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## CONTEMPORARY APPROACH TOWARDS EVALUATION OF SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF GOA

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### ABSTRACT

*Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment. In India Goa has seen a tremendous growth in infrastructure, tourist numbers, expansion of urban area and increase in revenue. The tourism businesses in Goa gained the status of a full fledged industry in the year 2000 (Abreu, 2005). There has been staggering increase in number of tourists over the years. In the year 2006-07 the number of tourists to Goa were 2,479,068 (IANS, 2009), which is more than double the population of Goa. According to Brundtland Report (United Nations, 1987), "Development which meets the needs of the present without compromising the ability of future generations to meet their own needs is sustainable development". Most of the business concerns follow contemporary practices of sustainable tourism development but the case is not so always and tourism concerns are no exception. Against this backdrop, the present paper analyses the case study of Goa state and evaluates its sustainability based on the factors of sustainable tourism development. Statistical tests were applied in order to fulfill the objectives laid down for the study.*

### KEYWORDS

Carrying Capacity, Demonstration Effect, Economic Development, Sustainable tourism.

### INTRODUCTION

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. India witnesses more than 17.9 million annual foreign tourist arrivals and 740 million domestic tourism visits. The tourism industry in India generated about 100 US\$ billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. In the year 2010, 17.9 million foreign tourists visited India.

The immense growth in the Indian tourism industry can be attributed to several factors. The boom in Indian economy has resulted in more disposable income in the hands of middle class, thereby prompting increasingly large number of people to spend money on vacations abroad or at home. India is also a booming IT hub and more people are coming to India on business trips (ILI, 2009). Recent aggressive advertising campaign "Incredible India" by Tourism Ministry has played a major role in changing the image of India in international markets. India also has tied up with the United Nations Development Programme (UNDP) to promote rural tourism (Trade, 2009). The outlook for the industry seems bright. Conde Nast ranked India amongst the top 10 tourist destinations and JBIC ranked her as the fifth most attractive investment destination (ILI, 2009). A market research report, "Indian Tourism Industry Outlook" has come up with following key findings (Bharat, 2008):

1. India is expected to see an influx of 10 Million international tourists by 2010, up from just 5 Million in 2007.
2. Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Karnataka and Rajasthan are the leading tourism destinations in India in terms of total tourist arrivals.
3. India has been promoting its healthcare tourism by providing the visitors with private healthcare facilities. It is expected that the total market for medical tourism will reach US\$ 2 Billion by 2012, representing a CAGR (Compound Annual Growth Rate) of 60.69%.
4. Personal disposable income during 2002-2007 grew at a CAGR of 14.16%, thereby driving domestic as well as outbound tourism.
5. Indian outbound tourist flow is expected to increase at a CAGR of 13.30% over the five-year period spanning from 2008 to 2012.
6. India's share in the global tourism is expected to reach 1.5% by 2010.

Though the future of India looks promising, there are many challenges which need to be dealt with. The major challenges include poverty, population explosion, illiteracy, unemployment, and the recent rural-urban divide (Economy, 2007). Experts say that these challenges can be overcome by the sustained and planned reforms.

### GOA- AN OUTLINE

Goa is India's smallest state in terms of area and the fourth smallest in terms of population. Located on the west coast of India in the region known as the Konkan, it is bounded by the state of Maharashtra to the north, and by Karnataka to the east and south, while the Arabian Sea forms its western coast (Goa, 2009). The population of this union territory is 1,347,668. Panjim is the capital and Vasco da Gama the largest city. Famed for its colonial Portuguese and Catholic past, Goa is one of the most literate states in India with a literacy rate of 82 % according to 2001 census (Profile, 2004). The Portuguese first landed in Goa as merchants, in the early 16th century, and conquered it. The Portuguese overseas territory existed for about 450 years, until it was annexed by India in 1961 (Goa, 2009). The historic city of Margao still exhibits the influence of Portuguese culture.

