CHAPTER I

INTRODUCTION

1.1 Goa: A Historical Perspective

Goa is a land described in myriad ways, by diverse authors at various stages in its evolution. While it was historically referred to as Gomantak or Govapuri or Govarashtra or Goym (Goem) in both Konkani and Mundari the ancient tongue of the Indian aboriginals (Gomes, 2010) following its luzitanization (westernization of the Goan culture and the acquisition of a Portuguese veneer), the Portuguese are credited with coining the name Goa for the capital of their State of India (Estado da India), to rhyme with their metropolis, Lisboa. (Kamat, 1999) The quincentenary of Vasco da Gama’s arrival on the west coast of South Asia in 1998, brought Goa’s colonial past into national attention, perhaps, for the first time since her liberation in 1961, from the Portuguese rule. But in Goa, the issue basically crystallized into two political visions of Goa’s past, ‘Goa Dourada’ and ‘Goa Indika’. While ‘Goa Dourada’, (meaning Golden Goa) refers to the Portuguese colonial construction of Goa and sees it as European enclave attached to the Indian subcontinent, ‘Goa Indika’ refers to the anti-colonial construction of Goa and highlights the Indian contribution to Goan society (Trichur, 2013).

Goa’s reputation as a trade destination dates back to many centuries, and was ruled by many dynasties till it got independence in 1961. (Refer Table 1.1) On account of its importance as a commercial entrepô or entrepot (i.e., a port, city, or trading post during the days of wind-powered sailing), Goa was well known, both in the Indian subcontinent as well as to the...
Egyptsians, Phoenicians and Greeks because of its trade relations with them. The first written reference to Goa appear in Cuneiform when King Gudea of the Sumerian city state of Lagash (2143-2124 B.C.) refers to Goa as Gubi. Ptolemy, the Greek, referred to it as Kouba while Arab traders refer to it as Kuve/Kuwa. Writers like Ibn Batuta mention Sindapur (a corruption of the ancient capital of Goa, Chandrapur) while the Turkish Admiral Siddi Ali, referred to it as Gowai-Sandabur (Kamat, 1999). The Jain guru Hemachandra, in the Sanskrit text Dvyasharaya, written in the 12th century A.D. refers to the port of Gopakapattana as having commercial contacts with other ports in the Indian Ocean like Zanzibar, Bengal, Gujarat and Ceylon. Travel lore and archived records suggest that foreign travelers visited Goa from centuries past for business, pleasure, scholarship (scholarly reasons) as well as military reasons. Hiouen Tsang, the Chinese traveler, visited Konkanapur (Goa) in A.D. 640 and described its geographical boundaries. Goa’s beauty and commercial development was extolled as far back as 1472, when its conqueror, Mahmud Gawan, the Bahamani general, sang its praises by terming it, “the envy of the islands and the ports of India…”(Kamat, 1999). Its commercial significance was yet again chronicled when the Portuguese traveler Duarte Barbosa, in the early 16th century described it as a great port and place of trade in merchandise and a well developed civic, commercial, agricultural port (Kamat, 1999). Francois Pyrard de Laval, a French navigator, who in the course of his travels, visited Goa in the 16th century, stated that, “Whoever has been to Goa may say that he has seen the choicest rarities of India…. One would say that a fair was being held every day for the sale of all sorts of merchandise.”(Pyrard, 1570) While today’s traveler may not come to Goa strictly for the purchase and sale of goods, the “fair” still continues, with a wide variety of attractions to cater to all needs whether they be sport, culture, religion, cuisine, entertainment, business, health or relaxation (DOT, 2015). Legend also has it, that some notable churches in Goa were tributes
of foreign travelers, constructed in fulfillment of vows, for their safe passage when visiting Goa, most notable among them being the Churches of Our Lady of Penha de Franca and Our Lady of Ajuda Church at Ribandar. (De Souza, 2009)

<table>
<thead>
<tr>
<th>Period</th>
<th>Milestones in History of Goa</th>
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</thead>
<tbody>
<tr>
<td>Up to 200 B.C.</td>
<td>Bhojas of Chandrapur in feudal allegiance to Mauryan Empire</td>
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<td>200B.C.-100 A.D.</td>
<td>Satavahanaas as feudatories of Chuttus of Karwar</td>
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<td>150A-249 A.D.</td>
<td>Kshatrapas</td>
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<td>250 - 4th Century A.D.</td>
<td>Abhiras</td>
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<td>4th century - 416 AD</td>
<td>Traikutus as feudatories of Abhiras</td>
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<td>416 - mid 5th century</td>
<td>Kalachuris of Mahishmati</td>
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<td>540 - 757 A.D.</td>
<td>Chalukyas of Badami</td>
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<td>755 - 973 A.D.</td>
<td>Shilharas/ Rashtrakuta Dynasty</td>
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<tr>
<td>980 - 1300 A.D.</td>
<td>Kadambas as feudatories of Chakulyas of Kalyan &amp; Devagiri Yadavs</td>
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<td>1300-1335 A.D.</td>
<td>Alaudin Khilji</td>
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<td>1350-1370 A.D.</td>
<td>Bahamani Sultanate</td>
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<td>1370-1469 A.D.</td>
<td>Vijayanagar Empire</td>
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<td>1469-1492 A.D.</td>
<td>Bahamani Sultanate of Gulbarga</td>
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<td>1492-1510 A.D.</td>
<td>Adil Shah of Bijapur Sultanate</td>
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<tr>
<td>1510-1961 A.D.</td>
<td>Portuguese Rule</td>
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<td>1961 A.D.</td>
<td>Goa’s Liberation from Portuguese rule</td>
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<tr>
<td>1987 A.D.</td>
<td>Goa Statehood</td>
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Table 1.1: Historical Milestones of Goa from BC to AD

With its strategic location, the economically and militarily important port of Goa became an important maritime hub for both traders and travelers since control over the port of Goa meant control over seaborne trade along the coast and across the Arabian Sea. (Trichur, 2013) Ancient structures like the light house at Aguada, which is the oldest in Asia, reinforce this statement. Having attracted merchants, traders, historians, monks and missionaries since its earliest known history, Goa has undergone a continuous process of transformation which has left a unique and indelible impression on every aspect of its development, be it social, cultural, economic or environmental. The Portuguese regime also contributed to the growth of well appointed, paid accommodation in Goa due to the visits by foreign dignitaries along with their friends and relatives, leading to the establishment of luxury hotels in Goa; viz.; the Mandovi in Panaji (often
termed the pioneer of the tourism industry in Goa) and Hotel Zuari at Vasco da Gama. A pioneering development was Goa’s own international airline - TAIP or Transportes Aéreos da Índia Portuguesa (Air Transport of Portuguese India), created in 1955, which functioned as the state airline of Portuguese India from 1955 to 1961 and connected Goa, the then Ceylon, Daman & Dui and Karachi. TAIP was created principally, to counteract the blockade that India had imposed on Portuguese territories in India as part of Nehru’s efforts to annex them. The creation of TAIP was accompanied by the development of facilities of Goa, Daman & Diu to allow the operation of large aircraft allowing links with Portuguese territories without the use of any Indian infrastructure (Monteiro, 2008).

