

Impact Assessment of Tourism Industry on Economic Sector of North Goa, India.

Ar.Rohit Katti, Prof. Bhagyajit Raval

Abstract

The proposed thesis focuses on the revenue generated by the tourism industry and what impact it has on the economic sector of North Goa since the last decade i.e. 2011 till 2021. Contribution of tourism sector to the growth of the state economy, in terms of income, employment, foreign exchange earnings and linkages with other sectors has been growing. Though Goa's economy is driven by tourism sector today, the rapid growth of domestic tourism and foreign tourism in the state has posed various environment problems and challenges which are faced by the stakeholders and state. Relevant policy/recommendations are suggested for the further growth of this vital sector of Goa's economy.

Introduction

Tourism is very much part of the globalisation process. It is genuinely a powerful and a unique force for change in the community. Therefore Understanding the local basis of tourism is especially important in a globalised situation as it enable to discern the local processes that are consequently affected, causing the stakes to become intensely and actively felt. Thus tourism may have different effects on the social and cultural aspects of life . Tourism has been criticized for having negative impact on many of the destinations which tourists visit. There are considered to be three principal impacts-

economic, environmental and sociocultural. This study looks at these impacts and finds that although there are some negative aspects most economic consequences of tourism are beneficial. Tourism sometimes led to the destruction of the social fabric of a community The more tourists coming into a place, the more perceived risk of that place losing its identity. A good example is Goa. From the late 60's the early 80's when the Hippy culture was at height. Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state. Tourism can contribute directly to the conservation of sensitive areas and habitat.

There are more than 90% of domestic tourists in Goa and over 99% of international tourists visiting the beaches of Bardez, Salset, Tiswadi, and Marmargao. Goa is visited by two types of tourists, the first being local tourists, who make up over 80% of the total tourist population and the second being international tourists who visit purely because of the tropical climate. Backpackers and charter tourists both fall under the category of international tourists.

As the hospitality industry grows and infrastructure improves, Goa is likely to become a more closely watched international tourist destination and be seen as a global brand on the world travel map. Since last year, many international film festivals, including the Indian International Film Festival, have made Goa an

international hot spot in the film industry. Located on the coast of Malabar, Goa is famous for its Gothic churches, abandoned forts, palm-fringed beaches, coconut groves, ferries and boiling folk music! With 131 kilometers of coastline, Goa is an important location on the itinerary of every tourist in India and the world. Sun, sand and sea are the main attractions and Goa is the perfect paradise for those who need and want to relax. In 2014, 5,13,592 foreign tourists visited Goa. In 2014, the number of foreign tourists increased by 4.14% over the previous year. In 2014, 35,44,694 domestic tourists visited Goa. The domestic tourist visit during 2014 was higher by 25.82 % than the previous year.

Study Area

The selected six tourist destinations belong to coastal north Goa, beaches of Anjuna, Baga, Calangute, Douna Pauna, Vagator and Miramer have been recently upgraded to tourist town due to high level of tourism and infrastructure development. Whereas Calangute and Anjuna destination has shown immense scope of tourism, more popular with high ends tourists, especially international tourists. Vagator and Baga are upcoming tourist destinations.

Aim and Objectives

Assessing the revenue generated by the tourist sites and tourism activity that has an impact on the economic sector of North Goa.

The main objectives of the study are:

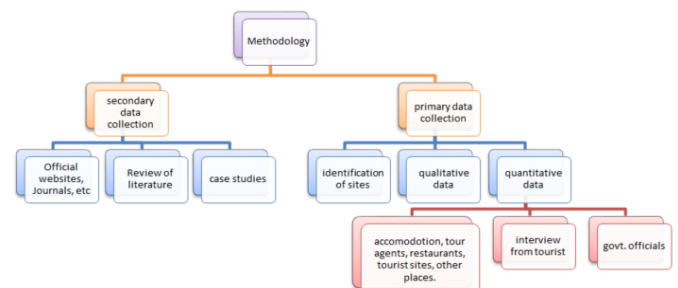
1. To assess growth and development of tourism in Goa during the pandemic.
2. To study the modus operandi of Goa Tourism Development Corporation.

