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Andaman Islands - A Perfect Tourist Destination

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ABSTRACT

A magnificent wave of crystal clear blue sea with the mystic coral reef in its depth leads to the bay with silver sand beaches, marvellous tropical forests and volcanic mountains represents the mesmerising beauty of a group of islands well known as The Andaman's. The clean environment filled with fresh air and greenery at its maximum attracts all nature lovers. The place is home to a wide variety species of rare plants, animals and corals with mangrove-lines creeks. There is enormous scope for adventure tourism on both land as well as water—in short it's an apt destination for adventure seekers. Moreover the pleasant view of the islands surrounded by sea redefines what leisure is all about. With all these wonderful sites of attraction, Andaman still lacks to convene itself the most visited destination in India. In this research I have tried to combine the internal as well as the external factors by which this tourist destination can be raised high. In the paper I have carried out SWOT, PESTLE and STEEP analysis with respect to tourism in Andaman Islands on the basis of various available sources. With the combination of existing analysis, a new analysis has been formulated that deals with the internal as well as the external factors in tourism sector. In this I have carried out SO-WT-STEEPL Analysis. From the analysis, one can opine that Andaman Islands is a must visit destination.

Keywords: *Andaman Islands, SO-WT-STEEPL Analysis, Tourism.*

I. INTRODUCTION

The Andaman bunch comprises of 550 islands—islets that covers a land territory of 6,408 km of which only 28 islands are inhabited. This gathering incorporates extensive islands, for example—North Andaman, Middle Andaman, South Andaman and Little Andaman; while islands in Ritchie's Archipelago comprises of the world famous Havelock and Neil Islands among others. The Islands have one of a kind history—geopolitical area and statistic profile which makes it unique from others.

The word *tourism* was first used in 1811 and *tourist* in 1840 (William & Theobald, 1998). The United Nation World Tourism Organisation (UNWTO) characterizes voyagers as individuals who “go to and remain in spots outside their typical condition for more than 24 hours” (UNWTO, 1995). Tourism has turned into a prevalent worldwide recreation action. In 2007 there were more than 903 million global visitor entries, with a development of 6.6%. Additionally, the universal traveller receipts were USD 856 billion in 2007. All through the world, tourism brings in flow of cash to the nation.

Undoubtedly the Andamans has the potential of yielding huge revenue from its tourism sector—as the islands have talc-like beaches, clear blue sea, mesmerising coral reef, sheer richness of tropical flora and fauna, volcanic mountain—showcasing a magnificent landscape which is what Andaman Islands all about. Apart from

the beautiful view provided by the islands, it is also home to indigenous as well as endangered tribal groups as mentioned below in Table 1.

Table -1: Schedule Tribe Population in Andaman Islands

SL	Name of Tribe	Number	Island Where Inhabited
1	Andamanese	57	Strait island
2	Onges	112	Little Andaman
3	Jarawas	425	South & Middle Andaman
4	Sentinelese(estimated)	50	North Sentinel Islands

(Source: Assistant Commissioner (TW), Directorate of Tribal welfare (as on 31.12.2013))

II. HOW TO REACH ANDAMAN'S?

The national parks, wildlife sanctuaries, natural life asylums, live well of lava or more all contamination free tranquil environments draw in tourist both from national and from universal goals. At present people can travel from Kolkata, Chennai and Vishakhapatnam to Port Blair, taking the ship service provided by the Directorate of Shipping Services of Andaman & Nicobar Administration. Apart from seaways one can even travel through air by taking connecting flights from nearby station they reside. As for now—18 aircrafts fly daily to Andaman.

On arrival at the Port Blair Veer Savarkar International airport, one has the opportunity of exploring the islands by the available modes of transportation—which includes the common road transport, ferry trips to different islands.

The most amazing of them all is the cruise ride and the Helicopter service—which is provided to travel between the islands—which in turn enhances a new experience for the tourist. A road trip to explore Andamans is to travel along the NH 4—earlier called the Andaman Trunk Road (ATR)—which is a 230 Km long road that originates at Mayabunder and traverses through Port Blair to reach Chidiyatapu.

A brief description on places of attraction in Andaman Islands is now described below.

2.1. Diglipur

It is 325 Km, approximately 12hrs by road from Port Blair. Situated in the North Andaman Island, Diglipur provides a rare experience for eco-friendly tourists. It is famous for its oranges, rice and marine life. The highest point in the islands is the Saddle peak which is found nearby Diglipur. Kalpong is the only river of Andaman that flows here—where the only Hydro-electric project of the islands is built.

