

ISSN 2395 - 2768

VOL III ISSUE I

JANUARY - DECEMBER 2016



QUEST

**THE GCCE
PEER REVIEWED JOURNAL
OF
MULTI-DISCIPLINARY RESEARCH**



**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS
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QUEST

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ISSN: 2395 - 2768, Volume III, Issue I

January - December 2016

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Volume III Issue I

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Editorial

It gives me immense pleasure to present the Third Volume of QUEST –The Peer Reviewed GCCE Journal of Multidisciplinary Research, an annual research publication published by the youngest Government College in the State of Goa – The Government College of Commerce & Economics, Borda-Margao.

This year, it was decided to invite researchers to pen their thoughts and findings on the theme “Tourism in Goa: Towards Sustainable Development.....” The basic idea behind adopting a thematic approach to the IIIrd Volume of the college research journal was to document literature on the tourism sector in Goa which could then serve as a repository of information related to this vital sector, useful to various stakeholders at large.

The volume entails peer reviewed research papers touching upon issues ranging from agro-tourism, tourism entrepreneurship to the bloom of Information Technology in the tourism sector. While one paper explores the possibility of replicating the Kudd Model prevalent in Mumbai for sustainable development of tourism in the state, another researcher throws light on the sacred groves in Goa and calls for their development as tourist attractions. Tourism-Community collusion forms the core of another research paper which attempts to analyse the conflict between tourism and the Goan community at large. What ails this vital sector of the economy and what is the road ahead is the subject matter of other contributions included in this volume.

I sincerely thank all of the contributors. Their research inputs and detailed analysis provide the reader not just with a gamut of information on the tourism sector which essays a significant role in the Goan landscape but gives much food for thought.

Dr. Elizabeth J Henriques
Editor

Foreword

This volume of our journal represents research papers in the larger context of tourism related areas. It was hoped that common issues and potential research areas in this sector would be explored and documented.

Through our research journal QUEST we provide an opportunity for the exchange of information among the researchers and thereby our journal serves as a platform to prospective researchers to publish their articles in our esteemed journal.

In our endeavor to enhance the quality of our journal, the research papers received were tested for plagiarism and were peer reviewed. The research articles included in this journal contributed by the researchers and academicians from Goa have contributions to theory and practice.

The main thrust of this research journal is to inculcate research temper amongst the prospective researchers in Goa and beyond. I extend my congratulations, to all the researchers for the contribution of their articles in this issue of our Journal, QUEST - The Peer Reviewed GCCE Journal of Multidisciplinary Research.

I extend my appreciation to the editor Dr. Elizabeth Henriques for her meticulous job of high acumen in bringing out this new issue of our journal. Her efforts in this direction are commendable and endless.

Hope QUEST - The Peer Reviewed GCCE Journal of Multidisciplinary Research will go a long way in enriching the minds of our esteemed readers.

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GOA: COMMUNITY-TOURISM COLLISION

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*Mirror, mirror, on the wall,
Who's the fairest of them all...?*

ABSTRACT

The paper is a fusion of critical analysis and newspaper reportage on the impact of tourism on the Goan community. The T-shirt quote, 'It's better in Goa!' seems justified in the pell-mell rush to Destination Goa. Goa has long and mistakenly been associated with lack of inhibitions and loose morals. The nexus between the politician-builder-tycoon-operator further depletes the prodigious Goan susegad attitude. Often synonymously affiliated to laziness, susegad is fast vanishing to be replaced by anger and confrontation. This community-tourism conflagration is explored in this paper, which attempts to address the urgent need for solutions.

Key Words: Tourism, Community, Conflict

INTRODUCTION

Travel and tourism are like Siamese twins: conjoined - one cannot imagine one without the other. Travel is seen to operate at various levels, depending on the intention behind its undertaking. Travel, when envisioned as a journey undertaken with the express intent to

visit places and stay in these places for a brief time to a prolonged stay, together informs tourism. The increased frequency of such travel has raised tourism to industry status. Simultaneously, the attendant services have seen a new level of organization and sophistication. Tourists are today segmented into pigeonholes viz. business travelers, honeymooners, backpackers, leisure travelers, luxury travelers, family vacationers, group travelers, adventurers, and the like. The tourism industry has risen to meet the multifarious demands by sewing a package to meet every demand.

Tourism really took off with faster and cheaper means of transport and communication. Westerners, who first began to use trade to colonize, were also explorers of new places to trade with and then establish administrative outposts. Thus began the influx of work related travel; and on its heels also excursion to discover local novelties and trips back home. Feudal systems giving way to governments and economic activity spurred by the industrial revolution yielded two surpluses: i.e. leisure and earnings. This was an important development that made for interconnectedness between nations at the level of trade that emphasized the relevance of ease of access to administrative mechanisms. The establishment of international regulatory mechanisms paved the way for an explosion in travel. As governments woke up to the cash cow that tourism presented, tourism became a valuable earner of foreign exchange.

Tourism includes the place and its inhabitants, the tourists, the government agencies, and the private service providers. Initially, Goa, like most places, was largely agrarian. This economic activity served to develop a rhyme and rhythm for the famed Goan culture: from its rituals and festivals, to its verdant beauty and its *susegad* pace of life. If vacations did come into the picture, it was with reference to families hiring a house by the sea known for its salubrious climes to Goan migrants in Bombay coming home. Travel initially was often viewed in terms of pilgrimages to religious destinations annually to incidental excursions to propitiate/ express gratitude for favors granted. Travel to a new place for pleasure was yet unexplored.

Previous appellations of Goa include the 'Rome of the East' and the 'Pearl of the Orient' by the Portuguese. The fact of 450 years of colonial rule which saw several waves: both liberal and punitive. This meant a deep impact that saw Goa being Christianized and Lusitanised. The spinoff is visible in the architecture, cuisine, attire, mannerisms, songs, music and dances, religious practices, and this obvious westernization ushers in the image of a bohemian outlook. Goa wasn't a tourist destination until the hippies discovered Goa in the 1960s. The overtaking of the Goan beach belt across the northern tip by the hippies further crystallized this image. These features of the culture, basically a

colonial hangover/legacy-depending on which side of the debate you stand, has created an exotic image of Goa. The exploitation of this image in the advertisements to entice tourists has come at a heavy price-viz. that liquor flows freely and that the locals are easy game for sexcapades.

AIMS AND OBJECTIVES

The paper aims at acknowledging the elephant in the room- the swallowing up of the Goan identity in the rampant pursuit of pelf via tourism. This has led to the process of diminishing marginal utility as far as tourism is concerned. The question is posed in terms of whether incremental gains should decide the future of the state. The objective is to review the term community, describe the carrying capacity and analyze whether the brouhaha is valid. If valid, can the cost-benefit ratio be reworked to reyokey tourism to ideals that make it a viable and sustainable state economic activity?-is another of the threads explored through this paper.

The methodology begins with literature review, positing the problem and framing the parameters of discussion. The discussion will lay threadbare the loss of identity, territory, space, local inflation and the cultural theft occurring alongside serious threats to the system from corruption and greed. The paper is limited to the amalgamation of media reports and critical research thus far.

LITERATURE REVIEW

Domitel D'Souza in her paper titled "Golden Goa' The Ultimate Tourist Destination" explores the development of tourism across the globe and Goa in particular. She looks at how the image of 'Golden Goa' has contributed to stereotyping the state's image, its contribution to its coffers and its impact on Goan culture. She finds Goa's image typecast by the tourist brochures and though tourism has raised its stake in the GSDP, she briefly corrals it for the destruction of the natural beauty and the negative image of the local community projected through the media.

Jose Conceisao Almeida's essay on "Tourism in Goa: Administration and Economy before and after 1962" briefly describes the significance of the historical monuments. He details the importance of Velha Goa's treasure trove of Portuguese era Churches and related monuments; while bemoaning the lack of literature on the Hindu and Muslim rulers' legacy. Almeida further writes effusively about Goa's natural resources as also the numerous forts. He castigates the image of the drunken lout who, according to Almeida, did not exist. He laments the lack of vision of the Portuguese in developing the

infrastructure to develop Goa as a tourist destination while concluding that the obvious western influences of Portuguese colonialism lie at the core of the fascination with Goa among the domestic tourists.

In "Land and People of Indian States and Union Territories" in 36 Volumes edited by S. C. Bhatt et al, Goa's tourism sector finds place in a chapter dedicated to it. This chapter describes Goa briefly and then plunges into the nitty gritty travel details of places and sites worthy of visit. This exhaustive list includes cities and towns, beaches, churches, temples, mosques, eco-tourism, others inclusive of forts-caves-waterfalls-springs, gardens and parks, museums and galleries, and hotels.

Fish, Curry and Rice dedicates a chapter to Goa's tourism. The chapter is not in favour of the current manner in which tourism is developing and its impact on the land and its people. The article describes the development of tourism in Goa but takes umbrage at the reckless environmental degradation that attends it in the form of garbage, water shortage, privatization of beaches, noise pollution, and the imaging of Goa as the other; while factoring in the planning of tourism and its opposition.

Dr. Avinash Raikar in his paper titled 'Tourism in Goa: An Assessment' examines tourism in Goa in the light of its sustainability. He traces the growth of tourism from the 1980s to the present day charting the growth and composition of the visiting tourists. The paper further makes a cost-benefit analysis of the economic, socio-cultural and environmental impact of tourism. The paper concludes on a harsh note stating that the cost factor far overpowers the benefits on three parameters viz. sustainability in terms of economic, social and environmental factors. It indicts the state government agencies for colluding with the major players in pursuit of pelf while largely ignoring "...the moral, social and ecological...." aspects of its impact.

Dr. Sushila Sawant Mendes in her paper titled 'Goa: A Case for Heritage Tourism' proposes a kind of cultural tourism based on the artifacts of its historical legacy to lure a more elite tourist intent on learning and not the current stereotypical tourist who is out to drink, have a good time and become a massive headache for local communities. She argues that heritage tourism does have a positive social impact while renewing the economic viability of tourism.

STATEMENT OF THE PROBLEM

All these articles posit Goa between a 'golden' past and a molten present. The

proliferation of tourism with keen focus on its economic revenue orientation rather than sustainability is at the crux of this heated debate. The cost-benefit ratio of tourism shows its alignment with crass commercialism than the laudatory ideals tourism purportedly promotes. Presciently the operators of tourism and the community appear to be at loggerheads. The community finds its way of life being obliterated, its natural resources degraded, its cultural heritage desecrated, its social values exploited and hence finds tourism more a nuisance than the cash cow it is reputed to be.

Matters will indeed come to a head if this looming conflict is not defused. The threats to tourism are manifold but the two most significant problems lie in the adverse fall out of this unchecked growth of tourism viz. the social degradation through the consequent rise in practices like gambling, drug addiction, prostitution, crimes like rape and paedophilia and the corrupt and coercive modus operandi of the operators. The lack of will to tackle this is already visible in the beating Goa's image has taken- from 'golden Goa' to a cheap destination to satiate the base instincts, which does not augur well for the state. This pits the tourist sector on a collision course with the community.

To avert this potentially explosive situation is no laughing matter. Slick and glib promises by the powers that be will not wash. The ground swell of anger needs to be defused with concrete measures that will salvage Goa's identity by protecting its bounteous resources and heritage which is the pride of its people. The paper then explores the issues that escalate the opposition to tourism vis a vis the primary stakeholders i.e. the community. The paper further will make suggestions as to best counter the implosive impact of the conflict.

COMMUNITY

Community is a term with numerous meanings, both sociological and non-sociological. A community can be a collection of people who share something in common- as in "the artistic community"- without necessarily living in a particular place. It can be a feeling of connection to others, of belonging and identification, as in "community spirit" or "sense of community". It can be a collection of people who do related kinds of work, as in "the health community" or "the academic community". And, in perhaps its most common and concrete sense; it can be a collection of people who share a geographical territory and some measure of inter dependency that provides the reason for living in the same place (Johnson 2000:53). The essential aspect of community is that, a community may be thought of as consisting of a group of people living in a contiguous geographic area, having common centers of interests and activities, and functioning together in the chief

concerns of life (Osborne and Niemeyer 1933: 8). But the reverse may also be true wherein they may not occupy a common geography or have common interest and activities and may not function together in the chief concerns of life.

The concept of community concerns a particularly constituted set of social relationships based on something which the participants have in common- usually a common sense of identity (Marshall 1994:). Cohen (1985) in his book 'The Symbolic Construction of Community' considers community as a mental construct. Community, therefore, is where one learns and continues to practice how to 'be social'. Thus, when speaking of people acquiring culture, or learning to be social, it means they acquire the symbols which will equip them to be social. People's experience and understanding of their community thus resides in their orientation to its symbolism. It will be clear then that a crucial step in attempting to unravel analytically the concept of community must involve discussion of the relations among symbolism, culture and meaning. The community as experienced by its members does not consist in social structure as in 'the doing' of social behaviors. It is in this sense that the community is perceived as a symbolic rather than a structural construct. Meaning, of course, is ethnographically problematic. It is not susceptible to objective description, but only to interpretation. In this matter, there is the aspiration to form speculation; community exists in the minds of its members and should not be confused with geographic or socio-graphic assertions of 'fact'; by extension, the distinctiveness of communities and thus, the reality of their boundaries, similarly lies in the mind, in the meanings which people attach to them, not in their structural forms (Cohen 1985: 98, 118).

The essential characteristics of a community according to Park (1952: 148) are (i) population, territorially organized, (ii) more or less completely rooted in the soil it occupies, (iii) its individual units living in a relationship of mutual inter-dependence, i.e. symbiotic. Location, position and ecological independence are the characteristics of the community (ibid: 574-575). Nineteenth century Europe saw the disintegration of traditional communities and this disintegration foregrounded the study of 'community' by the sociologists who viewed 'community' as "man's natural habitat" (Bell 1971: 22). Nesbit has urged that at a time when the old order was thought to be breaking up, sociologists, historians, philosophers and others rediscovered the central notion of community. Indeed he claims that "The most fundamental and far-reaching of sociology's unit-ideas is community" (cited in Salman 1974:2).

Tönnies book 'Gemeinschaft and Gesellschaft' (usually translated as community and society) was first published in 1887 (Salman 1974:5, Bell 1971:24). According to

Tonnies, there are two basic types of social relationships or social organizations: the *Gemeinschaft* and the *Gesellschaft* (Tonnies 1955:57, Bell 1971:23). In *Gemeinschaft* ('community') human relationships are intimate, enduring and based on a clear understanding of where each person stands in society. A man's 'worth' is estimated according to who he is, not what he has done-in other words, status is ascriptive, rather than achieved. Community makes for traditionalistic ways and at the very core of the community concept is the sentimental attachment to the conventions and mores of a beloved place.

Opposed to the concept of community was *Gesellschaft* (variously translated as 'society' or 'association') which essentially means everything that community is not. *Gesellschaft* refers to the large scale, impersonal and contractual ties that were seen by the nineteenth century sociologists to be on the increase, at the expense of *Gemeinschaft*. Here, social change is conceptualized as a continuum between two polar types: *Gemeinschaft* or community and *Gesellschaft* or society (Bell 1971:25). Indeed it might be claimed that in *Gemeinschaft* would be found what Max Weber calls 'traditional' authority whereas *Gesellschaft* incorporates what is 'rational-legal' authority. Yet it should be understood that the loss of community is something that is treated as a consequence of capitalism by Marx. This aspect is most relevant to the study of the community-tourism conflict in Goa.

The place is made by the community and vice versa. The people harness the resources for their development and the place is associated with the people whose culture and lifestyle govern its resources. The place is not a place without its people nor is the people a people without a place. Territorial conflicts across the globe bring home this point. Man is a territorial animal; his rationality and intelligence must not negate this intrinsic aspect of his personality. The prehistoric nomadic culture gave way to settlements and a settled way of life. This geographic impulse is primordial and cannot be wished away. The land gives life to its people and in turn the people safeguard the land. This give and take relationship has been nurtured over millennia and constitutes an important factor in the conflict described above. According to Parks, "Community in the broadest sense of the term has a spatial and geographical connotation. Every community has a location, and the individuals who compose it have a place of residence within the territory which the community occupies." Some writers have sought to define the community by combining the territorial and the psychological approaches to it. For example, according to Blaine E. Mercer (1956:27) "A human community is a functionally related aggregate of people who live in a particular geographic locality at a particular time, share a

common culture, are arranged in a social structure, and exhibit an awareness of their uniqueness and separate identity as a group.”

COMMUNITY-TOURISM CONFLICT

In Alexyz 'Goa...Goan...Goaing...Gone...?'- Part IV is dedicated to Turbulent Tourism. The section gives a firsthand picture of the turbulence unleashed on the unsuspecting Goans by tourism. The 'free love' proclaimed and practiced by the hippies is charged with the advent of pedophiles, drug addiction and AIDS. Cartoons bemoan the fact that the youth are falling prey to these new fangled addictions and trading their simple structured community life for easy lucre through crime and prostitution. The loss of traditional occupations in the vain attempt to earn a quick buck via tourism lands them in low paying, low status jobs. The loss of access to its picnic spots is yet another sore point as the said spots harbored nudist colonies. The composition of tourists giving way from the well-heeled to the backpackers is another bone of contention. The verdant foliage making space for concrete jungles and becoming an eyesore is also dealt with. The rave and acid parties, the peddling and addiction of drugs, the casinos, the beauty and massage parlors, the pedophiles and AIDS are what most of these cartoons critique. The best of the diatribe is reserved for a kind of domestic tourists who form the most reviled of voyeurs. The politician-police-builder-operator nexus comes a cropper in several of the cartoons. The section closes with the conversation between two ladies at the public tap that's run dry wherein one lady quotes the tourism minister claiming Goa is the best; the rejoinder from the other lady is "...wish we had water to raise a toast to him!"