As tourism as an industry grew slowly and steadily in Goa, it gave rise to the need for a mechanism to enforce law and order and one of the earliest authorities in this respect, the ‘O Centro do Informacao e Tourismo de Goa’ was established in 1959. Soon after Liberation, on December 19th 1961, the Department for Information, Publicity and Tourism was formed in 1962 but recognition of the importance of the tourism industry dawned fairly late and it was only in 1977 that the Department of Tourism was set up and still later, in 1982, the Goa, Daman & Dui Registration of Tourism and Trade Act was passed by the Legislative Assembly. Goa saw the first influx of tourists, both domestic and international, after Liberation. The ‘Hippies’ or ‘Flower children’ as they were popularly known, left California and came to Goa in the late 1960’s, both in search of peace and as a protest against the violence and materialism of the western world (de Souza, 2009). They carried little or no luggage and small amounts of cash, they hitchhiked from Europe to Athens and Istanbul, travelled by train through Central Turkey, continued by bus into Iran, across the Afghan border through southern Afghanistan to Kabul, over the Khyber Pass into
Pakistan, via Rawalpindi and Lahore to the Indian frontier. Once in India, hippies went to many different destinations, but gathered in large numbers on the beaches of Goa and Kovalam in Thiruvananthapuram (earlier Trivandrum) in Kerala, or crossed the border into Nepal to spend months in Katmandu (TNT, 2006).

Domestic tourists too began visiting Goa both for her natural beauty and for the foreign goods that were then available in Goa. Once here, both foreign and domestic groups of visitors were entranced by the clean and safe destination, verdant and varied natural beauty, the un-spoilt beauty of the beaches, the unique blend of Indo-Portuguese culture, cuisine and lifestyle but most importantly, Goa’s unique selling proposition (USP), her friendly, warm hearted and hospitable people. Travelers also came to Goa from foreign lands via the land route. The bulk of travellers comprised Western Europeans, North Americans, Australians, and Japanese (Wikipedia, 2011) and being unsure of the availability of daily requirements, they came amply stocked with all necessities some of which they later used to barter or sell in what came to be popularly known as the ‘flea market’, which still continues to be held in Anjuna, on every Wednesday. This inspired the popular full moon parties in the 60’s and 70’s where both local and world renowned musicians played for the benefit of Goans and tourists alike and placed Goa prominently on the international tourism map.

The Goa airport came into existence in 1923, when the Portuguese government acquired a large area and constructed a grass runway. The only existing building at this site was a multipurpose shed with very minimum basic facilities. This airstrip catered for light aircrafts which flew in once in a while, whenever a government dignitary or an army officer visited Goa. This primitive
airstrip was replaced by a better airport in the year 1950 with an asphalted runway and a control
tower besides an arrival/departure shed, and the frequency of flights increased gradually to
approximately once a week. This created connectivity between Goa, Portugal and other countries
(De Souza, 2013). The Aeroporto de Dabolim was built in 1955 by the Government of the
Portuguese State of India and later received the official name of Aeroporto General Bernard
Guedes. Until 1961, it served as the main hub of the TAIP, but in April 1962, it was occupied by
the Indian Navy’s air wing. In 1966, after the runway was repaired and jet-enabled, the
Government of India and the Indian Navy invited the public sector airline (later known as Indian
Airlines) to operate from Dabolim for civilian air travel out of Goa. On 4th November 1985, the
first Charter flight of CONDOR landed in Goa from West Germany, followed by flights of Air
Europa and Inspiration East from the UK. These were the three direct flights per week from
Europe and they operated from November to April each year. The Charter flights and
subsequently, Goa’s first five star hotel, the Fort Aguada, commissioned in 1974, were a direct
result of this. These were the torch bearers of the tourism movement in Goa and their
experiences paved the way for Goa’s evolution as one of the important tourist destination in
India.

Though Goa does not feature in the top 10 state destinations in India in terms of domestic
tourists visits, its ranking is 10th with respect to foreign tourists visits (GOI, 2013). However,
Goa over the years, has carved a niche for itself amidst the vast numbers of famous tourist
destinations available in India. A tiny state, the smallest in India according to area (3702 sq.
km), Goa measures just 105 kms along its length from north to south and 65 kms from east to
west. Over the past couple of decades, Goa has rapidly gained worldwide recognition as a tourist
hotspot, having been awarded a multitude of domestic awards for the past years in categories as diverse as Stall Design & Decoration, Tourism Promotion and Destination Category and notably for the year 2014, at the prestigious India International Travel Mart (IITM) as well as Travel & Tourism Fair (TTF) held at various cities throughout the country, during the year. Goa tourism was also awarded the Pacific Area Travel Writers Association (PATWA) Award for the Best Beach Destination in Relaxation, Water sports & Entertainment at Berlin, the Best Honeymoon Destination, Best Family Destination, Best Leisure Destination & Best Party Destination for India & South East Asia by the leading travel magazine, Travel & Leisure (India & South Asia Division), the Conde’ Nast, Readers Travel Award for Favorite Leisure destination – India, as well as the Lonely Planet Award for the Best Indian Destination for Relaxation for the year 2014. In 2015, Goa, once again was awarded the Best Decorated Stall Award at IITM & TTF in the national category as well as the prestigious PATWA Award for the Best Wedding & Honeymoon Destination at Berlin and was ranked sixth by National Geographic in The World’s Best Night Life Cities List. Goa, therefore is and has been one of the most sought after destinations year round and also for the festive season of Christmas and New Year, along with having acquired the status of a long haul winter destination, in the European markets and as a preferred family destination in the domestic market. (DOT, 2015)

1.2 Research Setting

Goa is India’s smallest state by area with 0.04 lakh sq. km and the fourth smallest by population having 1.45 million (Economic Survey, 2014-15). Located in south west India in the region known as the Konkan, it is bounded by the state of Maharashtra to the north and by Karnataka to the east and south, while the Arabian Sea forms its western coast (Refer Figure 1.1). The word
Konkan is of Indian origin and is of considerable antiquity, but its meaning is not obvious and has never been satisfactorily explained, although various explanations have been given. The area known by the name of Konkan appears to have had different limits at different times but is generally believed to extend from Mumbai in the northern part of India’s western coast to Karwar in the south, on the western coast of India (Nairne, 2001). It has a coastline of 106 kilometers of which 65 kilometers consist of sandy beaches. Panaji is the state's capital, with Margao, Mapusa, and Vasco as its main cities. While Konkani and Marathi are spoken as the native language of Goa; English is widely used and spoken in the state for both official and social purposes. Portuguese was used extensively as an administrative language during the Portuguese colonial era but is no longer in use now officially, though it is still used socially.

![Figure1.1: Administrative Map of Goa](image)

*Source: Wikipedia: Status of Infrastructure in Goa*

When compared to other states in the country, Goa has impressive socio-economic indicators. The growth rate of Gross State Domestic Product (GSDP) at constant prices (2004-05) over its
previous year show that the economy of the State grew at 7.71 percent in 2013-14 (Economic Survey, 2014-15). Rated as the best among the emerging states in the country for its social infrastructure, the state government is furthering civic, information technology & transport facilities.

Goa has a well developed international airport with e-Tourist Visa (eTV) facility previously known as Visa on Arrival (VOA) which is currently extended to 75 countries, in an attempt to boost tourism growth and with customs clearance facilities (GOI, 2015). Dabolim International Airport is 25 km away from the State Capital, Panaji and is well connected to major cities of India as well as international destinations besides having facilities for chartered flights as a result of which chartered flights from European and Asian countries arriving here regularly.

The state charter flight statistics (country wise and overall) indicate that for the tourist season October 2014 – May 2015, 895 flights in total from 6 European & Asian destinations bringing in 1,61,316 charter tourists arrivals to the state. Of these 6 destinations, Russia had the largest number of flights and tourists arriving in the state; viz.; with 560 charter flights (64% share) bringing in 1,08,429 tourists (67% share). UK and Ukraine had 129 charter flights (14% share) each but while UK charters brought in 32,979 tourists (20% share), Ukraine charters brought in 9,235 tourists (6% share). Germany, Lithuania and Israel had charter flights into this destination during the same season¹. A Green Field International Airport at Mopa in Pernem has been proposed for construction under Public Private Partnership (PPP).

