

PONDY MARINA ECO BEACH: VISITORS SATISFACTION ANALYSIS OF THE NEWLY FORMED THEME-BASED DESTINATION AT PONDICHERRY

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Abstract: This case study research paper is based on Pundy Marina Eco-beach in Pondicherry. This place is a new post-COVID beach destination and it was built according to the theme of food. This paper examines the level of satisfaction of tourists and provides a detailed overview of the facilities and infrastructure available to tourists at the destination. Random sampling and snowball sampling techniques were used for the collection of data. Results were analyzed based on visitor data collected through questionnaires and interviews. The study concludes that the destination attracts large numbers of tourists to and from around the world and most of them are satisfied with the facilities provided at the destination. But it is still lagging in the cleanliness, maintenance, and infrastructure of facilities for future tourists and keeping the place environmentally friendly and sustainable for the longer term.

Keywords: Tourism; Destination Management; Leisure Tourism; Theme-based Tourism; Tourism Management.

PONDY MARINA ECO BEACH: ANÁLISE DA SATISFAÇÃO DOS VISITANTES DO DESTINO TEMÁTICO RECÉM-FORMADO EM PONDICHERRY

Resumo: Este artigo de pesquisa é um estudo de caso do destino turístico Pundy Marina Eco-beach em Pondicherry. Este local é um novo destino de praia pós-COVID e foi construído com a temática da comida. Este artigo examina o nível de satisfação dos turistas e fornece uma visão geral detalhada das instalações e infraestrutura disponíveis para os turistas no destino. Amostragem aleatória e técnicas de amostragem em bola de neve foram utilizadas para a coleta de dados. Os resultados foram analisados com base nos dados dos visitantes coletados por meio de questionários e entrevistas. O estudo conclui que o destino atrai grande número de turistas de e para o mundo e a maioria deles está satisfeita com as facilidades oferecidas no destino. Porém, ainda está atrasado em termos de limpeza, manutenção e infraestrutura de instalações para futuros turistas e em manter o local ecologicamente correto e sustentável por um longo prazo.

Palavras-chave: Turismo; Gestão de Destinos; Turismo de Lazer; Turismo Temático; Gestão do Turismo.

PONDY MARINA ECO BEACH: ANÁLISIS DE LA SATISFACCIÓN DE LOS VISITANTES DEL DESTINO TEMÁTICO RECIÉN FORMADO EN PONDICHERRY

Resumen: Este artículo de investigación es un análisis de caso del destino turístico Pundy Marina Eco-beach en Pondicherry. Este lugar es un nuevo destino de playa post-COVID y fue construido de acuerdo con el tema de la comida. Este documento examina el nivel de satisfacción de los turistas y proporciona una descripción detallada de las instalaciones y la infraestructura disponible para los turistas en el destino. Se utilizaron técnicas de muestreo aleatorio y muestreo de bola de nieve para la recolección de datos. Los resultados se analizaron en función de los datos de los visitantes recopilados a través de cuestionarios y entrevistas. El estudio concluye que el destino atrae a un gran número de turistas desde y hacia el mundo y la mayoría de ellos están satisfechos con las instalaciones que ofrece el destino. Sin embargo, todavía está rezagado en la limpieza, el mantenimiento y la infraestructura de las instalaciones para los futuros turistas y en mantener el lugar amigable con el medio ambiente y sostenible a largo plazo.

Palabras clave: Turismo; Gestión de destinos; Turismo de ocio; Turismo temático; Gestión turística.

