



DEVELOPMENT OF TOURISM INDUSTRY IN GOA- PROBLEMS AND PROSPECTS

Dr.Dadapir M. Jakati¹, Dr. Prakash Morakar², Lyiana Fernandes³

¹Associate Professor of Geography , Department of Geography, St. Xavier's College, Mapusa,Goa.

²Professor of Geography , C.E.S. College of Arts and Commerce, Cuncoim,Salcete,Goa

³Asst.Professor of Geography C.E.S. College of Arts and Commerce.

Abstract:

Tourism is the fastest growing industry in the world and the world's largest civilian industry (Lindberg and Hawkins, 1993). This is due to the reason that an increasing number of tourists now prefer to visit attractive natural environments or protected areas set aside for conservation. Undisturbed ecosystems, their plant and animal communities are critical in maintaining the clean air, clean water and healthy environments that are key tourism attractions in many destinations (Buckley, 1999).Goa is located in the western region of India. The state shares its borders with the Arabian Sea to the west, Maharashtra to the north and Karnataka to the south and the east. It is traditionally known as a tourist paradise for its natural scenery, unique beaches and cultural diversity

Goa is a tiny emerald land, situated well on the Western coast of India. Goa is a state with beautiful coastline of 104 kms long, surrounded by mountains, rivers, lakes, back waters and other tourist destinations. Besides a harmonious blend of Eastern and Western cultures, very friendly and hospitable people make, Goa a veritable tourist paradise. Goa is indeed, a place of tranquillity and most sought after state tourist destination for the visit of domestic as well as tourists from all over the world.

Tourism plays an important role in the economy of Goa. It generates 18 percent Goa's Net State Domestic Product and 14 percent of the total foreign exchange earned in the country. Goa is capitalized on its unique historical and cultural heritage. Tourism in Goa has assumed the role of major economic activity, having direct and indirect correlation with all other economic sectors. Goa is endowed with rich natural environment, historical and cultural heritage. Tourism has been major factor for promoting development in Goa. Therefore an attempt has been made in this research paper to understand and study the various factors promoting, problems and future prospects of tourism industry in Goa.

Key Words: Paradise, Cultures, Economic activity, Heritage and Tourist attractions, Pollution.

Introduction:

Tourism has become one of the most significant forces for change in the world today. Regarded by many as the world's largest industry, tourism prompts regular mass migrations of people, exploitation of resources, processes of development and inevitable repercussions on places, economies, societies and environments. It is a phenomenon that increasingly demands attention. Tourism is the fastest growing industry in the world and the world's largest civilian industry (Lindberg and Hawkins, 1993). This is due to the reason that an increasing number of tourists now prefer to visit attractive natural environments or protected areas set aside for conservation. Undisturbed ecosystems, their plant and animal communities are critical in maintaining the clean air, clean water and healthy environments that are key tourism attractions in many destinations (Buckley, 1999).

According to two Swiss scholars **Prof. Hunziker and Kraft**. Tourism has been defined as the sum of phenomena and relationship arising from the travel and stay of non residents, so far their stay do not lead to permanent residency and are not involved in any money making activities.

- According to **W.T.O** Tourist is a temporary visitor at a given destination and his visit is involved the following reasons..A) Recreation B) Health. C) Sports and adventure D) Family E) Business and F) Education.

- Sudheer's (1992) study on 'Tourism in Kerala-Problems and Prospects' highlighted the importance of tourism in Kerala and various problems confronting the tourism sector
- Bijender Punia (1999) in his study on 'Problems and Prospects of Tourism in Haryana' has highlighted the importance of elements like climate, seasonality, accessibility, attitude of host population, availability of man-power resources and the planning expertise in tourism development in any area, region, state or country.
- Tourists like to travel and explore different places, people, cultures, traditions etc., and experience them. This penchant for travel in fact is the backbone of tourism so much so that Smith (1995) calls it "geography in action". Given this nature of tourism it is but natural that most destinations try to showcase their products and product potentials for the tourists so that visitation can be increased.

