



Commentary

Tourism Industry in Dadra and Nagar Haveli: Prospects, Challenges and Government Initiatives

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Abstract

The paper discusses the prospects and challenges of the tourism industry in Dadra and Nagar Haveli. It has been found that Dadra and Nagar Haveli are famous among tourists due to their lush greenery and immense natural beauty. It was previously a Portuguese colony. It is famous for producing baskets, weaving bamboo mats, and making leather slippers. The major attractions are Nakshatra Garden, Vasona Lion Safari, Satmaliya Deer Park, Dudhani, Hirwa Van Garden, and Vanganga Lake. Sahyadri Mountains (Western Hills) is another tourist attraction. It has a reserve of minerals like sulphur, selenite, nickel, limestone and gold. BAPS Swaminarayan Temple is famous among tourists. Barash is the popular tribal festival celebrated in September month. Ragi (nagli), rice, bajra and kodra are the staple food of the tribals. Its main tribes are Varli, Kokna and Dhodia, with small groups of Dubla, Naika, Kathodi and Koli scattered over the territory. Dublas and Dhodias tribes are found mostly in the northern part, but Varlis and Koknas are all over the territory. Tourism's key challenges are the lack of marketing and promotion activities, inadequate infrastructure, lack of skilled human resources, and safety and security. Although there are many challenges for the tourism industry, it has bright prospects in tourism.

Introduction

Tourism deals with tourists who move from home places for business or personal purposes. Such an industry involves with multiple sectors, services and activities. Tourists can be domestic, inbound and outbound. Domestic tourist travels within the home country. When non-residents travel in a country, they are called inbound tourists (Koli, 2022). When residents of one country travel in another country, they are called outbound tourists. Tourists move to learn about cultures, languages, new places, gastronomy, traditions, landscapes, and natural beauty. Tourism is constantly subject to changes. Accommodation, transportation, travel services, entertainment, food and beverage services are tourism-related facilities (Joshi, 2018).

Tourism is classified in multiple types. Some of them are business tourism, leisure tourism, shopping tourism, mountain tourism, cultural tourism, sports tourism, adventure tourism, rural tourism, urban tourism, dark tourism, wellness tourism,

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religious tourism and medical tourism. It involves businesses, including tour operators, travel agencies, restaurants, hotels, and transportation companies (Rana, 2015). The tourism and hospitality industry offers different job opportunities. Hospitality contains a series of businesses, such as theme parks, cruise ships, resorts, bars, restaurants, hotels, and other service-oriented businesses (Pandey, 2015).

Objectives

The main objective of this paper is to study the economic prospects and challenges of sustainable tourism in Dadra and Nagar Haveli. The subjective objectives of the paper are: (a) to study the trends of tourist arrivals in Dadra & Nagar Haveli; (b) to examine the economic prospects of the tourism industry in Dadra & Nagar Haveli; and (c) to evaluate challenges before tourism industry in Dadra & Nagar Haveli.

The Study Area

Dadra and Nagar Haveli is a union territory in the western coast of India. Its total area is 491 km². Dadra is geographically smaller than Nagar Haveli. Gujarat surrounds Dadra. Nagar Haveli lies between Maharashtra and Gujarat. Hindi and Gujarati are official languages. Silvassa is the capital and largest city. According to census 2011, its total population and density were 343,709 and 700/km² respectively. Its geographical location is 20.27°N 73.02°E. It was previously a Portuguese colonial area in India. On 26th January 2020, it was merged with Daman and Diu and called as "Dadra and Nagar Haveli and Daman and Diu."

Methods and Materials

- **Design and Approach:** This study is descriptive in design and has utilized a qualitative approach. Secondary data for the study has been collected from various govt reports, the tourism websites of Dadra and Nagar Haveli, reports of international agencies, research papers, published or unpublished thesis, articles, etc.
- **Method of Analysis:** To reveal the tourism practices in general and the prospects in particular, a method of qualitative analysis comprising of descriptive analysis, content and text analysis have been performed.
- **Hypothesis:**
H₀₁: The coronavirus pandemic has no impact on tourist arrivals in Dadra and Nagar Haveli.
H_{1a}: The corona pandemic has an impact on tourist arrivals in Dadra and Nagar Haveli.

Results and Discussion



Portuguese occupied Dadra and Nagar Haveli until 1954. It lies within the North Western Ghats. Reserved and protected forests constitute 40 percent and 2.45 per cent of total geographical area. Nearly 43 percent of the land in the union territory is covered by forest. It is popular among tourist due to its lush greenery and immense natural beauty. Silvassa is the largest city. It is 32 meter (105 ft.) above the sea level. It is connected with Gujarat and Maharashtra via. National Highway 848A. It is a tourist and industrial hub. Daudhni Lake, Deer Park, Swaminarayan Temple, Om Temple, Nakshatra Garden, Silvassa Vasona Lion Safari, Vanganga Lake Garden, Church of Our Lady of Piety, Silvassa Tribal Museum, Hirwa Van Gardens, Bal Udyan, Athal Bridge and Vandhara Garden are the popular tourist places of Silvassa. The only navigable river in the territory is the Daman Ganga (Shukla, 2020).

