

# Lakshadweep and Indian Island Tourism: A Comparative Perspective

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## ABSTRACT

The charm of Indian ocean island tourism entices visitors to visit idyllic places such as Lakshadweep, the Maldives, and the Andaman and Nicobar islands. Conducting a thorough examination of these tropical havens is vital in order to better appreciate their attractiveness to discriminating visitors, since travel tastes change over time. By assessing Lakshadweep's unique characteristics, this study recommends the island as a top alternative for travellers seeking experiences beyond the absolutely visual. The study examines a variety of factors that influence tourists' perceptions, including security concerns, variety of cultures, geopolitical stability, and sustainability of the environment, as well as scenic beauty and luxurious accommodations. This paper promotes for a new tourism paradigms based on security, environmental responsibility, and authentic experience by examining the dynamic island tourism environment and giving tourists with information to help them make informed decisions. Regulatory changes, infrastructure development, accessibility, and environmental preservation are some of the critical concerns that policymakers and stakeholders must solve as the Indian Ocean islands of becomes a growing tourist destination. This would allow the region to make the most of its tourism potential. Using the Analytic Hierarchy Process (AHP) as a methodical lens, this study provides insightful information about the corresponding importance of factors influencing tourists' destination choices, directing them to more fulfilling and trustworthy travel experiences on the fascinating Indian Ocean island destinations.

**KEYWORDS:** Lakshadweep and the Maldives, Andaman and Nicobar islands, Indian island tourism, Analytic Hierarchy Process

## 1. INTRODUCTION

The paradisiacal island chains of Lakshadweep and the Maldives are located in the great sweep of the Indian Ocean, where turquoise waters meet powdery white beaches. With their appealing views of flawless luxury and tranquil havens where the cares of everyday life fade, these natural treasures have long enchanted travelers. But it becomes crucial to critically assess these tropical places of refuge when the tastes of international travelers transcend aesthetics. This study aims to pinpoint the unique qualities of Lakshadweep and promote it as a destination of choice for discriminating tourists seeking a comprehensive and fulfilling experience. This research delves into the various aspects that influence tourists' opinions and encounters, surpassing the allure of magnificent landscapes and lavish hotels.

Each aspect of Lakshadweep's appeal is carefully considered, from the stability of geopolitical situations to the complexity of local cultures, from ensuring visitor safety and security to promoting sustainable environmental practices. This article aims to inspire tourists to adopt a new standard of travel centered on

safety, environmental responsibility, and full immersion by arming them with the understanding they need to make informed decisions. This paper invites readers to put their preconceptions aside and explore the depths of what Lakshadweep has to offer and explores the various aspects that influence travelers' perceptions and experiences, going beyond the allure of lavish accommodations and stunning surroundings. The intricacy of regional cultures to maintaining the stability of geopolitical environments, ensuring visitor security and safety to promoting sustainability, by aiming to change the tourist landscape by bringing attention to the lesser-known aspects of this island paradise and fostering a newfound appreciation for destinations that effectively combine luxury with accountability, beauty with tenacity, and pleasure with authenticity. In this field, there is a chance to learn something new every hour, and every encounter highlights the remarkable beauty of these tropical islands and their significance to the travel and tourist sector.

## 2. LITERATURE REVIEW

**2.1. Evolution of Island Tourism:** With its unique combination of scenic natural surroundings, rich cultural traditions, and recreational activities, island tourism has long captured the attention of tourists from all over the world. Throughout time, Indian Ocean islands have become popular travel destinations, drawing millions of tourists looking for adventure, leisure, and cultural immersion. Advancements in infrastructure, transportation, and hospitality have shaped island tourism, transforming secluded island paradises into accessible and sought-after vacation destinations.

The island tourist sector emphasises a critical element of island locations, particularly those in developing countries, their sensitivity to both good and negative tourism impacts. Islands have a special fascination due to their isolated locations, individuality, small size, slow pace of life, strong cultural tapestry, diversified species, and untouched natural beauty. These fundamental traits continually attract a large number of tourists, with smaller islands frequently enticing those seeking remote and unique experiences. (Kokkranikal et al., 2003) However, the increasing tourist business presents issues for island people, such as environmental deterioration, cultural commercialization, and demand on infrastructure and resources. Despite these worries, island communities have recognized tourism's potential as a driver for economic growth, job creation, and closing developmental gaps.

