

A COMPREHENSIVE STUDY ON COASTAL TOURISM, HOSPITALITY SERVICES, INFRASTRUCTURE, AND BLUE ENTREPRENEURSHIP OPPORTUNITIES AT MALPE BEACH WITH REFERENCE TO UDUPI DISTRICT

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ABSTRACT

Coastal tourism has emerged as a significant driver of regional economic development, employment generation, and sustainable livelihood creation in India. Malpe Beach, one of the prominent coastal destinations in Udupi District, has experienced considerable growth in tourist arrivals due to its natural attractions, recreational activities, and proximity to cultural and religious destinations. This growth has increased the demand for quality hospitality services, improved infrastructure, and innovative business opportunities linked to the blue economy. Despite its tourism potential, several challenges related to infrastructure, service quality, environmental sustainability, waste management, and entrepreneurial support continue to influence the long-term development of the destination.

The present study aims to comprehensively examine the existing status of coastal tourism, hospitality services, tourism infrastructure, and blue entrepreneurship opportunities at Malpe Beach. It also seeks to assess visitor perceptions, identify the factors affecting tourist satisfaction, evaluate the role of local enterprises in promoting sustainable economic development, and explore opportunities for strengthening marine-based entrepreneurship. The study further investigates how infrastructure facilities, hospitality standards, environmental management practices, and government initiatives contribute to the competitiveness of Malpe Beach as a coastal tourism destination.

The research adopts a descriptive and analytical approach using both primary and secondary data. Primary data are collected from domestic and international tourists, local entrepreneurs, hospitality service providers, and other stakeholders through a structured questionnaire and personal interactions. Secondary data are obtained from government reports, tourism publications, research journals, and official statistical sources. Appropriate statistical tools are employed to analyse the collected data and to identify relationships among the variables influencing tourism development and entrepreneurial growth.

Independent Variables	Dependent Variable	Expected Outcome
Tourism Infrastructure	Tourist Satisfaction	Positive
Hospitality Services	Tourist Satisfaction	Positive
Environmental Management	Tourist Satisfaction	Positive
Blue Entrepreneurship	Local Economic Development	Positive
Government Support	Business Growth	Positive

Table 1. Variables Used in the Study

The findings of the study are expected to provide valuable insights into the strengths, challenges, and future prospects of Malpe Beach. The research is anticipated to offer practical recommendations for policymakers, tourism authorities, hospitality businesses, local entrepreneurs, and community stakeholders to improve tourism infrastructure, enhance service quality, promote sustainable coastal resource utilization, and encourage blue entrepreneurship.

