

ROLE OF BEACH TOURISM IN THE DEVELOPMENT OF LOCAL COMMUNITY: A CASE STUDY OF GREATER MUMBAI

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ABSTRACT

This study explores the role of beach tourism in fostering local community development in Greater Mumbai, with a specific focus on Aksa, Marve, and Manori beaches. The research evaluates how the growing influx of tourists has influenced employment, income generation, and business opportunities for local residents. Using a mixed-method approach that combines surveys of 100 stakeholders and secondary data analysis, the study uncovers that beach tourism has significantly improved economic prospects, especially among youth and small entrepreneurs. However, challenges such as seasonal income fluctuations, environmental degradation, rising costs, and gender disparities persist. The results reveal a strong correlation between tourism and local economic development, yet also emphasize the need for sustainable practices to avoid long-term socio-environmental damage. Key concerns include limited access to affordable housing, increased competition among vendors, and pollution. Despite these challenges, public perception remains largely positive, with widespread support for greater investment in tourism infrastructure and eco-friendly practices. The study concludes by recommending policy interventions focused on inclusive growth, environmental sustainability, and financial empowerment to ensure that beach tourism continues to benefit the local population while preserving the coastal ecosystem.

Keywords: Beach tourism, local community, economic development, sustainable tourism

INTRODUCTION

Beach tourism has become a significant driver of economic growth in coastal regions across the world, and the beaches of Aksa, Marve, and Manori in Mumbai are no exception. Over recent years, these once quiet, fishing-dependent villages have witnessed a remarkable transformation, driven by the rise in beach tourism. The rapid influx of visitors, both domestic and international, has reshaped the socioeconomic landscape of these areas, bringing with it both opportunities and challenges. The research paper at hand seeks to explore the economic impacts of this beach tourism phenomenon on the local communities, particularly in terms of development, prosperity, and quality of life. As a vibrant and growing sector, tourism offers numerous benefits, such as increased employment, infrastructure development, and a boost in local businesses. However, these benefits come with their own set of complexities, including the potential for environmental degradation, socio-economic inequality, and the seasonal nature of employment.

REVIEW OF LITERATURE

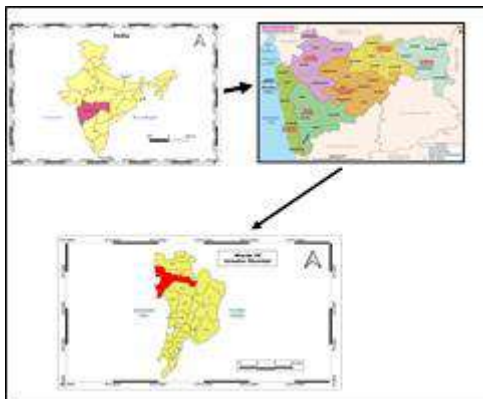
(Brouder et al., 2019) The growth of tourism frequently requires substantial infrastructure development, such as the construction of transportation networks, accommodations, and recreational facilities. While these advancements can bring considerable benefits to local communities by enhancing accessibility and elevating their overall quality of life, they may also introduce challenges. For instance, the expansion of infrastructure can drive up land values, leading to speculative real estate activities, and result in a rise in living costs. These changes can disrupt the socio-economic balance within communities, creating disparities and potentially marginalizing certain groups. (Deshmukh & Menon ,2019) While the economic benefits of tourism are evident, several studies point to challenges such as environmental degradation, overcrowding, and social inequality. The impact of pollution and waste management issues on Aksa and Juhu beaches has been a recurring theme in the literature. (Chand and Bhardwaj ,2020) Beach tourism significantly contributes to the economic development of local areas by creating numerous income generating opportunities through a range of activities. These activities include hospitality services, food stalls, water sports, and cultural performances.

RESEARCH OBJECTIVES

- To analyze the demographic, occupational, and socio-economic characteristics of street vendors in the eastern suburbs of Greater Mumbai.
- To assess the key challenges faced by street vendors, including legal recognition, access to financial services, health and safety conditions, and competition from formal retail.
- To evaluate the inclusion and sustainability of street vendors within the urban economy through their coping mechanisms, financial practices, and access to infrastructure and social welfare schemes.

RESEARCH METHODOLOGY

- **Coverage**



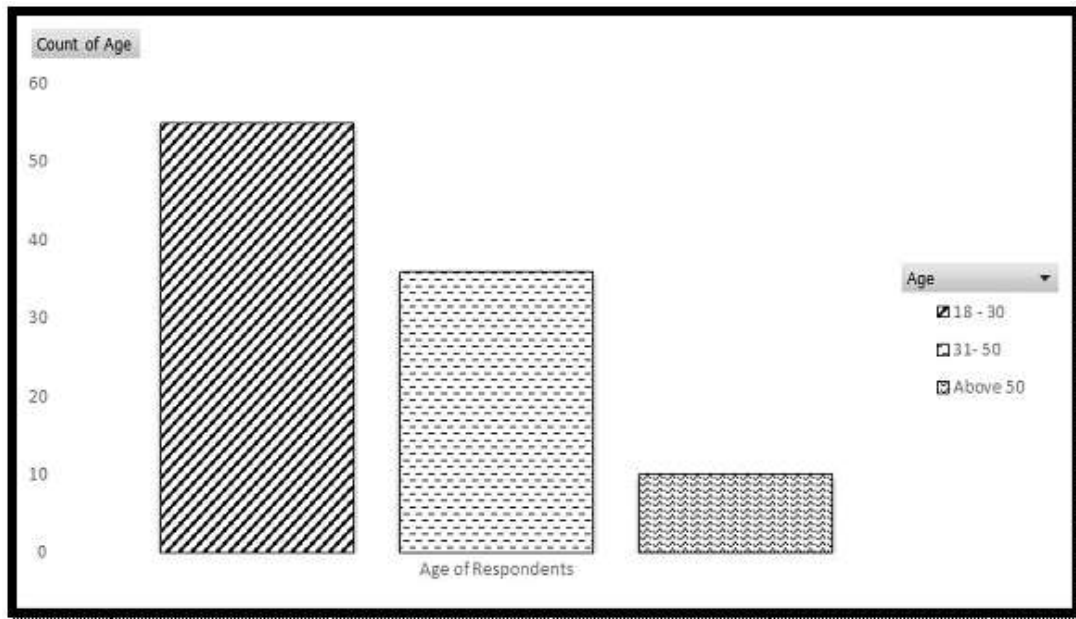
The research conducted on the Malad region of Mumbai, with a particular focus on three prominent coastal areas: Aksa Beach, Manori Beach, and Marve Beach. These locations were selected due to their prominence as popular tourism destinations and their significant contribution to the local economy through beach tourism and associated recreational activities. These beaches are not only tourist attractions but also crucial for the local economy through fishing and small-scale tourism-related activities. These beaches collectively play a significant role in the local economy, not just through direct tourist spending but also by fostering associated economic activities like transport services, hospitality, and small-scale entrepreneurship.

- **Methods of Data Collection**

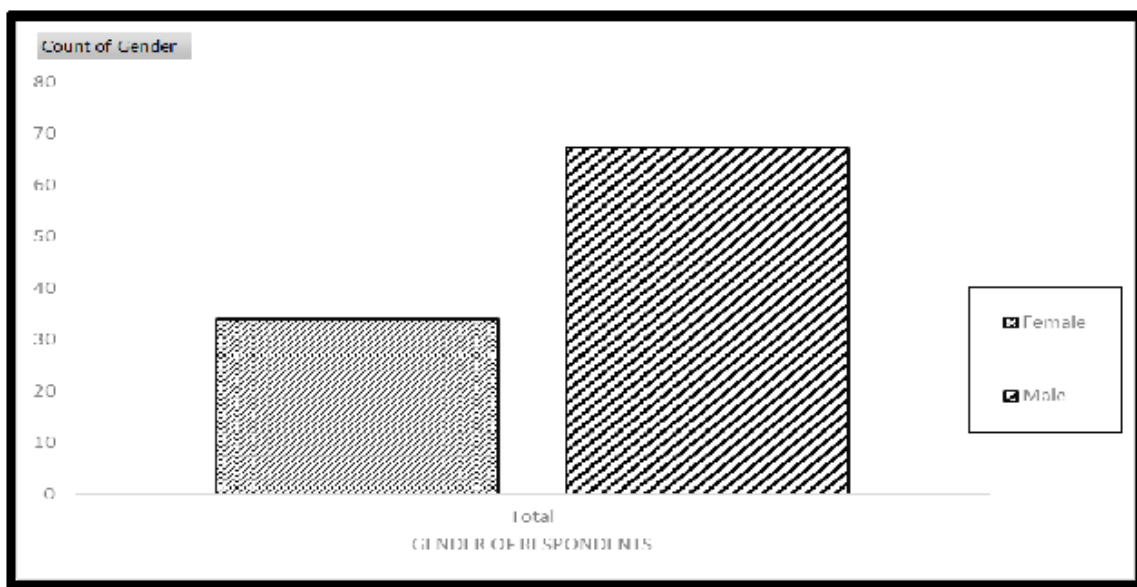
Data collection was conducted using a combination of primary and secondary sources to ensure a comprehensive understanding of the topic. The primary data was gathered through a survey conducted via Google Forms, utilizing a structured questionnaire as the primary research tool. Nearly 100 respondents were participated. The questionnaire was designed to capture detailed responses from business owners, street vendors, life guards, etc. It included both closed-ended and open-ended questions, allowing for insights into the economic impact of tourism in these areas.

