



## A COMPARATIVE ANALYSIS OF KASHID BEACH AND NAGAON BEACH TOURISM DESTINATIONS

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### ABSTRACT

#### KEYWORDS:

*Tourism, Tourism marketing, Tourist attitude, Tourists perception, Tourists motivation, Destination Image*

*A comparative analysis is carried out to identify what differences lies between these two destinations, and further to identify what commonalities they carry. Why do people visit these destinations? Do these destinations carry equal attributes in common to attract people or they carry different specialties to visit?*

#### INTRODUCTION

One of the pleasant destinations to visit is Kashid, and so is Nagaon. Researcher compared two tourism destinations: Kashid and Nagaon from Raigad District of Maharashtra, India. The common specialties of these tourism destinations are these are bestowed with seashore, special Konkani food. People visit these destinations to enjoy the beach environments. The destinations are at a distance of 24 Kilometers from each other. The climate is humid. Both are situated near to Mumbai, which is called as economic capital of India, and Pune, which is known for education.

At first, push factors to motivate tourist to decide upon a destination (Do & Shih, 2016). A researcher found varied motives to visit (ZBUECHEA, 2012). Studying tourists' intentions to travel is possible by analyzing perceptions or attitudes towards a destination, and also study of key influences, constraints and levels of perceived personal control over the resources required to achieve the target behavior (Sparks & Pan, 2009).

#### OBJECTIVES

- To analyze attitude, perceptions, experiences, and behavior of visitors
- To study preferences of visitors

#### METHODOLOGY

Researcher designed a questionnaire to address the said issues in the objective of the research study. Questionnaire is designed and validated with the eminent persons, and researchers. The changes suggested incorporated accordingly.

The items on loyalty included in the questionnaire (Kim, Chung, & Choong-Ki, 2011) Repeat cross-section survey allows researcher uncover and analyze true relationships (PSI, 2009). The items included Likert scale along with categorical items. Twenty-seven items of the questionnaire and its responses are considered here to address the issues in this research article. Items in the questionnaire may fail to calculate accurate statistics but they can be useful in finding trends, could be helpful in guiding towards the correct course of actions (PSI, 2009).

Researcher compared two tourists' destinations: Kashid beach, and Nagaon. Descriptive analysis and Independent t-test is carried out with visiting destination as independent variable. The mean and frequency analysis table are sourced from (Kendre & Shrigiriwar, 2018).

Validity of the questionnaire, during design phase, was done with checking the same with the eminent personalities in the area of research to whom researcher addressed in the acknowledgement section. The suggested changes were done to improve questionnaire in turn improving the input quality of data to be collected. Reliability of the questionnaire is checked with Likert scale utilized items of the selected for this study, and which is to Cronbach's  $\alpha = 0.891$  for 24 of the 27 selected items for this study. Likert scale is utilized to address the qualitative issues in the research study. Researcher selected sample of visitors from Pune region, see Table 1, who have visited at least one of the destinations under study.

**DATA ANALYSIS**

**Table 1 Sample Proportion**

Destination of Visit	Frequency	Valid Percent
Kashid Visited	207	53.9
Nagaon Visited	177	46.1
Total	384	100.0



**Figure 1 Visitor Profile**

**FINDINGS AND DISCUSSION**

The descriptive statistics for considered items are as shown in Table 2 and the corresponding significant t values along with p-values are provided in Table 3.

**Fun:** Visitors average rating for Kashid beach for the place to visit alone is (2.73) where for Nagaon beach as (2.91) shows that Nagaon is a better place to visit alone than Kashid. Visitors’ average rating for visiting with family at Kashid beach is (4.07) where that of Nagaon beach is (4.13). It shows that Nagaon is a better place to visit with family than Kashid but it is equal and opposite when it comes to visit with friends where the average rating, the visitors rated, for Kashid beach is (4.13) and that of Nagaon beach is (4.07).

Tourists when visit Kashid beach they have more fun as compared to Nagaon beach. The mean rating for having fun at Kashid is 3.73 and it is for Nagaon is 3.64. Fun is the enjoyment, and inseparable part of tour. In the eyes of visitors, Nagaon beach destination is better than Kashid when it comes to water sports and other type of sports. Mean rating for water sports and other sports at Kashid are (3.42) and (3.22) respectively, and at Nagaon (3.48) and (3.43) respectively.

**Peace:** Both, Kashid and Nagaon, provide tourists good peace at heart upon visit since both mean ratings are higher than a neutral rating of (3) on Likert scale from (1) to (5). Tourists’ perception about Nagaon destination (4.01) is more peaceful as compared to Kashid (3.73). Researcher through visit to both of these destination observed Nagaon is a meditative place bestowed with natural beauty and peace.