Table 1: Religion, Language and Population Status of Dadra and Nagar Haveli

Religion	Percentage	Language	Percentage	Year	Population
Hinduism	93.93	Bhili	37.26	1951	42,000
Islam	3.75	Hindi	26.16	1961	58,000
Christianity	1.48	Gujarati	21.48	1971	74,000
Jainism	0.34	Marathi	7.01	1981	104,000
Buddhism	0.18	Konkani	2.26	1991	138,000
Sikhism	0.06	Odia	1.30	2001	220,000
Other Religions	0.08	Bengali	0.91	2011	342,853
Atheist	0.001	Others	3.62		

Source: Census of India-2011

Table 1 discusses the religion, language and population status of Dadra and Nagar Haveli. It is observed that Hinduism is the largest religion, followed by Islam and Christianity. Bhili, Hindi and Gujarati are the major languages. Its population was 42 thousand in 1951, but it reached 3.42 lakhs in 2011. The popular tourist destinations are Aquaserene (Neertal) tourist complex, Church of Our Lady of Piety, Silva store, Nakshatra Garden, Vasona Lion Safari, Daman Ganga riverfront, Hirwavan Garden, Satmalia deer sanctuary, Himayvan health resort, Tribal museum, Tapovan tourist complex, Vanganga lake garden and BAPS Swaminarayan Temple are the popular tourist destinations. Its main tribes are Varli, Kokna and Dhodia, with small groups of Dubla, Naika, Kathodi and Koli scattered over the territory. Dublas and Dhodias tribes are found mostly in the northern part, but Varlis and Koknas are all over the territory.



Table 2 discusses year-wise arrivals of tourists in Dadra and Nagar Haveli. It has been observed that the number of tourist visits has risen since 2008 and declined after 2019 due to the coronavirus. Domestic tourist arrival was more than 6.18 lakhs in 2019, which dropped to 1.04 lakhs in 2020. On the other hand, foreign tourist arrivals were 1666 in 2019, 222 in 2020, and only 80 in 2021. The main factors behind the sudden drop of tourist arrivals are lockdowns and travelling restrictions due to the coronavirus pandemic. Therefore, the null hypothesis-1 is rejected, and the alternative hypothesis is accepted, i.e. there is impact of corona pandemic on tourist arrivals in Dadra & Nagar Haveli.

Table 2: Domestic and Foreign Tourist Arrivals in Dadra & Nagar Haveli

Year	Tourist		% Share		Rank	
	Domestic	Foreign	DTV	FTV	DTV	FTV
2008	505380	5719	0.10	0,00	26	27
2010	495575	1698	0.10	0,00	28	30
2011	422265	1412	0.05	0.01	28	32
2012	469213	1234	0.05	0.01	28	32
2013	481618	1582	0.04	0.01	28	33
2014	579638	1799	0.04	0.01	28	34
2015	527782	1797	0.04	0.01	29	34
2016	589074	1891	0.04	0.01	29	34
2017	614182	1908	0.04	0.01	29	34
2018	609435	1608	0.03	0.01	29	34
2019	618880	1666	0.03	0.01	29	36
2020	104959	222	0.02	0.00	30	37
2021	197802	80	0.03	0.01	29	34

Source: India Tourism Statistics, Ministry of Tourism, Government of India.

Aquaserene tourist complex is spread over 0.78 hectares and is located in Dudhani village. It has luxury cottages. Travellers can participate in aqua bikes, water scooters, adventure tourism, etc. A world-class restaurant, dormitory facility, souvenir shop and reception centre is available in this complex. Church of Our Lady of Piety is situated in opposite the Tribal Museum. The Portuguese built the church in the end of



the 18th century and is considered the oldest church in the region. Nakshatra Garden has variety of plants and trees. It is an Astro-themed garden. It has many little ponds. Bridges connect ponds and have varieties of ducks. It is famous for Ayurvedic herbs and medicinal herbs. Vasona Lion Safari Park is popular among the wildlife lovers. Travellers can explore the park by bus or van. Lions are the special attractions of the park. It is situated within the Dadra and Nagar Haveli Wildlife Sanctuary and shares with Satmalia Deer Park.

Daman Ganga Riverfront is situated on the banks of the Damanganga River. Travellers view the Damanganga River from the river point. During the evening various music, cultural, dance, game and other interesting event are organised. Hirwavan Garden is located in Silvassa. The garden has artificial waterfalls, good greenery, and beautiful plants and flowers. Satmalia Deer Sanctuary is popular among the tourists. They can find various birds and animals, including chital deer, sambhar and blackbucks. Travellers can view the fantastic panoramic view of Madhuban Dam and the sanctuary from the watchtower. Himaivan Health Resort is situated in Kauncha village. It is spread over 2.00 hectares. It is located near a large water reservoir and green hills. The Tribal Museum in Silvassa shows the culture and lifestyle of tribes. Travellers witness hunting gadgets, fishing tools, musical tools, ornaments, and household and agricultural articles used by tribals.

