

## THE FUTURE OF INDIAN TOURISM - MARINE TOURISM

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### ABSTRACT

Tourism has many types, but the number of people who are in the pursuit of exploring something different in tourism is increasing rapidly. This gives the birth to the different types of tourism in the world. Out of this one demand is heading up of “Marine Tourism”. Going deep inside the sea and exploring another world physically which we only watch on TV or Internet. Since beginning people are more curious to know – **“What is there in the Deep Sea?”** especially those who are fond of adventure hence, this form of tourism may be kept in the category of Pleasure / Adventure Tourism. Present trends in marine/coastal tourism do not offer much excitement and adventure and tourists have been experiencing this for a long. Now they are done with this and looking for something new and full of excitement. Indian coastal area is in a “V” shape and has a huge scope for development of tourism. The development of Marine Tourism in India will help in boosting its economy, employment generation, revenue generation and foreign exchange. It requires the proactive marketing strategies, joint endeavors of Government and private players.

**Key Words:** Marine Tourism , Adventure Tourism, Coastal Tourism, Marine Tourism, Submarine

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### INTRODUCTION

Till now only a couple of privileged scientists and a couple of vacationers have encountered deep sea direct. That too, they have just investigated a little extent of the world's seas, and there are unlimited things and species yet to be found. **Bergman explains** – "If you've never been underwater, then the most interesting thing is the surface. This is where you see the pretty tropical fish and the things you have grown up seeing in picture books." If you go down 1,000m, then you are going to be in that alien world where everything is translucent and does not have eyeballs. This is the place where we can see the really exotic fishes and the things, we have grown up

finding in picture books.

Approaching the deep sea is only possible through submarines. Submarines were initially made in view of logical exploration or military tasks; however, they are steadily being directed towards the arising underwater tourism market. Many years ago, the concept of submarine was implied frames of steel - rolled, welded, and solidified, and with moderately little viewports giving simple looks at the sea. But new materials imply that it is currently conceivable to make a considerably more flexibility and agreeable specialty. Besides, the strength of acrylic windows implies present day submarine plan currently includes a round bubble window with very nearly 360-degree vision, making a sort of back to front aquarium for its travelers.

Underwater tour companies are also springing up to offer tourists a glimpse into the deep sea. This would make it possible for ordinary people to go on day trips to explore reefs, go shipwreck hunting or discover a new species.

#### **OBJECTIVES OF THE STUDY:**

- To find out another type of tourism,
- To find out the scopes and assess economic impacts of Marine Tourism
- To assess the prerequisites for successful implication of Marine Tourism

#### **TOURISM IN THE MARINE WORLD**

Tourists have been experiencing Marine and Coastal tourism for a long back with no much adventure or recreation activities involved and with very less diversification. Those who are in a pursuit of Marine Adventure finds it unexciting and they are looking for some different type of tourism product, full of excitement and exploration. This need gives birth to another type of tourism – Marine Tourism . The research work tries to reveal many facts and unfold hidden issues related to Marine Tourism which may prove to be beneficial for the researchers, tourism industry and academia.

#### **REVIEW OF THE LITERATURE:**

Literature review helps researcher to get the research gaps from the existing data or from literature which help to find out the objectives and help in formulated hypothesis which shoe the researcher in right direction to work for final outcomes. Review of literature is mentioned below;

**Tuhin Ghosh (2011)** Marine and Coast tourism attracts tourists since they offer many unique features which are their USP. It offers multiple job opportunities and revenue generation and impacts on the local communities in terms of socio-economic and cultural environments conservations and thus boosting the sustainable tourism. There has been a considerable growth in the percentage of tourists for whale watching diving certificates in the past decades.

**C. Michael Hall (2001)** With advancement in the technologies including tourist transportation like: tourist submarines, yachts, cruises, and different recreational activities carried out at marines like: scuba diving etc. has made seas accessible to the tourists very easily. Since sea/marine tourism has a significant role in the development of economy the international agency World Bank has been arguing for the establishment of marine parks for the conservation of ecosystem and maintain biological diversity. Tourism boosts up the infrastructure facilities and employment generation in terms of construction of hotels, restaurants, parks, malls, theaters but at the same

time concept of sustainable tourism should not be ignored.

