Introduction & Research Design
CHAPTER - I
INTRODUCTION AND RESEARCH DESIGN

1.1 INTRODUCTION

Today we are on the threshold of a new era. It is an era of tourism in which the growth of leisure travel around the world is expected to swell to dramatic proportions, an era in which people of all classes in the world will come to regard travel as a normal life. Tourism today is one of the world’s fastest growing industries. World Tourism Organization statistics indicate that tourism will continue to grow strength to strength. From seventy million international tourist movements in the year 1960, the number is estimated to reach 1.5 billion by the year 2020. Novel ways of entertainment and new sights are being identified to attract tourist depending on the tastes of all age group and for people of all part of the world.

Past couple of years has witnessed an unprecedented surge of innovation in various segments and transformation in many business areas in global and Indian travel and tourism industry. The global economic slowdown pushed industry players to look for new avenues to bolster the bottom lines and also provide more value add ons to end customers in order to give them a good reason to travel. Innovation has become the key to success in this age and for Indian travel sector innovation has been mainly in the form of ‘going niche’. Niche tourism is the’ in-thing’ today as the industry offers wine tourism, pop culture, cruise tourism, medical tourism, gay tourism and much more. There are myriad categories of niches tourism available today and tour companies are willing to customize the itineraries according to the traveler’s convenience. The concept of ‘Niche tourism’ has become popular in the western world for the past decade, while in India it is a recent phenomena, which is gaining momentum. Cultural tourism, Heritage tourism and Adventure tourism are among the major and popular segments of niche tourism in India, both with domestic and foreign travelers.

Adventure tourism is still a niche segment but one that is fast evolving in India and recording double digit growth and has the potential to turn into mainstream tourism in India in the near future. Instead of being seen as a small niche market a study shows that adventure tourism is a sizeable market with the potential for significant economic growth opportunities. Adventure based tourism in the
country has recorded a growth of over 20% in the last few years and is emerging as one of the favourite destination for foreign tourist. The Adventure tourism is projected to be one of the major foreign exchange earner for the country with expected revenues of US $ 20 billion (Rs 90,000 crores), provided the potential is fully exploited. The emerging niche adventure activities in India include scuba diving, sailing, paragliding, mountaineering, rock climbing trekking, skiing, skating, mountain biking, safaris, river rafting canoeing, kayaking etc. Tourist can also enjoy animal safari, jeep safari, bird watching, wild camps, wild life safaris and jungle trail in the forest regions. Some of the regions already popular for adventure sports with the tourist are Himachal Pradesh, Uttarakhal, Rajasthan, Jammu & Kashmir, Andaman & Nicobar Islands, some regions of North East and Goa. Jammu & Kashmir has also declared 2011 as the year of adventure tourism. Various other states are also planning to develop adventure tourism which includes Orissa, West Bengal and Gujarat. Ministry of Tourism and Indian Travel Industry has launched a series of new initiatives to present and promote India as an upcoming adventure tourism destination. Even the highly successful incredible India campaign showcased India as an Adventure Tourism destination. The Ministry of Tourism has taken a landmark initiative and is working towards a strong Adventure /Eco tourism policy and provide best class infrastructure in terms of safety, sustainability and management of Adventure/Eco tourism destinations.

Goa is a tiny emerald land on the West Coast of India with natural scenic beauty, abundant greenery, attractive beaches, temples and churches with distinctive style of architecture, colorful and lively feasts and festival and above all, hospitable people with a rich cultural milieu. This tiny state has carved out its own niche in the competitive world of Travel and Tourism. Over the past couple of decades Goa has rapidly gained worldwide recognition as a tourist hot spot and has the distinction of being the most sought after destination, having ranked among the top ten in the millennium year.

Tourism being the principal economic activity of Goa attracts approximately 25 lakh domestic and foreign tourist annually. Tourism’s share in Goa’s GDP is 33% and it contributes RS. 850 crores to the States revenues and approximately Rs. 450 crores to the central revenues. Tourism employs 1/3rd of the population of Goa which in world terms is an extraordinary statistics and it is the one industry where economic benefits filter down to the grass root level via the multiplier effect.
Although Goa joined mainstream tourism only after 14 years of the country’s independence, tourist traffic to Goa registered such a phenomenal growth that from two lakh tourist in 1975 the figure has shot up to 25.03 lakhs in 2009 of which domestic tourist comprise 21.27 lakhs and foreigner account for 3.76 lakhs. In the year 2010, 26.42 lakhs tourist visited Goa of which 22.01 lakhs were domestic tourist and 4.41 lakhs were international tourist.

