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Studies on beach promenades at rural coastal village in Maharashtra

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ABSTRACT

Promenades are major assets for the coastal region to develop tourism. These natural potential of beaches play a major role in the development of small rural coastal village. Diveagar is one of the rural coastal tourist village destinations having its unique beauty and culture. It has an untapped potential for tourist development which is yet to be explored. The results indicated that the people have a desire and strong motivation to have the development of a beach promenades to give iconic image, rural character, and feeling of livability to the public place. Haphazard planning of beach promenade that will be uplifted with the concept of comprehensive planning and design, as India has 7157 km long coastal area. This paper covers a qualitative approach for beach development by adopting the interpretive pattern. The case study explains the complex relationship between the beach promenades, local residents and tourists in relation with the accessibility, activity, facility provided in context with beach promenade. It is proposed to develop coastal tourism at rural village by designing prototype model of Diveagar Beach front.

Keywords : Promenades, Diveagar, Tourism, Public Place.

1. Introduction :

The promenades are the transitional space between the natural beach and the built form which run parallel along the water edges. It defines the tangible and intangible aspects in the mindset of visitor while using these public places. Beach with its natural potential plays a vital role in designing promenades for the visitors and the local resident, which further leads to the development of surrounding region.

1.1 Physical development :

Development of approach road by providing

signage's, way findings, segregation of vehicular and pedestrian traffic, inviting entrances, parking areas, public amenities, etc.

1.2 Social development :

Festival such as Ganesh Chaturathi, Sand Art, Beach festival, Surf festival where the people come together to perform some activities commonly can be done by providing the social place on the beach promenade catering the resident and visitors.