Quo Vadis, Tourism
At one time, tourism was welcomed
With open arms,
Thanks to the moolah it brought
With all its virgin charms;
Now its beaches are lined
With se workers and massage parlors
Rave parties,
Designer drugs
Of kaleidoscopic colors!
Now foreigners rule the sands
Like it was their father's lands;
And builders of all shades and rackets
Have politicians and panchayats
In their *castis* and pockets;

Our rivers are being dammed
And jammed with cruises
Singing unfamiliar chants
And dubious casinos
Where you can lose
More than your pants!
Well, it's time you protest
Or you'll only see Goa's Goaing glory
In paintings,
Mario's cartoons and mine
And umpteen books on its heritage
And history!!!!

This short take of Alexyz summarizes Goa's tryst with tourism and the bitter taste that lacerates the community. The ire of the Goans has built up with regard to the loss of natural resources. Beginning with land that has been consumed in the name of development for tourist related activities, especially across the coastline, in violation of the CRZ has today led to 25% erosion of its famed coastline. The entry of big builders from Delhi and Mumbai has led to the skyrocketing of real estate prices. From the coastline, they are now making inroads into the villages of Goa and the newspapers are agog with the bedlam this creates in the local panchayat meetings. This opposition is strongly against the view of the holiday home mentality of the domestic market e.g. the ill-conceived Ruby realtors in Canacona. Investments in second homes is an excuse to invest in holiday homes in gated communities flush with amenities that rob the locals of their resources leading to power outages, water shortage and land scarcity. Local inflation further grates- be it the pilot/rickshaw/ taxi charges to food consumables- everything is expensive. This disillusionment finds a dystopian echo in Fish, Curry and Rice, "The question is: Will good sense prevail? Will one area of the planet, renowned for its exquisite natural beauty, be covered in ugly concrete to be readily discarded once the colonizing, consuming tourist is disenchanted with what it has become, as a result basically of efforts to please him or her?" The tremendous pressure on resources favors the tourists and is a kind of social injustice on the community.

Tourism in Goa is often compared to the proverbial goose that laid golden eggs. If in the days of yore, the tourist was the fattened calf: today, the cynosure is the community as the majority stockholder. Goa-being land starved- the community is vociferously taking on the government-builder lobby on mega-projects in a David and Goliath face off. The escalation of hostilities arises from several betrayals; viz. employment generation within the hospitality business which has been chimerical as the jobs on offer are not

considered to be either gainful or well paid. The attendant services like that of tour operators and taxi drivers have been muscled in by a mafia that make a killing by over charging against government pricing scales. The in migration of unemployed youth from other parts of India and the out migration of the Goan youth in search of greener pastures in hospitality business abroad has struck at the very root of the community- its unique Goan identity. The belief that Goa may no longer belong to Goans is at the core of this collision course embarked upon by the community and tourism. The landfills like Sonsoddo piled high with garbage and raising a stink and the vigilante refusal to turn villages into garbage bins has caught the local imagination. The garbage laden trucks stealing into villages in the stealth of the night only to be thwarted by the local population is well known. The extensive slum in Zuarinagar, a cosseted vote bank, flourishes while locals face the brunt of poor civil supplies and services.

The great daylight robbery is the theft of cultural pride. Tourists flouting decorum in dress is a common enough sight. That places of worship have taken recourse to written instructions of permissible dress codes within their premises is widely know. Those refusing to conform to the dress codes are denied entry to the abodes of prayer. Another commonplace sin among tourists is the litter that is scattered in their wake: from plastic and paper waste to broken beer bottles-all pose a threat to the environment and health. The cases of drunken driving and swimming under influence are on the rise. Despite signage prohibiting such behaviour, tourists perceive it as a minor infraction giving Goa a bad reputation. The spate of raids unraveling human trafficking in the garb of beauty and massage parlors is a distressful situation. The use of folk songs, music and dance in modernized packaged forms is cause for worry: from five star hotels to cruise boats- all offer a stylized flirtation with local culture followed by a course of local gastronomic feast teamed with local alcoholic brews and music and dance till the wee hours of the morning. The hijacking of folk traditions is non-remunerative for the sons of the soil. The 'eat, drink and be merry' culture has deprived Goa of its savoring of its own cultural traditions. Wedding receptions and local festivities have to abide by the mandated parole on timing. These have come into effect to curb the entertainment events on offer to lure tourists which has upped decibel levels. From the humble tender coconut to sourcing authentic feni and fish for the traditional meal of fish-curry-rice, the locals have to shell out a pretty penny. The slow pace of life distinct to Goan life, symbolic of relishing life, is fast disappearing. Flashy malls have replaced the interface with the local populace in traditional markets. Tourism has challenged the Goan way of life and is influencing the traditional life style which is being replaced by a capitalistic, urban lifestyle. The threat to identity, though abstract, is very real. The Goans have long banked on the promise of

'special status' being conferred upon the state to salvage its Goemkarponn; but other than it being an election gimmick, it is but a distant dream.

Of course if fingers must be pointed to compile a list of woes that are perceived shortcomings of the lack of vision and foresight, then the Goa Development Report (2011) of the Planning Commission (GOI) indicts Goa on the following grounds:

- Lack of a comprehensive tourism policy.
 - Lack of cohesiveness amongst the players in the industry when it comes to marketing Goa.
 - Lack of internal marketing of tourism to the local residents.
 - Lack of infrastructure.
 - Lack of proper coordination between the agencies for tourism development.”
- (pp 192)

As is obvious from this list, the lacunae point towards a lack of preparedness on the part of the administration. Nowhere in this account or the rest of the article is there mention of the social cost of tourism. The opportunities herein lie in introducing more affiliated tourisms viz. heritage, medical, adventure, events, entertainment, nature and eco-tourism, film city and business convention centre. Furthermore, to achieve this, they recommend infrastructure development with enhanced signage and shuttle services on priority to cater to this added influx and facilitate this influx through popularizing an event calendar. The events that deepened this preconceived notion of Goa were the EDMs like Sunburn which have been mired in controversy and have moved elsewhere within the country. The move has been hailed as an economic loss and not a social victory.

That tourism is a set of services needs to be thoroughly established in the minds of the stakeholders. The provision of the services should be subject to the carrying capacity which lies in the capacity of the region to cater to the demands placed on its resources by tourism and its attendant activities. Ignoring this golden mean would imperil Goa as saturation, if not exhaustion of facilities, would set in thereby lowering the tourist experience. The Carrying Capacity is defined by the Goa Development Report (2011) as $CC=f(Q, T, N, U_i, DM, AB)$

Where Q = Quality of the attraction resources

T = Tolerance to usage of the resources

N = Number of visitors to the attraction

U_i = The type of use to which the attraction is put

DM = The design and management of the visitor attraction

AM = The attitudes and behaviour of the visitors to the attraction

The report further emphasizes the need for critically evaluating the carrying capacity as environmental issues are crucial in coastal regions. It sounds a warning bell regarding the centrality of coastal tourism in Goa's brand of tourism to evaluate exhaustively the permissible levels of development in each zone. The report is apparently contradictory in sounding the alarm with respect to Goa's accommodative capacity while simultaneously envisioning its foray into niche tourism segments to expand the bouquet of services on offer. What is severely lacking in this representation of carrying capacity is the sheer oversight in linking in the community within its ambit. This lacuna delimits this definition on the grounds that the community is the majority stakeholder and the cost-benefit analysis must favor the community. This skewed proposition is doomed on two fronts: one, the community-tourism confrontation escalates to volatile proportions thus lessening the visitor experience; and two: tourism grows to Frankenstein proportions to swallow up the community thereby offering a poorer tourist experience. The end result being the same in both the scenarios, the collision course between community and tourism must be defused.

CONCLUSION

Tourism must be viewed as a consumable commodity and the laws safeguarding the rights of the consumer must be made applicable to tourism. So far consumer cases are filed only in the cheating/ fleecing of the tourist with reference to the service providers. New issues highlighted in the media make for grim reading. Surge pricing in all means of transport negatively impact the return of Goan migrants for holidays. The package tour aggregators, thanks to the internet, have captured the market and often are booked out in advance leaving Goans stranded. The internet has significantly changed the tourist scenario in Goa where once tourism was seasonal; today it has become a year round phenomenon. The appointment of a regulatory authority that defines the internet ballpark and referees it is the need of the hour. Too many players are crowding out the top and denying the small players any real stake in the tourism pie while elbowing the community out except as exhibits. Aping the west and believing themselves adhering to the old adage "When in Rome, do as the Romans do" is hardly a compliment to Goans.

The writing is on the wall: it is up to the community to guide where tourism is headed and not the other way round. One does not need a scrying mirror a la wicked step mother in Snow White and the Seven Dwarfs to be taken in by the gushing advertisements and

tourists' endorsements. Do we need a mirror that falsely declares us fairest, when beauty is merely skin deep? It is time the community- tourism conflict woke up to the other meaning of 'fairest', primarily referring to a just treatment of all the stakeholders in conjunction with the environment too. When the sponsors of all major events in Goa are alcoholic beverage companies, then the image is blurred by the high of alcohol. Betwixt the 'golden Goa' image and the cacophony of noise raised by the hawker-peddler and the recalcitrant Goan, who has had enough of this cornucopia of tourism, lies a golden mean. That collaboration and persuasion will get us there before it is too late is the hope that holds us together.

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SPECIAL FEATURES OF CAPITAL STRUCTURE OF SMALL FIRMS IN TOURISM INDUSTRY- AN EXPLORATORY STUDY

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ABSTRACT

Small and Medium Enterprises (SMEs) across the world differ on the parameters of definitions as well as the set of challenges faced. Out of the challenges faced, the major challenge seems to be finance related, especially in developing economies. This paper seeks to study the capital structure of SMEs and the preferred sources of finance for the long term and short term needs in tourism sector. The concurrence with existing theories and emergence of new sources is examined with the reasons for the same. Two case studies, of small firms, in medical tourism and business tourism have been reviewed in context of extant theories. Market timing theory could be used in conjunction with pecking order to explain the order of preference. The managerial implications could be to improve flow of finance to the SME sector, by elimination of bottlenecks.

Key words: SME financing in tourism, Sources of SME finance in tourism.

This work was supported by the University Grants Commission (UGC) under Grant Major Research Project (MRP-MAJOR-MANA-2013-19805)

1. INTRODUCTION

SMEs across the world differ on the parameters of definitions as well as the set of challenges faced. As compared to large enterprises they encounter more obstacles of various kinds, most of them being financial and economic. (Ayyagari et al, 2007; Beck & Kunt, 2006). Lekhanya and Mason 2014 investigated environmental, financial and infrastructural factors that influence the success or otherwise of Small and Medium Enterprises (SMEs) in rural areas and found that access to finance and skill shortages are major factors affecting their success.

However, the definition of SMEs in India differs across manufacturing and service sectors, based on the quantum of investment in plant and machinery in these two sectors. The prescribed quantum of investment in plant and machinery is much less in service sector. Hence, this paper seeks to understand and differentiate the factors affecting financial structures of SMEs, with particular reference to Tourism sector, which is a predominant part of service sector. Tourism being the largest segment in service sector in Goa, the study focuses on exploring the nuances in financial structures in this sector.

As of 2015-16, the number of passengers who arrived in the state on the basis of e-tourist visas was recorded to be 80,928. Moreover, the state recorded a total of 541,480 foreign tourists from over 141 countries across the globe. Medical Tourism is one of the emerging tourism and hospitality segment. Tourists seek specialised medical treatments mainly ayurvedic, spa and allied therapies. The primary purpose is achieving, promoting or maintaining good health and a sense of wellbeing. (Report on Goa by Indian Brand Equity Foundation, February 2016)

2. OBJECTIVES OF THE PAPER

Objective of the paper is to study the capital structure of SMEs in tourism sector, to trace the special features, if any. The preferred sources of finance for the long term and short term needs will be particularly studied. The concurrence with existing theories and emergence of new sources is examined with the reasons for the same.

3. METHODOLOGY

Methodology employed is extensive literature review coupled with an exploratory research. The literature review states the extant theories explaining the preferences of the firms generally. These were supplemented with the analysis of the case studies of small

and medium firms. Case study is deemed be a suitable approach to gather initial comprehensive data on the subject longitudinally. It can also provide detailed insight into the niche area of SME financing, for unearthing the special features, as compared to generic traits.

4. LITERATURE REVIEW

Detailed literature review is stated in the following sequence:

- SME TAXONOMY
- THEORETICAL BACKGROUND
- FINANCING OF SMES

4.1. SME-Taxonomy

The abbreviation "SME" is used in the European Union, World Bank, United Nations and World Trade Organization (WTO). International scenario reveals that different countries have their own definitions of SMEs. The differences in the definitions of SMEs across nations and regions, accentuates the need to validate the research findings in any country for their generic applicability.

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Firms differ in their levels of capitalisation, sales and employment. Hence, definitions which employ measures of size (number of employees, turnover, profitability and net worth) when applied to different sectors may lead to different classifications. In India, the firms are classified based on investment in plant and machinery, separately for manufacturing and service sector.

Table 1 - Table of present definition of SME in India in manufacturing and service sector as per MSME Act 2006

Nature of activity of the Enterprise	Investment in plant and machinery excluding land and building for enterprises engaged in manufacturing or production, processing or preservation of goods	Investment in equipment excluding land and building for enterprises engaged in providing or rendering of services (loans upto Rs 1 crore)
<i>Micro</i>	<i>Not exceeding Rs. 25.00 Lakhs</i>	<i>Not exceeding Rs. 10.00 Lakhs</i>
<i>Small</i>	<i>More than Rs. 25.00 lakhs upto Rs. 500.00 lakhs</i>	<i>More than Rs. 10.00 lakhs upto Rs. 200.00 lakhs</i>
<i>Medium</i>	<i>More than Rs. 500.00 lakhs upto Rs. 1000.00 lakhs</i>	<i>More than Rs. 200.00 lakhs upto Rs. 500.00 lakhs</i>

4.2. Theoretical background

Different theories used for analysis of financing are stated below in brief:

Table 2 Theories of Capital Structure

Sr No	Theory	Contributors	Highlights
1	Modigliani-Miller Capital Structure Irrelevance	Modigliani and Miller(1958)	<ul style="list-style-type: none"> • The value of the firm is independent of how the firm is financed under perfect competition conditions. • the firm value of a company is dependent on its earning power and the risk of its underlying assets • Also known as Capital Irrelevance theory
2	Trade off Theory of Capital Structure Leverage	Kraus and Lichtenberger (1973)	<ul style="list-style-type: none"> • Leverage enhances firm value by balancing the cost and benefits • Capital structure which balances tax benefits and bankruptcy Costs optimises firm value

Sr No	Theory	Contributors	Highlights
3	Agency Cost/ Agency Loss Theory	Jenson and Meckling(1976)	<ul style="list-style-type: none"> • Arise when there is conflict of Interest among firms' management ,debtors and shareholders • Controlling agency costs –balancing stakeholder's interest further optimise firm value.
4	Pecking Order Theory	Myers and Majluf(1984)	<ul style="list-style-type: none"> • Cost of Financing increases with asymmetric information • Firm Financing Preference: <ul style="list-style-type: none"> o Internal Funds o Borrowings(debt) o Equity(shares)
5	Information Asymmetries/Adverse Selection	Akerlof, Spence and Stiglitz (2001)	<ul style="list-style-type: none"> • Information asymmetries affect sourcing decisions from capital markets • Financers and SMEs have imperfect information about each other • Informational asymmetries raise cost of external finance and risk perception
6	Market Timing Theory	Baker and Wurgler(2002)	<ul style="list-style-type: none"> • Decision of finance depends upon market conditions • Market timing contrasts with trade off and pecking order theory

4.3. Financing of SMEs

In context of research on SME financing, less stress has been laid on the conjunctive approach, and the studies have preferred to test the pecking order or the trade-off models, as cited below. The factors have been tested in fragmented fashion, across varying definitions of the SMEs. Lopez-Gracia and Sogorb-Mira (2008) showed that the financing deficit was positively related to variations in the debt level, thereby confirming pecking order behaviour for non-listed Spanish SMEs. Bhaird and Lucey (2010) found that Irish SMEs behaved in a manner roughly consistent with pecking order theory and

that there were no major differences between the capital structure of service and manufacturing SMEs. Serrasqueiro (2011) found greater informational asymmetry for non-listed service SMEs relative to unlisted manufacturing SMEs, thus suggesting a greater likelihood of observing pecking order behaviour in the service sector relative to manufacturing.

SMEs find it difficult to access long term bank financing for many reasons including collateral requirement, credit history, credit worthiness, networking/relationships and transaction costs. This is supported by Scholtens (1999), Schiffer and Weder (2001 Beck et al. (2006); Beck and Demirgüç-Kunt (2006). The criteria used by financiers are mainly the success factors that relate directly to functional management skills, namely planning of the enterprise, knowledge of competitors, being mainly market-focused, quality work enjoying priority, client service, financial understanding, financial management, knowledge and skills with regard to the enterprise and the utilisation of experts. Success factors that relate to personal characteristics that are used as financing criteria by financiers are creativity, innovation and commitment to the enterprise. (Nieuwenhuizen & Kroon 2003). Five factors have been identified by Bhalla and Kaur 2012 towards decision making criteria by the banks. These are loan characteristics, financial and collateral backup, margin money and earlier track record, entrepreneurial characteristics, skills and purpose of loan.

