

Feeling of the Coast Associated with Emotions a Study Based on Qualitative Approach

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ABSTRACT

Various models of emotions and Emotional Intelligence were initially reviewed by the researcher to have a strong understanding of how emotions are connected with various components of the life of a normal human being. However, emotional components are very rarely discussed with regard to coastal connection and the connectivity of the mind with components of coastal land it was a tough task from the researcher's side to use qualitative methods to collect data and understand the response of the target respondents who were interviewed and observed based on researchers convenience. One of the marketing strategies used in the entertainment and recreation industry is to provide a peaceful stay at a coastal area for mind relaxation, which is an intern, again connected with emotions. Taking into consideration the most famous coastal area in down south of Tamil Nadu, India, Mahabalipuram, and Pondicherry is the study area. Emotions are common for every individual and it cannot be restricted within a specified domain, thus those tourists demographic profile has been analysed in-depth to know to which domain they belong to and how emotions are seen from various viewpoints. The outcome of the research paper has given rise to core emotional components associated with coastal feeling. This mechanism clearly states the needs and expectations of various individuals to self-think why a coastal location is a better choice to soothe emotions for a better life. The impact and importance of emotions are felt and realized at the coastal area in a better way as it is always a heaven on earth. Though many research papers concentrating on tourism, Emotional Intelligence, and other variables, this research paper is a new try and new exploration to feel and experience the coastal feelings in life from the respondent's viewpoint. Thus, it's a purely qualitative approach based study for a good social science research.

Keywords: *Seashore, coastal feeling, emotions, qualitative approach*

Most of the private resorts and home-stay at the coastal areas are scaling money by providing a pleasant experience for the relaxation seekers from across the world (Edward).

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Received: August 28, 2018; Revision Received: September 17, 2018; Accepted: October 18, 2018

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This entertainment industry has picked up in good demand in the recent times and is attracting various classes of people with various tour packages (IBEF, 2018). (Robin) Attended to research on the relationship between emotions and the feelings connected with the coastal places. The most particularly conducted their research and analyzed how emotions are connected with the coastal environment, which is a place for motivation and proactive actions. The area of study which they drew data is from New Zealand during the year 2008 to 2009. The researchers say that certain variables such as feelings of connection, holiness are all the critical understanding of the research. The international tourism industry in India is a major contribution for the foreign exchange says Mary Fish (1996).² Indian tourism has grown over the years and has contributed to the employment opportunities and the development of the region.³ The dynamics of tourism in India has led to socio-economic development and has created an inter-relationship between socio-cultural dimensions, which has provided much sustainable development⁴. A source of a major tourist attraction with monotonous fall of the waves on the beach and the fresh smell of the sea and is a small town in the state of Tamil Nadu called Mahabalipuram, once popularly called “Mamallapuram”. The beach at the Mahabs is beautiful, but a little dangerous. People are advised not to swim there because the shore ends in a very steep drop, which is impossible to distinguish from the surface. Along with this, the undercurrents are quite strong. The view of the sun rising and setting over the temples is not to be missed (tourismguideindia.com). The Archaeological Survey of India has done a wonderful job of preserving and maintaining Mahabalipuram’s rich cultural heritage. Many places tourists can visit offer a glimpse into India’s past (Aditi). Monuments at Mahabalipuram, Importance of Arjuna and Krishan, Descent of The Ganges, Mamallapuram Lighthouse, India Seashell Museum, Varaha Cave Temple, Krishna Mandapam, Mahishasuramardini Cave, Ganesh Ratha Temple, and Trimurti Cave are a few places, which are very attractive. Being located on the coast, seafood is naturally an important part of the local diet. Tourists can try different restaurants, from Highfield international hotels to small shack called Seashore famous foot stalls. Each place has a unique way of cooking and serving their seafood. The waves from the sea coming right up to the base of the stalls, which sells various foods like fish fry, cut mangoes soaked in salt and chili powder, steamed groundnuts, and much more varieties of snacks. Sea waves are quite rough in Mamallapuram, but the high breezy location is a mix of red, orange and yellow shade during the time of the sunset reflecting a golden cascade. A fortuitous combination of abundant marine life and abandon shells are found along the shore, which the local handcraft makers make a door hanging, key chains and many other innovative and attractive products. The most preferred is the face mirror decorated with colorful and designed seashells, which gives an elegant look. Those planning a trip should put both sunglasses and sunscreen atop their “to bring” list as the sun is too bright but still the scenic beauty mesmerises the tourists. Tourists and visitors from local places enjoy the evening time eating snacks, which are sold,