1.3 Economic development :

Increased visitors footfall to promenade will

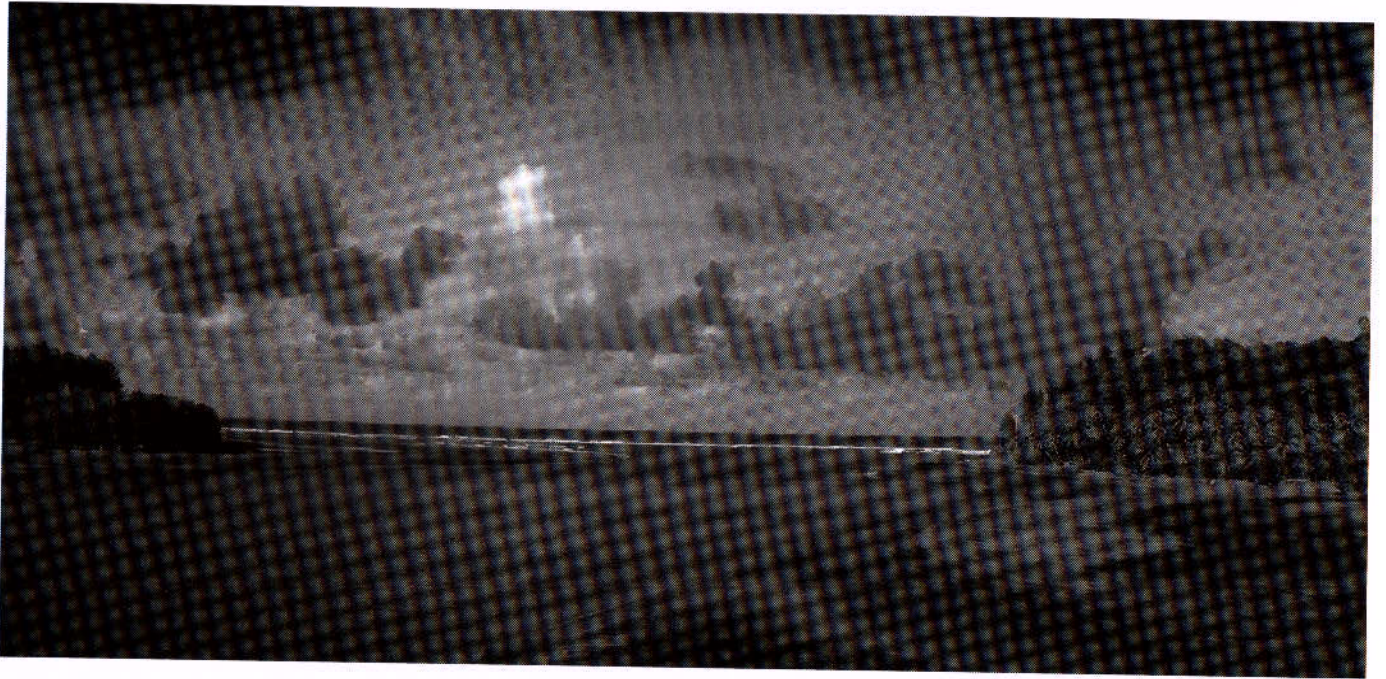


Fig.1.1 Pictorial view of Diveagar beach coast

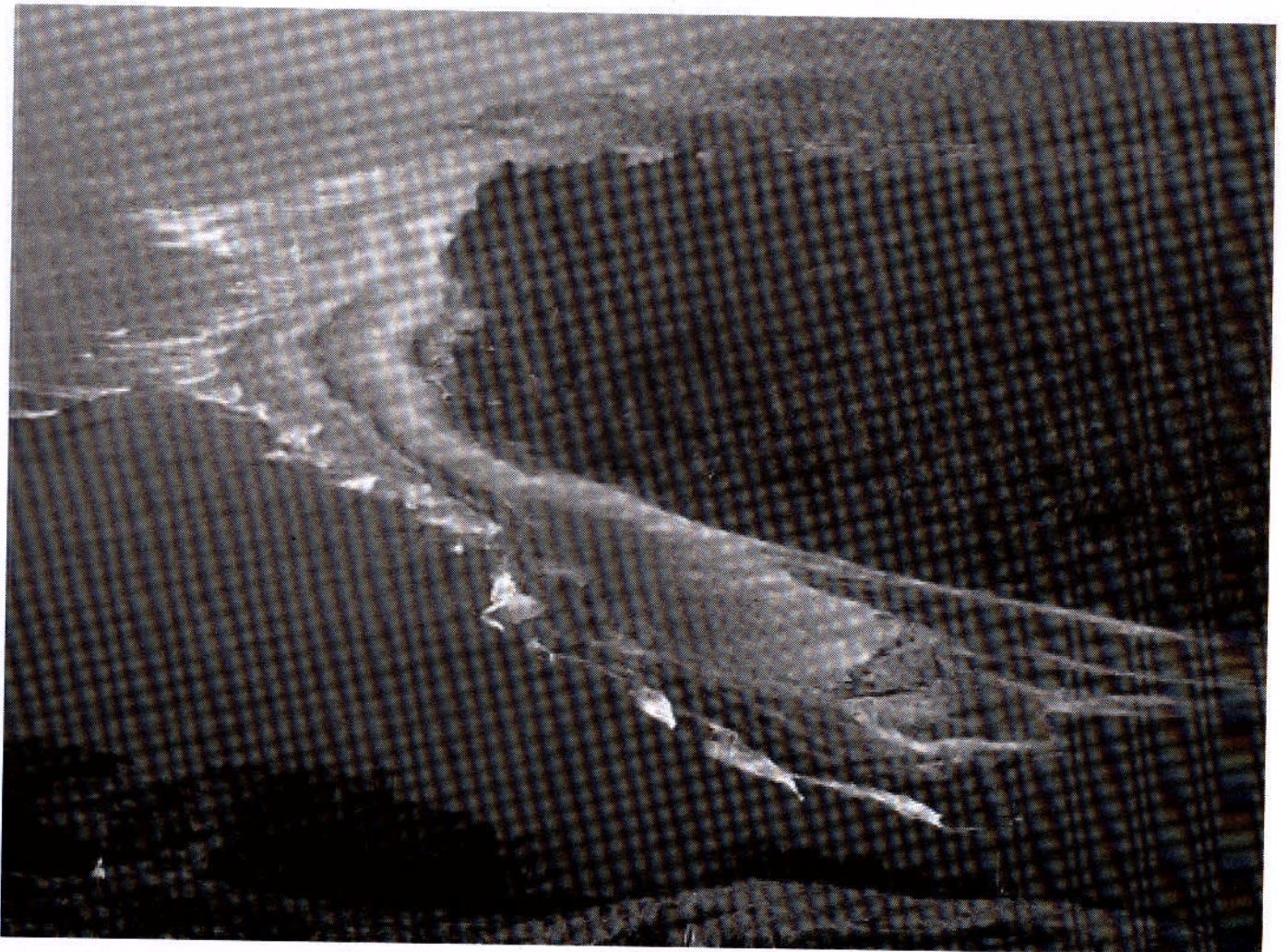


Fig.1.2 Birds eye view of Diveagar beach

provide to the source of income generation of the region.

