



## MANAGING TOURISM DESTINATION USING CARRYING CAPACITY AS A MEASURING TOOL IN SWARAJ DWEEP (HAVELOCK), INDIA

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### ABSTRACT

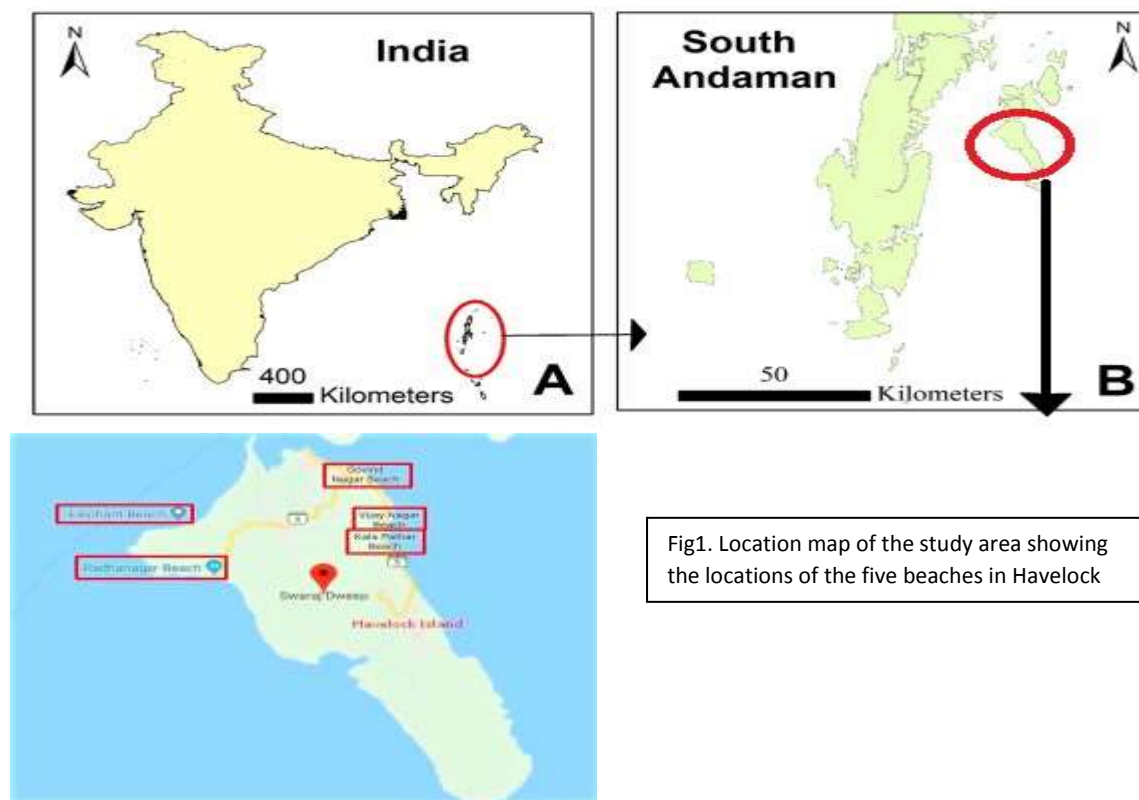
One of the most popular tourist destinations in India is the Andaman and Nicobar Islands (ANI), which annually draws both domestic and foreign visitors. The goal of the Island Administration is to turn the islands into posh ecotourism resorts. In India's Andaman Islands, Havelock Island is a component of Ritchie's Archipelago. It is renowned for its beaches with coral reefs and dive spots, including Elephant Beach. Carrying capacity, according to the World Tourism Organization, is "the maximum number of visitors that can be accommodated simultaneously at a tourist destination without endangering the physical, economic, or socio-cultural environment or resulting in an unacceptable decline in the level of visitor satisfaction." The goal of the current investigation is to evaluate the potential of these tourism destinations.

**Keywords:** Sustainable, Carrying Capacity, Responsible, Eco-Tourism.

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### INTRODUCTION

The Andaman and Nicobar Group of islands (ANI) is distinctive for its visual beauty and natural setting. It has strong tourism potential and consistently draws both domestic and foreign visitors. Tourist visits to Andaman & Nicobar Islands, especially international visitors, are on the rise. Rajavel (1998) asserts that the Andaman and Nicobar Islands (ANI) have unique geographical characteristics, lush green scenic beauty, historical significance, multilingual cultural heritage, colourful cultural and social life, fairs and festivals, and potentialities for the development of tourism that may not be shared by any other region of the Indian subcontinent or country in the world. In the year 2015, there were 3,25,818 visits to ANI, which decreased to 2,80,604 in 2016 and 2,35,388 in 2017. 1,90,174 in 2018, in 2019 it was 1,44,959, in 2020 it decreased to 99744, in 2021 it was 54,529 and in 2022 it was 1,36,190. 62 Tourism: Empirical Research to Practical Application. There is a need to comprehend the tourism carrying capacity (TCC) for different tourist destinations on the island as well as the importance placed on environmental protection when planning for tourism development, particularly in areas like wildlife sanctuaries, beaches, and other fragile ecosystems. This is due to the ongoing increase in tourist traffic to the Andaman Islands and the resulting population pressure. The primary goal of this work is to evaluate the recreational carrying capacity of Havelock Island, keeping in mind that nice beaches are worth billions of dollars in tourism earnings and that degraded beaches are worth nothing.