1 INTRODUCTION

Pondicherry is regarded as one of India's most famous tourist destinations. As the punch line of Pondicherry (Give Time a Break) says that it is also called the famous weekend gateway for people coming from Chennai and Bangalore. In each corner of Pondicherry, you will find pieces of history and heritage, ranging from ancient remnants to stately colonial architecture. There are a lot of old buildings and streets that have a rich cultural heritage. There are beautiful gardens, expansive beaches, and forest areas in the city, which create a meditative ambiance in addition to the city's heritage landscapes. It is well preserved French heritage,

Peace in Aurobindo ashram and delicious food are something that draws tourists and makes them visit again and again. Tourists who come here enjoy the beauty of Rock beach, Auroville, Aurobindo Ashram, Botanical Garden, Manakula Vinayagar Temple, The Sacred Heart Basilica Church, and so on, and so on. Apart from the already existing conventional ones a new destination has been added to the bucket of tourist who visits Puducherry and the place is called Pundy Marina, a theme-based ecotourism destination.

The place is located 1.5km from the rock beach in Dubrayanpet in Vambakeerapalayam. This new beach was built near the new lighthouse which offers leisure and good food to tourists visiting here. The site was developed based on the theme of Food by the government of Pondicherry. An activity zone with tensile roofs that houses a food court has been developed by the Tourism department close to Puducherry's new lighthouse to provide leisure activities. One can enjoy the sea, explore the tensile roofed food court, and view the new lighthouse. The site was developed based on the theme of Food by the government of Pondicherry.

According to Fency Sivadasan (2018), Local communities are benefited by beach tourism for socioeconomic development. There is, however, a main problem with beach tourism is that is the conflict between the benefits that beach tourism provides to an economy and the conflicts resulting from the exponential expansion of beach tourism.



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Both the hosts and the guests of coastal destinations are affected by the impacts to nature and culture. This would pose problems for people who depend on their beaches and coastal activities for their livelihood, such as fishing, accommodation, and other coastal activities for their income. Tourism is a major source of income for coastal towns due to their close proximity to the ocean. Beach tourism was an active part of the development of local communities in beach destinations.

Considering the context above-mentioned, the major aims of the present study are:

- a) Establish a detailed study of the new post-COVID destination in Pondicherry.
- b) Obtain a comprehensive review of the facilities, infrastructure, service and level of satisfaction provided at the destination.

2 LITERATURE REVIEW

Tourism has grown in importance as a source of revenue in recent years. It generates job possibilities, foreign exchange earnings, and infrastructural development in any destination. Tourism, in comparison to other industries, can generate economic support, even in remote areas. However, due to leakage (Ashley & Roe, 1998), it has reduced economic gains in several areas, posing a danger to industrial growth.

Tourism can have a variety of effects on the local community. Tourism can be a driving force for some local communities' overall development, while it can also have negative consequences (Ashley & Roe, 1998), such as the displacement of local people to make way for tourism facilities, the depletion of local resources, an increase in the cost of living, and the commercialization of culture (Ashley & Roe, 1998). To maximize the benefits of tourism, the active participation of the local population in tourism activities is critical.

The perception of the population about the impacts generated by tourism is a predictor of interest in participating in the search for solutions to community problems, this is the hypothesis of the work, which is answered in the affirmative, which implies what. The greater the knowledge of the problems associated with tourism. The more people are interested in social participation. This is demonstrated in the same way in the two communities studied, the statistical differences between the two samples are not significant, so it is concluded that in both communities there is concern about the problems and that the interest in participating is determined by this knowledge Nunkoo and Gursoy (2012), Rasoolimanesh, Jaafar et al. (2017), Ribeiro et al. (2017) Vargas-Sanchez et al. (2011) Eusebio et al. (2018).

The perception of local inhabitants about the impacts of tourism is relevant because they are fundamental actors in the process of activity in the territory, since they live there and, in some cases, it has been their place of residence for generations, and they have generated a culture, traditions and lived with the natural environment from the productive activities carried out.

The study of the perception of the local population on the impacts generated by tourism has been studied from various approaches, it is one of the issues with the highest incidence from the academy, based on the pioneering contributions of Doxey (1975), Pizam (1978), Ap (1992), Andriotis and Vaughan (2003) Gursoy and Rutherford (2004), Harill (2004) and Nonkoo, et al. (2013) an important academic activity was created to identify the attitudes, motivations, conflicts and the way in which the resident population of the destinations participates in tourism.