² Shalini Singh, & Tejvir Singh. (1996). *Profiles in Indian Tourism*. APH Publishing, ISBN: 8170247489, 9788170247487

³ Dr. C Krishnan. (2017). Tourism development in a South Indian State. *International Journal of Applied Research*, 03(08), 21-25, ISSN Print: 2394-7500, ISSN Online: 2394-5869

⁴ <http://sociologyindex.com/socio-economic-development.htm>

in the seashore. Mahabalipuram shore temple is closed by sharp 6pm in the evening, and tourists and visitors are not allowed after the fixed time span. Guards whistle loud and make sure that the crowd is evacuated before 6pm in the evening. The reason is not known but some say it is a haunted place. Mahabalipuram, which was ruled and built by Pallavas during the 7th century AD, was destroyed very badly due to the geographical changes and roughness of the sea. The killer waves of 2004 Tsunami spoilt and damaged many sculptures in Mahabalipuram and created a new impression. The oldest and most famous traditional city next to Mahabalipuram is known as the temple city Kanchipuram. Kanchipuram is also known by the name “Kanchi”. The city is located on the riverbank Vegavathi that is a tourist attraction place and well known for the silk saree collection in the down south. The unique designs, weaving pattern, colour patterns plays an important role in enhancing the saree importance. Tourists who visit Mahabalipuram also visit Kanchipuram to purchase many hand-crafted products and textiles. Some tourists who are attracted towards temples and sculptures, Kanchipuram is one of the best places to be explored.

Objective Of This Research Work

1. To make the best use of suitable qualitative methods for data collection with regard to emotions associated with coastal feeling
2. To follow a systematic approach to analyze the qualitative data and to pick out the most mentioned and spoken emotional variable and to form a model framework
3. Listing variables found from a qualitative approach and not to find the association between them using statistical data

REVIEW OF LITERATURE

Tourism attraction is the main source of income generation for many people living in the region of Mahabalipuram is a known truth. Since tourism has increased, the region of Mahabalipuram has also become a place for the sex trade, in simple terms known as prostitution. The publication work of **Equation publishers**,^[3] which conducted a research on the theme “A Dossier on Women and Tourism” mentioned that women from the region make good money by attracting the foreign tourist. At the same time, Pondicherry is just a few kilometers nearby which are well known for alcohol. Thus, certain factors have also posted with a negative publicity. **Dr. D. Antony Ashok Kumar (2016)**,^[2] Conducted a research on the theme “the role of tourism in social development”. This research work was a case study analysis, which concentrated to analyze the various factors, which contributed positively towards the development of tourism in Mahabalipuram. The researcher mentions that the host community plays an important role in the positive development and the development of the society is largely based on the experience, which people have about the tourism system in this region. Tourism has also been a major reason for providing employment opportunities where artisans, tourist guides, small stalls, hotels, multi taste providing restaurants, lodges and homestay are all the various areas, which have developed and contributed in providing employment opportunities. The researcher has concluded with a positive note stating that the observation of the local people in the region of Mahabalipuram in analysing what the tourists

need is a major factor for sustainable development of this region as one of the most preferred regions for tourists across the world.

