Chapter - 5

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis of the Tourism Destinations

5.1 Significance of SWOT Analysis

The coastal destinations are the potential to grow as a tourism industry due to the abundance of natural and cultural resources. But, the increasing pressure of mass tourism and lack of proper planning damaged the coastal environment (UNEP, 2005). Therefore, sustainability is not maintained and the optimum benefits from this industry cannot be evenly distributed among all sectors of tourism-related stakeholders. So, there is a need for a sophisticated tool to find out the strengths, weaknesses, opportunities, and threats to identify and overcome the hindrance of the tourism industry. Therefore, to accept the several challenges for the development of this industry and to maintain the sustainability of the sensitive coastal region of the selected tourist destination sites, the Strengths, Weaknesses, Opportunities, and Threats (SWOT) model is used. The SWOT model further suggests different strategies to promote sustainable tourism and improve the social and economic conditions of the destinations. SWOT is an important tool for decision making by analysis different strategic factors of the tourism industry (Wheelen and Hunger, 1995). This method includes a systematic approach of an organization's strengths and weaknesses find out its opportunities for improvement and identify the hindrance that became threats for its survival (Harrison, 2010). So, considering the above necessity it is important to use the SWOT analysis as a useful tool for developing sustainable tourism.

5.2 SWOT Model

The SWOT model is combined with the internal factor evaluation matrix (IFEM) and external factor evaluation matrix (EFEM).This method analysis the strengths, weaknesses, opportunities, and threats of the each destinations. It is a qualitative and quantative research method. Here, data are collected through the structured interviews from the tourists in the each coastal tourist destination sites. The questionnaires have four sections like, (Strengths, Weakness, Opportunity and threats). Therefore, the factors are identified through depth review of literatures and the empirical overview of the expert on the field of tourism and their knowledge about the each tourist destination sites. Finally, each question assigned by level of agreement of Likert scale in five point scale (with the highest possible score of 5) (Vagias, 2006). Then responses of each question are given weighted values by the tourists itself and finally a database is generated in Microsoft office Excel. Finally, all the factors are assigned a weight to calculate the final score.

After that, with the help of geospatial techniques the values of the matrixes are show in bar diagram. Here, the internal factors are group as strengths (S), weaknesses (W) and

external factors were grouped as opportunities (O), threats (T). After that, a list of strengths (Ss), weaknesses (Ws), opportunities (Os) and threats (Ts) are preparing for each destination site. Then the factors of strengths and weaknesses are tabulated as the internal factor evaluation matrix (IFEM) and similarly, the opportunities and threats are tabulated as external factor evaluation matrix (Mondal and Haque, 2017).

The following sections illustrated steps of scoring processes of internal (strengths and weaknesses) and external (opportunities and threats) factors (Mondal and Haque, 2017):

Step- 1: At first, each internal strength and weakness are assigned a weight ranging from 0.0 (low important) to 1 (most important). It indicates that a more effective factor will be assigned the highest weighted value. And the sum of all the weights of all internal factors should be equal to 1.

Step- 2: After that, each factor is rated between 1 and 4.The rating system is assigned as the factor represent as major weakness then the rating value should be 1, minor weakness represent as 2, minor strength of the factor represent as 3 and major strength represent as 4.

Step- 3: Then calculate the weighted rate of each factor by multiple the weight value with its rate. Its weight was multiplied by its rate.

Step- 4: Finally, the total weighted rate of IFEM was calculated by summing the weighted rate of each factor;

Step- 5: Therefore, if the final score is less than 2.5 then it represents as the strengths were less than weaknesses. And; if the value is more than 2.5 then the strengths were more than weaknesses (Reihanian et al., 2012). Similarly, all the above five steps are reiterated to find out the total weighted rate of EFEM. Herein, the rating system of the EFEM is assigned as the factor represent as a major threat then the rating value should be (rating =1), minor threat represents as (rating =2), a minor opportunity of the factor represent as (rating =3) and major opportunity as (rating =4). Finally, if the final value of the matrix is below 2.5, then it represents that the opportunities are less than threats, and; if it is more than 2.5, then the opportunities are more than threats (Monavari et al., 2007; Reihanian et al., 2012).

5.3 Assessment of the SWOT Analysis in the Tourist Destination Sites

5.3.1 Internal Factor Evaluation Matrix (IFEM) of the Destinations

Internal factor evaluation matrix is determine in the study area to develop the strengths and identify the weaknesses of the tourist destination sites for improvement of the each coastal region for the future tourists and improve the economic condition of the area. [The SWOT assessments are not calculated for the destinations like Dakshinpurosuttampur,

Boatkhali and Beguakhali due to their lack of proper opportunities for growth as a tourism industry].

In Mandarmani total of 18 internal strengths and weaknesses are identified and weighted. The internal strengths weight assigned for 9 strengths and the weighted ranges from 0.04 to 0.09. As Mandarmani is one of the most important seaside resorts and many water sports are available for the tourist's attractions and leisure so this get the highest priority for the development of the area. On contrary, 9 weaknesses are assigned and their weight value ranges from 0.02 to 0.09. Safety and security of the tourists, inadequate management of the hotels in the peak season, lack of unhealthy competition among the tourism operator and the locals and the lack of beach management received the maximum weakness of the area. The total weighted rate of IFEM is 2.74, which summarized as internal factors evaluation matrix in (Table 5.1; Fig. 5.1). The result of the IFEM shows that strengths are more than weaknesses.

Table 5.1: Internal factor evaluation matrix (IFEM) of Mandarmani.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: One of the large and fast developing seaside resort village.	0.08	4	0.32
S2: It is a 13 km long beach, where red crabs crawling around and this is a special attraction for the tourists.	0.06	4	0.24
S3: Longest drivable beach.	0.07	4	0.28
S4:Accessibility is good(Kolkata-Digha route)	0.04	3	0.12
S5: The nearby attractions of the place are-Tajpur, Udaipur, Shankarpur and Digha.	0.06	4	0.24
S6: Mangrove forest in Shankarpur is another attraction for the tourists.	0.08	4	0.32
S7: Accomodation facility is good.	0.05	3	0.15
S8: Local handicrafts are available for the tourists.	0.05	3	0.15
S9: Many water sports are available for the tourist's activities.	0.09	4	0.36
Weakness (W)			
W1: Lack of safety and security.	0.09	1	0.09
W2: Lack of knowledge of the tourists about the beach safety rules.	0.07	1	0.07
W3: The high prices of the hotels in peak season are problem for the tourists.	0.04	2	0.08
W4: The unhealthy economic competition among the locals and stakeholders.	0.04	2	0.08
W5: Air pollution.	0.02	2	0.04
W6: Noise pollution.	0.02	2	0.04
W7: Water pollution.	0.02	2	0.04
W8: Lack of waste dumping.	0.06	1	0.06
W9: Lack of cleanliness in the beach.	0.06	1	0.06
Total	1		2.74

In Dadanpatrabar total of 13 internal strengths and weaknesses are identified and weighted. The internal strength's weight assigned for 6 strengths and the weighted ranges from 0.09 to 0.07. The natural beauty and the pristine environment are the major strengths of the destination sites. On the other site, 7 weaknesses are present in the place and they are

assigned and their weight values are ranges from 0.09 to 0.06. Lack of Safety and security of the tourists, lack of advertisement of the place and inadequate management of tourists' infrastructure are the main weaknesses. The total weighted rate of IFEM is 2.35, which summarized as internal factors evaluation matrix in (Table 5.2; Fig. 5.1). The result shows that strengths are less than weaknesses.

