



Received: 05-12-2024
Accepted: 15-01-2025

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Tourism in the Andaman Islands: A Comprehensive SWOT Evaluation

¹ P Baby, ² P Sujatha

¹ Research Scholar, Department of Geography, Bharathi Women's College College, Tamil Nadu, India

² Associate Professor, Department of Geography, Bharathi Women's College College, Tamil Nadu, India

Corresponding Author: P Baby

Abstract

The economic development of any country heavily relies on the growth of trade, commerce, and industry. The Andaman and Nicobar Islands, located in the Bay of Bengal, are rich in tourism resources, with natural beauty, pristine beaches, and clear waters attracting thousands of visitors annually. These islands, once referred to as "Kalapani" due to their association with the British colonial punishment, now contribute significantly to the livelihoods of local communities. This study analyzes the behavioral and functional characteristics of tourists visiting the Andaman Islands, focusing on demographics and satisfaction through a questionnaire survey. Data were collected via a field survey using a pre-structured questionnaire at various Andaman tourist spots. A SWOT analysis identified strengths, weaknesses, opportunities, and threats to tourism development. Tourist satisfaction is high in areas like Bharatang, Havelock, Diglipur, and Rangat, while moderate

satisfaction is observed in Hutbay and Mayabander. Tourist spots like Long Island, Hutbay, and Mayabander have lower satisfaction levels. Neil Island, Havelock, and Ross Island show the most tourism potential, whereas Long Island ranks lowest. Despite its challenges, such as limited connectivity, high costs, and infrastructure issues, the Andaman Islands possess vast potential for eco-tourism, adventure tourism, and cultural exploration. Addressing misconceptions, enhancing infrastructure, promoting sustainable tourism, and developing international air routes could improve accessibility. Strategic planning to mitigate overcrowding, cultural erosion, and environmental degradation will ensure the islands' long-term appeal and sustainability, positioning them as a top global tourist destination. With careful management, the Andaman Islands can preserve their unique charm while flourishing as a tourism hub.

Keywords: Andaman Islands, Tourism, SWOT, India

Introductions

Tourism encompasses a range of activities, services, and industries that create a travel experience, including transportation, lodging, dining, shopping, entertainment, recreational facilities, and other hospitality services offered to individuals or groups traveling away from their usual place of residence (Goeldner & Ritchie, 2009) ^[6]. As the fastest-growing industry worldwide, tourism is a major contributor to wealth and employment, expanding cultural awareness among both tourists and the communities they visit (Neto, 2003; Yuvaraj *et al.*, 2024) ^[7, 13]. India is showing significant potential to become a leading force in global tourism (RM *et al.*, 2023) ^[9]. In 2017, tourism in India generated over \$230 billion, a rise from nearly \$209 billion in 2016 (Popescu, 2018) ^[8]. The Andaman Islands are among the most frequented tourist destinations in India, attracting thousands of visitors annually to its clear waters and unspoiled beaches (Thulasimala & DevDass, 2010) ^[11]. Situated within the Indo-Burma biodiversity hotspot, these islands offer an easily accessible getaway for both domestic and international tourists. Tourism stands as the sole economic activity that connects various sectors, industries, and interests. In 2009, domestic tourism dominated the Andaman Islands' tourism sector, with 142,042 visitors, while foreign arrivals were significantly lower, totaling 13,684. Despite modest growth, tourism numbers have shown improvement since 2008, when 123,914 domestic and 12,512 international visitors were recorded. However, the increasing number of international tourists could lead to the exploitation and vulnerability of local communities and their traditional cultures (Boardi *et al.*, 2017) ^[1]. The tourism industry has proven resilient to natural disasters, more than doubling since 1980 (Chaudhry, P. & Bairagi, 2013) ^[3]. Tourism offers numerous advantages, including socioeconomic and psychological benefits, which contribute to foreign exchange earnings