The capital structure of SMEs in Vietnam is positively related to growth, business risk, firm size, networking, and relationships with banks; but not related to tangibility (Nguyen & Ramachandran, 2006). Ngoc & Nguyen, 2009 stated that liaison of SME with customers and government promotes use bank loans while liaisons with suppliers and social ties reduces use of bank loans further supporting use of venture funds over debt. Informational asymmetry, financial reporting (unavailable and unreliable financial data) and credit risk add to the problems of SMEs and financial institutions are reluctant and prudent in providing finance (Yigui Ma & Shumin Lin, 2010). International accounting standards improves informational asymmetries (Barth, Lin and Yost 2011). Substitution effect and rent extracting behavior encourage venture capital over bank finance (Berger and Schaeck 2011). Improving political affiliation allows greater access to long term fund while entertaining and gift giving improves short term debt (Guariglia, Newman, & Du, 2013). In Ghana and Nigeria, the size of the firm, age of the firm, ownership type and relationship banking have a positive impact on a decision to extend credit to small firms in West Africa. (Boateng & Abdulrahman, 2013)

Thus, having regard to the multiple factors unearthed by different researchers from

varied regions, having wide ranging definitions of the SME concept itself, the researchers explored the field by conducting two case studies, one each in medium and service sector. The factors gathered from the literature were proposed to be reviewed against the case studies conducted.

5. CASE STUDIES

CASE STUDY 1

VEDDAYURVED BHAVAN (SMALL FIRM IN MEDICAL TOURISM)

Tourism sector

Tourism is the largest segment in the services sector. It has also emerged as a main destination for Medical Tourism /Health care supported with major hospitals like Apollo, Manipal, and Wockhardt having its presence in the state.

It has ample scope for natural wellness centres in Goa as the infrastructure is readily available. It is a best substitute for Kerala which is a major Tourist Destination supported by its Ayurveda wellness centres.

Introduction:

Ved Ayurved Bhavan is pure, traditional Ayurvedic clinic and panchakarma centre where all Ayurveda treatments, rejuvenation programs suited to specific constitution & lifestyle are based on the ancient principles of Ayurveda. It provides the thorough diagnosis together with the professional treatments by a caring staff & with proper Ayurveda oils & herbal medicines.

The owners are into wellness industry basically into service sector since 2011 with branches in Kolhapur, Pune and Goa. Its Goa based clinic caters to both domestic as well as foreign clients. It also offers training in yoga, stress management, lifestyle management to individual and enterprise employees as well.

Business Environment:

Ved Ayurved Bhavan boasts of loyal client both India and abroad. There is a significant awareness among foreigners towards Indian traditional medicinal system. The owner finds them more dedicated and devoted to Indian science. He ventured into consulting during his internship days in Pune and nearby villages. Over the time when his confidence built up, he started permanent clinic in Pune initially. Next idea was to expand business and market it globally so that it could generate

awareness and revenue from international clients. Goa was considered as the right place. In July 2011 they started operations in Goa. Owner states that the main hurdles are during starting the business. Despite Governments interventions/assistance, he feels that finance still remains a very big issue for a newcomer like him.

Initially they approached banks with project reports that they had made from their requirements. Some of the Banks they approached were Corporation bank, ICICI, SBI. They found the banks were approachable but had lot of formalities and always asked for collateral security. After providing healthy collateral security the banks agreed but the rate of interest was 13-16% with lot of hidden charges and delays in processing loan application.

The initial cost for entire setup came around to 17 -18 lakhs in 2009-10. Another quick option the banks offered /suggested them was to avail a personal loan again asking for IT returns and collateral in the form of Fixed deposits, Gold or Property assests. The rate of interests also was too high for personal loan. Personal loan rate of interest was around 12% and business loans 18%+ . Such rate of interest was viewed as not affordable and the venture funds were viewed favourably due to ease of getting finance and lack of paper work. Bank options were not perceived as useful as lot of policies don't support a new business.

Instead they approached one of the relatives and his friend and briefed them about the venture. They were very optimistic as they themselves had business knowledge about prospects in Goa. They had earlier helped him to search for premises in Goa.

They got the funds from them initially for the start, to be returned in the form of EMI or lump sum basis to them. They were also open to profit sharing basis. Such flexibility would not be possible with bank funding or any other sources initially. Thus, he borrowed funds through the venture fund. The initial start-up funds required were 17-18 lakhs in 2009. They started as a joint venture and resorted to profit sharing mechanism.

With the start of the clinic the business flourished well and cost of operating was less because lot of purchases were done keeping in view the needs of all other clinic. Like the brand being Ved Ayurved Bhavan the labels, posters, stationary bills of all other clinics were same .Only the VAT accounts and other accounts were maintained at different places.

As with the growth of business various banks approached for current accounts but the

owner chose Corporation bank and ICICI bank as both are nearest and provide prompt facilities compared to others. Another reason for choice of ICICI bank was that they have a merchant account with them for a point of sale machine which helps them realising the payment from customers through the ATM/Credit cards, hence can manage their delayed payments without worrying to manage credit from customers.

At present, besides consulting, the firm is having a distributorship of major Ayurveda medicines in north Goa. Their working capital needs increased as compared to initial times but now they were eligible for short term loans from banks as they have proper accounts and IT returns. In others words they have improved their credibility.

The working capital needs are higher as compared to setup cost today. Major portion of funds is required for buying medicines. Rolling operations is main tasks as there are delayed payments from customers. Amount of payment to pharmacies is large and credit duration for is less (1 month) and cash conversion from sales usually takes 3-6 months. Buying in bulk is considered better.

Options for working capital finance were short term loans or cash credit facility.

Summary of Financing

Table 3 Financing Options

Initial Set up Cost	<ul style="list-style-type: none"> 17-18 lakhs
Finance Option	<ul style="list-style-type: none"> Venture Funds
Working Capital	<ul style="list-style-type: none"> Cash Credit facility with corporation bank, Pilerne branch (50,000 approx.)
Bank Accounts	<ul style="list-style-type: none"> Current account with Corporation bank for agency sales(distributor) Current account for clinic for consulting and sales on the OTC sales
Other accounts	<ul style="list-style-type: none"> Merchant account with ICICI bank for Point of Sale(POS)

CASE STUDY 2**ABC RESTAURANT CUM CANTEEN (NAME CHANGED)****Introduction**

ABC is a food Start Up delivery service operating in South Goa. It was started in February 2016 by the owner. It also has a Restaurant cum Canteen called XYZ operating in a major industrial area.

ABC is a food packaging and delivery service. Currently it is catering meals to Industrial Estate area and nearby places around few beaches in Goa.

Industry Background

In India, the size of the food market in 2014 was around Rs 23 trillion. As per consultancy Boston Consulting Group, It is expected to touch around Rs 42 trillion by 2020, along with a three-fold increase in average income of household from 2010-2020.

The tiffin sector caters to a demand of 2.5 lakh customers daily and there are only seven to eight organized players and over 90 percent unorganized players.

Inside Story

A hotel management graduate started the service in early 2016. Prior to ABC he worked for major five starred hotels across the country.

While working in Goa, he could not find economic and hygienic meals and tiffin service that was willing to cater to a single meal without a month-long subscription. He found food needs of business tourists, which are substantial part of working class people in Industrial Estate and ventured out to set up his own start up. Thus, he realised that visitors to the Industrial Estate and business tourists could not get good meals.

He initially launched his business with start-up capital of 8-10 Lakhs and grown very significantly within a year. Eventually it started a 24 x 7 meal ordering service.

The XYZ provides services from 9AM to 8PM and ABC from 8PM to 3PM.

"We offer freshly prepared home like daily meals for lunch and dinner, tea and snacks for parties and meetings through various food vendors. Meals are delivered in hygienic packaging," the owner said

They got a canteen contract which is centrally located and convenient to all Industries nearby. The Restaurant is named ABC and operates as a Restaurant cum canteen.

Apart from breakfasts, lunch and meals, it supplies tea snacks to the industries nearby on fixed contract. Some employees working in industrial area demanded supply of lunch, meals to their Offices as the restaurant sitting area would be crowded during Lunch hours. They provided supply of meals to customers on monthly subscription basis also. They later extended the services to neighbouring areas and nearby beaches in southern Goa.

The Start-up Capital required for the setup was around 8-10 lakhs. Funding was obtained partly from his personal Savings and borrowing from friends. They did not go on to bank funding because it required more time and paperwork and loss on the interest money.

Personal Borrowings was good options as the business had good cash flows from start of operations. Later they expanded for service delivery and had technological expenses in Branding, Website and Warm Food Keeping Equipment's.

The Suppliers are paid from the day to day earnings. The food is affordably priced and accommodates all working classes. The monthly Subscription business is good as it lowers our costs and economical for customers. The Quality food at economic Prices is their USP.

Thus, the business did not depend on organised sector for funds at all.

6. Cross Case Analyses

The capital structure in above cases is analysed on the basis of the following criteria:

- a. The composition of the Capital Structure: The firms studied above rely on the owner's capital than institutional finance.
 - i. Equity/Owner's Capital: Here the study states that the entrepreneurs depend on the own funds and if needed seek debt.
 - ii. Debt: The debt was sought in the nature of Term Loan by one of the firms studied special from banks. Thus banks did form a part of the consideration set.
 - iii. Working Capital: One of the firms studied had working capital finance arranged through Public sector bank. The other, being in the hotel business could use internally generated funds, as the sales were cash sales predominantly.

- b. Source of capital: The sources from where the firms reviewed have raised finances are the Banks, Financial Institutions, and Friends and Relatives, especially for long term needs. They are aware of the Governmental schemes too but they feel it is not timely or reliable source. Hence, Financing through Government Institutions is the least preferred source. For working capital needs, the preferred source is public sector banks, when required.
- c. Special characteristics identified-Following special features have been identified:
- Difficulties in obtaining finance are much acute at the start-up stage. As the firm reaches growth stage, the financiers rate the firms higher in their credit ratings and are willing to offer finance.
 - Case studies have thrown light on sources not highlighted in the theories or literature such as venture capitalists, who in India are predominantly the friends and relatives, as compared to professional angel investors. They have also pointed towards emerging sources such as venture capital.
 - Private Sector banks are preferred for special services like merchant bank accounts. Hence, add-ons are now preferred by SMEs over vanilla accounts.
 - Venture capital is preferred as it offers flexibility of repayment like profit sharing arrangements.

7. CONCLUSION AND FUTURE RESEARCH PROSPECTS

The research on factors affecting the capital structure has progressed into specific issues relating to SME financing, particularly related to obtaining debt from formal institutions. The current research has explored that SMEs need external financing primarily for their long term and also for short term needs as the owners' capital seems insufficient. The Government financial institutions and banks seem to need much coordination with SMEs to be in sync with their demands, as SMEs have complaints relating to timeliness and general apathy towards their requirements. Private Banks seem to be preferred due to the need for merchant banking services, for the day to day business requirements.

Market timing theory could be used in conjunction with pecking order and information asymmetry to provide suitable backgrounds to explain the order of preference. Financing of SMEs do follow the pecking order of preference for own funds over debts. But they are not averse to profit sharing arrangements with venture capitalists, in order to overcome the difficulties faced in obtaining debt. Hence, Market Timing theory could

rightly explain the choice of venture capitalists as preferred emerging sources of finance. This emerging source in market seems to be a preferred source due to flexibilities and lack of formalities coupled with timeliness.

The future research could test the preferences along with the reasons on a wider sample, quantitatively. This could have much social significance, due to the role of SMEs in employment generation and equitable distribution of wealth. The preferences, along with theoretical background explaining the same, could largely enrich the extant literature. The managerial implications could be to improve flow of finance to the SME sector, by elimination of bottlenecks.

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POSITIVE EFFECTS OF AGRO-TOURISM IN GOA

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ABSTRACT

Today almost all countries of the world try to develop tourism because tourism can in turn develop any country. Goa is famous for tourism all over the world. Agro-tourism is a new concept tied up with agriculture ecosystem and tourism. It is necessary to treat these concepts independently to arrive at a meaningful definition of Agro-tourism. The first dimension of Agro-Eco-Tourism is Agriculture. The concept of agro-tourism is a direct expansion of eco-tourism, which encourages visitors to experience agricultural life at first hand. Agro-Tourism will be an important source of income arising to the farmers and farm workers by creating enhanced opportunities of employment and quality production. . It is also expected that agro tourism centre or sight will serve as a potential source of new technology development adaptation and extension among the local people, national and international tourists.

INTRODUCTION

Tourism over the years cropped up to be the world's largest and fastest growing industry. It is a major phenomenon of the modern society. Tourism development is perceived by almost all countries of the world as a potent ingredient in the economic developmental strategies.

Today almost all countries of the world try to develop tourism because tourism can in turn develop any country. It can play a role in accelerating the economic development of the country and is widely recognized. This accelerating tourism industry has proved to be one of the important drivers of growth, prosperity and employment generation. It has raised national income and brought about an improvement in Balance of Payment of Indian economy. Tourism is a form of mobility, primarily for leisure. As in other developing countries, tourism finds considerable emphasis in India.

Goa is famous for tourism all over the world. It is picking up as one of the preferred Agro-

Eco-Tourism destination. Farmers having agriculture as base with spice plantation/ horticulture plantation, floriculture and natural resources like rivers, ponds, rich biodiversity, jungles with flora and fauna, adventurous sports, healthy and peaceful environment with entertainment are venturing in to this business along with agriculture.

Agricultural activity is the earliest human's activity on the natural ecosystem. One aspect of agriculture that is visible throughout the news today is that of genetically modified foods. This has an impact on many different aspects of the agriculture world. From the seed dealer to the farmer who buys the seed - all are affected by the new technologies that are involved in this part of agricultural production. Agro-tourism is a form of niche tourism that is considered as a growth industry in many parts of the world, including Australia, Canada, the United States of America and the Philippines. Other terms associated with agro-tourism are "*agritainment, value added products, farm direct markets and sustainable agriculture*".

OBJECTIVE

The specific objective of the present study is to study the positive effects of Agro-Tourism in Goa.

METHODOLOGY

The study is descriptive in nature. It is mainly based on secondary data which has been collected from tourism official sites, books on agro-tourism, different journals, articles, papers presented on tourism, agro- tourism and other important channels of information.

SCOPE OF THE STUDY

The study entitled 'Positive effect of Agro-Tourism in Goa' is an attempt to detail the positive effects and opportunities of agro tourism in Goa. This Study will be helpful for the users to understand basic concepts of Agro-tourism. However there is a great scope to study other aspects of Agro-tourism like Agro-tourism and Medicines, marketing, promotion, and socio-economic impact not only in Goa but all over the world.

REVIEW OF LITERATURE

Agro-tourism has different definitions in different parts of the world and sometimes refers specifically to farm stays, as in Italy. Elsewhere Agro-tourism includes a wide variety of activities including buying produce direct from a farm stand, picking fruit,

feeding animals, etc. Agro-tourism is very important for the communities, both urban and rural. It can have several functions, such as, income, employment, using free accommodation, activating the rural areas, preserving natural resources and also recreation and education of the urban community.

The concept of agro-tourism is a direct expansion of eco-tourism, which encourages visitors to experience agricultural life at first hand. Agro-tourism, is gathering strong support from small communities as rural people have realized the benefit of sustainable development brought about by similar forms of nature travel.

Agro-tourism is a new concept tied up with agriculture ecosystem and tourism. It is necessary to treat these concepts independently to arrive at a meaningful definition of Agro-tourism. The first dimension of Agro-Eco-Tourism is Agriculture.

Agriculture, earlier in the broad sense, included activities aimed at the use of natural resources for welfare of the human being and it included all primary activities of production. However agriculture generally means the growing and raising of crops and livestock over the years. It is emerged as an enterprise that encompasses all production activities integrated on commercial lines to maximize profits at minimum costs on bases. Agricultural and on-farm nature tourism can be defined as businesses run by farmers as part of their normal operations for the enjoyment and education of visitors.

Tourism

1. *"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home."* (Macintosh and Goeldner)
2. *"Tourism comprises the activities of person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."*

Agriculture

"Agriculture is the cultivation and breeding of animals, plants and fungi for food, fiber, bio fuel, medicinal plants and other products used to sustain and enhance human life. Agriculture was the key development in the rise of sedentary human civilization,

whereby farming of domesticated species created food surpluses that nurtured the development of civilization. The study of agriculture is known as agricultural science. The history of agriculture dates back thousands of years, and its development has been driven and defined by greatly different climates, cultures, and technologies. Industrial agriculture based on large-scale monoculture farming has become the dominant agricultural methodology.”

Agro-Tourism

The concept of Agro-tourism is a direct expansion of ecotourism, which encourages visitors to experience agricultural life at first hand. Agro tourism is gathering strong support from small communities as rural people have realized the benefits of sustainable development brought about by similar forms of nature travel. Visitors have the opportunity to work in the fields alongside real farmers and wade knee-deep in the sea with fishermen hauling in their nets.

AGRO - TOURISM IN GOA

Tropical Spice Plantation

Tropical Spice Plantation is one of the attractive agro-farm, situated in the *Keri* village which is in Ponda taluka. Tropical Plantation makes tourist to forget their problems, their tension by pure unadulterated nature. The scenic beauty of tropical Spice Plantation offers greatest peace of mind. Tourists are served with great hospitality. They are welcomed with flowers, entertained with Goan Folk Dance, especially the *Fugdi*, *Dhalo*, *Goff...Etc*. The tourists are mostly attracted to *Elephant Riding*.

Tropical Plantation is a land of spices including Cinnamon, Black pepper, Cloves, Turmeric, Vanilla, Ginger, Curry leaves, Black Cardamom etc. They also provide food to the tourist which is prepared using cultivated spices. They generally provide all Goan foods. They also sell their products to the tourists, such as *mango pickle*, *chilli pickle*, *amsul*, etc.

Pascoal Spice Farm

Pascoal Spice Farm is an Organic Spice Village. It is situated in Ponda Taluka in the village called as Khandepar. It is known for its abundance and diversity of its plants. It is called as Organic Spice Village because it uses compost materials like sugarcane waste, cow dung, poultry and fish manure. Basically it cultivates Cloves, Turmeric, Vanilla,

Ginger, Hing, etc. Besides cultivation of spices, it is also a venue for celebrating big or small functions such as birthdays, weddings, conferences etc. Like Tropical Plantation, in Pascoal Spice Plantation also, the main attraction is Elephant Riding and also provides an opportunity to feed him.

