

# **Tourism Resources and Tourist Visitation in Selected Tourist Places of Dakshina Kannada District, Karnataka – A Study Sheker Naik**

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## **Abstract**

*Tourism is an important socio-economic and cultural activity. Today tourism resources are identified and developed with necessary tourist infrastructures throughout the world. Currently India is ranked 34<sup>th</sup> in the world out of 141 economies considered for the study by World Economic Forum in its Travel and Tourism Competitive Index Report of 2019. Tourism is gaining momentum in Karnataka, the southern state of India and the same is true in the case of Dakshina Kannada district as per as tourism resources and tourists arrivals are concerned. This study presents the digitisation important tourist attractions of the district besides making an analysis of tourist statistics during five years from 2012 to 2016. The study finds that the district has immense potential for tourism development and a lot needs to be done in order to attract the attention of more tourists to the district.*

**Keywords:** *ArcGIS, Beach, Geo-reference, Tourism, Tourist.*

## **1. Introduction**

Dakshina Kannada (DK) is a district in the southwestern part of coastal Karnataka. The district is sandwiched between the biological hotspot of Western Ghats in the east and the Arabian Sea in the west. The district enjoys great diversity in its physical and cultural settings. People of the districts are friendly, hospitable and honest. District has beautiful places of tourists' interest like temples, Basadis churches, mosques, beaches, Parks, peaks and many cultural and heritage attractions. Being in the strategic location, DK is bestowed with premier education centres and universities popularly known as educational hub of Karnataka as students from different parts of the country and abroad come here to study. The district is also fast becoming a medical tourism center with large number of hospitals having highly qualified doctors offering all kinds of treatments at low prices. The presence of historic and natural places of significance, premier education centres and hospitals and industries of repute made D.K to get prominent place in the world map. Every year a large number of tourist visit DK to engage themselves in various recreational and leisure activities. This paper is an attempt to identify the major tourist places of significance and to examine the tourist arrivals in the district.

## **2. Methodology**

Survey of India (SOI) Topographical map surveyed during 1967 was used to generate the base map of the study area. The topographical map was geo-referenced using ArcGIS10.1. Later Geometrical Model polynomial was performed. Then selected the projection as geographic and datum WGS84. Similarly the satellite imagery was

geo-referenced using the topographic map as the reference map. The geo-referenced topographical map was further used to extract important temples, churches, beaches, hospitals and major hotels in and around Mangalore. Tourist statistics was collected from Regional Tourist Office of Govt. of Karnataka located in Mangalore. The field visit was carried out by the researcher to collect the ground truth information in the study area.

### 3. Objectives of the study

The study is carried out with three following important objectives:

- To identify important places of tourist attractions spread in DK District
- To digitise the tourist attractions using Survey of India Toposheet of 1967
- To examine the tourism potentials and tourist visits in the selected tourist destinations in DK

### 4. Profile of the Study Area

Dakshina Kannada is a coastal district located in the southwestern part of Karnataka between the Arabian Sea and famous biological hotspot the Western Ghats. The geographical area is 4861 km<sup>2</sup> extending between 12° 45' 00'' & 13° 11' 00'' north latitude and 74° 35' 00'' & 75° 33' 30'' east longitude. Mangalore town is the district headquarters. Administratively, the district is divided into five taluks viz. Bantwal, Belthangady, Mangalore, Puttur and Sulya (Fig 1).

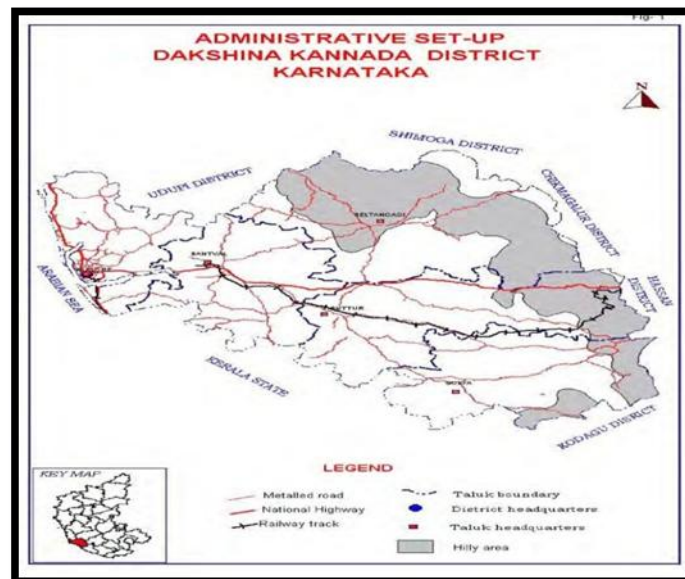


Fig. 1 Administrative Setup of DK District, Karnataka, adopted from CGWB Report, 2012

Geomorphologically Dakshina Kannada District can be divided broadly into three well-defined physiographic units viz. i) Coastal plain ii) Upland pediplain area iii) Eastern hilly area forming part of the Western Ghats. The Coastal plain is a narrow, thickly populated and intensely cultivated area adjoining the coast. There is a considerable extent of barren land along the coast, partly because it is sandy, rocky, and marshy.