MAP OF INDIA SHOWING GOA



Source: <http://www.portcities.org.uk/london/server/show/conMediaFile.1262/Map-of-India-showing-Goa.html>

#### INFRASTRUCTURE: (Infra, 2004)

1. Airports: Goa has well developed international airport with facilities for chartered flights. Goa's Dabolim International Airport is 25 km away from the state capital, Panjim.
2. Water Transport: Goa has a well developed internal water transport network formed by a grid of navigable rivers. This offers industries a most economical mode of transport for their goods and raw material throughout the State.
3. Banking and Finance: Several all India Financial Institutions along with the State's Financial and Infrastructure Developmental Organizations help entrepreneurs to get a firm foothold in Goa without any inconvenience.
4. Roads: Goa has 195 km for every 100sq. Km, against the National average of 50 Kms of roads for 100 sq. km. There are two well connected national highways along the West coast, namely NH4A and NH17, besides the dense network of metallic roads connecting the state to other parts of the country.
5. Railway: South-Central Railway and Konkan Railway provide rail links with major cities.
6. Ports: There is an international port with multipurpose general cargo berth and fully containerized service operations. It can accommodate over 50 ships in outer anchorage. Port has mechanized loading facility, an oil berth and general Cargo berth. Minor ports are also available along the river.
7. Power: Compared to the National pattern of industrial power consumption, the share of the industrial sector in the Goa power is much larger. The power supply situated is therefore more than comfortable for industrial users. Goa's per capita power consumption which is 690 kwh is good indicator to current power supply situation. Abundant power is available through central grid from super thermal power stations.
8. Water: Goa has just sufficient water for domestic as well as industrial uses. To cater for the future requirement the state Government has initiated the Selaulim Water Supply project.
9. Telecom: The Telecom facilities in Goa are on par with other metro cities in the country. Optical fibre provides high speed access to a wide range of Internet related services. Goa is the second State of the country to achieve 100% automatic telephone system, with a very good network of Telephone Exchanges.

#### GOA TOURISM

Goa is also known as the "Rome of the East", and is famous for tourism world-wide. Tourism constitutes the main source of Goan economy (Abreu, 2005). Renowned for its beaches, places of worship and world heritage architecture, Goa is visited by hundreds of thousands of international and domestic tourists each year. It also has rich flora and fauna because of its location on the Western Ghats range and therefore, is classified as a biodiversity hotspot (Goa, 2009).

#### MAIN ATTRACTIONS: (Guides, 2009)

- As already mentioned, two of the most notable locations within Goa are Panjim and Vasco da Gama. There are many other beach resorts in Goa that have become more famous among the tourists. In these resorts water sports and bamboo beach shack accommodation can be found. Then there are beaches of Baga and Calangute which attract tourists all throughout the year.
- The state has much more to offer than beaches, fishing, water scooters, windsurfing and scuba diving. In recent years, Goa has gained fame throughout the region for its many night-long open-air raves, which are particularly popular at both Anjuna and Vagator. Furthermore, tourist attractions in Goa include elephant rides, football matches at Margao's Fatorda Stadium, many wildlife sanctuaries, bullfighting, nightclubs, fine dining and pleasure boat cruises, where one can spot dolphins and porpoises.
- There are historical monuments in Goa from the 16th-century like the Se Cathedral, which features a mixture of Portuguese and Gothic-style architecture. Next to another beach called Candolim, there is Fort Aguada which is an old lighthouse boasting great views of the area. Then there are the remains of Chapora Fort, Goa's Cabo Palace (Raj Bahavan), Mormugao Fort and Terekhol Fort, which also attract tourists.
- Goa has a number of cultural attractions too like museums and local Indian art galleries. Highlights include the Archaeological Museum and Portrait Gallery, various artifacts and old photographs at Panjim's State Museum, weaponry exhibits at the Naval Aviation Museum, various antiques and carvings at the Museum of Goa Daman and Diu, and some impressive paintings at the Art Chamber, next to Calangute Beach.

