

Prospect of Tourism Development of 26 Shiva Temple in Khardah: An approach through SWOT Analysis.

Soma Majumder Dhar¹, Suhel Sen²

¹(Department of Geography, BhairabGanguly College, Belgharia, India)

²(Department of Geography, Vivekananda College, Madhyamgram, India)

Abstract:

Background: Man is in the continuous process of search of a good standard of living and always aims for a better quality of life for his family. As a result, he has been working most times of the day. Under such situations, life often turns monotonous and then he feels the need to have a break. He packs his bags and sets off to enjoy his leisure to distant places from his homeland without knowing the existence of a tourist spot located near his house. 26 Shiva Temple with archaeological significance in Khardah Municipality is one such place which remains unnoticed as a weekend tourist spot whereby tourists and visitors can have a good time and leisure in the lap of nature on the bank of the River Hugli. An attempt has been made in this paper to analyse the prospect of weekend tourism of this site by using SWOT Analysis.

Materials and methods: A field visit was conducted at the site and different parameters for SWOT Analysis were identified. Then a perception survey was conducted on 200 people based period of stay in the area i.e. some part of the sample were the local residents (consisting both old as well as new residents) while some were people who came to enjoy the beauty of the Ganges. Rank score was given to each parameter on the basis of percentage of number of respondents for each category. Then the total score was computed. Finally, maps and graphs were prepared, analysed and interpreted to arrive at the results.

Results: The study revealed that local people are highly interested regarding the development of tourism of the spot. But it has problems like car parking problem, poor drainage and absence of hotels. All these problems should be taken into account for the development of the site.

Conclusion: Strategies have to be taken by the local municipality in collaboration with the ASI and State Government in such a way that the opportunities and the suggestions can be implemented and the future threats that may arise can be minimised. If all the steps are taken properly, then this 26 Shiva temple will develop as a great tourist spot and will enhance the development of socio-economic condition of Khardah as well as for the entire state of West Bengal in future.

KeyWords: Monotonous, 26 Shiva Temple, SWOT Analysis, Archaeological Significance.

Date of Submission: 28-11-2020

Date of Acceptance: 13-12-2020

I. INTRODUCTION

We all have become very busy. After leading such life daily associated with hustles and bustles, we become tired and life turns out to be monotonous to us. It is then when we feel the need of leisure. We find our leisure, pack our bags and move out in the lap of nature to take a tour so that we gain energy and prepare for a fresh start. In this busy world, tourism has been playing a vital role. Its importance in human life has become so conspicuous that man at present has started for short trips on weekends i.e. Saturdays and Sundays so that he may get back to his work on weekdays with fresh mind. Thus, there have evolved the concept of Weekend Tourism. There have developed many spots for weekend tourism (Sen, 2018). In Khardah, a municipal area of North 24 Parganas in West Bengal, there is such a spot called 26 Shiva Temple by the side of the River Ganga that has the potential and prospect to become a site for Tourism. Besides its aesthetic location by the side of the River Ganga, it also has archaeological importance and the site has been declared as an archaeological site. But this place has remained unnoticed to most of the tourists except a few mainly old inhabitants of Khardah. An attempt has been made in this paper to analyse the prospect of weekend tourism of this site by using SWOT Analysis. The main objectives of the study are:

1. To analyse the tourism potential of the site through SWOT Analysis.
2. To recommend strategies for full use of tourism potential of the study area as well as for its overall development.

II. MATERIALS AND METHODS

Study Design: A field visit was conducted at the site and different parameters for SWOT Analysis were identified. Then a perception survey was conducted on 200 people based period of stay in the area i.e. some part of the sample were the local residents (consisting both old as well as new residents) while some were people who came to enjoy the beauty of the Ganges.

Study Area location: The 26 Shiva Temple is located in Ward Number 15 and 16 of Khardah Municipality on either side of the road and is located at the latitude of 22°43'32"N and longitude of 88°21'44" E. It is bounded by River Hooghly in the western part.

Study Duration: From April 2019 to June 2019.

Sample Size: 200 persons.

Sample Size Calculation: The sample size was taken by adopting stratified random sampling technique. Out of 200 samples selected for study 100 were local residents and 100 were visitors who have come to enjoy their leisure hours in the evening from different parts of the Municipality and its adjacent areas. All people above the age of 21 years were surveyed.

Subjects & selection method: The study population was selected among all those inhabitants of Khardah Municipal area as well as the visitors who come to the study area for different purposes

Procedure methodology: The total sample size of 200 persons were divided into two groups. The first sample consisted of 100 respondents who were the local inhabitants and the second sample consisted of 100 respondents who were the visitors and have come to the study area for enjoying their leisure hours. Each of these respondents from both the categories were surveyed about the different parameters selected for SWOT Analysis. Rank score was given to each parameter on the basis of percentage of number of respondents for each category. Then the total score was computed. Finally, maps were prepared using ArcGIS 10.3 and graphs were prepared in MS Excel. Maps and graphs were analysed and interpreted to arrive at the results (Sen, 2018).