The Study area:

Goa is a tiny emerald land situated on the west coast of Indian peninsular. It is located between 14° 53' 54" North latitudes to 15° 48' 00" North latitudes and 73° 40' 33" East longitudes to 74° 20' 13" East longitudes and is 1.022 meters above the mean sea level. It has an area of 3702 square kilometers with population of 14,58,545 as per 2011 with 739140 Males and 719405 Females. . As per the census, the density of population is 394 persons per sq.km. The state shares its borders with the Arabian Sea to the west, Maharashtra to the north and Karnataka to the south and the east. It is traditionally known as a tourist paradise for its natural scenery, unique beaches and cultural diversity





MAP-1 Source: [http/ Wikipedia](http://Wikipedia), administrative map of Goa

Objectives of Study: The following are the important objectives have been undertaken to study

- 1) factors promoting tourism activities of places of tourist interest in Goa
- 2) To examine the development, positive and negative effects of tourism.

Research Methodology: The secondary data has been used which is collected from the Department of Tourism in Goa, GTDC, Local daily news papers, journals Texts etc. The above information is utilised and analysed with the help of tables, graphs, maps and diagrams.

Hypothesis:

- 1) The natural setting and Infrastructure of Goa stimulated tourism industry.
- 2) Growth of tourism leads to favourable and unfavourable effects in the state.

Goa is a tiny emerald land, situated well on the Western coast of India. Goa is a state with beautiful coastline of 104 kms long, surrounded by mountains, rivers, lakes, back waters and other tourist destinations. Besides a harmonious blend of Eastern and Western cultures, very friendly and hospitable people make, Goa a veritable tourist paradise. Goa is indeed, a place of tranquility and most sought after state tourist destination for the visit of domestic as well as tourists from all over the world. Goa is a treasure of heritage, centuries old temples, churches forts monuments, heritage houses, etc. Tourism has contributed substantially to the economic development of the state by way of foreign exchange earnings. Employment generation, intra sectoral competition, in turn, improved the living standard of the people. Beautification of important tourist destinations, improvements of roads in tourist areas and improvement of life safety measures, regular sight seeing tours, cruises, tour packages, easy access to accommodation, etc., have caused significant tourist flow in Goa. Tourism is being diversified to hinterland by promoting heritage tourism, village tourism, eco tourism, health tourism, adventure tourism, etc.

Tourism plays an important role in the economy of Goa, The state tourism industry directly contributes 16.43 per cent revenue towards the state Gross Domestic Product (GDP) and approximately 35 per cent of state's population is directly employed by the tourism sector Goa is capitalized on its unique historical and cultural heritage. Tourism in Goa has assumed the role of major economic activity, having direct and indirect correlation with all other economic sectors. Goa is endowed with rich natural environment, historical and cultural heritage. Tourism has been major factor for promoting development in Goa.

Development of tourism:

Tourism took birth in Goa in the 60's, but its developments began only in the 80's, and have reached today the position of competing with other tourist destinations in the world. Although, Goa joined mainstream only after 14 years of the country's independence, tourist traffic to Goa registered a phenomenal growth from 2 lakh people in 1975 to 24,48,959 in 2004. It further went up to 26 lakhs in the year 2007. Goa's income from tourism in terms of foreign exchange earned has gone up from Rs. 32.64 crores in 1986-87, to approximately Rs. 1500 crores in 2001 which represents a steady rise of about 25% every year. And now it is estimated more than Rs.9500 corers There are various factors influencing tourism development in Goa. Such as Favorable climate, Increased Leisure, Revolution in Transportation sector, Improvement in living standard of the people, Spread of Education and culture Urbanization Promotion and publicity by Government of Goa and Goa Tourism Development Corporation in substantial way.

