

Tourism in Goa and Its Impact on Entrepreneurship in Goa

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Abstract:

The purpose of this study is to know about Tourism in Goa and its Impact on Entrepreneurship in Goa, the importance of entrepreneurs in a country's economic development has long been acknowledged. Tourism is also undergoing this wave of change, with entrepreneurs reshaping the industry to play a greater role. Tourism has the ability to develop a location from all angles. The location is Goa is a popular tourist destination with its tranquil and exciting image. The tourism industry is rising and fluctuating in response to tourism in the state. Tourism has long been a boon to businesses in the state of Goa. The periodical focuses on entrepreneurs actively involved in the tourism industry. The study focused on the profiles of these entrepreneurs and their perceptions of tourism in the state. In Goa, an attempt has been made to build a link between the stages of company growth and the stages of tourism development.

Keywords: Entrepreneurship, Goa, Beach Tourism, economic, Tourism

Introduction: -

Surrounded by charming white beaches, long, swaying palm trees, the golden sunset in the white church in the background, lifestyle, culture, and an exclusive drawing of an ideal holiday photo of a charming kitchen. A warm and kind host of a sleepy, secluded and quiet village Alamode of the glittering holiday flyer. Undoubtedly synonymous with sun, sand, fun, and vibrancy, Goa is a holiday paradise that generally welcomes both the rich and the poor. Goa, the jewel of the Indian crown, has a wealth of natural talent and has fascinated visitors since the dawn of time. (Kamat,2010)

Goa's tourism business is a rapidly expanding popular tourist destination. The present stage of tourism growth will be explored after a description of its history and the items it offers. Using Butler's (1980) Tourism Area Life Cycle (TALC) model, the outcome will be used to identify the development stage. Profiles of current tourist demand and behaviour will be examined in light of the data supplied by (Kamat's 2010) study, which he performed in 2009, as well as the data provided by the Goa government. Plog's (1974) model will also be utilized to categorize Goa's tourists. Following that, the portfolio will investigate and determine the important stakeholders and the tourism system, as well as their powers, influence, and interest in the business

in this backdrop, the fact remains that Goa has in the past and is at the moment professing beach-centric tourism. Goa has over the decades acquired a brand name of international stature, though sporadically punctured and fractured as the underbelly and the dark side of this industry raises its head. Nonetheless, Goa still replenishes its brand to pull guests to its doorsteps (Kamat, 2010)

Based on the data gathered, the objective of this report is to gain a better understanding of Goa's tourism and its impact on entrepreneurship in Goa. Information for secondary research has been gathered via textbooks, academic journals, the internet, newspapers, magazines, and other relevant sources.

Literature review:

Given that Goa has been overly dependent on beach tourism since the state's inception and introduction of tourism in the 1960s, an urgent priority in the research of tourism in the state is required. The beaches of Goa are also a major tourist attraction today. In this regard, the current study investigates the possibility of introducing village tourism to the state. Village tourism is projected to be a welcome complement to the state's limited tourism offerings. (Bhandare 2013)

(Rate and Puczko, 1998) This exercise has given rise to various types of travel over the decades, including religious, educational, health or medical, adventure, sports, business, leisure, village or rural, sex, dark, and so on; interest in countryside recreation began to grow in the 19th century as a reaction to the stress of increasing urbanization and industrialization in the European region.

(Subhash et al., 2009), think that rural tourism is an entrepreneurial activity carried out by the rural entrepreneurs (farmers as well as rural people) to attract special interest group tourists (rural tourists) to the rural tourism areas by providing a range of activities (food, accommodation, cultural activities, adventure sports, health care services, recreational activities, etc) to add/generate/create value in the form of revenue for empowerment

Rural tourism encompasses a broad array of events, not just farm-based tourism. Farm-based holidays are also included, with a special interest in nature vacations and ecotourism, walking, climbing, horseback riding vacations, adventure, sport, health tourism, hunting and angling, educational travel, arts, and heritage tourism, and ethnic tourism in some areas. (Bramwell and Lane 1994) (Lane, 1994)

Any form of tourism that showcases rural life, as to if actual or imaginary, and that involves rural folk (as artists, guides, etc.) at such locations, thereby benefiting the local community economically and socially, as well as enabling interaction between tourists and locals for a more enriching tourism experience would be classed as rural tourism, according to the 9th Five Year Plan.

In Saligao, South Goa, and Central Goa, the government has begun installing waste recycling plants. KPMG and Department of Tourism Goa (2015)

Due to tourism-related activities, Goa's carrying capacity has been exceeded, resulting in overpopulation at tourist spots, stress on water resources in many coastal regions, and vegetation destruction, Solomon (2009)



The objective of the study:

1. To identify the potential of tourism in Goa.
2. To analyze the impact of tourism on entrepreneurship in Goa

Research Methodology:

While the required secondary information/data was collected from the Department of Tourism-Goa, Goa Tourism Development Corporation, Directorate of Planning and Statistics-Goa, Directorate of Information and Publicity-Goa, Tourism Master Plan articles published in newspapers, Tourism and Travel Hospitality journals, as well as related books and literature in this field, both print and electronic form, for research purpose.