Secondary data played a crucial role in supplementing the primary research. Information was sourced from a variety of online and offline resources. Online sources included academic journals, Google scholars, government reports, tourism websites, and articles that provided context and background on tourism trends, economic impacts, and community development. Offline sources consisted of books, local publications, and archived documents that offered historical and socioeconomic perspectives on the Malad region.

DATA ANALYSIS AND DISCUSSION

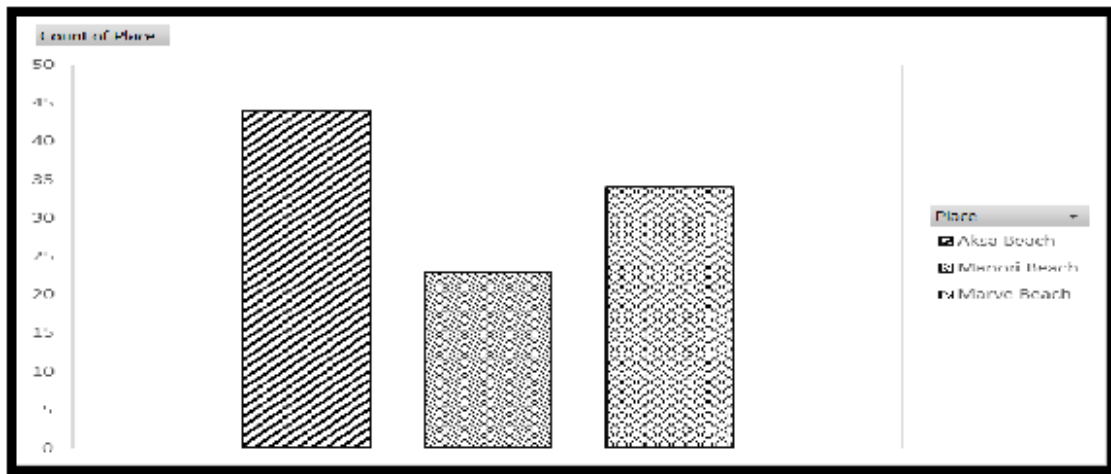


The age distribution of the respondents shows how tourism affects local jobs at Aksa, Marve, and Manori beaches. Most of the respondents are in the 18–30 age group, which means many young people depend on jobs from tourism-related businesses like food stalls, handicrafts, and equipment rentals. This indicates that tourism offers important income opportunities for the youth, especially since there might not be many other job options available. The 31–50 age group also makes up a large part of the respondents. These are likely experienced vendors who have set up stable businesses. On the other hand, the group above 50 years old has the fewest respondents. This might suggest that older individuals either move on to different jobs or find it hard to do physically demanding work in tourism. Overall, this age distribution shows that while tourism helps create jobs for different age groups, there may be concerns about long-term job security and financial stability, especially for older workers.

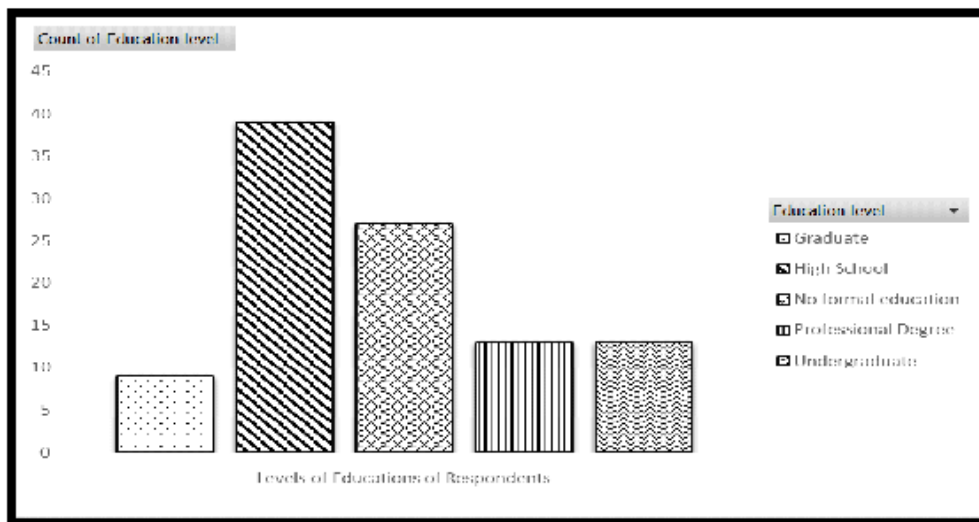


The bar chart shows how many male and female respondents took part in the survey. It clearly shows that there are a lot more males than females. There are about 70 males and around 35 females, which means there are almost twice as many men in the survey compared to women. This big difference suggests there might be a gender imbalance in the survey. This could happen for several reasons. For example, cultural beliefs might make it easier for men to be involved in tourism, while women might face challenges that keep them from participating. There could also be issues like transportation or safety that make it harder for women to join in. It's important to understand this gender difference because it helps in making plans and policies that support everyone in the local tourism industry. By knowing why there are fewer women, steps can be taken to

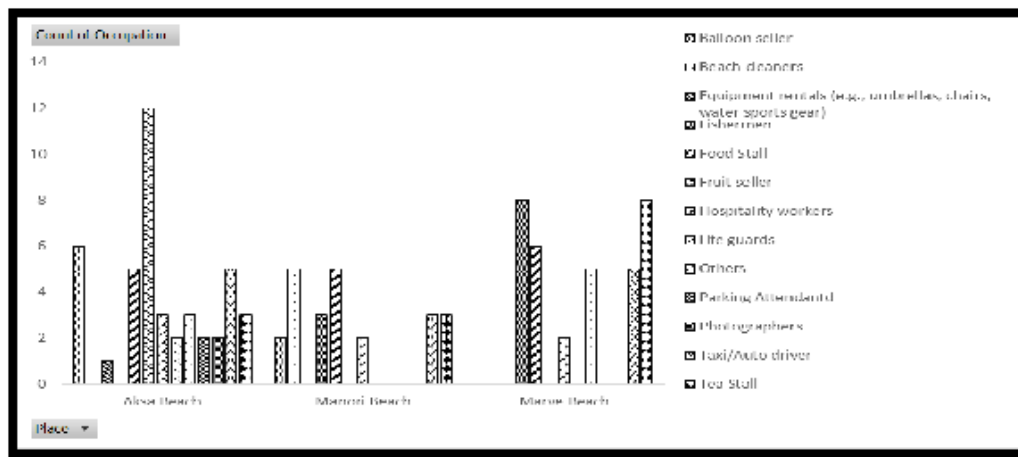
encourage their participation, like providing support or creating safe spaces for women in tourism jobs. This way, both men and women can have equal opportunities in the tourism economy.



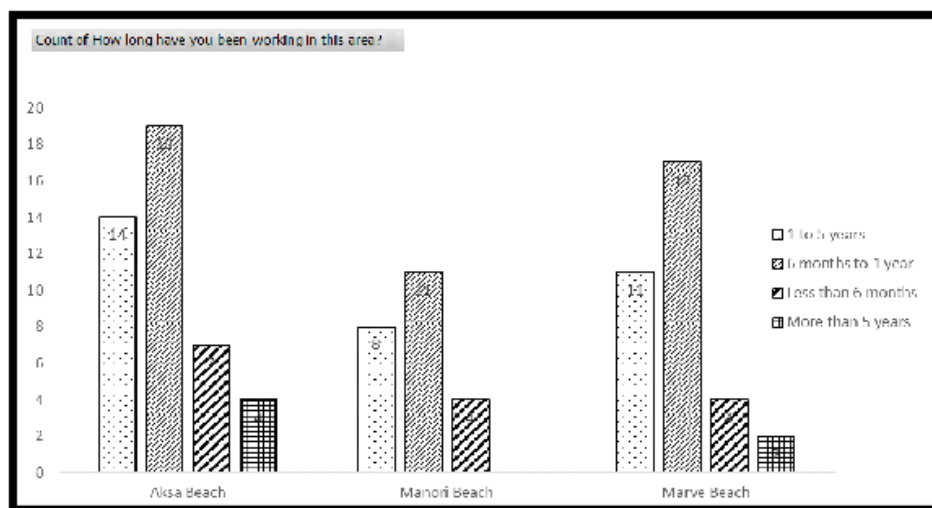
The differences in visitor numbers at Aksa Beach, Marve Beach, and Manori Beach can be explained by several reasons. One important factor is the natural beauty and cleanliness of the beaches. If Aksa Beach is well-maintained and offers a nice view, it is likely to attract more people. Safety is also very important; tourists usually prefer places with lifeguards, low crime rates, and good management. Another reason Aksa Beach might be more popular is that it has more opportunities for making money, like local businesses, shops, and activities that visitors can enjoy. The presence of hotels, restaurants, and fun things to do can make Aksa Beach a more appealing choice. On the other hand, Marve Beach, which has a moderate count, might attract a decent number of visitors due to its ferry services connecting it to Essel World and Gorai Beach, but it may lack extensive tourist facilities or promotion. Manori Beach, having the lowest count, could be less frequented due to limited accessibility or fewer commercial activities. However, it is known for its peaceful environment and weekend getaways, which might attract a niche audience rather than large crowds. Lastly, good transport options, such as public transport, well-kept roads, or ferry services, can greatly affect how many people visit. All these factors combined help explain why Aksa Beach has the highest number of visitors, while Manori Beach has the lowest.



