



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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GOA TOURISM: MYTHS AND REALITIES**DR. HIRANMOY ROY****ASST. PROFESSOR (SR. SCALE)****UNIVERSITY OF PETROLEUM AND ENERGY STUDIES****BIDHOLI, VIA PREMNAGAR****DEHRADUN****ABSTRACT**

Tourism in Goa generates number of positive benefits such as increase in income, increase in employment, added revenue, and foreign exchange earnings. However, there are negative socio economic and environmental 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.

KEYWORDS

Tourism, Goa, Beaches.

INTRODUCTION

Goa is often referred to as a classic example of the evils of tourism development, yet there is relatively little substantive evidence against which to assess this claim.¹ - **David Wilson, Queen's University of Belfast, UK, in April 1995.**

The state of Goa, a small bright green land on the West Coast of India, with its usual charming beauty, eye-catching beaches and temples famous for its structural design, festivals and most importantly its cordial people with a rich historical and cultural heritage, qualified for its perfect tourist profile.

Goa joined national mainstream on its liberation from Portuguese colonial rule in December 1961. The tourist arrival to Goa registered an extraordinary growth from 2 lakhs tourists in 1975 to 11.26 lakhs in 1996 of which domestic tourists consist of 8.88 lakhs and foreigners reported for 2.37 lakhs including almost 73,000 from U.K. Germany, Switzerland, Finland.

Tourism plays a significant role in the economy of Goa.² Tourism in the state generates 13.7 percent of state's net domestic product (NSDP), 7 percent of employment and 7 percent of state tax revenue (Kalidas Swakar, 1998). The state is known all over the world for its pre-independence period Gothic churches and also as the 'Pearl of the East'.³ The land has large coconut groves, striking beaches, water sports, foot-tapping dance and music and age-old ruins. Predominantly influenced by the Portuguese culture, Goa is well known for its 105 km long coastline. Goa introduced to us as paradise that is a perfect holiday destination.

IMPORTANT TOURISTS SPOTS IN GOA

Tourism of Goa is seemingly incomplete if you do not visit the beautiful beaches with clear waters. The sea, the golden sands fringed with palms, the coconut groves and the ferry rides make these beaches an ideal destination for relaxation. Some of the important and beautiful beaches with huge tourism potential are Palolem, Agonda, Dona Paula, Cavelossim, Varca, Baga, Benaulim beaches, etc. Baga beach is the most popular beach for 'sun baths' in Goa and it is most attracted to visitors.

Having extra ordinary beaches in Goa, her wonderful weather and luscious food, Goa is most preferred destination to the tourists. There are also other reasons for flourishing tourism in Goa due to existence of pre-independence period temples and churches. Temples, beaches and churches are the beautiful ornaments of Goa making it attractive for tourism. Major temples of Goa are the Mangeshi Temple, the Shanta Durga Temple, the Ganapati Temple, the Mahalaxmi Temple, the Nagesh Maharudra Temple, and the Ananta should be on top of a tourist schedule. The churches of Goa are important heritage of Goa. It is a representative of medieval European architectural style. The famous churches of Goa are the Church of St. Francis of Assisi in old Goa, the Basilica of Bom Jesus, the St. Cajetan Church and the Chapel and Tomb of St. Francis Xavier. These churches are known for heir tranquil environment and a source of relief from the present stressful lifestyle (). Important places of tourists visits in Goa are listed below in table-1.

¹ David Wilson, "Paradoxes of Tourism in Goa", Queen's University of Belfast, UK, 12th April, 1995.

² Kalidas Sawkar et al, "Tourism and the Environment," 1998, <http://siteresources.worldbank.org/WBI/Resources/wbi37134.pdf>