Thus, in a continual attempt to maximise the advantages of tourism while minimising its negatives, island communities have carefully included tourism into their economic development strategies. (Kokkranikal et al., 2003) These towns strive to find a balance between maximising economic advantages from tourism and protecting their distinctive natural and cultural assets for future generations through sustainable tourism practices, cultural preservation projects, and infrastructure upgrades. (Kokkranikal et al., 2003)

**2.2 Island tourism through Indian perspective:** Island tourism in India is a tapestry of cultural variety and natural splendour, as exhibited by sites such as the Andaman and Nicobar Islands and Lakshadweep. These paradises, with their beautiful beaches, abundant marine life, and historical importance, entice travellers seeking adventure and leisure. However, concerns such as infrastructural development and environmental protection emphasise the importance of sustainable tourism practices. With government programmes concentrating on connection and promotion, island tourism in India has enormous potential for economic growth and cultural interaction, as long as prudent stewardship is practised to protect its natural and cultural assets.

The use of sustainable practices is crucial in protecting the natural integrity of Lakshadweep's various islands while also promoting economic growth. These results are critical in helping to shape policy and direct how tourism plans in Lakshadweep are aligned with the larger objectives of improving community welfare and environmental sustainability. (Robin et al., 2024) There have been demands for patching things up with New Delhi as a result of the Maldives' declining tourism sector earnings. Indian visitors, who used to frequent the island nation, are now avoiding the country. The Indian tourist sector has expressed concern about the potential impact on the tourism-dependent economy of the archipelagic nation in the Indian Ocean, since the country has fallen to sixth place in 2024 from its top spot in terms of visitors in 2023. (2024)

**2.3 New Sustainable development reforms for Lakshadweep Tourism:** India's wide coastline not only displays a diverse range of natural sceneries, but it also acts as a storehouse for historical sites, lively cultures, and thriving metropolises. Coastal tourism development in India has arisen as a separate specialty, solving the seasonality difficulty that plagues the country's tourism industry. Along India's coastal areas, a plethora of tourist offers have thrived, capitalising on the availability of onsite resources including hotels, parks, and recreational amenities in addition to well-maintained beaches. This business has grown significantly in recent years, especially in regions such as Kerala and Goa, where yearly international visitor arrival growth rates range from 25% to 30%. (MoEF, 2005) Furthermore, domestic tourists display a great preference for beach tourism. The surge in investments in coastal tourism has emerged as a critical catalyst for socioeconomic development.

### **2.3.1 Why is the Indian Islands Trending?**

Prime Minister Narendra Modi's recent visit to the Indian atoll of Lakshadweep ignited a diplomatic spat with neighbouring Maldives, while simultaneously increasing tourist interest in the small island chain. During his tour, Modi launched many development projects and posted photos of himself snorkelling and enjoying the island's beaches. Derogatory remarks made by three Maldivian deputy ministers sparked fury on Indian social media, driving many to promote Lakshadweep as a tourism destination. (Sebastian, 2024) This campaign appears to have had an impact, as Google searches for Lakshadweep hit an all-time high, with MakeMyTrip reporting a startling 3,400% spike in searches for the location on its site. In order to handle the expected surge in tourists, airlines are stepping up their services, and the Tata Group has announced plans to build two "world-class" resorts on the Lakshadweep islands by 2026. (Sebastian, 2024) In summary, the visit of Prime Minister Modi to Lakshadweep has resulted in elevated tensions between the public and private sectors due to the latter's renewed interest in the archipelago's tourist potential. Vigilant management will be necessary to strike a balance between the rise of tourism and the preservation of the environment and the well-being of the local people, especially as Lakshadweep becomes a more popular destination.

### **2.3.2 Improvements to the Indian Islands' potential through new reforms:**

An OECD assessment notes that India's coastal tourism industry is booming and has the potential to significantly contribute to the nation's "Blue Economy." The Indian government is giving coastal infrastructure development first priority since it expects over a million cruise passengers by 2030, with marine and coastal tourism accounting for 26% of the industry as a whole. Emerging trends on social media suggest that India's neo middle-class is becoming increasingly interested in Lakshadweep as a top travel destination. Stakeholders and the local government must address the following crucial areas in order to take advantage of the increased demand:

**1. Accessibility:** In order to draw tourists, Lakshadweep's travel arrangements must be made as simple as possible, taking into account similar choices in South and Southeast Asia. Increasing the number of available accommodations and improving the transit alternatives are crucial first measures.

**2. Infrastructure:** To handle a greater number of visitors, it is essential to improve the infrastructure for hospitality, which includes hotels and resorts. Initiatives that show promise, even though they have a timeframe for completion, include those like IHCL's ambitions to build Taj resorts.

**3. Regulatory Ease:** While upholding security measures, simplifying regulations—such as easing the requirements for Restricted Area Permits—can promote tourism growth.

**4. Ecological Sustainability:** Tight regulations against plastic pollution and environmentally friendly travel methods are necessary to save Lakshadweep's delicate ecosystems, particularly coral reefs.

With the Union government focusing on improving infrastructure along the western shore, Lakshadweep has enormous potential to emerge as a major participant in India's tourist sector. Long-term success, however, depends on a balanced strategy that places an emphasis on both ecological preservation and tourist growth.

