



TOURISM INDUSTRY IN DAMAN AND DIU IN INDIA- A SWOT ANALYSIS

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Abstract: This study has been undertaken to study the growth potential of Daman and Diu, Union Territory in India. A SWOT analysis is done for the same. The study is pure work of secondary data taken from published sources. The study cover mostly the pre -COVID scenario.

Introduction

Daman and Diu is one of the well-known union territory of India, Location wise it is located in western zone of India. These two regions are located such a way that they get divided by the Gulf of Khambat. It provides many opportunities for a break or breeze from hectic city life for a while. Its Scenic beauty is captivating and attracts a huge number of tourists. Among the many things which are worth watching, one is getting divine feeling from its temples, some of which have survived centuries together. The most favourable months to visit it from October to March. Tourists can spend a quality of time their holidays in Daman and Diu for its beaches, temples, water sports, caves, forts, solitude, forests, swimming, incredible views, surfing, museums, bird sanctuary and parasailing. This union territory offers a lot to people in and around it as far as tourism is Nagoa Beach stands out to be the best beach among all situated in Diu and Daman. Located in the hamlet of Nagoa in the village of Bucharwada, it is shaped in the form of a semi-circle and offers various activities including swimming and gambling. Ghogla Beach is another popular beach located at the entrance to Ghogla village. Chakratirth Beach remains crowded and is visited by both domestic and international tourists. Two other famous beaches are Jallandhar and Gomtimatea Beach.

There are opportunities in the forms of proximity from Mumbai. If developed fully it can attract huge amount of Mumbaikars. The weaknesses are also there as there is lack of well-developed internal transport system and poorly managed monuments and heritage. This should be tackled with great pace and professionalism. Seriousness of government is the most essential part in the making of Diu and Daman one of the sought-after tourist destinations

Keywords- Tourism, Diu and Daman, Service sector, Destination

OBJECTIVES

- ✓ To understand the present situation of tourism sector in Daman and Diu.
- ✓ To study the strength, Weakness, Opportunity and threat of Daman and Diu.
- ✓ To find the ways to expand the tourism industry in Daman and Diu.

Literature Review

1. Manhas Parikshat Singh (2012) advocated that because tourism is a multidimensional service industry, it has the responsibility of governments, private sectors and voluntary organizations to frame it in such fashion to make it more sustainable, for minimizing negative environmental, social and cultural impacts generating greater economic benefits of local residents.
2. Sarah brown (2012) stated that a growing economy has no direct influence on tourism. However, the economy does have a direct and positive effect on both infrastructure and society which in turn affect tourism. A well-developed infrastructure has in fact caused ill effects to the environment and a more developed society does not necessarily turns into environmental improvements and a better environment does not seem to drive more tourism either.
3. S. K. Thakur (2014) analyses tourism education in India requires quality people. It particularly focuses on the different dimensions of tourism education in India. He investigates how institutions and universities are not achieving up to the mark transformational soft skill people through least measures and also due to presence of poor-quality people and lack of infrastructural facilities negating in providing quality. The star performers can only save the tourism industry in India. India's brand image in the field of tourism needs a major facelift for the world to understand India's position.

Research Methodology of the Study

This research is purely based on secondary data available on the government websites, books, periodicals and journals.

Significance of the study

Tourism attracts foreign exchange and has got multiplier effect. There should be governmental will to make policies for the development of tourism as an industry. This study will pave path for all the stakeholders (tourism industry, hotel, local people, aviation and government) to come out with a comprehensive plan to develop Daman and Diu as a world class tourism center

Geographical Data

- Daman lies on an alluvial coastal plain, although outcrops of basalt create low plateaus and promontories in the area.
- The Daman Ganga River flows through the territory, with Daman town situated where the river enters the Arabian Sea.
- Daman is an enclave on the state of Gujarat's southern coast, situated 100 miles (160 km) north of Mumbai (Bombay).
- Diu encompasses an island off the southern coast of Gujarat's Kathiawar Peninsula, 40 miles (64 km) southeast of Veraval, as well as a small area on the mainland.