**Nur Nobil, Mohammad & Majumdar, Md. Alauddin (2019)** Bangladesh has huge potential of marine and sea tourism and generating employment, foreign exchange, infrastructure development and cultural conservation. But it requires the proper marketing strategies and introduction to new tourism products like: surfing, underwater tourism, sports tourism in marine areas, community-based ecotourism etc. The economy of Bangladesh can be benefited by harnessing the opportunities pertinent to the coastal and marine tourism. Joint endeavors of local bodies and Government is required in promoting the marine tourism in the country.

**Mohd Isa, S. and Ramli, L. (2014)** Visit of tourists to a new area or a different type of tourism depends on their behavior and what motivates them. Generally, awareness of tourists and destination image are the two important factors which persuades their behavior in which word of mouth plays pivotal role. As per the findings of the researcher in this research paper – destination image has shown insignificant relationship with tourist visitation. Alternative sources of marketing viz word of mouth is a direct and impactful medium of transferring information. Moreover, marine life educational programmes should be introduced along with tourism to encourage more tourism and a long-term economic sustainability.

**Schaffer, V. and Tham, A. (2020)** The main concept of the researcher in this research paper is to engage tourists as Citizen Scientists in marine research which may prove to be beneficial for them in various research projects. Engaging tourists with issues related to environment management, marine tourism, active participation by tourists, training etc. during a tour to marine may develop the under used potential of tourist scientists since they will be actively facing the situations and addressing the challenges.

**Bideci, C. and Cater, C. (2019)** Diving in sea is one of the important tourism activity which is increasing and gaining more popularity in pursuit of exploring the world underwater. Wrecks, Vessels, Monuments, Hotels, Sunken cities, or artificial reefs attract tourists from the world to explore a new destination underwater and do the photography or videography and get the novelty experience of these mysterious surroundings. This is attracting the stake holders and many private players to invest and come up with different marine tourism products worldwide and ultimately supporting the economic growth, environmental sustainability, socio-economic benefits and building the destination image.

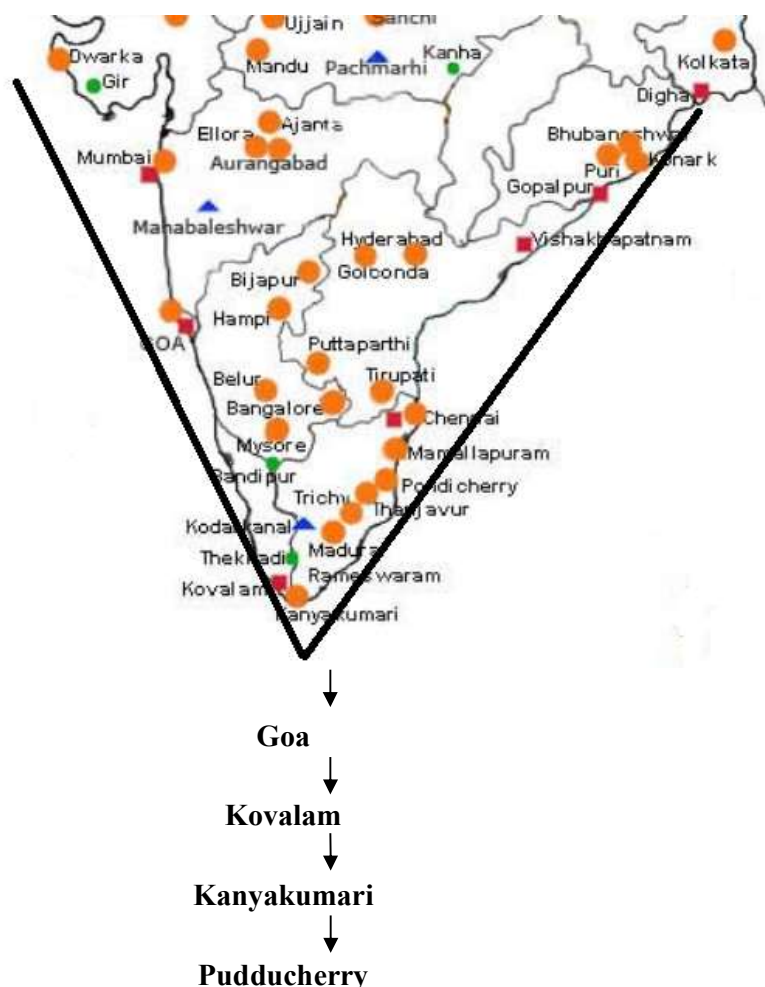
#### **AN OUTLINE OF THE OTHER TYPE OF TOURISM:**