Table 5.2: Internal factor evaluation matrix (IFEM) of Dadanpatrabar.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Natural beauty and pristine beach are important attraction for the tourists.	0.09	4	0.36
S2: Good water quality.	0.07	3	0.21
S3: Good air quality.	0.07	3	0.21
S4: The facility of accessibility is good.	0.07	3	0.21
S5: Crawling of the red crabs in the beach is most attractive scenery for the tourists.	0.09	4	0.36
S6: Important dry fishing centre.	0.09	4	0.36
Weakness (W)			
W1: Lack of proper advertisement of the place.	0.09	1	0.09
W2: Lack of supply of drinking water.	0.07	1	0.07
W3: Lack of accommodation facility for the tourists.	0.08	1	0.08
W4: Lack of marketing facilities for tourists.	0.06	2	0.12
W5: Lack of restaurants.	0.06	2	0.12
W6: Lack of safety and security.	0.09	1	0.09
W7: The facility of online booking is a problem in the destination.	0.07	1	0.07
Total	1		2.35

In Rasulpur, total of 14 internal strengths and weaknesses are identified and weighted. The internal strengths weight assigned for 8 strengths and the weighted ranges from 0.09 to 0.06. The cultural and heritage destination site, pristine beach, and many other tourists' attractions are present here. On the other site, 6 weaknesses are present in the place and they are assigned and their weight value ranges from 0.09 to 0.05. Lack of safety and security for the tourists, lack of proper advertisement of the place and lack of tourist infrastructure, tourists' services and facilities are absent which are indicate the major weaknesses of the place. The total weighted rate of IFEM is 2.7, which is summarized as internal factors evolution matrix in (Table 5.3; Fig. 5.1). The result shows that strengths are more than weakness.

In Nayachar total of 14 internal strengths and weaknesses are identified and weighted. The internal strengths weight assigned for 8 strengths like (important industrial infrastructure for develop new job opportunity for the local's, natural pristine environment) are major strengths. The weighted values of this internal factor are ranges from 0.05 to 0.09. However, the weaknesses are (lack of safety and security problems, proper advertisement and the facility of drinking water) are main weakness of the destination sites.

Table 5.3: Internal factor evaluation matrix (IFEM) of Rasulpur.

Parameters	Matrix Indices		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important heritage site	0.09	4	0.36
S2: Important holy place for the pilgrims	0.08	4	0.32
S3: Pristine beach, lighthouse, Kapalkundla Temple and Petuaghat harbor are the important attractions for the tourists	0.09	4	0.36
S4: Fairs and festivals also important attractions for the tourists	0.08	4	0.32
S5: The facility of accessibility is good	0.06	3	0.18
S6: The accommodation facility is available	0.06	3	0.18
S7: Good quality of air	0.06	3	0.18
S8: Good quality of Water	0.06	3	0.18
Weakness (W)			
W1: Lack of safety and security	0.09	1	0.09
W2: The facility of drinking water is not sufficient	0.07	2	0.14
W3: Inadequate infrastructure for the tourists	0.07	2	0.14
W4: The marketing facility is unavailable	0.05	2	0.1
W5: Lack of cleanliness during the festival time	0.07	1	0.07
W6: The facility of online booking is a problem in the destination	0.08	1	0.08
Total	1		2.7

The weighted values are ranges from 0.05 to 0.09. The total weighted rate of IFEM is 2.6, and the result shows in the internal factor evolution matrix in (Table 5.4; Fig. 5.1). The result shows that strengths are more than weakness.

Table 5.4: Internal factor evaluation matrix (IFEM) of Nayachar Island.

Parameters	Matrix Indices		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important ecotourism destination sites	0.08	4	0.32
S2: Important fishing hub area	0.09	4	0.36
S3: Chemical hub centre	0.09	4	0.36
S4: Natural beauty of the area is most important attractions for the tourists	0.07	3	0.21
S5: The quality of air is good	0.05	3	0.15
S6: The quality of water is good	0.05	3	0.15
S7: Transport and communication system is accessible	0.05	3	0.15
S8: Important eco-industrial park	0.09	4	0.36
Weakness (W)			
W1: Lack of proper advertisement to promote this destination	0.07	1	0.07
W2: Lack of supply of drinking water	0.05	2	0.1
W3: Lack of accommodation facility	0.06	2	0.12
W4: Safety and security are major problem for the tourists	0.09	1	0.09
W5: The facility of online booking is a problem in the destination	0.09	1	0.09
W6: Problem of waste dumping	0.07	1	0.07
Total	1		2.6

In Mandirtala total of 14 internal strengths and weaknesses are identified and weighted. The internal strengths are weight assigned for 7 strengths and the weighted ranges from 0.06 to 0.09. The strengths of the destinations are like (heritage site and presence of pristine natural environment) that attract the tourists. The weaknesses are ranges from 0.05 to

0.09. The major weaknesses present here are lack of facility of the hospitals, lack of proper advertisement of the place and lack of tourism infrastructure. The total weight rate of IFEM is 2.44 and the result shows in the internal factor evolution matrix in (Table 5.5; Fig. 5.1). The result shows that strengths are less than weakness.

Table 5.5: Internal factor evaluation matrix (IFEM) of Mandirtala.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important heritage site.	0.09	4	0.36
S2: The heritage temple is the main attraction for the tourists.	0.09	4	0.36
S3: The natural beautification of the place attracts the tourists.	0.06	3	0.18
S4: Available of Fairs and festivals.	0.07	4	0.28
S5: Good air quality.	0.06	3	0.18
S6: Important archeological site.	0.07	4	0.28
S7: The facility of communication is good.	0.06	3	0.18
Weakness (W)			
W1: Lack of accommodation infrastructure.	0.05	2	0.1
W2: The condition of the roads is poor.	0.06	2	0.12
W3: Lack of educational awareness about the importance of the place.	0.07	1	0.07
W4: Insufficient no of restaurants.	0.08	1	0.08
W5: Lack of supply of drinking water.	0.07	1	0.07
W6: Lack of hospital facility.	0.09	1	0.09
W7: The facility of online booking is a problem in the destination	0.09	1	0.09
Total	1		2.44

In Benubon total of 15 internal strengths and weaknesses are identified and weighted. The internal strengths are weight assigned for 8 strengths and the weighted ranges from 0.05 to 0.09. The strengths are like (mangrove, pristine natural environment and availability of communication system).The weaknesses are ranges from 0.05 to 0.09. The weaknesses are lack of safety and security of the tourists, lack of proper advertisement of the place, lack of tourism infrastructure for the tourists are the main problem. The total weight rate of IFEM is 2.58 and the result shows in the internal factor evolution matrix in (Table 5.6; Fig. 5.1). The result shows that strengths are more than weakness.