Statistical Analysis: Statistical analysis upon Rank Score technique has been used in this instance. Rank score was given to each parameter on the basis of percentage of number of respondents for each parameter of SWOT. Ranks computed from the responses given by the respondents of the two categories were added to compute the total score. An inverse relationship between the parameter of SWOT and the total score was discovered i.e. lower the value of total score, greater is the strength, weakness, opportunity and threat parameter.

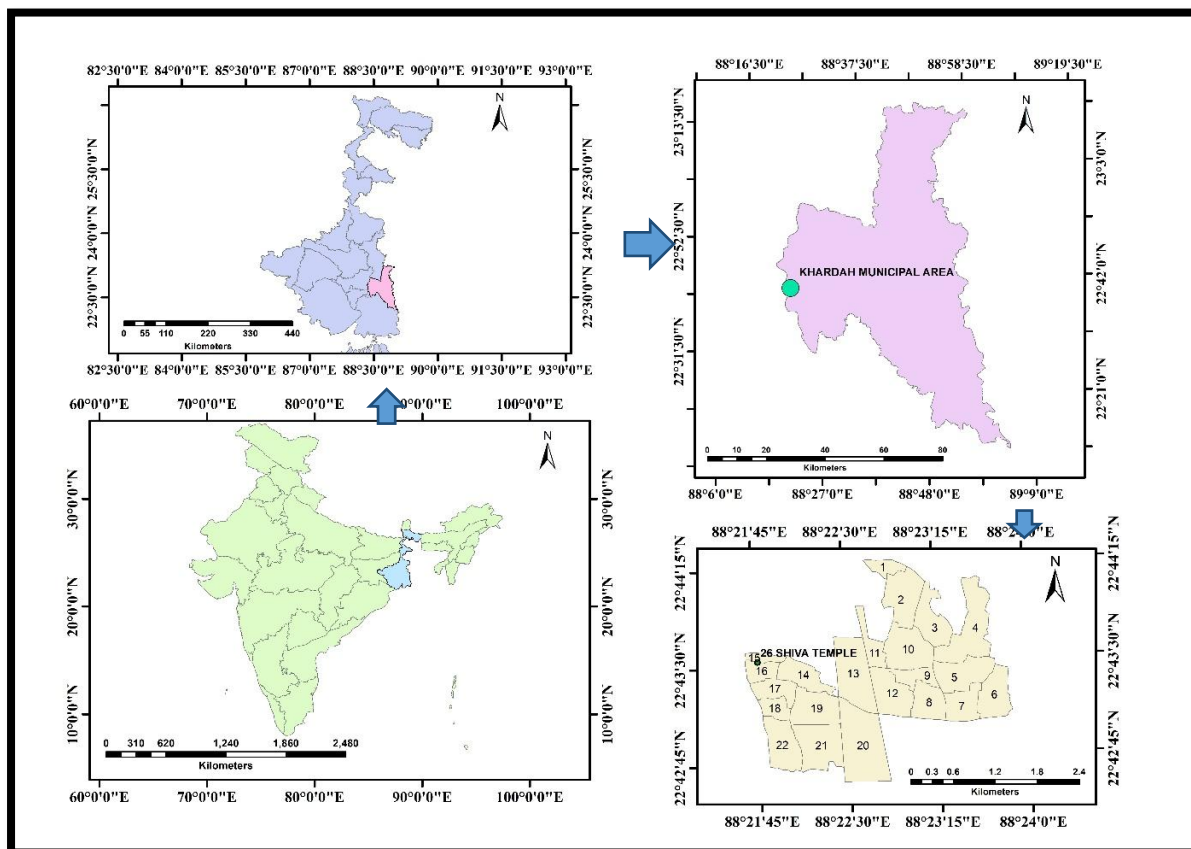


Figure 1: Location Map of the Study Area

III. RESULTS

About the 26 Shiva Temple:

The 26 Shiva Temple is located at Ramhari Biswas Ghat Road in Khardah in the district. It is maintained by Archaeological Survey of India, Kolkata Circle. Having an attached or eight roofed structure, these temples were founded by the landlords of Khardah namely Sree Ramhari Biswas and Pandit Ramkrishna Biswas in the late 18th and early 19th Century AD. There are 26 Shiva temples in total and they are divided into two groups. Each of the temples have their own separate enclosure wall and courtyard. Out of these 26 temples, 21 are arranged in the form of a rectangle while the rest 5 are facing the Ganga (Fig 2). Each temple consists of a Shiv Linga made up of touchstone (Kashtipathar). Devotees pay their homage to Lord Shiva during the Nil Puja that takes place in mid-April every year.