Mangal Farm

Mangal Farm is situated in Western Ghats near Quepem Taluka. This place is surrounded by the *Velip and Dhangar* Tribes of Goa. This village covers beautiful nature. It attracts mostly those tourists like photographers, artists, writer, etc. It basically cultivates Cashew and Mango Plantation, Horticulture, Spices and Herbs. It also offers a venue for parties, conferences and other functions. These functions takes place in the little farmhouse called as MANGAL. Tourists also enjoys bathing under the gushing *kadel waterfall*. The Mangal Farm is really a relaxing point, where tourists finds their peace of mind. The natural beauty of farm makes tourist to forget their problems, their tensions etc.

Sahyadri Spice Farm

It is 3 km from Collem on the way to scenic Dudhsagar falls. The farm is about 340 acres at the foothills of Western Ghats. This region has long been known as the heart of Goa and is famous across the world.

Tanshikar's Working Spice Farm & Ecological Rest House

It is situated amidst the rainforest of Western Ghats at Netravali village, Sanguem taluka. The specialty of the Organic Farm is variety of genuine spices grown in 25 acres out of total of 40 acres of land. Netravali is extremely popular for nature lovers as well as for adventures.

DISCUSSION AND ANALYSIS

Agricultural and nature tourism have the potential to generate increased on-farm revenues, and, given strategic management, could also boost farm profitability. Additionally, since the majority of the public may have little or no contact with agriculture, on-farm tourism is also a way by which non-farmers can learn about agriculture and, in turn, support farm products through increased purchases made directly or indirectly from family farms.

Positive effects of Agro-Tourism in Goa and Measures

- Agro-tourism is the economic activity that occurs when people link travel with agricultural products, services or experiences.
- Agro-Tourism will be an important source of income to the farmers and farm workers by creating enhanced opportunities of employment and quality production. It will be a potential business to improve the socio-economic status of the rural people of all level whether they are engaged in farming, cattle rearing or traditional food processing.
- Preservation of local culture and traditions especially in art and craft and other indigenous skills, local folk dances, music etc. Further, local transporters and other people linked with tourism activities will also get additional benefit.
- Agro-tourism will give an opportunity to rural people for quick and good returns for their products and services. It will check migration of rural people to cities for finding job opportunities by providing employment and also agro business opportunity.
- It will give opportunity to rural people and farmers to charge a good amount of money for the visit and experience of their work and culture.
- Agro- tourism will create a positive impact on the understanding of local people as well as tourists both, domestic and international, regarding importance of wild life, natural resource, ecology, wild flora, and agro-bio-diversity and concept of its conservation and its economic utilization in combination with traditional as well as advanced agro technology.
- It is also expected that agro tourism centres or sights will serve as a potential source of new technology development adaptation and extension among the local people, national and international tourists.
- Imperatives for promoting agro-ecotourism in a state like Goa are too many and urgently call for sustained efforts on the part of local government. Leads from department in promoting the activities in a time bound manner, facilitation of visitor friendly amenities in protected area, a perfect information center with committed wild life staff and launch of good publicity blitz are the essential pre-requisites to be put in place at the moment.

- There is great scope to harness agricultural activities to promote Agro-eco tourism in harmony with nature and promote enhanced income generation in rural areas.
- There is a need to fast track agriculture and nature tourism products to the market to demonstrate to regional communities, the potential benefits of these products. More emphasis needs to be given for creating awareness in the regional communities of opportunities and avenues for entering the tourism industry and develop resources for training, education and promotion.
- Encouraging partnerships between tourism associations, cooperatives, non-governmental organizations and others who wish to be involved with agriculture and nature (eco) tourism will go a long way in the development of this field thereby realizing the potential economic and ecological benefits in future.
- Agro tourism can help in conservation of animal and plant genetic resources. Concerted efforts are therefore needed to identify interesting animal breeds and plant varieties and explore their potential for agro-tourism.
- Traditional knowledge needs to be gathered on the management and use of these breeds and varieties. This will help to raise the population's awareness of the value of agro biodiversity, and will be indispensable for the long-term conservation of diversity. Government has to play a very important role if it really wants to promote Agro-eco-tourism and at the same time improve the ecology.
- The role of the government in formulating regulations for wild life, forests and coastal line, preventing the exploitation of local residents by big business houses, seed certifications, funding Research and Development, providing subsidies, conforming to minimum standards and dealing with the negative impacts of tourism expansion(social and environmental) will determine the future path of agro-eco-tourism.
- Although academic and research institutes have not fully analyzed the agro-ecotourism concept, it is imperative to utilize this tool to conserve, develop, research, educate and market the agro-biodiversity, technology development and sustainable issues. Non-governmental organizations have a role to assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism.

- Agro-tourism may have great demand if farmers develop Agriculture with combination of following factors
 - ✓ Farm Theme Playground for Children
 - ✓ Antiques
 - ✓ Crafts Demonstrations
 - ✓ Lunch Counter
 - ✓ Arts & Crafts Demonstrations.
 - ✓ Farm Store : Exhibition of farm equipments
 - ✓ Roadside Stand selling fresh farm products and craft items
 - ✓ Demonstration of Agro-activities
 - ✓ Sheep Shearing
 - ✓ Wool Processing
 - ✓ Fee fishing / hunting
 - ✓ Farm Vacations
 - ✓ Bed and Breakfast
 - ✓ Farm Tours
 - ✓ Farm Schools to teach a particular skill
 - ✓ Educational Tours for school children, officers and progressive farmers
 - ✓ Picnic Grounds

Agro-tourism will have positive effects on the following stakeholders:

- Farmers
 - Communities
 - Tourism Operators
-
- **Farmers**
 - ✓ Farmers can expand their farm operation by cultivating more than one seed and also try to use high quality pesticides.
 - ✓ Agro-tourism will lead to additional revenue generation for the farmers who can sell their products to the tourists.
 - ✓ Agro tourism will lead to the enhancement of domestic agricultural production.
 - ✓ It will make the present generation familiar with long forgotten local agrarian products.
 - ✓ When unused lands are used for agricultural purpose and developed as tourist destinations, the value of the land will appreciate.
 - ✓ The additional revenue earned by farmers, will lead to increase in the living conditions.
 - ✓ Farmers will develop the managerial skills and become good entrepreneurs.

- ✓ The sustainability of the farmers will be long term.
- **Communities**
 - ✓ By selling domestic agro-products to tourists, there will be an increase in revenues not just to the farmer concerned but to the community at large.
 - ✓ Since both domestic and foreign tourists arrive in the state, the locals will get an opportunity to imbibe their culture and the reverse is also true.
 - ✓ Agro farms basically promote traditional culture and thus help in the preservation of traditional products, arts, crafts, etc.
 - ✓ It also increases the awareness of agricultural issues and values in the community.
 - ✓ Agro tourism helps in diversifying and strengthening the rural economy via job and income creation.
- **Tourism Operators**
 - ✓ Visitors or tourists are provided with diversified products and services like coconut cakes with soft drinks, *Kokum sarbat* with ice-cream etc.
 - ✓ There is an exchange of local as well as non-local currencies.
 - ✓ The services, hospitality, nature and the culture of the Goan Agro Farms attracts tourists and induces them to revisit these farms.

CONCLUSION

The very purpose of this study is to create an awareness of the positive effects of Agro-Tourism accruing to the farmers of Goa. We continue to undervalue our agriculture, our heritage and our foods. There are tremendous potentials in linkages between tourism and Agriculture.

Agro-tourism in Goa will help farmers to raise their income not only producing grains but also by attracting tourist. It is also expected that agro tourism centres or sights will serve as a potential source of new technology development adaptation and extension among the local people, national and international tourists. Encouraging partnerships between tourism associations, cooperatives, non-governmental organizations and others who wish to be involved with agriculture and nature (eco) tourism will go a long way in the development of this field thereby realizing the potential economic and ecological benefits in future.

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THE KUDD-MODEL OF ACCOMODATION FOR DOMESTIC TOURISTS IN GOA: AN EXPLORATORY STUDY

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ABSTRACT

This author has for the past 4 years been researching on kudds, the system of community housing that was a home to several men from Goa who had to leave Goa in search of better jobs in larger metropolitan cities in India. The system of kudds has been in existence from as early as 1902. This paper which is based on an ethnographic study of kudds in Mumbai seeks to suggest the kudd-model as a novel idea for tourist accommodation in Goa, particularly for domestic tourists that comprised 91% of the total tourist arrivals in Goa in 2016. The author argues that the kudd-model of accommodation will better suit the needs of the domestic tourist and thereby enhance the tourist arrivals. The paper also acknowledges the footprint of tourism and suggests ways by which the negative impacts of domestic tourism can be dealt with through kudd-model of accommodation.

Key words : Kudd, Tourism, Culture, Goa, Domestic Tourist, Community Living.

INTRODUCTION

Despite being a very small state, Goa has attracted a large number of tourists to this 3,702-sq. km stretch of land on the west coast of India. Data in the table 1.1 sourced from the Department of Tourism Government of Goa, shows that the volume of domestic tourism outweighs that of foreign tourism in Goa.

Table 1.1
Tourist Arrivals

Year	Domestic	Foreign	Total	Percentage Change
2000	976804	291709	1268513	1.94
2001	1120242	260071	1380313	8.81
2002	1325296	271645	1596941	15.69
2003	1725140	314357	2039497	27.71
2004	2085729	363230	2448959	20.08
2005	1965343	336803	2302146	-5.99
2006	2098654	380414	2479068	7.69
2007	2208986	388457	2597443	4.77
2008	2020416	351123	2371539	-8.70
2009	2127063	376640	2503703	5.57
2010	2201752	441053	2644805	5.64
2011	2225002	445935	2670937	0.99
2012	2337499	450530	2788029	4.38
2013	2629151	492322	3121473	11.96
2014	3544634	513592	4058226	30.01
2015	4756422	541480	5297903	30.55
2016	5650061	680683	6330744	19.50

(Source: Economic Survey of Goa 2016-17:167, GoG)

The table indicates that in the 2016 the domestic tourist comprised 91% of the total tourist arrivals in that year and was 8 times higher than the volume of foreign tourists in the same year. We can therefore comfortably assume that the probable revenue from domestic tourism will also be higher than the returns from foreign tourism, by the sheer volume of domestic tourist. While the foot print of tourism needs a mention, given that tourism as an industry in Goa is here to stay, one needs to contemplate models that will work towards its sustainability and the reduction of the negative impacts that tourism might have on the local community in Goa.

Evident from the table above, is that there have been years such as in 2005 and 2008 when there was a drop in the tourist arrivals. Therefore, it is necessary that the State looks at ways and means to continuously attract tourist to Goa especially since Tourism has become a mainstay industry for Goa.

OBJECTIVES

1. To understand the system of *kudd* (A home away from home for people from Goa)
2. To explore the possibilities of the *kudd*-model as a novel attraction for domestic tourism in Goa, to attract more tourist to the state.
3. To explore the role the *kudd*-model of accommodation can play in promoting responsible tourism.

RESEARCH METHODOLOGY

The data for this paper was collected through personal unstructured interviews and focused group discussions with people who have been residents in *kudds* in Mumbai. Site visits and participant observation on different occasions to comprehend daily activities and feast celebrations was also used to get a deeper understanding about the status of the *kudds* today. Sample section of respondents was through the snowball sampling method. For this study, secondary sources were also used. Focused group discussions with *kudd* inmates who are in Goa now and currently aged between 70 to 85 were also conducted.

The *Kudd* System

According to the unpublished thesis of Valladares (1958:1), the origin of the *kudd* system in Bombay, which she refers to in her work as the *Coor* system, is an associative form of living that has evolved from a way of life adopted by a section of migrant Goans in Bombay and other parts of India and was founded between 1857 and 1944. From the field research of the author of this paper, there was clear evidence that *kudds* have existed in Mumbai (then Bombay) at least since 1902. There is a register of about 406 pages that exists in Jer Mahal, a building in Dhobi Talao, Mumbai that houses 23 *kudds* from Goa even today. This register contains entries dating back to 1902. This register also indicates that the Goan male residents of Jer Mahal earlier resided at Cavel, (North-eastern part of Dhobi Talao) Girgaum area which today, is a ten-minute walk from the Jer Mahal estate. The Goan male residents of Cavel were from different villages of Goa who at the Cavel *kudd*, lived together. It was only in 1920 that these residents moved to the Jer Mahal estate where they later had individual *kudds* based on the village in Goa that they originated from.

The news of the availability of accommodation in Jer Mahal in Bombay which was and

continues to beat a very affordable price was spread through word of mouth, through the male residents on their return to Goa. The residents of the *kudd* were invariably those that had moved to Bombay for better job prospects. This system has originated due to the migration of Goan seamen and cooks for jobs outside Goa.

The objective of the *kudd* system of community living was a) To promote unity and mutual assistance among the members, b) To maintain the premises in which they lived, c) To provide help to the deceased members family by payment at the death of the *kudd* member a sum of money and the later formation of the Death Benefit Society and, d) To promote the devotion of the Patron saint of their Goan village even in the *kudds* of Bombay. (Valladares, 1958: unpublished thesis).

The rules or "*Caide*", as they called them in Konkani differed from *kudd* to *kudd*. These rules would be put up on the wall of the concerned *kudd* of that particular village. They had a parallel to the Goan culture. For example, the recitation of the rosary, all the members present in the *kudd* had to be there or else were liable for punishment. For some *kudds* it ran into 48 rules which were very specifically stated in their books and had to be obeyed. The *kudds*, many of which survive to this day have for years catered to the needs of Goan youth working outside Goa, have served the needs of Goan youth appearing for exams or even just visiting relatives. It is because of the strict rules in the *kudds* that these places have been an extension of Goan culture in this 'home away from home'. Even some families that were financially backward have been able to find accommodation in these large metropolitan cities like Mumbai. Visitors were allowed to stay temporarily after paying some small amount towards the rent.

The *kudds* in Bombay were formed by people from a specific village in Goa and membership was given only to people whose ancestors were originating from that specific village in Goa and a yearly membership fee was charged to each member. One could not gain entry into one of these *kudds*, unless the person was a resident of that particular village. To be a member of a *kudd*, therefore fathers should be members of the *kudd*, or rather their Grandfathers only then it was permitted to be a member. Each *kudd* took the name of the village patron saint. However, in the present day the *kudds* are known by both the village name as well as the name of the village patron saint.

Residents of the *kudds* were those who worked as seamen, cooks, clerks and domestic workers, welders, musicians, sacristans etc. Thus, their need was accommodation that would be cheap, yet providing as far as possible "home comforts" and the atmosphere of home". The *kudd* answered their needs. It provided the companionship of fellow

villagers, since membership was restricted to people coming from a particular village or group of villages in Goa. These Goan men who through this system managed to save quite a big amount of money and send to the family members who depended upon them economical thus in this way they lowered the burden on the Goan government and generated revenue for the state thus improving the economy of Goa.

The Jer Mahal Estate in Dhobi Talao, Mumbai

This building is a heritage site, where most of the *kudds* are existing of villages all over Goa. It is a four storey building that was built by the British in 1860 and is located in Dhobi Talao in South Mumbai. This place Dhobi Talao where the Jer Mahal estate was built by the Britishers later purchased by Taraporewala, the Parsis, who had come from Persia to trade and explore Bombay (Now Mumbai). This place was full of springs, where Dhobis were living in this place, that is the reason this place is called as Dhobi Talao. This building houses around 23 *kudds* both from the North and South Goa. There are other *kudds* in Mumbai which were spread across Girgaum, Sonapur and Mazagaon, Byculla or Matarpakady. So one can hear and see the entire Goa in a small place called Dhobi Talao.

A member of the Ponda *kudd*, initially there were no takers for rooms in Jer Mahal and people were simply invited to stay without having to pay any rent for a month or so. A fee was charged only after the customer liked the accommodation at Jer Mahal, by the Britishers. The Britishers had put outside the Jer Mahal estate sign boards stating "To let"

***Kudd*: Accommodation with the Comfort of familiar Culture**

Litanies, celebrations of various village feast as per their patron village saint were and are still celebrated till date. But there is a difference in the manner it is celebrated today. Jayaram in his work quotes Agnew (1998.213) "When Indians or those of Indian descent get together socially or to participate in activities organized for immigrants, they find a space where they can tell stories about their past". This is true in the case of the seamen who migrated due to transit on the ships have to stay for some time in the *kudd*, where there they share all their stories to their colleagues of their homeland or their village. This researcher has observed that in the *kudds* they even celebrated the Patron feasts of their village and also our lady is being celebrated like that of Goa with the same merriment and excitement as they would celebrate in Goa.

The preparation for our lady is been done by the men unlike the patron feasts where

women from Goa is physically absent despite her presence through various ways. Through my observation, field study, and my interviews with members of these *kudds*, life in the *kudd* varied very little from the rural life, they were used to back home. They would sit around in the clubs (*kudds*) smoking, chatting with fellow-members, till it was time for rosary and bed. They observed the same village feasts in the same way as that in Goa with church services and in the evening, the rosary, the litany or *ladainh* followed by light refreshments and the traditional mando. The traditional sweets like doce de Grao, boiled horse peas with dry pieces of coconut, green chutney sandwich were being served for the celebrations like our lady. There was nothing that is different in the Goan *kudds*. Early morning, they put on Goan music either of Lorna or Alfred Rose and other Goan musicians. During the time when FC Goa matches in the month of November 2016, were being played they would tune on their TV sets to that channel to watch the games live on television in Bombay. The way things have been organized are very much similar to Goa, for example, playing of loud Konkani songs one day prior to the feast is very much true even of Goa. Firing of crackers for the celebrations, be it our lady or a feast etc. draws similarity to the State. The kind of sweets that are distributed for the different celebrations are similar to that of Goa. They were true when they stated that they do not mind travelling for one and a half hour, still prefer to come back from their work place to a *kudd*, as that is where the home is, where there are people from their state and would feel at home. This showed how the *kudd* inmates preferred familiar surroundings. Thus it is this familiar surroundings with people of your own community and having similar culture lead to the survival of this community system of living together, called the *kudd* system till date.