Major places of interest are:

- Lamiya Bay Beach
- Mud Volcano at Shyam Nagar
- Kalipur Beach and Turtle Nesting Ground
- Twin Islands—Ross & Smith Islands
- Ramnagar Beach and Pathi Level Beach
- Limestone Caves in Diglipur—Alfred Caves
- Saddle Peak (732 metres)—the highest peak in Andaman & Nicobar Islands

2.2. Mayabunder

Nearly 75 Kms away from Diglipur on the way to Port Blair—perched on a long promontory right at the top of the island and surrounded by mangrove swamps—is Mayabunder, springboard for the remote Northern Andaman Islands. It is a village which is home to a large minority of former *Burmese Karen Tribes*; who were originally brought here as cheap logging labour by the British.

Major places of interest are:

- a. Karmatang Beach
- b. Rampur Beach and German Jetty

Neighbouring Islands:

- a. Avis Island
- b. Interview Island

2.3. Rangat

Rangat is a 1070 sq. km. large island in Middle Andaman—blessed with pristine beaches, waterfalls and village like ambience. This island is spread across 75 census villages and 14 gram panchayats. The population is primarily made up of people from Tamil Nadu and Kerala. Fisheries and cultivation are the two primary occupations of people in this island.

Major places of interest are:

- a. Amkunj Beach
- b. Moricedera
- c. Dhanninallah Mangrove Nature Walk Way
- d. Yerrata Mangrove Park and Yerrata Creek
- e. Cutbert Bay Beach
- f. Panchavati Hills

2.4. Baratang

It is 100 km by road from Port Blair. This island between South and Middle Andaman has beautiful beaches, mangrove creeks, mud-volcanoes and limestone caves. Limestone caves can be explored with the permission of Forest Department at Baratang and proper local guidance.

Major places of interest are:

- a. Lime Stone Caves
- b. Mud Volcano
- c. Parrot Island

2.5. South Andaman

2.5.1. Port Blair

Port Blair is the capital of Andaman & Nicobar Islands. It is located on the east coast of the South Andaman Island. Port Blair is an island town offering water based activities like snorkelling, scuba diving, sea walking, sea-cruises and glimpse of the history and culture of the non-independent India. The Aberdeen Bazaar forms the centre of the town—most of the restaurants and hotels are around this area. The main bus stand is just to the

west of the Bazaar and the airport 4 km to the south west. The main passenger dock for ferries at Phoenix Bay Jetty is 1 km to the North West.

Major places of interest are:

A. Historical Sights

- a. Cellular Jail—National Memorial
- b. Ross Island
- c. Viper Island

B. Museums

- a. Anthropological Museum
- b. Fisheries Museum
- c. Samudrika (Naval Marine Museum)
- d. Zoological Survey of India Museum
- e. Kalapani Museum (Private)

C. Beaches

- a. Carbyn's Cove Beach
- b. North Bay Beach
- c. Chidiyatapu
- d. Mundapahar Beach and Mundapahar Trek Route
- e. Wandoor & Mahatma Gandhi Marine National Park

D. Other Attractions include

- a. Rajiv Gandhi Water Sports Complex
- b. Chatham Saw Mill
- c. Sagarika – Cottage Industries Emporium
- d. Science Centre
- e. Gandhi Park
- f. Mount Harriet
- g. Madhuban
- h. Sippighat Agricultural Farm
- i. Cinque Island

2.5.2. World famous 'Havelock Island'

Havelock is a picturesque natural paradise with beautiful sandy beaches fringed with green canopy of the rain-fed forests—it beckons everyone to frolic and fun at the azure sea. It is located 39 km north-east of Port Blair. Havelock is world known for its beautiful beaches.

Major places of interest are:

- a. Radhanagar Beach
- b. Vijaynagar Beach
- c. Elephant Beach
- d. Kalapather Beach

2.5.3. Neil Island

Neil is a tiny beautiful island located 37 km to the south of the Andaman Islands. It is abundant with unexplored coral reef, amazing biodiversity, talc-like beaches, tropical forests and vegetation. It is one of the tourist hotspots in the Andaman. The island is also known as the 'vegetable bowl' of the Andaman. The settlers of the island named the beaches after mythical characters of the epic Ramayana. You can walk the whole island in about two hours.