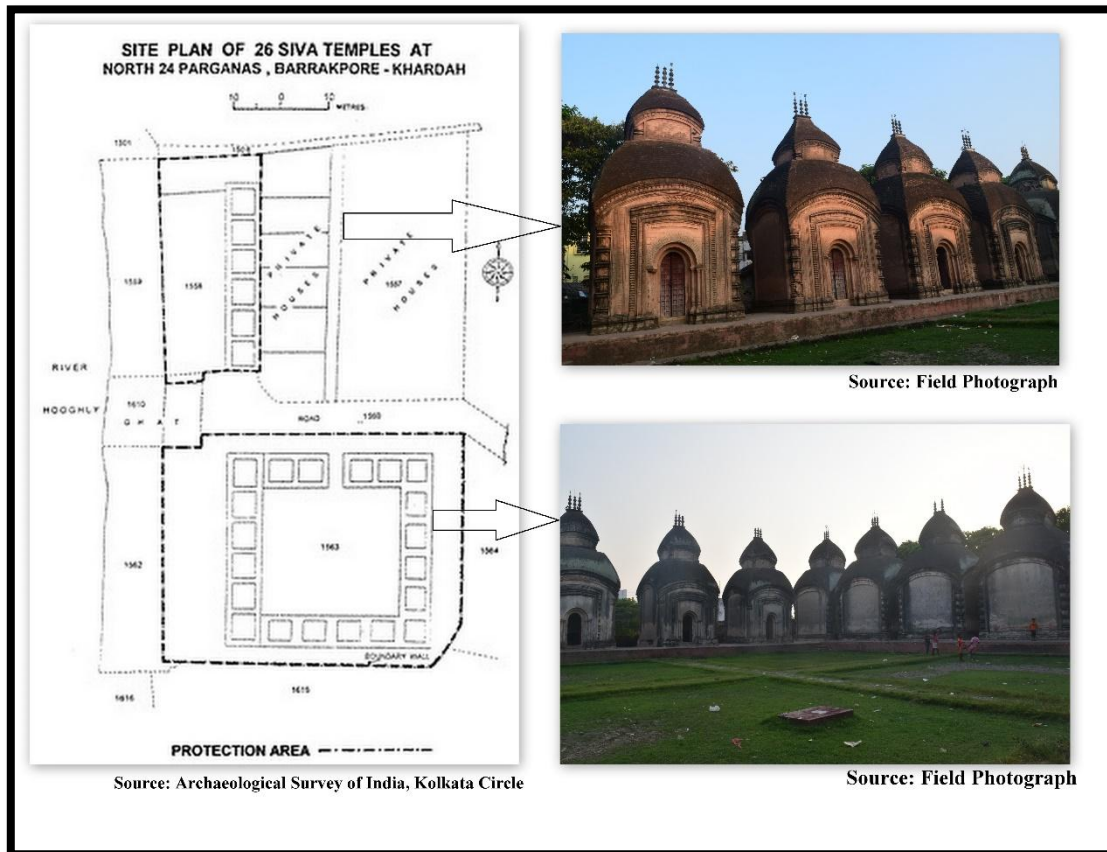


Figure 2: 26 Shiva Temple Site Plan and Photograph(ASI Kolkata Circle, 2020)

Analysis of Strengths of 26 Shiva Temple of Khardah:

1. *Great deal of interest among the public*- Local people exhibited a great deal of interest about the development of tourism industry in the area. Local people of the area especially those who have been the residents of the area for a long time period supported the development of tourism industry. People of the area are of the opinion that tourism will bring about the economic prosperity of the area as many new hotels and lodges will be constructed. Food stalls and restaurants will also grow. Local people will be able to get jobs in the area. Increasing popularity of the tourist spot will also benefit the auto drivers, toto drivers and rickshaw pullers who will get more passengers from the nearby B.T Road bus stop and nearest rail station of Khardah. People opined that it is only through prospect of tourism through which they can get many of their problems solved and will have good and wide road networks, proper electricity supply, ample of clean drinking water and clean and tranquil environment(Agarwal, 2016). People other than local residents who were surveyed also showed a great deal of interest in the development of tourism of the spot. They are of the opinion that if this happens, they can have a marvellous time along with their family members during weekends of Saturdays and Sundays. So, this parameter turned out to be the most important strength and has been given the lowest total score of 2 (Fig 3).
2. *Transport Facilities* –26 Shiva Temple of Khardah has good accessibility. It is located at a distance of 2km from the nearest rail station of Khardah which is one of the main railway stations along Sealdah-Naihati railway line(Sen, 2018). Initially rickshaw and auto services were available that used to take the passengers