and global awareness (Cater & Lowman, 1994; Sharpley, 2009) [2, 10]. The Andaman Islands, as a prominent tourist spot, enhance the livelihoods of local communities through the influx of tourists (Forje *et al.*, 2020) [5]. Analyzing tourist behavior is crucial to understanding their impact on local development and assessing the potential of tourist centers (Dias *et al.*, 2021) [4]. This study aims to examine the current status of tourist centers, along with the socio-economic profiles and satisfaction levels of tourists, helping to identify key tourist destinations in the Andaman Islands (Zhang *et al.*, 2020; Winton *et al.*, 2023) [14, 12]. The growth of each tourist center is influenced by the flow of visitors, making this study important for understanding the behavioral and functional characteristics of tourists visiting the region. This study focuses on analyzing the behavioral and functional characteristics of tourists visiting the Andaman Islands. A questionnaire survey was conducted to examine key aspects such as the tourists' place of origin, age, gender, marital status, family size, education, monthly income, and nationality. The survey also assessed tourists' satisfaction with the destinations they visited.

The data, collected from 500 respondents across 10 key tourist spots (50 responses per location), was categorized and analyzed using descriptive statistics. Insights were derived from the responses, which were scored to evaluate satisfaction levels, tourism prospects, and the potential of various tourist spots. By understanding the socio-economic profiles of tourists and their satisfaction levels, the study highlights opportunities for improving local tourism infrastructure and ensuring that the benefits extend to residents of the Andaman Islands.

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a strategic tool used to evaluate critical factors affecting the tourism sector's growth and performance (Kotler *et al.*, 2016; Azhari, 2018) [15, 17]. By identifying both internal and external elements, it aids stakeholders in making informed decisions and enhancing planning. It highlights strengths like unique attractions, infrastructure, and competitive advantages. It also uncovers weaknesses, such as service gaps, poor marketing, or environmental issues. Opportunities like market expansion and sustainability are explored, while threats such as competition and economic instability are recognized. Ultimately, SWOT analysis supports long-term strategic planning, risk mitigation, and improving visitor satisfaction, promoting sustainable growth and development (Zeng & Wei, 2017) [16].

Study area

Commonly referred to as "The Bay Island," they represent one of the most remote regions of India. Historically, these islands were known as "Kalapani" (meaning "black water"), a term that referred to the infamous transportation and punishment system imposed by the British Government of India. The archipelago, spanning from 6°45' N to 30°30' N latitude and 90°20' E to 93°56' E longitude, stretches over 550 km in a linear direction. Once part of the Asian mainland, the islands separated over 100 million years ago during the Upper Mesozoic Period. The archipelago is divided into two main groups: The Andamans and the Nicobars, separated by the Ten-degree Channel, which is approximately 150 km wide and 400 fathoms deep. The

Andaman group is primarily composed of the Great Andamans, which include five connected islands: North Andaman, Middle Andaman, South Andaman, Baratang, and Rutland. The location of the Andaman Islands is depicted in Figure 01.

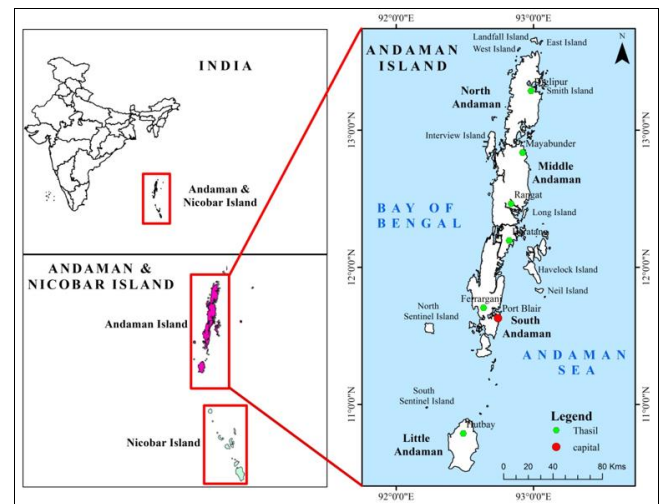


Fig 1: Location of the study area

Data and Methodology

The primary data are collected through field survey using pre-structured questionnaire at different tourist spot of Andaman and Nicobar Island. A Questionnaire or an interview schedule is the instrument used for collecting data from tourist – both foreign and domestic tourists. This is chosen as the most efficient and effective method, given the size of the sample and resources. A discreet survey method is predominantly adopted for collecting data where tourists are approached at prominent tourist spots like Havelock, Neil, Bharatang, Ross island, Jolly bouy, Long island rangat, Diglipur, Hutbay and Mayabander.