How will the *kudd*-model benefit Domestic tourism in Goa?

A common feature of most domestic travelers is that while they are excited about exploring new lands and sights, most hanker for food that is familiar to them. This is particular to the tourists from regions that are purely vegetarian or are unfamiliar with sea fish and red meats. Finding inexpensive, affordable and palatable food is the demand of most domestic tourists.

The system of community living has been much sought after by the Goan who migrated to Mumbai in search of jobs. However, it was basically only for 'Goans'. Here when they lived together as a community they continued to enjoy familiar experiences such as food, customs, language etc. Their life outside the State was in a strange way similar to their culture in Goa. The people as per my field interviews narrated that they do not feel

out of place although they are out into a different state altogether, as this *kudd* allowed them to be in a 'home away from home'. They had strict rules that they had to follow very strictly, which till date has allowed the survival of the *kudds* in Mumbai. Through this model of the *kudd* system, I would like to suggest that if such a system of individual community housing as per each States and National cultures, is done then, I am sure it will attract national tourists in our "Pearl of the Orient". Migrating to explore and enjoy life, is the nature of humans. So also, people migrate either may be for a better job or may be to just enjoy the beauty of any place. Since Goa has been much sought after as a site of tourist destination, where people come to enjoy the picturesque beauty that Goa has to offer, at the same time each community or each State would also love to enjoy their own culture in a different state than theirs. For example, like that of a *kudd* system they had the recitals of prayers like that of Angelus and Rosary, litanies and chanting of various prayers on different days for different occasions. If this could be incorporated in Goa, where every State had in the restaurant's or places they visited something of their own, that is offering the similar kind of food they ate at home, that is in their own State, a special place of worship for them, having wall hangings that they are familiar with or they would love to see, serving them food on the kinds of plates that they are used to in their State, e.g. Banana leaf, food served in the State of Kerala or making provisions of cutlery that each State is used to back into their own State, or may be the kind of towels they use could be made available in the places they visit as tourist in Goa, in such environment, tourist would feel, they are still in their home although away from home. In addition to depicting our own culture through the Goan folk dances and folk songs, effort should be made to perform dances and folk songs as per the culture of those States and nationalities that visit that particular restaurant's or places of tourist sites, on Cruise liners, place of worship, along the coast in Goa. It would go a long way in boosting tourism in Goa, in even people(Goans) having trained to speak in the local language of the tourist, such that the tourist will not feel out of place, and will prefer to come more often to Goa, as they will feel that Goa is more or less an extension of the State they come from. Celebrating of the Patron feasts helped them improve the bonding between each other in the *kudds* of Mumbai. If that is done by the State of Goa for the tourist for whichever season they are there, to find out and incorporate it as part of a package of the stay in Goa. According to Solimano A, (2010) he says that the main reason of people migrating to a particular place or the same place is due to the fact that they want to minimize the cost of moving, so they prefer to migrate or rather travel to places where their relatives or people whom you already know are there then the chances of migrations are more. This was the case with regard to the *kudd* inmates they were formed due to the

familiarity and fellow companionship. So, one reason for the increase in domestic tourism in Goa could be just due to the closeness of the place, cost of travelling is low and familiarity to State. So, this familiarity could be increased so as to enhance our tourism skills incorporating the *kudd*-Model for better marketing strategies in the tourism sector. Different *kudds* of Goa in Mumbai, as per their village organized various game tournaments between different *kudds* for example football, Cricket etc., thus keeping big prizes or even rolling trophies. If this initiative could be done for the different *kudds* set up in Goa, as per each State of India, it will be a great booster for the Goan tourism industry.

Suggestions for Responsible Tourism

The very objective of setting up of these *kudds* in Mumbai by the Goan community was to promote community feeling and at the same time to strictly adhere to the rules that were put forth for the Goan members, so as to help in the continuity of this system as well as to keep up to the name of the Goan community in the State of Mumbai. To do this they had a set of strict written rules, which has helped the survival of this system till date. Some *kudds* are 100 and more years old. If something like this is also made applicable to the tourist who visit this State, may be in the form of some rules then it will certainly avoid the various problems that are faced by the locals due to the indifferent attitude of the tourist towards the locals of Goa. Tourists need to be explained how the culture in Goa is different and how the rights of women in the State should be respected. If tourists for example, are explained in the language they most easily comprehend that staring is a violation of a person's private space or that taking photographs of women they do not know is rude and even a violation of their rights, it would help reduce the incidence of tourism related violence against women. If tourists are educated within the *kudd*-like accommodation about garbage and sanitation, and respect for the environment in Goa, maybe we would experience less of a negative impact of their presence in the State. All this can contribute to safe tourism for the tourist as well as for the locals, benefitting immensely the State of Goa's tourism industry. Encroaching into someone else's property is seen to be a violation in the *kudd* system, for example they were not allowed to sleep on someone else's '*Pett*' the wooden trunk or the aluminum trunk now, where they had their whole world tucked in. In this would be their belongings that they required on a day to day basis to put up in a home away from home. There were punishment's in kind or cash whichever was decided by the members who were present on that day after rosary, would unitedly decide what would be the kind of punishment. If the behavior of the *kudd* members went beyond control he was sent home the very next day and the

membership cancelled for life, this too could be incorporated for the domestic tourist whose behavior at times goes beyond control, where they will never be allowed in the state of Goa. To keep a check on the arrivals of domestic tourist Government of Goa can appoint a special body to register the names along with their State identity. This will generate home employment and ensure safe tourism, like that of the *kudd* system where no one was at threat due the elimination of the lawbreaker. This kind of training or awareness could be created for the domestic tourist so as to not face inconveniences at times when the domestic tourist encroaches into someone else's property, example plucking of mangoes, stopping and peeing by the side of the property that does not belong to them in a tourist destination that is Goa. This would only invite sour relationships between the host state and the domestic tourist thus negatively affecting the status of tourism and tourist arrivals in our State. In taking these precautionary measures by means of training them about the laws or may be what is expected of them as domestic tourist in our State, awareness of the States culture or the things that are not accepted, it will only boost domestic tourism and our State will be put on the world map in terms of a safe tourist destination.

CONCLUSION

In conclusion, if care is taken to be a little sensitive towards the needs of the domestic tourist that is simplifying things for them, accommodating them, by creating the right atmosphere which they enjoy in their state, adjusting to them in their languages, or rather making them feel totally at home like that of the *kudd* system, it will surely go a long way in making Goa one of the best tourist destinations in the whole nation there by generating high revenue for the State of Goa.

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CASE STUDIES OF TWO SACRED GROVES IN GOA: POTENTIAL FOR TOURISM DEVELOPMENT

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ABSTRACT

In India and in other parts of the world, nature worship has been practiced since times immemorial. Such sacred spaces have their own appeal and have to be developed differently for tourism in terms of visitor facilities and conveniences.

This paper brings out the stage of development of two groves namely Saterichirai, Zarme and Sidhdachirai, Vadawal both in Goa using an established attraction development framework namely Dean MacCannell Site Sacralization Theory.

The study observes that there is potential for the development of sacred groves in Goa into tourist attractions.

Key words: Nature, Worship, Sacred Groves, Tourism

INTRODUCTION

A Tourist Attraction, very simply stated is an attraction that has the capability of pulling tourists towards it. The greater the number of tourists visiting the attraction, the more popular will be the attraction. This in turn makes the area develop as a tourist destination. Attractions form the core for tourism. Sacred Groves and the rituals associated with the sacred groves also form an attraction and have the potential to attract tourists. When developing these sacred spaces as a tourist attraction, it also becomes necessary to protect them on account of their ecological and religious importance.

OBJECTIVE

The objective of this paper is to explore the possibility of developing two sacred groves in Goa into a tourist attraction using an established attraction development framework, viz. Dean MacCannell Framework.

REVIEW OF LITERATURE

Tourist Attractions – Definitions

A Tourist Attraction, very simply stated is an attraction that has the capability of pulling tourists towards it. The greater the number of tourists visiting the attraction, the more popular will be the attraction. This in turn makes the area develop as a tourist destination. Alan Lew (1987) states that “there are three distinct approaches to understanding a tourist attraction site:

- (a) A form, identity or name,
- (b) An organizational and developmental structure and
- (c) A perceived experience

Clare A. Gunn (1982) classifies attractions by dividing all attractions into two general market driven classes:

- (a) Touring circuit &
- (b) Longer-stay

Attraction Development Frameworks

For MacCannell, (1976) “tourism is to be understood in terms of the 'cultural production' around which it is organized. A tourist attraction has three components namely, a site, a marker and a tourist. Out of these three components, the most important is the marker, as, if there were no marker, the tourist would be at a loss to recognize the site.

The tourist represents the human component, the site includes the actual destination or physical entity and the maker represents some form of information that the tourist uses to identify and give meaning to a particular attraction.”

Sights may be marked in different ways and the process to produce a sight is what MacCannell calls 'Site sacralization' and identifies five steps to Site Sacralization as follows:

- 1) **Naming:** Occurs when a site is marked off from similar objects as worthy of preservation.
- 2) **Framing and Elevation:** Once a site is named, the boundary is marked around the site, controlling admission if required.
- 3) **Enshrinement:** Occurs when the “framing material” itself becomes characterized as sacred with the help of a marker. A special setting is created for its preservation and admiration emphasizing its unique characteristics.
- 4) **Mechanical Reproduction:** Occurs when the sacred site is replicated and

disseminated in the form of souvenirs, models, effigies, photographs, writings in brochures, etc.

Jonathan Culler (1988) in *Framing The Sign: Criticism & its Institutions* quotes MacCannell "it is the mechanical reproduction phase of sacralization that is most responsible for setting the tourist in motion on his journey to find the true object".

5) Social Reproduction: Occurs when society recognizes it and begins to create easy access to visit the site e.g. construction of roads.

Social Reproduction also occurs when groups, cities and regions begin to name themselves after famous attractions.

Sacred Groves - Brief History

Historically sacred groves can be traced back to the hunter-gatherer societies which viewed the environment as an inalienable part of their life (Kosambi 1962). Such societies consisted of "ecosystem people" as they were truly conscious of their dependence on nature and natural resources and hence worshipped nature as God (Dasman 1988). Later they practiced primitive cultivation for which they had to clear forests. While doing so they had to move from place to place so that the original forest could regenerate in the cleared area called shifting cultivation. As the population increased they cleared large tracts of forests. It assumed grave proportions and threatened the very survival of the forests. The idea of sanctifying forests and trees was evolved to conserve local biodiversity and to arrest this pernicious trend (Rappaport 1971 and Vannucci 1991). The advent of agriculture coupled with population pressures triggered fragmentation of hill societies and their migration to the plains. The practice of establishing sacred groves continued as their reverential attitude towards nature was inborn and inherent. At this time society's belief that sacred groves sheltered God who ensured a bountiful harvest to obedient subjects was strengthened. The fear of the wrath of God thus saved the groves from biotic interferences such as grazing, fire wood collection, resource harvesting, etc.

In India too nature worship is an integral part of human society. Going back to the historic time period, the tradition was quite evident in every continent as represented in the culture, religion and social norms of traditional societies. Nature worship has various forms – divinity could be assigned to any place or natural elements (eg. Stone, rock, mountain, river, forest, etc.) or plants and animals depending on cultural and religious aspects of a society. The resurgence of worldwide interest in nature worship has

increased manifold nowadays mainly due to the realization of importance of these community based practices in nature and natural resource conservation. All forms of vegetation in the grove are supposed to be under the protection of the reigning deity of that grove and removal of even a small twig is a taboo" (Vartak and Gadgil 1973)

Sacred Groves for Tourism

Tourist attractions consist of both, natural and cultural resources which are capable of attracting a large number of tourists, Enemuo et al (2012).

According to R. E. Brayley (2010), "Sacred sites are qualitatively different from others developed for tourism purposes. However, sacred sites do have touristic appeal and can benefit from their popularity as both pilgrimage and secular tourist attractions.

Whatever their reasons for visiting a sacred site, tourists and pilgrims both need services and from that need is born the potential for economic development in the community or region wherein the sacred attraction is located. Tourist facilities, which include a variety of basic traveller services and interpretive facilities, can both contribute to making the sacred site experience meaningful to the visitor and enhance the host community's economic base."

Enemuo et al (2012) on Social Impact of Tourism Development conclude as follows:

- 1) "Tourist attractions consist of both, natural and cultural resources which are capable of attracting a large number of tourists and as such creating impacts on the host communities.
- 2) Tourism can contribute to social and cultural changes in host communities which include changes in standard of living and their social lives".

In Africa, the Asanting Ibiono sacred forests are managed by a chief priest who oversees the relevant sacrifices to the gods / deities and also guides the people into the forest during the various festivals carried out in the sacred forests. These practices have encouraged and acted as an incentive for the conservation of the sacred forests in Asanting Ibiono community. The Asanting Ibiono sacred forests are used for various activities like the initiation of young men into the Ekpe cult which is a symbol of transition from adolescence to adulthood in Ibiono culture, masquerade ceremony, celebration of new yam festivals and crowning of a new paramount ruler and chiefs in the Ibiono kingdom. This tradition has been in existence for over a hundred years according to the local people. It is only the initiated people that are allowed to

participate in the socio-cultural play called masquerade which is used to celebrate important landmarks like new yam festivals, coronations of a new paramount ruler and burial of chiefs / village heroes in the Ibiono kingdom and elsewhere in South Eastern Nigeria (Udeagha et al 2013).

Hence sacred groves have impacted the lives of local people culturally and for conservation of resources.

Sustainability - Concept and Definitions

The Brundtland Commission (World Commission on Environment and Development 1987) and the World Conservation Strategy (1980) are credited with initiating the term 'sustainability' as a goal for all society, including tourism (Gunn & Var 2002).

The World Tourism organization (WTO 2001) defined sustainable development as follows: "Sustainable tourism development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems."

Iwona Niedzioka (2012) identifies basic principles of sustainability as follows:

- Takes a holistic approach to planning and strategy
- Protects the environment (biodiversity) and man-made heritage
- Preserves the essential ecological processes
- Facilitates and engages public participation
- Ensures that productivity can be sustained into long term future
- Provides for a better level of fairness and opportunity between different countries

If we were to look at development of the sacred groves and the rituals associated with the groves for the purposes of tourism development, we would have to look very closely at the connections between economic development, environmental protection and social equity for a sustainable tourism enterprise.

Given the above, it would be a worthy attempt to look at the sacred groves and the rituals associated with the groves as a potential and sustainable tourist attraction.

METHODOLOGY

This research uses the Case Study method for understanding and exploring a

phenomenon of religious or belief oriented behavior which can expose itself to societies which may be local or otherwise. The objective of this research being exploration of a phenomenon to identify if it can be opened up for societies outside of the local area can be met by this analysis of the sacred groves and hence the case study method is found to be most suitable.

Collection of Data for the Case Studies

Data for the case studies was collected in the following manner:

- Visits to the sacred groves for the purpose of recording / photographing the area and the rituals performed as well as for getting a firsthand experience of the rituals.
- Interviews with the gaonkars (local authority of the village) and local people of the villages. The information so collected from these two sets of people were incorporated into the case studies.
- Interviews with noted historians and environmentalists. This information too has been incorporated into the case studies.

CASE STUDY 1

THE SACRED GROVE, SATTERACHIRAI OF ZARME

The Sacred Grove, Satterachirai is located in the village of Zarme in the north of Goa, India. The grove gets its name from the village deity, Shree Sateri Kelbai. Zarme has a population of 635 people (Census 2011).

There are three temples constructed on a low hill present just outside the sacred grove. A well defined tarred road connects all the three temples. Mr. Rajendra Kerkar, a retired professor and an environmentalist who is a local person from the area explains that these two temples could probably date to around the 13th century (the period when the Kadambas ruled Goa – 10th to the 14th century). Mr. Kerkar further explains his reasoning stating that the stone panels at the foot of the temple depict scenes from the Kadamba period. The Kadambas were the early rulers of Goa, having ruled Goa from the 9th to the 13th century.

The temple at the lowest level has stone panels depicting the following:
Gajalakshmi panel with elephants in a royal procession, Saptamaturkars, Varahi, Durga,

Indrani, Brahamani holding a cobra in the hand and Vagrani and a panel with a monsoon scene with vegetation.

There are intricately carved wooden pillars which support the roof of the two older temples. The following scenes can be seen on the intricately carved pillars: Tiger killing a wild boar, a crocodile with its mouth open, a double headed crested serpent eagle, snakes and parakeet.

Mr. Rajendra Kerkar explains that the above wood carvings depict scenes from the forests of Zarme just outside these temples.