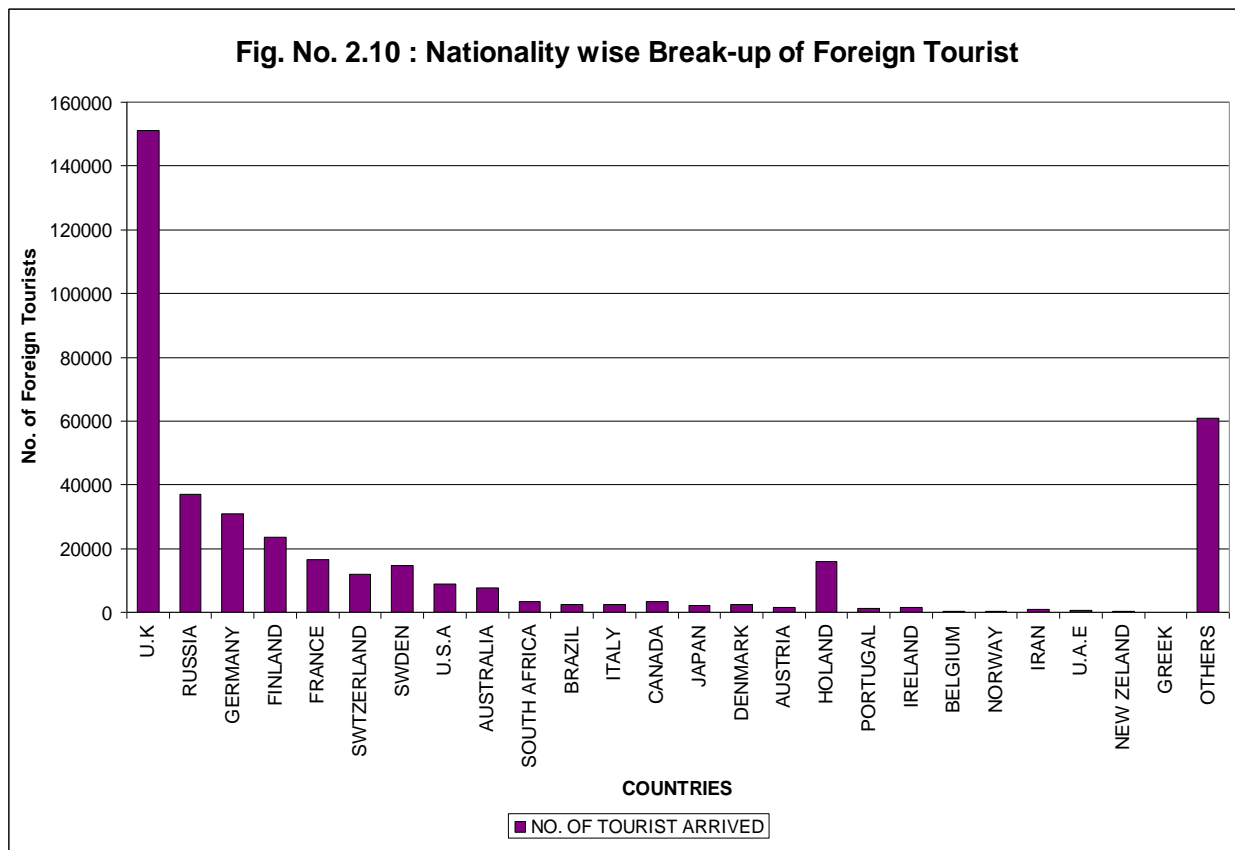


MAP-2 DIVERSITY OF TOURSM RESOURCES IN GOA



| Year | Domestic | Foreign | Total | Percentage |
|------|----------|---------|---------|------------|
| 1985 | 682545 | 92667 | 775212 | - |
| 1986 | 736548 | 97533 | 834081 | 7.6 |
| 1987 | 766846 | 94602 | 861448 | 3.3 |
| 1988 | 761859 | 93076 | 854935 | -0.7 |
| 1989 | 771013 | 91430 | 862443 | 0.9 |
| 1990 | 776993 | 104330 | 881323 | 2.2 |
| 1991 | 756786 | 78281 | 835067 | -5.6 |
| 1992 | 774568 | 121442 | 896010 | 7.3 |
| 1993 | 798576 | 170658 | 969234 | 8.2 |
| 1994 | 849404 | 210191 | 1059595 | 9.3 |
| Year | Domestic | Foreign | Total | Percentage |
| 1995 | 878487 | 229218 | 1107705 | 4.5 |
| 1996 | 888914 | 237216 | 1126130 | 1.7 |
| 1997 | 928925 | 261673 | 1190598 | 5.7 |
| 1998 | 953212 | 275047 | 1228259 | 3.2 |
| 1999 | 960114 | 284298 | 1244412 | 1.3 |
| 2000 | 976804 | 291709 | 1268513 | 1.9 |
| 2001 | 1120242 | 260071 | 1380313 | 8.8 |
| 2002 | 1325296 | 271645 | 1596941 | 15.7 |
| 2003 | 1725140 | 314357 | 2039497 | 27.7 |
| 2004 | 2085729 | 363230 | 2448959 | 20.1 |
| 2005 | 1965343 | 336803 | 2302146 | -6.0 |
| 2006 | 2098654 | 380414 | 2479068 | 7.7 |
| 2007 | 2208986 | 388457 | 2597443 | 4.8 |
| 2008 | 2020416 | 351123 | 2371539 | -8.7 |
| 2018 | 4520000 | 480000 | 5000000 | +110 |

Tourist Arrivals in the TABLE -1 (Source : Department of Tourism Govt of Goa. 2018)



The number of charter flights arriving in Goa has also increased. Nearly 50% of the foreign tourist arrivals are through charter flights. The following table and graph represents tourist arrival by foreign charter flights during 1985-86 to 2007-18.