Agriculture is the main activity of the people in the district. The net sown area comprises 28% of the total geographical area. Major crops are paddy, Areca nut, coconut, cashew nut, rubber and vegetables. About 57% of the net sown area is irrigated by different sources. Groundwater irrigates about 75% of the irrigated area and the remaining is from surface water sources (CGWB Report, 2012).

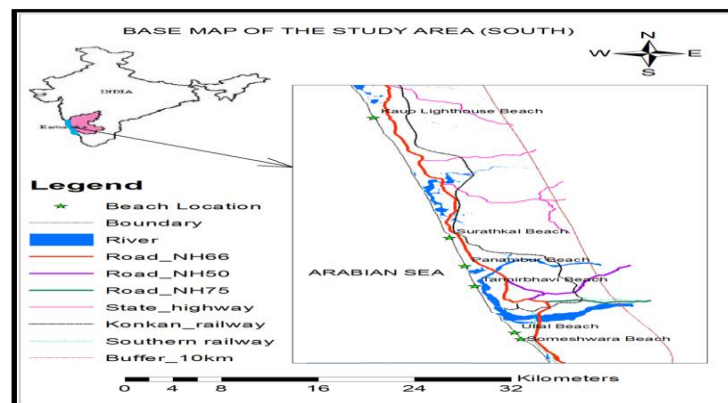


Fig.2 Base map of the study area extracted from 1967 Survey of India Toposheet (After Sheker Naik, 2017)

The population of the district (as per 2011 census) is 2089649 of which 47.67% are urban and remaining 52.33% is rural. The population density is 430 persons per sq kilometre which is the 5<sup>th</sup> highest in the state (319 persons/km<sup>2</sup>) and district accounts for 3.4% of the total population of the state. The population growth rate is 10.1%. The district has registered a work participation of 47.7%. Among the total works in the district 91.7% are main workers and 8.3% are marginal workers. A Major workforce of 74.8% is other workers and agricultural sector has only 6.3 percent of total workers, i.e., cultivators (3.4 percent) and agricultural Labourers (2.9 percent). Dakshina Kannada has the maximum number of Household Industry workers in the state accounting for 18.9%. DK has the third lowest number of villages (331), 8 Statutory Towns and 33 Census Towns.

Mangalore is the district headquarters and taluk center with a geographical area of 642.23 km<sup>2</sup>. Of the total geographical area, 152.83 km<sup>2</sup> is urban and remaining 489.40 km<sup>2</sup> is rural areas. There are about 83,789 households, of which 39,786 are located in the urban area. The total population is estimated to be 405156 of which 195123 are in the urban areas (Census Report 2011). The district is drained by Netravathi, Gurupur, Pavanje, Mulki, Kumaradhara, and Payasvini rivers which originate in the Western Ghats and flow westwards to join the Arabian Sea.

Mangalore is also called Kudla in Tulu, Mangaluru in Kannada, Kodiyal in Konkani and Maikala in Byari language. It is the gateway city of Karnataka with New Mangalore Port Trust (NMPT) and Mangalore International airport. Mangalore lies between the Arabian Sea and the Western Ghat mountain ranges. Mangalore derives its name from local Hindu Goddess Mangaladevi. It is a beautiful city dotted with many enchanting beaches. It is one of the fastest growing tier – II cities in the country.

The Undivided Dakshina Kannada known as the cradle of banking as four major national banks and one private sector banks (Syndicate Bank, Canara Bank, Vijaya Bank, Corporation Bank and Karnataka Bank)

originated from here. The city has many high rise buildings and several swanky malls and shopping centres. The Mangalore International airport operates regular flights to the Gulf countries apart from connecting with other parts of the country. The cities major enterprises include Mangalore Refinery and Petrochemicals Ltd. (MRPL), Mangalore Chemicals and Fertilizers Ltd. (MCF), Kudremukh Iron Ore Company Ltd. (KIOCL), BASF, Infosys, Mphasis and others.