Diveagar is rural coastal tourist village situated in the Konkan Region of Maharashtra on the western coastal strip between Arabian Sea and Sahyadri hill ranges as shown in Figs.1. The physical planning of diveagar is similar to that of many other coastal beaches spread along the coastal region. In view of this, the case is being considered to analyze the importance of beach promenades in rural coastal village to reveal the untapped potential of development of tourism.

Renewal of beach promenade at Diveagar will cater all age group users creating a livable place with the proper use of public place. This paper aims to develop coastal tourism at rural village by designing prototype model of Diveagar Beach front. The key objectives of this paper are as follows:

- 1) The project deals with transforming beach front as a unique entertainment, recreational facility serving the visitors with new dimension meaning and scale of development.
- 2) Creating the landmark destination this will boost the tourism leading to the economic growth of the region.
- 3) Uses of natural sea face the design along with natural vegetation.
- 4) Beach front developed with the recreational, study and entertainment facilities as per the norms of National Tourism Policies
- 5) Generate employment opportunities for the local resident in the region, instead of depending on bed and breakfast facilities.
- 6) Revenue generation from recreational facilities this will help to maintain these structure and places.
- 7) Reduce the migration of people from the rural village to urban area for the income sources and also reduce pressure on urban resources by creating a new attraction for such potential destinations.

2. Literature review:

The researchers had explained the case of Sharm El- Shaikh, Egypt by focusing analysis of the beach through a set of parameters that integrate tourism, local resident and natural potential of beach co-exist and consequently their livability in wider context [1]. It also analyzes the beach through urban theory of place making approach to derive design guidelines for livability. The guidelines were based on the relation between community and places in the form of comfort, Relaxation, Passive engagement, Active engagement and Discovery in relation with Proportion and definition, Amenities and Landscape, Natural Features, Activities and events which were categorized in matrix form for Naama Bay's promenade. It also deals with the current and future needs of tourist, local resident spatial configuration, different activities and urban threat. In my opinion this statement is found to be a major tool to analyze such spaces.

The investigation through case study at Tiruchirappalli was carried out and it was observed that the beach front is occupied with various shops consisting of shopping, food cuisine, small ferry etc which provide various facility to the tourist but along with this it also create the negative impacts due to tourism is the litter on the beach which spoil the beauty of beach leading to a major concern. The observations match with the statement and statement [2]. Efforts are been taken for the conversation of beach improvement by forming rules and regulation some NGO, NSS and NCC students along with volunteers and local government body take responsibility of cleaning of beach.

The researchers from Pentingsari village, Yogyakarta stated that the vital role of tourism in the development of rural area leads to boost the economy of the nation, by practicing the trend of ecotourism [3]. The development should coexistence with the environment and balance with nature for long lasting benefit of the region. The observation match with the statement. The visitor are attracted as well as the nature is conserved so it leads to sustainable development of the region [3].

The researcher from Gold Coast Australia had proposed model for urban design guidelines to derive the different values towards a beach precinct for planning of such public spaces by considering a live case of selected Gold Coast Beach Precincts [4]. The public place can be defined through a transitional corridor between the natural and built commercial structure. In my opinion the proposed model plays a major role in designing such public places [4].

The case study from Indonesia had presented research on the tourism development in coastal area North Maluku Province Indonesia [5]. The research investigation reveals that the livelihood of rural coastal area depends on tourism and how the economic difficulties of the region can be tackled properly with the help of tourism development. Tourism Awareness groups were formed which aim to spread awareness about environment and culture of village among the villagers, community education related tourism, as well as taking advantages of various mass media etc. Rural and regulation set by the local authorities, polices and without destruction of environment. As nature and environment is only the potential assets which can conserve and preserve for the economic growth of the region on which the livelihood of the people depends. My observations also match the information given by Yerik [5].

3. Methodology:

This study reveals qualitative approach by adopting the interpretive pattern, such as classifying the facilities, activity, accessibility and comfort provided by the promenades with the need of tourist, local resident to increase the tourism. As the place is adjoining the natural vegetation of suru trees which can be kept as it is condition will lead to reduce in the destruction of natural flora and fauna with minimum impact on nature while designing the promenade.

During the period of present case study, the promenade play a major role in defining the place through different activities performed by the peoples through the survey this complex relationship that

means how the local and the visitor are interrelated on each other at the place their activity pattern was observed, understood and examined between the beach promenades, local residents and tourist in relation with the accessibility, activity, facility provided in context beach promenade with the qualitative approach through questionnaire survey.