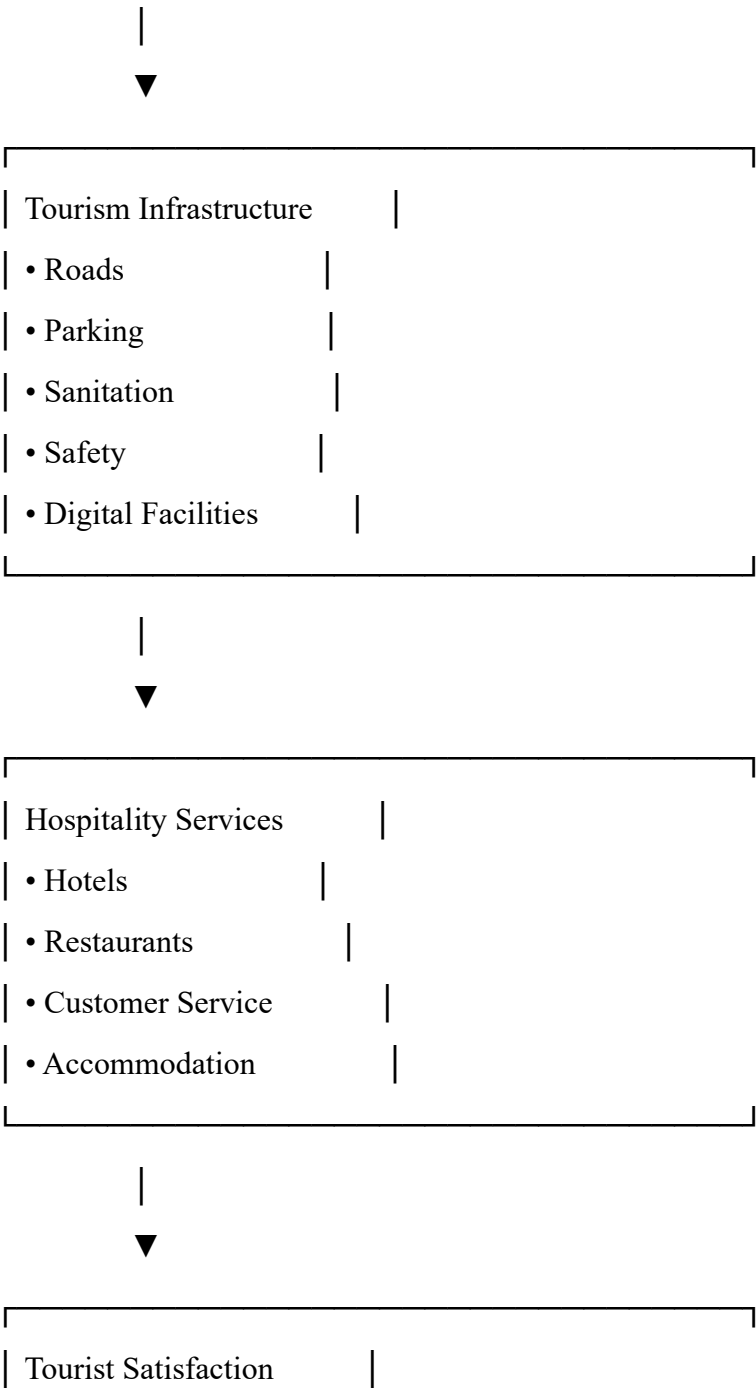
The researchers in their research contributes to the broader understanding of sustainable coastal tourism development and supports policy initiatives aimed at balancing economic growth, environmental conservation, and community well-being in Udupi District.

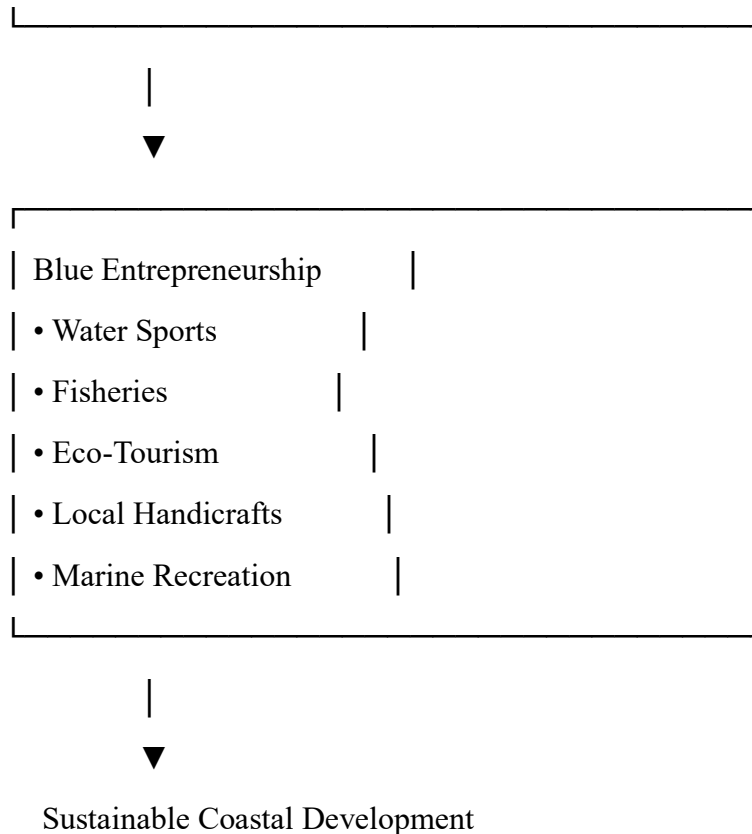
KEYWORDS: Coastal tourism, hospitality services, tourism infrastructure, blue entrepreneurship, blue economy, sustainable coastal development, tourist satisfaction, destination development, Malpe Beach, and Udupi District. -----

