



BLUE ECONOMY AND COASTAL BASED TOURISM IN INDIA

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ABSTRACT

The main objective of this paper is to examine or explore the relationship between sustainable blue economy and coastal tourism in terms of coastal economic growth. At present, Blue economy is a fast-developing economy which will capture a great concentration from governments and investors. Coastal Tourism is one of the major driving factors of blue economy and becomes more and more important for sustainable development in coastal areas. In this paper, it indicates a great consumption that tourists have made at the time of their tour, which would quickly promote the sustainable growth of coastal economies. It shows the tourists consumptions will have a positive impact on the coastal economies. There are several limitations existing in the paper suggests for further comprehensive and sophisticated investigations.

Key words: Sustainable Blue Economy, Coastal Tourism, Blue Tourism,

INTRODUCTION

The objective is to promote tourism development by utilizing the long coastline of the state. Karnataka has a lot of potential when it comes to using the coastline for tourism. Many countries around the world are interested in this particular of tourism. The South Pacific Ocean, Caribbean, and Mediterranean Oceans have all emerged as major regions for promising 'Blue Tourism.' There are world-famous beaches along all of these coasts. Australia, Spain, Fiji, Greece, Bali, Hawaii, Malaysia, Philippines, Maldives, Seychelles, and

PRANATHI A. V.

DR. PRAMOD GONCHKAR K.

1Page



Cuba are among the countries that are enthralled by this kind of tourism activity. In fact, many of these countries are small and their economies are heavily reliant on tourism; according to one estimate, tourism contributes around 11% of global GDP. With a coastline of 7500 kilometres, India has the necessary potential to utilise this natural resource for the economic growth of a country. There are thought to be 200 or so beaches along India's coastline that could be developed into tourist destinations. Numerous beaches along the coasts of the states of Goa, Karnataka, Maharashtra, West Bengal, Odisha, Tamil Nadu, Kerala, and Andhra Pradesh are well-liked not only by domestic visitors but also successfully draw large numbers of foreign visitors. Most state governments with coastlines plan to invest significantly in the growth of the coast and tourism. For instance, the Karnataka government has set aside Rs. 100 crores for the growth of coastal tourism in its budget for 2020–21.

One of the industries with the fastest growth rates in the world economy is tourism, which provides a variety of upstream and downstream benefits in the form of infrastructure, transportation, furniture and furnishings, food, capacity building, and a host of other services. Additionally, the tourism industry supports numerous high-quality jobs and local development and growth opportunities. India has experienced significant sectoral growth and enormous potential to emerge as a global leader, subject to the country's ability to develop effective, clean, safe, and competitive facilities with high-calibre skills and sustainability. India has a rich history, culture, ecological diversity, long coastline, numerous islands, and nearly all climatic zones. The United Nations World Tourism Organization (UNWTO) has estimated that the travel, tourism, and related sectors contribute more than 11% of the global GDP, and more than \$8 trillion. Additionally, the industry supported over 313 million jobs, or nearly 10% of all jobs worldwide. From a meagre 25 million in 1950 to an astounding 1.2 billion in 2016, the number of tourists worldwide has increased dramatically. By 2030, this is projected to increase to 1.8 billion.

The industry is anticipated to maintain its rapid growth over the next ten years, and by 2028, its estimated value will be \$12.5 trillion, with a total contribution to GDP of 11.7 percent. The number of jobs supported by the sector would increase to over 413 million during that time, accounting for 11.6% of the global labour market.

According to UNWTO (2018), India's travel, tourism, and related upstream and downstream industries are worth \$236 billion (9.4 percent of GDP). By 2028, this share is projected to rise to \$463 billion (9.9% of GDP). Over 26 million jobs (5.1 percent) were supported by the travel, tourism, and related industries, and this number is projected to increase to over 33 million. Over 30 million foreign visitors are anticipated to arrive by 2028, up from 18.6 million in 2017. Additionally, the sector attracted an estimated \$39 billion in capital investments in 2018, and that amount is anticipated to increase to \$80 billion in 2028.

PRANATHI A. V.

DR. PRAMOD GONCHKAR K.

2 Page



Domestic travellers account for 87 percent of all tourism spending. In a similar vein, leisure accounts for the majority of travel spending (94.6 percent).

By 2030, marine and coastal tourism will surpass the offshore oil and gas industry as the largest sector of the overall ocean economy, according to an OECD report. The oil and gas industry will contribute 21% to the Blue Economy overall, followed by ports (15%), marine equipment (10%), and other segments. Marine and coastal tourism will make up 26% of the Blue Economy overall.

India has placed a strong emphasis on advancing and promoting tourism, including marine and coastal tourism, both domestically and internationally. Promoting cruise tourism by building specialised ports in Mumbai, Goa, Cochin, and Chennai for both domestic and international cruises is one of the key initiatives in the coastal tourism industry. 1.2 million tourists are anticipated to visit the Indian cruise market by 2030.

Utilizing the 189 lighthouses that are spread across the mainland and islands, developing lighthouse tourism is another crucial initiative. Last but not least, the government intends to create a variety of ecotourism projects on the islands of Andaman-Nicobar and Lakshadweep. By enhancing the general infrastructure, which includes hotels, sanitation, safety, and connectivity, coastal states are also paying more attention to the development of beach and marine tourism. Huge business opportunities will result from these initiatives in the form of public-private partnerships.

CONCLUSION

Within ten years, India will need to be capable of hosting nearer to 33 million foreign tourists in addition to many more domestic visitors. These tourists would demand better amenities and be willing to pay more as their purchasing power increased. Increased capacity in 3 and 4 star hotels, preferably with reputable brand franchises, standard restaurants serving a wider range of cuisines, improved connectivity, hygiene, and safety are all required for this. For marine and coastal tourism, which is much more quality-conscious, these improvements would be more essential.

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