The relevant research related to this topic was derived from the questionnaires incorporated with more detail working with the present condition as it is an urgent need of the visitors and local resident of the region.

3.1 Method of data collection:

Primary data was collected during the field survey by visiting the beaches and interacting with the group of 100 visitors and 100 local people at the public places.

3.1.1 Personal interviews:

The data collected was in the form of personal interview with the help of formulated questions related to the quality and facilities provided at the beach promenade.

3.1.2 Questionnaires:

A format of schedule covering the aspect for accessibility, activity, facility, comfort, for the users was prepared so as to examine the present conditions, need and future guideline for the development proposal.

In this paper, data collected is prepared in tabular form Table 1 for visitors and Table 2 for local people which could be used for further analysis and interpretation.

3.2 Method of data analysis and interpretation:

The data got generated after a session of an questionnaires with 200 visitors, collected through duly filled questionnaire format given to them and is given below in table 1 and 2. The interpretation based on the collected data was done by drawing inferences from the collected facts after analysis of the study.

Beach tourism is a major source of generating employment as well as revenue for the sector of tourism industry.

4. Summary of data collected:

Printed Copies of Questionnaire were prepared and distributed among 200 visitors with the request to filled return back the duly filled given questionnaire. Subsequently 150 visitors responded and returned it back dully questionnaire All the entire duly filled

questionnaire were critically studied the obtain data is given in tabular form. The data given in table comprises parameters such as accessibility, comfort, entry, facility; activity which are based on survey with categorization as visitor's responses and local people response and given in Table 1 and Table 2 respectively. The parameters given in Table 1 are represented in Figs.2. Similarly, the parameters given in Table 2 are represented in Figs.3.

Table 1. Qualitative analysis by the visitor

Item	Parameter	Excellent (Significant)		Good (better condition)		Average (Poor Condition)		Not Available (Insignificant)	
		Nos.	%	Nos.	%	Nos.	%	Nos.	%
1.Accessibility	Pedestrian	25	16.7	100	66.6	25	16.7	0	0
	Vehicular	29	20	95	63	26	17	0	0
	Signage	24	16	36	24	90	60	0	0
2.Facility	Sanitation	0	0	24	16	112	75	14	9.3
	First aid	0	0	0	0	0	0	150	100
	Emergency	0	0	0	0	0	0	150	100
	Solid waste Management	0	0	0	0	38	25	112	75
3.Activities	Water Sports	15	10	110	70	30	20	0	0
	Beach Sports	15	10	110	70	30	20	0	0
	Public Park	0	0	0	0	0	0	150	100
	Festivals	0	0	60	40	90	60	0	0
	Celebrations	0	0	45	30	105	70	0	0
	Dirt Bike	0	0	105	70	45	30	0	0
	Food Stall	0	0	52	35	98	65	0	0
	Beach Shack	0	0	0	0	0	0	150	100
4. Comfort	Visual	98	65	45	30	7	5	0	0
	Seating	0	0	0	0	0	0	150	100
	Pedestrian	0	0	52	35	98	65	0	0
	Sense of Belonging	7	5	38	25	105	70	0	0
	Sense of safety	7	5	38	25	105	70	0	0
	Sense of security	0	0	0	0	0	0	150	100
	Peace	7	5	98	65	45	30	0	0
5.Entry	Gated	0	0	52	35	98	65	0	0
	Paved Pathway	0	0	0	0	0	0	150	100
	Parking	0	0	52	35	98	65	0	0