The impacts of tourism are identified with economic, social, cultural and environmental factors and according to the perception that local inhabitants have about them, they act from their position in the community in favor of sustainable tourism development (Ap, 1992; Vargas-Sánchez, Porrás-Bueno and Plaza-Mejía, 2011; Nunkoo and Gursoy, 2012; Ribeiro, Pinto, Silva and Woosnam, 2017). A condition for this to happen is that the benefits exceed the costs (Andereck and Vogt, 2000; Andereck, Valentine, Knopf and Vogt, 2005; Nunkoo and Gursoy, 2012).

The theory of social exchange is adequate to identify how social exchange develops. an exchange process based on tourism, where communities offer to support and work for visitors with the interest of receiving benefits that improve their living conditions (Ap, 1992), if the inhabitants perceive that the benefits are greater than the costs, feel inclined to participate in the exchange and approve of the future development of their community (Ko and Stewart, 2002; Gursoy and Rutherford, 2004;), the perception that the inhabitants have and the attitudes towards the benefits and costs associated with tourism influence support for sustainable tourism development (Vargas-Sánchez et al., 2011; Nunkoo and Gursoy, 2012).

Andereck et. to the. (2005) carry out an analysis of the perception of the residents, having different opinions between those who have an activity related to tourism and those whose activity is not a priority for tourism. One criticism of the use of the theory of social exchange has been that this proposal is based on the idea that the social groups that intervene do so in a homogeneous way, particularly with diverse groups that function in local communities and have various motivations (Sánchez-Fernández et al., 2016).

Studies have been implemented that propose the use of other theories together, from the theory of identity, which proposes that the local population should be analyzed by segmenting it by groups depending on some specific typology, such as their religious orientation (Meimand et al., 2017), their community attachment (Rasoolimanesh, Jaafar, et al., 2017; Eusebio, Vieira and Lima, 2018; Olya et al., 2018;) and involvement in tourism (Ribeiro et al., 2017; Ouyang, Gursoy and Chen, 2019).

Omar Lizarraga (2019) in a research article on residential tourism in the coastal region, said the influx of tourists has serious social and environmental impacts on host communities. The three locations studied show inequality and social polarization. This change in land use and resource grabbing is alarming. Real estate developments have also led to beach erosion, and in the case of Puerto Penasco and Los Cabos, in the dunes.

These developments also led to an increase in pollution problems, which harmed the ecosystem and the economy of some fishermen.

Today's residential tourist destinations show a clear process of physical change in territory and landscape, creating a clear example of the spatial duality between the "winner" and "loser" sectors (Enriquez, 2008). In Sonora's Puerto Penasco, the coastal zone builds hotel and condo curtains in front of the beach, with world-class urban services and facilities, and infrastructure for entertainment, golf and spas. This is a tourism activity primarily aimed at the general public in North America.

The importance that society gives to factors economical over the other three that have been studied (social, cultural and economic), have a correspondence with the results of the investigations by AP (1992), Gursoy and Rutherford (2004), Ribeiro et al. (2017) Yu et al. (2018) Eusebio et to the. (2018). An issue that is at the center of the discussion is the construction of the statistical sample in a determined place and time, under the criteria of selection, it is enough to establish that it represents to the perception of the entire population, a situation that should be taken with caution, although results are consistent with other studies similar.

It should be noted that the results are based on statistical estimates than under the conditions determined temporal and spatial values threw the results described, but that at another time or place these may be different, because the social conditions changed or social groups that are analyzed have different constructions sociodemographic and therefore their perceptions, as explained by Sharpley (2014).

A methodological contribution is that this model that has already been used in previous works (Gauna, 2017), it has been improved in its construction and allows to have a better understanding of reality, making a better contribution when working in two populations and meet criteria of adequacy of fit and therefore are reinforces its validity as an instrument.

A critique of the use of theory of social exchange has been that this proposal based on the idea that the social groups that intervene do so in a homogeneous way, in a particular with diverse groups that function in the local communities and have diverse motivations (Sánchez-Fernández et al., 2016), there have been implemented studies that suggest the use of other theories together, from the theory of identity.