The Mangalore Special Economic Zone (MSEZ), limited to petrochemicals until now, has been permitted to set up units with products from other sectors as well. Mangalore is an important education hub in the state, imparting quality education in medical, engineering and other professional courses. Mangalore University offers Post Graduate courses in arts; science and management subjects at its Mangalagangothri campus located 20 km from the city. At the same time Mangalore is also a major health and medical hub with a good number of hospitals offering quality and cost effective medical and health services.

#### 5. Major tourist attractions of Dakshina Kannada

There are a number of places of tourists' interest in and around Mangalore. Important tourist attractions of the district are stated below along with the tourist arrivals for selected tourist attractions.

**Mangaladevi Temple:** King Kundavarma built this temple in the 10<sup>th</sup> century CE from which Mangalore city draws its name. During the nine days of Navarathri in the months of September/October, the temple comes alive in a grand celebration.

**Kudroli Gokarnataha Temple:** A famous social reformer Narayana Guru built this temple in 1912 in Mangalore city. The original temple structure was in Kerala style which was renovated and replaced in Chola style and the new temple was inaugurated on 13<sup>th</sup> February, 1991. Mangalore Dasara is celebrated here on a grand scale.

**Milagres Church:** Located in Hampanakatta area, which is in the heart of the Mangalore city. This church was built in 1680 in Roman style. The facade with statues reminds St. Peter's Basilica in Rome.

**St. Aloysius Chapel and Museum:** St. Aloysius Chapel and Museum are located in the campus of the St. Aloysius College, Mangalore and is an architectural gem built in 1900. It has a series of paintings of the Italian artist Antonio Moscheni that covers every inch of the walls and its ceilings. The site was visited by 9403 tourists (refer Table 4) during the year 2015.

**Rosario Church:** Located near the main post office at Pandeshwara is the oldest cathedral in Mangalore built in 1568 by the Portuguese. The ornate wooden pulpit with images of Evangelists, Mary and Jesus and the royal stone insignia of the king of Portugal are worth seeing. The cathedral was rebuilt in 1813 by the British.

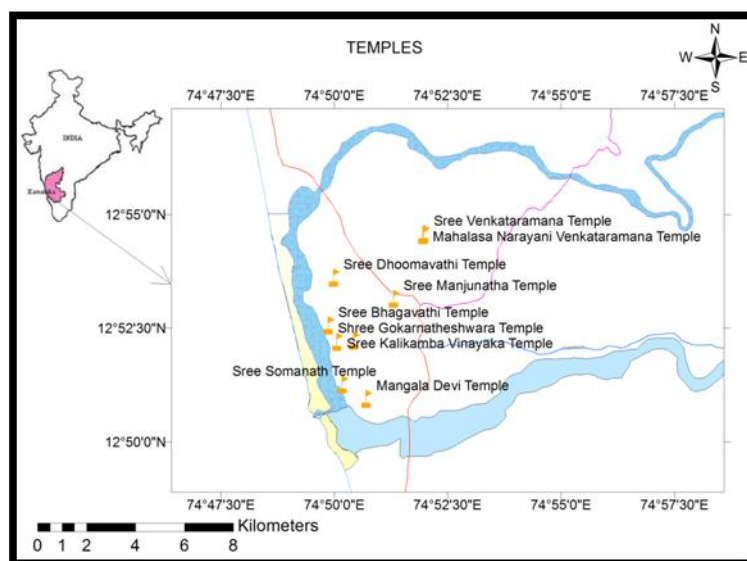


Fig 3 Hindu shrines in Mangalore, extracted from SOI topographic map

**Jumma Masjid and Darga:** It is in Ullal, 10km from Mangalore. This is one of the famous pilgrimage centres of Dakshina Kannada. About 400 years ago a Muslim saint Seyyid Muhammed Shareeful Madani came from Saudi Arabia and stayed in this mosque. He became famous among the villagers because of his kindness and his treatment of the sick through prayers. The Seyyid Madani Darga observes Urus once in five years which attracts pilgrims from all over the country and it has earned the name of Ajmer Darga of the South.

