CHAPTER VII

CONCLUSIONS AND SUGGESTIONS

"The fool wanders, the wise man travels."

Thomas Fuller.
Tourism is regarded as a "Growth industry par excellence." In International scene, tourism represents the largest single trade in the world and shares with the Computer industry the highest rate of annual growth.

Tourism has now emerged as a major economic and sociological factor throughout the world. It is treated as a 'wonder drug' for economic growth and curative for all the chronic ills of underdevelopment. It provides a dependable source of income and foreign exchange, reduces unemployment, fosters entrepreneurship, stimulates local handicraft, improves transportation and communication infrastructure, promotes international economic co-operation and capitalise national resources.

Apart from the economic aspects, it also has some socio-cultural benefits such as social integration, widening of social opportunities, awakening awareness of national entity, revival and strengthening of cultural heritage, strengthening of international understanding and spread of awareness of world affairs.

The changing dimensions of this vast expanding industry are also bringing many consequences such as the cultural, environmental, social and political scenes to sharp focus. In judging the desirability of tourism
development all possible effects, economic and non-economic, positive and negative must play a crucial role. The process and technique on planning had to adopt to ever-increasing rates of change, political, social, cultural, economic and environmental.

The present study has assessed the contributions of tourism in Goa and has drawn the following conclusions.

CONCLUSIONS:

Maharashtra and Karnataka are the top tourism generating states to Goa and the contribution of other states are negligible. In the case of Foreign tourists 33.67 per cent are from U.K. and 15.33 per cent are from West Germany. More foreign tourists started flowing to Goa from 1984 i.e., after CHOGM retreat.

The main purpose of visit to Goa is for pleasure (80 per cent) and 60 per cent tourists who visit Goa belong to below 30 year age-group. The pattern of visit is in groups (76.17 per cent). The percentage of male tourists is 74.33 per cent compared to female tourists (25.67 per cent).

The main occupation of the majority (46.33 per cent) of the domestic tourists are service but 25.33 per cent of foreign tourists are professionals and 22.33 per
cent are students. Similarly, 46.33 per cent of domestic tourists fall under Rs. 25,000 to 50,000 income-range and 46 per cent of foreign tourists under Rs. 50,000 to 1,00,000 income-range.

Among the domestic tourists, 52 per cent belong to Hindu religion, whereas 45 per cent of foreign tourists are Christians, and others are casteless.

The source of information for 53.33 per cent of foreign tourists are from friends and relatives, whereas 44.33 per cent of domestic tourists are attracted to Goa by its publicity.

The prospects of tourism in Goa is evident from tourists opinion about various aspects.

27 per cent of tourists have visited Goa subsequently. Nearly 88 per cent are willing to visit the place again and 77 per cent of the tourists are of the opinion that Goa is the right place for tourism. They are fascinated by the scenic charm (65.83 per cent), beautiful beaches (66.50 per cent) and good and friendly people (97.33 per cent) and 82 per cent of the people stated that they didn't face any language problem.

The tourists also expressed their satisfaction about its temples (33.50 per cent), churches (44.83 per cent), historical monuments (39.16 per cent), general cleanliness (44.83 per cent), wayside amenities (51.50 per cent) and
Tourists also expressed their opinion that the wild-life sanctuaries, shopping facilities etc., need a lot of improvement.

Though Goa has a good network of roads, its roads are narrow and road-accidents are high. Majority of the tourist reach Goa by road and use within Goa, the road transport.

The tourists were of the opinion that the roads (51.83 per cent) and the quality of road-transport, compared to other parts of the country, was better. Tourists expressed satisfaction (78 per cent) about the behaviour of transport operators and felt that the fare was reasonable (81.17 per cent). A number of tourists were of the opinion that there should be enough transport facilities even at late-hours specially to important tourist-spots.

The contribution of other transport means like railways and waterways is negligible. The railway facilities need improvement and water transport to be augmented with which it can support the road network. The air transports' seat-capacity and frequency need improvement to attract more international tourists specially during seasons.
The power and water requirements for the higher category of tourist-resorts are more and the present arrangements to meet these demands besides the demand of the local population is not quite satisfactory. Similarly, the communication network needs much improvement.

The majority of tourists are interested in Indian and Goan cultural programmes and sight-seeing during their stay in Goa.

The entertainment facilities specially at tourist spots are not enough. There are no good theatres, conference halls and night clubs. The tourist expenditure on entertainment is only ₹6.84 and ₹8.94 per day in the case of Indian and foreign tourist respectively.

Goa has a very good banking network but there is more need for foreign currency-dealers and exchange-facilities near tourist-spots. Similarly tourists are of the opinion that there is need for good restaurants at particular tourist-spots like old Goa and public amenities mainly toilet and drinking water, changing room etc., at tourist-spots. Many of the tourists expressed dissatisfaction over the disturbance from hawkers and beggars at tourist-spots.
It is found that too much concentration of hotels at Tiswadi (36.5 per cent) taluk and other coastal talukas like Bardes, Salcete and Mormagoa. 71 per cent of the tourists are opted for non-starred hotels. 15.67 per cent of foreign tourist opted for starred hotels.