### 2.3.3 Deeper dive into why Lakshadweep might be a better choice for some:

Lakshadweep places a high value on protecting its natural heritage, offering unspoiled beauty and affordability. Lakshadweep, which has 36 islands as opposed to the Maldives' about 1,200, provides a more private and natural setting. Less people and a more laid-back vibe result from this. (*Lakshadweep*, 2024) Although the Maldives is well known for its opulent overwater bungalows, Lakshadweep offers a variety of resorts and guesthouses at a more reasonable cost. Lakshadweep offers reduced permit fees in addition to reduced general costs. (*Which Is Better to Visit Between Lakshadweep and Maldives?*, n.d.)

**Immersion in Culture:** Lakshadweep's strong marine traditions and Indian ancestry have contributed to the region's unique cultural tapestry. It is possible for visitors to engage with the local communities and discover more about their distinctive way of life. For those looking for something more genuine than merely immaculate beaches, this cultural immersion is a big plus.

**Emphasis on Sustainability:** Lakshadweep's emphasis on environmentally sustainable travel is in line with the expanding movement for ethical travel. Sustainable traveller priorities are aligned with initiatives that reduce environmental impact and save the fragile ecology.

**Influx of tourists:** The data clearly illustrates the diverse experiences of tourists. By contrast, the Maldives saw an astounding 1.87 million tourists in 2023; in 2018, Lakshadweep welcomed just 11,748 visitors. This means that visiting Lakshadweep will be much less crowded, making it the ideal destination for anybody looking for peace and quiet and a genuine getaway. (*Society for Promotion of Nature Tourism and Sports - Lakshadweep Tourism*, n.d.)

While the Maldives has more resort options and unquestionable luxury, Lakshadweep offers a special combination of affordability, cultural immersion, and environmental conscience, making it an appealing destination for travellers on a tight budget who are also looking for adventure. Thus, it is essential to carry out thorough research to examine the possible factors impacting Lakshadweep's tourism development, taking into account the area's ecological sensitivity, infrastructure needs, legal frameworks, and changing traveller preferences, especially those of India's growing neo middle-class population.

## 3. RESEARCH METHODOLOGY

The Analytic Hierarchy Process (AHP) is a method of structure developed by Thomas L. Saaty in the 1970s to analyse and organise complex decisions. It is based on the fundamentals of pairwise comparison

and offers a simple but effective decision-making framework by dividing the issue of decision-making into a hierarchy of criteria and choices, and then uses pairwise comparisons to determine the comparative relevance of the criteria.

In the sector of tourism, AHP helps tourists make decisions by offering a methodical framework for taking into account a variety of criteria and preferences when they are provided with an extensive variety of destination possibilities. It gives decision-makers greater authority when choosing tourists, encouraging more thoughtful and balanced choices that satisfy a range of demands and enhance the success of tourism as a whole. We took into account a number of significant aspects in our research that are crucial while choosing tourist destinations. These variables have been thoroughly investigated and assessed to offer a comprehensive understanding of the landscape of travel decision-making. Among the elements taken to be considered are:

1. **COST** - The term "cost" refers to the financial expense connected with visiting and experiencing a tourist site.
2. **ACCESSIBILITY** - Accessibility relates to how easily a tourism destination may be accessible and explored by visitors.
3. **FOOD AND BEVERAGE** - Food and beverage, sometimes known as F&B, refers to the cuisine offerings and eating experiences accessible to travellers at a destination.
4. **CULTURAL INFLUENCE** - Cultural influence is the impact that a destination's heritage of culture, customs, traditions, arts, and lifestyle have on the visitor's experiences and impressions.
5. **TOURIST INFRASTRUCTURE** - Tourist infrastructure refers to the both physical and administrative infrastructure that is available to facilitate tourism operations and accommodate visitors.
6. **SAFETY AND SECURITY** - Safety and security are the levels of security and independence from harm or risk that tourists encounter while travelling a destination.

### 3.1. DATA COLLECTION:

The data is collected through surveys where the respondents were travel agencies, tourist guides or experts and travel freaks. The respondents were given some criteria's on which they have to answer according to their choices. The survey gathered information on a variety of factors which includes Cost, Accessibility, Food & Beverages, Cultural Influence, Tourist Infrastructure and Safety and Security. These factors were put forth from a tourist perspective. Each question was composed of A ranking on a scale from 1 to 9 was used to compare two distinct criteria, highlighting the significance of biased criteria. Out of 12, 10 responses were selected as per the requirement.