¹ This information was obtained from Goa Tourism Development Corporation through an informal interview. Detailed statistics on charter flights are not available in published form.
With respect to roads; Goa has 195 kms of roads for every 100 sq. km, against the National average of 50 Kms of roads for every 100 sq. km. It is well connected by two national highways along the west coast, namely NH4A and NH17, besides the dense network of metallic roads connecting the state to other parts of the country. A new bridge (the third one) over the river Mandovi is being constructed at a cost of Rs 403 crore to ease traffic congestion on the existing bridges as well as serve as a link between North & South Goa. As on 31st December 2014 the number of vehicles registered in the State stands at 10,63,899 of which 68% are in the category of 2 wheelers while, 11% comprise of transport vehicles and 89% are from the non-transport category (Economic Survey, 2014-15). In terms of its railways, South-Central Railway and Konkan Railway provide rail links with major cities. It is well linked by South-Central railway to Bangalore, Delhi, Bombay and Secundrabad and well connected with Konkan railway from Bombay, Mangalore & Kerala. Goa has a well developed internal water transport network formed by a grid of navigable rivers which is the most economical mode of transport, but is mainly used by the mining industry which is just showing signs of revival. This is also used by tourism industry for the purpose of river cruises and also anchoring offshore casinos. The construction of a new Captain of Ports jetty at Panaji and a jetty at Old Goa is almost ready. Mormugao port in Goa is an excellent all weather international port with multipurpose general cargo berth and fully containerized service operations. It can accommodate over 50 ships in outer anchorage and has mechanized loading facility, an oil berth and general Cargo berth. Minor ports are also available along the river.

Several All India Financial Institutions along with the State's Financial and Infrastructure Developmental Organizations help entrepreneurs to get a firm foothold in Goa without any
inconvenience. The State has a well knit banking network, with as many as 694 banking offices as on 30-06-14. As on March 2014, Goa tops the list amongst States and Union Territories in the country with regard to population covered per bank branch and the bank branches in the state depicted an increase deposit mobilization by 22.81% over the previous year (Economic Survey, 2014-15). A unique feature of the Goan banking industry scenario is the high Credit-Deposit Ratio, where the ratio of amount of deposits made is much higher than advances given. This can be possibly explained if one considers that the mindset of the typical Goan consumer is opposed to risk taking and consequently opposed to credit purchases on one hand and the high amount of deposits by the NRI community in Goa. (SLBC, 2014)

Goa’s requirement of power for all users is 480 Mega Watts (MW), out of which 380 MW is currently available. The shortfall during peak hours is around 100 MW. Power is available through a central grid from super thermal power stations. The short fall is made up to the extent possible from the following sources and during peak hours, heavy duty users including major industries and 5 star hotels etc. use generators. It draws 12 mega watts on weekdays from Reliance infrastructure Ltd, and 14-12 mega watts of power from Goa Energy Pvt. Ltd, and 1-2 mega watts of power from Goa Sponge and Power Ltd. The state has secured 20 MW additional allocation of power from the Central Sector Generating Stations as well as for 50-100 MW short term procurement of power till May 2015. However, despite being the only state in the country that does not produce a single unit of power, no major power shortages have been experienced till date which is a major plus point for the state and the Electricity Department as well as an important factor favouring industrial development in the state. [ED, (2015), Economic Survey, (2014-15) & TNT, (2014)]. The Telecom facilities in Goa are on par with other metro cities in
the country. Optical fiber provides high speed access to a wide range of Internet related services from Email to the WWW. Goa is the second State in the Country to achieve 100% automatic telephone system, with a very good network of Telephone Exchanges. All towns are well connected to the STD and ISD network.

Goa has sufficient water for domestic as well as industrial uses. It is one of the few states in the country where public water supply is available to the extent of covering more than 90% of the State. Despite there being adequate number of wells for the supply of water, particularly in villages in the state, the usage of well water is much less than the usage of public water supply. The overall demand for water in all sectors of the economy including Domestic, Industry, Tourism, Mining, Agriculture etc. is approximately 927 million cubic meters (MCM), while the overall water supply available is 1283.9 MCM (WRD, 2011-12). The projected overall demand for water for 2020 is 1166 MCM while the projected availability for 2020 is 1288 MCM. TERI, 2013). Water available in adequate quantity and is piped through Assonora, Selaulim and Opa reservoirs. With respect to sanitation, as per 2011 census, 63% of the State is urbanized but needs well-knit sewerage network and majority of the population is still dependant on the traditional septic tank and soak pit system for the disposal of wastewater which could cause contamination of ground water or drinking water due to lack of adequate soaking capacity of the soil. While schemes exist for financing domestic sanitation facilities, they appear to be underutilized and the government should encourage the construction of the same to improve sanitation in the state. During 2014-15, three urban sanitation schemes were completed in South Goa and nine are still under progress while four major works were completed in rural areas of North Goa and five are in progress. (Economic Survey, 2014-15). However, the Government
undertook the process of revamping the sewerage system in all major cities in the third quarter of 2014 and is currently in the process of completing this task. While no authentic data exists on waste generation and its disposal across the state, estimates suggest that it is in the range of 400 tonnes per day of which approximately 50% i.e. 200 tonnes is non-biodegradable therefore having tremendous potential for recycling. However, with the current low composting and recycling rates prevailing in the state, waste remains largely a discard rather than a resource. Despite laws and rules with respect to governing municipal solid waste management in the state, the ground reality in the state, barring a few municipal bodies is deplorable and remains a massive challenge to be addressed. While the City Corporation of Panaji and the Bicholim Municipal Corporation are encouraging beacons of hope in the otherwise grim scenario and a state of the art project based on mechanical biological treatment processes, for solid waste management has been undertaken at Saligao, in north Goa (whose commissioning and functioning need to be monitored), supporting infrastructure and appropriate technologies to facilitate proper waste handling and processing need to be developed. (TNN, 2013)

In terms of health and social welfare, Goa has excellent health parameters in comparison to other states in the country with a very good medical college and teaching hospital having excellent facilities and infrastructure to cater to all aspects of health and the treatment of disease (both regular and super-speciality) which are ably supported by government hospitals in certain major cities and primary health centers in most villages. In terms of Law & Order, the government has been making efforts to enhance the capabilities of its law & order personnel through training, augmenting and modernizing infrastructure and the work force as a result of which the overall crime situation in the state remained under control as well as showed a reduction in criminal
cases by 18% over the past year. However, despite its enhanced capacity in terms of Law and Order and despite a reduction in overall criminal cases, it is clearly observed that loopholes do exist in the system and that the enforcers of law and order in the state do not treat it with the seriousness it deserves thus allowing anti-social, criminal and deviant behavior among both locals and tourists, to progress steadily in the state which is a detriment to society in general. The Fire & Emergency services (including 108 ambulance services) are prompt, well trained, well equipped and function efficiently in dealing with any casualty or emergency in the state. (Economic Survey, 2014-15).