Goa is taking a forward leap in adventure tourism. Goa can boast of an extremely diverse range of landscapes, geographical features, flora and fauna. Many of these appeal to keen adventure tourist all over the world. The geographic diversity of the state has ensured that adventure tourism is a proportion worth exploring. A number of tour operators have started to realize the potential of adventure travel and soft adventure options are now being seen as a means of attracting tourist. An array of soft adventure activities are now available across the state and are becoming increasingly popular among domestic tourist.

There is endless scope for adventure activities in Goa. The exhilarating combination of miles and miles of spectacular sandy beaches and the wide extensive rivers and scenic lakes truly makes Goa a holiday maker’s paradise. Besides, Goa is a perfect celestial home for wanderlust travelers and an ideal destination for adventure enthusiasts. The fabulous beaches, beautiful rivers and lakes in Goa offer excellent options for a wide range of adventure activities in Goa. With an extensive coast line dotted with beaches, water sports is the most popular among adventure activities in Goa in the form of scuba diving, snorkeling, jet ski, banana rides, while the rushing rivers are just perfect for rafting, canoeing and kayaking. Nevertheless, it’s not just the water but also land of Goa to explore, one can go hiking, trekking, rappelling, biking, bird watching, jeep safaris or wild life safaris in Goa and discover the untouched terrains of the land. Apart from water and land activities there are plenty of other options for adventure activities in Goa like dolphin cruises and crocodile spotting, island trips, Go karting, paragliding and para sailing.

Goa has become a hub for adventure activities and if a traveler is an adventure buff then Goa is the perfect destination in India. Adventure sports in Goa beckons adventure lovers to indulge in the extraordinary activities and challenges that a traveler is likely to confront while embarking on such sojourns.
1.2 RESEARCH DESIGN

A research design is a form of carefully developed and controlled plan to carry the research investigation. It indicates what steps will be taken and in what sequence. For the research work a clear and well thought research methodology has been applied. As a researcher it has been my endeavor to make an empirical study by analyzing and critically examining the relevant statistics collected from primary as well as secondary sources.

1.3 STATEMENT OF THE PROBLEM

Goa is an excellent destination for adventure tourism. It reflects the spirit of adventure and a lot of scope awaits adventure tourism. Adventure Tourism developed in Goa because of its economic potential; also Goa offers excellent scope for adventure activities due to its abundant availability of favourable natural conditions.

However, Adventure tourism is yet to realize its full potential. The state of affairs for adventure tourism is definitely not very positive but Goa has the potential to make it one of the best offerings in this country. There are some key issues that need to be addressed. To begin with, Goa lags behind when it comes to a well defined guideline, and safety and security norms related to adventure tourism. Most private sector tour operators are in the business as a result of pure passion. Also large number of new companies joining the adventure industry is putting pressure on resources. As a result competitive market pressures are forcing venture tour operators to cut corners in order to remain financial viable, and issues such as sustainability of natural resources comes to the fore. Many Adventure tour operators are operating ‘close to the edge’ in terms of their operating practices, indicating a short term perspective for the adventure tourism industry. Another area that needs to be focused upon is marketing of adventure tourism. Adequate awareness of Adventure Tourism option available in Goa needs to be created. The Department of Tourism needs to market both soft and hard adventure tourism in the correct light, in the domestic and international market. That said, lack of infrastructure is a major road block. On the other hand wild life areas, natural water resources and hinterlands are supporting factors for the growth of adventure tourism in Goa which has been ignored. Government needs to take direct interest in the development of Adventure
tourism within the State. Government needs to identify various adventure tourism activities to be taken up at various destinations and provide financial assistance for their development.

There is a need to address critical issues of protecting the natural environment; protecting tourist from potential risks; and protecting long term market share through better understanding of adventure customer’s needs and wants. If these issues are addressed now, it will help to provide long term and sustainable future for this sector of the tourism industry.