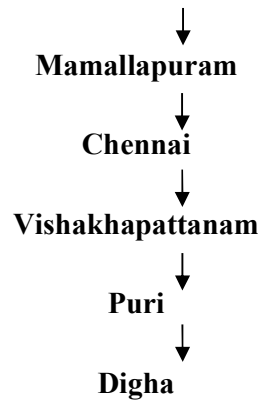
India has 9 coastal states – Gujarat, Goa, Maharashtra, Tamil Nadu, Kerala, Andhra Pradesh, Karnataka, Orissa, and West Bengal and 4 union territories. Out of these 4 union territories 2 are located in main land – Puducherry and Daman & Diu and rest 2 are islands – Andaman & Nicobar and Lakshadweep. Total coastal length of India including union territories is 7516.6 Km. India has 18<sup>th</sup> longest total coastal length among all world countries. India's coastal length is in a “V” shape. This “V” shape structure of Indian coasts can be marketed well as this is the USP for promoting tourism in coastal areas as “V - Marine Tourism .”

Present trends in Sea/Coastal Tourism are mainly Swimming, Surfing, Boating, Diving, Scuba diving, Snorkeling, Wind surfing, Jet-skiing etc. that too they are limited and available to some of the places. Tourists have been experiencing these all activities at Sea/Coasts for a long time and now their interest towards this has gone down with time. In pursuit of adventure and to take

it to a next level tourist are showing more interest in Deep Sea. This gives birth to the opportunity to a different type of tourism – Marine Tourism . This requires the submarines to be designed really well with all modern features of a Cruise with better accommodation and dining facilities. It should be designed to give tourists a 360-degree view of the inner sea so that they may encounter the hidden underworld of water. Such submarines may be utilized as a Cruise and covering destinations from one place to another and not typically just for a day to give a glimpse of inner sea to the tourists. It should provide rich experience to the tourists while offering better services while covering destinations. Explaining about the different species found inside the deep sea to the tourists with the help of A.I will impact on gaining rich experience to them. It would be a matter of pleasure for tourists to see something live for the first time through windows of submarine and getting information about that. It will also serve the purpose of gaining knowledge while traveling under sea especially for students and researchers.

The “V” shape coastal area of India has huge potential to develop such different type of tourism. Tour packages from Gujarat till West Bengal including 4 UT's may be made and marketed well. It will not only pull the domestic tourists rather international tourists, since they are always in search of such type of offbeat products. In foreign countries many companies are jumping in Marine Tourism and some of them have started-up marketing and selling their tour packages.