Tourism has become a major industry in Goa and attracts domestic tourists from other states and foreign tourists from all over the world for a glimpse into the complex heritage and natural spectacle of “Goa”. Due to its scenic beauty and the architectural splendor of its temples, churches and monuments, Goa is a favorite spot for tourists from all over the world. Tourism is now the largest industry in Goa after the ban on mining in the post-colonial era. According to the State Department of Tourism, it is the “backbone of Goan economy” as a sizeable percentage of Goa’s population directly or indirectly derives its livelihood from tourism activities. Tourism’s influence on social, cultural, ecological aspects of life in the state is monumental, with its effects being experienced by individuals and institutions not directly related to the industry. The state is famous for its breathtakingly beautiful beaches, smooth white and silver sands, rich cultural heritage, captivating churches and temples and its diverse flora and fauna.

The relative figures (% share) of tourism arrivals of domestic and foreign tourists (Refer Figure 1.2) are not constant but rather show a fluctuating pattern. Foreign tourist arrivals increased from
6% in 1975 to 21% in 1995, remained relatively constant between 21% - 23% till 2000, fluctuated between 19%-16% from 2001 – 1013 followed by a sudden sharp increase to 23% in 2015. Domestic tourists arrivals gradually decreased from 94% in 1975 to 79% in 1995, remained relatively constant between 79% - 77% till 2000, fluctuated between 81% - 84% from 2001 - 1013 followed by a sudden sharp decrease to 77% in 2015. Over the years, the share of domestic tourists to the state reduced from 94% to 77%, while, at the same time foreign tourists arrival increased from a mere 6% in 1975 to 23% by the first quarter of 2015, showing an almost 300% increase. Compound Annual Growth Rate (CAGR) shows a declining/increasing trend for Domestic/foreign tourist arrivals over the years with the share remaining relatively constant at around 13-14% over the past decade. This being the case, it appears that the quality of tourism infrastructure and other supporting facilities available for tourism industry in Goa have not improved significantly over the years as pointed out by Wilson (1997) and despite cosmetic improvements, the situation remains largely unchanged. The present research tried to identify the status of tourism industry in Goa.

In order to maintain and improve the tourist offer and to retain destination competitiveness the government has undertaken a series of efforts which are both infrastructural (developmental) and cosmetic. Beautification of important tourist spots, creation of a tourist circuit along the beach belt, completion of the Panjim jetty, construction of a multi-level parking facility in the capital city, creation a mobile based tourist guidance service, a much needed water sports regulation policy, multi pronged promotional and participatory initiatives are some of the important tourism related activities undertaken by the state to boost tourism. (Economic survey, 2014-15)
Tourism has the potential of keeping the demographic growth to a minimum level while ensuring GDP growth (*Economic Survey, 2014-15*). As evidenced from the multitude of awards Goa keeps acquiring from various travel and tourism related associations, forums, and from primary data survey as well, Goa is widely accepted as the best tourism destination for (a) Beach tourism, (b) as a favourite Leisure destination for rest and relaxation, (c) for Adventure & Water sports, (d) for Party and Entertainment as well as (e) Best Family and Best Honeymoon destination in India for both domestic and foreign visitors (*DOT, 2015*) resulting in a year around a floating population of 4.058 million against the population of Goa around 1.817 million in 2014. Goa also has a well developed hospitality industry handling approximately 10% of all foreign tourist arrivals in India. As on 31.12.2015, the total number of hotels including Star Category Hotels and Paying Guest Houses available were 3358, Rooms were 31767 and Beds are 56595. The above facts and ever increasing numbers are indicators of the continuing interest in Goa as a tourism hot spot (*Refer Table 1.2*)
<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
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<td>2,722,662</td>
</tr>
<tr>
<td>2009</td>
<td>2,127,063</td>
<td>376,640</td>
<td>2,503,703</td>
</tr>
<tr>
<td>2010</td>
<td>2,201,752</td>
<td>441,053</td>
<td>2,642,805</td>
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<tr>
<td>2011</td>
<td>2,225,002</td>
<td>445,935</td>
<td>2,670,937</td>
</tr>
<tr>
<td>2012</td>
<td>2,337,499</td>
<td>450,530</td>
<td>2,788,029</td>
</tr>
<tr>
<td>2013</td>
<td>2,629,151</td>
<td>492,322</td>
<td>3,121,473</td>
</tr>
<tr>
<td>2014</td>
<td>3,544,634</td>
<td>513,592</td>
<td>4,058,226</td>
</tr>
<tr>
<td>2015 (March)*</td>
<td>629,199 (P)</td>
<td>191,379 (P)</td>
<td>820,578 (P)</td>
</tr>
</tbody>
</table>

Table 1.2: Tourist arrivals in Goa
* Figures are till first quarter of 2015
Source: Department of Tourism, Government of Goa.

### 1.3 Significance of the Research

The character of tourism which involves travel and discovery with elements of novelty and risk has changed to the economics of leisure. Leisure travel was originally associated with the growth of industrialization and the English middle classes but, with improvements in technology, particularly mass transportation, modern forms of mass tourism emerged. In the initial stages, the bulk of this mass tourism movement was domestic. However, with the growth of air travel in general and economic (no frills) air travel in particular, the international tourism phenomenon was born and is growing with leaps and bounds, as people from higher income countries move to destinations with lower costs and lower standards of living. Higher disposable incomes give rise
to the creation of new needs and desires which demand increasingly sophisticated options for their satisfaction, resulting in the exploitative nature of mass tourism. (Equations, 2008)

Any well rounded study of tourism in any destination must necessarily understand its evolution and growth, its impacts on the host community and the environment, the needs of its visitors, the perceptions, attitudes and motivations of its various stakeholders and evaluate all of this in terms of its costs and benefits, if tourism is to flourish in a sustainable manner. A review of relevant tourism literature in these domains provides justification for this study as highlighted below:

1.3.1 Tourists or Visitors

Tourists to any destination always have, as their motivation for travel, the need for ‘other experiences’, something away from the daily routine of their lives. This creates pressures on destinations to become and remain creative and competitive if they are to survive and succeed. It has also led to extensive research on aspects including competitive advantages of destinations, tourists’ satisfaction in different destinations (since visitor satisfaction is a major factor which determines repeat visitation and recommendation of the destination to others) (Kozak, 2000, 2001); the importance of repeat visitors to the same destination (Oppermann, 1999) etc. Understanding of the causes and nature of visitor satisfaction or dissatisfaction can help in promotion and development of tourism destinations by measuring the ‘health’ of the industry for strategic planning purposes; understanding the customers reaction to products and services offered; encouraging both new and repeat visitation and comparing different sectors within the industry to determine areas that may need improvement. Although the relevance of Importance-Performance Analysis (IPA) as an instrument for the measurement of quality perception is well
documented in marketing literature (Ennew et. al, 1993; Slack, 1994; Matzler et al., 2003), there still appears to be a lack of research to provide empirical application to tourism destination management especially in Mass Tourism destinations, Goa being generally considered one such destination. The present study attempts to evaluate tourist perception of and satisfaction with, the infrastructure and facilities available for tourism in the state, prior to and after their visit, with a view to determine the gap between them, so as to improve the infrastructure available and increase tourist satisfaction and consequently destination competitiveness. Since very limited research has been done in the state of Goa in any of these areas and none in terms of an analysis of the expectations and satisfaction of visitors prior to and after their visit to the state, using the Importance–Performance Analysis (IPA), this study assumes great significance.

1.3.2 Host Community or Residents

Resident’s perspective of the tourist destination studied in relation to tourism, both in developing and developed countries, indicate a series of problems that arise from tourism in general and the prevailing models of mass tourism in particular. They include:

Economic:

While big businesses gain subsidized land, tax concessions, import advantages, earnings etc., financial leakages from the tourism trade leave insignificant or no gains for local communities. Instead, it increases their cost of living without living up to their claims of generating quality and secure employment for locals.
Ecological:

Damage and losses incurred through environmental degradation, deforestation, pollution, wasteful consumption of resources, all in the name of developing and using tourism related infrastructure, are problems which have assumed huge proportions.