Diu and Daman blooming as a beach tourism center

- Beach tourism is pulling the tourists to flock in Daman and Diu
- Nagoa Beach stands out to be the best beach among all situated in Diu and Daman. Located in the hamlet of Nagoa in the village of Bucharwada, it is shaped in the form of a semi-circle and offers various activities including swimming and gambling.
- Ghogla Beach is another popular beach located at the entrance to Ghogla village.
- Chakratirth Beach remains crowded and is visited by both domestic and international tourists. Two other famous beaches are Jallandhar and Gomitmata Beach. There are opportunities in the forms of proximity from Mumbai. If developed fully it can attract huge amount of Mumbaikars

Strength: Daman and Diu

- Daman, the city of twin forts, is an instant reminder of Portuguese rule with unique settlement pattern, the massive forts, the streets, etc.
- Developed value for money accommodation facilities.
- A coastal length of 13.5 kms with which can be developed as hub for water related activities.
- A meeting point of the Daman Ganga River with the Arabian Sea.
- Zoning of the industries such that the tourism zone is pollution free.
- The pristine natural splendour of Diu with its serene and pollution free nature
- Rocks and sedate cliffs
- Enticing and captivating heritage sites and monuments

The weaknesses are:

- Lack of a well-developed and organised local internal transport facility.
- Tourists are fading away because of inadequate and ill managed conservation of the heritage monuments.
- The Portuguese culture is fading away as most people are going away in search of better opportunities
- There are very few tour operators functional in Daman to show around the tourists the assets.
- Lack of awareness of the destination and improper market positioning
- The fading Portuguese culture as most people are going away in search of better opportunities

Major opportunities for Daman and Daman are:

- Proximity to Mumbai, one of the largest gateways for international tourists to India
- Proximity to some other industrial towns of Maharashtra and Gujarat
- Tourism has been granted industry status. Daman being a union territory can attract private investment with special incentives.

- Proximity to Dadra & Nagar Haveli, which is also being developed and is moving towards being an increased tourism hub
- Diu is one of the closest Beach destinations for the central and north eastern parts of India like Madhya Pradesh, Rajasthan, Uttar Pradesh etc.
- Diu if made a part of a tourism circuit including Veraval, Somnath, Sasangir etc it will be the only region with developed accommodation infrastructure
- Diu has been declared as Special Tourism Area for domestic and international marketing

Threats

- The tourism potential of the region is being exploited in an unorganized and unplanned manner.
- Local population has a mindset of looking down upon working as unskilled hotel staff.
- Decrease in the percentage of people disembarking from Mumbai.
- Fading of Portuguese culture.
- Implementation of CRZ regulations hampers the development of less developed beaches like Jampore beach.
- There is a shift in tourist profile over the past few years, with fall in tourists from Western and Northern American countries (the highest spenders) and a rise in Asian and African tourists

Developmental strategy of Government

The Unique Selling Proposition:

Diu will be developed as a world class 'Island Destination' in the form of a 'Serene Paradise'. The tourism will be positioned for 'Beach and Island Experience'. Government is taking efforts to flourish it as a sought-after beach destination which can be used for ample of occasions like party, business meetings, wedding destination and historical tourism (ancient churches)

Quality Experience- Tourism industry in close association with Government of India is working on the aim of upgrading the quality of experiences who visit Daman and Diu. The experiences they gain will also act as a word of mouth to promote tourism in the given area

Conclusion

- There is potential in the growth of Daman and Diu to be developed as Beach tourism centre
- Even the Portuguese influence in the region make it culturally vibrant
- The need of the hour is to market and brand Daman and Diu by the government as it can attract foreign tourists to see the cross-culture fusion
- The lethargy of government can be seen till date the internal transportation is poorly managed and no concrete work is done to resolve this issue
- Surely the remedies will demand a good amount of budget expenditure on the regions' tourism

Suggestion

- Government of India will have to spend more on developing the tourist centres like Diu and Daman which not only has beach tourism and adventure tourism developing but also historical tourism due to old churches and its rich historical background
- Local people also will have to be trained and made aware of the benefit of development of it as a tourism centre as they will be benefitted the most if at all they participate responsibly it will result in creation of employment
- Tourism has multiplier effect the problem of unemployment can be resolved by developing the towns of excellence

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