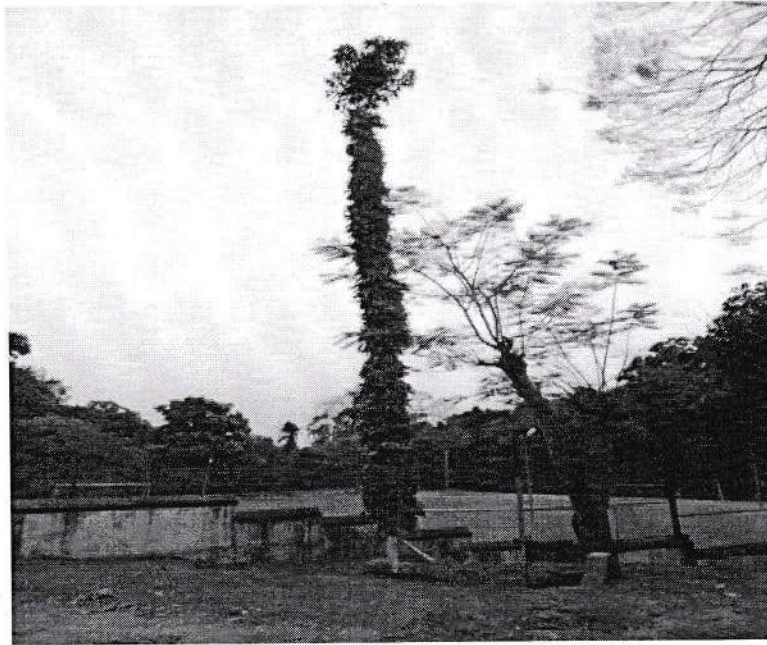
The temple in the centre which is more or less identical in size and shape with the temple at the lowest level which has a stone slab standing upright with a flower garland around its neck.

The following rituals are performed and are associated with the sacred grove:

Holi : The Festival of Colour:

Mr. Gavas, a senior villager who heads the temple committee explains in detail the sequence of events that takes place on the day of the festival of Holi. He states that on the day of Holi, a tree is cut from the sacred grove and brought down to the temple located at the top of the hillock. The selection of the tree is done by the presiding deity of the forest who then informs the gaonkar, Mr. Gavas which is the tree to be cut. Mr. Gavas explains that the tree that is cut is generally the tallest tree and must be straight without any curves. Mr. Gavas further explains that before the tree is cut, a coconut de-husked prior is placed at the foot of the tree. Prayers are then offered by the village gaonkar in thanksgiving to the presiding deity for selecting the tree for them. The tree is then cut. Once the tree is cut, the coconut is broken open on the ground by the gaonkar, Mr. Gavas using bare hands and then broken into pieces and distributed to all gathered. Mr. Rajaram Gavas explains that no instrument is used to cut open the coconut and that the coconut must be broken open using his bare hands. The water of the coconut, he mentions must be allowed to soak into the ground.

The cut tree is then brought down in a procession and decorated with fresh mango leaves and erected in front of the temple atop the hillock. Folk dances are then performed in front of the tree.

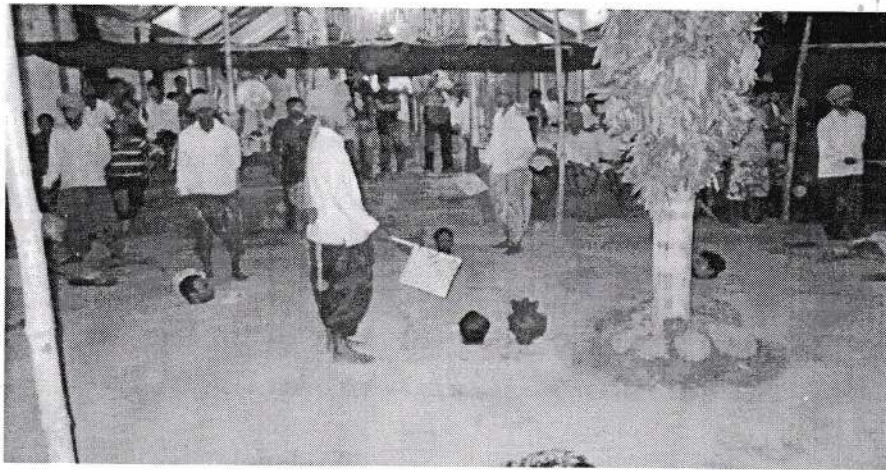


The cut trunk of the mango tree devoid of its side branches & decorated with mango leaves erected in front of the temple (Source: Author)

Once the Holi festivities end, the tree is removed from its pit, placed alongside the temple and allowed to decay naturally.

Chorutsav

Mr. Gavas then explains another ritual known as Chorutsav which is held in front of the Shree Satteri Temple at around 7 pm on the second day of Holi. Mr. Gavas further explains that there are only two villages in Goa where such a ritual is performed - one is their own village Zarme and the other is in the village of Caranzol. The ritual involves burying eight persons alive for a few minutes in pits dug in front of the temple – four of them with only their heads visible above the ground (to appear as if severed from the rest of the body) and the remaining four with only their bodies visible above the ground. This act of burying the six persons in the ground is called Chorachi Purni (literally meaning burying the thieves in the ground in the local dialect, Konkani).



Chorachi Purni (Source: Author)

Bead Mironi

Mr. Gavas explains that Chorachi Purni is followed by another ritual, Bead Mironi performed the same night. He goes on to say that Bead Mironi is performed around 11 pm wherein two young men lead a procession of song and dance around the area where the Chorachi Purni burial has taken place in an effort to flatten the soil back to its normal state.



Bead Mironi - The youth of the village wave flags, poles and branches of plants removed from the sacred grove (Source: Author)

Ranmale

The following day, Mr. Gavas explains, a folk performance called Ranmale is held. No female persons take part in any rituals with the exception of one woman who is the devadasi, meaning 'Servant of God' in Sanskrit and is one who has dedicated her life to the service of God. Hence all rituals are performed by male members of the community. All female characters in Ranmale are therefore males dressed up as females.

CASE STUDY 2

THE SACRED GROVE SIDHDACHIRAI OF VADAWAL

The sacred grove, Sidhdachirai of Vadawal is located in Vadawal in Bicholim in north Goa, India. Vadawal is one of the six hamlets that make up the village of Latambrace. Latambrace has a population of 6722 people (Census 2011).

Mr. Rajendra Kerkar, explains that Vadawal gets its name from the large number of banyan trees ('vad' meaning banyan tree locally).

Mr. Kerkar explains that the shrines at Sidhdanath are dedicated to the nath cult. They are placed upon the ruins of the Sidhdanath temple. He elaborates that the nath cult is a cult that considers all human beings to be equal irrespective of their varna. They believe Lord Shiva to be the supreme God. It is believed that the naths practiced their religion for several hundred years before the Portuguese rule (Portuguese rule: 25th November 1510 to 19th December 1961).

The sacred space around the idols is well demarcated and the hill located beyond this most sacred space is also regarded as sacred. One notices the sacred idols (two shivalings and a small nandi) located on the ruin of the temple of Sidhdanath. The forest area around the sacred idols is known as Sidhdachirai. The larger shivling is believed to be the largest in Goa measuring more than 50 cms. Stone idols can also be seen at the foot of a mature Mimosa elengi tree (locally called vonvol) as one climbs up the steps leading to the shivling and nandi.

A prominent tree in the grove is the Fish Tail Palm commonly called Birlo Mad (Botanical name: Caryota urens). The Indian Palm Civet is very fond of the fruit of this tree hence the presence of these cats in the grove. They are nocturnal and can easily be spotted just after dusk. The local people use fresh toddy from this tree for tuberculosis.

However this toddy is not tapped from the trees inside the grove but from those along the side of the road before entering the grove.

Mahashivratri

The only festival observed in this sacred space around the shivling and the sacred idols and sculptors is Mahashivratri. During this festival, the area immediately surrounding the shivling, sacred idols and sculptors is decorated with leaves and branches of trees brought out of the sacred grove. Upon completion of the rituals, they are allowed to decay naturally.

The villagers speak of the presence of leopards in this area from dusk to dawn and advice caution particularly during the rainy season.



The two Shivalinga in the sacred grove (Source: Author)

Cross-Case Analysis

Both the sacred groves follow a clear Naming process.

- Satterichirai, Zarme gets its name from the presiding deity of the grove, Shree Sateri.
- The sacred grove, Sidhadachirai, Vadawal partly surrounds the ruins of the Sidhdanath temple and hence named Sidhdachirai.

The next two stages in the site sacralization process namely, Framing and Elevation and Enshrinement seemed to be rolled into one in both the cases.

- In Saterichirai, Zarme, the carpenters of the two ancient temples brought scenes witnessed by them in the sacred forest into the temple architecture as seen in the case study (a pillar carved with a tiger killing a wild boar, crested serpent eagle, crocodile, snakes, etc.) thereby increasing the interface with the grove.
- In Sidhdachirai, Vadawal, the space around the sacred idols and sculptors is very well demarcated indicative of clear Framing, Elevation and Enshrinement. Both these stages viz. Framing and Elevation and Enshrinement have occurred simultaneously.

In order to nurture the Enshrinement, both the groves have rituals associated with the groves thereby again increasing the human interface with the grove.

No Mechanical Reproduction or Social Reproduction has taken place in both the groves. There is only pathway access to both the sacred groves studied. In the case of Satterichirai, Zarme there is a well defined tarred road leading up to the three temples only. Beyond this point there is only a poorly defined path into the sacred grove.

Once Mechanical Reproduction takes place, it will pave the way for the next stage in the site sacralization process namely Social Reproduction.
As of now there is no form of Social Reproduction.

THEORETICAL CONTRIBUTION AND CONCLUSION

It can be concluded that the development of a tourist attraction generally follows a set pattern as for instance in Dean MaCannell's Site Sacralization Theory, the stages Naming, Framing and Elevation, Enshrinement, Mechanical Reproduction and Social reproduction in this order though there could be minor variations in the order of development. Literature findings in 'The Making of an Attraction – The Case Of North Cape by Jens Kristian Steen Jacobsen (1997) points to the possibility of variations in the order of development.

In the context of the two sacred groves studied, the stages are followed to the extent mentioned below:

- Naming – Both the sacred groves studied follow a clear Naming process.
- Framing and Elevation
- Enshrinement

The second and third stages namely Framing and Elevation and Enshrinement seem to be rolled into one stage in both the sacred groves. There is no demarcation from one to the

other as set out in the Dean MacCannell Framework.

- Mechanical Reproduction – Does not exist in either of the sacred grove as this stage is yet to be reached.
- Social Reproduction too does not exist as this stage too has not been reached in the developmental process as a tourist attraction in both the sacred groves.

It could be a good opportunity for entrepreneurs to come forth looking at this as an opportune time for economic activity in both the sacred groves mentioned in this study.

This research also observed a deviation from the established definition of sacred groves in context of the sacred groves studied in Goa.

As observed by Gadgil and Vartak (1973), “Sacred Groves are patches of natural forest or vegetation that are protected by local sanction and taboos where removal of any material whether living or dead is prohibited.”

In the case studies in this research it is observed that some part of the sacred material is brought out of the sacred grove and not returned to the grove, the objective being to complete the rituals associated with the grove in a space outside the sacred grove so as to have a larger participation of the people in the rituals without taking all of them into the sacred grove. This is in contravention to the established definitions of sacred groves as mentioned above.

In view of what is stated above, the following may be stated as an enlarged version of the definition of sacred groves in this context: 'Sacred Groves are patches of natural forest or vegetation that are protected by local sanction and taboos where removal of any material whether living or dead is prohibited except for the purposes of completing the rituals associated with the grove. This too may be done only after invoking the guidance and blessings of the presiding deity of the grove for the wisdom to select the correct plant or material from the grove and is done by the village authority / head of the village'.

It would thus be a worthy attempt to look at developing the rituals associated with these two sacred groves as a tourist attraction.

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THE TOURISM SECTOR IN GOA - THE ROAD AHEAD

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ABSTRACT

Goa is best known as the land of sun, sand and sea. Apart from its exotic beaches, what makes Goa different from other tourist destinations on the globe is the blend of rich cultural heritage, beautiful villages and the hospitality of the people. In spite of the wide developmental potential of tourism, the growing concern is regarding adverse impact of tourism on the environment and local culture. The need of the hour is proper planning and management to protect and preserve the biodiversity and the culture of the place. This paper attempts to analyse the tourism potentiality of Goa as a measure for economic development. An attempt is made to highlight issues for future consideration in view of making responsible tourism in Goa as a future strategy.

Key Words: Responsible Tourism, Environmental Responsibility, Socio-Cultural Responsibility, Economic Responsibility.

INTRODUCTION

WTO members on 12th July, 2016 have recognized tourism as an important services export which can help small economies with their economic development. According to The World Travel & Tourism Council, in the year 2015, tourism in India generated 6.3% of the nations GDP and 8.7% of its total employment. As per the latest estimates of The World Travel and Tourism Council, Indian tourism sector is expected to grow at an annual average growth rate of over 7 per cent over the next ten years.

In Goa, tourism has become one of the fastest growing sectors. The state attracts a large number of domestic as well as international tourists who enjoy the natural beauty of the place, rich cultural heritage, the hospitality of the people as well as the festivals spread through the year such as, Carnival, feasts, Shigmo, jatras, etc. As of 2015, Goa is the 10th

preferred state in terms of the number of foreign tourist visits with a share of 2.3 %. (Indian Tourism Statistics, 2015)

Tourism provides direct benefits to Goa in different ways such as employment, foreign currency and infrastructure development. According to the provisional figures available, in the year 2016 the state recorded a total of 63, 30,744 tourist arrivals (domestic as well as international). Though this looks quite impressive, the need of the hour is to lay more emphasis on qualitative and high-end tourism.

METHODOLOGY

The present study is exclusively based on secondary data. The secondary data was collected from various published sources like books, journals, reports, publications, etc. The findings are discussed in the light of published literature.

OBJECTIVES

1. To study the innovative practices undertaken by the government to boost tourism in the state of Goa.
2. To analyse the tourism potentiality of Goa as a measure for economic development.
3. To identify issues for future consideration in view of making responsible tourism in Goa as a future strategy.

Tourism and Development

Tourism is a labour intensive industry. Tourism helps to generate income in different sectors such as hotel and accommodation establishments, travel agencies, transport services, tour operators, retail businesses at tourist sites and so on.

Mitchell and Ashley (2010) have identified three pathways through which benefits of tourism activity passes to the poor. They are direct effects which include labour income and other forms of income from the tourism sector, indirect earnings from non-tourism sector that arise from tourism activity and dynamic effects which bring long term changes in the economy and patterns of growth.

With a downfall in mining activity in Goa, the Government aims at positioning tourism as a major engine of economic growth. Various international agencies like World Tourism Organization (WTO) have pointed out the vast developmental potential of

tourism, particularly with reference to the developing nations like India.

Development of the infrastructure is very much essential for tourism industry to prosper. For development of tourism infrastructure in the country, the Ministry of Tourism has introduced a scheme in 2014-15 namely Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits. As per this Scheme, in Goa one of the project sanctioned during 2016-17 was Development of Coastal Circuit (Sinquerim- Baga-Anjuna-Vagator-Morjim-Keri-Aguada Fort and Aguada Jail). An amount of 99.99 crore was sanctioned for this endeavour of which as on 10.08.2016 20 crore was released for the said purpose. (Ministry of Tourism, Government of India).

The Government has increased its focus on high spending tourists by inviting investments in high-end tourism products such as tourism hubs including oceanariums, theme parks, food & beverage outlets, entertainment centres, convention centres, handicraft centres etc. The Goa Investment Promotion and Facilitation Board has been created to provide a single window clearance to projects and facilitate investment in Goa. Infrastructure investments such as the upcoming Mopa International Airport, conversion of the Konkan railway tracks from single to double lining and the development of several highways linking Goa to its neighbouring states have been made.

Goa State Infrastructure Development Corporation has made a significant contribution to the development of infrastructure in the state of Goa. For the last 10 years, GSIDC has completed various infrastructural projects, some of which are significant for the development of tourism in the state, which include construction of bridges and improvement and up gradation of road network in the state.

Goa Tourism Forges Ahead

In Goa, GTDC (Goa Tourism Development Corporation) is engaged in promoting tourism in the state of Goa. GTDC has introduced new tourism services such as Fontainhas heritage tours, hot air ballooning, amphibious vehicle tours, Hop On Hop Off tours, sea plane services, luxury yacht services etc. to promote tourism in the state. In order to promote the rustic Goa and its tradition and culture to the tourists coming from all over the world a two day tribal festival is organised. The festival aims at reviving, promoting and preserving the State's unique traditional games, culture and cuisine, especially the customs of the tribal population. Paragliding and helicopter tourism are the other initiatives which are undertaken to promote tourism in the state.

Goa with its available leisure and excursion options is becoming a hub for MICE (Meetings Incentives Conferences Events) for Banks, Pharmaceutical and FMCG companies. Goa is becoming a popular wedding destination for North Indian Hindu weddings. With a strong hospitality oriented lineage, besides being a relaxing holiday destination, the State also offers leisure and excursion options related to eco-tourism, sun and sand tourism, heritage and culture tourism. To target higher spending tourists, the Government of Goa is aiming to provide visa on arrival facilities to nationals from over 150 countries. The Union ministry of home affairs (MHA) has identified five islands in Goa, namely St George Island, Grande Island, Pequeno Island, Conco Island and Bhindo Island to carry out holistic development. For sustainable development of tourism in Goa, the Goa Tourism Master Plan and Tourism Policy is being prepared. The plan will consider impact of tourism on the Goan economy and will also focus on preserving the social, environmental and cultural fabric of the state.

Issues of Concern

Though travel and tourism industry in Goa has been prospering, it is mainly concentrated along the coastal stretches. The unregulated rush of visitors on beaches and excessive coastal developmental activities have contributed to an increase in notable environmental and social problems.

Construction of resorts, commercial establishments, beach side shacks have changed the coastal strip drastically. Today, several coastal areas are overcrowded resulting in undesirable over-urbanization of coastal regions.

As tourism industry develops, it produces significant impact on natural resources, environment and society. Growth of Tourism industry in Goa has put strain on the infrastructure, causing problems of garbage, road congestion, parking and shortage of basic utilities (De Sousa, 2014). According to Yadav, Singh and Saxena (2011) 'the tourism development needs to be pursued by promoting lesser known tourist spots, controlling the problems of environmental, ecological hazard and cultural degradation.'

Future Strategies

Dr. Dayanand M.S, stresses on development of resources, intervention of the stakeholders to develop a co-operative strategy for growth of tourism industry in Goa.