Accessibility

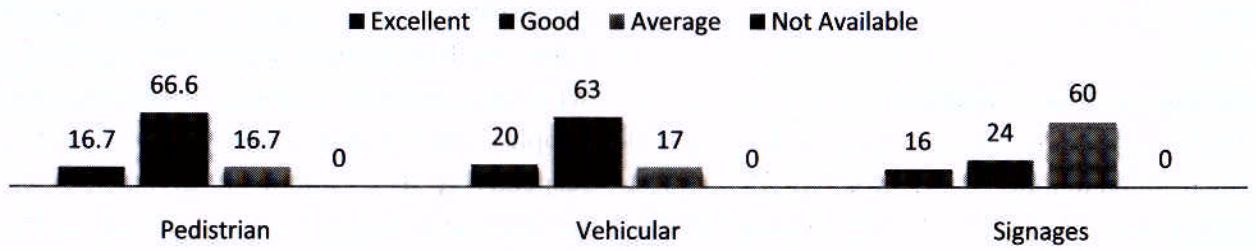


Fig. 2.1 Accessibility analysis based on local visitor's response

Facility

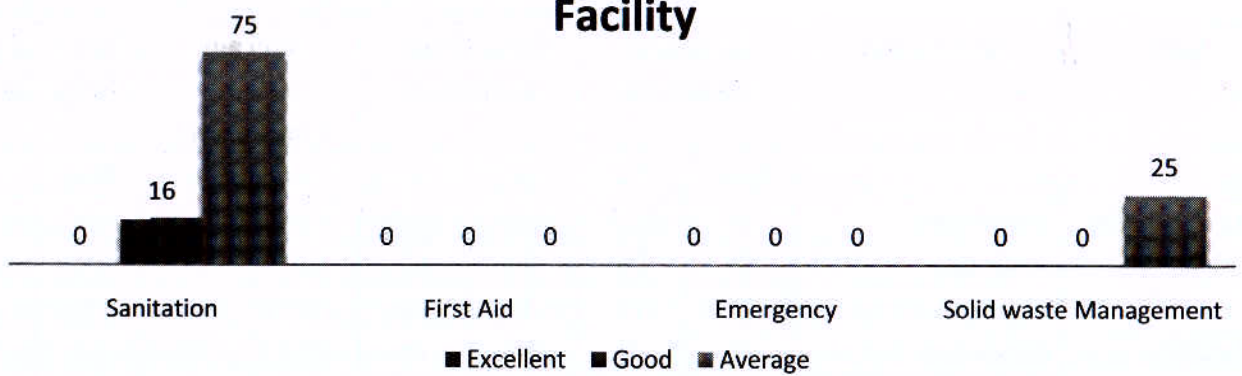


Fig. 2.2 Facility analysis based on local visitor's response

Activities

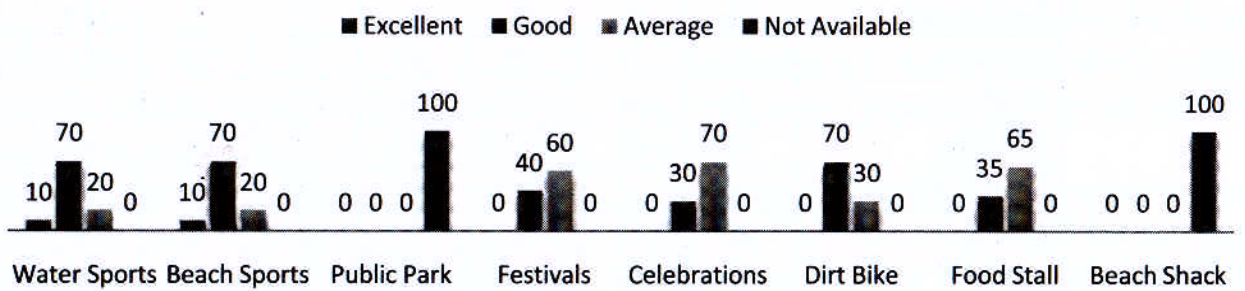


Fig. 2.3 Activity analysis based on local visitor's response

Comfort

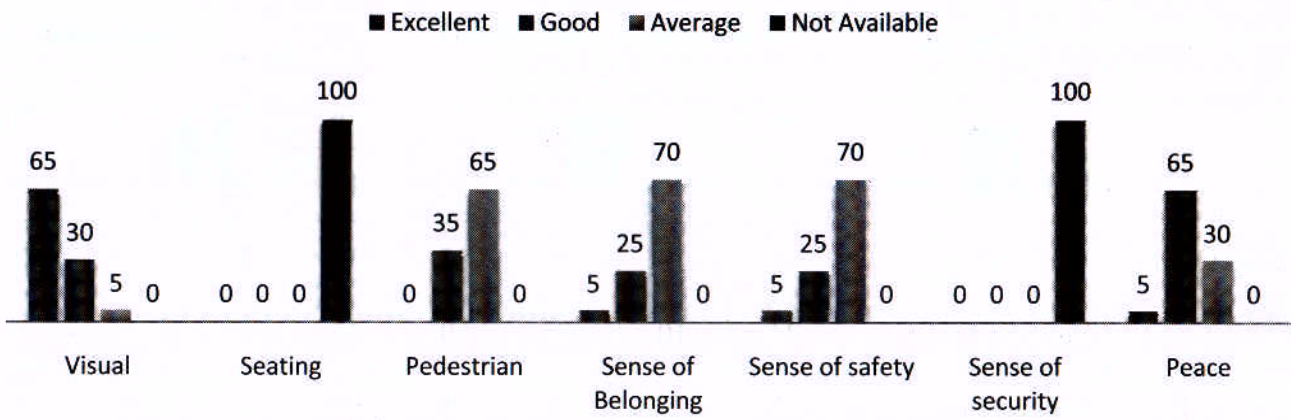


Fig. 2.4 Comfort analysis based on local visitor's response

Entry

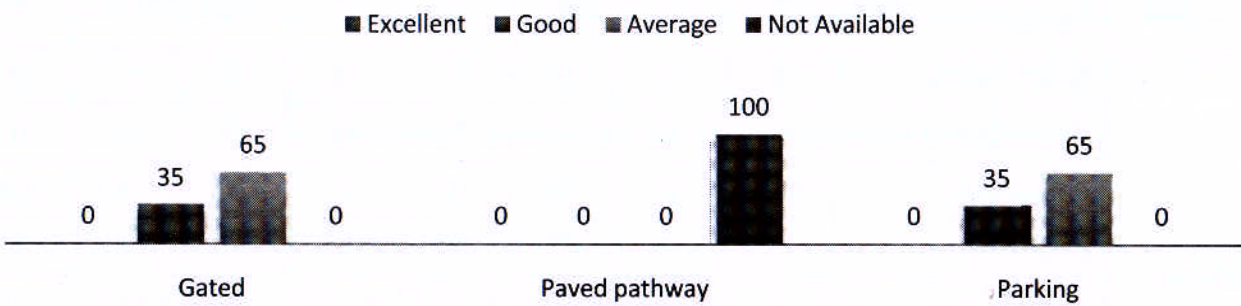


Fig. 2.5 Entry analysis based on local visitor's response

Table 2. Qualitative analysis by the local people

Item	Parameter	Excellent (Significant)		Good (better condition)		Average (Poor Condition)		Not Available (Insignificant)	
		Nos.	%	Nos.	%	Nos.	%	Nos.	%
1.Accessibility	Pedestrian	0	0	105	70	45	30	0	0