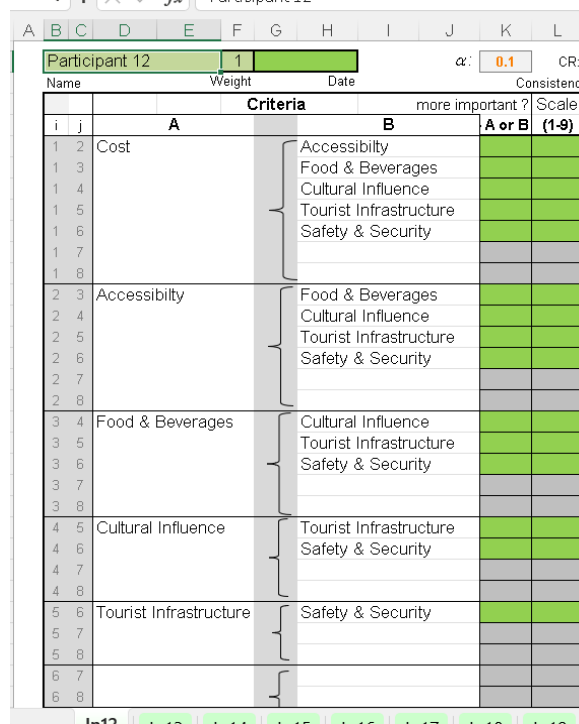
QUESTIONNAIRE										
COST					ACCESSIBILITY					
9	7	5	3	1	3	5	7	9		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
COST					CULTURAL INFLUENCE					
9	7	5	3	1	3	5	7	9		
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COST					TOURIST INFRASTRUCTURE					
9	7	5	3	1	3	5	7	9		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Premium Affordability					Financial Stability					
9	7	5	3	1	0	1	3	5	7	9
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium Affordability					Policy Flexibility					
9	7	5	3	1	3	5	7	9		
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Figure 1: Questionnaire



**3.2. DATA PROCESSING:**

After collecting the responses, It was put forth in the software as shown in figure 2 illustrates, every development step essential to carry out the consultative AHP approach was programmed into an AHP computing system. The technology that has been built can assist designers in assessing the needs of tourists, arranging decision-making data, and expediting the evaluation process. The AHP software in our research paper provides us with the weightage of each criteria as well as calculates the Critical Ratio (CR). Each response is collected in the provided excel sheet as shown in figure 2 and the CR is calculated accordingly. Once we collect the responses, we select the one which has a less critical ratio. Also, it was found out to be the most appropriate response.



**Figure 2 : Software Excel sheet**

The software provided a matrix of each response which is the first step in AHP method, which is then converted to a normalised pairwise matrix to obtain the criteria weight of each variable. Further, A consistency check is carried out to guarantee that the evaluation of the pair-wise comparison matrix is rational and appropriate. Step wise procedure for AHP is shown below:

**Step 1: Collecting the responses and scaling according to the response:**

**Table 1. Classification for a paired comparison of criteria**

Relative Comparison of Indicators (Oral Judgement)	Credit Score
Absolute Importance	9
Very strong importance	7
Strong importance	5
Poor importance	3
The same importance	1

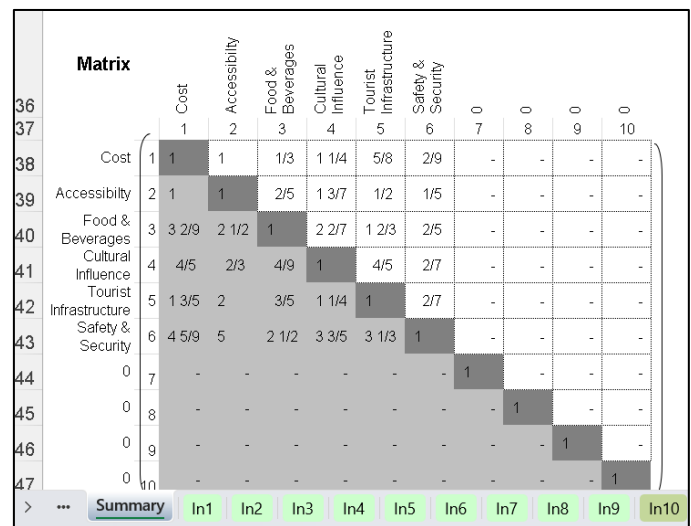
Preferences between the above intervals	2,4,6,8
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**Step 2: Develop a Matrix by using pairwise comparison on criterias:**

Construct square matrices for each tier of the hierarchy based on the pairwise comparisons once the responses have been collected. The size of the matrix indicates how many components in total are being compared. Fill in the matrices using the values that came from the pairwise comparisons. If A and B are both elements that are being compared, then the decision to favour A over B is expressed by a number in the (i,j) location of the matrix. The strength of the ith element's relative relevance degree in relation to the j<sup>th</sup> element is represented by the values that appear on the left and right sides of the matrix diagonal.