3. To evaluate the operational viability of Goa Tourism.
4. To measure the financial feasibility of Goa Tourism.
5. To analyse the opinion of the tourists in regard to the services rendered by Goa Tourism.
6. To propose suggestions for further improvement in the operating and the financial health of Goa Tourism.

Methodology

The research design and methodology of this survey were finalized considering the main objectives and scope of the study. The study design consisted of an initial desk study followed by a field survey, which was a combination of census and sample surveys. A questionnaire was prepared for this survey. Data is collected from the field as well as from various sources.

The main purpose of the survey is to establish a Goa tourism statistics database in the North District. It is hoped that this research will help policymakers and planners develop new policies and programs and implement sustainability plans by optimizing the state's various physical and human resources.



Nature And Growth Of Tourism In Goa

Most of the tourism in Goa is concentrated in the coastal stretches of Bardez, Salcete, Tiswadi, Miramar and Marmagao. Over 90 percent of domestic tourists and over 99 percent of the international tourists frequent these areas. Goa is visited by two types of tourists with distinct needs which this state satisfies. The first is the domestic tourists, who comprise 80 percent of all tourists. These people come in search of the culture that is "different" from the rest of India. The second is the international tourists who visit Goa purely for the natural environment-sun and beaches.

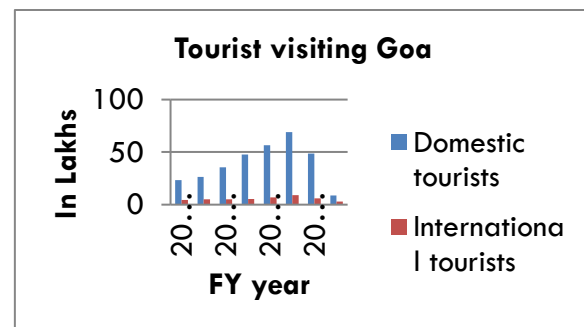
Tourists appearances were the most important during the time of December and least during May. Air continued to be the overwhelming technique for development for the vacationer coming to India and contained 98.5 percent of the outright traffic. Vacationer in the age get-together of 35-44 years (27 percent) administered the appearances followed by those in pass on age social affair of 45-54 years (23.1 percent) and 25-34 years (22.6 percent). Male tourists far outperformed the female vacationers and addressed 61.9 percent of the outright tourists' appearances. Most prominent number of tourists appeared from Western Europe followed by North America and South Asia. Appearance of International tourists to India from the years 2010 to 2020 are given below-

Year	International tourist arrival (in millions)
2010	5.78
2011	6.31
2012	6.58
2013	6.97
2014	13.11

2015	13.77
2016	15.02
2017	16.81
2018	17.42
2019	17.91
2020	6.33

Source: www.statista.com

During the past several years, both made and arising countries have been advancing an enthusiastic endeavor in propelling the movement business, as it has been logically transforming into the principle development of each and every nation's economy. From a little beginning after its independence from 451 years of Portuguese rule in December 1961, traveler traffic to Goa has extended colossal sums all at once and today it is more than the quantity of occupants in the state. Global traveler acknowledges exceptional significance as worldwide vacationers conveys a couple of economic benefits to the country. Above all it brings global money, which is seen as very important for the country as it propels overall trade. Worldwide travelers moreover propels worldwide association and understanding, social transmission, work open entryways provoking compensation age; change of common economy, commercialization of a particular spot finally, it gets a significantly have an impact on the lifestyle and assumption for ordinary solaces of people.

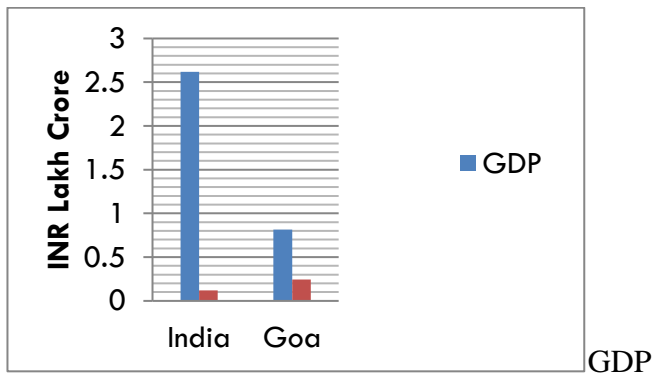


Tourists visiting Goa in financial year

India's GDP in the year 2018-19 was \$2.62 lakh crore and commitment of the travel industry in the equivalent was 4.7%.