Table 5.6: Internal factor evaluation matrix (IFEM) of Benubon.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important Eco-tourism spot.	0.08	4	0.32
S2: The mangrove dominating spot is most attractive for the tourists.	0.09	4	0.36
S3: Eco-huts are available here for the tourist's accommodation.	0.08	4	0.32
S4: Road accessibility is good.	0.05	3	0.15
S5: Car parking facility is available.	0.06	3	0.18
S6: Good quality of air.	0.06	3	0.18
S7: Local restaurants are available.	0.05	3	0.15
S8: Ferry ghat service available in the river of chemaguri, through this one can	0.08	4	0.32

go to the Namkhana easily.			
Weakness (W)			
W1: Lack of proper advertisement of the place.	0.05	2	0.1
W2: Lack of supply of drinking water.	0.05	2	0.1
W3: Insufficient accommodation for the tourists.	0.05	2	0.1
W4: Lack of safety and security of the place.	0.09	1	0.09
W5: The facility of online booking is a problem in the destination	0.08	1	0.08
W6: Service and facilities for the tourists are insufficient.	0.06	1	0.06
W7: Problem of wash rooms in the tourist spots.	0.07	1	0.07
Total	1		2.58

In Gangasagar total of 16 internal strengths and weaknesses are identified and weighted. The internal strengths are weight assigned for 8 strengths and the weighted ranges from 0.05 to 0.09. The major strengths of the place are (temples, lighthouse etc) that attract the tourists. The weaknesses weighted ranges from 0.03 to 0.09. The weakness are lack of safety and security of the tourists, lack of beach management that damage the coastal environment and lack of supply of electricity are the major weakness. Therefore, the total weight rate of IFEM is 2.61 and the result shows in the internal factor evolution matrix in (Table 5.7; Fig. 5.1). The result shows that strengths are more than weakness.

Table 5.7: Internal factor evaluation matrix (IFEM) of Gangasagar.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important for pilgrim's and heritage destination sites	0.09	4	0.36
S2: The weekend tourist spot for the tourists.	0.08	4	0.32
S3:Available of good accessibility (ferry services)	0.05	3	0.15
S4: Sagar Island (Ganga Sagar), have silvery beach on the estuary of the mighty Ganga, has a lighthouse, which offers a panoramic view of the surroundings.	0.07	4	0.28
S5: Other attractions of this place are- Kapil Muni Temple, Bharat Sevashram Sangha temple, The Ramakrishna Mission, The Onkarnath temple.	0.07	4	0.28
S6: Fairgrounds, Marine Park, Lighthouse are important attractions for the tourists.	0.07	4	0.28
S7: Accommodation facility is good.	0.05	3	0.15
S8: Marketing place for the tourists is available.	0.05	3	0.15
Weakness (W)			
W1: Lack of safety and security during in Ganga Sagar mela.	0.09	1	0.09
W2: Lack of cleanliness of the beach during the festivals.	0.08	1	0.08
W3: Problem of waste dumping.	0.07	1	0.07
W4: Water quality is not good.	0.06	1	0.06
W5: Lack of supply of drinking water.	0.03	2	0.06
W6: Air pollution.	0.05	2	0.1
W7: Facility of electricity is not sufficient.	0.04	2	0.08
W8: The ferry service is not sufficient.	0.05	2	0.1
Total	1		2.61

In Frejerganj total of 14 internal strengths and weakness are identified and weighted. The internal strengths are weight assigned for 9 strengths and the weighted ranges from 0.06

to 0.09. The strengths like (historical site, presence of tourist's recreation and leisure activities and the natural beauty of the place) are the major attraction for the tourists. The weaknesses are lack of safety and security of the tourists, lack of facility of drinking water and lack of tourism infrastructure. The weaknesses weight value ranges from 0.06 to 0.09. The total weight rate of IFEM is 2.74 and the result shows in the internal factor evaluation matrix in (Table 5.8; Fig. 5.1). The result shows that strengths are more than weakness.

Table 5.8: Internal factor evaluation matrix (IFEM) of Frejerganj.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important historical place.	0.09	4	0.36
S2: Beautiful and pristine beach.	0.07	4	0.28
S3: Good air quality.	0.06	3	0.18
S4: The facility of Communication is good.	0.06	3	0.18
S5: Marketing place is available for both local and foreigners.	0.06	3	0.18
S6: Local cuisine is available in the beach side stall for the tourists.	0.06	3	0.18
S7: The windmills of this area are lined up on Fresergaunj beach and this power is utilized by the Bakkhali.	0.09	4	0.36
S8: Adventurous oceanic boat trip is also available here.	0.09	4	0.36
S9: The presence of horse riding facility also recreation for the tourists.	0.06	3	0.18
Weakness (W)			
W1: Lack of accomodation for the tourists.	0.06	2	0.12
W2: Problem of drinking water.	0.06	2	0.12
W3: The cleaning processes are not available in the beach.	0.07	1	0.07
W4: Problem of waste dumping.	0.08	1	0.08
W5: Problem of safety and security of the tourists.	0.09	1	0.09
Total	1		2.74

Table 5.9: Internal factor evaluation matrix (IFEM) of Bakkhali.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Favourable tourists spot for its calm and quiet nature.	0.09	4	0.36
S2: Land and water are both clean, which attract the tourists most.	0.06	3	0.18
S3: Important drivable beach.	0.05	3	0.15
S4: The mangrove forest near the beaches is one of the most attractive scenarios for the tourist.	0.08	4	0.32
S5: The other attractions of the place are crocodile park, Bishhalakshmi temple at the end of Bakkhali main beach.	0.07	4	0.28
S6: In the beach side road local handicrafts, Hyderabad sea shells and pearls are sold which most attractive for the tourists.	0.06	3	0.18
S7: Transport and communication system is good, which is very much helpful for the foreigners.	0.08	4	0.32
S8: Car parking facility is good in this area.	0.06	3	0.18
Weakness (W)			
W1: Drowning problem during the bathing time.	0.09	1	0.09
W2: High cost of hotel fares during the peak season.	0.06	2	0.12
W3: Safety and security are major problem for the tourists.	0.08	1	0.08
W4: Drinking water supply problem.	0.06	2	0.12
W5: Problem of waste dumping.	0.07	1	0.07
W6: The facility of online booking is a problem in the destination	0.09	1	0.09
Total	1		2.54

In Henry's Island total of 16 internal strengths and weaknesses are identified and weighted. The internal strengths are weight assigned for 8 strengths and the weighted ranges from 0.04 to 0.09. The strengths are like (presence of natural and pristine environment, watch tower) are the main attraction for the tourists. The weaknesses are lack of safety and security of the tourists, lack of the facility of the hospitals, drowning and lack of tourism infrastructure. The weaknesses are ranges from 0.04 to 0.09. The total weight rate of IFEM is 2.7 and the result shows in the internal factor evolution matrix in (Table 5.10; Fig. 5.1). The result shows that strengths are more than weakness.