Given  $a_{ij} > 0$ , let  $a_{ij}, i \neq j$ .

$$A = \begin{bmatrix} 1 & a_{12} & \dots & a_{1n} \\ a_{21} & 1 & \dots & a_{2n} \\ \dots & \dots & \dots & \dots \\ a_{n1} & a_{n2} & \dots & 1 \end{bmatrix}$$



**Figure 3 : Pairwise matrix obtained**

**Step 3: Normalise the matrix:**

After converting the acquired matrix to decimal form, the combined scaling weightage is displayed below. In addition, the total of the columns is used in other calculations.

AHP Analytic Hierarchy Process (10x10 Matrix)											6	
Power Method (Dominant Eigenvalue)											Iterations	
	1	2	3	4	5	6	7	8	9	10	0	20
1	1.00	1.04	0.31	1.27	0.63	0.22	-	-	-	-	0.45	1.27
2	0.96	1.00	0.39	1.43	0.50	0.20	-	-	-	-	0.45	1.27
3	3.22	2.54	1.00	2.28	1.64	0.40	-	-	-	-	1.11	3.12
4	0.79	0.70	0.44	1.00	0.79	0.28	-	-	-	-	0.40	1.28
5	1.60	1.99	0.61	1.26	1.00	0.30	-	-	-	-	0.67	1.94
6	4.55	5.00	2.48	3.60	3.36	1.00	-	-	-	-	2.00	6.09
7	-	-	-	-	-	-	1.00	-	-	-	0.10	0.00
8	-	-	-	-	-	-	-	1.00	-	-	0.10	0.00
9	-	-	-	-	-	-	-	-	1.00	-	0.10	0.00
10	-	-	-	-	-	-	-	-	-	1.00	0.10	0.00
Sum (col)	12.125	12.254	5.2262	10.84	7.9308	2.3991	0	0	0	0	Scaling	

**Figure 4 : Matrix formation**

The normalisation of the geometric mean, or NGM, method is used to determine the degrees of significance. To determine the priority vector, normalise each pairwise comparison matrix. Let  $W_i$  indicate the level of significance for the needs of tourists., then

$$w_i = \frac{(\prod_{j=1}^n a_{ij})^{1/n}}{\sum_{i=1}^n (\prod_{j=1}^n a_{ij})^{1/n}}$$

										Normalization		Scaling	
0.08	0.08	0.06	0.12	0.08	0.09	-	-	-	-	0.0814	0.084793	0.22	0.21
0.08	0.08	0.08	0.13	0.06	0.08	-	-	-	-	0.0820	0.085037	0.22	0.21
0.27	0.21	0.19	0.21	0.21	0.17	-	-	-	-	0.2025	0.208541	0.55	0.51
0.07	0.06	0.08	0.09	0.10	0.12	-	-	-	-	0.0730	0.085228	0.20	0.21
0.13	0.16	0.12	0.12	0.13	0.12	-	-	-	-	0.1232	0.129626	0.34	0.32
0.38	0.41	0.47	0.33	0.42	0.42	-	-	-	-	0.3648	0.406775	1.00	1.00
-	-	-	-	-	-	-	-	-	-	0.0183	4E-18	0.05	0.00
-	-	-	-	-	-	-	-	-	-	0.0183	4E-18	0.05	0.00
-	-	-	-	-	-	-	-	-	-	0.0183	4E-18	0.05	0.00
-	-	-	-	-	-	-	-	-	-	0.0183	4E-18	0.05	0.00
Check										1E-09			
										Eigenvalue:	6.087943		
										err:	1.0E-08 2.62E-33	2.74	2.46

Figure 5 : Matrix Formulation for Calculation

C	Consolidated									
	1	2	3	4	5	6	7	8	9	10
1		1.036	0.31	1.268	0.626	0.22	0	0	0	0
2	0.965		0.394	1.431	0.503	0.2	0	0	0	0
3	3.223	2.537		2.284	1.644	0.404	0	0	0	0
4	0.789	0.699	0.438		0.794	0.278	0	0	0	0
5	1.597	1.987	0.608	1.259		0.297	0	0	0	0
6	4.551	4.995	2.475	3.599	3.363		0	0	0	0
7	0	0	0	0	0	0		0	0	0
8	0	0	0	0	0	0	0		0	0
9	0	0	0	0	0	0	0	0		0
10	0	0	0	0	0	0	0	0	0	

Figure 6 : Normalised Matrix

**Step 4: Check the consistency Ratio (CR):**

We must now check the consistency. To compute this, we first ascertain the formula, which is Let C be an n-dimensional column vector that sums the weighted values corresponding to the various priority levels of the needs from the tourists.

$$C = [c_i]_{n \times 1} = A * W^T, \quad i = 1, 2, \dots, n$$

However, Satty recommended using the maximal eigen value  $\lambda_{max}$  to assess the efficacy of measures in order to prevent the inconsistencies that can arise when utilizing different measurement scales in the evaluation process. One can ascertain the maximum eigenvalue  $\lambda_{max}$  by

$$\lambda_{max} = \frac{\sum_{i=1}^n c_{vi}}{n};$$

Using the largest eigenvalue  $\lambda_{max}$ , one can subsequently calculate a consistency index (CI) by  $CI = \frac{\lambda_{max} - n}{n - 1}$



