CHAPTER VII

SUMMARY, CONCLUSION AND SUGGESTIONS

This research work is an attempt to analyze tourism and economic development of Goa, which is one of the most important activities in the State. States in India are increasingly relying on travel and tourism as means of economic development not only because travel and tourism is the world’s largest industry but also, at the same time, it is India’s number one export item. So far as Goa is concerned, tourism is the second export item in invisible services after mining. As such, a brief summary or overview of the findings to prove the hypotheses, policy measures, areas for further research and conclusions have been made in this chapter.

Goa is basically known for beach tourism that attracts large number of visitors both from within the country and abroad. The ratio of domestic tourist to foreign tourist which was 94:6 (1965), changed to 80:20 (2002). Out of the total foreign tourists’ arrival to India, approximately 15 to 20 per cent make it to visit Goa. Also, with more and more increase in number of foreign tourists, number of chartered flights operations direct from Europe and USA to Goa has increased. It is mainly due to this phenomenon that the number of tourists is increasing throughout the year and mostly during the tourist season, which sets in immediately after the monsoon. Eventually, tourism has become an important economic activity, which has resulted in flow of money into Goa. However, the spatio-temporal distribution of tourists is highly skewed as the five coastal taluks namely Bardez, Salcete, Tiswadi, Canacona and Marmagao receive 93 percent of the tourists. Moreover, the month-wise tourist arrivals also indicate maximum inflow during November-January period (Refer Chapter –III). Beautiful beaches mainly fascinate the tourists both domestic and foreign and therefore heavy concentration of tourists can be seen all along the beaches located in North and South Goa taluks. Thus the present study
lends support to the hypothesis that the arrival of tourists from different parts of a country or nations to a tourist destination results in flow of money in the destination.

The conditions for development of other types of tourism apart from beach tourism such as wildlife tourism, health tourism, conventional tourism, adventure tourism, pilgrimage tourism and above all ecotourism are also favourable because some of the taluks, such as, Ponda, Sanguem and partly Canacona are endowed with vast natural resources. The tropical rain forest, soothing climate, the flora and fauna and wildlife sanctuaries, together with some of the man-made resources such as the architecturally beautiful Churches, Old temples, Mosques, depicting different periods of various rulers who ruled Goa for many years prior to the advent of the colonial rule by the Portuguese (1510 A.D.), buildings and houses that show synchronization of Gothic, Florentine, Manu elf in e and Corinthian styles of architecture, the forts, heritage sites and so on.

The remnants of these architectural and astounding beauties are, unfortunately not properly preserved and maintained mainly due to lack of resources. These treasures would have been quite attractive had it been properly maintained for the tourists not only to enjoy but at the same time would have made them flabbergast. In addition to that the socio-cultural profile of Goa, which has the influence of the long Portuguese legacy, Christianity and Indian ethos, makes it quite attractive for domestic and foreign visitors and has tremendous educative values. Some of the cultural aspects like Goa Carnival are a reflection of confluence of Portuguese and Spanish culture, celebrated before the onset of lent period. Its Hindu counterpart is the Shigmo Utasv mainly celebrated by Hindus coinciding with Holi. Festivals and dances, music, cuisine, fine arts, folk-lore have the influence of both Hindu and Christian religion and more importantly, these traditional cultures of Hindus and Christians are preserved till today, in spite of the onslaught of modernity (Refer Chapter – II) In this sense, tourism development in Goa would have acquired more economic significance had these treasures been properly reflected.
In recent times, the Department of Tourism has come up with development of some projects, such as ecotourism, village tourism, adventure tourism and so on, to divert the tourists from the beaches to the hinterland in order to tap the vast tourism potential in other taluks. Thus it has led to increase in economic significance. Therefore, the evidences available in Goa prove the hypothesis that tourism development acquires economic significance because it takes different forms in different contexts.

Tourism, in real sense, began in Goa since early 1970s with the arrival of American hippies. Until then, it was never imagined by the locals or for that matter even the Portuguese colonial rulers to tap this vast resource as means for economic development. Obviously, the colonial rulers were more interested in exploiting Goa for their economic gain, however, after the liberation, with the mass inflow of domestic and foreign visitors to Goa that tourism development drew the attention of the local people and the State machinery. It was initially slow and had to pass through several stages (Refer Chapter - III). Goa was never industrially developed prior to liberation it was predominantly agrarian. Even now industrial development has remained confined to medium and small-scale industries in industrial estates and households spread across different taluks. These industries include food processing, garments, liquor or distilleries, handicrafts that have benefited due to growth of tourism in the State. Thus With the increase in the number of tourists both domestic and foreign since 1970s, intense economic activities began; first with the development in infrastructure such as the hotels, lodges, resorts, means of transport, communication, banking, roads, railways, and airport mainly along the coastal taluks to cater to tourists’ demand, spread across mainly in Bardez, Salcete, Tiswadi and Pernem initially, and later to other taluks such as Canacona, Quepem and Marmugao.