Though GDP of Goa in a similar economic year was INR 0.815 lakh crore (\$11 billion) and the commitment from the travel industry was 30%.

In 2021, GDP for Goa was 8.54 million INR, lakhs. Gross domestic product of Goa expanded from 3.81 million INR, lakhs in 2012 to 8.54 million INR, lakhs in 2021 developing at a typical yearly pace of 9.82%.



of India, Goa and contribution of tourism sector

Impact Of Tourism

Economic Development: Growth of tourism sector especially in the North Goa has brought about socio-economic transformation and has been driver for improving the quality of life. This metamorphosis is noticeable by the assets and amenities at their residences. The survey shows that majority of the population involved in tourism activities have amenities like two and four wheel vehicles and modern electronic gadgets etc. Economic Development factor is explaining 9.73% of total variance. From the below table it seen that most respondents are agree that tourism has brought economic development in their life

Responses given by respondent are given in below table-

S r. N o.	Questions	Stro ngly disa gree	Dis agr ee	Ne utr al	agre e	Str on gly agr ee
1	Our standards of living have increased considerably because of tourism.	16	53	32	148	87
2	Tourism has attracted investmen t to our communit y.	15	38	59	152	66
3	Tourism has improved the image of Goa.	12	47	31	140	106
4	Tourism has created jobs for our communit y.	11	37	20	165	103

Source: Field survey.2019

Adverse Effects Nearly four lakh foreign tourists visit Goa annually. In last one decade there has been significant rise in budget tourists mainly Russians, Israelis and Nigerians. (source:-vickynanjapa.wordpress.com) they have been involved in drugs trafficking subsequently to

attract more international tourists, Goa popularizing Sunburn festivals, casinos, massage center, spa etc. This has brought immoral behaviors' among youth in the form of Alcoholism, involvement in Drugs trade, sex trade, living-in relationship etc.

Cultural invasion Since only a small portion of money from tourist the locals get they try to get the maximum amount of profit from tourists they are regarded as economic. Relations had become commercialised.

Environmental Aspects

Coastal zone environment is particularly fragile and can be divided into two areas: the marine part and the land part.

The following impacts have been observed on the coastal stretches of Goa due to development activities:

Loss of sand dunes: Sand dunes have borne the brunt of construction activities along the coastal stretches of Goa. Anjuna and Baga-Calangute-Candolim stretches in

North Goa, were the first beaches to lose their dunes.

Endangered species: Four species of turtles have been reported to frequent visit the beaches at Morjim, Miramar. The number of sea-turtles visiting their nesting sites on different beaches in Goa particularly in Morjim, is steadily decreasing.

Impacts of Recreational Activities

Recreational facilities affecting the coastal environment are generally, but not limited to,

those related to upscale tourist activities. These are:

Swimming pools: The water for this is invariably drawn from subsurface aquifers. The withdrawal of large amounts of ground water in a limited area can be detrimental to the water table of the region, particularly since it is a source of drinking water.

Water sports: Motor boats used in shallow coastal waters continuously disturb the habitats of endangered species and other marine life. Moreover, they tend to degrade water quality by the discharge of oil and grease.

Beach driving: Tourists regularly drive on the beaches during low tide. Concrete ramps have even been constructed to take the vehicles on the beaches such as at Calangute.

Beach accommodations: In the initial states of tourism in Goa, beach shacks became popular due to their small numbers, economical rates and simple decor; however, after several decades, these structures crowd the shorelines without any comfortable among them, and they lack ecofriendly toilet facilities and proper refuse collection, all of which often result in waste invariably find its place in the coastal waters.

Sanitation: Even the internationally famous beach stretch of Baga-Calangute-Sinquerim, does not have rudimentary toilet facilities. Tourists, locals, shop owners and the hordes of migrant laborers, who are employed by construction companies along the beaches, have no other option than to use the beaches to answer the call of the nature.