Data Analysis

Table 1:

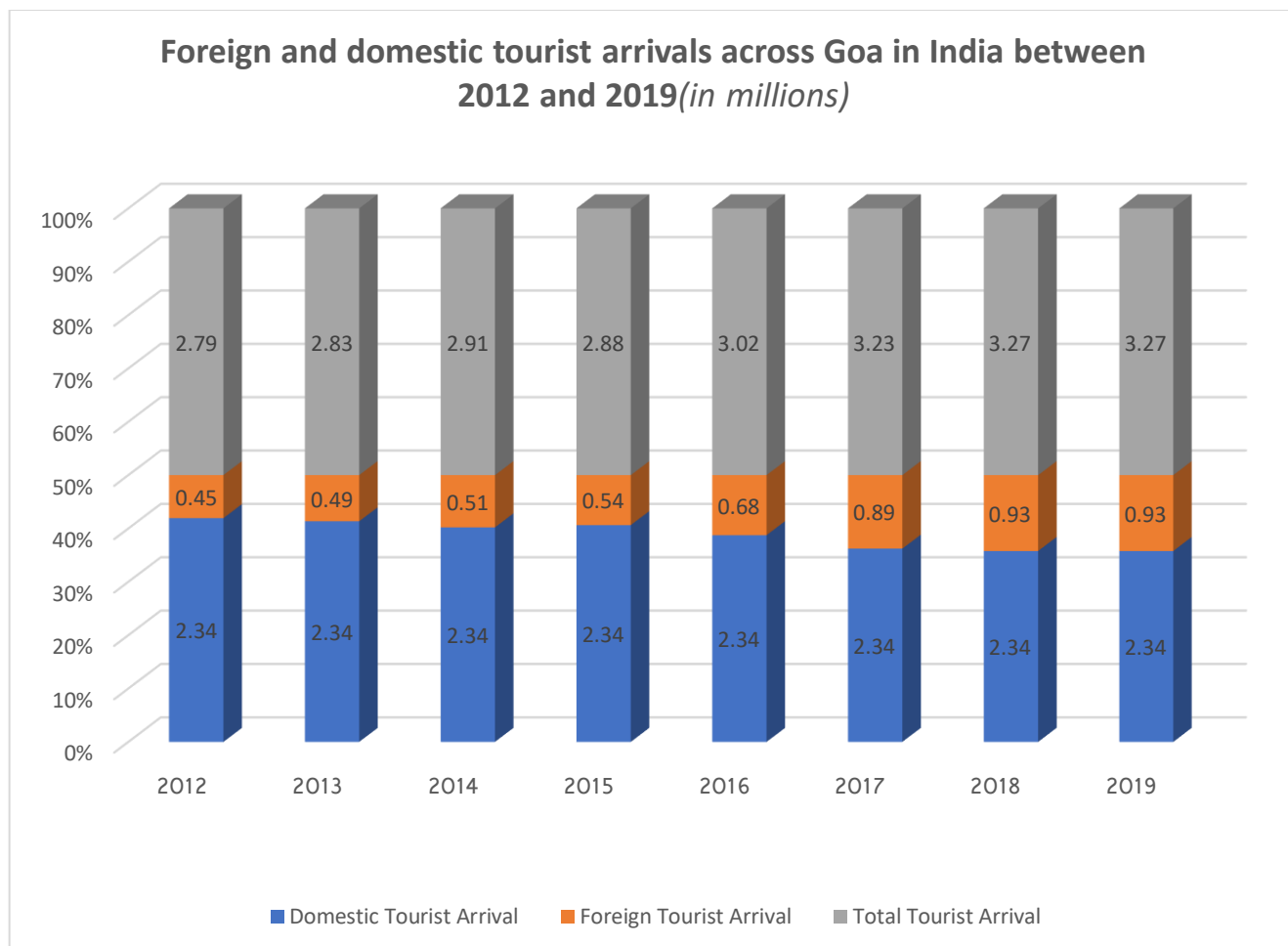


Table 1: In 2019, domestic tourists to Goa state accounted for about 7.1 million arrivals, while foreign tourists accounted for more than 0.9 million arrivals. The state, which was once a Portuguese colony, is known for its beaches and is one of the most popular tourist destinations for Indians and ex-pats.