## NEED OF THE STUDY

A wide range of economic, ecological, and social effects can result from population shifts. The maximum number of people that an environment can sustain without suffering damage is known as carrying capacity. When a resource's carrying capacity is surpassed, living things must either find new sources of food or adjust to their increased consumption.

## THE OBJECTIVE OF THE PAPER

- To study the Tourism Potential of Havelock Islands.
- To understand the carrying capacity concept as an assessment tool.
- To analyze the benefits of managing tourism carrying capacity, for effects in Havelock.

## LIMITATIONS OF THE STUDY

- Limited statistics are available
- Tourist arrivals are tracked only at Port Blair
- Very little information was available on the tourism trends, economic benefits, and employment patterns in the sector.

## RESEARCH METHODOLOGY

The data for this review research on "MANAGING TOURISM DESTINATION USING CARRYING CAPACITY AS A MEASUREMENT TOOL IN SWARAJ DWEEP" is based on

secondary sources. Data was gathered from a variety of sources, including research publications, journals, and the Andamans' annual plan report, among others.

## REVIEW OF LITERATURE

- The concept of TCC, although arose in the 1970s and 1980s, has received considerable attention in recent years as part of an effective strategy to address environmental and economic problems. and society (Start with the story)
- (Smith, 1989), The United Nations World Tourism Organization (UNWTO) defines TCC as “the maximum number of people that can visit a tourist destination at one time without causing damage to the physical, economic, sociocultural, and unacceptable quality reduction. on visitor satisfaction. As tourist activities grow, there are noticeable changes in the environment and the capacity to absorb huge numbers of people will be tested (WTO, 1990).
- (Reddy, 2004b) Tourism has had a detrimental socio-cultural and environmental impact in the Andaman and Nicobar Islands, emphasizing the importance of conducting detailed impact assessments. Given the islands' delicate ecosystem and limited carrying capacity, the A&N administration's goal is to promote sustainable tourism.
- (Mexa and Coccossis, 2004), despite various critiques, carrying capacity assessment remains a potent concept that may be applied for sustainable tourism planning and management. (Segrado et al., 2008), the concept of carrying capacity, in addition to outlining all factors that limit tourism growth, also indicates a compensatory tool to manage tourism flows to a destination; (Bonilla and Bonilla, 2009) The paper indicated that this concept should be viewed as a positive and dynamic prism contemplating temporal space as a basic value for the implementation of sustainable beach management principles.
- (Buckley, 2009) Every evolutionary activity, whether beneficial or detrimental, results in environmental change. (Syamlal, 2008) Tourism can contribute positively to local development, but its rapid and often unregulated expansion may also be a major source of environmental degradation and the loss of local identity and traditional culture.
- (Sridhar Rengarajan, 2016) The current effort is an attempt to comprehend the tourism carrying capacity of the beaches of Havelock and Neil Islands in Andaman (India) in terms of the number of visitors that may be permitted over a period to aid in the better management of tourism activities. The strategy was based on the physical, ecological, and infrastructural factors of the tourist locations. The combined Effective Carrying Capacity for Havelock and Neil Island beaches indicates that tourism activity is at a low level in comparison to its carrying capacity.

## RESEARCH DESIGN

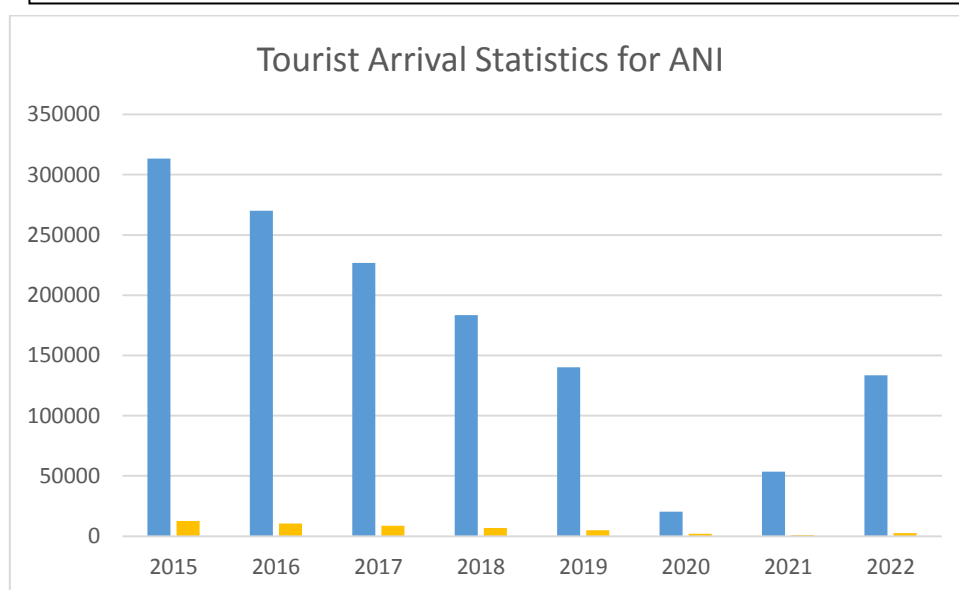
The research design was formulated by accumulating secondary data from online sources such as Ministry of Tourism and Culture, Andaman and Nicobar Islands and other such tourism related articles and magazines that closely resembles the area of study giving the accurate count of Tourist arrival to Havelock Island. This data was further analyzed.