Socio-cultural:

Issues arising from tourism particularly relating to the commodification of culture to cater to tourists, increasing consumerism influenced by the demonstration effect, changes in lifestyles and traditions, loss of value systems, increasingly materialistic mindset, usage of narcotic drugs and alcohol, gambling, prostitution, child abuse both sexual and economic (through human trafficking), rising levels of HIV/AIDS are all considered the fallout of tourism on vulnerable populations in the host destinations.

Political, Institutional & Human Rights:

Hidden and often least commented aspects of tourism include the diversion of natural, common property resources like land, forests, beaches, rivers & natural water sources as well as the diversion of basic necessities like water supply and electricity for the use of tourism enterprises, social and economic displacement caused to locals by tourism, dilution of their rights to control and regulate the kind, pace and direction of tourism development in their community, the nexus between politicians and entrepreneurs (domestic and international) for their own gain as opposed to local interests, all seem at variance with models of tourism that should be promoted for common good and sustainability.
Residents are considered a critical factor for the success of tourism industry because they are one of the most important stakeholder groups in development of any region as a tourism destination (Choi and Sirkaya, 2005); their support is required for generation of funds through increased taxes to develop and maintain tourism related infrastructure development and to create a hospitable and attractive environment (Var et al. 1977) which makes tourists feel welcomed, motivates them to revisit and encourages more tourists to visit. (Andriotis, 2005; Yoon et al., 2001). It is only when local residents have a positive attitude towards tourism and play a role in the planning, development and management of tourism in their community that the tourism industry can grow and develop in a sustainable manner. Though many studies have been carried about on assessing the factors influencing the attitude of residents towards development of tourism in various other destinations, the present study tries to identify and assess the factors influencing the local resident’s attitude towards tourism development in Goa so as to throw some light on an otherwise unexplored area which needs to be studied in detail for promoting the tourism industry in the state, for ensuring its sustainability and empowering the residents.

1.3.3 Stakeholders’ Role in Sustainable Tourism

Stakeholders are individuals or groups, having a legitimate interest in the organization who can affect or be affected by the achievement of the organization’s objectives. The economic necessity of encouraging tourism growth coupled with increased awareness about the ill-effects of mass tourism has prompted stakeholder interest in sustainable tourism and highlighted the vital role that they play in the development and promotion of sustainable tourism in a destination. Stakeholders in tourism represent the host community which includes local residents, entrepreneurs, government officials, Non-Governmental Organisations (NGOs), as well as the
tourist or the visitor (guest) to the destination. Tourism, therefore, is an economic sector which must be approached in a special way due to the interlinking of all the stakeholders involved in tourism activities - both those based in the destination, viz., local residents / entrepreneurs, and those who travel to such places, viz., visitors (Castellanos & Orgaz, 2013). While all stakeholders need not be equally involved in the decision making process, their perceptions, attitudes and interests should be identified and understood (Donaldson & Preston, 1995) as this is a necessary precursor to planned and sustainable tourism development. One of the main causes of conflict between stakeholder groups is the difference in perceptions and interests that exist between them in terms of tourism development (Byrd, 1997; Marwick, 2000; Davis & Morais, 2004; Gursoy & Rutherford, 2004). Failure to identify the interests of even a single primary stakeholder group may cause the entire process of introducing and fostering sustainable tourism to fail. (Clarkson, 1995) In comparison to the magnitude of research work that has carried out on perceptions of individual stakeholder groups, relatively limited amount of research has been done on the perceptions of multiple stakeholder groups. Further, Multi-stakeholder perception on sustainability of tourism as an issue that has been researched to a very limited extent in general and not at all in the state of Goa. Hence the study assumes increasing significance in providing valuable inputs on the impact of the differences in stakeholder perceptions on tourism's sustainability.

1.3.4 Possibility of Developing a Sustainable Model for Tourism in Goa

Sustainability as a concept is still relatively new to India and despite the substantial body of empirical and conceptual literature on various aspects of sustainability in recreation and tourism (Clarke, 1997; Collins, 1999; Tubb, 2003; Kelley et al., 2007) there remains “no widely accepted
definition of sustainable tourism”. A community that plans and uses tourism as an alternative means of strengthening its economic development must develop sustainable tourism in order to meet the needs and demands of its resident community; viz.; local residents, entrepreneurs and also the government (Puczko & Ratz, 2000). While the host community includes local residents, entrepreneurs, government officials, NGOs etc who are among the key stakeholders in the tourism industry, another key stakeholder is the tourist or the visitor (guest) to the destination. While it is easy to comprehend the host community’s vested interest in sustainable tourism, it has been increasingly found that visitors to destinations are aware of the problems of mass tourism development and wish to do their part in protecting the destination from the ill effects of mass tourism. All efforts aimed at sustainability in tourism have the end goal of achieving long term cooperation among multi-stakeholder groups in promoting tourism while safeguarding the ecosystem. Inherent in sustainable tourism, whether it is through the routes of eco-tourism, pro-poor tourism, rural tourism, community tourism, volunteer tourism etc. is the exploration of transformative capacities which focus on people centeredness, equity, accountability, democratic participation and non-exploitation. So far no research has been carried out with respect to identifying multi-stakeholders perceptions towards sustainable tourism, with a view to determining the most appropriate and mutually acceptable route (model) towards initiating and establishing sustainable tourism in the state, which makes the study essential and provides valuable inputs on otherwise unexplored area.

1.4 Research Gap

A review of relevant literature indicates that no similar study in the areas of significance brought to light, has been carried out in the state to adequately address the subject under discussion,
which makes it all the more essential for consideration. Detailed literature review in the form of content analysis on the four aspects; viz.; (1) Tourists perception about tourism infrastructure, (2) Residents perception about tourism in Goa, (3) Multi-stakeholder perception about sustainable tourism, and (4) Developing a model for sustainable tourism in Goa; are provided in Chapter 2. This being a novel and unique study in the state, it attempts to address the following gaps in research.

1.4.1 Assessing Tourists’ Perception

Using IPA as a tool for evaluating tourist satisfaction, this study attempts to assess the perceptions of tourists visiting Goa in order to evaluate the importance given to and their satisfaction with the infrastructural facilities and attractions available in the state, in order to identify the main factors and/or areas where intervention is required to improve the quality of the tourism product & services offered, in accordance with tourists’ perceptions. With the evaluation of the tourist’s importance and satisfaction, conclusions can be drawn in regard to these attributes and their need for enhancement and improvement in view of the state’s robust tourism growth. Therefore the present study fills the gap by adding valuable knowledge, new perspectives and presents possibilities for consideration.

1.4.2 Assessing Residents’ Attitude towards Tourism Development

Review of literature reveals that as far as the authors’ knowledge goes, no studies have been carried out about identifying and assessing the factors influencing the attitude of residents towards tourism development in Goa. This study, which bridges this unexplored area, provides
vital inputs for promoting the tourism industry in the state and for ensuring sustainable development leading to socio-economic transformation.

1.4.3 Comparison of Multi-stakeholder perception of Sustainable Tourism

Multi-stakeholder perception of Sustainable Tourism as an issue has been researched to a very limited extent in general; and not at all in Goa, in particular. Hence the purpose of this study is to discover if differences in the perceptions about sustainable tourism exist among four major stakeholder groups and the consequences or impacts of these differences, in terms managing tourism in the state sustainably.

