

## Chapter 61

# Analysing Promotion and Visitor Expectations of Beach Tourism in Odisha With Special Reference to Puri Beach

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### **ABSTRACT**

*Efforts have been made in this study to analyse the promotion and Visitor expectations of beaches for the development of tourism in Odisha in general and Puri beach in particular, that influences the tourist inflow in this destination. This article begins with the meaning of Beach Tourism and importance of Puri beach for the development of tourism in Odisha. Key issue of this paper is to find out whether the Puri beach and its local product can be an attraction while marketing a destination. If so, how these can be promoted to the potential tourists, what are the expectations of Visitors and how those expectations can be fulfilled? Tourism products in the beaches are becoming important to the mass tourists. Tourism products related with beaches are one of the major factors shaping development patterns in the coastal areas of the state. Tourism stakeholders at all levels must assume appropriate proactive roles for the promotion of Beach Tourism in the state like Odisha.*

### **INTRODUCTION**

This study is focused on analysing promotion and Visitor expectations in Puri beach for the development of tourism in Odisha especially in Puri. Whether providing services according to the expectations of the visitors are the major influencing factors to increase tourist inflow in the destination is the key study area. This article starts with the concept and importance of beach Tourism in general and Puri beach in particular. Key issue of this paper is to find out whether the Puri beach, its natural attraction, infrastructure, services and its local product can be an attraction while marketing a destination. What promotional strategy to be taken to attract new potential tourists and retain present tourists, what motivate tourists to

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visit in Puri? Beach tourism and its products are important parts of the mass and most rapidly growing activity in the international tourism. Tourism products related with beaches are one of the major factors shaping development patterns in the coastal areas of Odisha. All the stakeholders of tourism have to take appropriate positive roles for the promotion of Beach Tourism in the state like Odisha.

The term 'Beach tourism' means total tourism, leisure, and recreational activities that take place in the coastal area and the offshore coastal waters. These activities include tourism service providers on the beaches like hotels, resorts, restaurants, food industry etc., and the infrastructure which support beach development like: accessible road, lights, signage, sanitation, retail businesses, marinas, fishing stores, dive shops, recreational boating, beach activities, adventure sports etc. Ecotourism and recreational activities such as recreational boating, scuba diving, cruises, swimming, recreational fishing, snorkeling and diving are also included in beach tourism activities.

Beach tourism and recreation are important parts of the most rapidly growing activity in the international tourism. Tourism recreation and adventure related development is one of the major factors shaping growth patterns in the coastal zones. Beach tourism is becoming a highly competitive and lucrative business as the country actively searches for attracting increased numbers of visitors and earnings of foreign exchanges to their coastal areas. Due to the advantage of communications, as a part of the publicity, the quality of beach and its core and augmented products are quickly communicated among the potential tourists in the tourists generating areas. So the study for promotion and visitor expectations is extremely essential for the development of Beaches in the competitive market.

Odisha beaches like *Puri*, *Konark*, *Gopalpur* and *Chandipur* are situated on the eastern coastline of India, have wonderful wide white sand, fishing farms, medium to high tide and superb resorts making these sites attractive tourist destinations. Puri is also a part of the famous 'Golden Triangle' of tourism destinations in Odisha along with Bhubaneswar and *Konark*. Beautiful sun dunes and great architecture of *Jagannath* temple make it an inviting tourist destination in eastern India.

## **Survey of Literature**

Belperio et al. (2001) considered elevation, exposure, aspect, and slope as the physical parameters for assessing the coastal vulnerability to sea-level rise and mentioned that coastal vulnerability is strongly correlated with elevation and exposure.

Biswas (2014) highlighted the role of Coastal tourism for the development of beaches in Odisha that affects the socio-economic life of the local people, at the same time creates environmental degradation of the quality of beaches. The author described the problems of unplanned development of Coastal Tourism and given some solutions to maintain balance between developments of beach tourism and maintain sustainability by protecting it from the environmental catastrophe and manmade hazards.

Chambers (1996) depicted in terms of costs of damage from Natural Hazards increased density of development, higher unit investments in the precarious coastal zone, and more fanciful architectural styles increase the risks and costs from natural hazards. Coastal damages from the hurricanes have also raised questions throughout the region about the adequacy of shoreline setback policies

Cicin-Sain (1993) analysed major challenges for Tourism development in Coastal areas. They highlighted that lack of attention by public agencies is hinderance and coordination between programs to manage coastal and marine areas is not up to the mark. They also opined that agencies dealing with the promotion of tourism are not involved with the evaluation of its effects or with advance planning and management of the adverse impacts of tourism through avoidance, mitigation, and compensation strategies.

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