It is assumed that the pair-wise comparison matrix evaluation is entirely consistent if  $CI = 0$ . Notably, the assessment is more consistent the closer the maximal eigenvalue is to  $n$ . To assess for consistency, a consistency ratio (CR) is typically a useful tool.

$$CR = \frac{CI}{RI}$$

where RI stands for the average random index, and the value is derived using various pair-wise comparison matrix ordering. The assessment of the importance levels of customer requirements is deemed acceptable if the value of CR is less than the threshold of 0.1.

<b>A-I<sup>-1</sup></b>	-5.088	1.04	0.31	1.27	0.63	0.22	-	-	-	-
	0.96	-5.088	0.39	1.43	0.50	0.20	-	-	-	-
	3.22	2.54	-5.088	2.28	1.64	0.40	-	-	-	-
	0.79	0.70	0.44	-5.09	0.79	0.28	-	-	-	-
	1.60	1.99	0.61	1.26	-5.09	0.30	-	-	-	-
	4.55	5.00	2.48	3.60	3.36	-5.09	-	-	-	-
	-	-	-	-	-	-	-5.09	-	-	-
	-	-	-	-	-	-	-	-5.088	-	-
	-	-	-	-	-	-	-	-	-5.088	-
	-	-	-	-	-	-	-	-	-	-5.088
<b>(A-I<sup>-1</sup>)x</b>	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15	-2E-15

Figure 7 : Check Consistency Index for Matrix

Random Index (RI)															
n	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
RI	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51	1.48	1.56	1.57	1.58

Source: [10]

Figure 8 : Random Index Table

Hence, we obtain the following result, which is shown in figure 8.

<b>Result</b>	<b>Eigenvalue</b>	<b>Lambda:</b> 6.088		<b>MRE:</b> 18.8%
	<b>Consistency Ratio</b>	0.37	GCI: 0.05	Psi: 16.7%

Summary In1 In2 In3 In4 In5 In6 In7 In8 In9 In10 In11 In12

Figure 9 : Obtained Consistency Index

We have obtained  $\lambda_{max}$  i.e 6.088, GCI = 0.05 and finally the Consistency ratio as 1.4%.

**Step 5: Calculate the final weightage of each Criteria:**

Date	Thresh: 1E-08		Iterations: 5	EVM check: 1.2E-09
Table	Criterion	Comment	Weights	+/-
1	Cost		8.5%	1.4%
2	Accessibilty		8.5%	1.9%
3	Food & Beverage		20.9%	3.5%
4	Cultural Influence		8.5%	2.0%
5	Tourist Infrastruct		13.0%	2.0%
6	Safety & Security		40.7%	6.7%
7			0.0%	0.0%
8			0.0%	0.0%
9		for 9&10 unprotect the input sheets and expand the	0.0%	0.0%
#		question section ("+" in row 66)	0.0%	0.0%

Figure 10 : Weight obtained for each criteria

Here, we complete the AHP procedure by obtaining the weight of each criteria. All the six criteria have been given their weightage according to their preferences. The final weight obtained for each Criteria is shown in Figure 9. The maximum weight obtained was for Safety and Security which was 40.7%. Food and Beverages ranked second with an appropriate weight of 20.9%. Furthermore, tourist infrastructure was given a weight of 13.0%, with costs, accessibility, and cultural influence receiving equal weights of 8.5% each.

### 3.3. DATA VISUALIZATION

After the use of AHP Technique, we come across different Qualitative and qualitative results. Only a technical person or anyone with any kind of technical background experience is capable of comprehending these results. In order for ordinary individuals to understand it, these collected data must be transformed into a form that can be visualised. Hence, this study provides a few maps and graphs that are simpler for average readers to understand.