In the present study, the data is primarily nominal, categorical and ordinal. Appropriate sample size estimation for such type of data is suggested by Higgins, Kotrlík, Bartlett (2001). For the social science study, alpha level of 0.05 and the level of acceptable error at 5 per cent level are considered generally.

Cochran's sample size procedure is given as:

$$\text{Sample size } (n) = \frac{(t^2)(p^2)(q^2)}{d^2}$$

$$= \frac{((1.96)^2)((0.5)^2)((0.5)^2)}{(0.05)^2} = 384$$

Where 1.96 gives t-value for selected value of alpha level of 0.025 in each tail. (The alpha level of 0.05 indicates the level of risk that the true margin of error may exceed the acceptable margin of error). Keeping in view, the tourist arrival of 515223 as on 2019 in the Andaman, in order to amplify the trustworthiness of the study the sample size has been enhanced to six hundred samples.

SWOT analysis has been performed to identify the Strengths, Weaknesses, Opportunities, and Threats of tourism development in Andaman island. It guides to build on what to do well, address what is lacking, seize new openings, and minimize risks.

Results and Discussion

Demographic Profile of the Respondents

Approximately 3% of the respondents, representing a minority, are younger than 25 years of age, highlighting that most participants are older. A significant 29% of the respondents belong to the 26–40 age group, indicating a strong presence of young adults and individuals in their early middle age, who are likely active and engaged in professional or personal travel pursuits. The largest age demographic, accounting for 30.8%, is those aged 41–55 years, a group typically characterized by stable careers and increased disposable income, enabling them to engage in tourism activities. Respondents aged 56–70 years constitute 23.4% of the total, showcasing that a notable proportion of older adults participate in tourism. Lastly, 13.8% of the respondents are over 70 years old, illustrating the engagement of senior citizens in travel despite potential physical and financial constraints.

Out of the total 500 respondents surveyed, 17.2% are married, indicating a smaller representation of those with familial commitments, while a significant majority of 82% are unmarried, suggesting that travel preferences might skew toward individuals with fewer domestic obligations. A minimal 0.8% are separated, indicating the smallest demographic in terms of marital status.

Regarding family size, 9.4% of respondents belong to families with 2–3 members, reflecting smaller family units, often associated with younger couples or individuals without extended households. The most common family size, reported by 42.8% of respondents, is 4–5 members, which aligns with the traditional nuclear family structure. Slightly more respondents, 44.4%, belong to families with 5–6 members, showcasing the prevalence of slightly larger households in the sample. Only 3.4% of respondents reported having more than 6 family members, indicating that extended family arrangements are less common among the respondents.

The data also highlights a clear relationship between education and socioeconomic behavior. It is evident that individuals with higher educational qualifications are better positioned to secure higher earnings, leading to more comfortable lifestyles. Their financial independence and better awareness make them more mobile, with a greater inclination toward exploring new destinations. Furthermore, educated individuals demonstrate a stronger sense of environmental consciousness while traveling. Among the respondents, 41.2% hold postgraduate degrees, representing the most educated demographic. Those with secondary education account for 39.6%, forming a substantial portion of the sample. Respondents with graduate-level qualifications constitute 7.2%, while 12% have only primary-level education, representing the least educated segment.

Income levels, a key determinant of financial capacity and spending behavior, are directly tied to the respondents' occupations. The survey categorized income into four distinct groups: Less than Rs. 50,000, Rs. 50,000–75,000, Rs. 75,000–1 lakh, and above Rs. 1 lakh. A significant 40.2% of respondents reported earning less than Rs. 50,000 per month, indicating that a substantial proportion of tourists operate within limited financial means. About 29.6% of the respondents fall into the Rs. 50,000–75,000 range, suggesting moderate earning and spending potential.

Additionally, 20.8% of respondents earn between Rs. 75,000–1 lakh per month, reflecting a smaller but significant group with relatively higher disposable income. Lastly, 9.4% of the respondents reported earning above Rs. 1 lakh per month, comprising the most affluent group with the highest spending capacity.