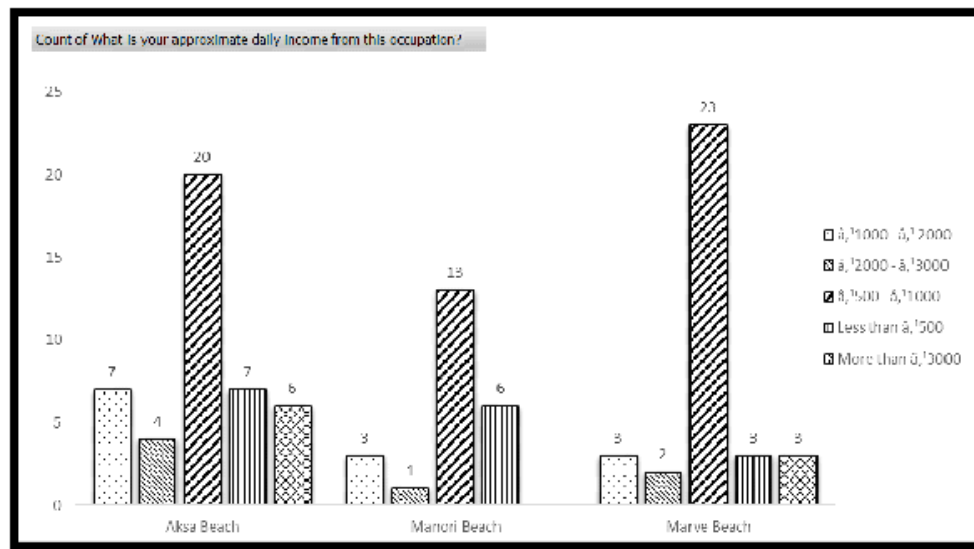
The bar graph shows the education levels of the people surveyed, which include Graduate, High School, No Formal Education, Professional Degree, and Undergraduate. The most common education level is high school, with the highest number of respondents having completed it. After that, a good number of people have gone on to get an undergraduate degree, showing that many continue their studies after high school. Fewer respondents have professional degrees or have graduated, which means not as many people pursue advanced education. There are only a few respondents with no formal education, indicating that most people have access to basic education. This distribution shows how important secondary education is for the people surveyed and also points out possible challenges to getting higher education, like financial issues, lack of opportunities, or personal choices.



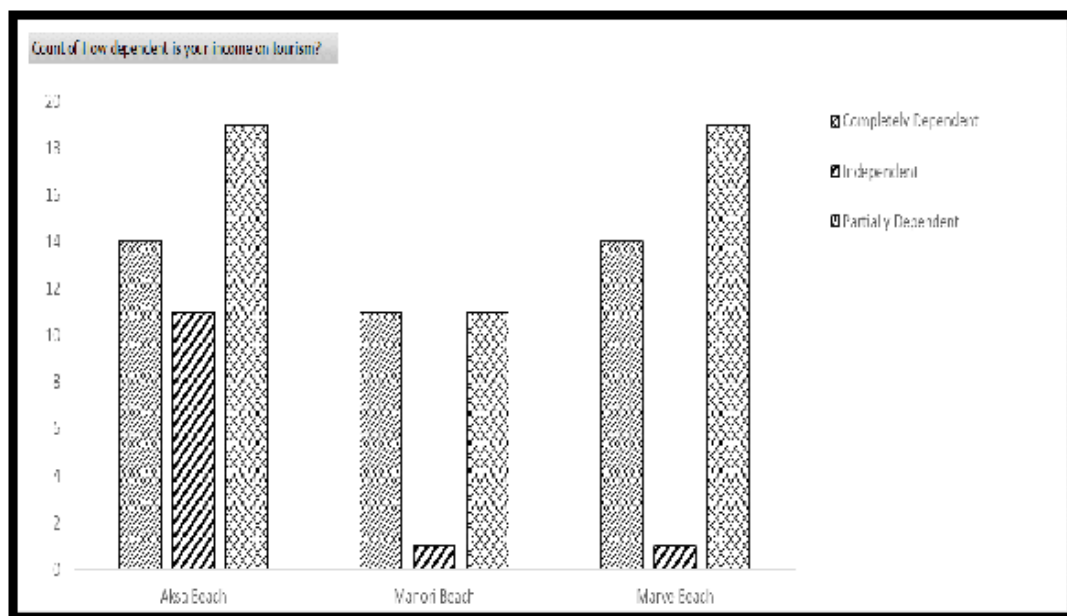
The given bar graph represents the occupations of people working at Aksha Beach, Manori Beach, and Marve Beach. The occupations include a variety of jobs such as food stall vendors, fishermen, hospitality workers, beach cleaners, lifeguards, taxi/auto drivers, photographers, and others. From the graph, it is evident that food stalls and fishermen have a significant presence across all three beaches, indicating that food services and fishing are key sources of livelihood. Marve Beach appears to have a higher number of workers engaged in food stalls and hospitality services, possibly due to better commercial activity and tourist footfall. Aksha Beach has a noticeable number of photographers and equipment rental services, suggesting a demand for tourist-related activities. Manori Beach has a relatively balanced distribution of occupations, with no single profession dominating significantly. The presence of beach cleaners, lifeguards, and hospitality workers highlights the importance of maintaining safety, cleanliness, and tourism services at these locations. Additionally, occupations such as parking attendants and taxi/auto drivers indicate the role of transport services in supporting beach tourism. Overall, the graph reflects a diverse range of employment opportunities created by beach tourism, contributing to the economic development of the local community.



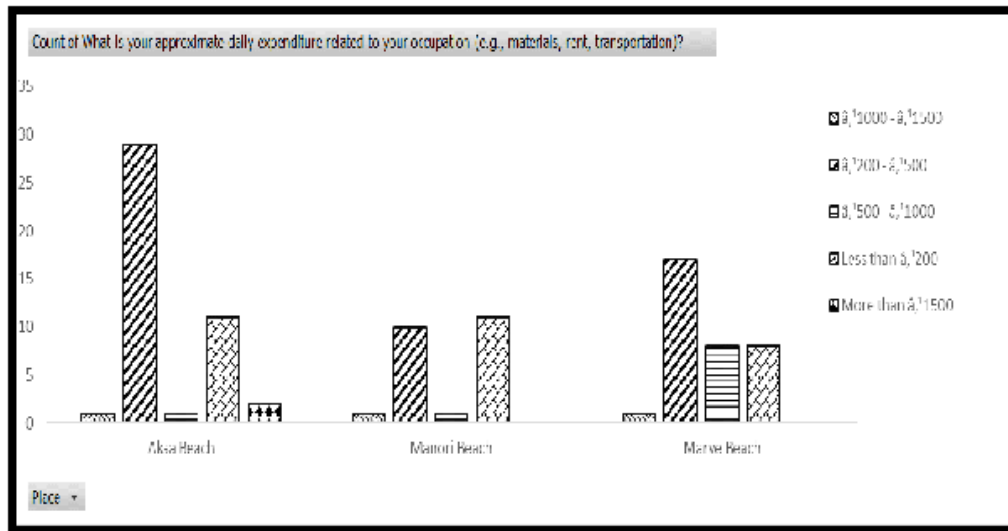
The bar chart shows how long individuals have been employed in tourism-related jobs at Aksha, Marve, and Manori beaches. It divides workers into categories based on their experience: less than 6 months, 6 months to 1 year, 1 to 5 years, and more than 5 years. Aksha Beach has the highest number of workers with over 5 years of experience, suggesting job stability, followed by a considerable number with 1 to 5 years of experience. Manori Beach displays a more balanced distribution, with a significant portion of workers having 1 to 5 years of experience, while fewer have been employed for less than a year. Similar to Aksha, Marve Beach has a large percentage of workers with more than 5 years of experience, indicating long-term job opportunities.