to Khardah Ferry Ghat which is at a walking distance of 650 m from the 26 Shiva temple. Recently, toto services have also started. Owing to its location in close proximity to the Khardah Ferry Ghat, the spot can also be reached easily by ferry services by tourists on the other side of the riverlike Sreerampore, Rishra, Konnagar etc. Bus and taxi services are also available up to the nearby Prafulla Cinema Bus stop located at a distance of about 1km from the spot. However, there are some constraints. App based cab services are available in the area in a limited way(Padhi, 2014). One tourist may not get direct cab services from the spot. A tourist can hire a taxi from his home and can go directly to the spot. However, taxi drivers often deny to go to the spot due to narrow and poor condition of the road. Even if they agree, they charge a very high price. While returning from the spot, tourists will not get any taxi from the spot. To get a taxi, they must come to the B.T Road by a rickshaw, toto or auto. This creates discomfort among passengers. Besides, app based cabs like ola and uber is not at all available neither from the spot nor from the B.T Road. Even if ola services are available, uber does not provide its service up to Khardah. Owing to these constraints, this parameter becomes lowest strength and enjoys the highest total score of 10 (Fig 3).

3. *Aesthetic facilities available in the area-* The 26 Shiva Temple is located on the bank of the River Hugli and thus it has a very pleasant and aesthetic location. The tourists can enjoy their leisure in the lap of nature enjoying the evening sunset by the side of the river and will have a great time with their family that will refresh their minds and will encourage them to give a fresh start the next day(Bhatia, 2013). This parameter is one of the strengths of the study area and enjoys a total score of 6 (Fig 3).
4. *Low traffic congestion-* The spot is located at a distance of about 1.9km from the BT Road. The movement of big vehicles like lorries, buses etc. are absent that makes the area free from traffic congestion. However, local people are of the opinion that during some weekends people from other parts of Khardah often comes to the area to enjoy the beauty of nature. By that time, small intensity of traffic congestion problem crops up due to narrow roads. However, this problem is for very less duration. So this strength enjoys the total score of 8 (Fig 3).
5. *Enough scope to develop tourism industry owing to its archaeological importance-* The spot was declared as a site of archaeological importance by the Archaeological Survey of India. So, this place can evolve as a place for short term excursion for students of history and archaeology which will aggravate the process of research in the respective fields. Besides, many other spots of interest are located in close proximity to the 26 Shiva temple and it includes ShyamSundar Temple, Kunjabati, Mahaprabhu temple, RadhakrishnaJiur temple, Gopinath, Lakshminarayan temple and Madanmohan temple. All these places are located close to each other and can be visited easily either on foot or by hiring a rickshaw or toto. Besides, this spot and its adjoining areas will attract tourists of all age groups as the old and aged people can have the scope to spend a quality time in worshipping and praying to Lord Krishna and Goddess Radha in different temples on one hand while the beauty and tranquillity of the riverside will be preferred by the young people. As the spot along with its adjacent sites have great chances of turning out into a tourism industry, it is considered as one of the major strengths and enjoys the second lowest total score of 4 (Fig 3).

Table 1: Analysis of Strengths of 26 Shiva Temple of Khardah

Strength	Total respondents Local	Respondents	Percent	Rank	Total respondents visitors	Respondents	Percent	Rank	Total score
Great deal of interest among public	100	65	65	1	100	70	70	1	2
Transport Facilities	100	25	25	5	100	37	37	5	10
Environmental facilities available in the area	100	45	45	3	100	58	58	3	6
Low traffic congestion	100	39	39	4	100	42	42	4	8
Enough scope to develop tourism industry owing to its archaeological importance	100	60	60	2	100	64	64	2	4

(Source: Primary Survey)

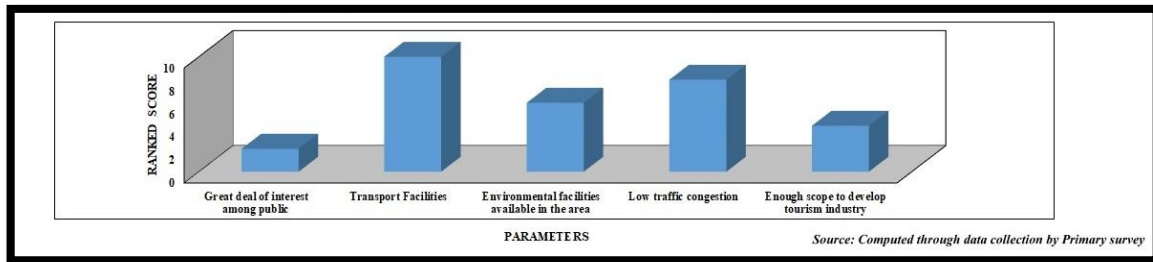


Figure 3: Strengths of 26 Shiva Temple, Khardah

Analysis of Weaknesses of 26 Shiva Temple of Khardah:

1. *Non availability of public vehicles after 7 pm*— Direct transport facilities are not available that can take passengers to their desired destinations. Frequency of transport amenities like toto services and auto services generally stop providing their service after 7 pm in general. Auto services totally stop after 8 pm as ferry services from Khardah to Rishra also stops completely. App based cab services are available in the area in a limited way (Rai & Baredar, 2012). One tourist may not get direct cab services from the spot. A tourist can hire a taxi from his home and can go directly to the spot. However, taxi drivers often deny to go to the spot due to narrow and poor condition of the road. Even if they agree, they charge a very high price. While returning from the spot, tourists will not get any taxi from the spot. To get a taxi, they must come to the B.T Road by a rickshaw, toto or auto. This creates discomfort among passengers. Besides, app based cabs like ola and uber is not at all available neither from the spot nor from the B.T Road. Even if ola services are available, uber does not provide its service up to Khardah and enjoys the total score of 8 (Fig 4).
2. *High Security problem*—As the temple site is not properly maintained, there is hardly any movement of the people in most parts of the day. Local people are of the opinion that the temple area and its surroundings become totally calm and quite during afternoon and after 6 pm. There is also no street light in the road adjacent to the temple. However, during summer local people often stay long near the temple site to enjoy the cool breeze from the River. But they also never stay for long. Women both local and from outside are of the opinion that they often feel insecure to go to the temple or its adjacent areas not only during the day but also at noon. As there is no electricity in the temple, devotees as well as local people stop going to the temple generally after sunset. This weakness has the total score of 6 (Fig 4).
3. *Non availability of direct transport facility directly from Khardah Rail station and is located at a distance from the market*—No direct transport facilities are available to take tourists directly from Khardah rail station to the 26 Shiva temple site. To go there, the tourists have to reserve an auto or a toto from the Khardah rail station and they often charge a very high price. The local market is also located at a distance from the temple site and direct transport facility from the temple site to the market area is also absent. This weakness has the total score of 4 (Fig 4).
4. *Non availability of Parking facility, hotels and restaurants and poor drainage system and lack of information*—Local people and the outsiders are of the opinion that non availability of car parking facility, hotels and restaurants in the area is the most important weakness. Local people opined that narrow road near the temple site is primarily responsible for this. If a person even parks his bike by the roadside, it becomes difficult for other people to move across the road. So, they demand the provision of car parking facility for the development of tourism of the 26 Shiva temple. The drainage condition of the 26 Shiva temple site is also very poor. People dump their domestic waste in the drains which blocks the free flow of water in the drains. Daily collection of waste is not done by the municipality on a regular basis which often leads to accumulation of heaps of garbage by the roadside that degrades the aesthetic environment of the site. Hotels for fooding is also not available here. Only there is a small tea stall on the river bank. Even hotel facilities are not available in the areas near the B.T Road or near the Khardah railway station although restaurants are available near the station. This place has remained unnoticed to a huge section of tourists. The place is known only to a limited section of population of the municipal area especially the old inhabitants (Sen, 2018). Even the new inhabitants who are coming to stay at Khardah are totally unaware of its existence. A considerable portion of the new residents surveyed opined that they prefer to spend their weekends by going to Gandhi Ghat (7.2 km from Khardah) or to Mangal Pandey Ghat (9.1 km from Khardah). This weakness has the total score of 2 (Fig 4).
5. *High fare of vehicles during natural calamities*—Local people as well as some tourists who were surveyed are of the opinion that toto drivers, auto drivers and rickshaw pullers often charge a very high price to take tourists to the nearest Khardah rail station. Local people opine that as they are very much aware of the fare rate of the auto and toto services, they can do bargaining. However, it really becomes difficult for an outsider who is totally ignorant about the fare rate of the auto and toto services. It is the local people who

informed that under normal conditions, toto drivers charge Rs 10 to Rs 15 to take a passenger to Khardah Rail station. However, during natural calamities, they may charge a fare of as high as Rs 50 to Rs 100 per head from passengers. But the problem remains restricted only during the rainy season. This weakness has the total score of 10 (Fig 4).