#### EVIDENCES FROM THE EXISTING LITERATURE

Over the time Goa has seen a tremendous growth in infrastructure, tourist numbers, expansion of urban area and increase in revenue. The tourism businesses in Goa gained the status of a full fledged industry in the year 2000 (Abreu, 2005). There has been staggering increase in number of tourists over the years. In the year 2006-07 the number to tourists to Goa were 2,479,068 (IANS, 2009), which is more than double the population of Goa. Tourism contributes Rs.15 billion (3 million USD) in revenue to the state government, which is virtually 50 percent of the state's income (ibid, 2009). The picture might look all rosy, but there is another side to this story. There are a lot of concerns and worries about the developing tourism industry in Goa. These concerns pertaining to sustainability will be highlighted in the next section.



## MAIN ISSUES ABOUT GOA'S SUSTAINABLE TOURISM DEVELOPMENT

### CARRYING CAPACITY

As already mentioned, the number of tourists arriving at Goa during a five month period of tourist season (October to March) is outrageous. This year 5 million tourists are expected. The authorities have taken no action; instead they are worried about building new infrastructure to accommodate the extra tourists flow. Nobody is even bothered to at least address this issue. As one of their Public Works Minister puts it, "Goa will be finished if more tourists come to the state. If instead of 400,000 tourists, five million come here, what is the future of Goans?" (IANS, 2009). As the tourist population outnumbers the local host population in tourists season; this places additional stress on coastal resources (Planet, 2005). "There is a huge need to examine the carrying capacity of the state," quotes a website (Study, 2004).

### INFRASTRUCTURE

Goa has a poorly planned infrastructure. There are two versions to it. According to some Goa needs to develop more infrastructure and renovate the existing one to accommodate and cater to the needs and wants of tourists. Goa tourism development authority says that the pressure on their already existing infrastructure is more than double (GTDC, 2009). The people, mostly businesses, blame central (federal) government for not giving enough tax breaks to build the infrastructure. Goa chamber of commerce and industry spokesperson says, "There is nothing in the budget for Goa to cheer about. Though Goa ranks very high as an international tourist destination, there is hardly any tourism infrastructure" (Budget, 2009). There are others who feel that there should not be any further addition of infrastructure. Goa is amidst constructing another international airport. The reaction of many to this is negative. State home minister, public works department minister and others oppose the decision. One of the ministers quoted, "The number of tourists coming in from the present airport at Dabolim is enough. We do not need more tourists, this is clear" (IANS, 2009). Some even ask for the reassessment of the benefits tourism brings in for the state. Moreover, once Goa scales up its infrastructure to meet the demands that arise in the peak season, the facilities remain under-utilized in the off-season (Planet, 2005).

### URBANIZATION

To ease pressure on the existing tourism destinations, Goa is converting agricultural and rural areas into new destinations like amusement parks, water parks and marinas. The President of the Trade and Tourism Association of Goa (TTAG) Ralph D'Souza says that they have to create more infrastructure in rural areas to help easing away tourism from already congested urban areas (IANS, 2009). This has caused a whopping increase in the price of land in rural areas. Land is abandoned for speculation, traditional systems of cultivation are converted and agriculture becomes a part-time activity by active workers who have shifted to the service sector (Planet, 2005). There has been an increase in the dependence on other states for agricultural produce consumed in Goa (Study, 2004). Around 57 % of households in Assagao and 50 % in Arpora and Parra – all villages near the coastal areas of Goa, with stakes in tourism business, have stopped cultivating their agricultural land (Planet, 2005).

### ENVIRONMENT

Environmental issues deserve urgent attention. There are problems about proper solid waste management, air pollution, water stress, preservation of heritage, sewage treatment, dirty beaches, degraded dunes, in short there is a whole environment fallout. Absence of efficient public transport has increased the number of motorbikes and cars substantially, which in turn has increased environmental pollution (Planet, 2005). One of the biggest problems Goa confronts is the solid waste disposal. Even though the court had passed an order directing the coastal panchayats (Local Bodies) to collect, segregate and dispose of the garbage by building composting units and also to collect plastic waste for recycling, piles of waste still gets accumulated (TOI, 2009). The reason for this discrepancy is that the panchayats have not been seriously dealing with the garbage disposal problems (ibid, 2009). Over the years offshore casinos have also been dumping garbage into the rivers which has been drastically increasing the organic content in the water, polluting fish and other marine organisms (Health, 2009).