Bhattacharya, (2004) in his research focuses on sound and organised development

perspective for tourism development. He also focuses on need based tourism, creation of band of promoters and policy makers and adoption of sustainable tourism as a strategy to utilise the tourism potential of the state.

According to Uniyal and Sharma (2013) the Government should make sure that all relevant stakeholders know what is expected of them. Well-established policies and actions should be clearly disseminated which will bring commitment to change.

From the above, it is evident that the need for proper planning and management is required for the industry to survive as a whole. Also the collaborative effort of all the stakeholders is the need of the hour for tourism to flourish in the state.

The availability of abundant natural resources, skilled manpower, supportive entrepreneurial community, provide an ideal setting to implement and practice 'Responsible Tourism' in Goa. Responsible Tourism (RT) focuses on three kinds of responsibilities which are termed as the 'triple bottom-line'; these are economic responsibility, socio-cultural responsibility and environmental responsibility.

Environment Responsibility

Preserving natural environment and ensuring cleanliness of the place is significant (Dr. Manoj, 2016). Collaborative efforts by all the stakeholders are needed to minimise the environmental impact due to tourism activity. The measures to be taken in this regard are to reduce pollution of the environment and make the tourists places clean. Adequate garbage disposal system should be put in place. Due importance should also be given to bring improvement in the sewerage systems. There is need to have central sewerage systems for hotels.

Environment awareness drives should be taken up rigorously. The Goa Coastal Zone Management Authority should play an important role in regulating the development activities along the coast. Kamat (2010) brings out the importance of marketing the State beyond its beaches and in this regard proactive measures need to be adopted by the Government by consolidating the resources.

Socio-Cultural Responsibility

To help maintain the appropriate tourism development in the state, the involvement of the local people or community is required. Tourism industry should do its best to employ and train local community, buy local products or supplies and use local services.

Solomon (2009) suggested community-based tourism in order to ensure that the benefits of tourism reach the local communities.

Gokhale, Sawan and Ugavekar (2014), highlighted that in the last two decades, the traditional Goan culture has taken a backseat and western culture has been at the forefront. There is urgent need to respect the local culture by including its essence in the overall touristic development. Goa is famous for religious harmony. It has world heritage sites and a number of magnificent, palatial, old houses. Tourism in Goa should focus on showcasing the life, architecture and culture of Goa. Government should play an important role in giving a distinct identity to Goa wherein the culture and the heritage is highlighted. This can be done by effective marketing campaigns and positioning.

A tour guide plays an important role in the whole programme of tourism. A good tour guide is expected to talk about the relevant local tradition, culture, festivals and fairs for making the Goan culture known to the tourists. Proper training should be imparted to help them to pick up necessary skills required for the job.

Economic Responsibility

Tourism does bring direct economic benefits in terms of employment opportunities and increase in income which leads to improved living standards of the local community. Economic responsibility can be well achieved by employing locals and stimulating entrepreneurial activity aiming at self employment. Supporting local economic growth is needed for long term success.

Government should plan initiatives and investments aiming at broader economic development. Targeting repeat high-end tourist is needed because these tourists spend more on their trips. Diverse tourism offerings such as Medical Tourism, Eco-Tourism, Adventure Tourism, Heritage Tourism, Sports Tourism, Education Tourism etc. will help generate revenues and increase the employment potentiality in these sectors.

CONCLUSION

Tourism development has become one of the important factors of socio-cultural, economic and environmental change. Even though such changes could lead to negative impacts, the positive impacts cannot be undermined. With the downfall in mining in Goa, tourism can be the most important activity generating economic benefits to the state. Responsible tourism, will act as a pathway to reduce the negative impacts and enhance

the positive impacts. Joint efforts from all stakeholders, careful planning and formulation of proper development policy will help development of the tourism industry in Goa.

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TREND ANALYSIS OF TOURIST ARRIVALS IN GOA: A STUDY

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ABSTRACT

The State of Goa is on the world map because of Tourism. Every year more than 1.5 million tourists visit the State of Goa. The number of foreign and domestic tourists is increasing with the passing of every year. The State of Goa is witnessing an upward trend in arrival of tourist. The State Government is promoting Goa as a 365 days tourists destination. The State Govt. has also made lot of investments in promoting tourism activities in Goa. The present study tries to calculate growth of tourists visiting the State using the secondary data collected from Government agencies. It also tries to analyse the impact of arrival of tourists on the infrastructure facilities, employment generation and standard of living of people in the State of Goa. The study using time series data tries to study the uptrend and also analyses the factors responsible for the uptrend. The study concludes that though the arrival of tourists has increased but at the same time it has put lot of pressure on the resources of the State of Goa and hence there is a need to plan the tourism activities and adopt an approach where tourism increases but also there is an increase in support infrastructure for catering to the tourist.

Keywords: Trend of tourist arrival, Tourism destination & Foreign tourists

INTRODUCTION

Tourism is one of the major activities in Goa that generates revenue for the residents of the state. Tourism is one of largest source of income for the Goa Government. Goa is one

of the major tourist destinations in the country and also in the world. More than 1.5 million tourists are visiting Goa (Department of Planning, Statistics and Evaluation, Govt. of Goa). The number of foreign and domestic tourist arrivals is increasing with passing of every year. The state of Goa is witnessing upward trend in tourists visiting the state every year. The largest number of tourists visiting Goa is from UK followed by Russia. Besides, tourists from Germany, Finland, France, Switzerland, USA and many other countries also visit the state. (Department of Planning, Statistics and Evaluation, Govt. of Goa). There is a growth in tourism industry in Goa. The government has taken initiatives in promoting Goa as one of the tourist destination. Goa is enriched with different kind of culture and traditions. Tourists are visiting Goa especially due to large number of beaches, temples and historical monuments. Mangeshi temple, Shantadurga temple, Basilica of Bom Jesus Church Old-Goa are some of the destinations frequently visited by the tourists. Tourism industry is contributing towards development of the local economy as well as providing employment opportunities to the people in the state. At the same time there is lot of pressure on the use of resources.

The state of Goa, in India, is famous for its beaches and places of worship, and tourism is its primary industry. Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. Foreign tourists, mostly from Europe, arrive in Goa in winter whilst the summer and monsoon seasons see a large number of Indian tourists. Goa handled 2.29% of all foreign tourist arrivals in the country in 2011 (Department of Planning, Statistics and Evaluation, Govt. of Goa). This relatively small state is situated on the western coast of India, between the borders of Maharashtra and Karnataka and is better known to the world as a former Portuguese enclave on Indian soil. Tourism is said to be the backbone of Goa's economy.

Major tourist attractions include: Bom Jesus Basilica, Fort Aguada, a wax museum on Indian culture and a heritage museum. The Churches and Convents of Goa have been declared a World Heritage Sites by UNESCO.

OBJECTIVE OF THE STUDY

The broad objective of the paper is to study the trend in tourist arrivals in the state of Goa.

METHODOLOGY

The data for the study has been collected from secondary sources which include the website of Department of tourism, research papers, Journals and websites. The time

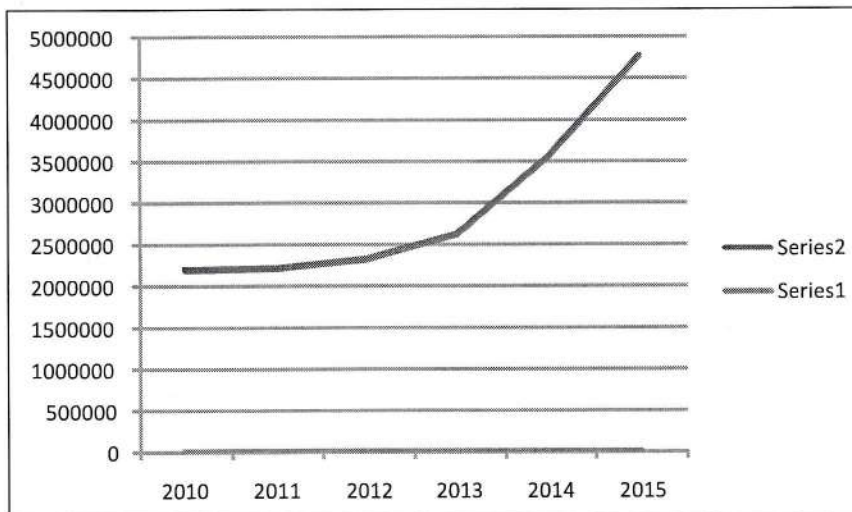
series data has been used for the study. The data collected has been analyzed and interpreted by calculating simple moving average.

ANALYSIS AND INTERPRETATION OF DATA

The domestic tourist arrivals for the period from 2010 to 2015 are presented in table 1.1. It is learnt from the table that the total numbers of tourists have increased from 22,01,752 in the year 2010 to 47,56,422 in the year 2015.

Table No. 1.1
Domestic Tourist Arrivals in Goa

Year	Domestic	% Change	Chain base index no.
2010	2201752	---	----
2011	2225002	1.06	101.06
2012	2337499	5.06	105.06
2013	2629151	12.48	112.48
2014	3544634	34.82	134.82
2015	4756422	34.19	134.19

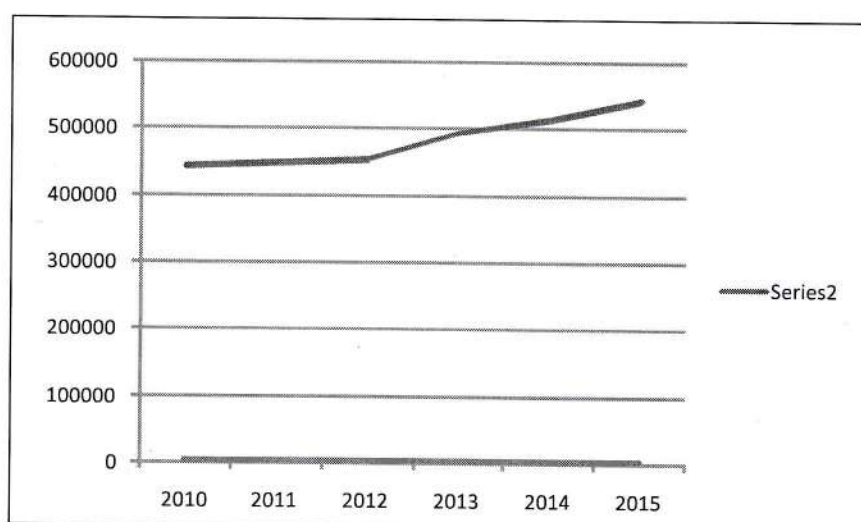


Source: Department of Tourism, Goa

The computed value of chain index shows an increasing trend over a period of six years. The number of tourist arrivals during the year 2014 and 2015 has remained stable.

Table 1.2
Foreign Tourist Arrivals in Goa

Year	Foreign	% Change	Chain base index no.
2010	441053	---	----
2011	445935	1.11	101.11
2012	450530	1.03	101.03
2013	492322	9.28	109.28
2014	513592	4.32	104.32
2015	541480	5.43	105.43

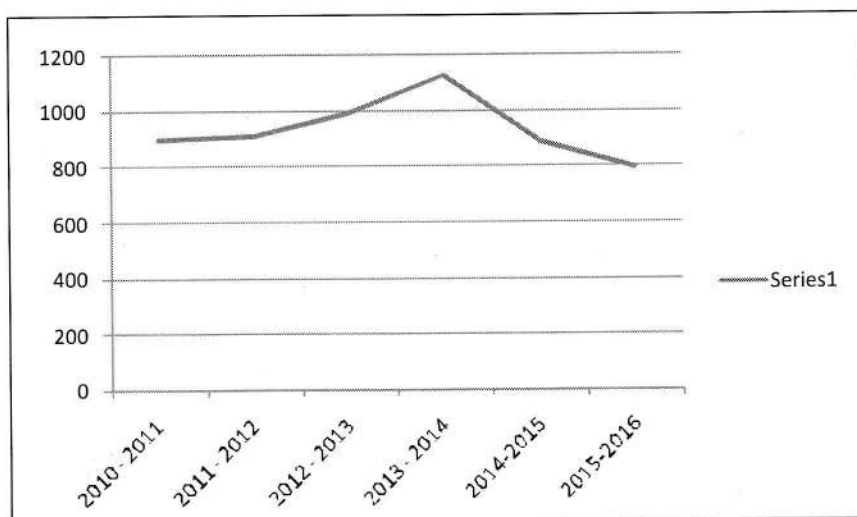


Source: Department of Tourism, Goa

The arrival of foreign tourists to Goa assumes importance in terms of socio-economic development. The tourist arrivals from the period from 2010 to 2015 is displayed in the table 1.2. It can be viewed from the table that over a period of six years the total number of foreign tourist arrivals have increased from 4,41,053 in the year 2010 to 5,41,480 in the year 2015. The calculated chain index values for the corresponding period reveals that there is overall growth and increasing trend of foreign tourist arrivals.

Table No. 1.3
Arrival of Flights

Year	No. of Flights	% change	Chain base index no
2010 - 2011	900	---	---
2011 - 2012	910	1.11	101.11
2012 - 2013	996	9.45	109.45
2013 - 2014	1128	13.25	113.25
2014-2015	895	-20.66	79.34
2015-2016	798	-10.84	89.16

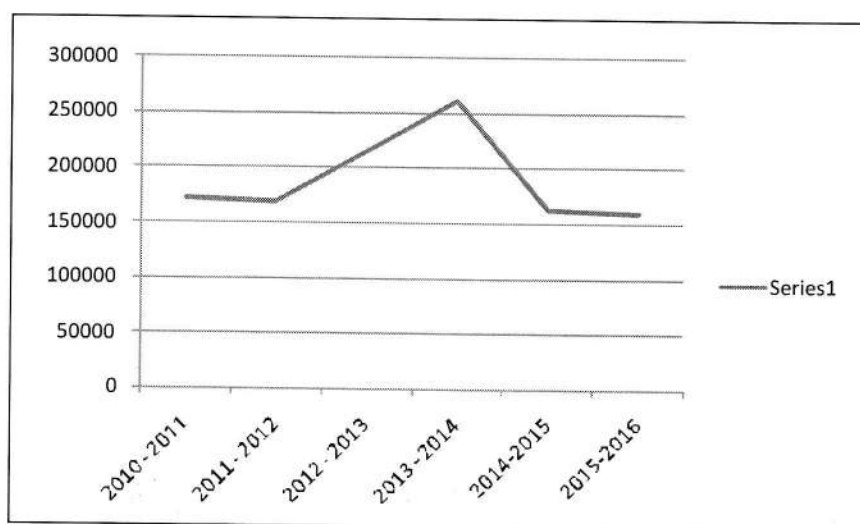


Source: Department of Tourism, Goa

The arrival of foreign charter flights to Goa is an important component of tourism. In order to understand, the growth of charter flights, the total charter flights for the period of six years is studied. The computed chain index shows that there has been an increase in the number of arrival of flights from the year 2010-11 to 2013-14, whence it reached a peak. Further, it shows that there has been decline in the arrival of flights during the year 2014-15 and 2015-16.

Table No. 1.4
Arrival of Passengers by Flight

Year	No. of Passengers	% change	Chain base index no.
2010 - 2011	171367	---	---
2011 - 2012	169006	-1.38	98.62
2012 - 2013	215304	27.39	127.39
2013 - 2014	261452	21.43	121.43
2014-2015	161316	-38.30	61.70
2015-2016	158779	-1.57	98.43

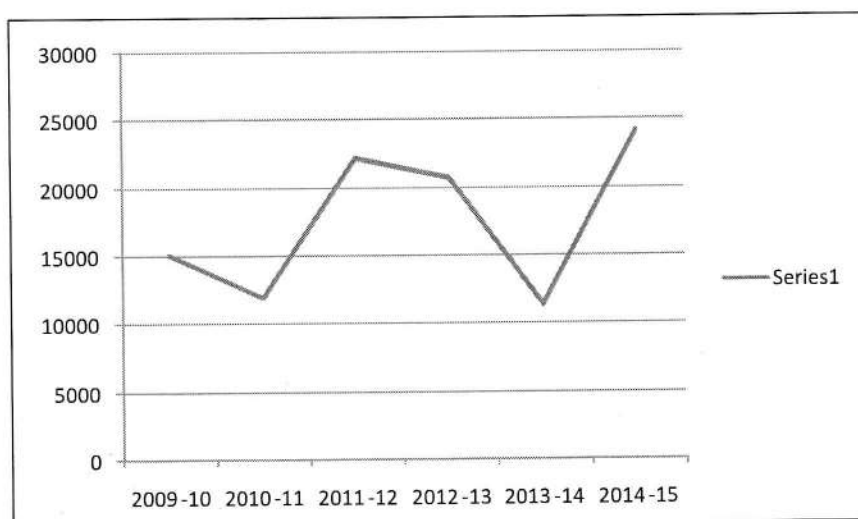


Source: Department of Tourism, Goa

The arrival of passengers by charter flights to Goa is depicted in the Table No.1.4. The analysis shows fluctuations in the arrival of passengers by flights. The computed chain index depicts that there has been decline in the number of passenger arrivals by flight in the year 2014-15 and 2015-16. A large number of foreign tourists visiting Goa originate from Russia. The conflict between Russia and Ukraine did have a negative impact on the charter arrivals from Russia.