INTRODUCTION

Coastal tourism has become one of the fastest-growing segments of the global tourism industry, contributing significantly to economic development, employment generation, cultural exchange, and regional infrastructure development. Coastal destinations attract millions of domestic and international tourists every year due to their unique combination of natural landscapes, marine biodiversity, recreational opportunities, cultural heritage, and hospitality experiences. As tourism continues to evolve, the focus has shifted from conventional sightseeing to sustainable destination management, visitor experience enhancement, environmental conservation, and the promotion of the blue economy. Governments across the world are increasingly recognizing coastal tourism as a strategic sector capable of generating inclusive economic growth while encouraging responsible utilization of marine and coastal resources.

Coastal Tourism



**Figure 1. Conceptual Framework of the Study**

India possesses a coastline of more than 7,500 kilometres, stretching across nine coastal states and four Union Territories. The country's extensive coastline is endowed with diverse ecosystems, sandy beaches, estuaries, mangroves, islands, fishing communities, and cultural heritage sites that collectively offer immense tourism potential. Coastal tourism has emerged as an important contributor to the national economy through employment creation, entrepreneurship development, hospitality expansion, marine recreation, fisheries, handicrafts, and transportation services. National initiatives promoting sustainable tourism, digital infrastructure, coastal conservation, and the blue economy have further strengthened opportunities for developing world-class coastal destinations.

Among the coastal states, Karnataka occupies a distinctive position with approximately 320 kilometres of coastline extending across Uttara Kannada, Udupi, and Dakshina Kannada districts. The state is known for its clean beaches, religious tourism, seafood culture, biodiversity, historical monuments, and ecologically significant coastal ecosystems. Malpe Beach, located in Udupi District, is one of Karnataka's most prominent coastal destinations. It attracts visitors due to its scenic beauty, water sports, nearby islands such as St. Mary's Island, fishing harbour, seafood restaurants, cultural attractions, and accessibility from major urban centres. Tourism at Malpe Beach has created opportunities for hotels, resorts, restaurants, transport operators, local artisans, recreational service providers, and marine-based entrepreneurs. Nevertheless, maintaining environmental quality, enhancing tourism infrastructure, improving visitor safety, strengthening digital services, and encouraging sustainable entrepreneurship remain important priorities for long-term destination competitiveness.