Also, the beaches of Goa used to be very clean with dense vegetation and magnificent dunes three decades ago, but the over-exploitation of the beaches for tourism-related activities has severely degraded the sand dune habitats (Planet, 2005).

Another study warns that "groundwater in coastal Bardez (a county) is stressed due to tourism-related activities. Groundwater quality has deteriorated due to indiscriminate disposal of human-generated waste, including disposal from septic tanks and cesspools. The bacterial and nitrate concentrations are quite abnormal in almost all the coastal stretches of Bardez." (Planet, 2005)

### SOCIAL DEGRADATION

Except for Goa, there are no casinos in India. In Indian culture gambling is socially unacceptable. Goa harbors 6 offshore casinos. There are claims by local people that many families have lost their lands and money to gambling and therefore, hold tourism responsible. This is a classic case of demonstration effect. A website (Casino, 2009) quotes, "Local residents too have opposed these casinos describing them as a major eyesore". Others feel that such huge number of tourists have destroyed their culture as another website quotes people saying, "They (tourists) lie around nude on our beaches and practice and propagate free love and free sex. Drugs are an integral part of their relaxed way of life" (Courier, 2000). There have also been cases wherein locals were involved in child and drug trafficking, cases of prostitution, excessive drinking, illegal late night partying and others. Even government has admitted that Goa is in danger of replacing Bangkok as Asia's prime sex resort (Ram and Bhat, 2006).

### ECONOMIC SITUATION

Though the officials claim that their economy is burgeoning, the locals feel that the benefits are generally reaped by outsiders. From 1990's, taxi drivers throughout Goa protest against private tour operators who conduct excursion trips for foreigners, claiming that it affects their livelihood. (Taxi, 2008). A study cites that 80% of workforce employed in hotels of Goa are not "residents of Goa" (Study, 2004). Furthermore, because of depletion in agricultural practices, Goa depends on the neighboring states for its food products. It is evident that there is a high leakage of the potential income that could have been generated and gone to local economy (Planet, 2005). Estimates also show that around 65 % of rent-backs are owned by non-resident Goans, 20-25 % by Goans from India's metropolises, and just 10-15 % by natives residing in Goa (ibid, 2005). For people of Goa, the concept of local living economy seems to be a distant dream.

### SAFETY AND SECURITY ISSUES

Murders, rapes, stealing, import of narcotics are common in Goa. There is a major issue of security in Goa. There is a blaming game going on amongst tourists, locals and authorities. For example, the superintendent of police blames the rising crime graph of Goa on the excise department for allowing bars to remain open till late in the night and says that foreigners themselves should be careful while traveling (Police, 2009). Tourists complain that police officials are not cooperative. Recent years have shown an increase in the number of crimes. Some of the unsolved recent cases include a British tourists rape and murder (Feb-2008), missing Pakistani student (Dec-2008), homicide of a Russian Teenager (Feb-2009) and others. Safety of tourists has become a major issue in this mass tourist destination of India. There are also other concerns which even though are not problems at the moment but if not checked can become hazards like Diseases from immigrant workers -AIDS and HIV, waterborne diseases from untreated water seeping into the main water bodies and disposal of biomedical hazardous solid waste.

### EVALUATION OF SUSTAINABILITY

Concern for sustainable development is gaining importance day by day. The whole world seems to be aware of the concept. According to McIntosh, Goeldner and Ritchie (1995), "The concept of sustainable development has achieved prominence and acceptance in recent years and hopefully, it will permeate all levels of economic development and tourism development, from local to global in the future." If almost everybody is aware of sustainable tourism development, does that imply that all tourism destinations are sustainable? To get some perspectives about whether or not destinations are sustainable, an evaluation of a case study of Goa will be helpful.