RESEARCH METHODOLOGY

Understanding the aspects of social life is an important task (Beach, 2017). When understanding happens with regard to social happenings qualitative research methods has to be strongly considered (Heise). To better explore the behavioural aspects, qualitative data has to be given importance thus this research work focusing on understanding human emotions is a purely qualitative approach based research work (Sutton, 2015). Qualitative methods are subjective and very rich in content says (Wong, 2008). A traditional quantitative study in the health sciences typically begins with a theoretical grounding and hence this research has taken into consideration many mixed qualitative methods with strong theory support (Thorne, 2000). The researcher has collected data using mechanisms such as personal interview, focus group discussion, and observational traits. Qualitative methodology should aim at understanding the natural behaviour of target respondents, their attitude, belief, life-style, experience and perspectives and should pool up all data collected using various qualitative tools and come out with a discussion (Norman, 2005), (The rise and relevance of qualitative research), (Bogdan, 183-192), (Mesly, 2015), (Atlas.ti). The discussion is important in the sense, the researcher should match his ideas with past ideas and discuss the future scope and make the platform open for the other researchers. This research work deals with emotional variables associated with coastal feeling. The feeling should be felt, understood, experienced, shared, enjoyed and cribbed negatively or positively depends on how each individual thinks and feels. Thus expression of phenomena to better discussion on how various study variables are associated with each other, how the other researchers have laid down their ideas and research outcome has to be considered, explored and matched with the model framework built by the researcher. In this research vast literature reviews in par with the study, title has been reviewed, the association among variables is clearly understood and then a new idea has been provoked to come out with a new model framework. The model framework is discussed in detail based on researchers scholarly fashion and has been let open for the universal researchers to explore, use, criticise and also accept the model if it can be implemented or if it is a good logical grid to provide a solution for a problem.

The sampling method used in this research study

Intensity sampling:

The researcher has selected a unique case (superiors who have been associated with the phenomena for a couple of years and those who have good knowledge about it). *Thus, the case materials are coastal living people* who can better explain how they feel when they explore the seashore during tough emotional times. The sample size need not be much bothered as based on convenience this method has opted thus the researcher can interview any number of respondents and it's not a need that it should be restricted to three digit number. The superiors in this sampling method are three-fold, the travel guides who can talk better about how tourists and various visitors feel about emotions. Thus from the talks of them the researcher understands new variables associated with emotions (N=23). Hotel and

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resort managers and employees who have certain good experiences, observations, interactions with hotel stay tourists (N=20) have been taken into consideration. The main target respondents of this research the general people who visit the coastal areas (N=72) have been asked various questions based on 15 types of emotions (detailed interview process or it can be understood as a good flow of conversation).

Stratified purposeful sampling:

The researcher wants to explore and illustrate the characteristics of a particular group based on interest (qualitative variable). Why people choose seashore is a question, which needs a solution. Thus, data has been collected from those who visit seashore and various questions on which types of emotions are associated with them is also understood. Since a group is focussed here, the researcher has met target respondents (From meditation centers, relaxation based aashram (A place for relaxation, the realization of life after certain negative happenings, a place to be aloof and do good for the society). These souls which live in aashram are more focused on emotions, Sri Aurobindo Ashram, the volunteers (N=12), tourists (N=36), long stay individuals (N=14), frequent visitors (N=33), have been interviewed and data has been pooled up.

Maximum variation sampling:

The demographic profile of the respondents and how emotions and their viewpoint vary from every individual has to be explored. It's not a good quality aspect in a qualitative focused research to check the association using statistical tools this to understanding the simple variations between respondents maximum variation sampling is used, questions are asked and the researcher comes out with a conclusion. All the above respondents have been taken into consideration, the researcher has checked how emotions differ, and how feelings associated with coastal area differs from individual soul to soul.

Other methodologies used to collect data

Diary question: Daily life experience and expression of emotions

Critical incidents: Critical experiences on emotions and how its associated with coastal feeling

Free listing: Asking the respondents to list down various variables related to emotions without restricting to one particular domain. Giving the respondents the freedom to express various emotions.