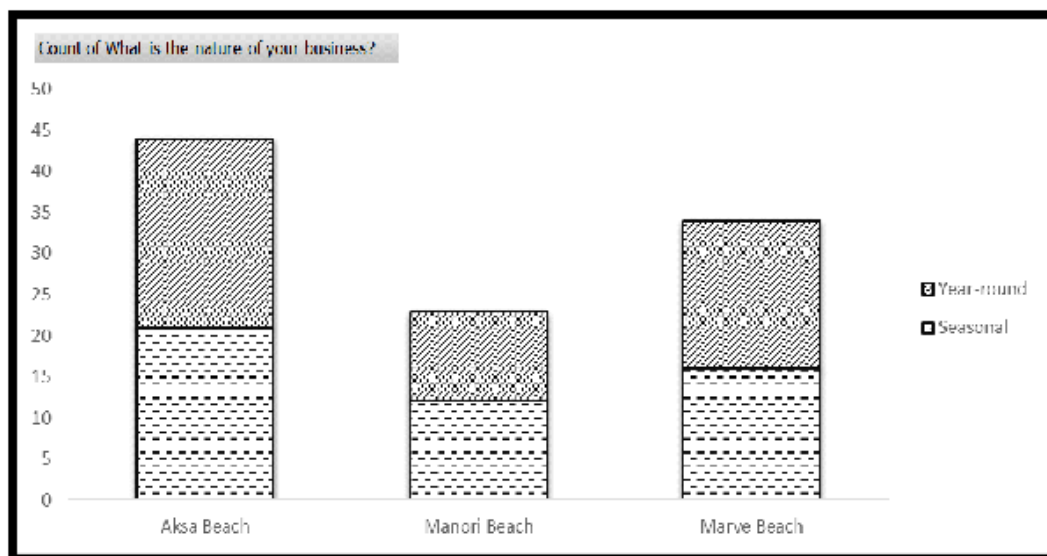
The bar chart represents the approximate daily income of individuals engaged in tourism-related occupations at Aksa, Marve, and Manori beaches. The income is categorized into five ranges: less than ₹1,500, ₹1,500–₹2,000, ₹2,000–₹3,000, ₹3,000+, and ₹1,000–₹2,000. At Aksa Beach, the highest number of workers earn more than ₹3,000 per day, followed by those in the ₹1,500–₹2,000 range, indicating a relatively stable income for many. Manori Beach shows a similar trend, with a significant proportion of workers earning above ₹3,000, though a notable number fall into lower income brackets. Marve Beach has the highest number of workers earning more than ₹3,000, suggesting better earning potential compared to the other two locations. However, across all three beaches, a small percentage of workers fall into the lowest income category, indicating that while tourism provides income opportunities, earnings vary significantly.



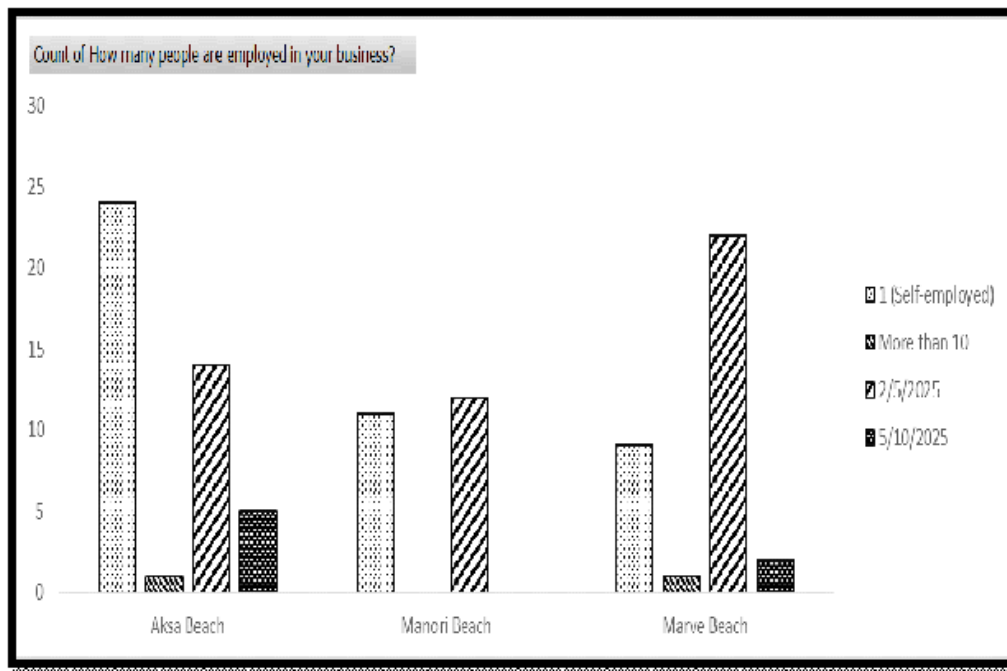
The bar chart shows how much people working in tourism jobs at Aksa, Marve, and Manori beaches rely on tourism for their income. The data is divided into three groups: completely dependent, partially dependent, and independent. At Aksa Beach, many workers are completely dependent on tourism, with a smaller number being partially dependent, which means tourism is a main source of income for them. Manori Beach has a more even mix of completely and partially dependent workers, suggesting that the workforce has different ways to earn money. At Marve Beach, the highest number of workers are completely dependent on tourism, just like at Aksa Beach, showing how important tourism is for jobs there.



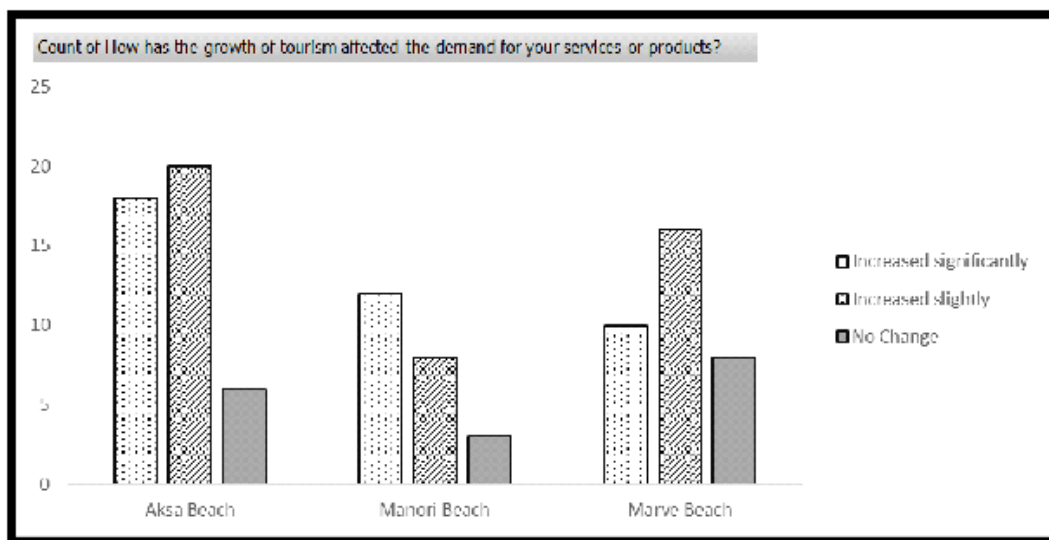
The graph represents how much people working at Aksa Beach, Manori Beach, and Marve Beach spend each day. At Aksa Beach, most workers spend between ₹1,000 and ₹1,250 daily, and this group has the highest number of individuals compared to the other beaches. Similarly, Marve Beach also has a lot of workers spending in the same range, indicating that many people there have similar spending habits. On the other hand, Manori Beach has a more balanced spread across the different spending categories. This means that workers at Manori Beach have a wider variety of spending habits compared to those at Aksa and Marve beaches. Interestingly, very few workers at any of the beach's report spending over ₹1,500 each day, which suggests that high spending is not common among them.



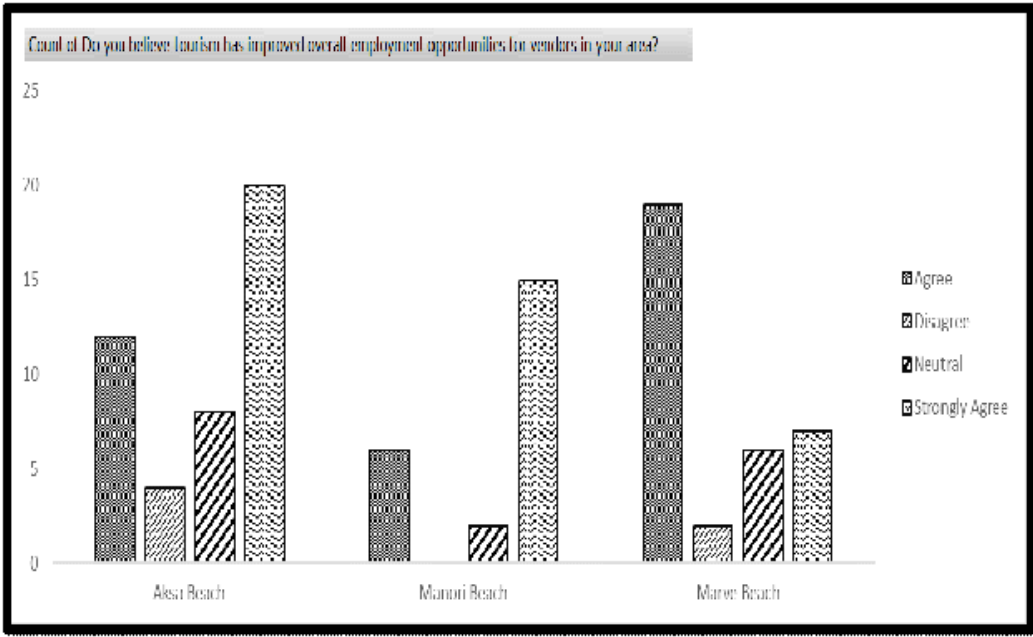
The figure represents the types of businesses at Aksa Beach, Manori Beach, and Marve Beach, showing a mix of seasonal and year-round operations. Aksa Beach primarily has seasonal businesses that operate during peak tourist times, such as holidays and summer, but it also features some year-round establishments that cater to local residents. This trend suggests a strong demand during tourist seasons, while the year-round businesses indicate a consistent need from locals or regular visitors. In contrast, Manori Beach has a nearly equal split between seasonal and year-round operations, highlighting both tourism and local support. Marve Beach shows a similar pattern to Aksa, with a larger share of seasonal businesses but also notable year-round ones that serve both tourists and locals. Overall, the presence of year-round businesses across these beaches contributes to a more stable local economy, less reliant on fluctuating tourist seasons.