In order to evaluate sustainability of Goa Tourism, two frameworks will be used. The first framework is a simplified description of the sustainable development spectrum, on which different sustainability positions and their defining characteristics have been briefly explained (Harris et al, 2002). The second framework is called Prism of sustainability, which evaluates case studies using four dimensions important in sustainable development viz- Institutional, environmental, social and economic (Berg, Bree and Cottrell, 2004, Adapted: Spangenberg and Valentine, 1999). Both the frameworks will be used simultaneously. A matrix (grid) will

be formed (Table- 1). One side of the grid (Horizontal axis) will show the sustainability positions which can range from very weak to very strong and the other side of the grid (Vertical axis) will display the four dimensions of prism of sustainability. To indicate the sustainability position of a particular variable (Four Dimensions) of the case study, a check mark (X) will be made. In other words, a check mark will tell us where a particular variable of our case study stands against sustainable positions.

**TABLE – 1: SUSTAINABILITY POSITIONS**

		Very Weak	Weak	Strong	Very Strong
Sustainability Dimensions	Institutional	X			
	Social		X		
	Environmental	X			
	Economic		X		

**DISCUSSION OF THE GRID**

The matrix indicates that Goa ranks very low on the sustainability chart. The author evaluates the destination as being non- sustainable. To explain each position of the dimensions on sustainability spectrum, let us look at each one of them.

- 1. INSTITUTIONAL DIMENSION:** As explained in issues and concerns, the law and order situation in Goa is extremely bad. Security of tourists is the main concern. The rules and regulations are not followed, be it about waste disposal by panchayats (Local governing bodies) or dumping garbage in rivers by casinos. According to a website, “Offshore casinos in Goa do not conform to the definition of the term “offshore” accepted by the global shipping community, which is 12 nautical miles from the shore”(Casino, 2009). Then there is no participation of local community in decision making. Locals are hardly involved. The case of local taxi drivers demanding closure of Tour Operator's facility of transportation to tourists has been looming on for a decade. This shows a 'very weak' stand of institutional framework in Goa.
- 2. SOCIAL DIMENSION:** Looking at the social degradation issue, one can easily put this dimension of sustainability in the very weak category on sustainability spectrum. However, the fact the author did not come across any case of social discrimination, injustice to local community or a crime against indigenous population, made this dimension stand on a ' weak' sustainability position rather than 'very weak' position. This does not imply that Goa 's society is well off socially, culturally and economically, a lot needs to be done for total social up gradation.
- 3. ENVIRONMENTAL DIMENSION:** Here, the author strongly believes that Goa stands on a very weak position on environmental front. There are hundreds of websites which provide details of what has been happening to the environment in Goa. Studies and researches have shown that the situation of Goa's natural environment is atrocious and the total ecology is in grave danger. Though there are laws to protect the environment, like the Environment Protection Act of 1986, The Coastal Regulation Zone (CRZ) of 1991 and also the regulatory bodies like Goa State Pollution Control Board (GSPCB) to implement these laws, nothing substantial is achieved. As mentioned above, the institutional dimension lacks sustainability and both of these dimensions are closely inter connected. Therefore, this could be one of the reasons for environmental dimension to be at a 'very weak' sustainability position.
- 4. ECONOMIC DIMENSION:** This dimension takes on a position of 'Weak'. Though the findings indicate that Goa is not sustainably developed and should get a position of 'very weak' on sustainability position spectrum, some of the economic developments have upgraded the position from 'very weak' to 'weak'. For example, the construction of new international airport in north Goa can reduce the pressure on old airport in south Goa. This can provide employment to the locals. Moreover, as mentioned earlier 50 % of the revenue in the state comes from tourism industry. A study has shown that the structure of the tourism industry in north Goa involves a wide range of small indigenous family businesses (Wilson, 1998). There is another side to it too. As mentioned in the issues, there are many incidences which show how poorly the economic set up of Goa is functioning e.g; local youth are not given preference when applying for a job, leading to local unemployment. Instead, many non residents benefit more than the locals. Then there is leakage in local economy through imports from neighboring states. All these issues and many more indicate that Goa lands on a 'weak' position on sustainability spectrum.

**METHODOLGY**

The study is empirical in nature. The scope of the study extends to tourism sector of Goa state. A sample size of 50 was taken by using simple random sampling. The data was collected both from primary as well as secondary sources. A questionnaire was framed on the basis of factors of sustainable tourism development in order to collect the primary data. The secondary data was collected from internet, journals, books, magazines, unpublished thesis etc. Statistical tools like descriptive statistics, mean, median, mode etc. were applied in the study.