Major places of interest are:

- a. Neil Kendra
- b. Lakshmanpur Beach- I & II
- c. Bharatpur Beach
- d. Sitapur Beach
- e. Natural Rock formation
- f. Sir Hugh Rose Island

2.5.4. Little Andaman Island

Little Andaman is located to the south of South Andaman around 120 km by sea from Port Blair. Little Andaman offers a perfect mix of white sandy beaches and bewitching waterfalls. Boating through the creeks, exciting Elephant Safari, Elephant Lumbering, Elephant calves training, surfing are the major attractions. Little Andaman beckons those who want to elope from the mundane and monotonous urban life to enjoy the beauty of the sea, sandy shore and the green symphony of the nature.

Major places of interest are:

- a. Butler Bay Beach
- b. Netaji Nagar Beach
- c. Waterfalls—White surf and Whisper wave
- d. Elephant Training camp and even Elephant Ride
- e. Oil Palm Plantation

III. RESEARCH FRAMEWORK

The paper analyses existing SWOT, PESTLE and STEEP analysis with respect to tourism in Andaman Islands. With the outputs from various secondary (government websites, news articles, academic papers) and primary (both face to face and through telephonic conversation with travel industry players) sources—the paper formulates a new analysis, termed SO-WT-STEEPL; that deals with the internal as well as the external factors in tourism sector.

3.1. SO-WT-STEEPL Analysis**A. Strength**

- [1] The Andaman Islands have a tropical rainforest canopy, made of a mixed flora with elements from Indian, Myanmar, Malaysian and endemic floral strains.
- [2] Internationally Andaman is known for its beautiful beaches (Radhanagar Beach is world famous for its emerald beauty).

- [3] Tremendous scope for leisure holidays.
- [4] A place with potential to undertake nearly all water adventure sports.
- [5] A place with varied attractions like beaches, monuments, volcano, waterfalls, limestone caves.
- [6] Significantly increasing number of tourists every year.

B. Opportunity

- [1] Tourism is considered as a major income source in many countries and so can it be used here in addition to agriculture and allied activities.
- [2] Proper infrastructure will enrich the potential of the tourist destination resulting in increase of tourist.
- [3] Tourism development will provide livelihood to a wide variety of locals from different walks of life.
- [4] Tourism will bring different cultures together, where the visitor experiences the local culture—and in return the locals get to know about the visitor as well.
- [5] Tourism will bring countries together as it helps in building global relation and peace.
- [6] Foreign investment in tourism sector will develop Indian economy.

C. Weakness

- [1] Lack of proper connectivity to the islands with reliance on either improper ferry services or high priced journey through airways.
- [2] Lack of proper marketing and promotion of the islands at national and international level.
- [3] Access between the islands during monsoon months is badly affected by disrupted ferry services.
- [4] Lack of proper maintenance of the scenic beauties at various tourist destinations.
- [5] Lack of proper transportation by road in Andaman Islands.
- [6] Lack of quality in infrastructure and various basic amenities those are readily available in other cities.

D. Threat

- [1] Poor infrastructure facilities and connectivity between the tourist destinations prevails a major issue by the visiting tourist.
- [2] Too many tourists visiting a particular tourist attraction may result in the degradation of the scenic beauty.
- [3] 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.
- [4] There are chances of terror attacks if the place receives a notable platform at global level.
- [5] 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.
- [6] Tourism brings cultures together and this may result in the loss of the resident culture the locals had before.

E. Socio-cultural factors

- [1] Andaman Islands is a destination of educated population. As per the report of last census held in 2011; the islands have a literacy rate of 83.63% and 82.43% of male and female respectively.
- [2] Mediocre hospitality and very good proficiency shows that the emphasis should be given to further educate tourism employees, motivate employees in the tourism industry to work throughout the year.
- [3] Andaman Islands are destination rich in natural attractions and cultural heritage. These advantages should be used more efficiently and services must be adapted to the needs of tourist visiting the islands.

[4] Emphasis should be put on traditional meals, drinks, events, and festivals that involve tourist's participation in them—to experience the destination and tainted unforgettable memories that will bring them back again to the destination to explore more, have fun and relax.

The local population must have the knowledge and awareness of what tourism industry will lead them to either in the form of development of the destination or the degradation of its beauty. Over utilization of any natural resource will lead to its devastation; hence a planned ecotourism must be initiated so that the visiting Tourist feels welcomed and satisfied.