Table 1 Tourist arrivals at different tourist centres in DK District for the year 2012

Sl. No	Name of the Tourist Spot	Domestic	International	Total
1	Tourist office Mangalore	825	33	858
2	Tourist information counter - Airport	2835	177	3012
3	Sri Kateel Durgaparameshwari Temple	1842000	465	1842465
4	St. Aloysius Chapple Mangalore	7240	576	7816
5	Sri Manjunatheshwara Temple Darmastala	4920000	182	4920182
6	Srimanthi Bai Memorial Museum, Mangalore	7701	-	7701
7	Venoor Sri Bahubali Gomateshwar	188000	-	188000
8	Kukke Sri Subramanya Temple	2253000	-	2253000
9	Thousand Pillar Jain Basadi Moodbidri	109750	95	109845
10	Hotels in Mangalore	341764	8010	349774
11	Pillikula Nisargadhama	635037	1187	636224
12	Panamboor Beach	1286000	155	1286155
13	Tannir Bhavi Beach	138439	461	138900
14	Someshwara Beach	149500	-	149500
15	Cruise Tourist visit in Mangalore		-	-
<b>Total</b>		<b>11882091</b>	<b>11341</b>	<b>11893432</b>

Source: Regional Tourist Office Mangalore, DK

**Pilikula Nisargadhama:** It is a place in Dakshina Kannada where tigers used to play. It is this mythical spot that Pilikula Nisargadhama is located. Pilikula in Tulu means pond of tigers. It is the most sought after place for locals as well as tourists. It is located 12 km east of Mangalore on Mangalore – Karkala road between Mangalore and Muudushedde. Pilikula Nisargadhama is an integrated nature park that offers delightful varieties of attractions to the Eco tourists and nature lovers. Some of the attractions here are Botanical garden, Biological Park, Heritage village, amusement park Ayurveda therapy center, Science center, boating and a golf course. Heritage village is a novel project where traditional artwork is encouraged. The place was visited by 643584 tourists (Table 5) during 2016.

Table 2 Tourist arrivals at different tourist centres in DK District for the year 2013

Sl. No	Name of the Tourist Spot	Domestic	International	Total
1	Tourist office Mangalore	831	11	842
2	Tourist information counter - Airport	1720	193	1913
3	Sri Kateel Durgaparameshwari Temple	1750000	156	1750156
4	St. Aloysius Chapple Mangalore	7240	444	7684
5	Sri Manjunatheshwara Temple Darmastala	3995000	106	3995106
6	Srimanthi Bai Memorial Museum, Mangalore	6301	20	6321
7	Venoor Sri Bahubali Gomateshwar	70800	-	70800
8	Kukke Sri Subramanya Temple	2655000	-	2565000
9	Thousand Pillar Jain Basadi Moodbidri	82700	134	82834
10	Hotels in Mangalore	306917	5333	312250
11	Pillikula Nisargadhama	1055279	619	1055898
12	Panamboor Beach	1136780	489	1137269
13	Tannir Bhavi Beach	329796	591	330387
14	Someshwara Beach	166190	10	166200
15	Cruise Tourist visit in Mangalore	-	6630	6630
<b>Total</b>		<b>11474554</b>	<b>14736</b>	<b>11489290</b>

Source: Regional Tourist Office Mangalore, DK

**Shreemanthi Bai Memorial Government Museum (Bejai Museum):** Located just a kilometer east of the KSRTC bus stand, Shreemanthi Bai Memorial Government Museum (also known as Bejai Museum) houses a variety of antiquities. Established in 1960, the museum exhibits wooden carvings of divinities such as Bhairava and Hanuman, stone sculptures dating back as early as 13C, porcelain and an outstanding bronze bell with a miniature Lakshmi shrine. The museum was visited by about 5033 tourists (Table 4) during 2015.

Table 3 Tourist arrivals at different tourist centres in DK District for the year 2014

SI. No	Name of the Tourist Spot	Domestic	International	Total
1	Tourist office Mangalore	861	8	869
2	Tourist information counter - Airport	1152	120	1272
3	Sri Kateel Durgaparameshwari Temple	1880000	180	1880180
4	St. Aloysius Chapple Mangalore	6965	365	7330
5	Sri Manjunatheshwara Temple Darmastala	3845000	88	3845088
6	Srimanthi Bai Memorial Museum, Mangalore	5068	13	5081
7	Venoor Sri Bahubali Gomateshwar	65200	-	65200
8	Kukke Sri Subramanya Temple	2370000	-	2370000
9	Thousand Pillar Jain Basadi Moodbidri	78750	131	78881
10	Hotels in Mangalore	310450	4474	314924
11	Pillikula Nisargadhama	547943	365	548308
12	Panamboor Beach	577366	710	578076
13	Tannir Bhavi Beach	347770	523	348293
14	Someshwara Beach	155500	40	155540
15	Cruise Tourist visit in Mangalore	-	7298	7298
<b>Total</b>		<b>10192025</b>	<b>14315</b>	<b>10206340</b>