Emotional patterns being observed: Lonely individuals at the seashore, crying, depressed, happy and laughing alone, couples, scholars writing literature, artists drawing, music lovers playing instruments and singing, youth for entertainment, vendors struggling to sell goods, beggars with confusion, individuals who can be observed but researcher cannot come to a conclusion because of confusing behaviour are all the various domains which were observed keenly by the researcher.

DATA ANALYSIS PROCESS USED IN THIS STUDY

Thematic analysis of data

Thematic analysis of data is a qualitative approach and the role of the researcher is to look into many published research work and understand how the common issues have been developed as a problem statement and how well it has been described or explored. Thus, by using this approach, the research has compared the past results and discussion with the present study and determine how emotional feeling differs based on variations in thinking.

The justification for the methodological approach

Hans-Rüdiger Pfister⁵ conducted a research, explored the multiplicity of emotions, and finally suggested a four-fold emotional multiplicity model. The researchers have clearly stated that emotions are not homogeneous which means they are heterogeneous and differs amongst every individual. Thus taking into account what has been mentioned by Hans, Emotions are not a single variable but a combination of various variables. Thus, only a qualitative approach will provide a space to understand various patterns in emotions. The researchers have also mentioned that they have conceptualized an emotion, which means using a qualitative grid; the researchers have formed a model work. One of the mentioned objectives of this paper is to develop a model framework and hence to check the association between various variables in a simple non-statistical way a qualitative approach has been used. Finally, the researcher has proposed a model work in this research and each variable has a detailed explanation. This is one base work, which has been taken into consideration; likewise, there are many strong pieces of evidence, which can be used by other researchers. Thus, the scope for making the best use of available sources in a better way is suggested.

CONCEPTUAL FRAMEWORK AND MODEL

The aim of the research is to take into consideration the common variables with regard to Emotional feeling in the coastal region to understand how various emotions are associated with human life who prefer relaxation at the coastal zones. The exploration of the past variables mentioned by past researchers and adding new variables to the model will form a new theory, which will be published for the universe to accept or to provide feedback. Other researchers will use an accepted model and an un-accepted model will be put to the review process, which will look forward to a corrective research. A conceptual model will help the researchers to understand the importance of various theories and concepts concerned with a particular domain. In this research, the study domain is EI associated with the coastal feeling mechanism and the various variables associated with the concept. A conceptual model also helps to identify the key concepts and the relationship among those concepts. A theoretical framework helps the researchers to connect to the existing knowledge and well explore the area of research to study the impact, implications and the relationship between variables. A study by Leanne Carter; Jennifer Loh on What has emotional intelligence got to do with it: the moderating role of EI on the relationships between workplace incivility and mental health? Mentions the clear relationship between WI, stress, and anxiety and states how EI

⁵ Hans-Rüdiger Pfister, The multiplicity of emotions: A framework of emotional functions in decision making Judgment and Decision Making, Vol. 3, No. 1, January 2008, pp. 5–17

moderated these variables thus association is explored between one independent variable with three dependent variables. Likewise, usage of various variables can also be a part of model work. A conceptual framework is also based on various assumptions, which are used to articulate and address the various study questions and helps in describing the phenomenon by generalising the facts and information. Based on the conceptual framework and past theories new research data can be interpreted and explored and helps to explore the research problem in a new way. The following are the various provinces, which will be taken into consideration while formulating conceptual framework and model.

Objectives of developing a model framework

1. Matrix (Grid) to differentiate and distinguish between various categories of theory related to EI and coastal feeling concept, by understanding the central concept.
2. Application and relevance of the concept in viewpoint of various respondents (data collected from the respondents will be pooled up to check variables are highly preferred by the majority of the respondents).
3. To understand the flow and logical relationship between the variables

VARIABLES BEING EXPLORED IN THIS STUDY

The above-mentioned qualitative methodology has been taken into a process for the systematic drawing of qualitative data. Analysis of collected cases, the deductive design of picking up most mentioned or spoken variable, preconceived hypothesis (the usage of literature reviews), the involvement of an interpretive, naturalistic approach to its subject matter expert opinion interviews was also been used. Using all the above-mentioned mechanism these variables have been selected and explained with a crisp explanation based on which the model has been formulated. A simple model to understand only the most preferred and debated variable by a wide range of respondents involved in this study. From the researcher's point of view, these variables are mostly associated with emotions but it has to be mentioned clearly that, this research work is not focussed to find the interrelationship, cross-relationship, relationship with a demographic profile and hence quantitative data or statistical tools have not been used.