1.4.4 Development of a model for sustainable tourism

The uniqueness of the study is revealed by the fact that, to the best of the researcher’s knowledge, as yet, no research has been carried out with respect to identifying multi-stakeholders perceptions towards sustainable tourism. Given that stakeholder perceptions influence the pathways considered appropriate for achieving sustainable outcomes in tourism, this study attempts to determine the **most appropriate and mutually acceptable route (model)** which will **initiate** and **establish sustainable tourism** in the state as well as lead to empowerment of local residents in the coming years.

This entire study therefore, concentrates on the state of Goa as the research location in order to identify and evaluate the perceptions of four stakeholders; viz.; local residents, entrepreneurs and government officials (**hosts**); and tourists (**guests**) in various capacities, using various appropriate techniques, so as to promote sustainable tourism development in the state, which
may add valuable knowledge, new perspectives and possibilities for consideration along with valuable inputs for government, academia as well as the tourism industry.

1.5 Research Objectives

This research sought primarily to study the “present status of tourism industry” in the state of Goa with a view to understanding the attitudes and perceptions of its various stakeholders, given that their attitude and consequently, their support for tourism in the state, would be essential for its sustainable perpetuation. Literature revealed lacunae in the study of tourism, particularly with reference to the state of Goa and gave rise to certain challenging research questions.

- Are the ‘guests’ to the state satisfied with the infrastructure, facilities and amenities available for tourism in the state?
- Are they willing to repeat the experience by revisiting the destination?
- Do personal characteristics of residents affect their perception of the impacts of tourism when considered along with the personal benefit they derive from Tourism?
- Does the extent to which personal benefit derived from tourism development influence perceived positive impacts, perceived negative impacts and support for additional tourism of residents?
- Does the extent to which personal benefit derived from tourism development, perceived positive impacts of tourism, and perceived negative impacts of tourism affect residents’ support for additional tourism?
- What variables contribute to support for tourism planning?
• Do differences exist in the perception about tourism’s sustainability among the various stakeholders of tourism in the state?

• To what extent, if any, do these differences affect their support for sustainable tourism?

• Is there a possibility of introducing sustainability in tourism in the state, through stakeholder involvement?

Keeping these relevant research questions in mind, the following objectives of the study were drawn up.

**Objective 1:** To assess the perception of Tourists about the infrastructure and inputs currently available for tourism in the State of Goa and to identify existing gaps.

**Objective 2:** To evaluate the perception of Residents about the impacts of tourism in the State of Goa.

**Objective 3:** To study the perception of Stakeholders about tourism in Goa in terms of its sustainability.

**Objective 4:** To suggest a model for Tourism in Goa that is sustainable, integrative and participative.

**1.6 Research Hypotheses**

Keeping in mind the research questions, the objectives drawn up for the study and the discussion at hand, the following hypotheses were framed for statistical testing of the objectives, viz.:
For Objective 1:

\( H_1: \) There is no significant difference between Tourist perception about the Importance given to and Satisfaction with (a) Tourist Assistance factors \( (F_1) \), (b) Infrastructure Factors \( (F_2) \), (c) Attraction/Destination Factors \( (F_3) \), and (d) Entertainment factors \( (F_4) \) which are available in the state for tourism, before and after the trip.

For Objective 2:

\( H_2: \) Personal Characteristics along with Personal Benefit \( (PB) \) from tourism affects residents perception of positive \( (PI) \) and negative \( (NI) \) impact of tourism

\( H_3: \) Extent of Personal Benefit \( (PB) \) derived from tourism influences residents perception of positive \( (PI) \) and negative \( (NI) \) impacts of tourism as well as Support for Additional Tourism \( (SAT) \);

\( H_4: \) Extent Of Personal Benefit \( (PB) \) derived from tourism, residents perception of positive \( (PI) \) and negative \( (NI) \) impacts of tourism & Support for Additional Tourism \( (SAT) \) influences Support for Tourism Planning \( (STP) \)

For Objective 3:

\( H_5: \) There is no significant difference in the perception of Stakeholders; viz.;

(1) Residents, (2) Tourists, (3) Entrepreneurs and (4) Government Officials with respect to:

(F1) Understanding of Sustainability \( [US] \),

(F2) Focus of Sustainable Tourism \( [FST] \),

(F3) Sustainable Tourism Management \( [STM] \),
(F4) Attitude towards Sustainable Tourism [AST],

(F5) Participation in sustainable Tourism Development [PST]

(F6) Economic Focus of Sustainable Tourism [EFST], and

(F7) Tourism Industry & Sustainability [TIS]

For Objective 4:

H₀: There is no significant relationship between

a) Understanding of Sustainability (US)

b) Focus of Sustainable Tourism (FST)

c) Sustainable Tourism Management (STM)

d) Attitude towards Sustainable Tourism (AST)

e) Participation in Sustainable Tourism Development (PST)

f) Economic Focus of Sustainable Tourism (EFST)

g) Tourism Industry and Sustainability (TIS) and

Sustainable Tourism (ST) with respect to Stakeholder perception

1.7 Research Methodology

The research work attempts to understand the concept of sustainable tourism through the perceptions of the various stakeholders of tourism in the state of Goa to develop or suggest an appropriate and mutually acceptable path (model) to bring about sustainability. Since the research work involved studying different categories of stakeholders, the methodology varied according to the objective, as did the sample size, response rate, data collection instrument, study
period and the data analysis techniques. What were common to all objectives were the study area and the sources of secondary data used.

**Study Area:** The entire State of Goa

**Sources of Secondary Data:** Secondary data was collected from relevant research journals; data procured from Department of Tourism (Government of Goa), Goa Tourism Development Corporation (GTDC), other relevant government departments, information was also collected from booklets and other relevant government publications like the Economic Survey etc.

**Objective-wise Methodology:** Specific research methodology used is detailed below as per the objective studied.

1.7.1 **Objective 1**

**Source of Data:** Primary data was collected from both Domestic and International Tourists who were above the age of 18 and visited the state during the study period.

**Sample Size:** Questionnaires were given to 1000 Foreign and Domestic tourists who visited the state of Goa and were above 18 years of age.

**Study Area:** Tourists were surveyed in touristic locations which represented the entire State of Goa.

**Study Period:** Fourteen month period from November 2013 to December 2014

**Sampling Method:** Judgment/Convenience Sampling
Data Collection Instrument: Data was collected using a Four Part Structured Questionnaire based on study of *Infrastructure Gaps in Tourism Sector conducted by GOI, Ministry of Tourism, Market Research Division, prepared by GFK Mode Pvt. Ltd., 2010.* Part I, II, and III were used for analyzing data for Objective 1. Part IV included a scale with statements on stakeholder perceptions of sustainability which was used to analyze Objective 3 & 4. Part I consisted of demographic profile of the tourists. Part II consisted of a five point Importance - Performance scale consisting of 34 variables where 1 = Least Important and 5 = Most Important, with 3 as neutral point. Part III having 5 sub parts consisted of a five point scale to rate tourist experiences in the destination where 1 = strongly disagree and 5 = strongly agree, with 3 as neutral point.

Data Analysis: Data was analyzed using SPSS 20. The reliability of the scale & data was tested using Cronbach’s Alpha. Techniques used (which are in accordance with the standard techniques used in similar studies carried out elsewhere based on the literature review) includes Descriptive Statistics, Factor Analysis, Mean Analysis, Importance – Performance Analysis, Gap Analysis [Importance/Expectation – Performance/Satisfaction of infrastructure in terms of pre and post visit] and Paired t-test.