A Questionnaire comprising of twenty items was constructed. Four dimensions which were taken are Institutional, Social, Environmental and Economic. Five items were taken for each dimension. A four point scale was used ranging from very weak to very strong. The questionnaire was administered to both tourists and locals. The same questionnaire was used as an interview schedule in many cases. The responses were fed into a computer and using a statistical software package SPSS, the results were derived. On the basis of both the primary and secondary data a grid had been used to reflect the findings.

**TABLE 2: SCALE RELIABILITY (RELIABILITY STATISTICS)**

Cronbach's Alpha	N of Items
.730	20

The above table indicates that Cronbach's Alpha Value is .730 which is above .7 and hence confirms the reliability of items used in the scale.

TABLE 3: ITEM STATISTICS

	Mean	Std. Deviation	N
The law and order in Goa is upto the mark.	1.6200	1.08590	50
There are safety and security measures for the tourists	1.6200	1.08590	50
The tourist grievance redressal system is satisfactory	1.6200	1.08590	50
Tourism legislation is at par with world class tourism destinations	1.6200	1.08590	50
There is an effective public private partnership to enhance tourism development	1.6200	1.08590	50
Demonstration effect is visible among the local population	2.3000	.73540	50
Locals face shortage in the essential commodities during peak tourist season	2.4800	.73512	50
There is an effective local community participation	2.4800	.73512	50
Locals show resentment against tourists	2.4800	.73512	50
The social fabric gets disturbed as a result of tourism	2.4800	.73512	50
Tourist inflow is regulated in regard to the carrying capacity	1.3400	.68839	50
Tourism results in the pollution of the environment	1.5000	.95298	50
There are laws to protect environment	1.5000	.95298	50
There is a provision in the budget for the investment in mitigating pollution	1.5000	.95298	50
Innovative measures are taken for the protection of environment while developing tourism	1.5000	.95298	50
The infrastructure is appropriate	2.5200	.81416	50
Locals are getting a due share in employment	2.3600	.69282	50
Money generated from tourism is well circulated within the local economy	2.3600	.69282	50
Environmental degradation	2.3600	.69282	50
While providing tourism related services there is a visible leakage	2.3600	.69282	50

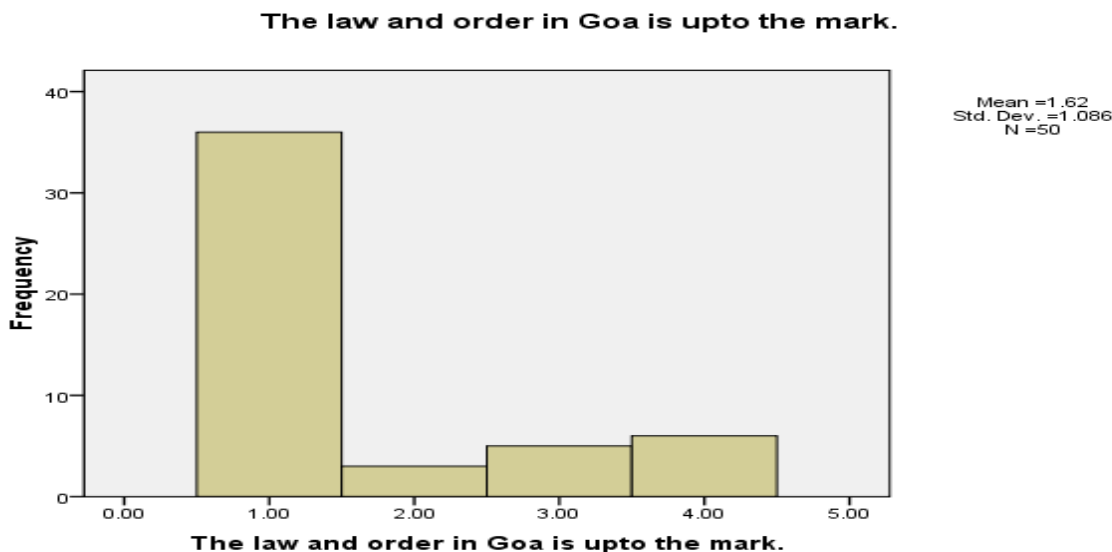
**ANALYSIS AND INTERPREATION**

TABLE 4: THE LAW AND ORDER IN GOA IS UPTO THE MARK.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very weak	36	72.0	72.0	72.0
weak	3	6.0	6.0	78.0
strong	5	10.0	10.0	88.0
very strong	6	12.0	12.0	100.0
Total	50	100.0	100.0	