³ www.yatraindia.com/goa-travel-guide/index.html

TABLE 1: IMPORTANT TOURIST DESTINATIONS IN GOA

| | | |
|---------------------------------|------------------------------------|-------------------------------|
| 1. Pernem Taluka | 2. Bardez Taluka | 3. Bicholim Taluka |
| Querim Beach | Vagator Beach | Kansarpal Temple |
| Tiracol fort | Chapora Fort | Sirigao Temple |
| Arambol Beach | Anjuna Beach | Bhagwan Math |
| Alarna Fort & Alarna Temple | Aguads Fort | Bicholim Masque |
| Mandrem Beach | Baga Beach | Shri Datta Mandir |
| Shri Shantadurga Temple | Carjuem Fort | Shri Saptakoteshwar Temple |
| Morjim Beach. | Calangute Beach | Arvalem Waterfalls |
| 4. Satari Taluka | Our lady of Miracles Church | Narve Springs. |
| Brahama Temple | Candolim Beach | |
| Nanus Fort | Pomburpa Springs | |
| | Singuerim Beach | |
| | Reis Magas Fort | |
| | Coca Beach. | |
| | | |
| 5. Ponda Taluka | 6. Teswadi Taluka | 7. Mormugao Taluka |
| Marcela Temple | Miramar Beach | Marmugao Harbar |
| Bhoma Temple | Vainguinim Beach | Resarval Springs |
| Farmogudi Temple, | Lake & Bird Sanctuary | Cambariem Island |
| Mangueshi Temple | Siridao Beach | Church at Sancoale |
| Safa Masjid | Cabo Raj Bhawan | Dabolim Airport |
| Mahalsa Temple | Dona Paulo Old Goa | Arossim Beach |
| Bondla Wildlife Sanctuary | Charao Island | Pequeno Island |
| Mardol Temple | Divar Island | Vtarda Beach |
| Veling Temple | Pilar Seminary. | Bogmalo Beach |
| Marcaim Temple | | Velsao Beach. |
| Nagueshi Temple | | |
| Ramnath Temple | | |
| Shantadurga Temple | | |
| Shri Kamakshi Temple. | | |
| 8. Salcete Taluka | 9. Quepem Taluka | 10. Canacona Taluka |
| Majorda Beach | Shantadurga Temple | Cabo De Rama Fort |
| Lautulim Ancestral Goa Big Foot | Betul Beach | Agondo Beach |
| Betalbatim Beach | Canaguinim Beach. | Palolem Beach |
| Rachal Seminary & Museum | | Goandongri Mallikarjun Temple |
| Colva Beach | | Partagal Math |
| Chandar Fort | | Cotigao Wildlife Sanctuary. |
| Benaulim Beach | 11. Sanguem Taluka | |
| Chandeshwar Bhutnath Temple | Tambdi Surla Temple | |
| Varca Beach | Bhagvan Mahavir Wildlife sanctuary | |
| Chandranath Hill & Temple | Dudhsagar Waterfalls | |
| Cavelassim Beach | Masque at Sanguem | |
| Temple at Cunolim | Rivona Fort | |
| Mabar Beach. | Netravali Lake | |
| | Mamai Devi Temple | |
| | Damodar Temple. | |

Compiled from various sources

TOURISM STATISTICS OF GOA

Revenue from tourism in the state is increasing over the years (refer table-2) and it is very important industry in terms of generation of revenue. In the year 2005-06, 22.72 Percentage of Govt. revenue came from tourism in Goa.

TABLE 2: REVENUE & EXPENDITURE OF GOA TOURISM Rupees in lakhs

| S.No. | Financial Year | Revenue | % Change | Expenditure | % Change |
|-------|----------------|---------|----------|-------------|----------|
| 1 | 2002-03 | 100.00 | | 2288.72 | |
| 2 | 2003-04 | 126.50 | 26.50 | 2845.61 | 24.33 |
| 3 | 2004-05 | 106.05 | -16.17 | 2811.45 | -1.20 |
| 4 | 2005-06 | 130.14 | 22.72 | 2951.58 | 4.98 |

Source: Ministry of Tourism, Govt. of India, New Delhi.

Goa accounts for 21.74 percent of India's foreign tourist arrivals and domestic share is 78.28 percent in the year 1996 (refer table-4).

TABLE 3: SHARE OF DOMESTIC AND INTERNATIONAL TOURISTS IN GOA (FIGURES IN LAKHS)

| | Goa | | All India | | Goa's share (%) | |
|------|----------|---------|-----------|---------|-----------------|---------|
| | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign |
| 2007 | 22.09 | 3.88 | 5265.64 | 132.67 | 0.41 | 2.92 |
| 2008 | 20.2 | 3.51 | 5269.82 | 141.13 | 0.358 | 2.48 |
| 2009 | 21.27 | 3.77 | 6500.39 | 137.18 | 0.327 | 2.748 |

Source: Ministry of Tourism, Govt. of India

TABLE 4. INTERNATIONAL TOURIST ARRIVALS IN INDIA

| Year | Tourist arrivals in India (millions) | Share of Goa in total tourist arrivals in India (%) | Year | Tourist arrivals in India (millions) | Share of Goa in total tourist arrivals in India (%) |
|------|--------------------------------------|---|------|--------------------------------------|---|
| 1981 | 1.26 | 2.4 | 1989 | 1.74 | 5.2 |
| 1982 | 1.29 | 2.3 | 1990 | 1.71 | 5.9 |
| 1983 | 1.30 | 2.3 | 1991 | 1.68 | 7.8 |
| 1984 | 1.21 | 4.9 | 1992 | 1.87 | 6.4 |
| 1985 | 1.26 | 7.1 | 1993 | 1.82 | 9.3 |
| 1986 | 1.45 | 6.2 | 1994 | 1.87 | 11.2 |
| 1987 | 1.48 | 6.4 | 1995 | 2.10 | 10.9 |
| 1988 | 1.59 | 5.9 | | | |