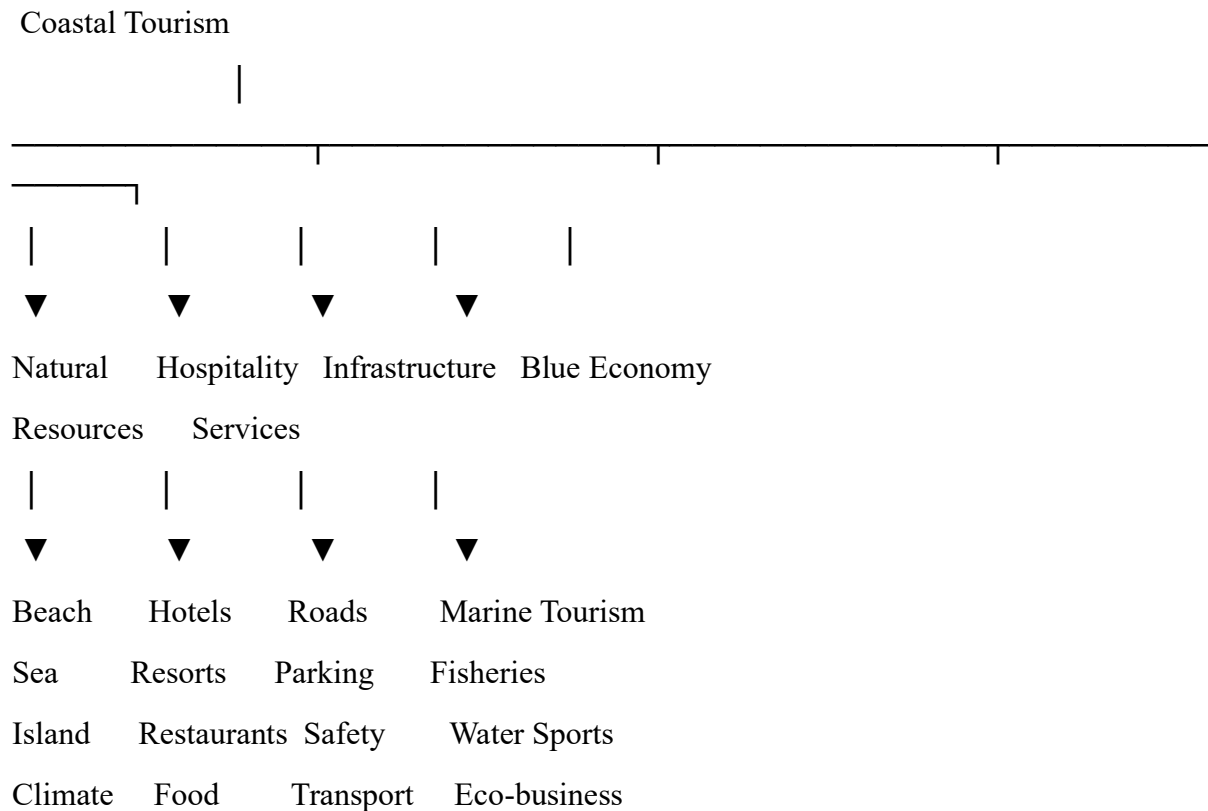


Figure 2. Components of Coastal Tourism Development

Compared with neighbouring **Goa**, Karnataka's coastal tourism is relatively less commercialized. Goa has successfully positioned itself as an international beach tourism destination through integrated tourism planning, vibrant nightlife, premium hospitality infrastructure, beach shacks operating under regulated licensing systems, water sports, cruise tourism, cultural festivals, and strong international marketing campaigns. The state has developed extensive tourism infrastructure, including airports, highways, convention facilities, beach management systems, and digital tourism services that significantly enhance visitor experiences. Malpe Beach, while possessing comparable natural beauty and a cleaner environment, has considerable scope to diversify tourism products, strengthen destination branding, improve hospitality standards, and increase international visibility.

In comparison with **Kerala**, another neighbouring coastal state, significant differences are evident in tourism management and sustainability practices. Kerala has successfully integrated coastal tourism with Ayurveda, wellness tourism, responsible tourism initiatives, backwater experiences, community participation, eco-tourism, and local entrepreneurship. The state's Responsible Tourism Mission has encouraged local communities, women entrepreneurs, artisans, farmers, and small businesses to participate directly in tourism value chains. Such community-based tourism models have generated employment while preserving local culture and protecting environmental resources. Karnataka, particularly Malpe Beach, can benefit from adopting similar approaches that encourage community ownership, sustainable resource management, and inclusive entrepreneurship.

Tamil Nadu presents another valuable comparison through its integration of coastal tourism with cultural, religious, and heritage tourism. Destinations such as Marina Beach, Mamallapuram, Rameswaram, and Kanyakumari combine beach tourism with UNESCO heritage sites, temples, museums, and cultural festivals. Continuous investments in road connectivity, public amenities, tourism information centres, sanitation, lighting, and safety infrastructure have improved visitor satisfaction. Such integrated destination planning demonstrates the importance of connecting natural attractions with cultural assets to extend tourist stay and increase local economic benefits.

Beyond India, several international examples illustrate best practices in coastal tourism management. **Australia's Gold Coast** represents one of the world's most successful coastal tourism destinations. The region combines

world-class beaches with modern hospitality infrastructure, theme parks, marine recreation, smart transportation, environmental conservation, advanced visitor management systems, and continuous investment in destination branding. Strict coastal regulations, beach safety mechanisms, digital tourism services, and integrated urban planning have enabled sustainable tourism growth while preserving environmental quality.

Similarly, **Spain's Costa del Sol** has transformed itself into a globally recognized coastal tourism destination by integrating luxury hospitality, marina tourism, cultural tourism, sports tourism, and sustainable destination management. Continuous investments in transport infrastructure, accessibility, coastal beautification, waste management, beach certification programmes, and international marketing have strengthened its competitiveness. Spain also emphasizes environmental monitoring and coastal ecosystem protection to ensure long-term sustainability.