Table 5.10: Internal factor evaluation matrix (IFEM) of Henry's Island.

Parameters	**Matrix Indices**		
Strengths (S)	**Weight**	**Rating**	**Weighted Rate**
S1: Important Eco-tourism destination spots, for the nature loving tourists.	0.07	4	0.28
S2: Henry's Island is also popular for bird watching.	0.09	4	0.36
S3: Natural beauty and pristine beach can mesmerize the tourists.	0.07	4	0.28
S4: The beach Island can be reached through a mud path cutting through a mangrove forest, which is most attractive for the tourists.	0.09	4	0.36
S5: Tourists can also see here red crabs, sand dune, ripple marks and back swamped mangrove.	0.06	3	0.18
S6: Transport and communication system is good.	0.04	3	0.12
S7: Available of good accommodation in all season.	0.04	3	0.12
S8: Important tourism sector for major economic development of this area.	0.08	4	0.32
Weakness (W)			
W1: Drowning during the bathing time.	0.08	1	0.08
W2: Lack of sufficient accommodation infrastructure in the peak season.	0.05	2	0.1
W3: Lack of supply of drinking water.	0.04	2	0.08
W4: The facility of online booking is a problem in the destination.	0.05	2	0.1
W5: Problem of waste dumping.	0.04	2	0.08
W6: Lack of marketing place both for locals and foreigners.	0.04	2	0.08
W7: Lack of facility of hospitals for the emergency treatment of the tourists.	0.09	1	0.09
W8: Lack of safety and security for the tourists.	0.07	1	0.07
Total	1		2.7

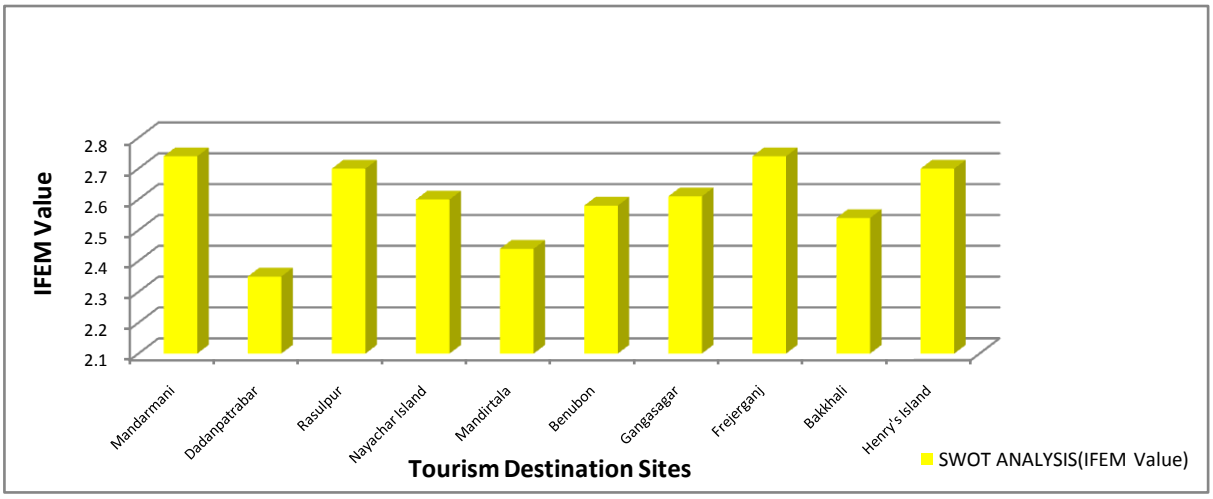

Fig. 5.1: IFEM value of the tourism destination sites.

In Bakkhali total of 14 internal strengths and weaknesses are identified and weighted. The internal strengths are weight assigned for 8 strengths and the weighted ranges from 0.05 to 0.09. The strengths are like (presence of recreation activities and available tourism infrastructure) are the major strengths of the destinations. However, the weaknesses are lack of safety and security of the tourists, drowning during the bathing time and high hotel fares during the peak season are major problem. The weaknesses are ranges from 0.06 to 0.09. The total weight rate of IFEM is 2.54 and the result shows in the internal factor evolution matrix in (Table 5.9; Fig. 5.1). The result shows that strengths are more than weakness.

5.3.2 External Factor Evaluation Matrix (EFEM) of the Destinations

Similarly, external factor evaluation matrix is used to determine the opportunities and threats of the each tourist destination sites of the study area. The external factor evaluation matrix is used to maximize the opportunities and minimize the threats of the area for the sustainable development of the sensitive coastal region of the study area.

In Mandarmani the total of 15 external opportunities and threats were weighted and among them 5 factors are opportunities and 10 factors are threats. Local job opportunity from the new marketing strategies, the conservations of the natural resources get the maximum weight. The opportunities are weighted and ranges from 0.05 to 0.09. In contrary, lack of coastal police service for the tourists, ignorance about the beach regulations by the tourists, various antisocial problems and natural hazards are received the maximum weights as threats. The threats weighted ranges from 0.04 to 0.09. In total the sum of all EFEM is 2.01. The analysis of EFEM is shown as external factor evaluation matrix in (Table 5.11; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.11: External factor evaluation matrix (EFEM) of Mandarmani.

Parameters	**Matrix Indices**		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: New job opportunity open for the locals.	0.05	3	0.15
O2: Conservations of natural resources for the future tourists.	0.09	4	0.36
O3: Educational awareness for its conservations and development.	0.07	4	0.28
O4: New marketing strategy for economic development of this area.	0.06	3	0.18
O5: The government should look after the tourist's safety & security then it can be an important tourist spots.	0.07	3	0.21
Threats (T)			
T1: Drowning.	0.09	1	0.09
T2: Unconscious of beach safety rule.	0.08	1	0.08
T3: Deficit of Coastal police services.	0.09	1	0.09
T4: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.04	2	0.08
T5: High tide can destroy the places.	0.04	2	0.08

T6: Damage the coastal environment due to over exploitation of the natural resources.	0.05	2	0.1
T7: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the sensitive region.	0.04	2	0.08
T8: Due to proper awareness it's difficult to develop the sustainable tourism.	0.07	1	0.07
T9: The vulnerable erosion by fluviomarine process and anthropogenic activities, are the major threats of the destination.	0.08	1	0.08
T10: Various anti-social problems are a major threat of this area.	0.08	1	0.08
Total	1		2.01

In Dadanpatrabar the total of 13 external opportunities and threats were weighted and among them 8 factors are represent as opportunities and 5 factors as threats. The opportunities assigned weight ranges from 0.06 to 0.09. The opportunities are which get the maximum weight are conservation of natural resources for future tourists, develop the marketing strategy for improvement to sell the local products for economic development of the area and improvement of the facility for the tourists recreation and leisure activities. The threats are lack of (availability of coastal police, service of hospitals and natural hazards) are identified and weighted as threats of the place. The threats weighted ranges from 0.06 to 0.09. The total of EFEM is 2.77 and the analysis of EFEM is shown as external factor evaluation matrix in (Table. 5.12; Fig. 5.2). The result shows that opportunities are more than threats.