Table No 1.0 Showing emotional variables

S.no	Emotional Variables	Source of justification/ variables explored
1	Emotions affecting energy level	Emotions are indirectly associated with health which is a concept universally accepted. The brain chemicals called neuropeptides mentioned by professor Dr. Candace Pert who talks about the importance of “molecules of emotion,” act as messengers between the mind and the immune system. Thus, various researchers have clearly stated that energy level, brain working and emotions are clearly associated. Positive emotions will have a positive chemical reaction, which will increase the energy level.
2	Priority and best choice in life	Certain emotions have to be given importance in life. In relationship understanding partners, expectations are important. Likewise, various priorities have to be given

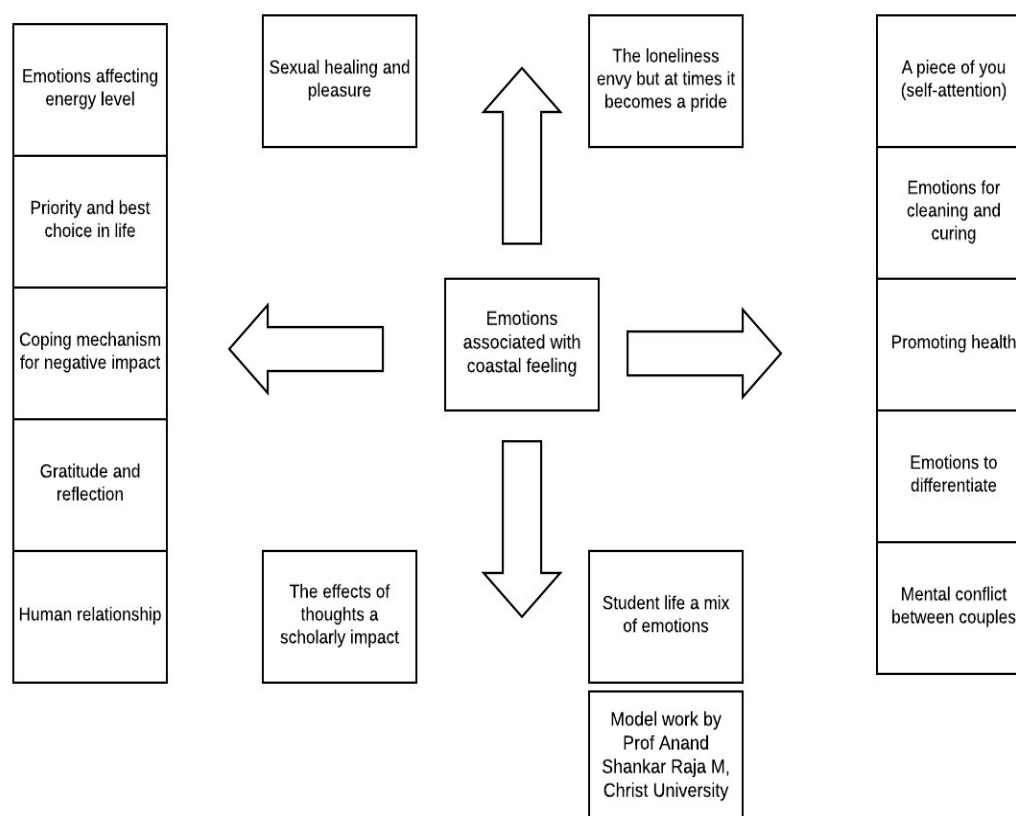
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S.no	Emotional Variables	Source of justification/ variables explored
		importance. The relationship does not grow on its own efforts has to be taken to first generate positive emotions for a healthy personal life. Emotional planning for a better future with a partner is also important. The partners have to do a conscious planning on how to improve the relationship for a better-married life and couples need
3	Coping mechanism for negative impact	Coping mechanism for stress less life is important for all individuals. In this competitive world filled with ego and status pride, certain situations in daily life will affect the emotions in a negative way and spoil the mindset of the individuals. Thus, individuals should know how to cope up on stress based on various situations. Thus Coping mechanism has to be formed by the individuals out of critical thinking associated with deep emotions.
4	Gratitude and reflection	Thankfulness is much more than saying "Thank you". Individuals come across various personalities in life who have helped them personally or informally. Expression of gratitude without any ego is important for the exhibition of the personality and attitude in a positive way, which will create a good impression in the minds of others. Thanking the other person should flow out of soul and expression from the eyes is more attractive. Thus, emotions are also expressed in gratitude.
5	Human relationship	Emotions play an extremely important role in human mental life. Working team, office culture, family set-up, friends team, communication with strangers are all various domains in which expression of emotions plays an important role. The more you understand others emotions, the more successful a person is. Thus, to build a healthy relationship expression of emotions play an important role.
6	A piece of you (self-attention)	Give space for personal life, sit and think where life is going worse and also try to find a solution for personal growth because its only you and your life and it's your duty to come out with a better mechanism to cope up with all the negative actions which happen in life thus this philosophy has to be taken into consideration by all the individuals for a successful life. Thus, find space for self is associated with emotions.
7	Emotions for cleaning and curing	The art of apology is more than saying, "I'm sorry." In fact, an attitude of apology is one of the best ways to clear out negative thoughts and energy, and also making sure you don't hold a negative impact on others life. Thus, make your life clear by asking apology, which is an expression of emotions. Asking sorry for self-mistakes is where you understand and motivate yourself not to worry.