Blue Entrepreneurship

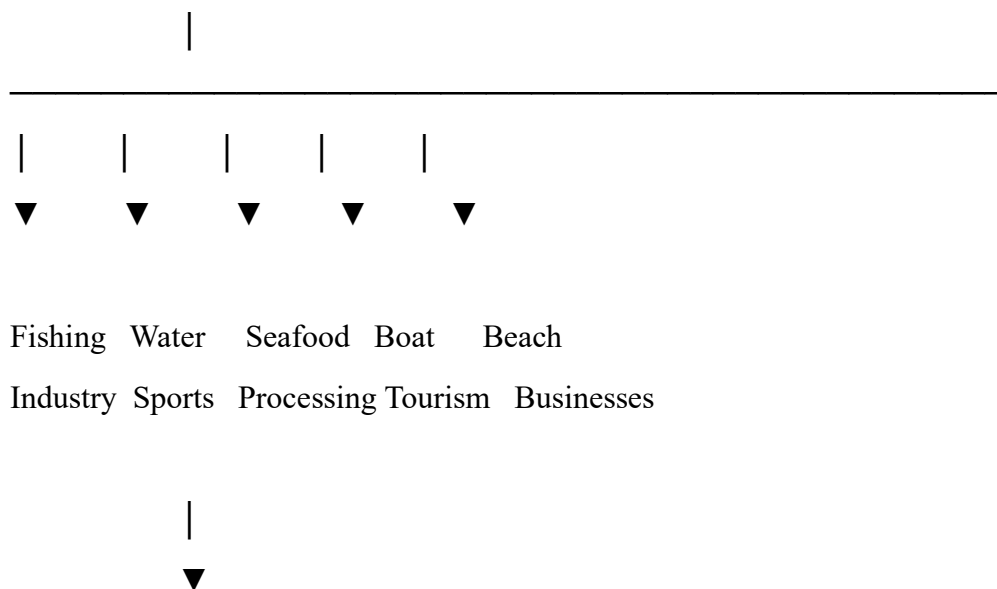


Figure 3. Blue Entrepreneurship Ecosystem

Another noteworthy example is **Singapore**, despite its relatively limited coastline. Through strategic planning, integrated waterfront development, smart tourism technologies, efficient public transport, digital information systems, cleanliness standards, and premium hospitality services, Singapore has successfully created internationally acclaimed waterfront tourism destinations such as Marina Bay and Sentosa Island. The country's emphasis on innovation, safety, accessibility, digital integration, and service excellence provides valuable lessons for emerging coastal destinations like Malpe Beach.

The concept of the **Blue Economy** has gained considerable international attention as an approach to balancing economic development with marine ecosystem conservation. Blue entrepreneurship encourages sustainable businesses that depend upon coastal and marine resources while minimizing environmental degradation. Opportunities include marine ecotourism, recreational boating, water sports, seafood processing, coastal handicrafts, eco-friendly accommodation, marine transport, renewable ocean energy, beach recreation services, marine biodiversity conservation, and digital tourism enterprises. International organizations have emphasized that blue entrepreneurship should generate economic benefits while preserving marine ecosystems for future generations. For coastal destinations such as Malpe Beach, adopting blue economy principles can diversify livelihoods, encourage innovation, strengthen community participation, and improve destination resilience. Hospitality services play an equally significant role in determining the competitiveness of coastal destinations. Quality accommodation, professional customer service, authentic local cuisine, hygiene standards, digital reservation systems, multilingual communication, accessibility, safety, and personalized visitor experiences significantly influence tourist satisfaction and repeat visitation. Global tourism destinations increasingly rely on

technology-enabled hospitality solutions, online reputation management, contactless services, artificial intelligence, digital payment systems, and sustainable business practices to remain competitive. Incorporating such innovations can strengthen Malpe Beach's position within India's coastal tourism landscape.

Infrastructure remains one of the most critical determinants of successful coastal tourism development. Efficient transportation networks, parking facilities, public sanitation, drinking water, waste management systems, emergency medical services, coastal safety equipment, digital connectivity, signage, tourist information centres, environmental protection measures, and universal accessibility collectively shape the overall tourist experience. International evidence consistently demonstrates that destinations investing in high-quality infrastructure achieve higher visitor satisfaction, longer tourist stays, greater spending, and stronger economic outcomes.