Table 5.12: External factor evaluation matrix (EFEM) of Dadanpatrabar.

Parameters	**Matrix Indices**		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Proper advertisement of this place as a pleasant coastal tourism spots can make it an important eco-tourism destinations.	0.07	4	0.28
O2: There is enough potentiality for growth of fish-centric business attraction for economically development of this area.	0.09	4	0.36
O3: Local handicrafts can attract the tourists most.	0.06	3	0.18
O4: New job opportunity for the locals.	0.06	3	0.18
O5: Conservation of flora and fauna can be a pulling force of attraction for future tourists of this place.	0.09	4	0.36
O6: Improve the availability of more water sports recreation for the tourists.	0.09	4	0.36
O7: Enough barren land can set up as recreational centers which can be benefit for the locals.	0.08	4	0.32
O8: Educational awareness for conservation natural resources.	0.07	4	0.28
Threats (T)			
T1: Deficit of Coastal police services.	0.09	1	0.09
T2: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.07	1	0.07
T3: No service of hospitals.	0.09	1	0.09
T4: Due to proper awareness it's difficult to develop the sustainable tourism.	0.08	1	0.08
T5: Erosion by fluviomarine process and anthropogenic activities, affects the beach area.	0.06	2	0.12
Total	1		2.77

In Rasulpur the total of 16 external opportunities and threats were weighted and among them 8 factors are represent as opportunities and 8 factors as threats. The

opportunities assigned weight ranges from 0.04 to 0.08. The opportunities are development of tourism infrastructure; improve the local job opportunity that supports the economic development of the area. Similarly, the threats are degradation condition of the mangrove forest, natural hazards, unhealthy competition of the locals and the tourism operator, and lack of proper awareness among the locals and tourists that damage the concept of sustainability. Therefore, the threats weighted ranges from 0.05 to 0.09. The total of EFEM is 2.37, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.13; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.13: External factor evaluation matrix (EFEM) of Rasulpur.

Parameters	**Matrix Indices**		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Proper advertisement can make it important eco-tourism spots.	0.08	4	0.32
O2: Develop the marketing facility can attract more local and foreigners.	0.04	3	0.12
O3: New job opportunity open for the locals.	0.05	3	0.15
O4: Conservations the flora and fauna for the future tourists.	0.05	3	0.15
O5: New building constructions can accommodate huge tourists in the time of fairs and festivals.	0.04	3	0.12
O6: Good restaurants can serve local cuisine for the tourists.	0.05	3	0.15
O7: Development the infrastructure of petuaghat harbor can increase the economic condition of the area.	0.08	4	0.32
O8: Educational awareness for improve the different cultural activities.	0.07	4	0.28
Threats (T)			
T1: Degradations conditions of the mangrove in the beach area.	0.09	1	0.09
T2: Due to lack of cleanliness the environment is affected.	0.09	1	0.09
T3: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.07	1	0.07
T4: Due to mass tourism it is over exploited the natural resources and destroy the beauty of the beach.	0.07	1	0.07
T5: Increase unhealthy economic competition and economic gap among locals.	0.06	2	0.12
T6: Crowd and undesirable behavior of the visitors with the locals may affect the calmness of the place.	0.06	2	0.12
T7: Air pollution may affect the place.	0.05	2	0.1
T8: Due to proper awareness it's difficult to develop the sustainable tourism.	0.05	2	0.1
Total	1		2.37

In Nayachar Island the total of 14 external opportunities and threats were weighted and among them 7 factors are represent as opportunities and 7 factors as threats. The opportunities assigned weight ranges from 0.05 to 0.08. The opportunities are like generate job opportunities for the locals, proper advertisement for develop the place as important ecotourism spots and conserve the natural resources. The threats are lacks of service of hospitals, natural hazards and erosion are the major threats. The threats weighted ranges from 0.05 to 0.09. The total of EFEM is 2.38, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.14; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.14: External factor evaluation matrix (EFEM) of Nayachar Island.

Parameters	Matrix Indices		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Proper advertisement can make it an important tourist's hub.	0.08	4	0.32
O2: New job opportunity for the locals.	0.05	3	0.15
O3: Conservations of natural resources for the future tourists.	0.08	4	0.32
O4: Educational awareness for its conservations and development.	0.07	4	0.28
O5: New marketing strategy for economic development of this area.	0.06	3	0.18
O6: Government should undertake the projects for new job opportunity.	0.07	3	0.21
O7: Enough barren land to set up the ecotourism infrastructure.	0.07	3	0.21
Threats (T)			
T1: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.07	2	0.14
T2: The vulnerable erosion by fluviomarine process and anthropogenic activities, affects the area.	0.07	2	0.14
T3: During high tide the area is flooded and destroys the places.	0.05	2	0.1
T4: Due to proper awareness it's difficult to develop the sustainable tourism.	0.08	1	0.08
T5: Degradations of natural landscapes and land use changes through buildup mega tourism projects can affect the place.	0.07	1	0.07
T6: Lack of hospitals for treatment the locals.	0.09	1	0.09
T7: The chemical-hub may affect the environment.	0.09	1	0.09
Total	1		2.38

In Mandirtala the total of 13 external opportunities and threats were weighted and among them 6 factors are represent as opportunities and 7 factors are represent as threats. The opportunities assigned weight ranges from 0.06 to 0.09. The opportunities that are assigned the maximum weighted value are develop proper advertisement of the place, improve the tourism infrastructure and conserve the natural resources. The threats are vulnerable erosion of river bank, present of mud flats are cause of drowning, bad quality of water that affects the human health of the area are the major threats. The threat ranges from 0.06 to 0.09. The total weight rate of EFEM is 2.45, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.15; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.15: External factor evaluation matrix (EFEM) of Mandirtala.

Parameters	Matrix Indices		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Proper advertisement can make the place as a pleasant coastal tourist destination.	0.09	4	0.36
O2: Develop ecotourism infrastructure.	0.08	4	0.32
O3: Conservation of flora and fauna can be a pulling force of attraction for future tourists of this place.	0.09	4	0.36
O4: Enhance the marketing place for tourists.	0.07	3	0.21
O5: New job opportunity for the locals.	0.06	3	0.18
O6: Government should take necessary motive to prevent the erosion to protect this area.	0.07	4	0.28
Threats (T)			
T1: The vulnerable erosion by fluviomarine process and anthropogenic activities affects the beach.	0.09	1	0.09

T2: Mud flats are dangerous for drowning.	0.09	1	0.09
T3: The quality of water is bad.	0.08	1	0.08
T4: The natural flora and fauna are going to be damaged.	0.06	2	0.12
T5: No government projects to protect its environmental condition.	0.07	2	0.14
T6: It is also a matter of concern for the local people here that their land is going under the water line.	0.08	1	0.08
T7: Lack of awareness to protect the place.	0.07	2	0.14
Total	1		2.45

In Benubon the total of 14 external opportunities and threats were weighted and among them 7 factors are represent as opportunities and 7 factors are represent as threats. The opportunities assigned weight ranges from 0.05 to 0.09. The opportunities are improvement of new marketing strategies for economic development, generating local job opportunity, improvement of tourism infrastructure etc. The threats that minimize the development of the destination are natural hazards, erosion of land and lack of cleanliness. The threat ranges from 0.06 to 0.09. The total weight rate of EFEM is 2.43, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.16; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.16: External factor evaluation matrix (EFEM) of Benubon.