The later proposes that it should be analyzed local population from segmenting it by groups depending on a specific typology, such as be their religious orientation (Meimand et al., 2017), their community attachment (Rasoolimanesh, Jaafar, et al., 2017; Eusebio, Vieira and Lima, 2018; Olya et al., 2018;) and the involvement in tourism activity (Ribeiro et al., 2017; Ouyang, Gursoy, and Chen, 2019).

The participation of local people and communities in tourism activities is a key principle of sustainable tourism. Participation of the local community in the development of tourism is vital. Local food, culture, and festivals are add-on items to tourism that provide travelers with authentic experiences. The local community's indigenous knowledge supports the preservation of the environment and culture.

The cultural effects of ecotourism worked as an antecedent to support tourist development in the region (Nagarjuna G, 2015; Zgür Yayla, Iker inbilgel, and Zlem Dadelen, 2021). The success of tourism development is always contingent on the local community's goodwill and cooperation. If community ambitions and capacities do not align with tourism development and planning, the industry's potential may be lost. Local community participation is widely regarded as a critical factor in the success of tourism projects. (Breugel, 2013).

Because of the numerous chances for small and medium businesses created by tourism development, the entrepreneurial spirit of local communities has improved. Aside from fishing and farming, many residents have started small enterprises, which have offered employment opportunities for others in the community. (Peter, Ronelia, Jan Patrick & John Benedict, 2020).

Bathing and sunbathing were the most popular beach activities, indicating that they are both dependent on seawater to be conducted. In addition, saltwater quality was a significant component in destination selection, with the majority of respondents citing sewer and solid waste as the primary factors influencing it, with some claiming that if seawater quality deteriorated, they would relocate to another location (Iuri Amazonas et al, 2021).

The "3 S" (Sun, Sea, and Sand) is generally accepted as the most popular type of tourism, and also a major driver of the global tourism industry (Amelung & Viner, 2006). Because of the significance of this type of tourism, analyzing tourists' perceptions is an important step in coastal planning and social control. This project aims to answer the following questions, according to the exposed: (1) What is the profile of tourists who visit Pondy Marina Eco beach? (2) What is the tourist's perception of Pondy Marina Eco beach? (3) How satisfied are tourists with the infrastructural amenities and foodstuffs provided at the destination's food court?

According to Honey (2008), ecotourism can be characterized as a low-impact, small-scale travel to delicate, pure, and frequently protected environments. The problems encountered in ecological dimensions and ecology are one of the most frequently discussed concerns in the scientific world and many realms of society today.

People's affinity for nature in tourism activities has given rise to the concept of "ecotourism," according to the study. According to research, ecotourism also includes education aimed at raising ecological awareness (Freire & Almeida, 2019). Ecotourism educates tourists a lot, provides funding for conservation, directly improves local people's economic development and political empowerment, and encourages respect for many cultures and human rights.

Ecotourism is described as "responsible travel to natural regions that conserves the environment, supports the well-being of local people, and includes interpretation and teaching," according to the International Ecotourism Society (TIES) (2015). According to TIES, ecotourism integrates conservation, people (community), and sustainable travel. While tourism benefits the region in which it works and the people who live there, it also produces new job possibilities, improves employment, and enhances the quality of life for the locals (Gutiérrez, Macias, Pionce, 2019).

The major functions of ecotourism, according to Ross & Wall (1999), are to protect natural regions, provide high-quality tourism experiences, and stimulate local economies by providing resources for conservation, environmental education, and local empowerment. Zamani-Farahani (2016) argues that getting to know the people who live in a place is essential for successful tourist development and sustainability.

Considering the perspectives of local people when utilizing resources improves the application of resource management practices in the context of ecotourism (Agardy 1993). Indeed, according to Ross & Wall (1999), the viability of ecotourism is dependent on a balance between tourism and resource conservation by local populations.