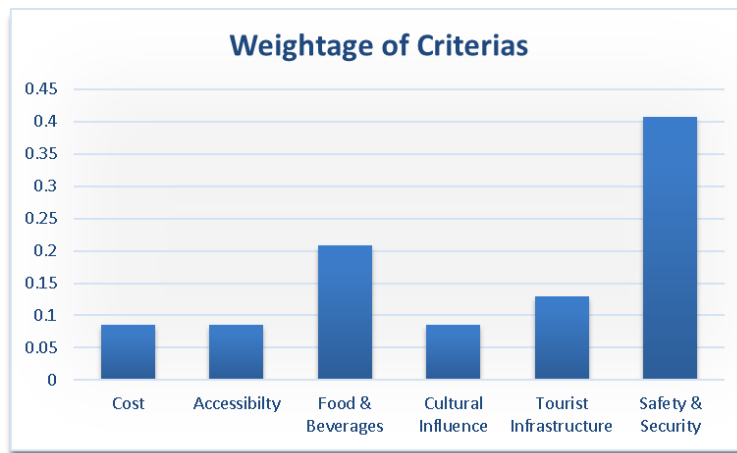


Figure 11 : Weightage of each criteria

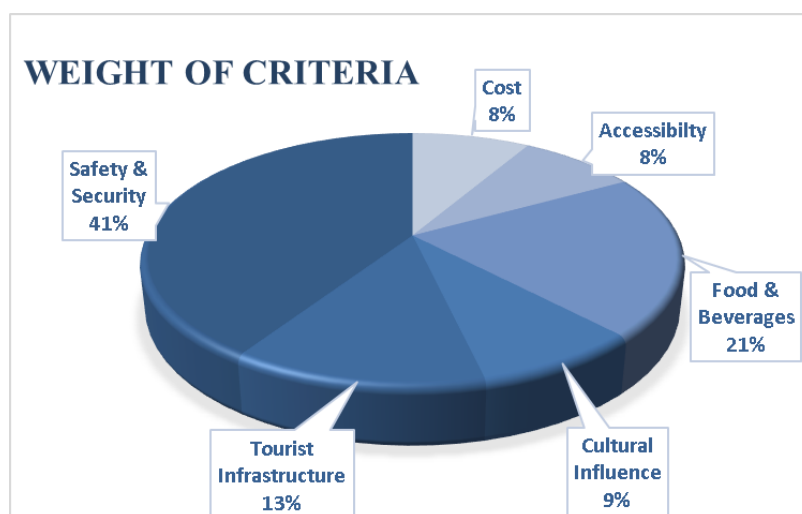
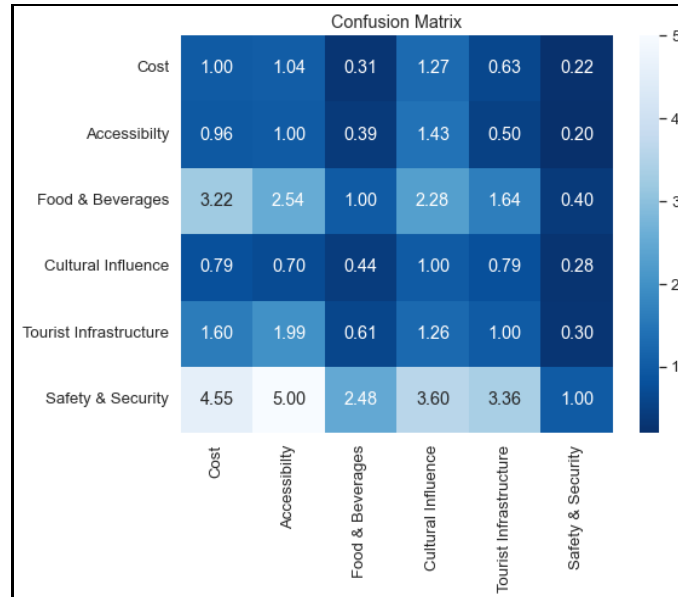


Figure 12 : Percentage of each criteria

The following graph explains the weight for each criteria. As observed in the tourism industry, safety and security received the highest priority when weighed against other factors. It made up 40.7% of the total

criteria. Next, criteria to be considered was Food and Beverages which weights 20.9%. Further, Tourist Infrastructure ranks 3rd with a weight of 13.0% . Cost, Accessibility and Cultural Influence accounts for 8.5% of weightage of overall distribution.



**Figure 13 : Heat map for Matrix**

The following heat map shows the visual representation of the combined matrix obtained in the first step of AHP. It shows a quick comparison of each criterias with each other. All the 6 criterias are mentioned in the Labels. Each and every diagonal is predicted correctly as the intensity and the value of all the diagonals are the same. The off-diagonals show the amount of accuracy for each class. For example, There are certain Class 1 (Cost) instances that are accurately classified as Class 2 (Accessibility), as seen by the value 1.04 in the initial row and second column. In the end it shows the amount of similarity between the classes. The darker cell indicates the higher accuracy while the brighter cells indicates less accurate prediction or misclassification. By analysing the map we can say that, column wise comparison of Safety and Security comes out to be more accurate.