	Vehicular	15	10	98	65	37	25	0	0
	Signage	15	10	90	60	45	30	0	0
2.Facility	Sanitation	7	5	45	30	98	65	0	0
	First Aid	0	0	0	0	0	0	150	100
	Emergency	0	0	0	0	0	0	150	100
	Solid waste Management	0	0	0	0	0	0	150	100
3.Activities	Water Sports	0	0	105	70	45	30	0	0
	Beach Sports	0	0	105	70	45	30	0	0
	Public Park	0	0	0	0	0	0	150	100
	Festivals	0	0	45	30	105	70	0	0
	Celebrations	0	0	45	30	105	70	0	0
	Dirt Bike	0	0	105	70	45	30	0	0
	Food Stall	0	0	60	40	90	60	0	0
	Beach Shack	0	0	0	0	0	0	150	100
4. Comfort	Visual	105	70	45	30	0	0	0	0
	Seating	0	0	0	0	0	0	150	100
	Pedestrian	0	0	52	35	98	65	0	0
	Sense of Belonging	0	0	113	75	37	25	0	0
	Sense of Safety	0	0	105	70	45	30	0	0
	Sense of Security	0	0	98	65	52	35	0	0
	Peace	0	0	105	70	45	30	0	0
5.Entry	Gated	0	0	45	30	105	70	0	0
	Paved Pathway	0	0	0	0	0	0	150	100
	Parking	0	0	52	35	98	65	0	0