Interpretation: In the above table, 72 % of the respondents showed their responses as very weak regarding the law and order situation in Goa, 6 % of the respondents showed their responses as weak, 10 % of the respondents showed their responses as strong and 12 % of the respondents showed their responses as very strong. (Refer to annexure)

FIG. A



**TABLE 5: DEMONSTRATION EFFECT IS VISIBLE AMONG THE LOCAL POPULATION**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very weak	3	6.0	6.0	6.0
weak	34	68.0	68.0	74.0
strong	8	16.0	16.0	90.0
very strong	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Interpretation: In the above table, 6 % of the respondents showed their responses as very weak regarding the demonstration effect in Goa, 68 % of the respondents showed their responses as weak, 16 % of the respondents showed their respondents as strong and 10 % of the respondents showed their responses as very strong. (Refer to annexure)

**CONCLUSION**

After evaluating the case study of Goa, it can be concluded that sustainability in Goa tourism industry is at a very early and fragile stage. Though the concept of sustainability in Goa is not new but everybody- locals, tourists, authorities and non-residents seem to ignore it. It is a fact that one cannot know everything about sustainability, but the author argues that one at least knows the basics- like not littering the place, not disposing off garbage into fresh and clean water bodies, recycling, etc. All these things have to start at a unit level which in our case is an individual. Proactive, instead of a reactive, attitude is what is the need of the hour. Starting with one individual, a whole community can be involved. If not huge, but significant difference can be made. While local people can 'propagate' sustainable tourism development, authorities can 'ensure' sustainable tourism development. This evaluation of Goa brought to light various discrepancies on behalf of the authorities at local, regional and national levels. From security and safety issues, environmental deterioration, health hazards and social evils to economic downturn, cultural degradation and infrastructural problems- all can be dealt with if authorities play an active role. Active action and participation of authorities in all activities is of the utmost importance. Ensuring following of proper rules, regulations and laws will promote proper order in the state. Involvement of locals in decision making, provision of financial assistance to locals, employing more locals and promoting local economy will form a huge chunk of sustainable tourism development and this has to be done with proper planning and management by authorities.

In nutshell, an integrated approach to sustainability, which involves all- tourists, businesses, locals and authorities, has to be launched and executed. Each one of us, has to develop a conscious behavior which works towards a sustainable world, as McIntosh et al (1995) puts it, "If it (sustainability) is to work, sustainable development must become a normal way of thinking and acting by a majority of the global community. It cannot be the exclusive purview of the enlightened segments of a society or of an industry."

**RECOMMENDATIONS**

1. No doubt that every nation is in the process of increasing the tourist flow to their destinations. But one should not over utilize resources. Goa is being over-exploited. The state is in urgent need of environment impact assessment. The first step that the authorities should take is to reassess the carrying capacity of the region.
2. Lawlessness is rampant. The state is not at all safe for anyone. Authorities are playing blaming games. The Central (Federal) Government should intervene and take stringent actions against the local authorities who have showed no improvement on law and order situations in Goa. Furthermore, special units like CBI (Central Bureau of Investigation) should have a presence in the state in order to deal with complicated crime rings.
3. For the deteriorated beaches, an ecolabel certification is recommended. None of the beaches in Goa have the international certification of 'Blue Flag'. This will provide many benefits like employment to local community, and the most important thing is that the beaches will surely remain clean with clear waters.
4. Casinos need to be shut down. Not only do these casinos dump their untreated waste in rivers but also they don't conform to the rules of keeping away at a distance of more than 12 nautical miles from the shores. Moreover, gambling has caused social and cultural degradation. Indigenous people are losing their ethnicity, their land, their morals to gambling. The authorities do claim that the revenue from these casinos is tremendous, but the losses weigh more.
5. Panchayats (local bodies) should be made aware of the impacts solid waste causes on environment. Through proper communication and educational programs awareness has to be generated. Those who don't follow the procedures should be reprimanded.
6. Businesses should be encouraged to follow green practices. Principles of 'travel ecology' and 'green globe' certification can be introduced, so that businesses can take a sustainable development path and at the same time get encouraged to do so as these principles also help in increasing profits.
7. A law should be passed which ensures that the employment opportunities in both public as well as private sector should be available to local community. At least 70 % of the jobs should be reserved for the residents of Goa. This will have many benefits. Locals understand their surroundings well. This will help in better tourist experiences, less conflicts, economic benefits to locals and better management of natural resources.