Source: Center for Monitoring the Indian Economy. 1995. *Basic Statistics of the Indian Economy*; and India,

Different types of tours in Goa can be grouped under the following heads-

(1) Heritage Tours of Goa, (2) Religious tours of Goa, (3) Wild tours of Goa, (4) Carnival in Goa (5) Water sports option in Goa, (6) Shopping in Goa

TOURISMS EARNINGS IN GOA – A MYTH

The argument that tourism revenue keeps the Goan economy solvent is

misleading⁴. As pointed out by a study of UN regarding the economic effects of tourism in developing countries shows that about 80% of travelers expenditures are paid to international companies by way of airline fares, hotel and tour reservations. These are the major expenses of a tourist's budget. Thus the local businesses in Goa can not be expected to gain from these revenues. There is also 'leakage' of tourism revenue in Goa either through import of resort construction materials and equipment, consumer goods like food and drink if Goa can not supply them or through exports such as foreign or beyond state investors who finance resorts, take their profits back to their country, or state.

The 'leakage' means that Govt. of Goa ultimately earns only an insignificant fraction from the supposed 'huge' revenues of tourism. As most of the hotels are foreign or beyond state Indian concerns, these earnings never remain in Goa. Therefore this does not assist the Goan economy. As per the UN statistics on an average about \$5 of each \$100 spent by the foreign tourists actually stays in developing country. Such findings for Goa may not be available, but one can assume that tourism revenue a dominant industry in Goa as projected are realized partially. The deficits in Goan economy for past years may support this proposition. Thus tourism revenue in Goa as estimated in crores remain to be a myth.

Govt. in Goa offers tax breaks to hotels and developers by sacrificing much needed investments in the important areas of education and health etc. and this has a lasting impact on development and earning potentials of future generations. By giving over emphasis on tourism over the past decade by the Govt. Goan economy has failed to diversify and thus limited the economic opportunities. The other negative socio-cultural impact of tourism in Goa are crime has risen along with child labour, prostitution and sex tourism due to unappeasable desires of the tourists. Goa needs to diversify in terms of industrialization driven by innovation and future needs of job opportunities for Goan workforce.

GROWTH AND IMPACT OF TOURISM IN GOA

There are two types of tourists to Goa. First the domestic tourists who comprise of 80 percent of all tourists, they come in search of a culture which is different from rest of India. The second type is foreign tourists who visit Goa for natural environments like - sun and beaches. Domestic tourists come throughout the year while foreign tourists avoid the monsoon months for their prime attraction to use beach. Various factors responsible for growth tourism are

1. Increased disposable income
2. Stress of Living in cities and towns
3. Improved employment benefits such as leave travel concession
4. Improved transportation
5. Cheap accommodation and resorts
6. Policies of state and central Govt.

GROWTH OF TOURISM IN GOA

TABLE 5: GROWTH OF TOURISM IN GOA

Average Annual Growth Rates (%)

| Period | Domestic | International |
|-----------------|----------|---------------|
| 1981/82-86/87 | 7.98 | 27.20 |
| 1986/87-1991/92 | 2.75 | -1.34 |
| 1991/92-95/96 | 3.90 | 31.00 |

Source: India, Government of Goa, Department of Tourism. Personal Communications.

Economic impacts of tourism in Goa are measured through revenue from tourism, foreign exchange earnings, creation of employment and income generation. Foreign exchange earning potential of tourism is one of the main attractions for its support by Central Govt. During 1995-98 foreign exchange earnings from tourism in Goa were US\$ 43-57⁵ million. Tourism contributed around 13.7 percent of NSDP, 7 percent of employment and 7 percent of tax revenue. Distribution of Expenditures for International and Domestic tourists are shown in the table-6.

⁴ Goanet, Lyrawmn, Sunday, 30th August, 2009.

⁵ This figure is probably an underestimate, as it is record of foreign currency converted in Goa. If India's total foreign exchange earnings from tourism are considered and Goa is apportioned an amount based on the share of tourists that come to Goa, the amount rises to around US \$ 115 million.