Source: Regional Tourist Office Mangalore, D.K

**Kadri Manjunatha Temple:** Kadri Sri Manjunatha Temple is situated 4 km away from the densely populated area of Mangalore. This ancient temple is surrounded by a picturesque scene of natural beauty. The chief deity of this temple is Manjunatha. 'Yogi Mata', which is situated at the east of the temple and the 'Caves' which are situated on the hilltop, attract various tourists, who visit throughout the year. In the north of the temple there are seven 'Kundas' (ponds), consisting of holy water. In the North – East of the area, holy water flows out of a small tunnel, designed as a cow's head, known as 'Gomukha Teertha'. The holy water is said to be flowing in from 'Holy Kashi', as River Ganges, also known as 'Bhagirathi Teertha'.

Table 4 Tourist arrivals at different tourist centers in DK District for the year 2015

SI. No	Name of the Tourist Spot	Domestic	International	Total
1	Tourist office Mangalore	1027	-	1027
2	Tourist information counter - Airport	902	153	1055
3	Sri Kateel Durgaparameshwari Temple	2918000	297	2918297
4	St. Aloysius Chapple Mangalore	8850	553	9403
5	Sri Manjunatheshwara Temple Darmastala	4800000	159	4800159
6	Srimanthi Bai Memorial Museum, Mangalore	5019	14	5033
7	Venoor Sri Bahubali Gomateshwar	80410	-	80410
8	Kukke Sri Subramanya Temple	3245000	-	3245000
9	Thousand Pillar Jain Basadi Moodbidri	104200	201	104401

10	Hotels in Mangalore	403000	6837	409837
11	Pillikula Nisargadhama	773813	1627	775440
12	Panamboor Beach	1025500	1733	1027233
13	Tannir Bhavi Beach	378075	550	378625
14	Someshwara Beach	299000	70	299070
15	Cruise Tourist visit in Mangalore	-	18422	18422
<b>Total</b>		<b>14042796</b>	<b>30616</b>	<b>14073412</b>

Source: Regional Tourist Office Mangalore, D.K

**Kateel Sri Durga Parameshwari Temple:** Kateel Durgaparameshwari temple situated on the banks of the river Nandini is the spiritual center of Dakshina Kannada district. It is a famous pilgrimage and tourist center where Goddess Durga is believed as the caring mother who brings prosperity to the country. Located 30 km north of Mangalore, Kateel was visited by 3025234 of devotees’ (Table 5) during 2016 to seek the blessing of Goddess Durga Parameshwari.

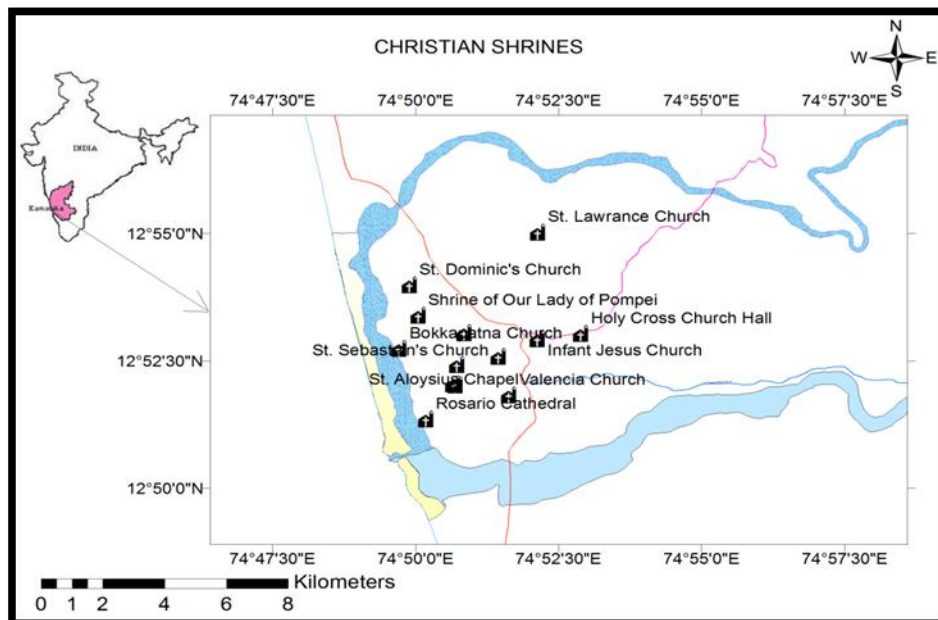


Fig. 4 Christian shrines in Mangalore, Extracted from SOI, Topographic Map

**Venoor Sri Bahubali Gomateshwar:** Venur's claim to fame is the monolith of Bhagawan Bahubali also known as Lord Gomateshwara. The single rock statue is 38 feet in height and was erected by the Jain ruler Timmanna Ajila in the year 1604 (Wikipedia). This statue of Bahubali is one of the five giant monoliths (of the same Jain monk) found in Karnataka, which are more than 20 feet in height. According to the regional tourist office, the site was visited by about 80410 tourists (Table 4) during 2015.