Table 2: Analysis of Weaknesses of 26 Shiva Temple of Khardah

Weakness	Total respondents Local	Respondent	Percent	Rank	Total respondents visitors	Respondents	Percent	Rank	Total score
Non availability of public vehicles after 7 pm	100	36	36	4	100	35	35	4	8
High security problem	100	45	45	3	100	49	49	3	6
High fare during calamities	100	22	22	5	100	31	31	5	10
Non availability of Car parking facility, hotels and restaurants and poor drainage system and lack of information	100	67	67	1	100	61	61	1	2
Non availability of direct transport from Khardah Rail Station and great distance from the market	100	59	59	2	100	54	54	2	4

(Source: Primary Survey)

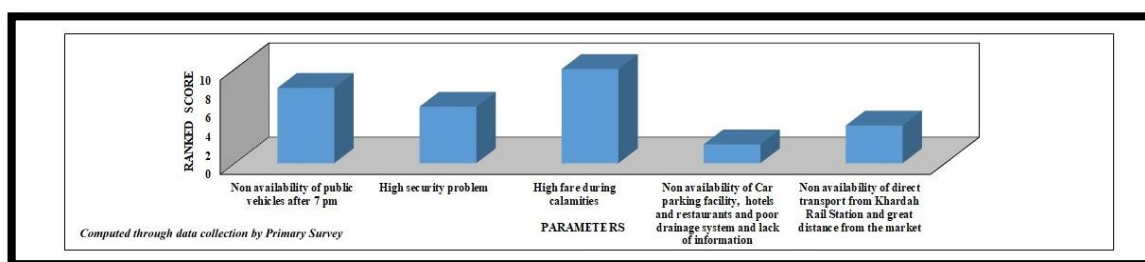


Figure 4: Weaknesses of 26 Shiva Temple, Khardah

Analysis of Opportunities of the 26 Shiva temple of Khardah:

1. *Provision of toilet facility, hotels and restaurants for the tourists*—Since there is no provision for toilet facility, hotels and restaurants in the study area, the municipality have to take steps for the provision of these above mentioned facilities for the development of the area as the tourist spot. This opportunity has been given the total score of 9 (Fig 5)
2. *Provision for an auto stand*—Municipality should also provide the facility of an auto stand from the 26 Shiva temple site. Nearest auto stand is from the Khardah ferry ghat which is at a distance of 1km from the spot. An auto stand in the spot will also encourage many old aged people to come to the area for fulfilling their religious persuasions. This opportunity has been given the total score of 6 (Fig 5)
3. *Direct transport from BT Road and Khardah Railway Station*—Direct transport services from the BT Road and Khardah Rail Station is not available. Although auto services are available from the station to Khardah Ferry ghat, one tourist have to hire an auto or a toto service from the station as well as from the BT road to go to the spot and they often charge a very high price. Both local and outsiders being surveyed are of the opinion that there is an urgent need for the provision of direct transport facility to the 26 Shiva temple site for the development of tourism of the area(Bhatia, 2013). This opportunity has been given the total score of 4 (Fig 5).
4. *Management of car parking facility and aesthetic environment*- Parking facilities have to be developed for the development of tourism of the area. Daily cleaning of roads and collection of wastes have to be done by the municipality for the development of tourism prospect of the area. The municipality is doing this under present conditions. But parking facilities need to be developed. This opportunity has been given the lowest total score of 2 (Fig 5).
5. *Development of other tourist spots and promotion of the site by the Municipality*-Local people are aware of the presence of temples like ShyamSundar Temple, Kunjabati, Mahaprabhu temple, RadhakrishnaJiur temple, Gopinath, Lakshminarayan temple and Madanmohan temple. They often visit these places and pay their homage to Lord Krishna. They are also aware of 26 Shiva Temple as a religious spot and are totally unaware of its archaeological importance. However, this temple is still unknown to a lot of people who are

not the residents of Khardah. An attempt of the municipality to create a tourism mosaic of all these spots combined together will surely promote the tourism of the spot. Promotion of the 26 Shiva Temple as an archaeological site by the municipality will attract students and scholars of history and archaeology to visit the place promoting the development of tourism of the area. However, at present, the municipality has taken steps for the promotion of the 26 Shiva Temple and the other sites as worth seeing places. But more promotion is needed so that its popularity spreads among the outsiders also. This opportunity has been given the total score of 9 (Fig 5)

Table 3: Analysis of Opportunities of 26 Shiva Temple of Khardah

Opportunity	Total respondents Local	Respondent	Percent	Rank	Total respondents visitors	Respondents	Percent	Rank	Total score
Provision of toilet facility, hotels and restaurants for the visitors	100	40	53.33	4	100	26	34.66	5	9
Provision for an auto stand	100	52	69.33	3	100	56	74.66	3	6
Direct transport from Khardah B.T Road and rail station to 26 Shiva temple	100	60	80	2	100	60	60	2	4
Management of car parking facility and aesthetic environment	100	64	85.33	1	100	70	93.33	1	2
Development of the other tourists spots located nearby and promotion of the site by the municipality	100	35	46.66	5	100	42	42	4	9