Parameters	**Matrix Indices**		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Marketing strategy may help the economic improvement of the place.	0.05	3	0.15
O2: New job opportunity for the locals.	0.05	3	0.15
O3: Recreation boating through the mangrove creeks across the forest belt can attract more tourists.	0.09	4	0.36
O4: Develop the plastic free environment to continue the visitor's flow in the sensitive mangrove ecosystem.	0.09	4	0.36
O5: New eco-huts, restaurants can build in the road side for the tourists.	0.08	4	0.32
O6: Government undertaken proposal for development of the area.	0.07	4	0.28
O7: Educational awareness for conservation of the mangrove forests.	0.06	3	0.18
Threats (T)			
T1: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.08	1	0.08
T2: The natural resources and beauty of the place are degraded by mass tourism.	0.08	1	0.08
T3: The inadequate procedure of cleaning damage to the environment.	0.07	1	0.07
T4: Plastics are major threatens for the mangrove sensitivity.	0.09	1	0.09
T5: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the area.	0.06	2	0.12
T6: Due to proper awareness it's difficult to develop the sustainable tourism.	0.07	1	0.07
T7: Land erosion can affect the mangrove forest.	0.06	2	0.12
Total	1		2.43

In Gangasagar the total of 16 external opportunities and threats were weighted and among them 8 factors are represent as opportunities and 8 factors are represent as threats. The

opportunities assigned weight ranges from 0.05 to 0.09. The opportunities are improvement of the recreation activities; conserve the natural resources and proper beach management facility. The threats are lack of hospital facility, natural hazards and degradation and erosion of the beach are the major threats. The threats weighted ranges from 0.05 to 0.09. The total weight rate of EFEM is 2.45, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.17; Fig. 5.2). The result shows that opportunities are less than threats.

Table 5.17: External factor evaluation matrix (EFEM) of Gangasagar.

Parameters	**Matrix Indices**		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Many government projects can help to upliftment the socio economic condition of the place.	0.05	3	0.15
O2: Job opportunity for the locals.	0.05	3	0.15
O3: New marketing strategy may help its economic condition of the place.	0.05	3	0.15
O4: Ferry services facility must be improved.	0.06	3	0.18
O5: Conservation of its natural resources for future tourists.	0.08	4	0.32
O6: The government should take necessary action to control the air and water pollution of this area.	0.05	3	0.15
O7: More accommodation may help- full for staying the huge amount of pilgrims during the festivals.	0.07	4	0.28
O8: Improvement of recreational activities can attract more tourists.	0.09	4	0.36
Threats (T)			
T1: Lack of hospital facility.	0.09	1	0.09
T2: Natural hazards like (Cyclone, tsunami) are major threats of this holy Island.	0.07	1	0.07
T3: During the Ganga Sagar mela huge tourists came here but there is insufficient management for the tourist hospitality.	0.06	1	0.06
T4: The natural resources and beauty of the place are degraded by mass tourism.	0.05	2	0.1
T5: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the sea side area.	0.05	2	0.1
T6: Due to proper awareness it's difficult to develop the sustainable tourism.	0.05	2	0.1
T7: Erosion by fluviomarine process and anthropogenic activities, can effects the beach.	0.06	2	0.12
T8: Snakes bite is a major problem, tourists must aware of that problem.	0.07	1	0.07
Total	1		2.45

In Frejerganj the total of 17 external opportunities and threats were weighted and among 9 factors are represent as opportunities and 8 factors as threats. The opportunities are assigned weight ranges from 0.04 to 0.09. The opportunities are improvement of the proper advertisement of the place, develop new tourism infrastructure, improve local job opportunities and new marketing planning can improve the economic condition of the place. The threats are drowning, absence of coastal police service, coastal erosion; natural hazards are the major threats of the place. The total weight rate of EFEM is 2.55, and the analysis of

EFEM is shown as external factor evaluation matrix in (Table 18; Fig. 5.2). The result shows that opportunities are more than threats.

Table 5.18: External factor evaluation matrix (EFEM) of Frejerganj.

Parameters	Matrix Indices		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Encourage the proper advertisement procedure can make the place a pleasant coastal tourist destination.	0.07	4	0.28
O2: Job opportunities for local people.	0.04	3	0.12
O3: Promotion of fairs and festivals can attract more tourists in this place.	0.06	3	0.18
O4: New construction can increase tourist's accommodation in this area.	0.05	3	0.15
O5: Good marketing policy can increase economic condition of this area.	0.05	3	0.15
O6: Conservation of flora and fauna can be a pulling force of attraction for future tourists of this place.	0.06	4	0.24
O7: Increase the recreation activity that can attract more tourists.	0.09	4	0.36
O8: Educational awareness about the importance of the historical place.	0.07	4	0.28
O9: The government undertaken project can help this place for development in tourism marketing.	0.04	3	0.12
Threats (T)			
T1: Drowning is a major problem of this beach.	0.08	1	0.08
T2: Coastal police are un available for tourist's protection.	0.08	1	0.08
T3: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.06	1	0.06
T4: During high tide the area is flooded and destroys the places.	0.05	2	0.1
T5: Human health is affected for present of red tide algal bloom in the sea water.	0.05	2	0.1
T6: Due to mass tourism it is over exploited the natural resources and beauty of the place.	0.05	1	0.05
T7: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the sea side area.	0.05	2	0.1
T8: Due to proper awareness it's difficult to develop the sustainable tourism.	0.05	2	0.1
Total	1		2.55

In Bakkhali the total of 16 external opportunities and threats were weighted and among them 8 factors are represent as opportunities and 8 factors are represent as threats. The opportunities assigned weight ranges from 0.06 to 0.09. The opportunities are develop of good communication system, available of waters sports for the tourists recreation activities, improvement of proper advertisement of the place and local job opportunity can develop by new marketing planning. The threats are safety and security of the tourists, drowning and natural hazards are the main threats of the place. The threat ranges from 0.03 to 0.09. The total weight rate of EFEM is 2.8, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.19; Fig. 5.2). The result shows that opportunities are more than threats.

Table 5.19: External factor evaluation matrix (EFEM) of Bakkhali.