**Sultan Bathery:** The Sultan Bathery is one of the most prominent places of interest in Mangalore. The importance of this place of the city is that it bears testimony of the historical events that have taken place at this place. The Sultan Bathery of Mangalore is actually a watchtower, which is located at a place called Bloor was constructed in 1784 by Tippu Sultan. The place is 4 km from the center of Mangalore city. This place reminds



us of the significance the place held as it was the major dockyard and arsenal of the ruler. If one climbs to the top of the watch tower by the stairs, he can get a panoramic view of Arabian Sea which leaves nature lovers in boundless joy. This place is a blend of natural and man-made beauty.

**Kudupu Sri Anantha Padmanabha Temple:** This temple, situated in Kudupu village, is well-known for serpent worship in Mangalore. It is dedicated to Lord Anantha (Shiva) padmanabha (Vishnu), another name by which Lord Vishnu is known. Main deity Lord Anantha Padmanabha is facing towards the west. Naga Bana (hundreds of serpent idols) though situated in the eastern part of the temple it is also facing towards west. The temple at Kudupu also houses a holy pond "Bhadra Saraswathi Thirtha" which is situated left side of the temple.

Table 5. Tourist arrivals at different tourist centres in DK District for the year 2016

SI. No	Name of the Tourist Spot	Domestic	International	Total
1	Sri Manjunatheshwara Temple Darmastala	4850000	100	4850100
2	Sri Kateel Durgaparameshwari Temple	3025000	234	3025234
3	Kukke Sri Subramanya Temple	3445000	--	3445000
4	Thousand Pillar Jain Basadi Moodbidri	109000	362	109362
5	Pillikula Nisargadhama	643182	402	643584
<b>Total</b>		<b>12072182</b>	<b>1098</b>	<b>12073280</b>

Source: Regional Tourist Office Mangalore, D.K

**Moodabidri:** Moodabidri, a temple town in Karnataka has some fascinating stories of a rich cultural past embedded in its eighteen temples. With 18 roads connecting various villages, 18 lakes, 18 temples and 18 Jain Basadis, Moodabidri has a definitive link to the number 18. Located 37 kilometres away from Mangalore, the town was named after the abundant bamboo growing in the area. Moodabidri is a compound word made up of Mooda (East) and Bidri (Bamboo).

**Thousand Pillar Temple:** Thousand Pillar Temple (Saavira Kambada Basadi), a Jain temple in Moodabidri, is well known across the world not only because it was built in 1430, but because of the remarkable pillars that are an integral part of the temple. The temple is also known as the Tribhuvana Tilaka Chudamani Basadi or the crest jewel of the three worlds. It is less explored historical site in the region. The temple was visited by about 109362 pilgrims / tourists (Table 5) during the year 2016.

**Dharmasthala Sri Manjunatheshwara Temple:** Situated on the banks of river Nethravathi and surrounded by the lush green forests and hills of Malnad, Dharmasthala is known for its beautiful surroundings and Sri Manjunathaswamy Temple. It is one of the sacred places in South India and is a famous pilgrim center and 75 km away from Mangalore city.. The place was visited by 4850100 of devotees (Table 5) during 2016.

