

# Prospects and Challenges of Tourism Industry in Daman and Diu: A Socio-Geographical Study

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## ABSTRACT

This paper discusses status, prospects, and challenges of sustainable tourism in Daman & Diu. It has found that Portuguese colonial architecture, churches, beaches, forts, gardens etc. draw tourists to this Union Territory. This union territory is formed by two districts, namely Daman district and Diu district. It is well-known for the seafood. October to February is the best time to travel Daman & Diu. There was negative impact of corona pandemic on tourist arrivals. There is bright prospect of heritage tourism, adventure tourism, religious tourism, and rural tourism, still there are many challenges before its tourism sector. The prominent challenges are poor connectivity, poor infrastructure, lack of media coverage and lack of alternative means of transport. Therefore, Government should implement policies for mitigating such challenges and improvement of tourism industry in the Union Territory.

**Key words:** Churches, Hospitality, Income, Tourism, and Welfare.

## Introduction

Tourism is a major economic activity in developed and developing nations. It is the movement of people from one place to another for leisure or business purposes. It is associated with income and financial status of the people. It shows the culture and diversity and rich and magnificent history of place. The natural surroundings, languages, customs, paintings, dance, music and architecture make a place tourist paradise. It generates employment and income for local people. Travelling is becoming easier due to technological advancement. It drives exports, creates jobs and generates prosperity across the world. It rises preservation and conservation of the cultural and natural heritage of countries. It also helps to meet the cost of the conservation of historic and archaeological sites.

Tourism activities are reflected as the sources of economic growth. Formal and informal sectors are benefited from tourism. Speedy growth of tourism increases income of households and government. Central and State Governments taken initiatives for expansion of the tourism sector. Millions of tourist visits India every year due to its customs, traditions and colourful cultures. From backwaters of Kerala to Himalayas, it has varieties of surprises. There are 29 states in India. Each states have own customs, tradition, culture, language, or natural and man-made beauty. It contributes nearly 5.92 percent of national GDP of India. It is included in service sector. Government of India has taken many initiatives for increasing tourism sector. For example, Incredible India campaign of central government. But security issues and crime cases especially for women are major challenges before tourism sector. There are

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unfortunate cases of rape, eve teasing, harassed, and even murder of foreign female tourists.

### Objectives

The main objectives of this paper is to study the prospects and challenges of sustainable tourism in Daman & Diu. The subjective objectives of the paper are: (a) to study the trends of tourist arrivals in pre- and post-corona pandemic period in Daman & Diu; (b) to examine the prospects of tourism industry in Daman and Diu, and (c) to evaluate challenges before the tourism industry in Daman & Diu.

### The Study Area

Daman and Diu is a union territory in north-western India. It has two districts, Diu district and Daman district. Both are separated by Gulf of Khambhat. It is bordered by Gujarat and Arabian Sea. It was a Portuguese colony since the 1500s and was incorporated in India in 1961. Total area of Daman and Diu is 112 km<sup>2</sup>. Literacy rates in Daman and Diu are 87.1 percent, where Male literacy rate and Female literacy rate are respectively 91.5 percent and 79.5 percent. Until 30 May 1987, Daman and Diu, Goa was administered as a single union territory. Daman and Diu was as a separate union territory, and Goa as a State. Hinduism is the major religion of Daman and Diu. It constituted nearly 90.50 percent. The other religions are Islam (7.92%), and Christianity (1.16%).

### Methods and Materials

**Design and Approach:** This study is descriptive in design and has utilized qualitative approaches. Secondary data for the study has been collected from various govt. reports, Daman and Diu tourism website, report of international agencies, research papers, published or unpublished thesis's, articles, etc.

**Method of Analysis:** To reveal the tourism practices in general and the future prospects in particular, method of qualitative analysis comprising of descriptive analysis, content and text analysis have

been performed.

### Hypothesis

H<sub>01</sub>: There is no impact of corona pandemic on tourist arrivals in Daman and Diu.

H<sub>1a</sub>: There is impact of corona pandemic on tourist arrivals in Daman and Diu.