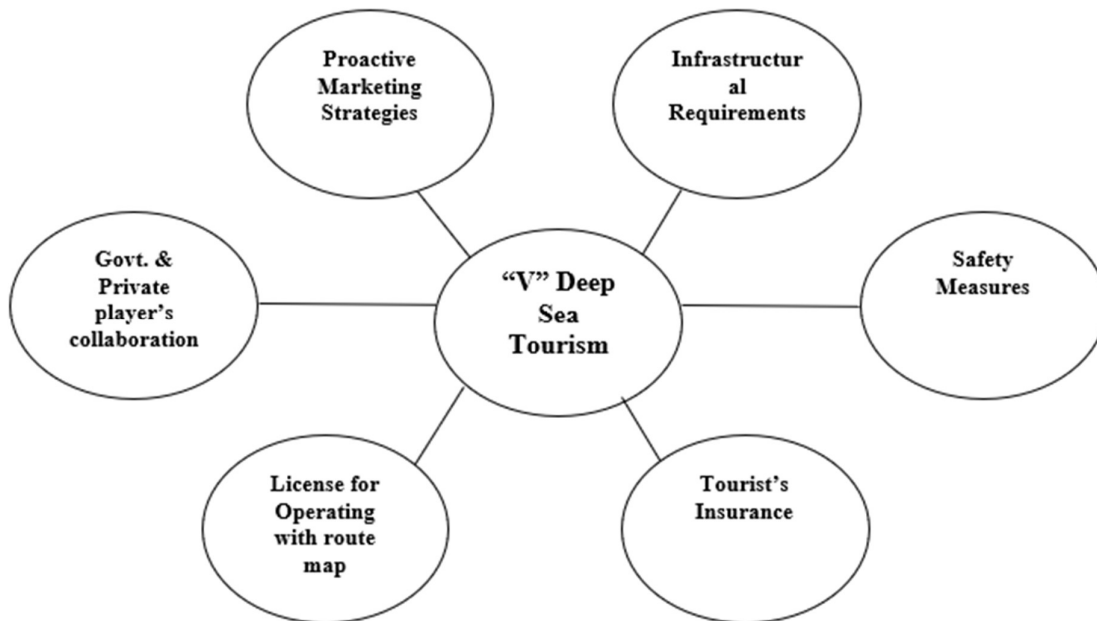


It will be apt to state that “V” shape of Indian coastal area is not a tourism model rather it is a symbol of **Victory** for Indian Tourism Industry which will win the tourists from all over the world with proper infrastructure development and marketing strategies.

### **SCOPES AND ECONOMICAL IMPACTS**

Around 44% of the world’s population lives within 150 kms. of the coastal area. In India around 330 million people live on or within 150 kms. of the coastal area. Apart from fisheries, agriculture, salt workers etc. coastal tourism is the main source of income to them. But coastal tourism is generally seasonal and that too sometimes it is badly affected by hurricanes and storms. The local people have to suffer a lot because of these natural disasters which make their economic conditions miserable. Here Marine Tourism has a great role to play. Cruising through submarines coastal areas can be explored which are not too prominent or hard to reach, but has great scenic beauty. A halt at such destinations can open the door of income for the local people. They may earn from health spas, message center, restaurants serving exotic food, water games, handicrafts and many more. It will eliminate their dependency on season. Besides when new companies will jump into offering Marine Tourism it will open the doors for the employment of people, will be a good source of revenue generation for the country, give good returns to Government as tax, will provide opportunities to companies in making submarines as earning profits and many more. Developing one another type of tourism – Marine Tourism will open the multiple doors of revenue generation for many.

## DEPENDENCES OF "V" MARINE TOURISM:



## FUNDAMENTALS FOR SUCCESSFUL MARINE TOURISM IMPLEMENTATION:

The correct assessment of infrastructural requirements, safety measures, tourist insurance, licensing, tour routes, proactive marketing strategies etc. are of top most importance for the successful implication of Marine Tourism in India. There has to be a good infrastructure in relation to the ports where tourists will board in the submarines also the submarines must be of great built quality to assure the safety of the tourists under deep sea water. The crew members must be trained well to take care of any sort of accidental/failure of any of functions of submarines. For this they need to be sagacious to anticipate the problems and be innovative to take remedial actions of the same. Submarines must be installed with better telecommunication systems to call for help in any emergency situations along with GPS and Internet connectivity which is now a days possible in underwater too. For ensuring the best safety of the tourists there has to be Standard Operating Procedures (SOP's) laid down. All the tourists must be provided with life jackets and oxygen cylinders to tackle any situation of threat. An undertaking from every tourist will help the Operating Company to save its interests in case of any untoward; since this type of tourism is a sub type of Adventure tourism. All the tourists must be insured with life/accidental coverage before undertaking their tour by the Operating Company. The Operating Company must obtain proper licenses from Government of India with it prescribe route since it will be travelling underwater and crossing the International Sea Boundaries is quite possible unknowingly which may put them in trouble. It is inevitable that there must be collaboration and joint endeavors of the Government and private players for development of Marine Tourism in India. Government should frame easy start-up policies to encourage and invite new companies in this area. To promote Marine Tourism in India proactive marketing strategies are required to attract tourists from all over the world. As of now mostly tourists are done with Coastal Tourism since it offers limited recreational, adventure and sports activities which tourists have been experiencing it for a long time with no diversification. Also, Coastal Tourism puts extra burden on ecological balance and demands excessive consumption of resources which leads to

environment degradation. Whereas Marine Tourism is full of adventure, exploration of the mysterious underworld and offers multiple research activities to be carried out under sea. Marine Tourism will help in decreasing the tourists' pressure on Coastal areas and saving the environment from degradation.