Land prices soared particularly in the coastal belt as demand for hotels, resorts, restaurants increased due to increased growth of tourism (Refer Chapter - V). Allured by such high prices of land, the local people started selling their land, which eventually
affected the primary sector particularly in coastal taluks. Moreover, shortage of agricultural labourer on account of migration to Gulf and Middle-east countries for jobs also forced many landowners either to sell land or make the land fallow. A large number of people, formerly employed in primary sector, are now into tourism-related business, which is highly seasonal. They remain employed for seven to eight months in a year and are unemployed for the rest of the period. According to the Directorate of Agriculture, presently, only 16 percent of population is engaged in agriculture. Thus, agriculture seems to be marginalized due to impact of tourism in the coastal taluks of the State. Given this scenario, there has been an intense increase in the importance of tertiary sector led by tourism. Tourism is responsible for development of many taluks located on the coastal areas. It has provided with job opportunities for locals and outsiders and a stable income at least for seven to eight months in a year. It is responsible for migration of Goans to Gulf countries and elsewhere for jobs. But the irony of this development is that today, the employment prospect in tourism sector is low particularly in the coastal taluks which, once upon a time, used to be the main centers of economic activities (Refer Chapter – III). Thus the hypothesis is proved that Tourism can give rise to spread effects.

The employment multiplier coefficient 1.1, calculated in Bardez taluk (Calangute, Baga and Anjuna) shows that if one direct employment is generated in tourism sector, less than one indirect employment will be generated in other sectors (Refer Chapter – IV). However, the employment multiplier coefficients 2.63 in Canacona (Palolem) and 3.67 in Salcete (Colva and Benaulim) taluks respectively are positive, yet much below the expectation that tourism has potential to generate more employment. But Ponda taluk shows the highest employment multiplier coefficient, which is 8.66. It can be interpreted that tourism related economic development in Bardez is saturated while in Canacona and Salcete tourism related growth is nearing saturation. It is highly promising in Ponda.
Similarly, the income multiplier coefficient (Refer Chapter - IV) in Bardez is approximately 3, which means initial tourist expenditure or income of Rs.100 will generate income three times the initial income or expenditure, i.e. Rs.300. In Salcete the coefficient is 3.02, Canacona 4.05 and Ponda 2.73. Thus potential for income generation through income multiplier hovers around 3 on an average, which, in a sense is good but is much below the expected level of income generation in tourism that is the most important activity in the State. It also implicitly means that the coastal taluks benefit from tourism than hinterland taluks with low trickling down effect in the State. This is the reason why employment and income generation is restricted. This substantiates the hypothesis that tourism influences employment and income generation in an area. But, if it is restricted to only a particular area over a long period of time, the economic benefits too, get restricted causing lopsided development.

These employment and income multipliers indicate that all is not well with Goa’s tourism. If tourism has to be really contributive to Goa’s GDP, first of all, the leakages must be checked and that is the reason why share of tourism to Goa’s GDP has remained stagnant, in spite of the fact that it is an important activity, so much so that it has been granted the status of industry in 2003 by the Government of Goa. On employment front, tourism is not contributing in generating much employment though it has the potential to generate. The locals are employed mainly for low paid jobs while high salaried jobs generally go to the outsiders who are well trained in the field of tourism and tourism professionals. It is due to this reason that efforts towards employment generation for the locals have shifted to other tertiary sector.
It is rightly said that growth of tourism depends on development of appropriate infrastructure in the destination. There are instances when the tourists moved out of a destination due to improper or inappropriate infrastructure. Therefore, growth of tourism in Goa is largely attributed to development of infrastructure in the State especially with the modernization and conversion of railways, airport and road transport, construction of chain of hotels attached with accommodations, lodges, restaurants and so on in the beginning. Later with commissioning of the Konkan Railway project, and further increase in air connectivity, that character of Goa’s tourism changed into round-the-year affair, which for along time was seasonal in nature. (Refer Chapter –V) Improving the existing infrastructure facilities and curbing the growth of large-scale urbanization can further facilitate the exponential rise in inflow of tourists. The dawn of new millennium witnessed worldwide recession, terrorist attacks and some of the communicable diseases, which reduced the number of foreign tourist in the State. However, since 2003, the number of tourists raised again especially foreign tourists. This proves the hypothesis that development of tourism in a destination depends on existence of appropriate infrastructure.

As tourism grows in a small territory, its impacts are more prominently felt. The massive growth of tourism in Goa has been responsible for environmental and socio-cultural degradation. There is often violation of CRZ (Coastal Regulatory Zone) and HTL (High Tide Line) while granting licences for construction of hotels, holiday homes, guesthouses, lodges, beach shacks, restaurants, eateries etc. The beach carrying capacity has exceeded due to over-crowding of tourists on the beaches. The hotels and restaurants flush their untreated water directly into the sea openly violating the established rules. These result in large-scale pollution of the biosphere.

The beaches, especially in the North Goa are not very safe particularly for women tourists at night. There are few reported cases of rape, molestation. Paedophils,
prostitutions and drug peddling along the coastal belts. There can be threat of terrorist attack anytime in Goa since tourism has brought in a large number of settlements of people from different parts of India as well as world. Tourism is also responsible for drastic social changes (Refer Chapter – VI), so much so that sometimes, it is termed as degradation of social and moral values. It is responsible for polluting the minds of the youngsters. This supports and substantiates the hypothesis that massive growth of tourism in a destination can give rise to negative effects also.