### Results and Discussion

Daman and Diu is popular for its churches, Portuguese colonial architecture, waterfalls, lush green palms, heritage forts, golden sand, beautiful beaches and twin towns of Nani-Daman and Moti-Daman. It is well-known for the seafood which mainly included crabs, unrivalled beauty, lobsters, fish and plethora of tourist destinations. October to February is the best time for travellers to travel. Generally during that time sky remains clear, evenings are breezy, weather remains pleasant and average temperature ranges between 15-20 degree Celsius. Paddy and pulses are the major crops. Besides this, coconut and mangoes are also cultivated. Agriculture and dairy are the major economic activities.

The Table 1 represented historical population growth in Daman & Diu. It has found that population is increase continuous except 1961 census. As per 1951 census population was 49,000 and was 79,000 and was reached 158,000 in 2001. According 2011 census, population was 243,247, where female and male are 92,946 and 150,301 respectively. Population of Daman district and Diu district are 191,173 and 52,074 respectively.

In the union territory, nearly 24.83 percent and 75.17 percent population lives in rural and urban areas. Accordingly, 2011 census, 2,655 people per square kilometre are living in Daman district. In Daman district, 16.9 percent and 83.1 percent population are living in rural and urban areas. On the other hand, nearly 1,335 people per square kilometer living in Diu district. Nearly 53.93 percent and 46.07 percent population in Diu district are living in rural and urban areas.

**Table 1.** Historical population Growth in Daman & Diu

| Year | Population | Growth | Year | Population | Growth |
|------|------------|--------|------|------------|--------|
| 1951 | 49,000     | -      | 1981 | 79,000     | +25.4% |
| 1961 | 37,000     | +24.5% | 1991 | 102,000    | +29.1% |
| 1971 | 63,000     | +70.3% | 2001 | 158,000    | +54.9% |

Source: Census report of India.

The Table 2 discussed the arrangement of population on Languages of Daman and Diu. It has found that Gujarati and Hindi are the major languages. Nearly 50.83 percent and 36.31 percent population are speaking in Gujarati and Hindi languages. Nearly 4.53 percent, 2.15 percent, 1.82 percent, 0.58 percent, 0.51 percent, and 0.49 percent people are speaking respectively Marathi, Bengali, Odia, Nepali, Malayalam and Assamese.

The Table 3 discussed year-wise arrivals of tourists in Daman & Diu. It has observed that the number of tourist visits had been on rise since 2008 and declined after 2019 due to the corona pandemic. Domestic tourist arrival was more than 8.97 lakhs in 2019, which dropped to only 2.97 lakhs in 2020. On the other hand, foreign tourist arrivals were 5703 in 2019, and it was 1382 in 2020 and just 105 in 2021. Lockdowns, and travelling restriction, due to the corona pandemic are the main factors behind the sudden drop of the tourist arrivals. Therefore, the null hypothesis-1 is rejected and alternative hypothesis is accepted, i.e. there is impact of corona pandemic on tourist arrivals in Daman & Diu.

Diu district is made up of Diu Island and a part on the mainland. It is separated from the mainland

by tidal creek. Diu Fort and town of Diu are situated in the island. The area of the island is 38.8 km<sup>2</sup>. The major church buildings on Diu island are Church of Our Lady of Mercy (Vanakbara), Church of Our Lady of Remedies (Fudam), Church of St. Francis of Assisi (Diu), Churches of St. Paul and St. Thomas (Diu). Nagoa Beach, Ghogola Beach, Chakratirth Beach, and Barra Beach are the popular beaches. Diu Fortress was built by Portuguese Empire by Sandstone and lime mortar in 16th century. It is known as a landmark of Diu. It is also listed in the list of Seven Wonders of Portuguese Origin in the World. Bird Sanctuary, INS Khukri Vessel, Nagoa Beach, Fortress of Panikotha, St. Paul Church, St. Thomas Church Museum, Gangeshwar Temple, and INS Khukri Memorial are the other popular tourist places in Diu District. The popular heritage sites of the district are Haveli Quarters Heritage Walk, Firangiwada Heritage Walk, and Diu Fort Heritage Walk.