Response rate: Total Responses received – 805, Response rate - (80.5%), Total usable responses – 761, Final Response rate (76.1 %).
1.7.2 Objective 2

Source of Data: Primary data was collected from Residents from the entire state of Goa which included local residents, tourism entrepreneurs from private and public sector as well as Government officials.

Sample Size: Questionnaires were given to 1000 full time Residents who were above 18 years of age and included all stakeholder groups: Locals (engaged & not engaged in Tourism businesses), Service providers (Private & Public sector), Government officials employed in Tourism offices & other related offices.

Study Area: Residents were surveyed from both tourist centric and non tourist centric regions in the entire State of Goa

Study Period: Sixteen month period from September 2013 to December 2014

Sampling Method: Judgment / Convenience Sampling

Data Collection Instrument: Data was collected using a four part Structured questionnaire developed based on previous research studies carried out by Lankford & Howard (1994); Allen et al., (1993); Long et al., (1990). Part I, II, and III were used for analyzing data for the Objective 2. Part IV included a scale with statements on stakeholder perceptions of sustainability which was used to analyze Objective 3 & 4. Part I consisting of demographic profile of the tourists while Part II consisting of Determinants of Residents Attitude. Part III which consisted of Tourism Impact Statements with 5 sub parts had a five point Likert scale type
format where 1 = strongly disagree and 5 = strongly agree, with 3 as neutral point was used for this objective.

**Data Analysis:** Data was analyzed using SPSS 20. The reliability of the scale & data was tested using Cronbach’s Alpha. Techniques used (which are in accordance with the standard techniques used in similar studies carried out elsewhere based on the literature review) included Descriptive Statistics, Mean analysis, Multiple Regression using Ordinary Least Squares.

**Response rate:** Total Responses received were 852, Response rate was 85.2%, while Total usable responses was 809 giving Final Response rate of 80.9%

1.7.3 Objective 3

**Source of Data:** Primary data was collected from Residents from the entire state of Goa which included local residents, tourism entrepreneurs from private and public sector as well as Government officials and from both Domestic and International Tourists who visited the state during the study period.

**Sample size:** Questionnaires were given to 1000 full time residents who were above the age of 18 and [including all stakeholder groups: Locals (engaged & not engaged in Tourism businesses), Service providers (Private & Public sector), Government officials employed in Tourism offices & other related offices] & 1000 Foreign & Domestic Tourists above 18 years of age.

**Study Area:** Residential and touristic locations in the entire state of Goa
Study Period: a sixteen month period from September 2013 – December 2014

Sampling Method: Judgement /Convenience sampling

Data Collection Instrument: Data was collected using a four part structured questionnaire, which was developed based on previous research studies carried out by Kruja, D., & Hasaj, A., 2010; Quintano et al., 2011; Ong & Smith, 2013. Part I and IV were used for analyzing data for the Objective 3. Part I consisting of Biographical details and Part IV consisting of a Tourism Sustainability Issues scale having 44 items with 5 sub parts which used a five point Likert scale type format where 1 = strongly disagree, 5 = strongly agree and 3 as neutral point were used for this objective.

Data Analysis Techniques: Data was analyzed using SPSS 20. Descriptive Statistics, Mean Analysis, Exploratory Factor Analysis & One way ANOVA using Scheffe’s Post hoc test were used. The reliability of the scale & data was tested using Cronbach’s Alpha.

Response rate: Total Responses received were 1657 (805 Tourists & 852 residents) having Response rate – 82.8%. Total usable responses were 1570 (761 Tourists & 809 residents) having Final Response rate – 78.5%.

1.7.4 Objective 4

Since Objectives 3 & 4 were based on the same data collected, the Sample size, Study Area, Study Period, Sampling Method, Data Collection Instrument & Response rate were the
same as that of Objective 3. Most of the data collection and analysis techniques and tools were the same too. \textit{(Refer Section 1.7.3)}

**Data Analysis Techniques:** Data was analyzed using SPSS 20 & AMOS 22. Descriptive Statistics, Mean Analysis, Exploratory Factor Analysis & Structural Equation Modeling (SEM) were used. The reliability of the scale & data was tested using Cronbach’s Alpha.

### 1.8 Limitations of Research

Undertaking a study of this magnitude is bound to have certain limiting factors which will to a greater or lesser extent affect the data collected and the outcomes generated.

#### 1.8.1 Tourists response rate:

One of the major problems faced was getting respondents, particularly the tourists, to fill the questionnaires completely and sincerely. Understandably, being on holiday, their attitude to expending any kind of effort except that which would enhance their present or short term enjoyment, was not encouraging. However, by targeting regular/repeat visitors to the state who stayed at the same accommodations regularly and felt a connection with the destination (through contacts provided by such accommodation service providers), by mailing the questionnaires to visitors to the state from/through personal contacts as well as databases of various service providers and by interviewing the tourists and filling in the questionnaires personally without them expending the effort to write and of course through the efforts of many visitors who readily agreed to give up their valuable time on holiday and personally completed the forms which were
collected later from them or the reception counters of hotels and resorts, this problem was dealt with to a great extent.

1.8.2 Language problem:
Another major difficulty which presented itself was language, for some international as well as domestic tourist, most particularly the technical nature of certain constructs which could not be simplified and did not lend themselves to adequate translation in the case of both residents as well as tourists, but, as they were essential to the study, had to be asked.

1.8.3 Lengthy questionnaire
The length of the questionnaire for all the stakeholders; particularly because of the common section on perception about tourism’s sustainability in the state; was daunting and required much persuasion, effort, motivation, patience on the part of the respondents as well as the researcher.

1.8.4 Lethargic attitude of Government officials:
An exceptionally worrisome limitation which arose, was the unwillingness of many employees in tourism public sector (both management and staff levels) and in a few cases, their inability, to fill the questionnaire. This was extremely perplexing and difficult to comprehend, given that they derived their livelihood from this sector and were by default, expected to have greater knowledge and comprehension of the area being studied and consequently greater willingness to contribute to the study.
1.8.5 Inadequacy of SEM findings for use as Model:

Despite a vast amount of data collected as evidenced from the sample size, the technique used in Objective IV namely Structural Equation Modeling, to suggest a model for sustainable tourism in the state, did not yield appropriate results but instead suggested a path diagram, to determine the relationship between the various factors studied and their respective influence on sustainability. Further research modifications will be needed to yield more satisfactory results, which can be developed into a model, if required. These are explained in detail in Chapter 7.2.4: Summary, Findings, Suggestion for further research and Conclusion

1.9 Contribution to Research and Literature

The success of any research depends on the research scholar’s ability to contribute towards the existing literature on the basis of which the research is being carried out. This contribution can be in the form of research papers (1) presented at national / international conferences, (2) published as part of national / international conference proceedings, and (3) published in national / international journals. The importance and significance of any research output can be measured based on the nature of conference where the paper is presented, nature of conference proceedings, nature of journals but above all, the authors’ association, plays a crucial role. The research contribution from the present work, in the form of research papers, is the result of association with five scholars from abroad; viz.; Prof. Emeritus. Klaus Weiermair (University of Innsbruck), Prof. Miriam Scaglione (University of Applied Sciences Western Switzerland), Prof. Friedrich Zimmermann (University of Graz), Mr. Jacob Ganef Pah (Bandung Institute of Tourism), and Dr. Ling-Chen Chang (Taiwan Hospitality and Tourism College)
Seven research papers in association with scholars in the tourism field are completed; one is based on the literature review carried out and other six are based on the four objectives. **Paper 1** (Objective 2) has been presented at two conferences (pilot study at the APTA 2014 and main study at the IHC 2015). While the paper from Pilot Study has already been published as *APTA 2014 Conference Proceedings*, **Paper 2** (Objective 2) has been published in the December 2015 issue of *International Journal of Hospitality and Tourism Systems*. **Paper 3** (Objective 1) has been presented at the AIEST 2015; the revised paper was invited and published in the AIEST special issue of *Anais Brasileiros De Estudos Turisticos* - ABET (Brazilian Annals of Tourist Studies). **Paper 4** and **Paper 5** have been presented at the 3rd *World Research Summit for Tourism and Hospitality & 1st USA-China Tourism Research Summit*; in the US. **Paper 6** is being presented at 12th *Biennial Asia Tourism Forum, ATF 2016 Conference* to be held in Bandung, Indonesia, in May 2016.