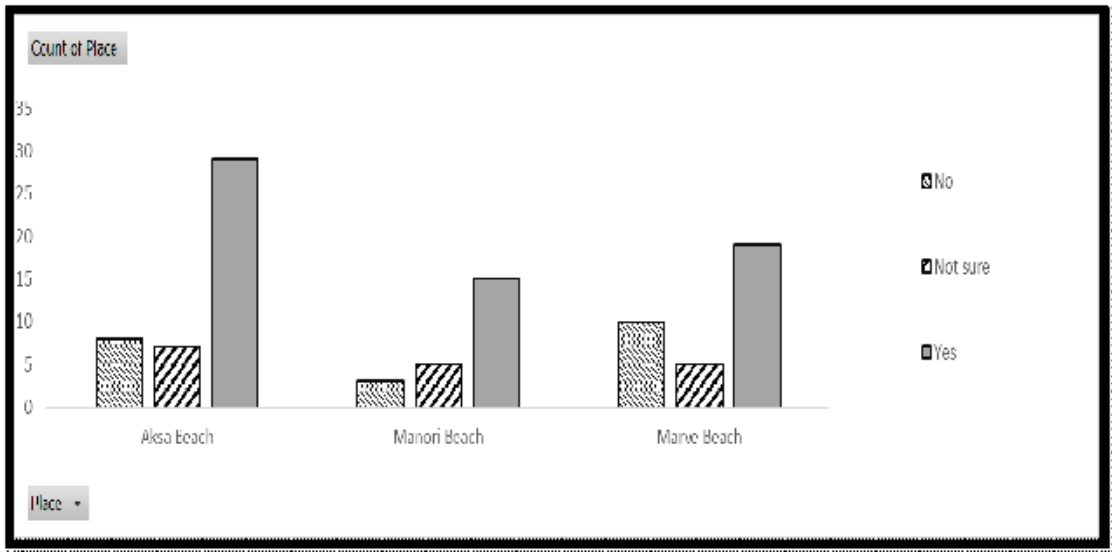
The figure shows a bar chart that displays how employment is distributed among businesses at Aksa Beach, Manori Beach, and Marve Beach. At Aksa Beach, most businesses are self-employed, with a smaller number having 2-5 employees, and very few employing more than 10 people. Manori Beach has a similar pattern, with most businesses being self-employed or small. However, Marve Beach is different, as it has more businesses that employ over 10 people, suggesting that there are larger establishments there compared to the other two beaches.



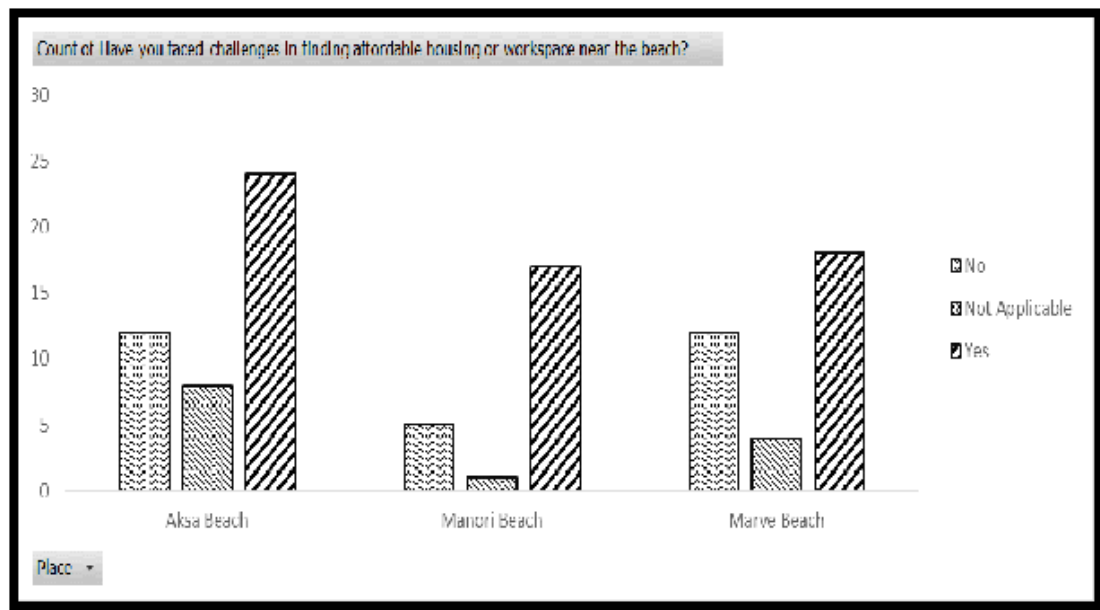
The figure shows how tourism growth has affected the demand for services and products at Aksa Beach, Manori Beach, and Marve Beach. At Aksa Beach, most people say that demand has gone up a lot, with a smaller group noticing a slight increase, and very few seeing no change. Manori Beach has a similar pattern, but fewer people report a big increase compared to Aksa Beach. At Marve Beach, demand has also increased a lot, but there are more businesses that say they only saw a slight increase or no change at all.



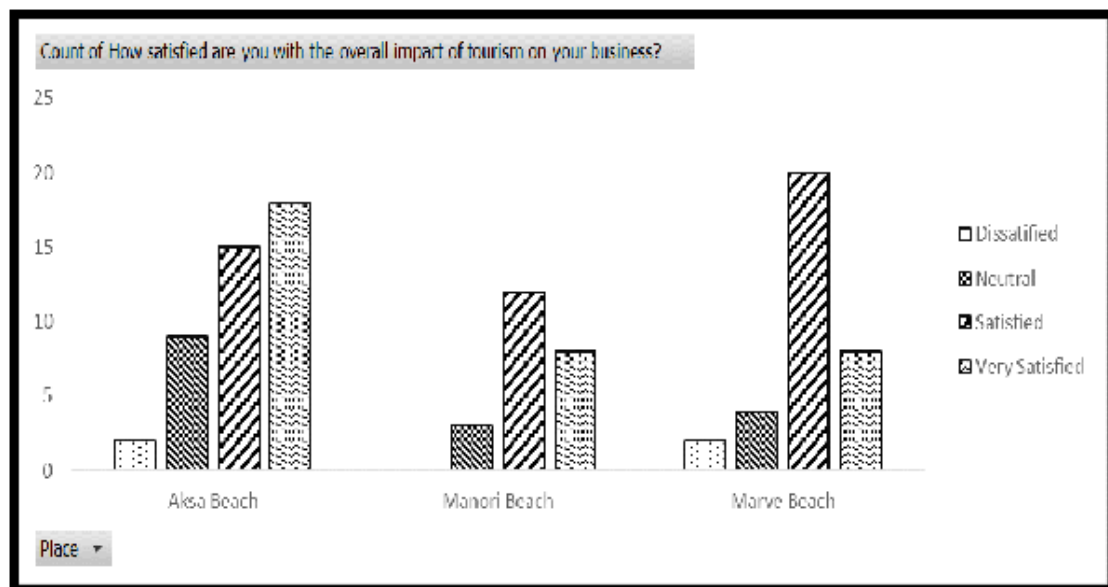
The figure shows a bar chart that looks at how vendors at three beaches—Aksa Beach, Manori Beach, and Marve Beach—view tourism and its effect on job opportunities. At Manori Beach and Marve Beach, a lot of people “Strongly Agree” that tourism has helped create more jobs, which means they see a big positive effect. In contrast, Aksa Beach has fewer people who “Strongly Agree” and more who feel “Neutral” or “Disagree.” This indicates that opinions about tourism’s impact on jobs are more mixed at Aksa Beach.