Daman district have tropical savanna climate. Indian Coast Guard has air traffic control, airfield facilities and other allied air traffic services in the district. For guard against the Mughals, Portuguese was built large fort in Moti Daman in the 16th cen-

**Table 2.** Classification of population on Languages of Daman and Diu

| Language | Percent (%) | Language | Percent (%) | Language  | Percent (%) |
|----------|-------------|----------|-------------|-----------|-------------|
| Gujarati | 50.83%      | Bengali  | 2.15%       | Malayalam | 0.51%       |
| Hindi    | 36.31%      | Odia     | 1.82%       | Assamese  | 0.49%       |
| Marathi  | 4.53%       | Nepali   | 0.58%       | Others    | 2.78%       |

Source: Census Report 2011.

**Table 3.** Domestic and Foreign Tourist Arrivals in Daman & Diu

| Year | Tourist  |         | % Share |      | Rank |     |
|------|----------|---------|---------|------|------|-----|
|      | Domestic | Foreign | DTV     | FTV  | DTV  | FTV |
| 2008 | 465033   | 5266    | 0.10    | 0.00 | 26   | 27  |
| 2010 | 774166   | 5139    | 0.10    | 0.00 | 24   | 27  |
| 2011 | 832906   | 4484    | 0.10    | 0.02 | 24   | 29  |
| 2012 | 803963   | 4607    | 0.08    | 0.02 | 25   | 29  |
| 2013 | 819947   | 4814    | 0.07    | 0.02 | 25   | 29  |
| 2014 | 795167   | 4620    | 0.06    | 0.02 | 28   | 31  |
| 2015 | 790711   | 5858    | 0.06    | 0.03 | 26   | 30  |
| 2016 | 826201   | 5669    | 0.05    | 0.02 | 27   | 31  |
| 2017 | 858131   | 5535    | 0.05    | 0.02 | 28   | 31  |
| 2018 | 898824   | 5694    | 0.05    | 0.02 | 28   | 32  |
| 2019 | 897804   | 5703    | 0.04    | 0.02 | 28   | 33  |
| 2020 | 297436   | 1382    | 0.05    | 0.02 | 27   | 30  |
| 2021 | 463420   | 105     | 0.07    | 0.01 | 26   | 33  |

Source: Indian Tourism Statics, 2008-2021.

ture. Mirasol Lake Garden, Mirasol Water Park, Our Lady of the Sea, Jampore Beach, Bom Jesus Church, Somnath temple, Moti Daman Fort, St Jerome Fort, Kadaiya Lake Garden, Dominican Monastery, Governor's Palace, and Jetty Garden are the popular tourist destinations in Daman district. Mirasol Lake Garden is a man-made island for entertainment and relaxation. Boat riding facilities are available in the lake. Jampore beach is located in Moti Daman part of Daman. Tourist can view the sunset in the Arabian Sea. Travellers can enjoy the beach scooter drive, camel riding or Horse riding. They can also relax in the shadow of trees along the sea shore and feel the breezy atmosphere. Bom Jesus Church is located inside of old Moti Daman fort. It was completed in 1603 A.D.

Somnath temple is dedicated to Lord Shiva. It is situated in Dabhel Village. It is nearly four kilometres away from Daman city. Moti Daman Fort was initially built by Mughals and later by the Portuguese. The Church of Our Lady of Remedies, the Chapel of Our Lady of the Rosary, and Church of Bom Jesus are situated inside the fort. St Jerome Fort is located in banks of Damanganga river in Choti Daman. Portuguese army was stayed inside the fort. Kadaiya Lake Garden is the best place for weekend tour. Toy train and boating facility are the main attractions in the park. Mirasol Water Park can be a good option for hot summer. Mini train, paddle boating and open boating facilities are also available in the park.