In the back drop of the above discussion it is clear that adventure tourism plays an important part in Goa’s economy. Hence the researcher has undertaken research endeavour titled as, ‘Problems and Prospects of Adventure Tourism in Goa’

1.4 OBJECTIVES OF THE STUDY

1) To study the Adventure tourism industry in Goa
2) To identify different economic and social variables influencing demand for adventure tourism in Goa.
3) To examine the opinion of tourists with regards to adventure tourism in Goa.
4) To understand the significance of health and safety issues in the operations and management of adventure tourism.
5) To carry out SWOT Analysis of adventure tourism in Goa
6) To suggest measures to promote adventure tourism has an alternative for sustainable tourism in Goa if any.
7) To assess the business potential of adventure tourism in Goa
8) To study the role of adventure tourism in Goa and its impact and problems.

1.5 HYPOTHESIS

The investigations made for the proposed research study is carried out to test the following hypothesis :

1. Tourist do not differ in their opinion about safety during Day time and Night Time
2. More tourist prefer North Goa to South Goa.
3. Tourist do not differ significantly in the opinion about scope for adventure tourism in Goa.

4. There is no significant difference in the socio economic profile of tourist and preference of adventure tourism.

5. Adventure activities are popular amongst domestic tourist than Foreign tourist.

6. There is no significant difference among tourist as regards the level of satisfaction in different adventure activities experienced.

7. Tourists find that rates charged of adventure Activities are high.

8. Tourist do not differ in their opinion about problems faced in adventure activities.

9. Tour operators do not differ in their opinion about safety measures followed for adventure tourism activities in Goa.

10. Tour operators do not differ significantly in the problems in adventure tourism in Goa on account of tourist.

11. Tour operators do not differ significantly in their opinion about Government support in Adventure activities.

1.6 SIGNIFICANCE OF THE STUDY:

The adventure tourism phenomenon is currently receiving a lot of attention. It is lauded as the fastest growing segments in the tourism industry. No doubt the growth in adventure tourism is partly a result of re-packaging existing activities and rebranding them as adventure. Nonetheless the emergence of adventure tourism as a label appeals to both the providers and consumers in the tourism industry means that it has hit a resonant chord and is likely to continue expanding in the near future.

It seems undeniable that appreciation of the significance of adventure tourism is growing. And today at the end of the 20th century, adventure tourism is available to everyone in the developed and developing world. Today’s generation is more for adventure tourism and therefore can spend time and money on Adventure tourism. There is an explosive growth in adventure tourism, with large numbers of consumers. Families and corporate houses seeking novel, challenging and exciting adventure experiences while on holiday. Specialized adventure operators have emerged to cater to this demand, with a diverse range of commercialized activities.
now available. There are large numbers of new operators joining the adventure industry as it offers great economic potential, creates jobs, brings in money and has a minimal start-up cost. It also contributes to the improvement in the quality of life and wellbeing of the local community. Thus Goa has a great future and promise in adventure tourism, despite this State awareness and interest in adventure tourism is not equally developed. This newly emerged form of tourism needs increasing volume of resources for its speedy growth and development and greater safety and security measures also need to be introduced. The State Government will have to coordinate the efforts of other concerned departments and concentrate in providing necessary infrastructure and facilities for the development of adventure tourism.

The present study attempts to understand the level of awareness about adventure tourism among tourists regarding the different activities offered by tour operators and the extent to which their needs have been fulfilled. The study also takes a closer look at tour operators' viewpoint on adventure tourism and aims at finding out to what extent adventure tourism has developed Goa.

1.7 METHODOLOGY

For accomplishing the objectives of the study, both primary and secondary data was necessary to be collected. In the present research endeavour, survey method, desk research method and observation method has been adopted.

1.7.1 Survey Method

Researcher has adopted primarily survey method where field investigation was carried out to fulfill the objectives stated. In this field research method, the researcher personally visited the locations of the respondents and collected the relevant information. The survey methodology also consisted of structured and unstructured interviews and informal discussions with respondents, operators, tourism officials, and academicians.
1.7.2 Desk Research method

As the study of the topic refers to adventure tourism, the necessary secondary data was collected through libraries, tour operators websites, newsletters, periodicals, journals, published reports etc.

1.7.3 Observation method

In order to cross examine the data collected through the survey method, the researcher also adopted the observation method of research, herby the modus operandi of the tourist and operators was observed. The researcher spared considerable time on different beaches and other tourist spots to observe behavioral patterns and responses of tourist and the operators pertaining to the study. The observation method also helped the researcher to study the tourist behavior towards adventure activities and operators attitude towards adventure activities.

