

BLUE ECONOMY AND SUSTAINABLE TOURISM IN INDIA

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Abstract

The Blue Economy and sustainable tourism are essential elements in India's pursuit of balanced economic growth and environmental conservation, particularly in its coastal regions. This paper explores the significance of these sectors in fostering sustainable development, focusing on their potential for generating economic prosperity while ensuring the preservation of marine ecosystems and local communities. Drawing from a diverse range of secondary data sources, including government reports, academic articles, and international organizations, this study analyzes India's existing policies, initiatives, and best practices in both the Blue Economy and sustainable tourism. By identifying challenges and opportunities, the research underscores the need for a holistic approach in leveraging these sectors to create a more resilient and inclusive future for India's coastal areas.

Keywords: Blue Economy, sustainable tourism, ecosystems, resilience.

Introduction

Two interconnected concepts one blue economy and the other coastal tourism relate to the development of sustainable activities and the management of coastal and marine resources is essential to increase the economic growth while preserving the ecosystem.

1. Blue Economy:

A sustainable method of using ocean resources for economic development, bettering human lifestyles, and maintaining the marine environment is known as the "Blue Economy." It includes a number of industries, such as aquaculture,

maritime transportation, and renewable energy. (e.g., offshore wind farms), marine biotechnology, coastal tourism, and ocean-based recreation, among others.

Key principles of the Blue Economy include:

- a. Sustainability: Ensuring that the use of marine resources does not compromise the ability of future generations to meet their needs.
- b. Social inclusivity: Including local stakeholders and communities in decision-making procedures to guarantee that the advantages of economic activity are spread fairly.
- c. Innovation: Encouraging research and development of new technologies to exploit marine resources efficiently and sustainably.
- d. Environmental protection: Minimising human activity's negative effects on marine habitats and encouraging conservation initiatives.
- e. Integrated approach: Considering the interconnectedness of various marine sectors and adopting a holistic approach to planning and management.

2. Coastal Tourism:

Coastal tourism refers to the travel and leisure activities that take place in coastal areas. It contributes significantly to the world's tourism industry and has a big effect on coastal areas and towns in terms of the economy and social conditions. Beach travel, water sports, fishing for fun, wildlife viewing, and eco-tourism are just a few examples of the many activities that make up coastal tourism.

Key features of sustainable coastal tourism include:

- a. Conservation of natural resources: Protecting sensitive marine ecosystems and biodiversity to maintain the attractiveness of coastal destinations.
- b. Community involvement: Engaging local communities in tourism planning and development to ensure they benefit from tourism activities.
- c. Infrastructure development: Creating sustainable tourism infrastructure that minimizes environmental impact and maximizes the benefits for both tourists and locals.
- d. Responsible tourism practices: Encouraging tourists to respect local cultures, wildlife, and the environment while promoting awareness of sustainable practices.
- e. Seasonal considerations: Managing tourism flows to prevent overcrowding during peak seasons and promote sustainable year-round visitation.

The integration of the Blue Economy principles into coastal tourism can lead to a more sustainable and resilient coastal tourism industry. By combining economic development with environmental conservation, coastal regions can benefit from tourism while preserving their natural resources for future generations. Additionally, promoting

sustainable coastal tourism can lead to positive impacts on local livelihoods, community empowerment, and overall well-being.

Review of Literature

1. Chandravanshi, R., Neelmani, Mishra, V., Kumar, M., & Nightingale Devi, B. (2020) studied India, a hotspot for coastal tourism with an 8118-kilometer coastline that is gifted with natural beauty, has enormous potential in this area. A democratic country in Asia, it has 29 States and 9 Union Territories. When the first villas were constructed in the Southern Italy in Roman times, coastal districts initially started to emerge as a part of the sturdy Apennine topography. Afterwards, particularly starting around the middle of the 18th century. From the 20th century on, coastal tourism was often linked to the healing powers of the water, the sun. Sand, sun, and ocean remained to be the primary elements for coastal cuisine. Particularly throughout the second half of the 20th century, when tourism peaked.
2. Sotiriadis, M. and S. Shen. 2020 analysed that the coastal zones need requires the essential tools to manage the sustainable coastal zones which comes into the outline of blue economy. An effort was made to look at the major problems and factors that are connected to the execution of coastal tourist efforts. In order to achieve this goal, research questions were developed, and it was intended to offer a framework that took into account the critical elements and best practises for the successful and effective implementation of pertinent projects. The main goal is to learn from and build on the experience of integrated coastal zone management plans that are used in four different nations.
3. Kabil, M., Priatmoko, S., Magda, R., & Dávid, L. D. (2021) examined to identify research subjects and publication trends, this paper will analyse the scientific output of the coastal tourism and blue economy disciplines. As a result, bibliometric analysis was selected as the quantitative meta-analysis literature review methodology. The primary database used to collect research output for the blue economy and coastal tourism was Scopus. Examining 476 and 49 publications on the blue economy and coastal tourism, respectively, using different bibliometric analytic tools. The following is a summary of the major conclusions: Contrarily, even though the seaside tourism sector makes a significant contribution to the blue economy, very little blue economy literature is devoted to it. This is true despite the fact that (i) the number of scholarly articles pertaining to the blue economy has greatly increased.

