



## SWAT ANALYSIS OF BEACH TOURISM IN RAIGAD DISTRICT OF MAHARASHTRA

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### ABSTRACT

SWOT is abbreviations of words Strength, Weaknesses, Opportunities and Threat. SWOT analysis is suitable technique for examination of internal factors (Strengths and weakness) and external factors (Opportunities and Threats) in an organization. SWOT analysis technique has been broadly useful in the field of land-resource planning, town planning, tourism development, etc (Khalifipour, Soffianaian, & Fakheran, 2012). The present study attempting to apprise tourism activities at the sea beaches in the Raigad district. The identification of strength and weakness can be useful for designing strategy for tourism development. The analysis may also be useful to understand qualitatively probable scope for further development. Hence, the threats to sustainability for tourism development should also be considered for future planning. Therefore, SWOT analysis of Beach Tourism in Raigad district has been carried out. So here, Nagaon, Kashid and Diveagar beach tourist destinations have been selected for study purpose.



**KEYWORDS:** SWOT analysis, Beach tourism.

### INTRODUCTION

Raigad district has immense room for tourism development as it has number of tourists' attractions like geomorphic landforms such as mountains ranges, hills, plateaus, sea beaches, creeks, tidal inlets etc. (Raigad district tourism development plan, June 2013). Apart from these, there are other attractions like historic forts, ancient caves, religious places, agro-tourism centers etc. The sea beaches are the major attraction of tourism all over the world. The beaches in the Raigad district cannot be exception. Beach is the depositional landform formed by sea waves along the seashore. Beaches are usually formed when seacoast is clam and speed of winds is low. (Savindra Singh, 2016). The Raigad district has long coastline about 240 km of Arabian Sea. About 24 sandy beaches are in the district and hence district has huge opportunity for beach tourism development (Pimple 2014). The development of beach tourism at any beach depends upon availability of existing tourism infrastructural facilities like accommodation facilities, food, entertainment facilities, other socio-cultural attractions and amount of tourists visited to the tourists destination (Williams, 2003). The application of SWAT analysis becomes necessary in tourism study because all earlier mentioned facilities plays important as an internal and external factors of tourism development. Several researchers like Goranczewski & Puciato (2010), Bhatia A. (2013), Khayyati, & Nourani, (2014), Ghorbani, Raufirad, Rafiaani, & Azadi, (2015), Vladi, (2014), Agrawal,(2016), etc. have studied the SWAT analysis technique for the study of tourism development.

## OBJECTIVES

1. To Study the strength and weaknesses of beach tourism in Raigad District.
2. To find out the opportunities and threats of tourism development in Raigad district.
3. To suggest the measures of tourism development in the study region.

**Study Region:** - Three beaches viz. Nagaon from Aibag tehsil, Kashid from Murud tehsil and Diveagar from shrivardhan tehsil have been selected for present study.

## Database and Methodology

Both firsthand and secondary type of data was used for present research. Primary information was collected through the questionnaire of my Ph.D. The information about perception of tourists, stakeholders, local peoples has been obtained by circulating structured questionnaire. About 813 tourists, 201 stakeholders having different occupations and 285 local people was selected from study region (i.e. Nagan, Kashid and Diveagar beach) for study.

As well as secondary data was gathered from reference books, textbooks, Raigad district gazetteer, District census handbook, district socio-economic report, survey of India Toposheets, IMD records for temperature, rainfall and other climatic aspects were used in the study. For the analysis of collected data, the statistical technique like descriptive and inferential has been used. The following are the overall remarks according to analysis.

## Strengths

1. Near to the cities such Mumbai, Pune, and Thane.
2. Good connectivity with Raigad and other districts by roads. Railway offers connectivity to distant cities like Hyderabad, Chennai, Bangalore, Kolkata, etc. Foreigners have connectivity by air via Mumbai.
3. Scenic beauty of beaches.
4. Unexplored and untouched tourists places.
5. Small and beautiful beach resorts.
6. Availability of home stays facility for accommodation.
7. Diverse geographical features.