Our Lady of the Sea church is situated within the St. Jerome Fort at Nani Daman. It was built by Portuguese and is dedicated to Our Lady of the Sea. The interior of this church has a cloister for the choir, wooden pews, a pulpit, cross in Portuguese lan-

guage, a gold painted wooden altar etc. Chakratirth beach is less popular to tourist, but have more potentiality due to its white sand and the peaceful atmosphere. It is less unexplored compared to Nagoa beach, People gathering in Chakratirth beach is less than the Nagoa beach. Travellers can relax and enjoy the sea waves and can walk along the beach. Jallandhar Beach is clean; less crowded and has water activity. It has sun set point as well and travellers can photo shoot with peaceful location. Naida Caves is popular among the tourist. It is situated just outside the Diu Fort's city walls. It has vast network of square-hewn tunnels. It is unique natural sculptures. Travellers can see colours in the stone and enjoy in photography.

Kachigam, Daman Ganga Garden, Kadaiya Lake Resort, Dalwada, and Satya Sagar Udhyas are natural tanks. Devka Garden and Devka Beach are located in Village Devka, Nani Daman. Daman Ganga Tourist Complex is a popular tourist place. It is a unique lake garden integrated with an island gardens, boating, water fall, walking path, amphitheatre, health club (under construction), cafeteria etc. Travellers can see shadow-clocks, idols, wooden carvings, and other important artifacts.

Traditionally people of Daman and Diu are predominantly vegetarian. Rotli (flat breads), rotla (peasant's bread), Chokha, with saag and curry are the traditional foods. It is also known for its mouth-watering sea food, Portuguese food and Gujarati cuisine. Chicken bullet and Fish Koliwada are the popular and unique dish. Salty peas, boiled sweet, and Papri are the favourite evening snack. Gujarati sweets like lapsed, barfi, jalebi, basundi, and laddu are also quite popular. Vada pav, chaat, bhel, Kathi kebab rolls and Pav Bhaji are popular street foods.

**Table 4.** SWOT Analysis of Tourism Industry in Daman & Diu

|                                        |                                              |
|----------------------------------------|----------------------------------------------|
| Strength                               | Weakness                                     |
| Rocks and sedate cliffs                | Lack of a well-developed transport facility. |
| Heritage sites and monuments           | Inadequate conservation of monuments         |
| Pollution free nature                  | Lack of awareness of the destination         |
| Hub for water related activities       | The fading Portuguese culture                |
| Developed accommodation facilities     | Shortage of infrastructure facilities        |
| Opportunities                          | Threats                                      |
| Adventure sports and trekking.         | Environmental factors                        |
| Eco- tourism is gaining popularity     | Stiff competition from other states          |
| Increased disposable incomes of people |                                              |
| Availability of Special Tourism Area   |                                              |
| Near Maharashtra and Gujarat           |                                              |
| Proximity to Mumbai                    |                                              |

There are a number of feni, wine, scotch, selling beer, bars etc. Travellers can enjoy variety of mouth-watering dishes including pomfret, dhara fish fry, butter-garlic tiger prawns, chicken xacuti, gola, steamed sweet corns, fish squid, coconut water with vodka etc.

Tourism is a growing sector in Daman & Diu. It has contributed in the economy of the union territory. For discussing the current overview of tourism sector of Daman & Diu, we have done the SWOT analysis.

### Conclusion

Daman & Diu is not so popular among the tourist, but have more future potentiality. It has unique Portuguese colonial architectures. Tourism is a growing sector in Diu. Its contribution in economy is increasing. It has beautiful waterfalls, lush green palms, heritage forts, golden sand, and beaches. The best time to visit the state is between October to March. Nagoá Beach, Ghogolá Beach, Chakratirth Beach, and Barra Beach are popular beaches. The major church buildings on Diu Island are Church of Our

Lady of Mercy, Church of Our Lady of Remedies, Church of St. Francis of Assisi, and Churches of St. Paul. It has some amazing museums show the cultural and historical heritage of the region. Although there are many challenges before the tourism industry, but it has bright prospect in heritage tourism, cultural tourism, advantages tourism, sports tourism, and agro-tourism.

**Conflict of Interest-** None

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