In terms of geographical distribution, 55.4% of the respondents are Indian tourists, representing the majority of participants and emphasizing the domestic travel segment's importance. Foreign tourists constitute 15.6%, reflecting international interest in the region. Meanwhile, 29% of respondents are islanders from the Andaman and Nicobar Islands, indicating substantial local participation in tourism activities. This detailed demographic and socioeconomic data, as shown in Table 01, provides critical insights into the characteristics and preferences of the surveyed population.

Overall Satisfaction of the Tourist

A tourism destination serves as a convergence point for travelers arriving from various regions and cultures. These tourists come from diverse occupational, educational, and age groups, adding richness and variety to the visitor demographic. This diversity makes it fascinating to analyze how individual perceptions of scenery, leisure, and enjoyment vary significantly based on their unique regional, cultural, economic, and social backgrounds. Additionally, the age group of tourists plays a crucial role in shaping their experiences, as their satisfaction often depends on the specific facilities and services available to them during their visit.

Recognizing these complexities, a survey was conducted to better understand tourists' perceptions and satisfaction levels. The survey revealed that, overall, 74.8% of the respondents who visited the Andaman Islands expressed satisfaction with their tourism experience. However, 25.2% of the respondents indicated dissatisfaction, highlighting room for improvement in certain aspects of the tourism offerings in the region.

A closer analysis of satisfaction levels at specific destinations within the Andaman Islands provides more nuanced insights. Figure 6.19 illustrates that all tourists (100%) visiting Baratang and Havelock Islands reported complete satisfaction with their tourism experiences, indicating that these destinations excel in meeting visitor expectations. In Diglipur, 94% of the tourists expressed satisfaction, while 6% did not find their experience satisfactory. Hutbay also performed well, with 84% of respondents expressing satisfaction, though 16% were dissatisfied.

The feedback for Jolly Buoy presents a contrasting picture. A significant 62% of the respondents reported dissatisfaction with their tourism experience at this location, suggesting notable gaps in services or facilities. Meanwhile, 38% of the tourists visiting Jolly Buoy expressed satisfaction, indicating that some aspects of the destination did meet visitor expectations.

These findings underscore the diverse experiences of tourists at various destinations and highlight the need for tailored approaches to enhance satisfaction levels across the Andaman Islands. The data emphasizes the importance of addressing both the unique preferences of tourists and the infrastructural or service-related issues that impact their experiences.

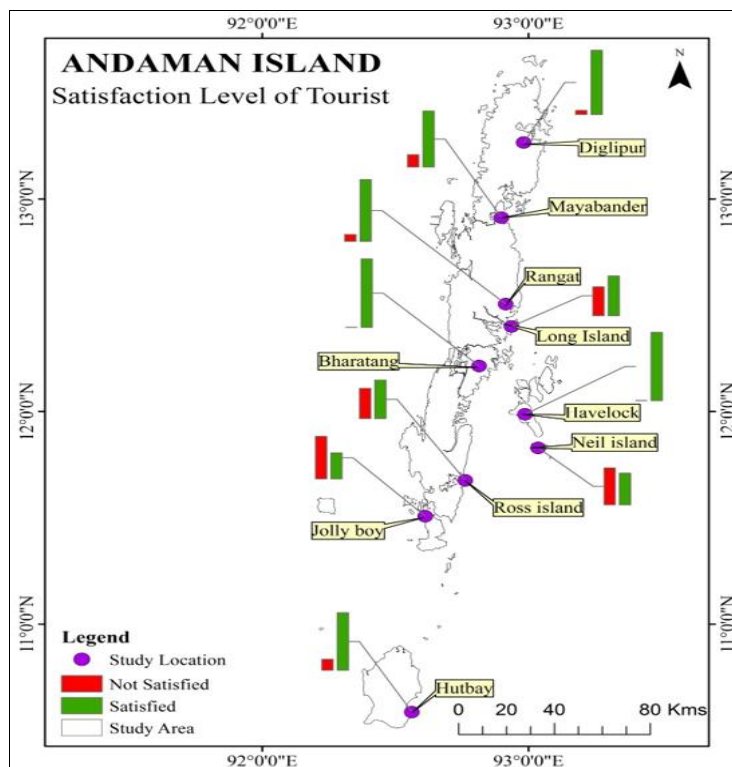


Fig 2: Satisfaction Level of the tourist

The survey findings provide an insightful analysis of tourist satisfaction across various destinations within the Andaman Islands. On Long Island, 58% of the tourists expressed satisfaction with their experience, indicating that the destination meets the expectations of a majority of visitors. However, 42% of the respondents reported dissatisfaction, highlighting areas where tourism services or facilities could be improved to enhance the overall visitor experience.