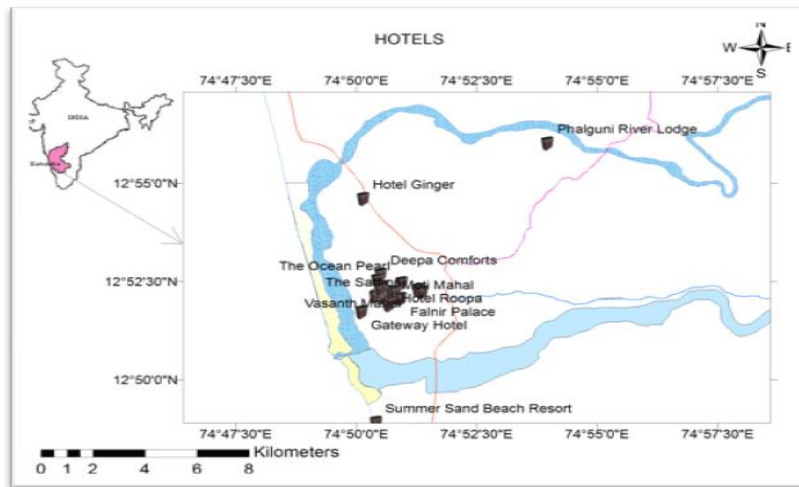


Fig 5 Hotels and lodges of Mangalore Extracted from SOI, Topographic Map

**Kukke Sri Subramanya Temple:** In the center of the greenery spread by the forest, mountains and land irrigated by the river Kumaradhara, lies the sacred temple of the Lord Kukke Subramanya in Sullia Taluk in Dakshina Kannada. This temple is situated on the banks of River Kumaradhara, which originates in the Kumara Mountains is also a delight to watch. The temple was visited by 3445000 of devotees (Table 5) during the year 2016.

**Puttur Sri Mahalingeshwara Temple:** Puttur Mahalingeshwara temple is an ancient temple said to be built around the 11 and 12<sup>th</sup> Century. Lord Shiva is the main deity of this temple. On the west side of this temple there is a unique pond with stone steps leading to the water. Puttur is located at a distance of 52 km from Mangalore on Mysore – Mangalore highway. It is situated in a hilly region between the coast and the Western Ghats, is a beautiful but a small town where most of the people come from the agricultural background.

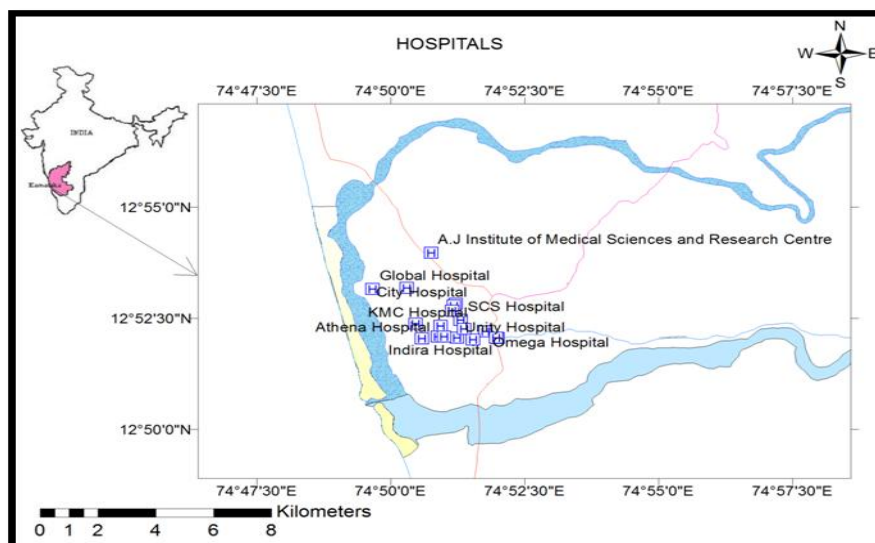


Fig 6 Hospital of Mangalore Extracted from SOI, Topographic Map

**Sri Durga Parameshwari Temple, Bappanadu, Mulki:** This is one of the most beautiful and important temples in Karnataka and every year scores of devotees come to this temple to seek blessings from goddess Durga Parameshwari. The temple is situated in the Bappanadu village in DK. The temple is located on the banks of River Shambhavi. This temple lies at a distance of about 29 km from Mangalore.

Table 6 Tourist arrivals in Dakshina Kannada District for five years (2012 – 2016)

Year	Domestic Tourists	International Tourists	Total	% Change
2012	11882091	11341	11893432	-
2013	11474554	14736	11489290	-3.39
2014	10192025	14315	10206340	-11.16
2015	14042796	30616	14073412	37.88
2016	12072182	1098	12073280	-14.21

Source: Regional Tourist Office Mangalore, DK

Analyses of the tourist arrivals in DK in the past five years (2012-2016) indicate that there is great fluctuation in terms of tourist arrivals. The years 2013, 2014 and 2016 recorded the decline in the tourist arrivals. It is to be noted here that regional tourist office in Mangalore collected statistics of tourist arrivals from only five tourist attractions (refer Table No 6) during the year 2016. The year 2015 saw record growth of 37.88 % of tourist arrivals compared to the year 2014. It is also revealed from the table that foreign tourist arrivals in DK increased by 113.87% (30616 tourists) in 2015 over the year 2014.