Beach litter: Plastics are among the very serious problems in a number of Goa's beaches, and an

action plan is urgently needed to mitigate the problem.

Impacts of Expanded Transport

Even though tourists in Goa are almost exclusively accommodated in coastal areas, they arrive and depart Goa by some kind of transportation operating in other areas of the state. While the air and sea travel would cause negligible damage to the environment in broad terms, motor vehicles cause air pollution by their uncontrolled exhaust fumes.

Conclusions and proposals

North Goa without a doubt is quite possibly the main objections of Indium. Worldwide and homegrown vacationers have a unique spot for North Goa in their souls and it very well may be challenging for Goa to support that spot in future except if it puts together itself for the conveying better the travel industry encounters to those meeting its brilliant areas. The types of intercession to accomplish this must be planned by the actual partners and the future unquestionably is in the helpful space as well as in the improvement of the travel industry all through the objective instead of at honey-pot regions.

Although tourism is concentrated along the coastal zone in Goa, it has had a number of positive benefits in terms of increased incomes, increased employment, and added avenues for upward mobility for locals, increased revenue and increased foreign exchange earnings. However, there are also some socioeconomic and environmental impacts impact such as loss of mangroves, erosion, reduced fish catch, loss of species and seasonality of employment growth of prostitution and sex-tourism associated with

tourism industry which needs to be considered. These negative impacts are associated with the pattern of growth of tourism in Goa.

In the Covid-19 situation, to execute the review, a clear exploration strategy was taken on. The key data, for example, the spread of COVID-19, status of the travel industry, inn, travel and other related businesses, sway on absolute homegrown and unfamiliar vacationer stream, sway on the travel industry work, and effect on the job of the travel industry subordinate individuals, has been obtained from a few bits of writing distributed by researchers in scholastic diaries, books, government reports and sites. Both subjective and quantitative information were utilized to accomplish the goal.

Proposal:

Beach tourism is the main stream of tourism activity in Goa. Be that as it may, it has been taken advantage of. Redirection of travelers towards hinterland from sea shores for controlling over the top convergence of vacationers in the sea shores is the need of great importance.

Business Tourism is one more suitable type of the travel industry in Goa. The state ought to work on the nature of existing vehicle and framework offices for this. Business cum conference halls, Golf courses, top notch retail plazas, sporting offices should be made for this with the assistance of the private area to draw in very good quality unfamiliar sightseers to Goa.

Health tourism – Goa is quick arising as a center for good quality wellbeing administrations. Wellbeing resorts can be arranged. Greenhouses, Yoga focuses ayurvedic facilities can be energized

by the public authority by giving motivators to private financial backers.

The old study of Ayurveda tries to keep an equilibrium among the various components in the body to keep up with great wellbeing. Altogether comprehensive in its methodology, it has arisen as the solution to way of life gives that upset current living through its detoxification and support regimens. There is expanding purchaser interest for health administrations and items the world over.

As a science that looks to keep the body, psyche and soul in show, Yoga is India's gift to the world. Appropriately showcased, Yoga can possibly attract huge number of extended stay voyagers. It is anyway important to stock existing yoga conferring establishments and interface them to the travel industry market by adjusting them reasonably as far as language direction, actual framework and capacity to deal with guests.

Have code of Tourism: Needed to keep frameworks set up and to empower dependable the travel industry. Dependable the travel industry is what expects to limit unfavorable natural and socio-social effects, and create more noteworthy financial advantages for local people.

Promote Heritage / Pilgrimage / Religious Tourism: Appropriate for Goa as the state has got rich history and engineering notwithstanding fortifications, rock carvings, sanctuaries, places of worship, and so forth. With the wealth that Goa has, the equivalent is a brilliant choice to redirect vacationers from the stuffed and oversaturated beach front belt.

Frequently alluded to as a living gallery, North Goa is honored with a rich history and a lively

legacy and culture. There are Museums which are rich archives of the nation's way of life and legacy throughout some stretch of time. The travel industry is perhaps the best instrument to give another rent of life to our rich heritage acquired and celebrated by us.