In Mayabander, the feedback is overwhelmingly positive, with 82% of tourists reporting satisfaction. This high level of satisfaction reflects the destination's ability to cater to the needs and preferences of its visitors effectively. Only 18% of the respondents expressed dissatisfaction, suggesting that while there is room for improvement, the majority of tourists enjoy their experience at this location.

Conversely, the feedback from Neil Island reveals a mixed response. Only 46% of the tourists reported satisfaction with their visit, while the majority—54%—expressed dissatisfaction. This indicates significant challenges in meeting visitor expectations, pointing to the need for focused efforts to address the gaps in tourism services and infrastructure.

The feedback for Rangat presents a much more positive picture, with 90% of the respondents reporting satisfaction with their tourism experience. This high level of approval underscores the destination's appeal and its ability to deliver a fulfilling experience to the vast majority of visitors. However, 10% of the respondents did report dissatisfaction, which suggests there are still minor areas where improvements could be made.

Tourists visiting Ross Island have shown a relatively balanced level of satisfaction. While 56% of the respondents reported a positive experience, a notable 44% expressed dissatisfaction. This mixed response indicates that while the destination offers enjoyable experiences to some visitors, significant improvements are required to ensure a higher level of satisfaction among all tourists.

These findings demonstrate the varying levels of satisfaction across different destinations within the Andaman Islands. They underscore the importance of continually evaluating and enhancing the tourism infrastructure, services, and overall visitor experience to ensure higher satisfaction levels and sustained tourist interest in these locations.

SWOT analysis

The biggest resources for these beautiful islands are their natural habitat. The sandy beaches and thick, dense and sub tropical forests as well as the flora and fauna that inhabit them, are significant attractions for tourists. Several locations of Andaman Islands have their own importance. Specifically the Port Blair and South Andaman District has its unique characteristic with historical values, natural beauty, commercial importance and different cultural heritage

Strength

- The Andaman Islands have a tropical rainforest canopy, made of a mixed flora with elements from Indian, Myanmar, Malaysian and endemic floral strains.
- Internationally Andaman is known for its beautiful beaches (Radhanagar Beach is world famous for its emerald beauty).
- Tremendous scope for leisure holidays.
- Andaman Islands offers a wide variety of activities to the travelers like trekking, snorkeling, fishing, scuba diving, deep sea diving, helicopter rides, sea plane rides, water skiing, speed boat rides, surfing, kayaking, Sea Walk, etc which attract a large number of Adventure Tourists
- Natural site attractions are the pristine beaches, thick and dense tropical rainforests, limestone caves and the volcanoes are the major attractions for the Eco Tourists.
- Other attractions include the places of historical importance like Cellular Jail, Viper Island Gallows,

Chatham Saw Mill and the destroyed British colonial buildings on Ross Island to witness a sort of Dark Tourism.

- There are also numerous Museums displaying the cultural heritage of these islands attracting the Cultural Tourists.
- A famous constructed attraction is Mahatma Gandhi Marine National Park, located on Wandoor Island, which is also a gateway to Jolly Buoy Island or Red Skin Island, which are the biggest attraction for tourist looking out for the rich and exquisite Coral Reefs. This park was so important to early Andaman tourism that the visitor numbers to the park were often the same as the inbound tourism statistics.
- A huge number of species of the birds, animals and aquatic living beings along with rich and complex vegetation invites a good number of Wildlife Tourists and researchers.
- Andaman Islands have come out to a favoured destination for the honeymooners who find these isolated islands to be the best place where they can spend their precious time without worrying for anything else
- Andaman and Nicobar Islands, being a Union Territory, are governed by the Union Government and hence, have got a strong hand above other states of Republic of India in terms of financial inputs, implementation of schemes and other government sponsored activities.
- The crime rate is almost negligible making it a safe and secure destination from a tourist's perspective.
- The local administration organizes various Cultural Festivals, Food Festivals, Tourism Festivals, etc during the year attracting a good number of footfalls.
- Significantly increasing number of tourists every year.