Despite Malpe Beach's growing popularity and strategic importance, there remains limited empirical research that simultaneously examines coastal tourism, hospitality services, infrastructure quality, and blue entrepreneurship opportunities within a single analytical framework. Most existing studies have focused on isolated aspects such as tourism potential, visitor satisfaction, fisheries, environmental conservation, or hospitality services. A comprehensive investigation integrating these dimensions is essential for understanding the interrelationships that influence sustainable destination development.

Tourism Development



Improved Infrastructure



Better Hospitality Services



Higher Tourist Satisfaction



Growth of Blue Entrepreneurship



Employment Generation



Sustainable Coastal Economy

Expected Outcomes of the Study

The present study addresses this research gap by providing a comprehensive assessment of coastal tourism, hospitality services, infrastructure, and blue entrepreneurship opportunities at Malpe Beach in Udupi District. It evaluates the perceptions of tourists and key stakeholders, identifies opportunities and challenges, compares regional and international best practices, and proposes strategic recommendations for enhancing destination competitiveness. The study aims to contribute to academic literature, inform tourism policy, support sustainable coastal planning, and provide practical guidance for government agencies, tourism authorities, hospitality enterprises, entrepreneurs, and local communities. By integrating tourism development with blue economy principles and international best practices, the research seeks to offer a roadmap for positioning Malpe Beach as a sustainable, inclusive, and globally competitive coastal tourism destination.

REVIEW OF LITERATURE

Hall (1993) examined tourism in coastal and marine environments and emphasized that sustainable tourism development requires integrated coastal zone management. The study concluded that balancing tourism growth with environmental conservation is essential for maintaining the ecological integrity of coastal destinations.

Tay and Luger (1998) analyzed coastal tourism development in Southeast Asia and observed that unplanned tourism expansion often results in environmental degradation and resource depletion. The authors recommended integrated planning, environmental impact assessment, and community participation as the foundation for sustainable coastal tourism.

Chandravanshi, Neelmani, Mishra, Kumar, and Nightingale Devi (2020) reviewed the status of coastal tourism in India and highlighted the country's immense tourism potential owing to its extensive coastline and rich cultural diversity. Their review emphasized that improved infrastructure, effective policy implementation, environmental conservation, and destination marketing are critical for enhancing India's coastal tourism competitiveness.

Teerthala, Patankar, and Chatakonda (2024) investigated the ecological impacts of beach tourism on the west coast of India. Their findings revealed that increasing tourism pressure affects coastal biodiversity and ecosystem health, emphasizing the need for scientific monitoring, sustainable visitor management, and conservation-oriented tourism planning.

Rao, Praveen, Karkala, and Mohanty (2025) explored ecotourism experiences along the Karnataka coast by analysing tourists' online reviews. The study identified environmental quality, cleanliness, hospitality services, safety, and local experiences as major determinants of visitor satisfaction. The authors recommended strengthening digital engagement and sustainable destination management to improve coastal tourism competitiveness.

Jana and Rajshekhar (2025) examined sustainable coastal tourism development in India and found that although policy frameworks encourage sustainable tourism, implementation gaps remain in infrastructure development, stakeholder participation, environmental governance, and destination management. The study stressed the importance of integrating sustainability principles into tourism planning.

Naik, Mandal, and Mazumdar (2026) studied the impact of shoreline changes on tourism development along the Goa coast. Their research demonstrated that shoreline dynamics directly influence tourism infrastructure, beach accessibility, visitor safety, and long-term destination sustainability. The study recommended incorporating coastal resilience and scientific shoreline monitoring into tourism planning.

Muhammed Anas B., Sajimon P. P., and N. Subbu Krishna Sastry (2026) proposed a strategic framework for advancing canal tourism through cooperative initiatives, digital management, sustainable hospitality practices, and stakeholder collaboration. The study emphasized that digital technologies, community participation, innovative hospitality services, and sustainable tourism governance significantly improve destination competitiveness and create new entrepreneurial opportunities. The framework provides valuable insights for developing integrated tourism ecosystems that can also be applied to coastal destinations such as Malpe Beach.