Objectives of the study

- ❖ To know the amount sanctioned for the eco circuit and coastal circuit.
- ❖ To examine the relationship between the tourism and foreign exchange earnings.
- ❖ To examine how the foreign exchange earnings, impact the turnover.

Analysis and Interpretation

In order to support an infrastructure upgrade for Swadesh Darshan, the Ministry of Tourism built floating eco-log huts, a floating cafeteria, an eco-lodge, floating jetties, service boats, promenade construction, multi-level parking, and floating jetties. Public amenities, illumination, a tourist information centre, and last-mile accessibility for Tehri's all-encompassing tourism development. Adventure and water are just getting started. At the Tehri Lake, visitors can engage in sports and get a sense of excitement offers a variety of alternatives for water sports, including boating, zorbing, and water skiing. The table below shows the amount sanctioned for the Eco circuit and coastal circuit in India.

Table no: 1 Amount sanctioned to Eco circuit and coastal circuit in India

Rs in Crores

Year	Amount sanctioned for Eco Circuit	Amount sanctioned for Coastal Circuit
2014-15		
Andhra Pradesh		67.84
2015-16		
Uttarakhand	69.17	
Andhra Pradesh	49.55	
Telangana	91.62	
Kerala	64.08	
West Bengal	67.99	
Maharashtra		19.06
2016-17		
Goa		97.65
Odisha		70.82
Andaman & Nicobar Islands		27.57
Tamil Nadu		73.13
Mizoram	66.37	
2017-18		
Goa	99.35	
Madhya Pradesh	93.76	
Jharkhand	30.11	
	632	356.07

Source: Computed from secondary data

The table shows that for Swadesh Darshan, nearly 632 crores amount was sanctioned to eco-circuit from 2014-18 and 356.07 crores of amount was sanctioned to Coastal Circuit.

The below table shows the relationship between the tourism and foreign exchange earnings

Table no: 2

Correlations			
		Turnover	Foreign exchange earnings
Turnover	Pearson Correlation	1	.177
	Sig. (2-tailed)		.624
	N	10	10
Foreign exchange earnings	Pearson Correlation	.177	1
	Sig. (2-tailed)	.624	
	N	10	10

Source: Computed from secondary data

Interpretation

The table examines the relationship between the turnover and foreign exchange earnings and it was found that the correlation value is 0.177 which implies that there exists a strong relationship between the variables.

Table no: 3

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.177a	.031	-.090	2.4883375

a. Predictors: (Constant), Turnover

Source: Computed from secondary data

Interpretation

The table examines shows that the value of R square is .031 which indicates that 3.1% of the variance in the foreign exchange earnings can be explained by the turnover. The adjusted R square value is -.090.

Table no: 4 ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.608	1	1.608	.260	.624b
	Residual	49.535	8	6.192		
	Total	51.142	9			
a. Dependent Variable: Foreign exchange earnings						
b. Predictors: (Constant), Turnover						

Source: Computed from secondary data

Interpretation

The table interprets the F value is 0.260 which implies that the model is not statistically significant.

Table no: 5

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.775	3.832		3.855	.005
	Turnover	.005	.009	.177	.510	.624

a. Dependent Variable: Foreign exchange earnings

Source: Computed from secondary data

Interpretation

The table shows that t-statistic is 0.510 and the regression equation for this model is $y = 14.775 + 0.005(x)$.

Conclusion

The blue economy aids to nurture the economic growth of a country. The key principles of the blue economy are Sustainability, Social inclusivity, Innovation, Environmental protection Integrated approach. The Key principles of the coastal tourism are Conservation of natural resources, Community involvement, Infrastructure development, Responsible tourism practices and Seasonal considerations. Coastal tourism plays an essential role in the sustainable development. And moreover the sustainable coastal tourism can have an positive impacts on local livelihoods, community empowerment, and overall well-being.

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