1.8 DATA COLLECTION

For accomplishing the research objective both primary and secondary data were collected. The primary data was based on personal survey. The secondary data comprised of mainly published data.

1.8.1 Primary Data

The tools which have been used for the collection of primary data were as follows:

- Structured questionnaire
- Structured/unstructured Interviews
- Formal/informal discussions
- Observation Method

Primary data has been generated through detailed questionnaire and structured interviews. This requires modest behavioral skill to distinguish and identify the tourist and collect information. Three distinct set of respondents Viz. Tourists (foreign/Domestic), Adventure Tour Operators, and Officials of various Tourism related Organizations have rendered the primary data through questionnaires. Additional information of primary significance was collected through personal interviews with tour operators, hoteliers, Tourism Officials and
leading personalities in the tourism field. Observation method was used to gain first hand insights into various aspects of tourism.

Data were collected during the month of November 2010 to May 2011 which happens to be peak tourist season in Goa. An initial pilot study was run in October 2010 for pre-testing the questionnaire. The questionnaire has been edited in the light of the result of the pilot survey. The reframed and modified questionnaires were used for the survey.

Three sets of questionnaires were prepared to assess the magnitude of the situation.

- **Tourist**: The first set of questionnaire was administered to tourist both domestic and foreign tourists. The interviews were conducted face to face by the researchers and a team of interviewers. The task of the researchers was to interview tourist on the bus stand, beaches, lodging and food joints on a random basis avoiding interviewing two or more people from same party travelling together. The questionnaire was framed in such a way as could gather the opinion of respondents regarding adventure tourism in Goa. On an average 474 interviews were conducted during weekdays and weekends. However some of the respondents were unable to provide relevant data and some of them provided incomplete information. Such respondents were omitted from the data analysis. The authentic data available of 400 questionnaires was carried forward for data analysis.

- **Tour Operators**: The second set of primary data was collected through a structure interview schedule administered to fifty adventure tour operators spread in North Goa and South Goa. The interview schedules besides containing questions useful for drawing the business profiles of these respondents also contained questions relating to their managerial and operational aspects of adventure tourism. A pilot study was undertaken in which respondents were asked to add important issues or to delete items they deemed unsuitable or inappropriate. This review procedure of the research instrument allowed testing for construct validity.

- **Tourism Officials**: The third set of primary data was collected by administering another structured interview schedule to officials of various Tourism related Organization. A series of in-depth interviews were
conducted to gain an understanding of the activities they carried out and the reasons for the growing popularity of adventure tourism.

1.8.2 Secondary Data

The secondary data in the form of statistical and archival information needed for the successful completion of the work was collected from published sources comprising of journals, magazines, newspapers and websites and also a couple of research dissertation available in various libraries, archives and Tourism facts and figures were also procured from Tourism Department.

Library Source

The secondary data necessary for completing the study specially conceptual and theoretical aspects of tourism and adventure tourism in particular was collected mainly from the published sources available in various libraries and academic institution. Particularly useful were:

1. St. Xavier's College Library, Mapusa -Goa
2. Goa University Library, Goa
3. Central Library, Panaji - Goa
4. Athaide Municipal Library, Mapusa- Goa
5. Barrister Khardekar Library, Shivaji University, Kolhapur
6. Chhatrapati Shahu Institute of Business Education and Research Library, Kolhapur
7. Prof S. S. Basavannal Library, Karnataka University, Dharwad

❖ Other sources

The researcher also visited various offices like Department of Tourism, Goa Tourism Development Corporation ltd. (GTDC), Drishti Special Responses Services Pvt. Ltd., National Institute of Water Sports(NIWS), Captain of Ports, Goa Forest Development Corporation, Conservator of Forest, Travel and Tour Operators Association of Goa (TTAG), Goa Chamber of Commerce (GCCI) and Confederation of Indian Industry, Goa(CII). Information was also gathered from news bulletins, periodicals, journals, magazines and published reports. The secondary data was also captured from tourism brochures, annual published reports, newsletters and other publications, website of tourism and tour operators websites.
1.9 SAMPLE DESIGN