The difference found in mean values at Kashid and Nagaon for peace of mind is significant at  $t = -2.96, p < 0.01$  a very strong evidence supporting that peace of mind that tourists receive from Nagaon beach is more than that of Kashid beach.

**Skip From Routine:** People in urban area go through a more hectic routine as they perceive and hence they need some change, relaxation that drives them to get out of the routine. It is not only about their official work but also about day-to-day life activities in their routine environment. That tediousness of routine forces them to get out of it and they scan their options to do so. Typically, people’s thinking is limited by their constraints such as time availability; availability of disposable funds; personal, family and official responsibilities, etc.

According to (Konu & Laukkanen, 2009), “Wellbeing/wellness tourism is tourism where the main travelling motive is promotion and maintenance of one’s own health aiming to highlight holistic wellness which includes wellbeing of body, mind and soul”. A routine becomes boredom and is a state of mind, which needs to be changed to rejuvenate. Skipping from routine and moving out of the usual environment is a type of wellness tourism. The visitor with such a motive is a wellness tourist. People tend to prefer Kashid beach (3.75) to skip from routine than to Nagaon beach (3.71). The motive to rejuvenate forces and constraints limits the one’s decision to visit.

**Food:** People are interested in trying local foods while on a visit, though tourists are motivated by food are less in percentage, many visitors perceive that these opportunities add to their enjoyment (enteleca, n.d.). Tourists rating of Vegetarian meal and breakfast to have at Nagaon (3.36 and 3.52) are better than that of at Kashid (3.14 and 3.37) but tourists’ prefer non-vegetarian meal at Kashid (3.82) than at Nagaon (3.78).

**Table 2 Descriptive Statistics**

Items	Mean	
	Kashid	Nagaon
Alone	2.73	2.91
V_With_Friends	4.13	4.07
V_With_Family	4.07	4.13
Fun	3.73	3.64
Water_Sports	3.43	3.48
Other_Sports	3.22	3.34
Peace_Of_Mind	3.73	4.01
Skip_Routine	3.75	3.71
Vegetarian_Meal	3.14	3.36
Non_Veg_Meal	3.82	3.78
Braekfast	3.37	3.52
Boarding	3.47	3.61
Living_Arrangements	3.60	3.77
Employee_behavior_Lodging	3.67	3.73
Room_Cleanliness	3.19	3.49
Travel_Comfort	3.45	3.53
Beach_Cleanliness	3.58	3.86
Local_People	3.69	3.76
Local_Culture	3.60	3.66
Historical_Places	3.41	3.59
Visit_Again	3.72	3.65
Satisfaction_Overall	3.66	3.68
Govt_Contribution	2.91	3.07
Memories_Retained	3.77	3.71
Memory_Sharing_Attitude	3.74	3.79
People_Willing_to_Visit	2.80	2.87
Max_days_can_Spend	1.87	1.81

Source: (Kendre & Shrigiriwar, 2018)

**Lodging and Boarding:** Availability of boarding facilities when compared with at Kashid (3.47) is found well at Nagaon (3.61) whereas availability of living arrangements and room cleanliness stood better at Nagaon (3.77 and 3.49) than at Kashid (3.60 and 3.19). When asked about the staff behavior at lodging facilities Nagaon (3.73) excelled than Kashid (3.67). In an overall picture, both destination carry mean rating

more than 3, which is a neutral role playing value on Likert scale about lodging, and boarding facilities yet Nagaon found in a better position. Living arrangement at Nagaon offer cleaner rooms and is supported by very strong evidence  $t = -3.27$ ,  $p < 0.01$ . Significant difference found in the mean ratings for living arrangements at Nagaon and Kashid,  $t = -2.10$ , at  $p < 0.05$ .

**Table 3 t-test statistics**

Items	t	Sig. (2-tailed)	Mean Difference
Peace_Of_Mind	-2.955	.003	-.277
Vegetarian_Meal	-2.002	.046	-.219
Braekfast	-1.782	.076	-.151
Living_Arrangements	-2.102	.036	-.175
Room_Cleanliness	-3.216	.001	-.297
Beach_Cleanliness	-2.959	.003	-.280
Historical_Places	-1.887	.060	-.178

Source: (Kendre & Shrigiriwar, 2018)

**Reaching Destination:** People are more comfortable in travelling Kashid beach (3.45) than that of to Nagaon beach (3.53). the reason might be Nagaon fall earlier than Kashid and tourists need to travel 24 kilometers more on a road which is far below the acceptable quality whereas they need to travel for 9 kilometers for Nagaon on a similar road. It means to reach Kashid visitor needs to travel at least 33 kilometers on bouncy road.