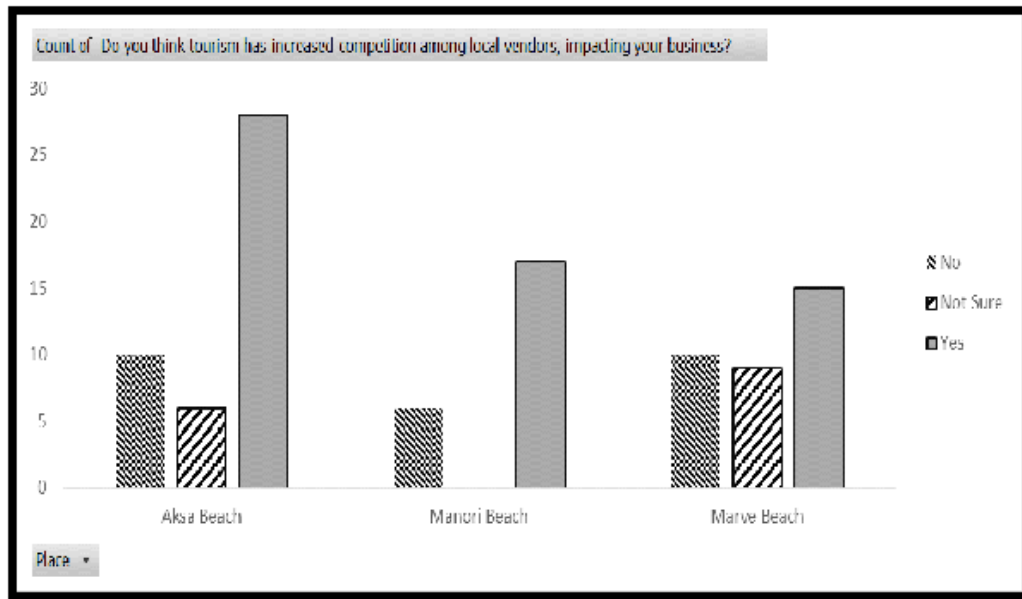
The graph shows the financial stability of local businesses at Aksa Beach, Manori Beach, and Marve Beach. It indicates that many respondents believe tourism affects their financial stability, with Aksa Beach having the highest number of “Yes” answers, followed by Marve Beach and Manori Beach. This suggests that tourism trends significantly impact businesses in these areas. However, a smaller percentage of respondents answered “No,” indicating that some businesses are financially stable regardless of tourism changes. Additionally, some responses were marked as “Not sure,” reflecting uncertainty or a lack of awareness about how tourism influences financial stability.



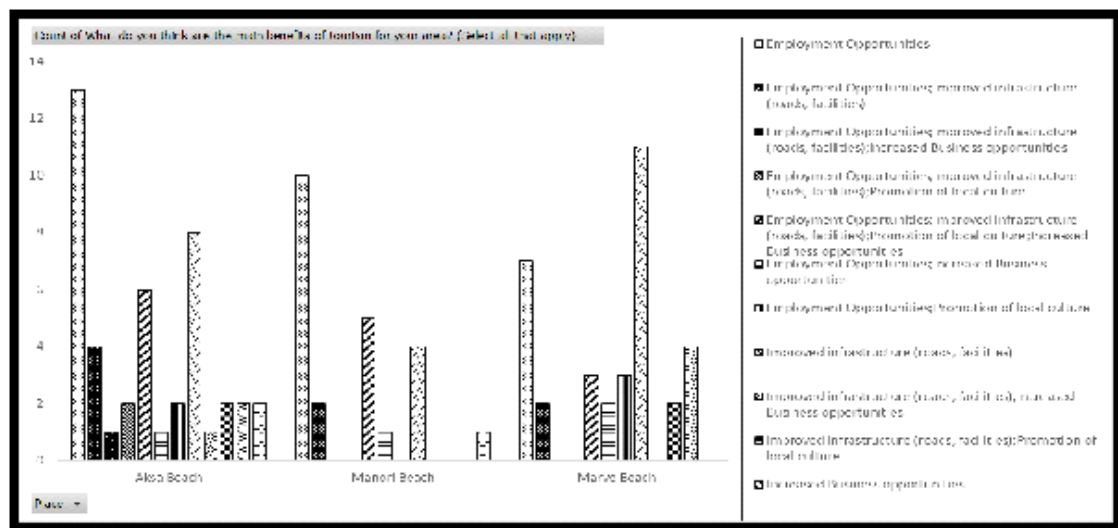
The given graph represents survey responses on the challenges faced in finding affordable housing or workspace near three beach locations—Aksa Beach, Manori Beach, and Marve Beach. The data indicates that a significant number of respondents at all three beach locations reported facing challenges in securing affordable housing or workspace, with Aksa Beach showing the highest number of "Yes" responses, followed by Marve Beach and Manori Beach. This suggests that high property costs or limited availability near these beaches pose difficulties for residents and businesses. On the other hand, a smaller portion of respondents answered "No," indicating that some individuals did not experience any challenges in finding affordable spaces. Additionally, a notable percentage of respondents selected "Not Applicable," which may suggest that they do not require housing or workspace near the beach or are not directly affected by this issue.



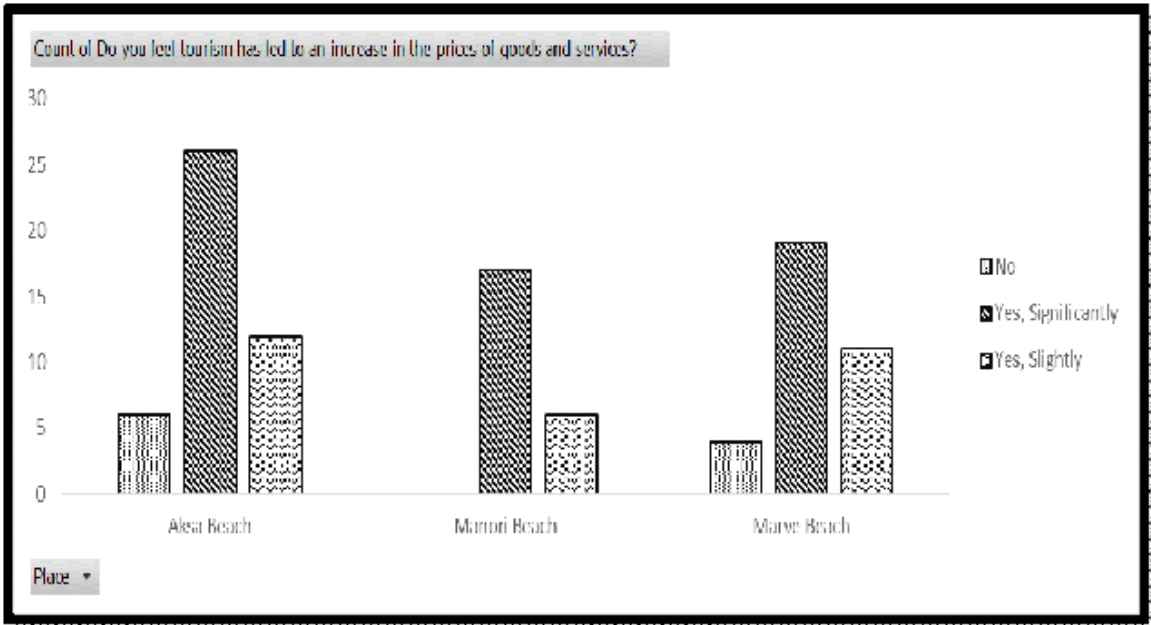
The graph shows how satisfied local businesses are with tourism at Aksa, Manori, and Marve beaches. Most business owners are either "Satisfied" or "Very Satisfied," meaning tourism has a positive effect. Marve Beach has the most "Satisfied" responses, while Aksa Beach has many in both "Satisfied" and "Very Satisfied" categories. Manori Beach also shows a positive trend but with slightly lower satisfaction. Some businesses chose "Dissatisfied" or "Neutral," which means there are challenges like seasonal changes, environmental issues, or business competition. One possible reason for lower satisfaction in some areas could be uneven tourist distribution, where some businesses benefit more than others. Additionally, high competition among local vendors might reduce individual profits despite increased tourism. Environmental concerns like pollution or overcrowding could also impact business operations and customer experiences. Seasonal fluctuations in tourist numbers may lead to inconsistent income for businesses, making long-term sustainability challenging.