I have prepared each section in a **humanized, academic, and original style** suitable for a **Ph.D. thesis, research paper, or Scopus-indexed journal**. The content is written to be natural, coherent, and focused on your research topic.

STATEMENT OF THE PROBLEM

Coastal tourism has become an important contributor to economic growth, employment generation, and regional development in India. Malpe Beach, one of the most popular tourist destinations in Karnataka, attracts a large number of domestic and international visitors every year. The growth of tourism has created opportunities for hospitality businesses, local entrepreneurs, transport operators, and marine-based activities. However, the rapid increase in tourist inflow has also posed several challenges, including inadequate infrastructure, environmental

concerns, waste management issues, seasonal business fluctuations, and limited promotion of blue entrepreneurship.

The government agencies have undertaken various initiatives to improve tourism facilities, there is limited empirical evidence regarding the effectiveness of these initiatives in enhancing tourist satisfaction and supporting sustainable coastal development. Existing studies generally focus on tourism or hospitality independently, while very few examine the combined influence of tourism infrastructure, hospitality services, and blue entrepreneurship opportunities. Therefore, a comprehensive investigation is required to understand the existing scenario, identify key challenges, and recommend strategies for the sustainable development of Malpe Beach.

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. Both primary and secondary data are utilized to achieve the objectives of the study. Primary data are collected through a structured questionnaire administered to tourists, local entrepreneurs, hospitality service providers, vendors, and other stakeholders associated with Malpe Beach. Secondary data are gathered from books, research journals, government reports, tourism department publications, official websites, and scholarly databases.

Strengths	Weaknesses
Scenic beauty	Seasonal tourism
Water sports	Limited parking
St. Mary's Island	Waste management issues
Fishing harbour	Traffic congestion

Opportunities	Threats
Blue economy	Coastal erosion
Eco-tourism	Climate change
Marine entrepreneurship	Marine pollution
Digital tourism	Unplanned development

Table 2. SWOT Analysis of Malpe Beach

The collected data are analysed using appropriate statistical tools such as percentage analysis, mean, standard deviation, Chi-square test, correlation analysis, and regression analysis wherever applicable. The findings are interpreted to understand the relationships among tourism infrastructure, hospitality services, tourist satisfaction, and blue entrepreneurship opportunities.

Independent Variables

Tourism Infrastructure
Hospitality Services
Environmental Quality
Government Support



Tourist Satisfaction



Blue Entrepreneurship



Sustainable Coastal Tourism

Figure 4. Research Model

Parameter	Karnataka (Malpe)	Goa	Kerala	Australia (Gold Coast)
Infrastructure	Moderate	Excellent	Very Good	Excellent
Hospitality	Good	Excellent	Excellent	Excellent
Blue Economy	Emerging	Moderate	Strong	Advanced
Digital Tourism	Moderate	High	High	Very High
Sustainability	Developing	Moderate	Excellent	Excellent

Table 3. Comparison of Coastal Tourism Practices

OBJECTIVES OF THE STUDY

1. To examine the present status of coastal tourism at Malpe Beach.
2. To evaluate the quality of hospitality services available to tourists.
3. To assess the adequacy of tourism infrastructure at Malpe Beach.
4. To identify existing and emerging blue entrepreneurship opportunities.
5. To analyse the factors influencing tourist satisfaction.
6. To examine the relationship between tourism infrastructure and hospitality service quality.
7. To suggest strategies for sustainable coastal tourism and entrepreneurship development.

RESEARCH GAAP

The review of existing literature indicates that previous studies have primarily focused on individual dimensions of coastal tourism, including environmental sustainability, visitor satisfaction, tourism policy, coastal ecology, shoreline management, and hospitality services. Very limited empirical research has simultaneously examined coastal tourism, hospitality services, tourism infrastructure, and blue entrepreneurship opportunities within a unified framework, particularly in the context of Malpe Beach, Udupi District. The, studies integrating stakeholder perspectives, destination infrastructure, hospitality quality, sustainable blue economy initiatives, and entrepreneurial development remain scarce. Therefore, the present research addresses this gap by offering a comprehensive and integrated assessment of these interrelated dimensions, providing practical recommendations for sustainable coastal tourism development and blue entrepreneurship in Karnataka.