## Weaknesses

1. Interrupted power supply.
2. Road conditions are not up to the mark.
3. Poor communication and internet facilities.
4. Most of beaches are not guarded properly. Even warning signs, life guards and tidal time table are not available.
5. Traffic problems are very common during weekends and holidays.
6. Unorganized parking and improper maintenance.
7. Lack of roadside facilities.
8. Problem of garbage management and recycling.
9. Absence of proper drainage for sewage.
10. Tourism promotion is not observed at government level machinery.
11. Lean period within weekdays.
12. Most of beach destinations are famous as a day trip and weekend destinations only.

## Opportunities

1. Development as a model for ecotourism.
2. Investment opportunities.
3. Exposure of folk culture during important festivals.
4. Organization of sea food festivals.

5. Establishment of fish aquarium and water sport institutes.
6. Introduction of sea adventure tourism.
7. Launching of star category hotel to meet demands of foreign tourists.
8. Growth in services related employment in tourism sector.
9. Dolphin shows may be conducted as unique attraction.
10. Set up of garbage disposable plants to keep the beach clean.
11. Aggressive marketing strategy may improve opportunity.
12. Tourism festivals
13. Wide scope for the heritage tourism.

### Threats

1. Growth in tourism demands infrastructural facilities, which may adversely affect on fragile ecosystem.
2. Conversion of agricultural land into non-agriculture has practiced to meet the demand of tourism. It increased in buying of land by outsiders.
3. Conflict between tourists and local people and other stakeholders.
4. Significant threat of Tsunami disaster even if probability is low.
5. Risk of accidents at time of water sport activity.

### Suggestions

The recommendations are mainly based on suggestions made by stakeholders like tourists, businessmen and local governance. In addition to this, the researchers' observation during the field visits have also been taken into account.

### Suggestions for Hotel Owners and Shop Keepers

- i. The local people are expected to be involved in the planning according to and tourism policy. The planning has to determine the rates of services like accommodation, food, entertainment, etc. would be uniform and transparent. Even the timing of opening and closing shops, check out and check in, etc. should also be same for all.
- ii. The construction of buildings like hotels, lodges and other public buildings should be strictly as per the plan. It is suggested here that the construction should be according to traditional architecture and local building material should be used as far as possible. The stakeholders should be motivated to use the concept of eco-accommodation.
- iii. Implementation of Environmental management system should be made mandatory to all hotel owners. They should declare the amount of sewage treated and untreated. Solid waste management norms must be followed. Energy audit along with green audit system should be carried out every year and the result should be displayed in office.
- iv. The protection and restoration of coastal ecology can be possible by tree plantation, water shed development, reduction of coastal pollution and use of biodegradable wastes.
- v. The hygienic public sanitation facilities such as Western commodes toilets, urinals, bathrooms, and changing rooms should be developed on the 'pay and use' basics for its regular maintenance.
- vi. Waste management should be run in a hygienic manner by using principle of Eco- tourism. Local stakeholders should be encouraged for eco-friendly practices. There should be separation of garbage in to biodegradable, non- biodegradable and recyclable waste. Composting plants should be developed from biodegradable waste.

### 1. Suggestions for Hotel Workers

The labourers in the hotel should be trained to follow ecotourism norms. They can be explained the customer how to optimize the use of water, detergent, electricity, etc. during the stay. The workers in the hotel, homestay accommodation and in restaurant must be in clean in clothes and follow all possible hygienic practices.

## 2. Suggestions for Local Governance

- i. Most of the beaches in the district are situated in the rural area. The tourists are coming from urban areas. The ambience along the beach should be such that the tourists should feel comfortable and safe. Therefore, it is essential to have basic infrastructural facilities on the beach like separate parking space, internal roads within the villages, sign boards related to safety and road directions. Seating benches and lights on the beach at night time and public sanitation facilities, such as urinals, bathrooms, changing room, etc. should be developed on the beach. There are changing rooms at Kashid beach but they are not upto the average standard.
- ii. Conservation of culture, traditions and heritage is the major objective of ecotourism. Therefore, it is suggested to plan festivals related to their traditions. There are such celebrations already. However, they have to be improved to attract business.
- iii. The entry fees or environmental tax should be collected from the four wheelers at the entry point of the beach. The collected amount should be used for cleaning operating and regular maintenance of the beach.
- iv. Yearly awards should be offered for the stakeholders from local government for doing healthy eco-friendly tourism practices and to develop innovative ideas in tourism activity.
- v. The local food and beverage (seafood, *Modak*, *Solkadi*, *Kokam*, etc.) should be promoted through organizing food festivals. Handicrafts made up of coconuts shell, leaf, seashells, etc. are promoted through exhibitions.
- vi. Health, practices such as spas, naturopathy, meditation, healthcare, etc. should be promoted along with beach tourism.
- vii. To increase the tourism activity promotions of local folk arts like Koli dance and Koli song by organizing cultural events on the beach. Our traditional festivals such as Ganapati, Holi, Dusssara, Diwali, Kite festival etc. should be celebrated traditionally on a large scale. It will help to promote tourism activity and conserve the local culture.
- viii. Wide publicity of beach tourism should be done through various media channels like T. V., FM. Radio, newspapers, internet at local, regional, national, and international levels.
- ix. Trained and permanent life guards should be appointed at all the beaches from the local authority with sizeable number. Facility of watch towers, search light and loud speaker etc. should be made available at the beach side.