Tapovan Tourist Complex is located near Tadkeshwar Temple. Tadkeshwar Temple is dedicated to Lord Shiva. The complex has a beautiful garden and rooms. It has a National Symbol Theme park. It is located at the back of the Sakartod River. Vanganga Lake Garden is spread over 7.58 hectares. Signature bridges and Japanese-style bridges link the central island and main garden. The garden has mini forest. BAPS Swaminarayan Temple is located on River Daman Ganga banks. It has a magnificent kaleidoscope of flora and fauna, distant mountain ranges, meandering rivers and lush green forests are most intriguing aspects about the union territory.

Dudhani Lake is compared with Dal Lake in Kashmir. It is built on the Madhuban Dam reservoir. It is 18 kilometres in length and boating facilities are available. It is almost forty kilometres away from Silvassa. The deer park in Silvassa is a beautiful place. Safari Bus ride facilities are accessible. Om Mandir Silvassa is where Shiva darshan, yoga, and meditation are practised. Swaminarayan Temple is well-known for its calming atmosphere. It is close to Daman Ganga River Point. Nakshatra Garden is located on bank of Daman Ganga river. Vanganga Lake Garden is a nice lake with musical fountains. It has boating, big lawns, a kid's activity area, plantations and food facility. Island Garden Dadra Park is a lovely garden with lake and small bridges. Butterfly park is a nice place to relax and enjoy nature.

Unique handicrafts, culture, and heritage are other attractions for tourists. There are various tribes living in Dadra and Nagar Haveli. Warli painting is a popular tribal art in the north Sahyadri Range in India. Such paintings are valuable in marriage. These paintings also have religious and social meanings. They believe that such paintings

appeal the powers of the Gods. Folk dances and folklore are main sources of entertainment of tribal people. The popular dances are Thali Dance, Tur Dance, Dhol Dance, Bhawada Dance and Tarpa Dance. Travellers can also taste the unique foods. Local tribes have a great variety of vegetables and pulses. Ubadiyu, Chutneys, rotis, crabs, and river fish are the other common compositions of tribal meals. Other dishes include Khatta Mittha Bhaat, Doodhpak, Aamras, Bhajia, Ghari, Mixed Dal and Momordica charantia. Ubadiyu is a famous dish in Silvassa. It is mostly eaten during the winter season. Vegetables used to prepare ubadiyu include tuvar fali made with pigeon peas, purple yam or ratalu, potatoes, onions and garlic.

Tourism is a growing sector in Dadra and Nagar Haveli. It has funded more in the economy. It has bright prospects on eco-tourism, adventure tourism, rural tourism, nature tourism and cultural tourism. Lack of skilled workforce, inadequate infrastructure, safety and security and lack of marketing are the major challenges to the tourism industry. The government has implemented friendly, efficient and transparent business policies to increase investment in infrastructure development. Participation of private sector in the tourism industry are also increasing. Prime Minister also laid the foundation stone of Rs. 4850 crores at Silvassa for strengthening and widening of various markets, roads, water supply, shopping complex and construction of NAMO Medical Education & Research Institute in Silvassa. To discuss the current overview of the tourism sector of Dadra & Nagar Haveli, we have done a SWOT analysis.

Table 3: SWOT Analysis of Tourism Industry in Dadra & Nagar Haveli

Strength Unique culture Hospitable people Rich history and heritage Pollution free environment	Weakness Inadequacy of infrastructure Insufficient transport facilities Lack of adequate infrastructural support Community Conflict
Opportunities High potential for eco-tourism Improvement of medical facilities Near to Mumbai and other cities.	Threat Environmental factors Stiff competition from other states Lack of private sector participation

Conclusion

Dadra and Nagar Haveli have rich cultural heritage and natural varieties, such as lakes, forests, rivers, hills, etc. It has Portuguese design construction. Silvassa is the largest city and has beautiful tourist places. It is a tourist hub. Daudhni Lake, Deer Park,



Swaminarayan Temple, Om Temple, Nakshatra Garden, Silvassa Vasona Lion Safari, Vanganga Lake Garden, Church of Our Lady of Piety, Silvassa Tribal Museum, Hirwa Van Gardens, Bal Udyan, Athal Bridge and Vandhara Garden are the popular tourist places of Silvassa. It has bright prospects for eco-tourism, adventure, rural, nature, and cultural tourism. The key challenges facing tourism are the lack of marketing and promotion activities, inadequate infrastructure, lack of skilled manpower, and safety and security. Therefore, the government should implement tourism policies to mitigate such challenges.

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