Furthermore, according to Zang & Lei (2012), boosting local inhabitants' environmental knowledge paves the way for the development of a favorable attitude toward ecotourism.

Also, residents' good sentiments toward ecotourism, particularly the features and management principles of ecotourism, may encourage them to participate actively in local tourism in return (Zang & Lei 2012).

Certification in the manufacturing or internationally traded tourism products is seen as a way to ensure environmental performance while also effectively maintaining the cultural heritage elements of the products by communities interested in ecotourism (Buckley 2002). The use of a community-based ecotourism method promotes the preservation of not just residents' quality of life but also natural resources.

Previous research has shown that local inhabitants' involvement in the ecotourism industry is critical for successful tourism. Previous studies have found that residents' involvement in the ecotourism industry is critical for successful tourism development and that their active participation in the process results in more visible positive contributions to ecotourism (Ross & Wall 1999; Scheyvens 1999; Pretty & Ward 2001; Stronza 2007; Heyneman 2019).

The current study was undertaken in light of the aforementioned resources to learn more about the importance of ecotourism in Pondicherry and determine the level of tourist satisfaction with the food and infrastructure provided at the newly developed beach resort.

Place attachment is largely studied by leisure researchers as a psychological aspect of recreational experiences (Williams, 2002). Place identification, which refers to a symbolic or subjective attachment to a place, and place reliance, which refers to a functional attachment to a place, are two independent facets of the notion (Backlund & Williams, 2003).

Place reliance refers to how well a location enables a user's specific activities as well as the importance of a location in satisfying an individual's functional goals (Moore & Graefe, 1994). Place identification is a crucial symbolic link between a person and a location, and it is a fundamental substructure of self-identity (Williams & Vaske, 2003).

3. RESEARCH METHODOLOGY

Primary and secondary data are utilized to examine tourist perceptions and satisfaction levels of Pondicherry's newly established post-COVID attraction, Pondy Marina Eco beach. Secondary data is gathered from a variety of online sources, including studies, research articles, and the official websites of Pondicherry Tourism.

The perception and level of satisfaction of tourists arriving at the destination are assessed using primary data. Random sample and snowball sampling procedures were utilized to get the data. For the gathering of primary data, a systematic questionnaire was created. The research method is based on random sampling.

The sampling unit included both Indian and foreign nationals who were at least 18 years tourists from Pondy Marina Eco-Beach, Puducherry. Data were collected for the two-month period over the weekend when the arrival of tourists was more on the destination. The interviews took place on a November and December weekend. A total of 100 tourists were chosen at random and given a questionnaire utilizing the snowball technique.

The purpose of this article is to analyze their level of satisfaction with the destination because the destination was recently created. This location is the post-COVID destination for tourists arriving in Pondicherry from all over the world. A combination of standard surveys and personal interviews was used to obtain responses from 100 tourists. SPSS (Statistical Package for the Social Sciences) was used to analyze the data. For writing references, Mendeley software is utilized.

4. CASE STUDY'S BACKGROUND

The site was built as part of the 'Swadesh Darshan' initiative, which is run by the Indian Ministry of Tourism. The project was funded by the Central Government for Rs 44 crore as part of the seven theme-based beaches in Puducherry. At the moment, four beaches are being built, each with its distinct motif.

Pondy Marina Beach, which is being created for Rs 5 crore, is focused on a food theme, whereas the one being developed at Chinna Veerampattinam is based on leisure, the ancient Greco-Roman site of Arikamedu beach is based on boating, and Chunambar beach will be based on water sports.

Pondy Marina was built with a Rs 5 crore investment, and the building began in 2018. However, due to the covid epidemic, the construction process slowed, and the project is now almost complete, with just a few construction tasks remaining.

4.1 The Theme of the Destination

The theme of the pondo marina is food. The space has been designed with 34 shops in a food court manner, as the concept suggests. The Pondy Marina Food Court is depicted in Figure 1.

The open-air food court with a view of the beach provides the ideal setting for friends and family to spend quality time together at the destination.