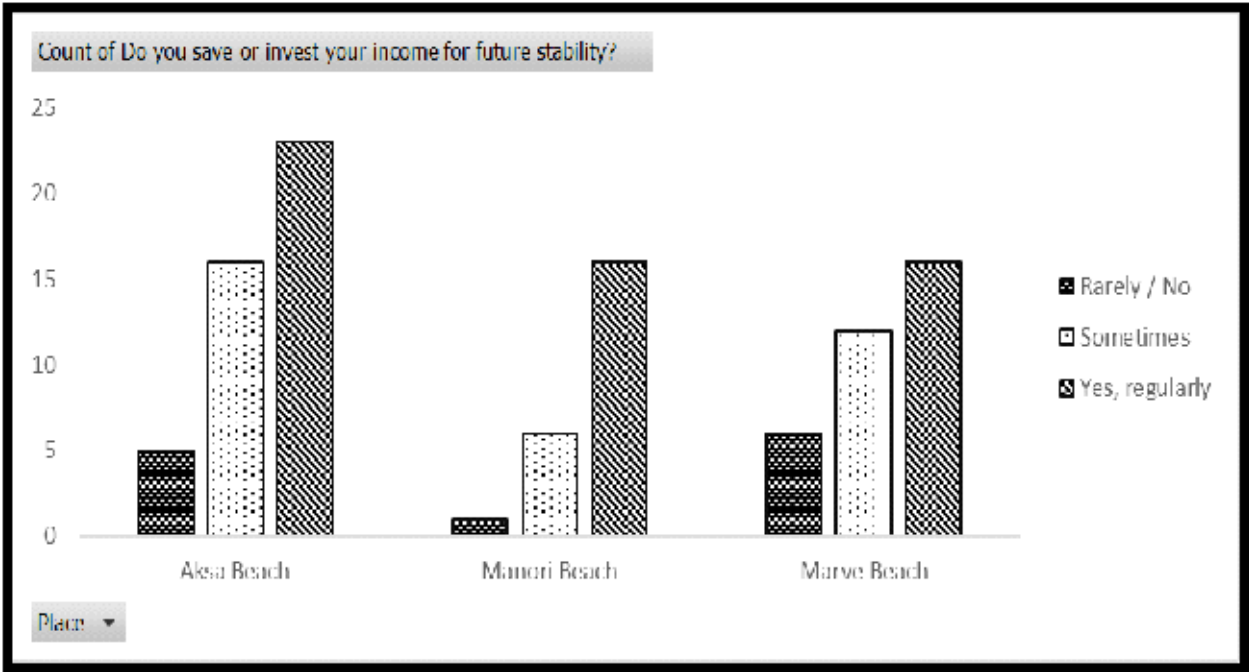
The graph represents local business owners' opinions on whether tourism has increased competition among vendors at Akxa, Manori, and Marve beaches. The responses are categorized into "Yes," "No," and "Not Sure." A significant number of respondents at Akxa and Marve beaches believe that tourism has indeed intensified competition, as indicated by the highest "Yes" responses in these areas. Manori Beach also shows a notable number of "Yes" responses, but it is relatively lower compared to Akxa and Marve. At the same time, some businesses at all three beaches are uncertain about tourism's impact on competition, while a smaller group believes it has not increased competition. This suggests that while tourism brings economic benefits, it also creates challenges for local vendors, possibly due to increased market saturation and pricing pressures. The findings highlight the need for balanced tourism policies that support both business growth and fair competition among vendors.



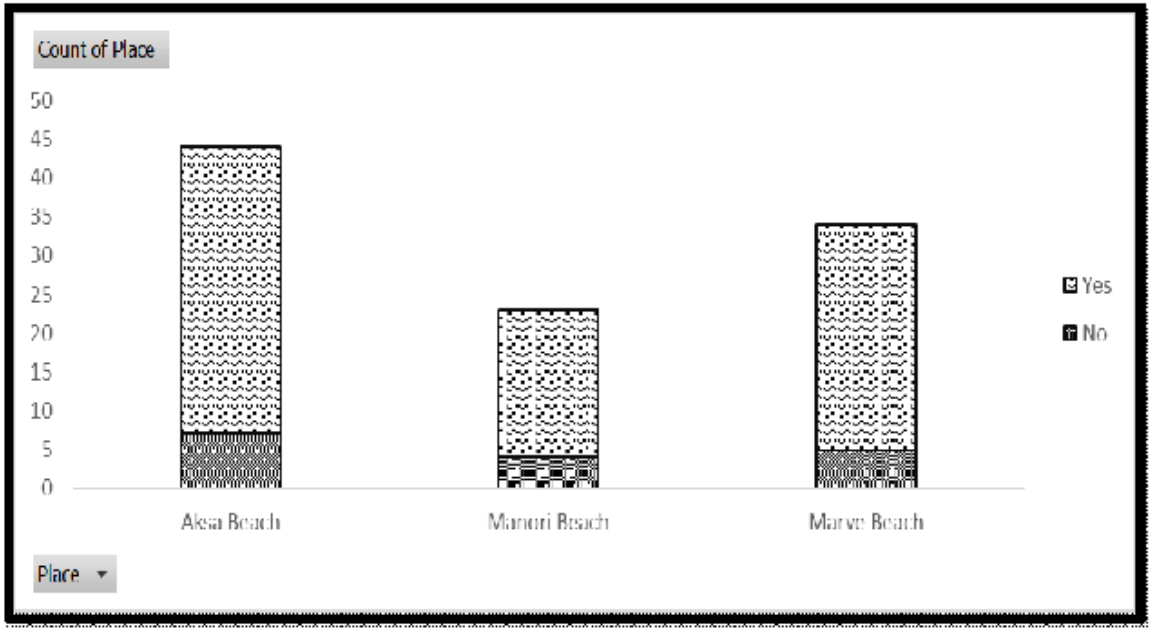
The given graph represent how tourism affects the local community in terms of economic and environmental impact, focusing on the key benefits. The bar chart shows the benefits of tourism in three areas: Akxa Beach, Manori Beach, and Marve Beach. These benefits include job opportunities, better infrastructure (like roads and facilities), business growth, cultural promotion, and more business chances. The chart shows that job opportunities and better infrastructure are the most commonly mentioned benefits across all three beaches. Marve Beach has the highest recognition of job benefits, while Manori Beach has a more balanced mix of benefits. Akxa Beach has a bit less recognition of these advantages, but still shows some benefits. The findings suggest that tourism helps the local economy by creating jobs and improving infrastructure, which helps businesses grow and supports local culture.



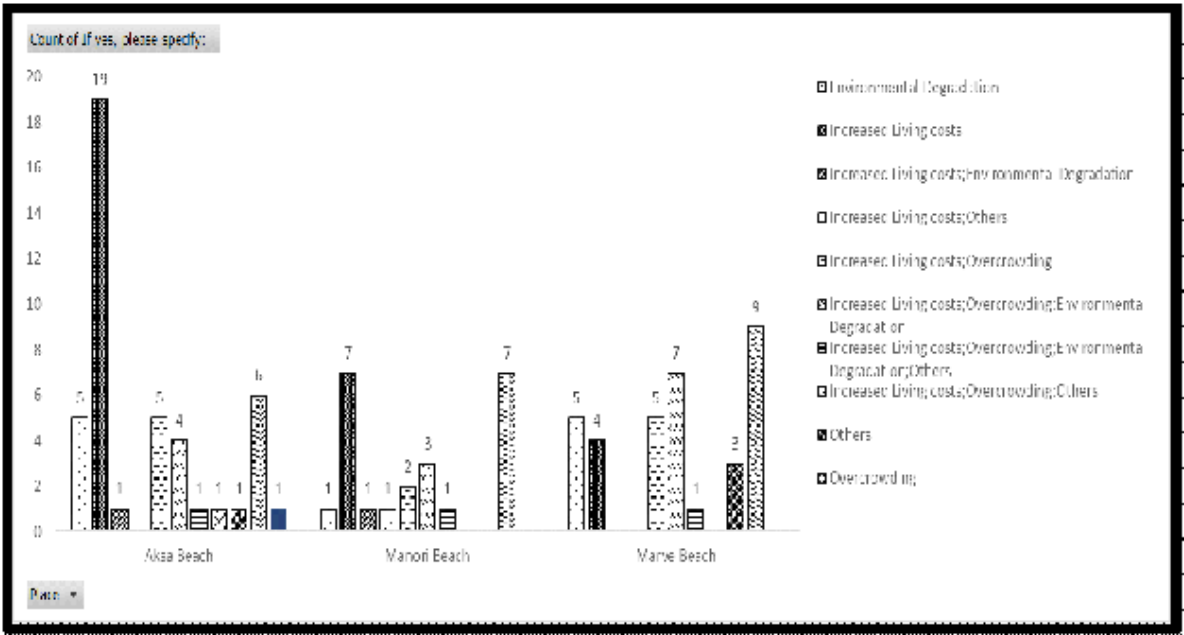
The graph in figure 3.3.19 represent the impact of tourism on the prices of goods and services at Aksa Beach, Manori Beach, and Marve Beach. The data indicates that a majority of people feel that tourism has led to a significant increase in prices, particularly at Aksa Beach, followed closely by Marve Beach. Manori Beach also experiences a rise in prices, but to a lesser extent than the other two locations. Some individuals believe that tourism has only caused a minor increase in prices, while very few think that prices have remained unchanged. This suggests that although tourism contributes to the economy, it also raises costs for local residents. Popular tourist destinations like Aksa and Marve Beach are more significantly impacted than Manori Beach. If prices continue to escalate, it could become challenging for locals to afford their everyday necessities. To prevent this, effective planning is essential to strike a balance between tourism growth and the cost of living for residents.