Table 2:

Nationality-wise foreign tourist arrivals 2005 - 2010

	2005	%	2006	%	2007	%	2008	%	2009	%	2010	%
United Kindom	144672	43	159447	47	151123	45	129896	39	131729	39	154122	46
Russia	29473	9	32293	10	36927	11	48549	14	49251	15	57623	17
Germany	19743	6	23654	7	30768	9	26614	8	26994	8	31882	9
Finland	18811	6	25724	8	26583	8	21345	6	21652	6	25332	8
France	12574	4	15336	5	16659	5	13826	4	14244	4	16665	5
Sweden	7626	2	9954	3	14546	4	12876	4	13069	4	15920	5
Switzerland	10763	3	13421	4	11840	4	10218	3	10366	3	12128	4
Others	93141	28	100585	30	100011	30	87799	26	109335	32	127380	38
Total	336803		380414		388457		351123		376640		441052	

Source: Economic survey 200s9-10 and 2010-11, Directorate of Planning, Statistics & Evaluation, Government of Goa.

In Table 2 It shows a consistent rise in demand from Russia and other nations. Except for the UK and Finland, visitors from other European nations have remained relatively stable during the previous six years, while rising in record numbers. This might signal that these markets have hit a plateau, notwithstanding the financial crisis' impact on these countries.

You can't say no to cheap beer, beautiful beaches, and incredible nightlife. But please entertain you for several reasons that fully explain the phrase "work hard, play hard". But I would like to share the story of a successful entrepreneur in Goa who runs their business well. Goa entrepreneurs expanding their businesses in Goa are quietly hiding in the shadows.

Entrepreneurs and Start-ups in Goa (2012-2018)

table

Year	Start-up	Founder	Industry
2012	vacations labs	Sourabh Nanda	Travel & Tourism
2015	Tempo Go	Pranav Shirke	Transportation Solution
2018	Foodel Goa	Anand tarcar& Syrebder Prajapati	Food delivery
2018	Goa miles	Director Sachin Bhavsar	Taxi Services
2018	Party Hunt	Ranchi Rawat	Event Management/ Mobile application

Vacations labs: Vacation labs is a travel and tourism firm that makes it easy for tour operators to publish their itineraries online. Goa, being the country's tourism capital, is the appropriate target market for the firm. Saurabh Nanda, an IIT alumnus with extensive expertise dealing with online travel portals such as Clear trip, founded the company.

Tempo Go: TempoGo is a Transportation Industry Internet of Things (IoT) and Software-as-a-Service (SaaS) solution provider. However, it was able to get \$500K from the Javelin Startup-O Victory Fund. They later obtained \$825,000 from K2 Capital Group, bringing their total capital to \$1.3 million.

Foodel Goa: Food is perfect for those who have a strong desire for good food but are too lazy to get out of a comfortable bed. "This is a Gore-based food ordering and delivery company derived from the terms" food "and" delivery. " Anand Tarcar and Surendra Prajapati founded Foodel.

The firm focuses on supplying high-quality food goods while also considering the desires of its customers. Customers may also enjoy handcrafted local delicacies through the company's home-cooked and bakery offerings. Unlike Swiggy, this organization does not have minimum or maximum order requirements for delivery.

Goamiles: Goa was one of the few states in a country without Ora and Uber, despite being one of the most popular tourist attractions. It may sound strange, but the cost of a flight from one location to another can be just a few hundred dollars cheaper than Gore's cheapest flight.

Goamiles, the government of Goa's app-based taxi service, was just established. The Goa Tourism Board has also endorsed the app, adding to the state government. The software serves as a lifesaver for travelers who are tired of paying exorbitant rates for local taxis. This program takes the entrepreneur one step further.

Party Hunt: Goa is all about having a good time. People exclusively come to this location to have fun with their buddies at parties. But what if you go there and there isn't a single party? In these cases, Party Hunt comes in helpful. Party Hunt is an app that allows you to locate the greatest parties in your area according to your preferences. A party featuring Bollywood tunes, English songs, certain food or drink style, and so on can be found. On the app, you can even throw your party. However, the service is now only available in Goa.

Conclusion:

The finding of this study is to know about the Tourism of Goa and its impact on Entrepreneurship in Goa. It is critical to understand the types and classes of visitors that visit the state since they are consumers who must be catered to. When it comes to domestic tourists, people prefer to travel with their families and friends. The state is also popular among newlyweds' wives. On the other hand, international visitors prefer to travel alone, exploring and savoring everything that the place has to offer. They form friendships, travel together, and then separate ways, although traveling with family is not uncommon, especially among British visitors who used to visit the state regularly for years, if not decades. This group of visitors has dwindled, and they have been replaced by a new group of foreign tourists. Basically, Goa attracts travelers who come for the sand, surf, and sun. Toe state has just begun to provide various types that are increasing appeal, such as leisure, pleasure, and medicinal.

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