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S.no	Emotional Variables	Source of justification/ variables explored
8	Promoting health and realizing the importance of happiness	Emotions are a mechanism to promote health and wealth indirectly. Better control over emotions will make an individual realise the importance of health, lifestyle and focus on self-motivation. The self-motivational concept will also enhance happiness, as individuals do not depend on others to be motivated.
9	Emotions to differentiate and recognize the difference between feeling/talking and acting	Play right in the right situation for being in the good books of others. Have face-to-face communication for putting forward the message in a better way; at times to use technology also but with emotional focus.
10	The mental conflict between couples	Couple life is not just all about sex! But deals with happiness, family culture, be a standing example to the society by the pattern of understanding you have between both. Be an inspiration for the next generation couples.
11	Emotional currency a pure women's strategy	The impact of money is associated with emotions. The better you earn the better life you have. Women expectation from men is twofold money and love. Being a man, you have to earn to have a happy life. This will also help the couples to lead a smooth life.
12	Student life a mix of emotions	Student's life is filled with various emotions. Students living with parents have a different emotional domain from the students living alone in other destinations to get graduated. Student life is again associated with the ego of achievement, career confusion, break-ups. Certain emotions are very deep which has no solutions. A mix of emotions a fact!
13	The effects of thoughts a scholarly impact	Association of emotions makes a better scholar. Know the reason why you work and how your work will be fruitful for others or self. Control the emotions and get better ideas, which will enhance the individual profile. Scholarly fashion and individual personality should be influenced by emotions.
14	The loneliness envy but at times it becomes a pride	The second factor in feeling lonely is the ability to self-regulate the emotions. Give importance for personal life. Search your current position and take sunshine decisions for a bright future. Thus take pride in being alone and thinking about self-growth.
15	Sexual healing and pleasure	Sexual desire is not just for a short span of time, the desire should fire up the spark between the couples. Have sex with ideas! Generate better ideas for better decision making. Sex means the chemical reaction for the better emotional association.