Table-2: Tourist Arrival by Foreign Charter Flights

| Year | No. of Flights | Passengers |
|---------|----------------|------------|
| 1985-86 | 24 | 3568 |
| 1986-87 | 26 | 4401 |
| 1987-88 | 25 | 5419 |
| 1988-89 | 83 | 9705 |
| 1989-90 | 107 | 9266 |
| 1990-91 | 41 | 5815 |
| 1991-92 | 121 | 17102 |
| 1992-93 | 259 | 39871 |
| 1993-94 | 299 | 58369 |
| 1994-95 | 313 | 59881 |



| | | |
|---------|-----|--------|
| 1995-96 | 337 | 75694 |
| 1996-97 | 282 | 73172 |
| 1997-98 | 350 | 88817 |
| 1998-99 | 356 | 90635 |
| 1999-00 | 405 | 94289 |
| 2000-01 | 419 | 116992 |
| 2001-02 | 279 | 76410 |
| 2002-03 | 384 | 94350 |
| 2003-04 | 532 | 126255 |
| 2004-05 | 690 | 158993 |
| 2005-06 | 719 | 180310 |
| 2006-07 | 720 | 169836 |
| 2017-18 | 924 | 275951 |

Source: Department of Tourism Govt of Goa 2018

From the above table and graphical representation, it appears that charter flights have been increased from 24 in 1985 to 710 in 2007-08 subsequently 924 in 2018. Similarly, the number of passengers has gone up from 3568 in 1985-86 to 175951 during 2007-08 and further remarkably increased to 924 flights with 275951 foreign tourists in the year 2018 which shows a rapid growth in the number of passengers coming from all over the world by charter flights over the years due to attractive tourist proposals available in Goa. In addition to foreign tourists, more domestic tourists are also choosing to fly to Goa. During peak months (October to February) 5 to 6 charter arrives at Goa daily. **Economy:**

- Tourism has had a positive effect on many businesses including... bars and restaurants, boutiques, construction, cinemas, bakeries.
- Tourism has been generating more than Rs.10000 crores annually. The tourism industry contributes to 18 percent to Goa's Net State Domestic Product and 14 percent of the total foreign exchange earned in the country. Generates large no of employment opportunities. Ensured great diversification of economic activities

Negative economic impacts: Land prices have rocketed in recent years as speculators continue to force them up.

- This often prices locals and their businesses out of the market so increasing the number of businesses in foreign ownership.
- However hotel management courses set up by the local government are giving more of the local unemployed the skills to fill higher paid jobs in the industry.
- Many areas are feeling the effect of the multiplier stimulated by the money that finds its way into the economy.

Leakage:



- There is considerable leakage of money out of the Goan economy.
- Foreign companies or nationals from outside Goa own the majority of large hotels.
- As a consequence the profits and a large percentage of the incomes will find their way out of the local economy.
- In addition, a growing number of hotels now offer all-inclusive deals.

Decline of traditional industry:

- Local industries have in many situations been forced into decline.
- Toddy tapping is struggling as deforestation makes way for hotels and pool.
- Valuable farm- land is also lost and in some instances locals claim they have been forced from the land.

Fishing has been badly hit by trawlers but also the tradition of drying fish on the beach has been banned because the smell upsets tourists. In many areas locals are now denied access to their traditional fishing or tapping grounds by large hotel complexes. This is illegal but still appears to be occurring. Goa's tourism industry may have suffered a loss of between Rs. 2,000 to Rs. 7,200 crore and job losses in the range of 35 per cent to 58 per cent on account of the Covid-19 pandemic, an official report said. The report 'Coping with COVID-19: Survival and Revival of Goa's Tourism Industry' compiled by the Goa Tourism Ministry and consultancy firm KPMG Advisory Services Pvt. Ltd

Culture / society:

Tourism has played an important role in cultural unity in diversity Leading to peaceful co existence of life of the people, yet there are some problems in Goa. The state has been suffering from various problems such as robberies murders Traditional values are being lost as local youths are influenced by the influx of Western ways. Festivals are seen as something for the tourists and so lose their significance. Goa has also achieved an un-enviable reputation in India as many see it as a haven for drugs, prostitution and nudity.