Weakness

- The biggest hindrance in development of this place as a favorable Tourist Destination is the poor image of these islands in the mindset of the commoners of mainland India. The person of mainland still believes that the destination is a hard to reach and under developed place, as was during the pre historic times of British Raj, making it an unfavorable destination.
- To top it up, the name of 'Kala Pani' given to Port Blair during the British era, is still prevalent and some find it hard to believe about the development of these islands. Many still believe that these islands are inhabited by the aborigines, who live in the primitive state and are cannibals, which is actually an altogether different image from the actual scenario.
- The distance and connectivity from mainland India is another hurdle as the capital city of Port Blair is the only place of these islands which is connected to the cities of New Delhi, Chennai, Kolkata and Bhubaneswar of mainland India by Air and with Chennai, Kolkata and Vizag being the only ports. These journeys, be it a flight or a ship journey, are highly dependent on the extreme climatic conditions.
- The present numbers of flights operated in these isles are often found to be doing a brisk business with choc block status during the months of September to April because of the increasing demand for tickets by tourists. All this demand and chaos results in very high air fares which often goes beyond the pockets of many visitors

and they change their plan to these islands and instead prefer to visit some other nearby destination.

- A destination can only be preferred by vacationers or honeymooners if it boasts of some spark and is a bit lively and different from their actual place of living. These islands lacks behind by all means in this.
- The destination does not have even a single movie hall leave aside a multiplex. There is no pub or discotheque in the town and there are no fast food chains present around.
- As soon as the sun sets, the market shuts down early and the local residents prefer to be off the roads and there is very less or almost no movement anywhere. Even though the islands are known to be safe heaven for everyone but this living habit of the locals makes the visitors afraid and they restrain themselves from moving around after dark.
- A non-existent administrative control over the taxis plying in these islands makes them a bit costly to move around and the visitors are often found to be cutting on these huge costs by preferring to stroll on the local places / beaches or to travel by three wheelers to nearby locations instead of travelling to outer places of interest.
- Poor physical infrastructure (In places other than Port Blair) and connectivity between Port Blair and other islands is another major concern. There are a good number of boats operated by the Shipping Corporation of India along with private operators but seems to be insufficient against the ever increasing demand.

Opportunity

- The Andaman Islands is renowned for its natural beauty and culture. These qualities are much sought after traits in tourism industries but need to be protected as the industry develops. Supporting the culture and environment, there are a diverse range of products available to people travelling, from adventure tour options to relaxing honeymoon packages and these products are well dispersed.
- People are motivated to travel to the Andaman Islands for relaxation on the tropical beaches, diving, snorkelling and surfing. Other draws are the volcanoes, limestone caves, mangroves and lush, unspoilt rainforests.
- These islands can very well reap the benefits of the modern day trend of Eco Tourism and Sustainable Tourism.
- As the destination has got around 92% dense forest area and the Apex Court barring any further possibilities of land conversion or forest depletion, the destination can very well go ahead with the plan of developing the tourism in a Sustainable manner which will also allow the natural resources to regenerate.
- Cruise tourism can be a booster shot in the arm for the local tourism sector with a condition of opening up of the ports for the international cruise liners to visit these islands. At present, a couple of foreign cruise liners are allowed to harbor on the port of Port Blair once in a year but these cruise liners prefer to leave within a time span of 12 hours because of high costs involved and other administrative reasons.
- Building up a service hub for the surfers and adventurers travelling by their own yatches or researchers on expeditions often finds a mention in the

stories of the passersby from Andaman Sea of Indian Ocean. This 'yatch tourism' can contribute a lot in the development of tourism and may help a lot in increasing the number of tourists. The government has started an initiative and proposed a plan to build up a Yatch Marina at Viper Island but unfortunately, the things have been held up because of some Administrative and security reasons.