In order to select the required number of respondents from the population Stratified, Quota, random sampling technique has been adopted. In stratified sampling the population was divided into two groups called strata, namely domestic tourist and international tourist visiting Goa. The number of respondents to be selected from each stratum was 320 domestic tourist and 80 international tourist considering that 80% domestic tourist arrivals and 20% international tourist arrivals. Since Goa is divided into two districts North Goa and South Goa, the number of respondent to be selected from each district was decided using quota sampling, accordingly 200 respondent each from North and South Goa were selected of which 160 were domestic tourist and 40 international tourist. For the sake of convenience and to expedite the work the respondents were selected from North Goa and South Goa using random sampling technique. Also a sample size of 50 adventure tour operator was appropriate of which 25 were from South Goa and 25 were from North Goa.

1.9.1 Sample Size

During the pilot study it has been observed that characteristics of tourist are homogenous in nature. Even in case of adventure tourism activities the population was found to be homogenous. As such a predetermined sample size of 400 respondents comprising of 320 domestic tourist, 80 foreign tourist was found to be appropriate. Also a sample size of 50 adventure tour operators and 10 Tourism Officials was decided with the help of experts in the field in whose opinion the sample size was adequate, considering that Goa is a small state. Care was taken to have a representative sample of the population.

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<td></td>
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<tr>
<td></td>
<td>ii) Foreign Tourist</td>
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1.10 DATA ANALYSIS AND INTERPRETATION

The primary data collected from the three sets of respondents was processed and the statistical findings derived from this exercise have been interpreted through an intellectual exercise against the theoretical background for the purpose of drawing conclusions.

The data was analyzed using the STATA and SPSS analysis package. For statistical purpose, percentage values were considered. The following tests have been applied for testing the hypothesis.

- Z- test for Significance of proportion
- Z-test for Difference of proportion
- t- test for Difference of means
- Chi-square test for independence of attributes

1.11 SCOPE OF THE STUDY

- Geographical scope- The geographical scope of the study is confined to the boundaries of Goa. The respondents for the study comprised of tourist visiting Goa during the period October 2010 to June 2011 at various locations such as Mapusa, Panjim, Calangute, Baga, Miramar, Dona Paula, Morjim, Old Goa, Arambol, Vagator, Anjuna, Vasco Bogmalo, Margao, Benaulim, Colva, Majorda, Betal Batim and Paloleum. The places were selected considering the amount of tourist visiting these places and the attraction it possesses as compared to other places of the State.

- Topical scope The scope of the study topic covers the evaluation of the tourists (domestic/foreign), Adventure tour operators and opinion of Tourism Officials in the study area on some selected basis.

- Analytical scope The analytical scope is limited to the fulfillment of the objective set out and testing hypothesis.

- Functional scope The functional scope is confined to offering a set of meaningful suggestions for improving the status of adventure tourism in Goa.
1.12 SCOPE FOR FURTHER RESEARCH

The study of a tourism as an academic field is a recent phenomenon and over the last few decades the field had experienced rapid changes in research focus and methodological sophistication. Tracking these changes provides insights into the growth and the development of research in the field as well as highlights areas for further attention. The seemingly relentless growth of tourism will continue to create new issues in tourism development and reinforce the importance of others that have been apparent for some time. As a consequence, related research needs will also continue to grow.

The study on Adventure tourism is still a relatively new subject and despite the burgeoning literature on tourism there is still scope for more research. This research does not cover all possible issues and approaches but contributes to extending one’s knowledge of adventure tourism development. This research could be further extended to explore some other dimensions. Since Adventure tourism is bringing increasing environment pressures especially on account of water sports. There is need for more in depth impact research in environmentally sensitive areas especially on account of adventure tourism mainly impact of adventure tourism. Research could be carried out to explore new avenues in the Adventure tourism sector. Others areas which have scope for research are promotion of hinterland tourism in Goa, wildlife adventure tourism in Goa, potentials of adventure tourism in corporate and business houses.

1.13 LIMITATIONS

Any study based on tourists survey through a pre-designed questionnaire suffers from the basic limitations of the possible differences between what is recorded and what is truth, no matter how carefully the questionnaire has been designed and field investigation conducted. This is because the tourist deliberately may not report their true preferences and even if they want to do so they are bound to differ owing to obvious problems of filter in communication process. Researcher has tried to minimize this error by conducting interviews personally and spending a lot of time establishing rapport with respondents. Yet there is no foolproof way of avoiding the possible error creeping in inadvertently.
It will be relevant here to mention some of the limitation faced by the researcher.