TABLE 6: DISTRIBUTION OF EXPENDITURES FOR INTERNATIONAL AND DOMESTIC TOURISTS

| Category (%) | International Tourists (%) | Domestic Tourists |
|------------------------------|----------------------------|-------------------|
| Accommodations and food | 53.95 | 58.20 |
| Internal transport | 13.63 | 10.40 |
| Entertainment | 2.61 | 1.80 |
| Miscellaneous expenses | 4.97 | 2.90 |
| Average length of stay | 9 days | 5 days |
| Total amount spent per visit | US\$590 | US\$110 |

Source: Kirloskar Consultants Ltd., 1994. *Report on Study of Tourism Industry in Goa*. December.

Food and accommodation comprises 53.95 percent which is largest component of expenditures. Backward linkage could be established through supply of local foods to tourism industry thus diversify development which was not highlighted by the policy makers. The food supply chain is not considered in Goa and thus surplus in agriculture and fishing could be integrated in this chain to generate local income.

Huge investments in tourism was made by Govt. by sacrificing investment in other critical sectors such as education and health (refer exhibit-1)

Seasonality in the Goa tourism industry is observed as October-February being industry peak and June- August being industry troughs. Unskilled labourers were hired during peak season and who are laid-off during lean season as the costs of hiring and laying-off unskilled labourers is not high and thus this segments of workers experience the up and down swings of income and employment. Scant attention was paid to this social cost of tourism industry in Goa.

The environmental impacts of tourism in Goa are

1. Loss of Mangroves
2. Reduced fish catch and species
3. Erosion
4. Siltation
5. Loss of sands
6. Loss of endangered species

The impact of tourism in Goa can be visualized clearly if we see its costs and benefits (refer Exhibit-II).

CONCLUSION

Though tourism in Goa generates number of positive benefits such as increase in income, increase in employment, added revenue, foreign exchange earnings. However, there are negative socio economic and environmental 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.

EXHIBIT

EXHIBIT-1: EXPENDITURES OF THE STATE ON TOURISM PER PLAN

| Annual plan | Actual expenditures | (Rs Million) |
|----------------------|---------------------|--------------|
| 1992-93 | 22.96 | |
| 1993-94 | 25.93 | |
| 1994-95 | 27.01 | |
| 1995-96 | 29.25 | |
| 1996-97 | 30.00 | |
| EIGHT PLAN (1992-97) | 135.15 | |

Source: India, Government of Goa, Department of Town and Country Planning and Department of Statistics and Evaluation Department.

EXHIBIT-II: BENEFITS AND COSTS OF HETEROGENEOUS TOURISM IN GOA

| Benefits | Costs |
|--|--|
| Economic/Financial | |
| * Foreign revenue earnings | * Increased local cost of living |
| * Funds raised from taxes, etc. | * Seasonality of income and employment |
| * Diversification of local employment and | * Unstable market |
| * Service sector employment opportunities | * Cost of enforcement/administration |
| * Support employment opportunities: e.g., Agriculture, Fisheries, Handicrafts, | * Cost of training guides, managers, etc. |
| * Agriculture, Fisheries, Handicrafts, Cottage industries | * Liability of service providers Polluter Pays Principle |
| * Development of export markets for local products, foods, etc. | |
| Political/Institutional | |
| * Maintenance of population within political boundaries | * Exposure to undesirable social problems, e.g., child labor, pedophiles |
| * Maintenance of future development options | * Large number of stakeholders |
| * Small number of stakeholders | * All lands privately or publicly owned used for tourism |
| * Environmentally active civil society | * Absence of, or delays in conflict resolution through courts or traditional community organizations |
| Cultural/Social | |
| * Exposure to new information, lifestyles | * Disruption of culture |
| * Maintenance of traditional knowledge/ products | * Enhanced local expectations due to exposure to affluent visitors |
| * Historical and cultural heritage | * Labor influx |
| * Conflict resolution by panchayats | * Conflicts over local beach and water resources, and transportation |
| Environmental/Conservation | |
| * Incentives/funds for resource management research | * Beach degradation due to improper waste management by tourists |
| * Improved environmental education | * Groundwater depletion due to increased local demands |
| * Unique coral reef/island resources | * Water scarcity due to over-exploitation for tourism industry |
| * Strong environmental regulatory and enforcement framework | * Groundwater pollution due to improper waste management |
| | * Beach and coastal erosion due to unsuitable infrastructure development |

Source: Emmanuel D.Silva, Jose Furtado and Sherry Russell are from the Economic Development Institute of the World Bank.

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