- Opening up of the airport for direct flights to foreign countries can also assist in growth of tourism to a great extent. At present the tourists of foreign origin are required to first reach the mainland airport and then come to Port Blair resulting in increased costs.
- Close proximity to Thailand, Malaysia, Burma, Sumatra and Singapore can be an asset for these islands as all these countries attract good number of foreign tourists and if the formalities and conditions are relaxed, the travelers would positively be adding these islands in their itinerary.
- There are also opportunities to leverage of the success of mega events such as Commonwealth Games and World Environmental Day. these can do a lot for a nation, shining a light on what it has to offer as a destination, and creating a tourism inflow that would otherwise be directed at another country.
- These islands can also be a hub of 'Sports Tourism', if promoted for holding Water Sports activities at International level. The water, beaches and ports of Andaman seas are known to one of the safest all around the world and if the potential is harnessed to the optimum potential level, then the scenario of the tourism industry of these islands will have a huge image changeover.

Threat

- Poor infrastructure facilities and connectivity between the tourist destinations prevails a major issue by the visiting tourist.
- Too many tourists visiting a particular tourist attraction may result in the degradation of the scenic beauty.
- With the arrival of people from all walks of life, the locals will be prone to various diseases that they may inhibit by the visiting tourist.
- There are chances of terror attacks if the place receives a notable platform at global level.
- Tourism may result in the decline of natural balance of the islands, which may directly or indirectly affect the floras and faunas of the islands.
- Tourism brings cultures together and this may result in the loss of the resident culture the locals had before.
- Andaman Islands is encouraging tourism while staying true to the cultural values of the locals. Because of the negative impact that contact and assimilation has had on some of the tribes such as the Great Andamanese, there has been activity from pressure groups such as Survival International to try and protect the remaining tribes from being wiped out.
- The Sentinelese in particular are completely isolated on their island and still live as hunter gatherers. Survival International has also protested against the development of Barefoot India, a resort on Havelock Island.
- Some of the beautiful islands like Neil Island are one of the favourite tourist destinations of foreigners as this thinly populated hamlet, also known as Vegetable Bowl

of Andaman, is liked by the travelers because of the serene locations and isolated beaches on the islands. But because of overcrowding of destinations like Havelock, tourists have started travelling to Neil Island which is not going down well with the foreign tourists and they are backing out from visiting the place any more.

- Mostly tourists are tolerated and in general, locals are extremely happy for the income brought to the islands and interaction across ethnic boundaries, there are people in the host population that do not fully accept the behaviour of tourists. There are strict religious codes in place and some locals will forego the financial gain of an international visitor if they feel that they will violate those codes.
- Infrastructural issues present significant challenges in the development of tourism within the Andaman Islands. Many of the Islands don't have proper communication facilities like internet, cell-phone coverage, or even landlines. Often communication systems will be affected by storms or other issues and can remain out of order for days. As a result, efficiency of business and administration between islands is affected, and the Andaman Islands cannot yet market themselves to the business tourism sector.
- Furthermore, access to the Andaman Islands is limited because of development issues and the security issues relating to its geographical location and position as a base for Indian Army, Indian Air Force, Indian Navy and Indian Coast Guard under a unified command (Andaman & Nicobar Command). Close proximity to China, Bangladesh, Myanmar, Thailand and Sri Lanka makes these islands a vulnerable place from a point of view of National Security.
- Further, Port Blair is the only place with developed road infrastructure, proper signage and regular running services. The other islands like Havelock have few roads which are in extremely poor condition.

Conclusion

High Satisfaction of the facilities available from the tourist can be seen in the tourist spot of Bharatang, Havelock, Jolly Buoy, Neil Island, Rangat followed by Diglipur and Ross Island. Tourist spots like Long Island, Hutbay and Mayabander the tourist have less or no satisfaction of the facilities available. Satisfaction level of the tourist on tourism in Bharatang, Havelock, Diglipur and Rangat is very high, Satisfaction level of the tourist on tourism in Hutbay and Mayabander is moderate. Tourist spots like Jolly Buoy, Neil Island, Ross Island and Long Island have been reported from the tourist that they are not satisfied with the tourism. The Andaman Islands, with their stunning natural beauty, rich biodiversity, and cultural heritage, hold immense potential as a globally appealing tourist destination. Their tropical rainforests, pristine beaches, coral reefs, and unique attractions like the Cellular Jail and Mahatma Gandhi Marine National Park offer a range of experiences for adventure, eco, cultural, and leisure tourists. However, challenges such as limited connectivity, high travel costs, and insufficient infrastructure hinder their full potential. Misconceptions about the islands' development and cultural practices also deter some visitors. Despite these challenges, opportunities for sustainable tourism, eco-tourism, and adventure tourism are significant. Enhancing

infrastructure, promoting cruise and yachting tourism, and opening international air routes can boost accessibility and visitor numbers. Addressing threats like overcrowding, cultural erosion, and environmental degradation through mindful development is crucial. With strategic planning and sustainable practices, the Andaman Islands can become a premier global destination while preserving their unique charm.