Parameters	Matrix Indices		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Proper advertisement can make the place as a pleasant coastal tourist destination.	0.08	4	0.32
O2: There is enough potentiality for growth of sea-shell and fish-centric business attraction for economically development of this area.	0.07	4	0.28
O3: Local people can get the new job opportunity.	0.06	3	0.18
O4: Develop new recreational centers for tourist's leisure and activities.	0.07	4	0.28
O5: Extension of railway from Namkhana to Bakkhali and bridge over Hatania-doania can reduce the transport cost and time for the tourists.	0.09	4	0.36
O6: Conservation of mangrove flora and fauna can be a pulling force of attraction for future tourists of this place.	0.07	4	0.28
O7: Many water sports are available here so it can be good place for adventure loving people, and it is a good source of earning process for the local people.	0.09	4	0.36
O8: Develop a clear plan for the marketing strategies for both local and foreigners to sell the tourist product directly.	0.06	3	0.18
Threats (T)			
T1: Drowning is a major problem of this beach.	0.09	1	0.09
T2: Deficit of Coastal police services.	0.06	1	0.06
T3: Natural hazards like (Cyclone, tsunami) are major threats of this coastal place.	0.05	1	0.05
T4: During high tide the area is flooded and destroys the place.	0.04	2	0.08
T5: Human health is affected for present of redtidealgal bloom in the sea water.	0.04	2	0.08
T6: Due to mass tourism it is over exploited the natural resources and beauty of the place.	0.06	1	0.06
T7: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the sea side area.	0.03	2	0.06
T8: Due to proper awareness it's difficult to develop the sustainable tourism.	0.04	2	0.08
Total	1		2.8

In Henry's Island the total of 19 external opportunities and threats were weighted and among 9 factors are represent as opportunities and 10 factors are represent as threats. The opportunities are assigned weight ranges from 0.05 to 0.09. The opportunities are develop the recreation and leisure activities for the tourist's, conservation of natural resources, available of beach fairs and festivals. The threats are drowning, absence of coastal police, damage of coastal environment due to increasing pressure of tourists. The threat ranges from 0.02 to 0.09. The total weight rate of EFEM is 2.58, and the analysis of EFEM is shown as external factor evaluation matrix in (Table 5.20; Fig. 5.2). The result shows that opportunities are more than threats.

Table 5.20: External factor evaluation matrix (EFEM) of Henry's Island.

Parameters	Matrix Indices		
Opportunities (O)	**Weight**	**Rating**	**Weighted Rate**
O1: Encourage the proper advertisement procedure can make the place a pleasant coastal tourist destination.	0.05	3	0.15
O2: There is enough potential for growing a new marketing place to develop the area economically.	0.05	3	0.15

O3: Job opportunities for local people.	0.05	3	0.15
O4: Conservations the natural resources for the future tourists.	0.06	4	0.24
O5: Many conservations project can help this place.	0.06	3	0.18
O6: Promotion of local fair and festivals can also attract the tourists.	0.08	4	0.32
O7: Improve the facility of new water sports for the tourist's recreation.	0.09	4	0.36
O8: The government should take necessary action for conservation the environment.	0.05	3	0.15
O9: Develop the sustainable infrastructure to conserve its natural habitat.	0.05	4	0.2
Threats (T)			
T1: Drowning is a major problem of this beach.	0.09	1	0.09
T2: Coastal police are un available for tourist's protection.	0.09	1	0.09
T3: Natural hazards like (Cyclone, tsunami) are major threats of this island.	0.05	2	0.1
T4: During high tide the area is flooded and destroys the places.	0.05	2	0.1
T5: Human health is affected for present of red tide algal bloom in the sea water.	0.04	2	0.08
T6: Due to mass tourism it is over exploited the natural resources and beauty of the place.	0.02	2	0.04
T7: Degradations of natural landscapes and land use changes through buildup mega tourism projects in the sea side area.	0.02	2	0.04
T8: Due to proper awareness it's difficult to develop the sustainable tourism.	0.02	2	0.04
T9: Over exploited of tourists may harmful for the migratory birds in the bird watching center.	0.06	1	0.06
T10: Increase unhealthy economic competition and the economic gap among locals is a major threat to developing this area.	0.02	2	0.04
Total	1		2.58

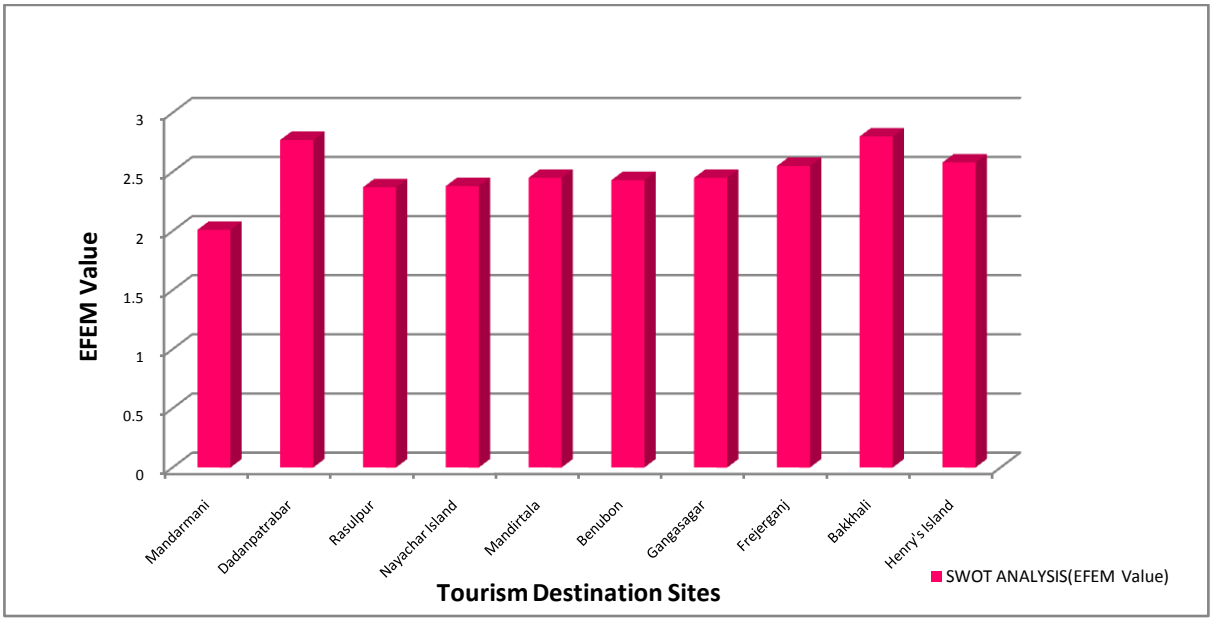

Fig. 5.2: EFEM value of the tourism destination sites.

5.4. Analysis the SWOT Value for all the Destination Sites

The coastal tourist destination sites are very sensitive but its natural resources are essential for developing the tourism industry in the study area as the destination sites are most potential for developing the ecotourism infrastructure in a sustainability manner. But some weaknesses and threats are the main hindrances to develop the tourism industry. After the

weighted analysis of the two matrixes (IFEM and EFEM) the result shows that, in Mandarmani (IFEM is 2.74 and EFEM is 2.01), Rasulpur (IFEM is 2.7 and EFEM is 2.37), Nayachar (IFEM is 2.6 and EFEM is 2.38), Gangasagar (IFEM is 2.61 and EFEM is 2.45) and Benubon (IFEM is 2.58 and EFEM is 2.43) the strengths are more than weakness and the opportunities are less than threats. Therefore, there is need more developmental strategies for minimize the threats and identify more opportunities to sustain the tourism industry in this destination sites.