However Andaman Islands have the potential in attracting people who are looking for a luxurious holiday but due to the unavailability of such hospitality, people visit various other places that provide them with the posh accommodation and exquisite holidays they expect. Andaman Islands have all those mesmerizing attractions that any other western tourist destination has; but yet it stands alone—lonely. The only way by which the Andaman Islands can attain development is by the combined efforts of its people to make it a global hotspot of tourism.

F. Technological factors

Andaman Islands as a developing tourism destination should learn from developed destinations and primarily invest on technological development. Technological advances continue to play a key role in the tourism industry.

[1] With the development of internet services people can get complete information about any distinct place from the comfort of their home—but when it comes to the islands, the internet service here is quite poor.

[2] Certain measures have been taken by the government to improve the area's internet connectivity—though they are expected to provide complete service of a fast internet the latest by December 2018.

[3] Andaman needs to develop the technology of transportation which will enable visitors to reach the destination by either air or sea transport—which means improving the infrastructure and quality of airport and sea ports.

[4] There should be direct flights with worldwide destinations and ships from the neighbouring countries.

The current scenario is highly astonishing as there's no international flight service yet to these islands—quite ironically since the airport is an 'International Airport.' This is a huge drawback as the incoming of foreign tourist is quite low which further affects the economy of Andaman Islands drastically; since inbound tourism brings more foreign money. This is indeed is a matter of concern.

Also the Minister of State in the Ministry of Civil Aviation, Shri K. C. Venugopal informed the Lok Sabha on 22 August 2013 that the projected date of completion of new terminal building of Veer Savarkar International Airport at Port Blair is December, 2017 and is scheduled for commissioning by March, 2018. Still there is not much improvement in the attributes of Airports and Sea ports in the islands. Though the plans are on paper, not much has got implemented in reality. The government must undertake serious steps to develop tourism technology which includes connectivity, transportation and proper infrastructure for accommodating tourist. Andaman still lacks a *five star hotel* which in turn shows the fear investing in accommodation by both the public and private sector. This is certainly not good at the advanced phase of life.

G. Economic factors

Economic development of a place (state/country) is reflected in the GDP which is the main indicator of economic development of that particular destination—followed by employment, investment by public and private sector, encouraging foreign investment, inflation, etc.

[1] Andaman & Nicobar Islands GDP for 2013-2014 was amounted to 910 million U.S. dollars i.e. 6,150 Crores; as provided by the Finance Department of the Administration.

[2] Andaman Islands is in a situation of economic crisis—due to high unemployment.

[3] Another reason for the crisis is lack of investment activity in the tourism industry as well as low-income in tourism compared to other sectors—particularly agriculture and fisheries.

[4] Like other places Andaman too has the season factor which plays a crucial role in the generation of money.

However a proper management and right utilization of the seasons may bring tourists throughout the year.

95% of tourist to Andaman Islands are domestic and largely from the leave travel concession (LTC) segment i.e. family tourist. Their average length of stay on the Island is between four to five days. Due to shorter duration of their tour—the domestic tourists are often concentrated in the Port Blair area and do not spread out to other Island like the International tourist.

Foreign tourists are largely from the back-packer category and both these groups contribute very little to the island revenue. The domestic tourist inflow peaks in December and April that coincide with the holiday months in educational institution where as the international tourists are more thinly spread throughout the year but a longer proportion prefers the survey and mild winter month. On an average an international tourist stays on these islands for about 15 to 20 days.

[1] Hence incoming of more international tourist to the Andaman Islands will in turn generate and develop the tourism sector. At the same time domestic tourist should be made aware to undertake their stay for more number of days.

[2] The tourist traffic to this Island has grown from a mere 9500 in 1980 to 86066 in 2000 and again gone up to 109582 in 2004—but the real rise in the number of tourist arrival was witnessed post the 2004 tsunami—benefitting the island's economy.

Tourist arrival in the Andaman Islands may be seen in the following table 2.