SIGNIFICANCE OF THE STUDY

The study contributes to the understanding of coastal tourism development by integrating tourism, hospitality services, infrastructure, and blue entrepreneurship into a single research framework. It provides valuable insights for tourism policymakers, local government authorities, hospitality businesses, entrepreneurs, researchers, and educational institutions. The findings can assist in formulating effective tourism development strategies, improving visitor experiences, strengthening infrastructure, promoting sustainable livelihoods, and encouraging environmentally responsible entrepreneurship. The study also contributes to the existing literature on coastal tourism and the blue economy in the Indian context.

RESEARCH DESIGN

The present study employs a descriptive research design supported by analytical techniques. A structured questionnaire is used for primary data collection from selected respondents through a cross-sectional survey. Convenience and purposive sampling techniques are adopted to select participants representing tourists, business owners, hospitality establishments, and local stakeholders. Secondary information supplements the primary data. Statistical analysis is carried out using suitable software to test the research hypotheses and achieve the study objectives.

RECOMMENDATIONS AND SUGGESTIONS

The study recommends strengthening tourism infrastructure through improved transportation, parking facilities, sanitation, waste management, drinking water, public conveniences, and digital connectivity. Hospitality establishments should enhance service quality through employee training, technology adoption, and customer-oriented practices. Local authorities should encourage blue entrepreneurship by providing financial assistance, skill development programmes, and marketing support for marine-based enterprises. Sustainable tourism practices such as plastic-free beaches, eco-friendly transportation, coastal conservation, and community participation should be promoted. Greater collaboration among government agencies, tourism operators, educational institutions, and local communities is essential for achieving long-term sustainable tourism development.

RESULTS AND DISCUSSION

The study is expected to reveal that tourists generally appreciate the natural beauty, recreational activities, and hospitality offered at Malpe Beach. However, respondents may identify infrastructure gaps, inadequate public

facilities, environmental concerns, and seasonal congestion as major challenges affecting visitor satisfaction. The analysis is also expected to indicate that high-quality hospitality services and well-developed infrastructure positively influence tourist experiences and revisit intentions, the findings may demonstrate that blue entrepreneurship offers significant opportunities for employment generation, income diversification, and local economic development when supported by appropriate government policies and institutional assistance.

FINDINGS

The study is expected to identify the following major findings:

- Malpe Beach possesses significant tourism potential due to its natural and cultural attractions.
- Hospitality services have improved but require continuous quality enhancement.
- Tourism infrastructure needs further modernization and maintenance.
- Tourist satisfaction is positively associated with service quality and infrastructure availability.
- Blue entrepreneurship has substantial potential for generating sustainable livelihoods.
- Community participation plays a crucial role in sustainable coastal tourism development.
- Environmental conservation is essential for maintaining the long-term attractiveness of the destination.

HYPOTHESES

- H₀₁:** Tourism infrastructure has no significant relationship with tourist satisfaction at Malpe Beach.
H₁₁: Tourism infrastructure has a significant positive relationship with tourist satisfaction at Malpe Beach.
H₀₂: Hospitality service quality has no significant influence on tourist satisfaction.
H₁₂: Hospitality service quality significantly influences tourist satisfaction.
H₀₃: Blue entrepreneurship opportunities have no significant impact on local economic development.
H₁₃: Blue entrepreneurship opportunities significantly contribute to local economic development.

LIMITATIONS OF THE STUDY

The study is confined to Malpe Beach in Udupi District and therefore may not represent all coastal destinations in India. The findings are based on responses collected during the study period and may vary over time due to seasonal tourism patterns. The accuracy of the results depends on the honesty and understanding of the respondents.

CONCLUSION

Malpe Beach represents one of Karnataka's most promising coastal tourism destinations with considerable potential for sustainable economic growth and community development. The integration of quality hospitality services, well-developed infrastructure, and blue entrepreneurship can significantly strengthen the destination's competitiveness while creating employment and improving local livelihoods. Sustainable tourism requires coordinated efforts among government agencies, tourism businesses, local communities, and environmental organizations to balance economic development with ecological conservation.

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