Accessibility

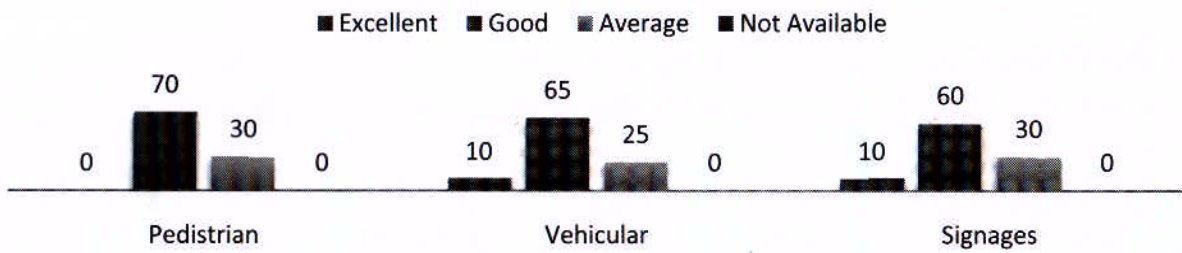


Fig. 3.1 Accessibility analysis based on local people's response

Facility

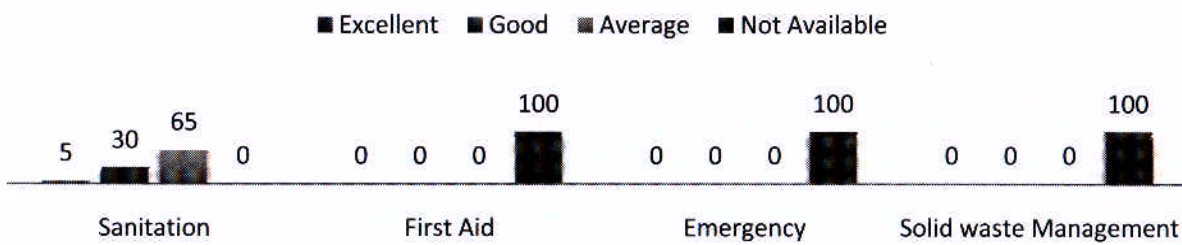


Fig. 3.2 Facility analysis based on local people's response

Activities

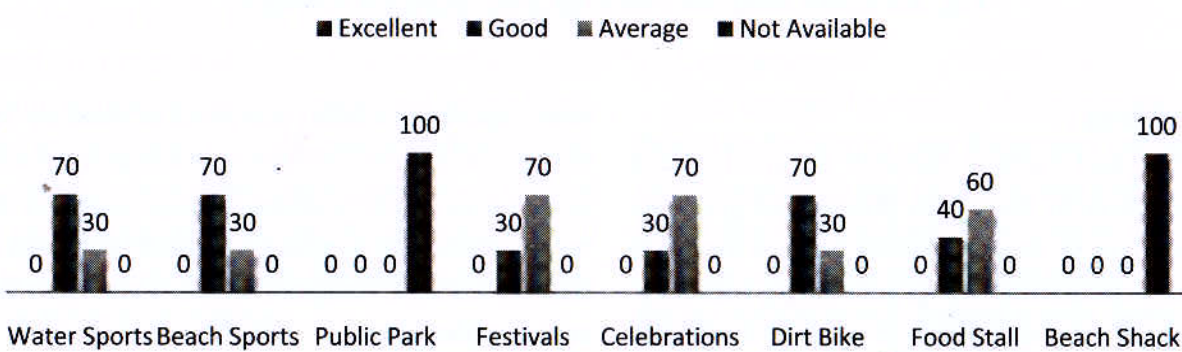


Fig. 3.3 Activities analysis based on local people's response



Fig. 3.4 Comfort analysis based on local people's response

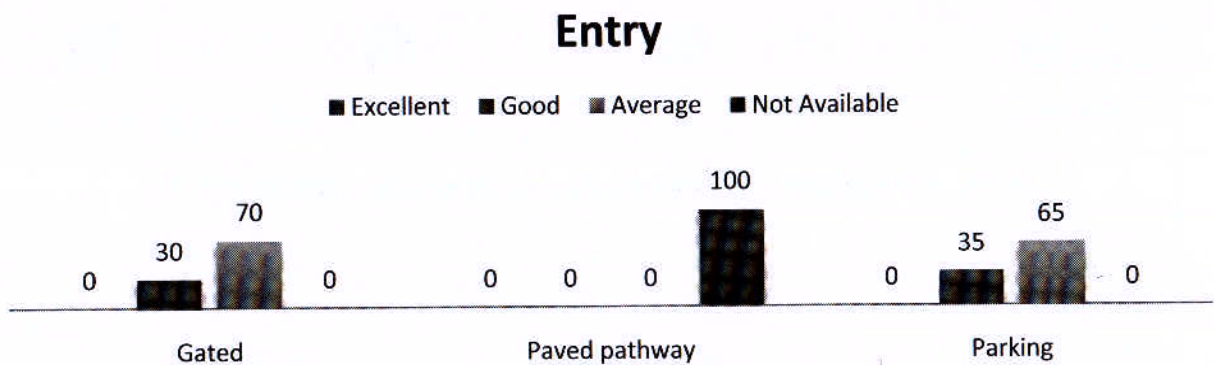


Fig. 3.5 Entry analysis based on local people's response

5. Observations :

Table 1 and Table 2 indicate the quality and current scenario of the beach promenade given by visitor and local as a respondent in which the parameter of accessibility (e.g. pedestrian, vehicular, signage's) are rated as average to good by more than 50% of the respondent. Some minor design intervention is required as per the visitor analysis.