Table 2: Inflow of various tourist groups in the Andaman Islands

Year	Domestic Tourist	Foreign Tourist	Total Tourist
1991	32242	2248	34490
1992	35817	2435	38252
1993	35000	1771	36771
1994	50737	3798	54535
1995	64490	3849	68339
1996	67958	5796	73754
1997	73558	4724	78082

1998	74732	4915	79647
1999	77448	6035	83483
2000	81432	4634	86066
2001	85866	5249	91115
2002	90629	4707	95336
2003	93899	4281	98180
2004	105004	4578	109582
2005	30225	2164	32389
2006	118580	9045	127625
2007	136015	10975	146990
2008	124439	12512	136951
2009	142045	13692	155737
2010	180781	14615	195396
2011	202221	15814	218035
2012	230732	14981	245714
2013	315910	24507	340417
2014	292233	15581	307814
2015	313265	12553	325818

(Source: Directorate of Economics and Statistics, Andaman and Nicobar Administration)

Andaman Islands have yet not been able to position themselves as one of the most favourite places of holidays despite having world famous beautiful beaches. Poor economic activity, lack of fun and entertainment that would motivate tourists to visit Andaman Islands—is the major drawback in the island's tourism development.

Unlike other Indian holiday spots like Goa; the Andaman Islands do not have clubs, discos, pubs, casino and various facilities—which attracts a large segment of tourists at beaches for night life.

In order to be positioned primarily Andaman Islands should devise ways of encouraging investment in tourism sector—like category hotels with higher level services and also design stimulus programs to attract foreign capital into the islands.

H. Ecological factors

Ecological environment of Andaman Islands are one of the advantageous aspects they have when compared to other Indian destinations; since the environment of Andaman is still unpolluted on a global scale. It has a chance for becoming carbon-free in future.

[1] The Andaman Islands are very rich in biodiversity, harbouring unique endemic life forms.

[2] The islands have both rich terrestrial as well as marine ecosystems, such as mangroves, coral reefs and sea grass beds.

[3] The marine biodiversity includes marine mammals such as whales, dolphins, dugong, marine turtles, estuarine or salt water crocodile (found only here), fish, prawns and lobsters, live corals, sea shells

including rare and endangered *trochus* species and *giant clam shells*; and numerous other marine life forms including coelenterates and echinoderms.

- [4] Several legal measures have been in place for protection of the marine biodiversity of the region—the Regulation of Fishing by Foreign Vessels Act, 1981, Coastal Regulation Zone Notification, 1991 (last amended in 2011); Wild Life Protection Act, 1972, etc. coupled with establishment of 9 National Parks and 96 Wildlife Sanctuaries for a more focused conservation initiative—have all strengthened the enforcement regime in the region.
- [5] The Andaman and Nicobar Administration have also taken measures for protecting the flora and fauna of the islands—some of these National Parks are exclusively for the protection of the marine species.
- [6] These include Mahatma Gandhi Marine National Park; Rani Jhansi Marine National Park; etc.
- [7] Three areas of 1619.786 sq. km have been covered under the ‘Protected Area Network’ in the islands.

Quality planning area is one of the most important prerequisites for long-term sustainable development of tourism. The premise of the broad and narrow sense is the basic premise for the arrival and stay. The task of spatial planning is to balance between accommodation, transport, communications and other services.

Natural resources and natural attractiveness found here are still the main motivating factor for the arrival and stay of tourists in Andaman Islands. Sustainable exploration, protection and development of natural resources are conditions without which there is no long-term development of tourism in the islands.

I. Political factors

The government and politics of Andaman Islands operate in a way that is slightly different from the governance of most states and union territories of India.

- [1] The first notable thing about the government and politics of the islands is the lack of a legislature.
- [2] The Lieutenant Governor is himself the executive head in the government of Andaman and Nicobar.
- [3] The executive wing runs under his supervision, under direct monitoring from with the heads of the various departments.
- [4] The state judiciary falls under the supervision of the Kolkata High Court.
- [5] Although there is no legislative council in the state, it does participate in the general elections.
- [6] The government and politics of Andaman and Nicobar Islands does feature many political parties-the nominal presence of a state party and a couple of extremely regional parties characterise the politics of Andaman and Nicobar.
- [7] However, it is the national level parties that really rule the roost in Andaman and Nicobar's political scene.
- [8] There is only one parliamentary constituency in the state. The apex body of the judiciary of Andaman and Nicobar islands is a circuit bench of the Kolkata High Court that operates from Port Blair.
- [9] There are the district courts that fall under the jurisdiction of the session judges who together monitor the smooth functioning of the judiciary in Andaman and Nicobar islands.