Table No. 1.5
Cruise Ship Arrivals in Goa

Year	No. of Passengers	% change	Chain base index no.
2009-10	15009	---	---
2010-11	11946	-20.41	79.59
2011-12	22233	86.11	186.11
2012-13	20762	-6.62	93.38
2013-14	11356	-45.30	54.70
2014-15	24231	113.38	213.38

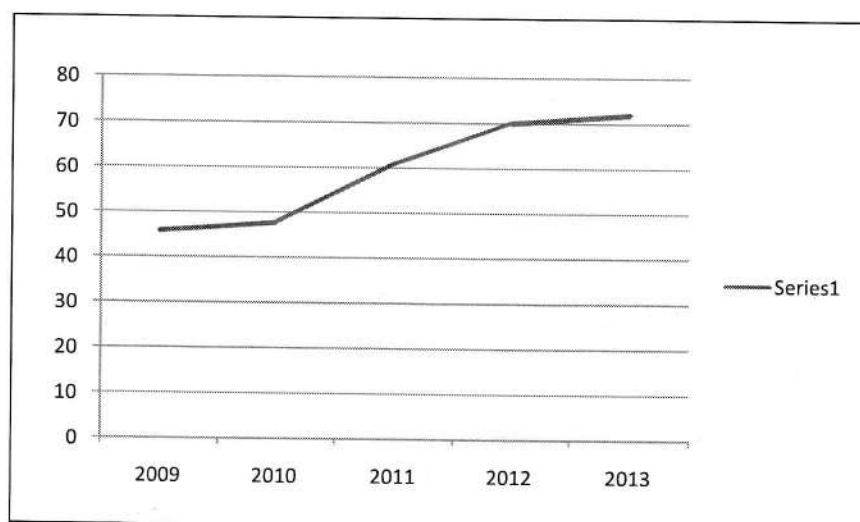


Source: Department of Tourism, Goa

It can be inferred that the number of passengers arriving by cruise ship has declined drastically in the year 2013-14 mainly because of shabby and inadequate infrastructure, and negative feedback from cruise boat tourists. But it has increased in the year 2014-15 by more than 100% compared to previous year. This increase can be attributed to e-Tourist Visa (ETV) facility provided by the Government.

Table No. 1.6
A Grade Hotels in Goa

Year	No of A Grade Hotels	% change	Chain base index no.
2009	46	---	---
2010	48	4.35	104.35
2011	61	27.08	127.08
2012	70	14.75	114.75
2013	72	2.86	102.86



Source: Department of Tourism, Goa

Table 1.6 indicates an increase in the number of A grade hotels in Goa. The computed chain index shows that they have registered an increase of 27% in the year 2011. The number of hotels shows a decline in the year 2013 due to fall in the number of tourist arrivals in Goa.

CONCLUSION

Tourism is considered as a backbone of the state. It is a source of income for the residents of Goa. Many people in North-Goa are dependent on Tourism for earning their livelihood. The study reveals that there has been an increase in the tourist arrivals over the years but the increase is more visible in the arrival of domestic tourists rather than foreign tourists. The government has taken initiatives to promote tourism by having its officials visit different countries in the world. There was a fall in foreign tourist arrivals as the majority of tourists were from Russia and due to conflict between Ukraine and Russia, flights did not take off from their country. Fall in tourist arrivals had an impact on hotels. The number of A grade hotels has declined due to decrease in the tourists arrivals. If tourism is to sustain then more initiatives will be required from the state and other stakeholders. More importantly, the government will have to provide adequate infrastructure in order to promote Tourism in Goa. Emphasis on a clean and green Goa will go a long way in attracting more tourists to the state.

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SUSTAINABLE DEVELOPMENT OF THE TOURISM SECTOR: A CHALLENGE

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ABSTRACT

Tourism sector is one of the fastest growing sectors of the Indian economy. Along with the Industrial and the agricultural sectors, the contribution of tourism sector towards employment generation in India cannot be neglected. India attracts a large number of tourists every year, the reason behind this is that it offers pleasant climate, better health facilities, different cultures, beautiful places, variety of cuisines and friendly approach of the people. The tourism sector can help the economy in achieving sustainable development, but it faces different types of challenges which are imposing a serious threat towards its own sustenance. The paper tries to review the challenges faced by the tourism sector towards achieving sustainable development, like over crowding, pollution, effect of climate change etc. and also suggests alternatives which could help this sector towards accomplishing the said task.

Key Words: Sustainable development, Ecosystems, Deforestation.

INTRODUCTION

After the agricultural sector, industrial sector and the service sector, the tourism sector is one of the fastest growing sectors in India. Tourism emerged from being a relatively small-scale activity into a global economic sector from the 1960's onwards (Suroshi, 2012). Tourism is recognized as a resource-intensive industry; it needs, therefore, to be accountable in terms of sustainability at both local and global scales. Sustainable tourism is a major focus in the debate on environmentally integrated tourism development (Lu, 2009). The very importance of sustainable tourism lies in its motives to conserve the resources and increase the value of local culture and tradition. Sustainable development is therefore about creating a better life for all people in ways that will be as viable in the

future as they are at present (Uniyal, 2013). Sustainable tourism development means the optimal use of social, natural, cultural and financial resources for national development on an equitable and self-sustaining basis to provide a unique visitor experience and an improved quality of life through partnerships between the local government, private sector and communities (Rasa, 2014). Sustainable tourism is a broad concept having a deeper meaning. Its achievement can probably help the economy in achieving sustainable development. However, there are numerous challenges which the tourism sector needs to overcome.

METHODOLOGY

The paper is based on information collected from various research articles published in national and international journals. The paper does not use primary data.

OBJECTIVES

The following are the objectives of the paper:

1. To highlight the challenges faced by the tourism sector towards achieving sustainable development.
2. To suggest alternatives which could enable the tourism sector in achieving sustainable development.

Problems/Challenges Faced by the Tourism Sector

Research shows that certain areas will be affected more by climate change than other areas including mountains (lack of snow), islands and beaches (higher water levels and erosion), warm climates getting too hot, and cold climates warming up. This, in turn, changes the types of tourism. Climate change might have an adverse impact on the hill stations, the northern states of India which are famous for ice skating etc. If the hill stations are not cooler, if the ice melts in the northern regions due to global warming, how are we going to attract tourists?

The lack of safeguards for environmental and cultural sustainability in tourism policies and programmes poses threats particularly to areas inhabited by Indigenous People, whose cultural landscapes and even their traditional knowledge, ceremonies and sacred sites are being exploited for tourism purposes, often without their consent. Tourism as 'sustainable development' proves to be a myth when 'trade-offs' are made in the narrow interests of the industry, while local residents draw the short straw and end up making sacrifices in quality of life. The effects can be experienced the world over; Ecosystems

are still being destroyed and biodiversity lost on a massive scale to build more hotels and resorts; small communities turn into polluted and ugly urban areas increasingly plagued by congestion, infrastructure bottlenecks and social problems (Haseena, 2014). Social problems may include drug addiction, prostitution etc.

For the Indian tourism sector the year 2008-09 has been a year of challenge and response with a drop seen in number of foreign tourists due to impact of the global economic crisis, out break of H1N1 influenza and terrorist attacks at Taj Hotel and other significant locations in Mumbai (Kaur, 2012). Poorly managed tourism may lead to deforestation and erosion; degradation and depletion of biological diversity; disruption of natural habitats; and overconsumption of resources like freshwater and energy.

It is estimated that cruise ships in the Caribbean Sea alone produced more than 70,000 tonnes of liquid and solid waste a year during the mid-1990s. Tourism development in coastal areas including hotel, airport and road construction is often a matter for increasing concern worldwide as it can lead to sand mining, beach erosion and other forms of land degradation (Neto, 2013). In addition, relatively high levels of energy consumption in hotels including energy for air-conditioning, heating and cooking as well as fuel used by tourism-related transportation can also contribute significantly to local air pollution in many host countries and regions. Tourism can also lead to damage to the ecosystems in different forms (ibid).

Bhutia (2015) in his article "Sustainable Tourism Development in Darjeeling Hills of West Bengal, India: Issues & Challenges", has raised some serious issues, like whether tourism development should be pursued at the cost of natural environmental decay through large scale deforestation; whether a large influx of tourists during the peak season, in excess of the carrying capacity of the region, is causing immense hardships for the local population in terms of unnecessary pressure on basic amenities and community services.

Naik (2016) has found that, there is a gradual change in the preference of the international tourists from Candolim, Calangute to Agonda and Keri beaches. This is due to the overcrowding in the Candolim and Calangute beaches. As river and lake water levels fall, (can be due to lowering of ground water level, overuse of resource by rising population) conflicts for water use will increase (recreation, irrigation, drinking water) (

¹Retrieved from : "Global Warming, Climate Change and Tourism: A Review of Literature". www.uesc.br/revistas/culturaeturismo/issue/ramasamy.pdf, Retrieved on 18/02/2017.

Ramasamy, 2012). From Goa's point of view, it is already having an issue of sharing of water with Karnataka state, which may erupt any time.

An alternative way to view the role of tourism in sustainable development is to challenge the assumption that it can be sustainable in its own right and more explicitly label it as a potential resource for communities seeking sustainable development options (Saad, 2009). Tourism can help the economy to achieve sustainable development, provided the tourism sector first sustains itself. Preserving natural and cultural resources, limiting negative impacts at tourist destinations, like waste production, are the biggest challenges to the tourism sector (Karpagavalli, 2015).

The Way Forward

“Events” are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. Equally, “event management” is a fast growing professional field in which tourists constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness (Getz, 2008). Hence well organised events can go a long way in helping the tourism industry to prosper.

Tourists like to visit the country which is believed to be friendly, calm, relaxed and secure and which offers people freedom and the chance of solitude. A good tourist destination is a country that is a safe place to visit, offers opportunity for adventure, is friendly and hospitable and possesses scenic and natural beauty (Thorhallur, 2012). It is very crucial for us to protect our tourist destinations, if the beauty of our beaches is lost we may not attract tourists in the future.

There is an urgent need to develop policies and measures that are not only theoretically sound but also practically feasible (Liu 2003). In order to enable researchers from varying educational and intellectual backgrounds to work together in a more harmonious and effective fashion, an interdisciplinary approach should be adopted in researching sustainable tourism where synergies between different disciplines are developed to produce a more holistic synthesis (ibid).

There can be no economic growth in tourism without sustainability, without conservation of natural resources and without incentives to citizenship. Long term

² Retrieved from : “*A Study of Sustainable Tourist Centers in Parner Tahsil: A Geographical Analysis*” : www.environmentaljournal.org , Retrieved on 18/02/2017.

sustainability requires a balance between sustainability in economic, socio cultural and environmental terms. Sustainable Tourism seeks deeper involvement of locals, which provide local people an opportunity to make their living (Karpagavalli, 2015).

A sustainable approach to tourism development and management is all about planning for the long term, working together, checking on outcomes and adapting to change. Governments should make sure that all relevant stakeholders know what is expected of them.(Uniyal, 2013).

Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. The Central and State governments, private sector and voluntary organisations need to become active partners in the endeavour to attain sustainable growth in tourism (Dangarwala, 2016).

For the sustainable growth of the tourism sector, one of the alternative is to determine the infrastructure already available and/or required by non tourism activities and then find the type of tourism that can utilize these resources. Fisherman, for example, can take tourists on sightseeing cruises or charter fishing trips when fishing activities are banned.

Mishra (2012) has found out that, the Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items. Adequate support should be provided to the handicraft industry, which could be in terms of financial/technical assistance, that could enable them to improve the quality of their product and attract more demand from the tourists. Another important aspect is that, the handicraft industry is dominant in the rural areas. They can help the economy in achieving balanced regional development.

Successful development and operation of tourism sector in this region requires better management at the local government level to guide, facilitate and coordinate the process, so that tourism ventures can sustain in local socio-economic situation and contribute meaningfully in the areas concerned. Creation of a band of promoters and policy-makers is also the need of the hour. It can be done by extending need-based tourism education and short and long-term tourism manpower development strategies (Bhattacharya, 2008).

³ Retrieved from : paper.ijcsns.org07_bookhtml201007201007039.html, Retrieved on 18/02/17.

The following recommendations can be made for further strengthening the tourism industry in Goa:

- Visitors/tourists and the locals involved in littering should be punished by imposing fines.
- Visitors/ tourists should be instructed to wear decent clothes on the beaches/tourist destinations.
- The foreign tourists who are involved in any kind of antisocial activities should be deported to their home nation peacefully.
- Responsibility of preservation of culture/tradition and the environment should be given to the local people through the panchayats.
- The panchayats should be given the responsibility of conducting afforestation in the coastal regions and also for maintaining cleanliness of the concerned locality.
- The police department should be playing a vibrant role in restricting the sale of drugs, which could be responsible for misguiding the present generation.

CONCLUSION

The Indian economy is referred to as the fastest growing economy. And its impetus for development comes from various sectors of the economy which are, the service sector, industrial sector, agricultural sector and the upcoming tourism sector. The tourism sector is not just significant from the economic point of view, but it is a source of livelihood for a vast number of people living in the coastal regions of the nation. Its significance is even higher for the state of Goa. Tourism sector provides employment in different forms like, employment in shacks, for transportation, beach vendors, hotels, water sports, and so on. A large number of people in Goa and in India are dependent on tourism for their livelihood. But the issue of grave concern is the sustenance of the tourism sector itself. We cannot just exploit our resources in the quest of increasing our GDP. For example, with the flow of tourists the consumption of water and food increases, waste disposal increases and besides this there are many more side effects. We need to come up with some concrete measures in order to help the tourism sector to sustain, which can further help the economy in achieving sustainable development. With the ever rising population and the influx of tourists, which is also on the rise, the achievement of sustainable tourism is indeed a challenging task. The differing ideology of the people, the greed to accumulate more wealth, the selfish desire of achieving personal satisfaction, and ever changing environment is taking the goal further away.

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INFORMATION TECHNOLOGY: USE OF IT IN THE TOURISM SECTOR IN GOA

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ABSTRACT

The role of IT in the field of Tourism industry has been changing tremendously day by day. People are using information and communication technology more often nowadays not only in Goa but all the parts of the world. Accordingly, special technologies are used in tourism for product development, marketing and also for training in the tourism sector. In order to boost tourism Goa needs to improve the IT sector which in turn will bring more revenue and increase the economy of the state. Nearly 60% of Goans are dependent on tourism for their livelihood.

Key Words: Tourism, Information Technology, Digitalization, Wifi-Zones

INTRODUCTION

The Internet has a powerful impact when it comes to tourism. Besides mining, tourism has been the most important source of revenue for Goa. Every year more than lakhs of people come to visit Goa from all over the world. Some travelers plan their visit way before in advance but there are some who just pack their bags and head for vacation. For some travelers the experience starts long before as they plan their trip. The travelers first visit the website and look out for the location, photos and other activities to do and get a sense of what to expect in the vacation.

OBJECTIVE OF THE STUDY

The primary objective of this study is to explore the use of information technology in the tourism sector in Goa, more specifically to detail the usage of digitalization in the sector and highlight more channels and avenues where information technology can be incorporated.

METHODOLOGY

The study is based on secondary data sources. The author has relied on Information sourced from e-books as also newspapers.

INFORMATION TECHNOLOGY IN TOURISM

In the hospitality and tourism business, effective use of Internet technologies can improve revenue. Goa should promote online advertising, social media, websites, blogs and online information as all this will help to convince customers to choose Goa as a place for vacation.

- **Boost Tourism**

Today, in order to boost tourism of any place one should have outstanding information technology systems which will enable individuals to make reservations and compare prices just like Trevago. These type of sites cut the costs for travelers and give more control over their budget.

- **E-Booking**

IT can boost the tourism with advance systems in this fast moving world. Gone are the days when people waited in the queue to book tickets or called the hotels to find out the rates.

- **Travel Mode**

Today people can book tickets online. Whether it is an airways or railways people are no more seen waiting in the queue. People well in advance book their tickets. This helps them to get cheap tickets and in case of any inconvenience the tickets get refunded in their account. Airports should have on the spot visa facilities. This will make more international tourists to often visit Goa. Sometimes delay in visa procedure leads to change in plans.

- **Reservation of Hotels**

People book reservation in any hotels as per their budget. There are many tourism businessmen who use computer systems to stay connected with other travelers all around the world. Computer systems makes it easier to streamline reservations and cross-company policies. Now a days most of the hoteliers and resort owners have their website wherein they take inputs from their guest that helps to improve the guest experience, housekeeping information and reservation details on a single system.

- **Apps and Digitalisation**

Many travelers take some form of gadget with them on the road, whether it is a tablet or a mobile phone. To keep customers advised of changes many tourism and hospitality businesses use mobile communication; they send delay notices and offer deals. There are many apps which helps to know the location or navigation of any place. The remote places of Goa should be highlighted which will definitely attract more tourism as well. In order to attract more domestic tourists, Goa should improve the information technology.

- **Demonetization and Tourism**

When the Prime Minister suddenly announced the demonetization of higher currency notes of Rs. 1000 and Rs. 500 many tourist in Goa were seen in a panic state. Indians who were abroad faced similar problems. The solutions for such situation is E- Banking. This will make travelers travel without the fear of unlawful act.

- **Wedding Destination**

Goa should no longer be seen as honeymoon or leisure destination. It is high time that Goa can be made a wedding destination. With online advertisement and social media this sector can be well promoted. Events and other hospitality industry can get associated in the venture. This will draw many people of Goan origin to marry in their ancestral place.

- **Movie Shooting Destination**

Last few years Goa has attracted many Bollywood celebrities and directors to shoot their films in this beautiful land. IT can help to identify the places that will suit each director's choice of location. IT can also help the film makers to take all the necessary permission and fix the dates of the shooting with the government online without any hassle at the last minute.

- **Conference Destination**

Goa has been host to many events, just like BRICS and IFFI. More such events should be hosted which will enable Goa to be known globally.

- **Free Wi-Fi Zone**

It is rarely that a tourist is seen without gadgets, hence free wi-fi will help the tourist to stay in touch with their social accounts updating Instagram and Facebook. The tourist can also look out for the places that would interest him with the help of local wi-fi facilities.

CONCLUSION

This paper is written based on the information technology in tourism sector in Goa. The advancement of the Information technology will definitely enhance the tourism sector in Goa more than the current scenario. Nothing is constant except change and today change in tourism is the need of the hour.

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