References

- Boadi S, Emmanuel A, Nsor C. The Socio-cultural Impacts of Ecotourism on Park-adjacent Communities in Ghana. *African Journal of Hospitality, Tourism and Leisure*. 2017; 6:2. [http://: www.ajhtl.com](http://www.ajhtl.com).
- Cater E, Lowman G. (Ed.). *Ecotourism, A suitable Option?* Chichester; New York: Jhon wiley and Son, 1994.
- Chaudhry P, Bairagi D. Andaman & Nicobar Islands: And emerging eco-tourism hotspot, March, 2013. Retrieved from <http://www.tourismreview.com/travel-tourism-magazine-eco-tourism-destination-andamanampnicobar-islands-article1459>.
- Dias Á, Aldana I, Pereira L, da Costa RL, Antonio N. A measure of tourist responsibility. *Sustainability*. 2021; 13(6):3351.
- Forje GW, Tchamba MN, Eno-Nku M. Determinants of Ecotourism Development in & Around Protected Areas: The Case of Campo Ma'an National Park in Cameroon. *Sci. Afr.* 2020; 11:663.
- Goeldner CR, Ritchie JRB. *Tourism: Principles, Practices, Philosophies*, New York City: John Wiley & Sons, 2009. Available at: http://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Principles%20Practices%20Philosophies%2011th%20ed%202009.pdf (Accessed: 12 August 2016).
- Neto F. A New Approach to Sustainable Tourism Development: Moving Beyond Environmental Protection. *DESA Discussion Paper No. 29*, 2003, 1-11. Available at: <http://www.un.org/esa/esa03dp29.pdf> (Accessed 22 November 2016).
- Popescu A. Tourism in India is booming. But why is everyone so worried, 2018? 5.7. (Online Web), Accessed 20th December 2019, Retrieved from <https://www.bloomberg.com/news/articles/2018-07-06/tourism-in-india-is-booming-so-why-is-everyone-so-worried>.
- RM Y, Ambrisha S, Muthunagai S. Identifying the Ecotourism Suitability Score for Marina Beach and Elliot's Beach of Chennai Coast, Tamil Nadu, India, 2023.
- Sharpley R. *Tourism development and the environment: Beyond sustainability?* London: Earthscan, 2009.
- Thulasimala D, DevDass P. Island eco-tourism: A case study of Andaman islands, India. *Indian Journal of Science and Technology*, 2010, 1247-1252.
- Winton BG, Duncanson KL. The Future of Scuba Diving Tourism: Assessments of Perceived Value and Satisfaction on the Mississippi Gulf Coast. *Tourism in Marine Environments*. 2023; 18(3-4):105-117.
- Yuvaraj RM, Ambrisha S, Muthunagai S. Integrated AHP-TOPSIS models to evaluate suitability and sustainable development of beach tourism: A case in Chennai City, Tamil Nadu, India. *Journal of Coastal Conservation*. 2024; 28(1):1-16.
- Zhang Z, Plathong S, Sun Y, Guo Z, Munnoy T, Ma L, *et al.* Analysis of the island tourism environment based on tourists' perception—A case study of Koh Lan, Thailand. *Ocean & Coastal Management*. 2020; 197:105326.
- Kotler P, Bowen JT, Makens JC. *Marketing for hospitality and tourism* (7th ed.). Pearson Education, 2016.
- Zeng SX, Wei ZH. SWOT analysis of tourism development in urban areas. *Tourism and Hospitality Management*. 2017; 23(1):1-11. Doi: <https://doi.org/10.1016/j.jhtm.2017.02.003>.
- Azhari S. Application of SWOT analysis in tourism management: Case study of a coastal tourist destination. *Tourism Management Perspectives*. 2018; 26:109-118. Doi: <https://doi.org/10.1016/j.tmp.2017.11.006>