## FINDINGS

- 84.2% of tourists travelling to havelock are domestic travellers and the rest 15.8% of travellers are foreigners.

YEAR	TOURIST ARRIVALS
2015	3,25,818 (12,553 foreign tourists)
2016	2,80,604 (10,625 foreign tourists)
2017	2,35,388 (8695 foreign tourists)
2018	1,90,174 (6767 foreign tourists)
2019	1,44,959 (4838 foreign tourists)
2020	20,456 (1909 foreign tourists)
2021	54,529 (980 foreign tourists)
2022	1,36,190 (2533 foreign tourists)

Table 2.1: Statistical data representing the flow of tourists into Andaman and Nicobar



- The purpose of visit to havelock is mostly for leisure and adventure and only 5% of people travel to havelock for business purposes.

Purpose of Visit	Percentage
Leisure	46.3
Business	20.4
Resident	26.9
Education	6.5

- 80% of the people travelling to havelock spend more than 24hrs in the Island.
- The seasonal period is between March-May and Oct-Feb
- There are various facilities for tourists which are provided by the government such as accommodation, transport etc
- Carrying Capacity was calculated and according to the result the tourist destination is not affected by the tourists. (It may vary with physical conditions and time).

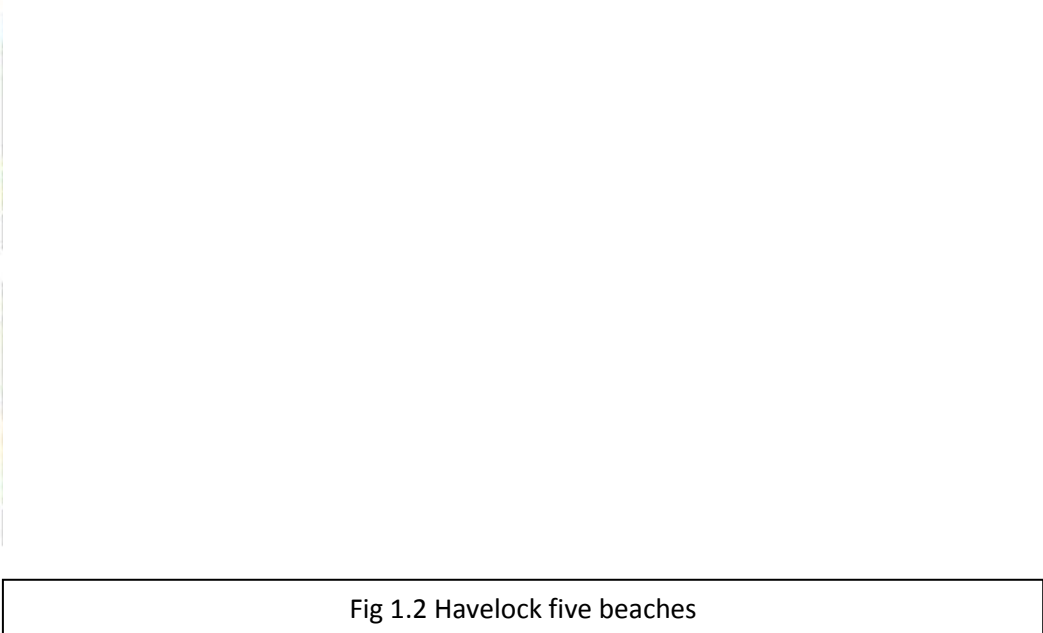


Fig 1.2 Havelock five beaches

## CONCLUSION

For the coastal region of India, which is undergoing rapid change as a result of diverse developmental initiatives, a carrying capacity assessment is essential. The ability of a system to support an activity or feature at a specific level is generally referred to as carrying capacity. Numerous services are offered in coastal areas, and tourism is becoming more popular in several Indian coastal regions. The tourist sector has an impact on the environment, society, culture, and economy. When steps are done for the management of coastal areas, the assessment of tourism carrying capacity continues to be one of the most useful tools. Overall TCC measurement need not result in a single figure (threshold), like the quantity of visits. Even if this is reached, the limit may not always adhere to objectively determined, unalterable, eternal standards. They are reliant on technology, consumer tastes, the organisation of production and consumption, and Tourism Carrying Capacity for the Beaches of Swaraj Island. They are altering along with the evolving ways that the physical and biotic environments interact.

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