#### 4. RESULTS AND DISCUSSION

Using the Analytic Hierarchy Process (AHP) approach, we examine several variables to determine their relative relevance in tourism destination selection. According to the this statistics, safety and security are the most strongly weighted criteria in tourist destination selection, outweighing Food and Beverage, accessibility, cultural influence, Tourist infrastructure, and cost. This highlights the critical role of safety and security in moulding tourist perceptions and preferences in order to effectively attract travellers. Hence by comparing the safety and security of Lakshadweep, the Andaman & Nicobar Islands, and the Maldives, various considerations come into play. In terms of political stability, while the Maldives has suffered occasional instability, tourism areas have remained comparatively insecure.(PM)

In contrast, Lakshadweep and the Andaman and Nicobar Islands, which are administered by India, often retain political stability. All three locations suffer natural disaster threats, such as cyclones and tsunamis, but the Maldives, with its low-lying atolls, may face greater vulnerabilities, such as sea-level rise. After Safety and security the strongly weighted criteria is Food and Beverage as Tourists often focus on food and beverage experiences when selecting a place, seeking diverse and unique culinary delights to enrich their travel experiences. When it comes to the food and beverage scenes in the Maldives, Andaman &

Nicobar Islands, and Lakshadweep, each place provides a distinct culinary experience influenced by its cultural past, geographical position, and indigenous ingredients. Starting with the Maldives, which is known for its luxurious resorts and gorgeous beaches, the food draws inspiration from Indian, Arabic, Sri Lankan and Asian cooking methods. It also provides foreign eating alternatives at its upmarket resorts, catering to a wide range of tastes and preferences. While the Maldives and the Andaman and Nicobar Islands have remarkable food scenes, Lakshadweep's cultural offerings stand out for their traditional authenticity, variety, and sustainability of its cuisine practices. Which distinguishes Lakshadweep from other islands, with a focus on Lakshadweep's commitment to eco-friendly activities enhances the eating experience, allowing tourists to enjoy the tastes of the islands while reducing their environmental impact. Furthermore, comparing the tourist infrastructures of Lakshadweep, the Maldives, and the Andaman and Nicobar Islands, each islands has unique attractions and development plans. The Maldives stands out for its well-established luxury resorts, huge travel network, and world-class services, which appeal to affluent guests seeking unsurpassed enjoyment in pristine surroundings. In contrast, while Lakshadweep and the Andaman & Nicobar Islands share natural beauty and marine life, provide a mix of cheap alternatives and eco-tourism experiences. However, recent initiatives in Lakshadweep The Tata Group has announced intentions to develop two "world-class" properties on two Lakshadweep islands by 2026 (the islands includes 36 islands, only 10 of which are inhabited, and covers 32 square kilometers (12.3 square miles) which demonstrate an increasing commitment to improving tourism infrastructure. Similarly, the Andaman and Nicobar Islands are upgrading its infrastructure, including transportation and accommodations, to suit the growing number of tourists.

Additionally, both Lakshadweep and the Andaman and Nicobar Islands stress environmental sustainability, recognizing the necessity of preserving their distinct ecosystems while developing tourism projects. In brief, while the Maldives continues to set the benchmark for expensive tourism in the surrounding region, Lakshadweep and the islands of Andaman and Nicobar are attempting to strengthen their infrastructure for tourists so that they may compete on a bigger scale. With a focus on accessibility, housing, and environmental sustainability these islands are poised to attract a wider range of visitors and establish themselves as desirable and environmentally friendly tourism destinations in the Indian Ocean. For Indian tourists, Lakshadweep is more appealing and accommodating due to a number of variables, such as accessibility and cultural impact. For instance, Lakshadweep and Kerala are geographically neighboring, but they have very similar cultural traditions. With the help of this comparison, Indian tourists may appreciate and understand their culture, language, and customs more easily. Indian visitors will also find it simple to fit in because Lakshadweep's festivals, way of life, and cuisine are all comparable to those in India. All things considered, Lakshadweep is more hospitable and accommodating to Indian tourists due to these cultural affinities than nations with notably different cultural influences. Moreover, Lakshadweep, which is mostly reachable by ship and aircraft from Kochi and is situated off the southwest coast of India, does not require a visa for Indian citizens to enter. Travel times to Lakshadweep depend; flying from Kochi to Agatti Island takes approximately one and a half hours.

## 5. CONCLUSION

The appealing prospect of island tourism in India is rooted in its varied scenery, abundant cultural legacy, and captivating experiences that fascinate tourists. The Indian Ocean is full of undiscovered treasures, from the warm beaches of the Andaman Sea and Nicobar Islands to the vibrant coral reefs of Lakshadweep and the luxurious resorts of the Maldives. Every visitor to the Islands' coasts is left with breathtaking

recollections and an eternal searching after experiencing an unmatched escape into the majesty of the Indian Ocean.

In conclusion, while each destination presents captivating natural wonders, visitors should consider factors like Cost, Food and Beverages, Tourist infrastructure, accessibility, Cultural influence, and conservation initiatives to ensure a safe and fulfilling travel experience.

From a methodological perspective, the findings of this study, which used the AHP technique, show that travel motives influence destination choice. The findings show that the AHP technique is an effective tool for assisting with destination selection decisions. It merges expert opinions and evaluations and converts the complex choice-making system into a simple aspect hierarchy system. Where visitors become more educated and aware about tourist locations.

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