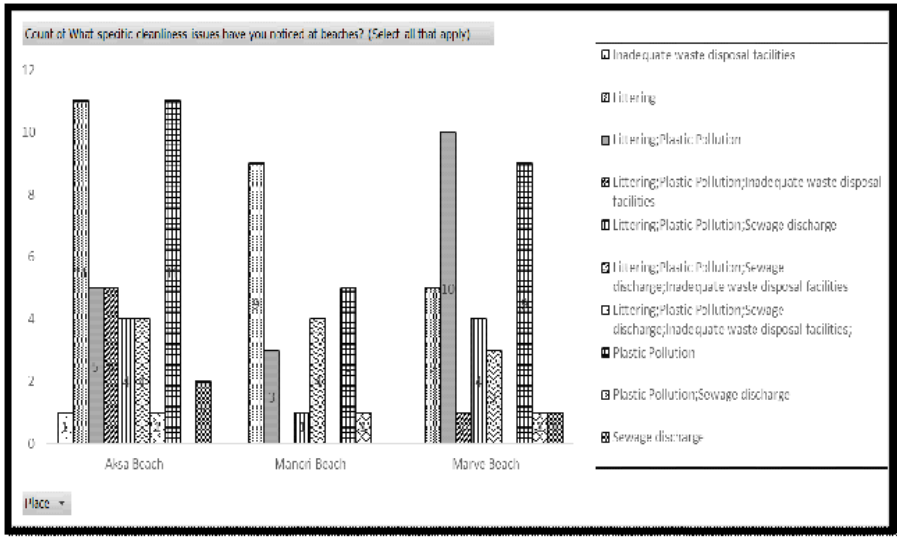
The graph shows how people at Aksa Beach, Manori Beach, and Marve Beach save and invest their money for the future. The data reveals that most people at all three beaches save or invest regularly, with Aksa Beach having the most regular savers, followed by Marve Beach and then Manori Beach. Many people also save sometimes, which means they understand the importance of being financially stable but may not do it all the time. However, a small number of people, especially in Manori Beach, rarely or never save. This could mean they are facing financial difficulties or might not know much about saving and investing.



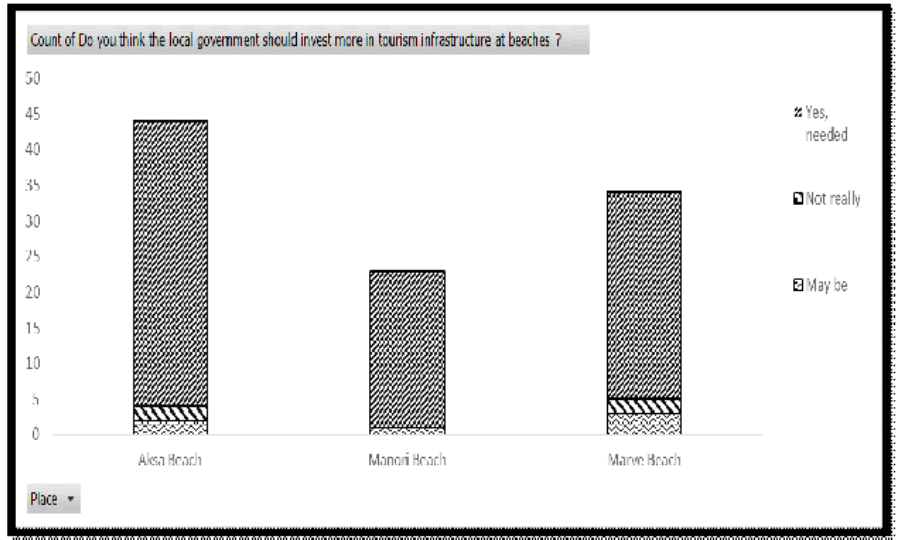
The graph represents public perception regarding tourism development at Aksa Beach, Manori Beach, and Marve Beach. The data shows that a majority of respondents at all three beaches support tourism development, with Aksa Beach having the highest approval rate, followed by Marve Beach and Manori Beach. This indicates that most people recognize the positive impacts of tourism, such as economic benefits, improved infrastructure, and employment opportunities. However, a small percentage of respondents at each beach do not support tourism development, possibly due to concerns about environmental degradation, increased cost of living, or cultural disturbances.



The bar graph shows the different causes of beach degradation at Aksa Beach, Manori Beach, and Marve Beach. The data reveals that the most significant cause varies for each beach, with Aksa Beach being most affected by one particular factor, possibly environmental degradation. Other factors, such as overcrowding, increased living costs, and environmental damage, contribute to the decline of these beaches, though at different levels. While Aksa Beach is most impacted by one cause, Manori Beach and Marve Beach show a more balanced spread of issues, indicating that no single factor is overwhelming these locations. The graph also highlights how overcrowding and environmental damage are linked, emphasizing the role of human activities in speeding up beach degradation.



The bar graph shows the different cleanliness problems at Aksa Beach, Marve Beach, and Manori Beach. The data shows that issues like industrial waste, littering, plastic pollution, and sewage discharge are common at all three beaches. Aksa Beach has the most cleanliness problems, especially with industrial waste and litter. Marve Beach faces major issues with plastic pollution and sewage, while Manori Beach, although a bit better, still deals with pollution-related problems. These cleanliness issues highlight how human activities, poor waste management, and sewage problems are major causes of pollution. The differences in pollution levels across these beaches suggest that some areas need more focused action.



The given bar graph represents public opinion on whether the local government should invest more in tourism infrastructure at Aksa Beach, Marve Beach, and Manori Beach. The majority of respondents across all three beaches believe that increased investment is necessary, with Aksa Beach showing the highest support for government intervention. Marve Beach also has a significant portion of respondents advocating for investment, while Manori Beach records the lowest number of people strongly supporting the need for infrastructure development. A small fraction of respondents at each beach expressed uncertainty, indicated by the “Maybe” category, while an even smaller percentage felt that investment was “Not really” necessary. The overall trend suggests that residents and visitors recognize the potential benefits of improving tourism infrastructure, likely to enhance beach facilities, cleanliness, and overall visitor experience.

RECOMMENDATIONS

- Supporting traditional practices, sustainable farming, and local crafts diversifies the economy while preserving cultural heritage. Government aid and training can further strengthen these industries for long-term resilience.
- Skill development programs and financial support empower women in tourism by creating income opportunities and reducing gender disparities.

- Providing microfinance opportunities enables local businesses to expand operations and maintain income during off-peak seasons.
- Better infrastructure enhances the visitor experience, boosts local business activity, and supports economic growth.
- Increasing garbage bins, improving waste collection, and launching awareness campaigns can significantly reduce littering and maintain clean beach environments.
- More lifeguards, CCTV cameras, and better lighting enhance beach safety, preventing accidents and crime while ensuring a secure environment for visitors and workers.
- Implement strict waste disposal regulations and promote eco-tourism initiatives like regular beach clean-up drives which helps to control beach degradation.
- Provide incentives for vendors using biodegradable packaging and sustainable tourism services.

HYPOTHESIS

H1: Tourism has a significant positive impact on the economic growth of local vendors by increasing income and job opportunities.

H1₀: Tourism does not have a significant impact on the economic growth of local vendors.

The value of Spearman's Rank correlation(r) is +0.23. The value of p at 95% confidence for 99 degrees of freedom is 0.02 which suggests that the value of r is greater than the p value. This implies that the null hypothesis is rejected with 95% confidence. This further implies that tourism has a significant positive impact on the economic growth of local vendors by increasing income and job opportunities.

H2: Tourism affects the financial stability of local businesses and creates challenges such as competition, rising costs, and environmental issues.

H2₀: Tourism does not significantly affect the financial stability of local businesses or create major challenges.

The value of Spearman's Rank correlation(r) is +0.39. The value of p at 95% confidence for 99 degrees of freedom is 0.01 which suggests that the value of r is greater than the p value. This implies that the null hypothesis is rejected with 95% confidence. This further implies that tourism affects the financial stability of local businesses and creates challenges such as competition, rising costs, and environmental issues.

CONCLUSION

Tourism plays a crucial role in the economic development of Aksa, Marve, and Manori, contributing significantly to employment generation, business growth, and infrastructure development. The influx of visitors to these coastal areas stimulates various economic activities, including hospitality, transportation, retail, and recreational services. Small businesses such as food stalls, souvenir shops, homestays, and transport services thrive due to the steady demand from tourists. Additionally, tourism revenue supports local development projects, enhancing public services and amenities that benefit both residents and visitors. However, despite these economic benefits, the tourism sector in Aksa, Marve, and Manori faces multiple challenges that hinder its sustainable growth. One of the major concerns is the seasonal nature of tourism, where peak visitor influx occurs during holidays and specific seasons, leading to income fluctuations. Many businesses and workers depend entirely on tourism-related earnings, making them vulnerable to economic instability during off-seasons. The rising cost of living in these areas further exacerbates financial difficulties, as increased demand for goods, services, and real estate drives prices higher, affecting both residents and businesses. Additionally, growing competition among vendors creates an economic strain, as limited opportunities and market saturation lead to price undercutting and reduced profit margins.

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