## 3. Suggestions for Policy Makers

- i. Existing beach tourists' centers like Kashid, Alibag and Nagaon become over crowded during the peak season of tourism so neighboring beaches should be developed to distribute and avoid crowding at those beaches.
- ii. For the ecotourism development some supplementary funds should be raised up by the local government to encourage the tourism activity. Such funds are used for upcoming projects for each village. Every beach should be developed as a distinctive attraction for tourists along with beach tourism. This would give a boost to local performing arts and help to local culture.
- iii. The proper execution of CRZ regulations is necessary while of developing tourism infrastructure like constructions of hotels, resorts, etc. for protecting the beach environment. The policies should be clearly designed in this direction.
- iv. Master plan for ecotourism management should be prepared for the whole district. The state tourism department should arrange funds.
- v. The local fresh water bodies should be conserved as it is a main source of drinking water and quality should be tested periodically.
- vi. As per the guideline of national ecotourism policy maximum preference is given to the native people for various skilled and unskilled jobs in tourism business.

- vii. The Environmental impact assessment should be carried out for each project implemented in the village under this study. Public hearing is mandatory according to the law. Therefore, local governance should ensure participation
- viii. should be included in the syllabus of schools and colleges. MOUs should be made between tourism industry and colleges for framing the syllabus and for placement.
- ix. To avoid traffic jam separate of public at large for both local and visitors. This may be helpful for awareness.
- x. Awareness and training campaign for both the locals and tourists for better ecotourism development through poster, workshop, as well as course of tourism management by pass road should be built to reach directly to the beach rather than going through the narrow roads within the villages.
- xi. As far as possible bottled water ought to be banned and R.O. machines should be installed on the beaches where drinking water should be made available on payment.
- xii. Development of water transport from Mumbai to various beach centers be started.
- xiii. Development of new tourism product to reduce seasonality of tourism.

#### 4. Suggestions for Travel and Tourism Agencies

- i. The clustering of beaches are mainly through the tour packages mainly visiting popular beaches. However, such agencies should also look forward for other beaches and other sites related to heritage, temples and waterfall.
- ii. Most of the beaches should be declared as “Zero- waste” sites. Therefore, the agencies are advised to development of this awareness among their clients. Plastic wrappers should be brought back and only biodegradable waste may be collected at the sites. Hazardous waste must be avoided and hence tourist should take back the waste materials like used bottles, thermacols, etc.
- iii. Travel companies should use the vehicles with low carbon emission. It may be suggested here to have battery-operated vehicles for local travel and tourists vehicles should be parked well away from the beaches. Such practice was proved to be beneficial at Ajantha.
- iv. Agencies should make aware of the clients regarding protection of water bodies and use of drinking water provided in the villages.

Thus, the stakeholder earing maximum should partner with local issues mainly to improve sustainability in beach tourism.

#### 5. Suggestions for Tourists

The tourists should inculcate the positive attitude so as to achieve conservation of nature by minimizing impact for this, following suggestions may be useful.

- i. Strictly, follows local religious beliefs of cultural norms of behavior should be respected.
- ii. preserve local physical environment
- iii. To minimize the waste by using local products and avoiding waste due to packing material.
- iv. The responsibility try to meet local people learn about their life style and establish friendly relations.
- v. Contribute the local economy as much as possible.

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