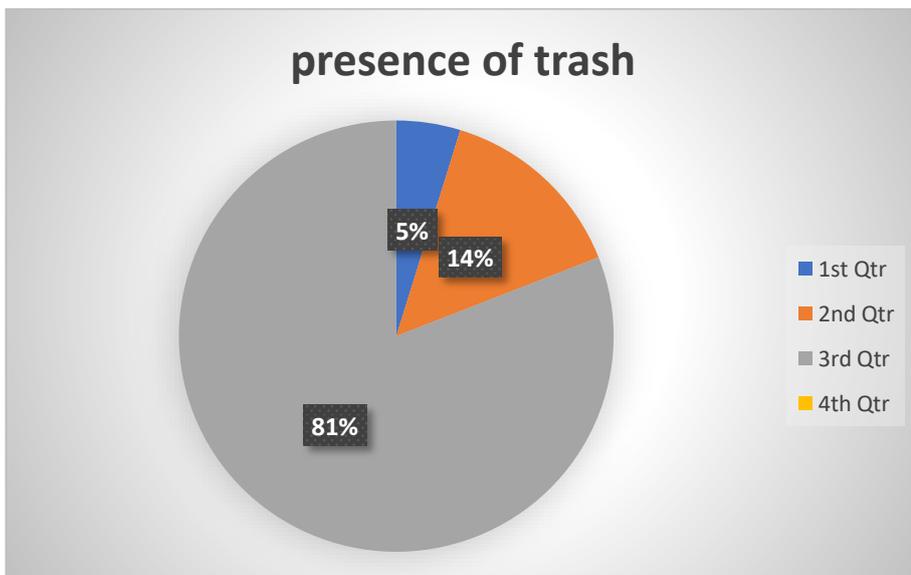
- **PRESENCE OF LITTER**

60 % of the beaches have some litter presence in it. 25% of the beaches have a little presence while 15% of them have



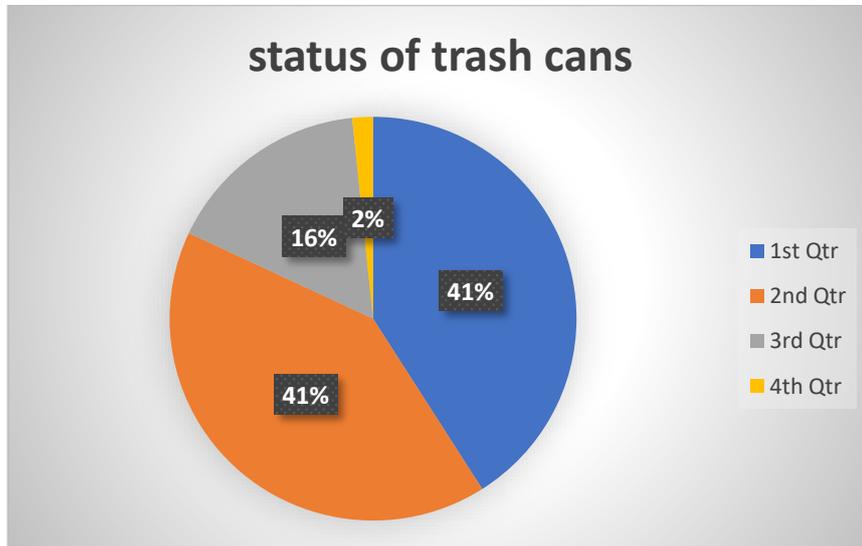
- **PRESENCE OF TRASH**

Most of the beaches have only a little risky litter presence in it. 10% beaches have some risky litter in it while 5% beaches have a lot of risky litter presence .



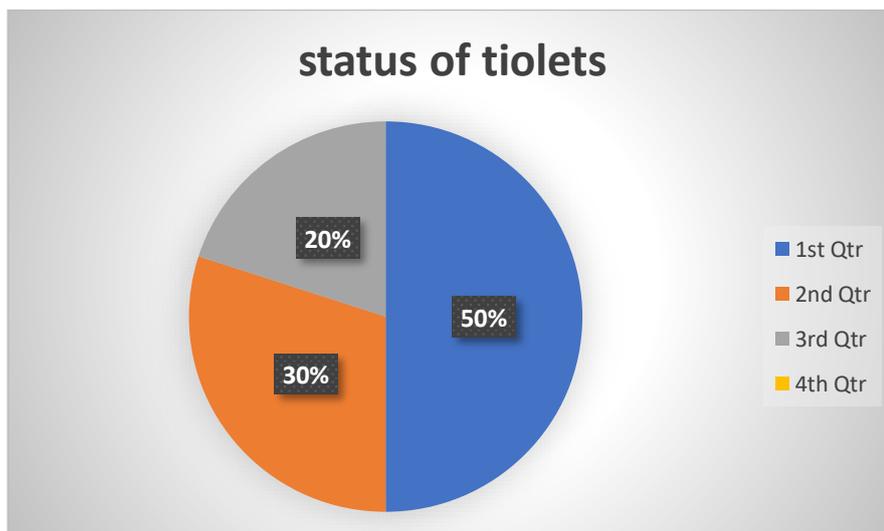
- **STATUS OF TRASH CANS**

When 30% of the beaches provide good and adequate trash cans. 30% of the beaches don't even have one. Trash cans can be rated average in 12% beaches while the condition is poor in 28% beaches.



- **STATUS OF TOILETS**

Half of the beach toilets can be rated average while 30% beaches have good and proper toilet facility. Toilets are not available in 20% beaches.



Conclusion and Recommendations

Kerala's beaches are both geographically and economically important. Despite being one of the state's key sources of tourism earnings, the majority of the beaches are in disarray. Many beaches are on the threat of failing their beauty owing to various concerns that have gone unresolved as a result of ignorance and incompetence. Pollution from numerous things such as plastic and other pollutants, as well as a lack of suitable amenities and services for guests, have had a negative impact on the beaches. These are important concerns that emerged from the research. The concentration of development in a few beaches, such as Kovalam, Snehatheeram, and Cherai, is a key cause in this dire condition. Beaches with a lengthy history and culture, such as Fort Kochi, as well as beaches with significant growth potential, such as Vadanappily and Puthuvype, are entirely overlooked on the development plan. If this condition persists, it will have a negative impact on the beaches' ecology, economy, and tourism. It is past time for all of the state's beaches to be developed in a sustainable and inclusive manner. This study report can be used by authorities as a reference for effective planning and execution.

Certain recommendations are put forward as part of the study

- ❖ Ensure safe drinking water facility in every beach
- ❖ Provide adequate infrastructure in the beaches
- ❖ Construct and maintain proper green space
- ❖ Ensure safety of the visitors
- ❖ Provide emergency care service for the visitors
- ❖ Construct play space / children's park in each beach
- ❖ Constitute beach development committee specifically for each beach for coordinating the developmental activities .

Reference

- Website of Kerala Tourism - <http://www.kerala-tourism.net/kerala-beaches.html>
- Website of Kerala Tourism Department – www.keralatourism.gov.in
- www.keralatourism.org/tourism-policy-2012-english.pdf