Policy Measures

In the light of our study, the following policy measures are suggested: -

a. The spatio-temporal study of tourists’ distribution indicate that tourists, both domestic and foreign mainly visit Goa immediately after the monsoon, i.e. from September to March or April and then starts declining, with a peak during the December-January and a trough during June-August of every year. Moreover, the spatial distribution of tourists particularly shows heavy concentration on beaches located in coastal taluks. The Department of Tourism should draw up plans to divert tourists to hinterland through surface and maritime network, in a bid to ease the heavy concentration of tourists on beaches and thereby save the beaches from getting polluted.

b. It is high time that the Department of Tourism must promote and encourage ecotourism in Goa, a concept that so far, is in its formative stage. As already said, beach tourism in Goa now has limited scope to develop further. The department in consultation with NGOs and Environmentalists must select areas for promotion of ecotourism by means of proper plan. Training may be imparted to local people regarding conservation and optimum utilization of nature as they have a greater role in the success of ecotourism. Resources can be generated through budgetary
provisions and borrowings from the I.D.C. (Infrastructure Development Corporation).

c. Beautification of the main cities like Panjim, Margao, Mapusa, and Vasco through development of landscape, gardens, proper streetlights should be undertaken forthwith. Broadening of roads, eviction of hutment dwellers, road encroachers, unauthorized vendors must be dealt with firmly with the help of police and municipal administration and P.W.D.

d. The proposed projects such as upgradation of main highways leading to coastal areas and illumination of the highway and beach roads for the purpose of safety and security of tourists; a new 24 meter long twin Hull Catamaran, which is under construction in order to improve services of river cruises and also to provide such services in river Sal in South Goa; comprehensive underground sewage system for disposal of waste water and many more that are in the pipeline must be completed on time. Appropriate care needs to be taken in beach areas by means of road and street illumination, asphalted road and deployment of special Tourist Police (recruiting the local youths) to prevent drug trafficking, and other untoward incidents.

e. Representatives of star and non-star hotels, restaurants, lodges and those directly associated with tourism-related businesses located in the coastal taluks as well as those in cities and towns and the people must be encouraged to participate along with respective Village Panchayats and officials of tourism department in tourism development processes. Views, comments and suggestions expressed by all concerned must be taken into consideration. At the same time these direct beneficiaries must be made accountable to any lapses and contribute to fulfill their social obligations.
f. The role of government must be restricted to as a facilitator to provide basic infrastructure for development of tourism in the State. It must encourage private sector participation through tax sops, subsidies. Its policies and programmes must be exhibited as tourist-friendly in all dimensions.

g. Proper knowledge of Goan history and culture should be imparted to the tour operators and guides. Attractive remuneration should be given to these people so that the educated unemployed can take this as profession thus increasing the employment opportunities. Historians and the tourism department must share the responsibility to disseminate proper information.

h. The present study has several limitations particularly due to lack of sufficient data. The Department of Statistics and Planning and Evaluation, Government of Goa must compile data not only to serve their own purpose, but at the same time must make these available for the purpose of research.

i. Exploring the possibility of promoting and developing health or medical tourism in the State will be of immense benefit as the State has a number of good hospitals with the state-of-the-art technology.

It is quite likely that with these policy measures, that tourism, which so far, has remained an instrument of economic development particularly in coastal taluks, will make a turnaround sharing the benefits with other taluks, which are deprived of its share in economic benefits. In this way, it will make the industry more viable to face new challenges in future.

**Areas for Further Research**

Any research is not an end in itself, on the contrary, it is a good beginning. Therefore, the present research has its own limitations, on account of which many important and vital areas connected with tourism could not be covered. Moreover, it is observed by many
writers that tourism is a field that needs lot of research. As such, the present research suggests the following areas, where more research can be undertaken.

1. It is necessary to undertake research on "Carrying Capacity" of Goa's tourism. The W.T.O. studies conducted in mid 1989 are obsolete and outdated now. Even some of the observations and calculations of the study, such as, "Beach Carrying Capacity", are questionable. It is therefore necessary to undertake such a study to assess the exact carrying capacity in Goa, which will be useful in proper planning and development.

2. As research work in tourism in Goa is limited, it is necessary that more and more research should be encouraged, not only for academic record, but to guide the Government officials, and those associated with tourism directly or indirectly, in understanding it in its proper place in Goa's economy so that the State may be not only branded as tourist-friendly destination in real sense of the term but also a viable instrument for economic development. It also calls for active participation of local funding agencies and not merely depending upon academic institutions.

3. As micro level researches are increasingly becoming popular, therefore, there is ample scope for such researches in the field of tourism in Goa.

Thus, in conclusion it can be said that till now Goa seems to have known mainly as a "beach destination", i.e. beach tourism is more popular among the visitors than other forms of tourism. The prospect of tourism, given the kind of development as of now, may end soon. There exists a kind of euphemism that come what may, Goa's tourism will survive.

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