Andaman cannot be considered as a developing destination for tourism, despite the fact that the government's strategies aim in that direction. The reasons behind the weaknesses and difficulties in developing Andaman Islands as a better tourism destination in terms of political factors are the follows:

- a. Corruption in the Administrative Departments results in lack of timely work.

- b. Investment in tourism is not contributing towards the development of the infrastructure needed for tourism attraction (lack of five star hotels).
- c. Lack of partnerships between the private and public sectors.
- d. Lack of cooperation on the marketing of services and development of tourism infrastructure.
- e. Less or no maintenance of roads to scenic attractions which results in an unpleasant road transport.

J. Legal factors

From a legal point of view, Andaman does not have a defined strategy for attracting foreign capital, especially not in terms of investment in attractive places and other infrastructure that is critical for the development of tourism in the islands.

- [1] The mere regulation of foreign investment in tourism development is slow and complex to obtain the consent of the state institutions and authorities for commencement of business activities in Andaman.
- [2] This makes it not stimulating and motivating for foreign investors resulting them move to other destinations in which the different legal and legislative measures seek to attract foreign capital.
- [3] In this segment, Andaman has not yet progressed sufficiently—as a logical consequence of the political and economic situation in which it is located, which reflects on the tourism sector.
- [4] Legal structure, tourism legislation and laws relating to the regulation of relations that can affect the development of tourism in Andaman's are mostly typical for the overall development of tourism in the islands.
- [5] As Andaman has yet not achieved a significant result of the basics of tourism, so no laws in Andaman are specifically designed and adopted to strengthen tourism—but they follow the general regulations of the state.

Andaman must have a strong support from state authorities for the development of tourism infrastructure that supports and enables the development of tourism in the islands. The state should not just invest in infrastructure development but also support the private sector. Andaman administration must welcome foreign investors to open businesses in cooperation with local owners. There should be strategic development guidelines on tourism as one of the strategic goals of development and the main direction of development of this destination.

IV. DISCUSSION

Knowledge of marketing management working in tourism is rated as inadequate. Hence in this segment the administration of Andaman Islands should work on improving and perfecting; and so various marketing strategies must be used.

Andaman Islands lack in their promotion in the neighbouring countries which in turn affects the incoming of foreign tourists. Without inbound tourism there will be not much development in the destination. Raising the level of service and kindness both by employees and by the local population is equally essential for the development of tourism.

At present there are only 109 registered/ enlisted tourism service providers—Private Accommodation, while only 23 registered/ enlisted tourism service providers are of Government Accommodation—which is miraculously low when compared with any of the other tourist place of interest. Moreover there are no five star

hotels in the islands which in turn show the lack of interest by the government as well as the private agencies to invest.

Andaman Islands require better infrastructure. There is also a need to work on the infrastructure of other providers—like the hotel and convention facilities—which are often not in line with the needs of the travellers. Building the infrastructure of hotels and transportation in and out of the Andaman Islands is the basic necessity today. The technological advancement in the islands will result in economic development in the tourism industry.

Andaman Islands have a weak transport and inadequate transport links within the island destinations (unstructured airport, old sailing vessels and no rail service). The need for the construction of airports and expanding the scope of air transport, the number of flights and increase the number of destinations is one of the important prerequisites for the development of tourism. At the same time a proper development of sea port, usage of more cruise liner and speed boats connecting from mainland and even the inter islands. Accommodation in Andaman Islands deals mainly with 3 and 4 star hotels, which mostly offer rooms with a smaller number of seats (10-100), which almost remain packed up during the peak season as a result of which the arrival of tourists is limited to small number.

Also, during the construction of new facilities the architecture and the choice of materials should respect the traditions and indigenous architectural style of the surrounding area. Basic steps for proper use of space in the shortest possible time—is to make spatial development plans of Andaman tourism by developing master plans and strategic documents for locally targeted tourism development—and more efficient exchange of know-how between the regions.

V. CONCLUSION

The Andaman Islands, as mentioned earlier, are a nature's blessing to this planet. Tourism Industry has ample chances of flourishing in this place. From the findings of the paper we can therefore conclude that with the combination of abundance beauty of nature and some genuine efforts to be put by the population; there will be a tremendous scope for tourism development in Andaman Islands. The mesmerising beauty found here will appease the person visiting the emerald islands. The islands have all potential to be called the most visited tourist destination of India. Only the efforts of different groups need to converge in this regard.

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