(Source: Primary Survey)

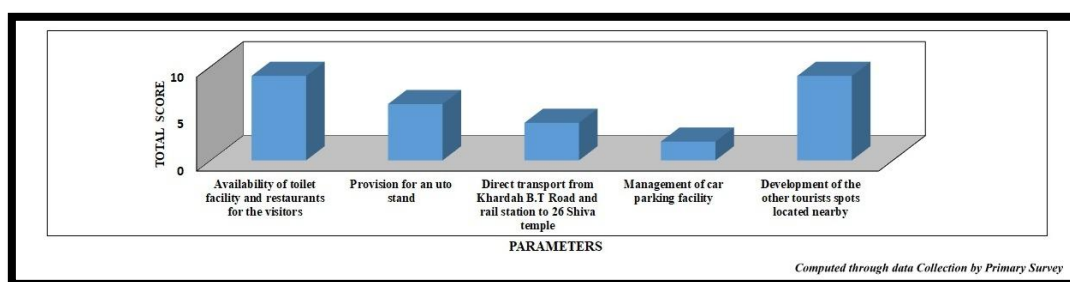


Figure 5: Opportunity of 26 Shiva Temple, Khardah

Analysis of Threats of 26 Shiva Temple of Khardah:

1. *Increasing pressure of tourists will make the area congested-* Local people are of the opinion that increasing popularity of the spot as a tourist centre will allow more and more inflow of tourists into the study area which will make the area too much congested and may create disturbance to the local people. This threat has been given the total score of 5 (Fig 6).
2. *Degradation of the ecological and aesthetic environment and lack of awareness among tourists-* Pressure of tourists will bring about the degradation of the ecological and aesthetic environment of the 26 Shiva temple site (Sen, 2018) (Bhatia, 2013). They may dump garbage indiscriminately by the roadside or even in the river. Traffic congestion will also simultaneously increase and bring about environmental pollution. People belonging to different socio-economic and cultural backgrounds will visit the place. Local people opine that people may cause damage to the temples by writing on them indiscriminately and will also bring about environmental degradation of the area due to lack of awareness in themselves (Sen, 2018). This threat has been given the lowest total score of 2 (Fig 6)
3. *Unscientific urban development-* Rise of the 26 Shiva Temple site as a tourist spot will enhance the process of urban development which may turn out to be unscientific in the long run due to lack of proper planning and management of the area by the municipality. As a result, people of the area think that instead of development, they may have to face even more severe problems like shortage of drinking water, waste disposal problem, electricity problem and traffic congestion problems in the long run. This threat has been given the lowest total score of 8 (Fig 6)
4. *Waste disposal problem and Ganga water pollution-* Local people as well as outsiders are of the opinion that if 26 Shiva temple area becomes a major tourist spot, it will not only attract tourists but also college and school students especially that of History and Archaeology. They may do picnic within the temple premises and make the area dirty. They will also throw plastic bags and other wastes in the river or may dump them simply on the roadside or even within the temple premises. These activities will aggravate the

waste disposal problem and will pollute the holy Ganga river even more. But they also opined that they themselves will look into such kind of problems and will take initiatives by themselves to keep the site free from all types of pollution. They are also ready to extend their hands of cooperation towards the municipality in this regard. They also stated that all these problems should not act as an obstacle in the path of development of the 26 Shiva temple as a tourist spot. This threat has been given the total score of 12 (Fig 6).

Table 4: Analysis of Threats of 26 Shiva Temple of Khardah

Threats	Total respondents Local	Respondent	Percent	Rank	Total respondents visitors	Respondents	Percent	Rank	Total score
Increasing pressure of tourists will make the area congested	100	54	72	2	100	40	53.33	3	5
Degradation of the ecological and aesthetic value of the study area	100	60	80	1	100	58	77.33	1	2
Lack of awareness among the tourists	100	42	56	5	100	27	27	5	10
Unscientific urban development	100	48	64	4	100	32	42.66	4	8
Waste disposal problem and increase of pollution of the river	100	30	40	6	100	18	18	6	12

(Source: Primary Survey)