8. Making tourists aware of the sensitive local culture so that locals don't feel threatened by foreigners. Foreigners should be educated about the acceptable norms in local community. Excessive drinking and lying nude on beaches should be prohibited.
9. Instead of buying more motorbikes and cars and complaining about public transport, biking culture should be introduced. Not only will this save energy resources and cut cost but it will also reduce air pollution drastically. The government should follow some successful examples like Bike Fort Collins.
10. The problem of solid waste management is huge. Even the authorities claim that solid waste has become difficult to deal with. They have hired private consultants too. What is needed is to cut the problem at the source which means reducing the production of solid waste. More recyclable materials should be encouraged. Disposable should be used in minimum. Composting of organic waste should be promoted.
11. Scientific methods of planning and managing tourism industry should be utilized. Programs like VIM (Visitor Impact Management), VERP (Visitor Experience and Resource Protection framework), VAMP (Visitor Auditing Management and Planning), LAC (Limits of Acceptable Change) should be used in assessing the state's tourism industry.
12. Rural areas should not be developed to ease pressure on main tourist hubs. This has caused a loss of indigenous agricultural practices. Instead, a proper plan should be put to practice which limits the number of tourists in peak season. For example, the tourist flow can be diverted to neighboring beach resorts of other states like Maharashtra and Karnataka. Locals should be encouraged to cultivate agricultural crops. A 'local living economy' will promote sustainability.
13. To encourage local entrepreneurship, Goa residents should be provided financial incentives and subsidies. The recent budget of 2009 does not have these provisions. The authorities are content with foreign direct investments but they don't realize the consequences. Financial assistance to locals will allow money to circulate locally thereby improvising the condition of local economy.
14. Lastly, change in promotion of Goa as a hip and happening beach bash to a clean, clear and pristine beach resort is very much needed. This change in advertising strategy will encourage ecologically conscious tourists to visit Goa instead of simply partying groups. This is also a way of helping Goa in attaining sustainable development.

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**ANNEXURE****QUESTIONNAIRE**

A brief preview of the Questionnaire (Interview Schedule) that was administered is given below. It will be pertinent to mention here that twenty statements were included. Five statements were taken for each dimension.

**Institutional**

1. The law and order in Goa is upto the mark.
2. There are safety and security measures for the tourists
3. The tourist grievance redressal system is satisfactory
4. Tourism legislation is at par with world class tourism destinations
5. There is an effective public private partnership to enhance tourism development

**SOCIAL**

- 1) Demonstration effect is visible among the local population
- 2) Locals face shortage in the essential commodities during peak tourist season
- 3) There is an effective local community participation
- 4) Locals show resentment against tourists
- 5) The social fabric gets disturbed as a result of tourism

**ENVIRONMENTAL**

- 1) Tourist inflow is regulated in regard to the carrying capacity
- 2) Tourism results in the pollution of the environment
- 3) There are laws to protect environment
- 4) There is a provision in the budget for the investment in mitigating pollution
- 5) Innovative measures are taken for the protection of environment while developing tourism

**ECONOMIC**

- 1) The infrastructure is appropriate
- 2) Locals are getting a due share in employment
- 3) Money generated from tourism is well circulated within the local economy
- 4) Environmental degradation
- 5) While providing tourism related services there is a visible leakage.

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