1. Though Goa is a small tourist destination in terms of geographical area it was difficult to contact tourist/visitors at all the tourist places and thereby produce exhaustive work. However, an effort was made to visit the maximum number of popular places within the constraints of time and cost.

2. The study is confined to only some select tourist spots in Goa. The reason for selecting a few spots for the study is on the basis of the concentration of tourist (domestic as well as foreign) to such places. For the sake of simplicity and convenience the State was divided into two districts North Goa and South Goa.

3. Some tourists were hesitant to fill up the questionnaire. Every time the researchers had to convince that information so collected would be kept confidential and would be used for research work only. In spite of all this some of them either refused to fill up the questionnaires or did not answer some of the questions contained in the questionnaire. Furthermore, the reliability of responses through the questionnaire survey method always leaves quarters for questioning and doubt.

4. As there was no other study of this kind in the field to serve as a model, researcher had to evolve a suitable approach on her own.

5. The study of adventure tourism in Goa as a whole is taken into account. Tourism is a wider area for the study hence the researchers does not deal with any financial, administrative aspects of tourism. The study also excludes hotels, transport, recreations, and travel agencies in the study.

6. Non cooperation from the staff of the various Departments and Adventure tour operators in divulging comprehensive and detailed information has been strongly felt.

7. Some of these limitations are self imposed restrictions during the course of research specially for keeping the research within manageable limit. Thus the conclusions drawn and suggestions put forward are based upon responses received from respondents.
1.14 CHAPTER SCHEME OF THE STUDY

The present thesis is divided into six chapters as follows;

❖ **Chapter One: Introduction and Research Design**

In this chapter the researcher has highlighted in detail the entire research design inclusive of the statement of the problem, objectives of the study, hypothesis to be tested, significance of the study, the methodology adopted, sources adopted for data collection, sample design and scope and limitations of the study.

❖ **Chapter Two: Review of Literature**

This chapter provides an overview of all research articles, thesis, dissertation related to tourism that have been referred. The researcher made an attempt to review the literature based on the related topics and contributions made by various Authors, Research fellows/students, academicians and tourism professionals. This chapter elaborates the intricacies of the topic of the study by reviewing related Books, journals, Magazines, newspaper items, Doctoral thesis and Dissertations, Souvenirs of conferences/seminars/workshops and various websites.

❖ **Chapter Three: Conceptual Framework and Introduction to Adventure Tourism’**

The chapter details the theoretical and conceptual understanding of Tourism. It traces the historical development of tourism, highlights the significance of tourism and specifies the components of tourism. It provides a conceptual framework about tourism, global scenario and the growth of tourism in India. It presents a theoretical content related to the concept of Adventure Tourism, Growth, Global scenario and scenario in India.

❖ **Chapter Four: Adventure Tourism in Goa**

This chapter provides the profile of the study area Goa and an overview on important tourist destinations, tourist arrivals, growth of tourism, types of Tourism, Mass tourism and its Effect, Alternative tourism and its types. It also explores the type of adventure activities carried out in Goa, the role of various agencies in promotion and development of adventure tourism in Goa and problems and prospects of Adventure Tourism.

❖ **Chapter Five: Analysis of Data**

The data collected has been presented in a tabular form supported with diagrammatic representation. The primary data was analyzed through intellectual
exercise in the light of the research objectives. The statistical primary data collected was processed using SPSS, STATA package under expert supervision. Also where required specific software was used for graphical presentation and statistical analysis. It presents the evaluation of the data obtained:

5.1 Presents evaluation on the data obtained from domestic and foreign tourist.
5.2 Presents evaluation on the data obtained from adventure tour operators.
5.3 Presents evaluation on the data obtained from the officials of the Government organization.
5.4 SWOT analysis of Adventure tourism.
5.5 Testing of hypothesis.

❖ Chapter Six: Findings, Suggestions and Conclusion

This chapter brings to fore the findings, suggestions and conclusions. In the light of the findings, the researcher attempts to put forward her own suggestions for future improvement of adventure tourism in Goa to make it a sustainable alternative tourism in Goa.