A solid public - private - individuals association to reestablish and adjust the authentic and social resources into the travel industry items would go far in saving our fabricated legacy as well as our elusive resources like people expressions, dance structures, theater, and so on. Making encounters around our Heritage locales and landmarks with Interpretation offices, gift shops, diners and different accommodations would upgrade the general guest experience.

Promote River cruising, Hinterland: River cruising has turned into a significant specialty for objections across the globe, offering a more selective, private experience of a spot. Tourism with a focus on Goa's Western Ghat hill areas, wild life sanctuaries, natural forest areas.

North Goa is very much watered by its waterways, which stream along the length and broadness of the area. Streams likewise offer a substitute method of transportation and sporting open doors. Additionally, Backwaters are an extraordinary environment, which offer experiential occasions. Dams are regularly implicit unblemished conditions with sensible availability. Land is likewise accessible close to the dams for creating convenience focuses, gardens, mounting water sport exercises and other such exercises. Arranged advancement guaranteeing hostile to contamination measures and in line with the climate can promptly yield new the travel industry objections.

Promote Cruise Tourism: The Cruise area is a quickly developing part of the relaxation business, around the world. Experience in the Caribbean, Latin American and South-East Asian nations demonstrate that an immense measure of unfamiliar trade can be procured and sizeable direct and roundabout business can be produced coastal by giving the right approach climate and foundation for the development of journey transporting.

It is assessed that on a normal a voyage traveler spends about USD 200-300 and a journey staff/official spends about US\$ 100-150 for each port visit.

Promote Adventure: With its different topographical zones North Goa has massive potential for experience exercises and endeavors over time. Parade Parks and Camping Sites can add one more aspect to the travel industry item.

Our coast, streams and backwaters can uphold an assortment of water based brandishing exercises like surfing, remote ocean jumping, kayaking, wilderness boating and so on.

It is essential to release the capability of the area by giving admittance to reasonable spots, giving offices and foundation to mounting different exercises, while simultaneously laying out clear conventions and security standards and certifying administrators with the right insight and accreditations to guarantee wellbeing and guarantee quality in accordance with mindful the travel industry standards.

Deal firmly with foreigners illegally usurping benefits at the cost of the locals: Whether it is traveler transport, guides or in any case, barely any outsiders are much of the time blamed in Goa

for carrying on with work illicitly at the deficiency of local people, while the equivalent ought to be clipped down.

References

<https://tourism.gov.in/sites>

<https://timesofindia.indiatimes.com/city/goa/tourism-revenue-rises-to-record-11-78-crore/articleshow/50210185.cms>

<https://www.indiatvnews.com/business/travel-goatourism-loss-rs-2000-to-7200-crore-covid-pandemic-672489>

<https://www.goa.gov.in/wp-content/uploads/2020/11/Goa-Tourism-Policy-2020.pdf>

International Journal of multidisciplinary in management and tourism

Census of India. (2011)

Directorate of Census Operations. Goa: Panaji-Goa.

Government of Goa. (2010)

Economic Survey 2014-15 to 2020-21

Directorate of Planning Statistics and Evaluation, Panaji-Goa.

<https://northgoa.gov.in/demography/>

<https://timesofindia.indiatimes.com/city/goa/tackling-broken-glass-on-beaches-a-priority-dessai/articleshow/50210178.cms>

<https://www.indiatvnews.com/business/travel-goatourism-loss-rs-2000-to-7200-crore-covid-pandemic-672489>

<https://www.gmrgroup.in/goa/>

<https://tourism.gov.in/sites/default/files/2020-04/India%20Tourism%20Statistics%202019.pdf>

<https://tourism.gov.in/market-research-and-statistics>

<https://www.ibef.org/states/goa>

<https://goatourism.gov.in/dot-goat-statistics/>

<http://www.ttindiaexpo.com/goa.html>

Jennings, R. (2020): Coronavirus Strikes Tourism, Factories, Consumption around Southeast Asia, Voice of America, 12 February 2020.

https://www.voanews.com/search?search_api_fulltext=Coronavirus+Strikes+Tourism2%C+Factories2%C+Consumption+around+Southeast+Asia&type=1&sort_by=publication_time