**Beach:** Nagaon has a clean beach (3.86) than Kashid (3.58). Though the water at Nagaon is not so clean but at Kashid tourists rated the beach is clean. Researcher confirmed from

the actual site visits, the surrounding at the Nagaon beach is cleaner than at Kashid beach. This is supported by  $t = -3.00$  at  $p < 0.01$ .

**Locals and Heritage:** Local culture (3.66) and local people (3.76) at Nagaon surpass Local culture (3.66) and local people (3.76) at Kashid. Through researcher's visit to these destinations, researcher observed that the businesspersons at these places are not much professional or professionally trained yet a level above is found at Nagaon Hotels and Restaurants, and other living arrangements than at Kashid. There is a fort available at Alibaug, which is nearer to

Nagaon than Kashid, and another fort and lighthouse to Korlai, which is on the way from Nagaon to Kashid. One who likes to have relaxation from a peaceful environment prefers Nagaon have fun with their family members from available water sports and other sports, and they might have an inclination toward the culture and heritage too. But people who visit Kashid seems to be more of fun oriented and they seek their fun from togetherness with their friends playing water sports and other too, more of Non vegetarian food preferring, less inclined towards culture, and heritage. The people visit at Kashid and Nagaon may be same in some cases but the people visits these destinations for different motives that are for sure from the findings.

**Repeat Visit:** Both Kashid beach and Nagaon beach visitors would like to visit again as the mean rating (3.72) and (3.65) respectively are more than a neutral value on Likert scale. It is confirmed by the overall satisfaction rating for their visits at Kashid (3.66) and Nagaon (3.68) (Alegre & Cladera, 2009), (Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016). These overall satisfaction means are almost equal in both the cases and are more than the neutral rating of (3) on the Likert scale.

**Government Contribution:** People rated for government's contribution in developing these tourism destinations: Kashid (2.91) and Nagaon (3.07). The contribution seems to reach to a neutral rating of (3) on the Likert scale in both the cases yet Nagaon surpass Kashid when compared. The Grampanchayat at Nagaon is taking efforts in developing the destinations; this is confirmed from the discussion with local people at Nagaon. No such efforts found at Kashid when researcher had talks with local people at Kashid. The difference found significant at  $t = -1.89$ , at  $p < 0.05$

**Memories:** People retain memories when they visit destinations and have experiences. Even the people who perceive themselves weak in holding memories found retaining memories of their earlier tours and about their good as well as bad experiences. In this case, of Kashid and Nagaon people rated retained memories (3.77) and (3.71) respectively, which are more than a neutral rating of (3) on the Likert scale. Further, it is found that people share memories about their visits with other when go back to their homes, which is for Kashid (3.74) and for Nagaon (3.79) which are more than a neutral rating of (3) on the Likert scale. Looking at overall satisfaction ratings and ratings for memories retained tourists carry good memories to share with other people. From the mean ratings of memory sharing attitude of visitors at Kashid and Nagaon, it may be confirmed that people do have attitude to tell about their experiences and tours to others irrespective of their visits to destinations, as they are almost equal ratings. Most of the people with whom the memories about the tour were shared, were found to want to visit the destinations. This can be confirmed by the mean response to a categorical variable, including four categories: Nobody, Very few, Most of them, and All of them, are Kashid (2.80) and Nagaon (2.87). It is on a positive side whenever people share their memories about the tour to a destination it affects listeners.

Mean response to how many days people can spend to a maximum at Kashid (1.87) and Nagaon (1.81) comes almost equal to two days, signaling to as weekend destinations, supporting the fulfillment of skipping from routine motive of visitors further to identifying the areas for improvements to be pure tourist destinations.

## CONCLUSION

Nagaon beach is better fit for wellness tourism than Kashid, as tourists perceive that they get the peace at heart from their visit at Nagaon beach. This peace rejuvenates them. People visit Nagaon beach and they prefer to have vegetarian food there than Kashid beach. However, there found no discrimination for non-vegetarian food. Even for breakfast, people prefer Nagaon. Tourists are satisfied from both the destinations; Kashid, and Nagaon it is in consensus with the finding of (RAZOVI, 2012).

Tourists like to stay at Nagaon than at Kashid. At Nagaon Room cleanliness at living arrangements are better than at Kashid. This might be one of the reasons behind preferring stays at Nagaon. Another reason could be the cleanliness at the beach at Nagaon than Kashid. Availability of the historical places near Nagaon found significant than Kashid. To conclude in a sentence, the researcher is confident that both the tourists' destinations: Kashid and Nagaon are good to visit however, people prefer Nagaon in excess of Kashid. Common specialties found at both the destinations however, they differ in levels.

## FUTURE RESEARCH

Study of same destinations can be repeated with different angles. Analysis with Gender, income level, status of visitors, can be done to identify the attitudinal differences, differences in perceptions, behavior, and experiences. Memory sharing attitude, identified, can be studied further, and in-depth.

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