### Beaches

DK is dotted with beautiful, pristine beaches. There are a good number of beaches which are briefly explained below.

**Someshwara Beach:** This beach is located at a distance of 9 km to the south of Mangalore and 0.5 km from Someshwara Bus Stand. Someshwara beach is well known for the large rocks called “Rudra Shile”. The other attraction of Someshwara beach is the historical Someshwara temple constructed during the rule of the famous queen Abbakka Devi is situated in the north side. The beach had 299070 tourists during 2015 (Table 4), while it had 155540 visitors during 2014.

**Ullal Beach:** It is a perfect holiday destination as one can find perfect dwelling places and cuisine in this small town of Karnataka. The casuarinas groves also contribute to its beauty. The sunset is another thing of joy at Ullal beach. The calm and serene atmosphere of the beach gives perfect bliss to the sea lovers.

**Bengre Beach:** The beach is situated north of the Netravathi-Gurupur estuary near Mangalore. The once eroding Bengre beach has been transformed into accreting beach after the construction of the breakwaters. The beach is busy fishing centre and human habitation. The beach at present is stable and has great potential for tourism development under the protective cover of casuarinas plantations.

**Tannirbavi Beach:** The beach is one of the best beaches of Dakshina Kannada. It is located at a distance of 12 km from Mangalore. It is also a perfect sunset view point. Tannirbavi beach has some basic facilities like life

guards, proper toilets, a parking lot, a couple of small eateries and concrete benches. The beach is continuously attracting tourists as the beach received 378625 tourists during 2015 (Table 4) which is an 8.70 % increase over the previous year.

**Panamboor Port and Beach:** One can have the site of the Mangalore port in Panamboor. It is the safest and cleanest beach that tourists love to enjoy. One can enjoy Camel riding, boating and dolphin viewing here at Panamboor. It gives loads of fun to the children and the adult alike. The locals enjoy this port-beach the most. The beach under private management called (Panamboor Beach Development Authority). The beach had 1027233 tourists during 2015 (Table 4) which is 77.69% more than 2014.

**Surathkal Beach: Surathkal:** is on the shore of the Arabian Sea and boasts of having beautiful beaches offering a perfect holiday destination for tourists. The beach in front of the Sadashiva Temple is picturesque. The beach is known for its clean surroundings, and its lighthouse located on a huge black rock adds value. This beach is a few minutes away from NITK.

### Conclusion

The coastal district of DK has immense potential for tourism development. The geographical settings of district makes it very unique tourism destination. The area is blessed with Western Ghats on the east and Blue Arabian Sea on the west. There is a great diversity in its physical and cultural settings in the coastal districts. It is a perfect holiday destination for every kind of tourists whose interest may range in various attractions, whether it's arts and cultural, temples, fairs and festivals, beaches, cuisine, religious sites, natural landscapes, education, hospitals or its friendly people. The majority of the tourist places of interest in DK district are unexplored or untapped till date to enjoy the socioeconomic and environmental benefits from tourism. The beaches especially are neglected and lack basic amenities. It is observed from the field survey that the beaches of DK lack in minimum tourist infrastructures like suitable hotels, recreational activities, tourist amenities, information centres, trained coast guards, and other support facilities which directly facilitate tourists stay at the destination they visit. The economic benefits of tourism to destination depend on tourist length of stay. Longer the length of stay at the destination, higher the economic benefits to the destination and vice versa. Though there are improvements in the tourist arrivals to DK in the last five years (2012-2016), the increase in tourist arrivals is not in accordance with rich tourist attractions of the district. Despite of having wealth of tourism resources, the district administration failed to create necessary tourism infrastructure to promote tourism in the respective districts. The tourism is yet to be considered as a key industry in this part of the state and hence the tourism attractions are largely unorganised and untapped. Since the tourism still in the conventional form in the coastal districts, there are no signs of integrated and sustainable / scientific approaches to the tourism developments. It is indeed very essential to have formal sustainable tourism approach in tourism development for all round development of the region. Organisations at local level and regional level should join hands with local community in planning and development of tourism industry. It is noticed that presence of pristine beaches, temples, universities, institutions, hospitals, banks, scenic landscapes, cuisines, and coastal culture offer varied business opportunities and promise good scope for tourism development in DK. The government on the other

hand must take all the necessary action for sustainable tourism development and monitor the implementation of the same in order to ensure the minimum requirements of the tourism developments in the coastal district.

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