The next parameter of the facility consists of sanitation as average category rated from 98% the respondent for its quality provided and also most of the facilities i.e (first aid, emergency, and solid waste management) are lacking on the beach.

The parameter of Activities (e.g. water sports,

beach sports, dirt bike) was rated as good by 70% of the respondent and festivals, celebration, food stall is rated as 70-60% under average category by the respondents. Out of which the public Park and beach shack need to be designed which is currently lacking at the public place.

The parameter of comfort i.e. (pedestrian, sense of belonging, safety) is rated under average category by 70% of the respondent. The peace and visual are rated as good and excellent by 65-70% of the respondent. The seating and security need to be taken care of in the design consideration. The parameter of entry is also rated as average by 65-70% of the respondent and paved pathway need to be provided.

The analysis helps to decide current condition and what to be added into the design formulation program so that it can cater the current and future need of the visitors.

6. Significances and impact:

The result will help to propose the guidelines to initiate the designating of beach promenade by taking advantages of neglected pockets along the beach. As per the analysis, the accessibility connects it to the neighborhood village which promotes the tourist to enjoy the rural culture. The facilities at the beach promenade are lacking and may fails to meet the needs of the tourist and the local vendor on the beach.

The following design solution will give the public place a significant feeling of livability, image and character through architecture. Image in the mindset of visitor can be created by providing inviting entrances and well-defined entry and exists with signage, parking areas at different nodes on the beach. The integrated planning of public place will serve as a landmark destination by providing iconic structure in the form of oceanarium, social places in the form of festive ground along with the beach promenade transforming the present condition of the Diveagar beach.

A social place can perform their religious and cultural festival in the form of festive ground at the one end of promenade. Public garden with the provision of open-air theatre, pathways for walking, cycling etc, and semi covered spaces for meditation, yoga, etc. A cultural Hatt permanent space of food stalls and handcraft materials, food products will help to make a platform for the marketing of local product for tourist visiting

Tourist visiting oceanarium will add on the revenue generation which can further used for the maintenance of beach promenade. Different Entertainment, recreational and educational facility at one destination which will attract different group of visitors at Diveagar, increases the tourist fall leading to the economic development.

These different structures will have a local people

to engage with a work opportunity in the form of administration, maintenance, security, vendor etc. which will add to the additional benefit and to some extent reduce migration of peoples for the search of jobs from rural areas.

The barrier of dense vegetation along the beach will provide as it is condition with proving some stretch of portion for dedicated pathways, walkways, semi covered seating areas which will cover maximum sea face leading to the physical development along the promenade.

Under the heading of National and State tourism Policies provision of permanent and temporary structures along the beach promenade in the form of designed places for food stall, fruit vendor, with seating areas at the different nodes. The basic facilities of public toilet, drinking water and changing room with maintained and hygiene condition at such places. Dedicated places for water sports activities, beach sports and beach shacks. To make people safe and secure by providing live guard post, emergency first aid facility, CCTV and street light along the promenade. The neighborhood character can be incorporated in the design by providing the hard cape element of the local material and soft cape elements with native plantation and by incorporating the style of architecture into the design.

7. Conclusion:

The untapped potential of the tourism the beach should be develop to cater the present and future need of visitor and also take care of quality and maintenance of the beach promenade. The proper use of public places would create tangible and intangible memories for the visitor. Iconic coastal tourist destination can be created by providing landmark structures which will generate revenue and help in booting the economy of the region. These structures can be developed on the basis of Public Private Partnership model as per the national tourism policy. The following are some national policy highlights for coastal area tourism development

1) Swadesh darshan – development of coastal

circuits for tourism

- 2) Development of public aquarium for the public entertainment and educational facilities.
- 3) Development of cuisine tourism for the food lovers.
- 4) Development of beach shack and public infrastructure facilities
- 5) Destination development to attract the tourist throughout the year by organizing sand art festival, beach festival, surf festival at national and international level.

The potential assets would increase the economic growth of the rural village of Diveagar at grass root level and also development of nearby villages. It leads to the challenged coastal region to survive its own, reduction in migration of resident to nearby region for the employment can be achieved and Making some policy decision for the development of the region.

The further scope of research could be dealt with the development of beach promenade in respect to different aspects of design layout and material to be used, temporary shelters design as per variation of seasons, design guidelines to develop such public places for all users, form a base and pilot experimental study for similar context in the given region.

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