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Model framework (1.1) showing the various emotional components associated

DISCUSSION

Individuals are associated with a cascade of various emotions. Each individual's behaviour differs based on the state of emotions. Search for a better life needs an understanding of self-emotions thus the efforts taken by an individual to smooth the life has to be understood. Emotions and its role in the family circle, friends circle, and another social circle should be taken into consideration as the qualitative approach is going to change the world research. Various emotions suggested in the variable grid should be used and put into action. As mentioned above coastal emotions are associated with various components such as relaxation, entertainment, training space, sexual pleasure, to realize one's action and reaction, to have space for self, search for knowledge etc. Various variables have a strong association with coastal area.

SUGGESTIONS

1. Individuals should use emotions for betterment in personal life and career life. Emotional space to understand where the problem situated and framing a mechanism on how to solve the problem is very important.
2. Emotional relaxation is common for all individuals despite their demographic profile. It's a part and parcel of life thus one has to be quite careful before dealing with emotions. Proper handling of self and others emotions will turn a normal individual into a successful person.

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3. Sexual pleasure can be one of the fundamental parts of life, which is not just performed for pleasure, but it's an association of feelings and emotions which also builds a strong relationship between couples. Thus couples should understand each other's emotions.
4. Visiting various ashram's for a cause. The emotions have to be realized and solutions have to be used for making the life better. Thus use the right place for right exploration of emotions.
5. Certain emotions are very mysterious never have it within one-self and worry all the time, use the mechanism of expression of emotions, communicate and seek opinion.
6. The family is a beautiful nest, emotions have to be cherished thus when being a part of the family take the maximum efforts to understand others emotions, self-emotions and act accordingly.

CONCLUSION

In order to remain distinct and quite successful in life, an individual has to understand the importance of emotions and Emotional Management (EM). Against the background of Emotional Intelligence, the research paper has mentioned very clearly a set of various domains related to emotions in a simple context. How a normal human being goes in search for peace and betterment to enhance life in a better way. It is a universally accepted truth that seashore and connected components make an individual feel relaxed. Couples visit sea coastal to relax and explore a better sex life. Youth community explores the coastal area with their friends to relax and entertain themselves, which gives them the space to forget the routine activities and find space for their personal life. Corporates, which call themselves as Learning Organization, take their employees for Out Bound Training (OBT) to explore the silence, discuss, brainstorm and come out with innovative strategies, which will boost up the organizations profitability position a good resort in the coastal area is used by many learning organizations. Souls, which have been separated due to problems in life i.e., divorced couples, individuals who have lost their partner in any calamity, relationship status filled with problems also go in search of peace and relaxation and a coastal area is much preferred. Without any demographic influence, if a person has decided to understand the importance of life and emotions, the best place to be explored is a coastal area. Handbook of Music and Emotion: Theory, Research, Applications by John Sloboda states, "seashore is suggested and is a medium for the creation of the beautiful for conveying emotions. Feeling Mediated: A History of Media Technology and Emotion in America by Brenton J. Malin, takes the pride of seashore and emotions where the author states that, seashore's approach to music is aesthetic of intangible emotions. The author has also mentioned that, seashore is an empirical gateway into the deep of emotions, all of which lay in the buried in the sound wave. How beautifully the author who has felt the importance of emotions associated with seashore has narrated it. A reason for this research is purely based on the strong connection of the researcher's emotions with the coastal area. The personal life experience has been taken into consideration and the same has been explored by seeking information from various respondents to know the real-life experiences of others with regard to emotions and seashore. Future researchers can explore new dimensions of emotions and other variables by

connecting it with sea and coastal exploration. For literature lovers, poems can be developed on emotions and seashore connection.

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Acknowledgments

The author profoundly appreciates all the people who have successfully contributed to ensuring this paper is in place. Their contributions are acknowledged however their names cannot be able to be mentioned.

Conflict of Interest

There is no conflict of interest.

How to cite this article: Anand, S R (2018). Feeling of the Coast Associated with Emotions a Study Based on Qualitative Approach. *International Journal of Indian Psychology*, 6(4), 47-59. DIP:18.01.007/20180604, DOI:10.25215/0604.007