### **RESEARCH METHODOLOGY:**

The research work is an Exploratory Research and descriptive in nature. It aims at finding another type of adventure tourism at marine and costal area under the deep sea. Researcher study is based on descriptive in nature and aims at findings the scopes and measuring the economic impacts of Marine Tourism at coastal areas of India with the help of questionnaire to find out the psychological impacts of tourists towards marine adventure tourism. The research work also focuses on assessing the perquisites for the successful implementation Marine Tourism in India. The primary data has been collected through conducting a survey on people engaged in Tourism & Hospitality sector at coastal areas and tourists with population sample of 150 respondents. Simple questionnaire has been formed to collect the data from respondents. Whereas, secondary data has been collected through different sources viz; Internet, Articles, Research papers, e-books, books, Newspapers, and magazines, etc.

### **FINDINGS:**

Researcher's research work is based on a combination of Qualitative and Empirical research in nature. The data has been collected in simple form through questionnaire in Google form from the people engaged in Tourism & Hospitality sector. Researcher has found certain points during his analysis period and some of the findings are mentioned below:

- Out of 127 respondents 73% respondents said that Indian coastal area attracts tourists whereas rest 27% said that they prefer to go on hilly areas or other sites.
- 69% respondents said that tourists want to have adventure related activities at Sea/Coastal areas where as rest 31% said that they only want to enjoy the scenic beauty.
- 77% respondents strongly agreed that tourists want to have more adventure related activities at Sea/Coastal areas, 19% respondents disagree from this and rest 4% respondents were neutral.
- 79% respondents strongly agreed that Marine Tourism can be another type of tourism in India for tourists in pursuit of adventure whereas rest 21% respondents were disagreed.
- 72% respondents agreed that "V" shape of Indian coastal area has a huge potential for Marine Tourism, 14% respondents were neutral whereas rest 8% respondents were strongly disagreed.
- 74% respondents strongly agreed that Marine Tourism can impact Indian economy positively and employment generation, 24% respondents disagreed and rest 2% were neutral.
- 67% respondents said that foreigner tourists are more adventure tourism loving and rest 33% said that domestic Indian tourists are more adventure tourism loving.
- 88% respondents strongly agreed that promotion of "V" Marine Tourism in India requires proactive marketing strategies out of the country and rest 12% respondents disagreed.
- 95% respondents agreed that development of "V" Marine Tourism in India requires huge infrastructure and huge capital investments whereas rest 5% respondents were neutral.
- 81% respondents strongly agreed that "V" Marine Tourism can help in releasing tourist pressure from Coastal areas and rest 19% respondents were disagreed.

## CONCLUSION:

As per the findings of the researcher carried out on coastal areas of India to find out another type of tourism, it is apt to state that “V” Marine Tourism has a huge potential to attract tourists from all parts of the world especially who are fond of marine/coastal adventure tourism. Present trends in the coastal tourism do not offer much exciting tourism products and mostly tourists are done with them. Now their thirst for excitement and adventure can be quenched by offering a new tourism product underwater in deep seas as Marine Tourism. This is an emerging trend and the demand of the tourists in present era. Apart from being adventurous in nature this type of tourism is also knowledgeable and can prove to be beneficial for citizen scientists, explorers, students, and researchers. With the advancement of science and technology now hotels and restaurants are being constructed underwater which provides uniqueness to the tourists and firsthand experience. There is a demand of exploring the mysterious sea world and seeing the sunken cities, shipwrecks, different species and many more in submarines while traveling and covering destinations just like Cruise Ships do. Providing the best lavish services underwater equipped with state-of-the-art facilities will prove to be a great tourism product for Indian tourism industry.

India's huge population lives near the coastal areas thus, development of Marine Tourism covering all 9 coastal states with 4 UT's will provide the employment opportunities, revenue generation, foreign exchange, and infrastructure development for these areas. These 9 coastal states are in a “V” shape and can be marketed as its USP to attract more tourists in this area. Factor analysis done in the research work provides an insight on the prerequisites for the successful implications of Marine Tourism. In this the joint endeavors and collaboration of Government and private players is of great importance. For starting up new ventures private players should be encouraged and invited with easy starting-up policies framed by Government. Marine Tourism in India will also help in relieving the tourist's pressure on the coastal areas and thus saving the environment from degradation.

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