Similarly in remaining three destination sites like in Bakkhali (IFEM is 2.54 and EFEM is 2.8), Henry's Island (IFEM is 2.7 and EFEM is 2.58) and Frejerganj (IFEM is 2.74 and EFEM is 2.55) the strengths were more than weaknesses and opportunities are more than threats. Therefore here is the possibility to develop the tourism industry in a sustainable manner. However, in Dadanpatrabar the value of IFEM is 2.35 and EFEM is 2.77. So the strengths are less than weakness and opportunities are more than threats. Therefore, to develop the tourism industry here need to develop proper planning to minimize the weakness factor and identify more strength for sustainable development of the industry. Although, In Mandirtala the value of IFEM is 2.44 and EFEM is 2.45, which means strengths are less than weakness and opportunities are less than threats. Therefore, there are no possibilities to develop the tourism industry. Therefore, it is seen that the weakness and threats dominated by tourist destinations are not still well developed. So from this discussion, it is clear that unsustainable tourism industry will never benefit local communities as well as the environment of the area. Therefore, to develop the sustainability in the coastal destination sites there will need to develop some strategies.

5.5. SWOT Strategy Formulation in the Tourist Destination Sites

After the assessment of the external factor evaluation matrix and internal factor evaluation matrix for the SWOT model four different categories of strategies are demonstrate for the each coastal tourist destination sites of the study area to improve and develop the industry. The categories are (a) SO- strategies for develop internal strengths to realize the external opportunities of the study area, (b) WO- strategies for reduce internal weakness to realize the external opportunities, (c) ST- strategies for internal strengths are used to minimize external threats and (d) WT- strategies to reduce the internal weakness to avoid external threats.

In Mandarmani the strategies (Annexure 78) of (SO), are develop the natural, educational tourism for the economic development of the area, encourage the youth

generation in tourism industry, develop the nature based sustainable tourism, and emphasize on to develop domestic tourism and Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, Increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage and improving the beach management. The (ST) strategies are, improving the relation between the visitors and the host community in an area, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. (WT) strategies are, ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Dadanpatrabar the strategies (Annexure 79) of (SO), are develop the area as a natural, pristine coastal ecotourism destinations, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, promote local tourism products by encouraging local communities and industries, encourage to develop tourists' recreation and leisure activities. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage. The (ST) strategies are improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism.
The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists

about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Rasulpur, the strategies (Annexure 80) of (SO) are, develop the area as a natural, cultural, pilgrim tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, and promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and the host community; develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Nayachar Island (Annexure 81) the (SO) strategies are, develop nature and eco-industrial Park in the area, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals and promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that

all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Mandirtala (Annexure 82) the (SO) strategies are, develop the area as a natural, heritage, cultural tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, and promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Benubon (Annexure 83) the (SO) strategies are, develop as natural and environmental tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, promote local tourism products by encouraging local communities and industries, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism.

The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Gangasagar (Annexure 84) the (SO) strategies are, develop as natural, cultural, pilgrim tourism, encourage communities and local industries to develop attractive tourist products. Develop new job opportunities for the locals, Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Frejerganj (Annexure 85) the (SO) strategies are, develop as a natural, educational tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and

cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Bakkhali (Annexure 86) the (SO) strategies are, develop the area as a natural and cultural tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In Henry's Island (Annexure 87) the (SO) strategies are, develop as a natural, educational tourism, encourage communities and local industries to develop attractive tourist products, develop new job opportunities for the locals, Promote local tourism products by encouraging local communities and industries. The (WO) strategies are, increase the safety and security facility of local and foreign tourists to promote tourism industry, improve the relationship between the locals and the stakeholders by develop the sustainable marketing strategies, more efforts to provide good service and facility towards the tourists, emphasize to use of maximum funds from the industry to conserve natural and cultural heritage, improving beach management. The (ST) strategies are, improving the relation between the visitors and

the host community, develop sustainable tourism to decrease the negative impacts in natural and cultural resources, develop the awareness campaign to inform people about the benefit of sustainable tourism. The (WT) strategies are ensure the highest level of security and services to tourists for developing the tourism industry, develop a strategic planning approach so that all related to this industry can get maximum economic benefits, evaluate the environmental regulations to protect the sustainability of nature as well as society, educate local people and the tourists about the important of sustainable tourism development in the destinations, ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists.

In this present study, here list out some strategic formulation of each tourist destination site to develop the tourism industry in a sustainable manner in the coastal region. However, finally prepare a list of WT strategies to overcome its hindrance and minimize the threats for further improvement of the region. Therefore, here consider some similar strategy for all the destinations. WT strategies that would be appropriate to develop the coastal tourism industry for each tourism destination sites are ensure the highest level of security and services to tourists for developing the tourism industry, educate local people and the tourists about the important of sustainable tourism development in the destinations, evaluate the environmental regulations to protect the sustainability of nature as well as society, develop a strategic planning approach so that all related to this industry can get maximum economic benefits and promote the ecotourism infrastructure development (eco-huts, nature park etc) to attract tourists and minimize the increasing pressure of tourism to protect the environment as well as the society. Therefore, the results of this study suggest that to improve the tourism industry and develop the ecotourism infrastructure in a sustainable way in the coastal region SWOT is an important indicator.

5.6 Major Findings:

- SWOT analysis provides a summary of the strengths, weaknesses, opportunities and threats of the each coastal tourism destination sites of the study area.
- The value of the matrixes indicates that in Mandarmani, Rasulpur, Nayachar, Gangasagar, Benubon the strengths are more than weaknesses and opportunities are less than threats.
- However, in Bakkhali, Henry's Island and Frejerganj the strengths are more than weaknesses and opportunities are more than threats. So, here is an opportunity to develop the sustainable tourism industry.

- In Dadanpatrabar the strengths are less than weakness and opportunities are more than threats.
- In Mandirtala the strengths are less than weakness and opportunities are less than threats. So, the place is not still well developed.
- Therefore, there is need to identify the weaknesses and threats and develop new strategies for minimize the problems of the destination sites.
- The four strategies that are develop for the tourism industry of the each tourist destination sites is very effective and fruitful for its improvement.
- The destination sites have the potentiality to develop the opportunities and strengthen the industry. Here, the opportunities are, promotion of local tourism by encourage the historical and cultural value of the places, generating the new job opportunities and minimize the poverty level and develop the economic condition of the places.
- Some weaknesses are present that create the main hindrance of the tourism industry but with the implementation of proper planning it can maintain its growth and sustainability.
- Therefore, the formulation of the WT strategies in each tourist destination sites the problem may be solved and the tourism industry can reach its goal for development.