Figure 1. Ponds Marina Food Courte.
Source: <https://pondicherryin.com>

4.2 Facilities Available at the Destination

Tourists arriving here will find a wide road with street lights, ample parking, a vast food court, a children's play area, an open space for the convention center, and, most importantly, clean and sanitary restroom facilities. After the covid relaxation was made, the area gradually began to draw tourists to Pondicherry.

34 food stalls shops have been built on the Dubrayanpet beach. It has a raised deck as well as steps. The site has been landscaped, roads have been constructed, and high pole lights have been installed to give illumination. There is now no public transportation, although it is easily accessible by any mode of hired transportation or one's vehicle, as it is only 1.5 kilometers from the main town. The beach began to draw a few tourists after the Covid relaxations began. On weekends, during festivals, and during holidays, a variety of cultural programs, martial arts, and other types of shows are held. A selfie nook is projected on a 50-year-old banyan tree in the courtyard.

The infrastructure was built by the Ministry of Tourism for Rs 5 crore under the centrally sponsored 'Swadesh Darshan' scheme. This is part of a project funded by the Central Ministry to create seven theme-based beaches in Puducherry to attract more tourists, for Rs 44 crore. At the moment, four beaches are being built. The Ponds Marina beach in Dubrayanpet is themed around food, while the one under construction in Chinna Veerampattinam is themed around leisure, the ancient Greco-Roman site of Arikamedu beach is themed around boating, and Chunambar beach will be themed around water sports.

5 DATA ANALYSIS AND DISCUSSION

5.1 Data Presentation

5.1.1 Respondents Demographic Profile

64 % are male (n = 64), 36 percent are female (n=46), 40 % are between the ages of 25 and 44 (n = 40), 72 % are married with children (n = 72), 82 % are Indian nationals (n = 82), and 18 % are foreigners (n = 18). While

27% of those surveyed live in the Ponds Marina Eco Beach's immediate vicinity.

5.1.2 Descriptive Results

In the present study, income patterns of the gay men. The responses of 100 people were analyzed using nine criteria, including 1. The quality of the food provided at the food court. 2. There is a children's play area with a game for them to play. 3. Tourist satisfaction with the location 4. Tourists have access to safety and security at destination 5. The destination is clean and sanitary. 6. Tourists can use the maintenance and infrastructure facilities. 7. Food price and quality 8. Appropriate information and signage for tourists to reach the place 9. Destination promotion and popularity.

Criteria	%	Frequency
Quality of food	73	73
Children's play area and game	81	81
Satisfaction level of tourists	93	93
Safety and security	68	68
Cleanliness and hygiene	58	58
Maintenance and Infrastructure	76	76
Price of food and taste	88	88
Proper information and signboard	65	65
Promotion and popularity	62	62

Table 1. Criteria for visitor satisfaction analysis.

Source: Elaborated by the author.

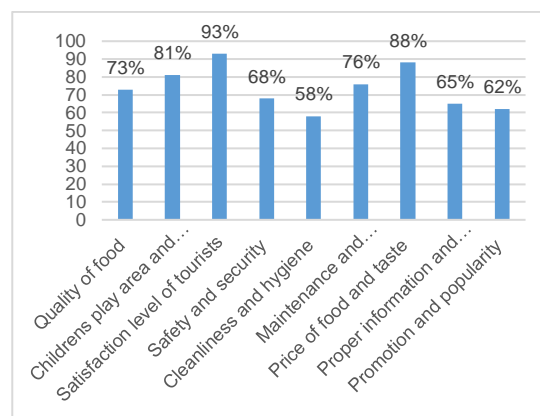


Figure 2. Criteria for visitor satisfaction analysis.

Source: Elaborated by the author.

5.1.3 Description of the user profile and their satisfaction

According to the table1 above, 73 % of tourists are satisfied with the quality of food provided at the Ponds Marina beach's food court. The children's play area and games available at the venue are rated as satisfactory by 81 % of tourists. The destination has 93 % of tourists satisfied. 68 % of tourists are satisfied with the level of safety and security provided at the venue. 58 % of visitors believed the location was clean and sanitary enough. The site has a solid infrastructure and is properly maintained, according to 76 % of tourists. The price of food and the

flavor of items available at the food court satisfy 88 % of tourists.