Drugs and prostitution: The worst side effects of tourism are being felt in Goa.

- The 'hippies' of the early sixties started the trend for drugs in Goa where the plentiful supply was to their liking.
- Prostitution is also taking place in some resorts at its worst this can involve underage children.
- Pressure groups are forcing the Government to act to clamp down on prostitution and drugs. It is hoped this will also prevent the further spread of AIDS.

Crime:

- Tourists are also starting to have bad experiences in many areas of Goa.
- There have been numerous incidents where tourists have been threatened, sexually abused, beaten up, robbed. It seems that tourism is encouraging the criminal element amongst the indigenous population also.

Environmental impacts Of Tourism In Goa: Huge pressures are placed on the environment by the pressures of tourism.

- Hotels with pools and gardens replace farmland and mangrove swamps. Water tables are depleted.
- Again there is a counter argument that if you want to develop the area tourism is still better than heavy industry. In summary tourism in Goa is in grave danger of destroying the very thing it is trying to sell.

Water tables: The water tables are being depleted so hotels can fill their pools, water their gardens and provide running water for their guests.

- Meanwhile locals have access to water for just two hours a day. One primary school says it no longer has drinking water for the children.
- **Coastal ecosystem:** Sand dunes and mangrove swamps are being destroyed so hotels can be built or better access to the beaches can be provided. These dunes and swamps provide a natural flood defence for villagers.
- **Refuse disposal:** The growth in tourism is rapidly outstripping the essential infrastructure.
- In many areas sewage treatment is inadequate, refuse disposal ineffectively regulated.
- As a consequence water supplies have been polluted by dumped refuse and the marine ecosystem is in danger of being irreparably damaged



Source: Compiled by Researcher.

CONCLUSION:

Tourism has been an important major economic activity of Goa and employs directly more than 35% of states working population and contributes 16.4% of revenue to state GDP. It has ensured economic stability of the state. In the near future the number of tourists will cross 7 million. Goa's



tourism industry may have suffered a loss of between Rs. 2,000 to Rs. 7,200 crore and job losses in the range of 35 per cent to 58 per cent on account of the Covid-19 pandemic, an official report said. The report 'Coping with COVID-19: Survival and Revival of Goa's Tourism Industry' compiled by the Goa Tourism Ministry and consultancy firm KPMG Advisory Services Pvt. Ltd

Government of Goa should take up appropriate measures to control major issues of environmental such as garbage pollution, water pollution, beach erosion and gradual loss of forests in the study area. There is need for strict implementation of laws to curb social problems. Traffic management should be done effectively by the state Government.

References:

1. **A.G. Untawale (2004)** : Know our Shore Goa WWF for Nature India Goa State, Office Panaji
2. **.Bhatiya,A.K (1991)**”International tourism- fundamentals and practices”, Sterling, New Delhi.
3. **B.S. Negi (1997)** : Geography of Resources. Kedarnath Publication, Meerut.
4. **Balbir Singh Negi (1977)** : Human Geography. Kedarnath Ramnath, Meerut.
5. **Bari Mulay and T.M. Patil Gujrathi (1988)** : Commercial Geography.
6. **Ecoforum (2000)** : Fish Curry Rice: A Citizens Report on the State of the Goan Environment. Mapusa: The Other India Press.
7. **Economic Survey (2009-10)** : Government of Goa, Directorate of Planning, Statistics and Evaluation, Panaji.
8. **Goa Tourist Directory (1982)** : Directorate of Tourism Government of Goa, Panaji.
9. **Goa Tourist Directory (2010)** : Directorate of Tourism, Government of Goa, Panaji.
10. **Gomantak Daily**: 24 June 2010.
11. **Prabhakar S. Angle (1983)** : Goa – An Economic Review. The Goa Hindu Association, Kala Vibhag.
12. **Prakash Shinde (1992)** : Commercial Geography. Sheth Publishers Pvt. Ltd., Educational Publishers “Pallavi-Kunj” Margao, Goa.
13. **Prakash Shinde (2008)** : Geography of Resources. Sheth Publishers Pvt. Ltd., Bombay.
14. **Kaul.R.k (1985)** “Dynamics of tourism and recreation inter- India new Delhi.
15. **Singh.J.C (1975)** “Tourism and tourist industr New Height Delhi.
16. **Smith, L.J. Stephen, (1995)** Tourism Analysis: A Handbook, 2nd Edition, Longman Group Ltd, England, pp: 5