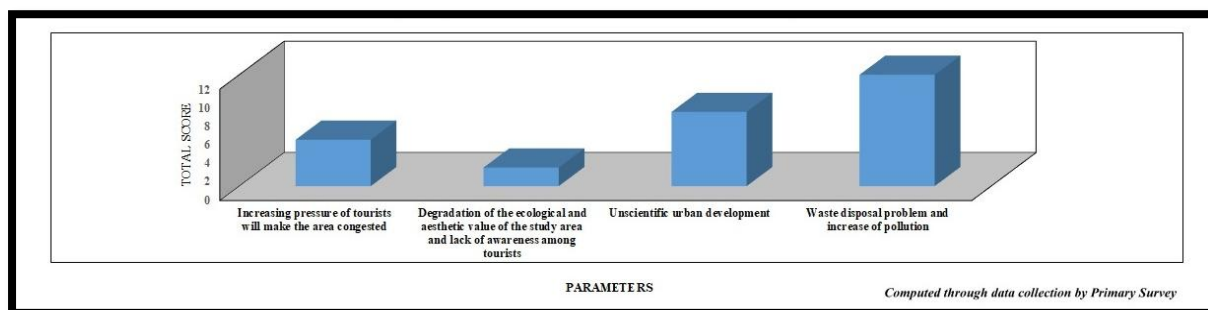


Figure 6: Threats of 26 Shiva Temple, Khardah

IV. DISCUSSIONS

Suggestions:

The 26 Shiva Temple of Khardah has great potential to develop as a weekend tourist spot. However, there is the need to undertake certain developmental strategies for such purpose.

- Regular Toto and auto services should be provided to the people who will come to visit the temples especially after 7 pm. This will also bring benefit for all the local residents as well. Ola and Uber may also extend their services which will also increase the number of visitors over a given time period.
- Road in front of the temple must be repaired and properly maintained by the Municipality.
- Security conditions should be upgraded in the temple site. Security personnel can be appointed by the Municipality who will guard the temple at night and keep a vigilant watch on the temple at night time and local police station can also undertake regular patrolling activities especially in the late hours of the day. This will help in strengthening the security issues of the tourist as well as the local people especially women in particular.
- Direct transport from Khardah Railway Station to the 26 Shiva Temple can be started on a regular basis at lower rate so that people from all sections of the economy can pay a visit to the temple area. This facility can be extended for longer hours of the day during the mid-April each year when people visit the place for worshipping Lord Shiva.

- Electric poles have to be installed by the roadside.
- Hotel and restaurants that will provide food at cheaper rates must be started in the areas adjacent to the temple area. If possible, public toilets must be installed to avoid commitment of nuisance in public areas and keep the temple areas clean and tidy.
- Parking sites must be constructed for parking of vehicles by the tourists. Municipality must take steps for proper beautification of the Ganga River bank. Garbage that remains by the side of the road must be cleaned regularly so that the aesthetic and serene environment of the Temple area.
- The Khardah Municipality may upload the worth seeing places of Khardah along with their detailed information in their official website. Souvenirs and guidebooks can be published online. All these will help in dissemination of more information about the 26 Shiva Temple as well as the other worth seeing places of the Municipal Area. Considering the pandemic situation, COVID-19 guidelines can also be mentioned in the guidebooks and also uploaded in the website of the municipality.
- The temples should be properly maintained. For this purpose, the Archaeological Survey of India and the local municipality must collaborate with each other. The Tourism department also come forward and extend their helping hands for the tourism development of the 26 Shiva temple. Route maps can be prepared using GIS and can be uploaded in the website and can also be printed in the guide books that will be of great help for the tourists(Agarwal, 2016).

V. CONCLUSION

It can be concluded that 26 Shiva Temple has great potential to develop as a tourism spot and can make progress in the path of development. Strategies have to be taken by the local municipality in collaboration with the ASI and State Government in such a way that the opportunities and the suggestions can be implemented and the future threats that may arise can be minimised. If all the steps are taken properly, then this 26 Shiva temple will develop as a great tourist spot and will enhance the development of socio-economic condition of Khardah as well as for the entire state of West Bengal in future(Padhi, 2014).

REFERENCES

- [1]. Agarwal, V. (2016): '*A Review of Indian Tourism Industry with SWOT Analysis*', Journal of Tourism & Hospitality. 5(1). pp.1-4.
- [2]. Bhatia, A. (2013): '*SWOT Analysis of Indian Tourism Industry*', International Journal of Application or Innovation in Engineering & Management. 2(12). pp. 44-49.
- [3]. Padhi, P (2014). '*Globalisation and Indian Tourism Industry: A SWOT Analysis*', Siddhant- A Journal of Decision Making. 14(1). pp. 21-28.
- [4]. Rai, A and Baredar, P. (2012): '*SWOT & Need Analysis of Tourism Industry in India*', International Journal of Business Management & Research. 2(3). pp. 8-20.
- [5]. Sen, S. (2018): '*SWOT Analysis of Eco Park of New Town Kolkata*', Eastern Geographer. 24(2). pp. 26-32.
- [6]. <http://www.asikolkata.in/24parga.aspx>.

Soma Majumder Dhar, et. al. "Prospect of Tourism Development of 26 Shiva Temple in Khardah: An approach through SWOT Analysis." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 25(12), 2020, pp. 09-17.