Because it is a freshly developed destination, 65 % of tourists stated that the location provides adequate information and signage for tourists to access the destination; yet, others relied on the assistance of local community members to reach the destination. The location has already had good advertising and popularity, according to 62% of those surveyed.

6 DISCUSSIONS AND CONCLUDING REMARKS

The location was based on a food theme and it has obtained 34 restoration areas, most of which are open today. Ice cream shops such as Richie Rich, Arun Ice Cream, and Baskin Robbins provide a variety of flavors. Snacks are available at Popeye's Kitchen. Big Chips serves chicken nuggets, momos, and other Asian-inspired dishes, while Bamboo Biryani specializes in Kerala-style Biryani. Kulfis are available in a variety of flavors at Chennai Kulfi. While eating and playing on the seashore, one can enjoy gazing out at the water. One of the benefits of Pondy Marina is that it offers a wide variety of meals at a reasonable price while also allowing one to enjoy the food under the moonlight while enjoying the relaxing wind from the sea.

There is a large lawn with a children's play area and enjoyable games for kids at the site. They also provide beach horseback riding and want to convert this area into an activity zone with a food court. ATV, parasailing, beach volleyball, and other adventure sports are on the way shortly. For playing those games, they have begun charging a fee. The tourist reaction indicates that the rates are somewhat higher and that not everyone who visits the location can afford to play those games.

As a result, the location should have an environment for children that encourages them to play with recreational equipment such as seesaws, roller-coaster rides, swing sets, slides, jungle gyms, chin-up bars, sandboxes, spring riders, trapeze rings, playhouses, and mazes, all of which help children develop physical coordination, strength, and flexibility while also providing entertainment and social support.

Almost every traveler is pleased with the newly constructed attraction and its themed food court. They claim that this location resembles a beach resort, with a mix of rock beach, sand beach, and lighthouse, as well as a plethora of food, snack, and tea booths offering cheap prices. They also thought this location was a nice alternative to the Promenade beach.

The location is 1.5 kilometers from the main promenade beach and is free of traffic. After dusk, the roads leading to the location are dark and without lights, posing a safety and security risk for single female travelers. It's fun to go with friends and family to see the sights.

Authorities and concerned parties must take steps to ensure that the area is properly maintained and clean. Because there are many bottles and garbage sachets on the beach, which can harm both animals and people, the region can be cleaned up. The destination's cleanliness and hygiene should be prioritized by the

local municipality and administration.

The infrastructure in the region is quite good. The beach features many shelters with seats in between for tourists to enjoy the sea view while remaining in the shade. The location is not overly congested, and there is ample parking. Infrastructure is well-developed, including a food court and restrooms on both sides. To ensure that the destination remains clean, proper maintenance is required.

Most tourists reported that the food provided in the food court was at a reasonable price and of decent quality. Some tourists believed that their menu card should contain more marine food options.

To go to the location, you'll need accurate information and a signboard. Tourists find it difficult to approach the site because it is a recently created attraction, and the route was also dark with no street lights. The majority of tourists seek assistance from members of the local community to reach their destination.

The Puducherry government must take steps to promote and publicize the destination. This is a destination that few tourists are familiar with.

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Processo Editorial / Editorial Process / Proceso Editorial

Editor Chefe / Editor-in-chief / Editor Jefe: PhD Thiago D. Pimentel (UFJF).

Recebido / Received / Recibido: 13.12.2021; Revisado / Revised / Revisado: 29.12.2021 - 02.04.2022 – 31.07.2022;

Aprovado / Approved / Aprobado: 30.08.2022; Publicado / Published / Publicado (online): 26.09.2022.

Documento revisado por pares / Peer-reviewed paper / Documento revisado por pares.