**1.9.1 Research Output from Literature Review:**

A research paper titled “*Stakeholders Perception towards Tourism Development*” based on the literature review in the form of Content Analysis is completed and awaiting suggestions from the co-authors before submission for review.

**1.9.2 Research Output from Objective 1:**

Presented a research paper titled, “*Assessing Tourism Infrastructure In Goa: A Gap Analysis*”, at the 65th AIEST Conference, held at Lijiang, Yunnan, (China) from 23rd to 27th August, 2015. The critiques provided by **Prof. Dr. Christian Laesser** of University of St. Gallen, Switzerland; **Prof. Dr. Harald Pechlaner** of European Academy of Bolzano (EURAC), Modul University,
Austria; and Prof. Dr. Sara Dolnicar of University of Queensland, Australia; as reviewers of my research paper submitted with AIEST, enabled the revised paper to be submitted for the 3rd World Research Summit organized by Elsevier at Florida in December, 2015.

The paper entitled “Assessing Tourism Infrastructure In Goa: A Gap Analysis”, presented at the 65th AIEST Conference, held at Lijiang, Yunnan, (China) was invited and has been published by Brazilian Annals of Tourist Studies (original name: Anais Brasileiros de Estudos Turísticos - ABET) for the special issue in ABET in collaboration with AIEST, January-April, 2016.

The revised research paper titled, “Assessing Tourism Infrastructure in Goa: a Gap Analysis”, was presented at the 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit, organized by Elsevier, held in Florida, USA from 15th to 19th December 2015.

1.9.3 Research Output from Objective 2:

Presented a paper “An Examination of Factors influencing attitude towards tourism in Goa” at the 20th APTA (Asia Pacific Tourism Association) Annual Conference on “Development of Regional Tourism by collaboration between Public Sector and Academics in the Asia Pacific Region”, Ho Chi minh City, Vietnam, 1-4 July 2014. The same has been published in the form of Conference Proceedings:

D’Mello, C; Chang, L; Kamat, K; Scaglione, M; Weiermair, K; Subhash, K. B (2014). “An Examination of Factors influencing attitude towards tourism in Goa”, 20th Asia Pacific
Presented the paper after revision, based on the comments received from the reviewers and participants with full study data as, “An Examination of Factors Influencing Residents’ Perception of the Impacts of Tourism in Goa” at the “6th IHC (Indian Hospitality Congress) Annual Conference “Prospects and Challenges faced by the Hospitality Industry Towards Their Role in Tourism Management”, Navi Mumbai, India, 5-6 February 2015. The paper has been published in the Volume 8, Issue 2, December, 2015 issue of International Journal of Hospitality and Tourism Systems, pp 1-11, ISSN: 0974-6250

1.9.4 Research Output from Objective 3:

A Research Paper titled, “Comparison of Stakeholder Perception of Tourism Sustainability in Goa” has been presented at the 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit, organized by Elsevier, held in Florida, USA from 15th to 19th December 2015.

1.9.5 Research Output from Objective 4:

A Research Paper titled “Evaluation of Multi-Stakeholder perceptions towards Sustainable Tourism using Structural Equation Modeling” is completed and submitted for the 12th Biennial Asia Tourism Forum, ATF 2016 Conference to be held in Bandung, Indonesia, organised by Bandung Institute of Tourism during May 7-9, 2016. The data analysis with regard to the same has been checked and validated by Dr. Venkata Subramanyam, Ph. D in Computer
Science & in Management, Currently ranked 19th amongst Worldwide Cross-Platform Data Scientists and 6th in India amongst Cross-Platform Data Scientists.

1.10 Chapterization Scheme

Chapter 1: Introduction

This chapter dealt with an introduction to the state of Goa, a brief history tracing its evolution to the current day, a representation of its infrastructure and facilities both tourism and non-tourism related, the rationale of the research, a brief on the stakeholders of tourism in the state, their role in tourism development, an introduction to the concept of sustainable tourism, the research gap, the methodology, the objectives and the hypotheses raised and the limitations of the study.

Chapter 2: Literature Review

This chapter contained the Review of Literature which provided the theoretical background of the study. It included a Content Analysis of relevant tourism literature with respect to all four research objectives, in order to review the studies done in the past on similar issues, in relation to objectives set, so that the most appropriate sources of data analytical techniques and statistical tools could be determined in order to identify the research gap, as well as highlight the uniqueness of the study.

Chapter 3: Tourists’ Perception about Tourism Infrastructure

This chapter dealt with assessment of infrastructure and facilities available for tourism in the state from the point of view of tourists, using data collected from 1000 domestic and international tourists (response rate 76.1%). The IPA, Gap and Mean Analysis were used to
analyze tourist perceptions of the importance/expectation relating to and performance/satisfaction with infrastructure, thereby indicting lacunae or areas requiring improvement in order to enhance destination competitiveness and as a result, provide insights to destination managers and planners on efforts and investment to be made to achieve sustainability in tourism.

Chapter 4: Residents’ Perception about Impacts of Tourism

This chapter dealt with evaluating impacts of tourism in the state from the point of view of residents, through data collected from 1000 residents both involved and not involved in tourism activities (response rate 80.9%) and used Regression Analysis in order to find out what influenced residents perception of positive and negative impacts of tourism and whether it affected their support for additional tourism development and for tourism planning in the state, using the Social Exchange Theory as the basis for the same.

Chapter 5: Multi-Stakeholders Perception towards Sustainable Tourism

This chapter studied the perception about sustainability of tourism in Goa from the point of the stakeholders through data collected from 2000 stakeholders of different categories (response rate 78.5%). ANOVA was used to discover if significant differences existed in stakeholder perceptions about sustainable tourism while Scheffe’s Post Hoc test was used to determine which groups were different. These insights would help to manage the differing perceptions so as to promote sustainable tourism in the state, thus leading to socio-economic transformation.
Chapter 6: Sustainable Tourism in Goa: A Multi-Stakeholder Perspective Using Structural Equation Modeling

This chapter attempts to study stakeholder perceptions about sustainability and its relation to sustainable tourism from the point of view of 2000 stakeholders (response rate 78.5%). It attempted to predict the relationship between stakeholder perceptions about sustainable tourism through the versatile technique of Structural Equation Modeling, in order to suggest an appropriate and mutually beneficial route or path to introduce and maintain Sustainable Tourism in the state and thus lead to empowerment of locals.

Chapter 7: Summary, Findings, Conclusion and Suggestions for Further Research

This chapter summarizes the entire thesis in general. In the light of the objectives set, it lists the findings of the study based on the testing of the hypotheses so as to draw the necessary inferences for the conclusion and take the necessary action for improvement. It offers suggestions for further research which could be carried out to improve upon the findings of present work.