There are 278 hotels and ledges with a total of 11,896 beds during 1988 in addition to that there are 447 paying-guest accommodations with 588 beds.

The average duration of stay for an Indian tourist is 4.73 days and 14.18 days for a foreign tourist.

Tourists are happy about hotel service (63.84 per cent), lodging facilities (54.33 per cent), quality of food (59.17 per cent), hotel and food tariff (83.16 per cent and 73 per cent).

When we look into the economic benefits of tourism in Goa, the foreign exchange earnings estimated at Rs. 39.39 crores for the year 1987 and Rs. 34.97 crores during 1988 with its provisional tourist arrival figure at current price.

The hotel and restaurant sector, the major activity in tourism, would have generated 18,726 employment (9,363 restaurant sector). The transport sector is estimated to generate 35,940 persons directly since
the tourist population is almost equal to local population. Taking the other sectors and ancillary units as indirect employment generators, they might have generated as much as 27,333 with a multiplier coefficient 0.5 per cent. In short, tourism would have generated nearly 82,000 employment opportunities during 1988.

The total direct income generated by tourism for the years 1988 is estimated as Rs.98.53 crores. With a net state domestic product of Rs.641 crores, tourism accounts for Rs.39.41 crores which is 6.15 per cent compared to India's 0.75 per cent. Similarly by taking the multiplier co-efficient as 1.17, tourism would have generated another Rs.115.28 crores by way of indirect income for the state.

While considering the impact of tourism on the various sectors of the state with an item-wise breakdown of the tourist expenditure, it is found that an Indian tourist spent 73.77 per cent on accommodation, food and beverages, 7.87 per cent on internal transport, 3.45 per cent on entertainment and 14.91 per cent in shopping and other expenses. In short, the per capita per day expenditure of an Indian tourist amount to Rs.198.25 for an average duration of 4.73 days stay in Goa.
In the case of a foreign tourist 76.70 per cent of their expenditure is on accommodation, food and beverages, 9.96 per cent on internal transport, 2.96 per cent on entertainment and 10.38 per cent on shopping. Thereby, the per capita per day expenditure amounts to ₹.301.91 for an average 14.18 days duration of stay in Goa.

It is, therefore, estimated with the above figures that the estimated value of receipts of hotel and restaurant sector ₹.73.80 crores, ₹.48 crores for transport sector, ₹.3.28 crores for entertainment sector and 13.10 crores for the shopping sectors.

In short, tourism is found instrumental for the promotion of art, handicrafts and culture as well as maintenance of monuments and cultural heritage areas.

The rapid haphazard growth of certain places has lead to urban development or over-commercialisation of the area, without adequate amenities. The result of this is too much concentration of tourist flow (over crowding) taking place, leading to problems of drinking water, electricity and traffic hazard.

There are signs of environmental pollution due to noise pollution by vehicles, dust pollution, pollution
due to advertisement and hoardings, litter-garbage generation resulting in health hazards besides architectural pollution.

Certain culturally undesirable patterns such as type of dress, drug-taking, alcoholism, prostitution and conflict between traditional fishing and tourism has been observed.

Hike in price of essential commodities and land is noticed and leakages outside the economy, need control. The environmental pollution, especially at tourist peak season, may be due to inadequate planning and marketing strategy of the Government towards which more attention to be given for the tourism development.

It is found that the state government does not have any specific tourism policy of its own and it simply follows the guidelines of the central policy which is subject to revision.

The organisational and developmental responsibility of tourism is with the Department of Tourism and Goa Tourism Development Corporation where the Director and Managing Director's position rest with one person. The organisation structure shows that there is no special research cell; neither the plan allocation has earmarked
adequate amount for tourism-research purposes. It is also felt that there is need for highly specialised professionals and co-ordination of activities of various tourism-related trade.

The marketing strategy needs improvement to face competition which may take place to a great extent due to the new beach resorts development at Andaman, Nicobar Islands and Lakshadweep.

The tourist-flow to Goa steadily increased except during 1988. During 1987 7,66,846 Indian and 94,460 foreign tourists visited Goa. With the provisional data available with the Government of Goa, 6,77,537 Indian and 81,777 foreign tourist visited Goa during 1988. The reason for the low tourist flow during 1988 may be due to various factors like collapse of Mandovi bridge on the National Highway, discontinuance of the Steamer Service from Bombay to Goa, anti-tourism activities due to uncontrolled tourism in the previous years which resulted in disrupting the socio-economic life of the people.

The forecast of tourist-flow shows that there may be 9.15 lakhs domestic and 1.14 lakh foreign tourists likely to visit Goa by 1992. Similarly, it is also estimated that 10.85 lakh domestic and 1.38 lakh foreign
tourists are likely to visit Goa by 1996,

Considering the above tourist-flow there should be arrangements for meeting accommodation problem. It is estimated that there should be 2961 beds in Star categories of hotels by 1992 and 3541 beds by 1996 as against the present strength of 2,408 beds. Similarly in the non-Star category there should be 20,324 and 24,324 beds by 1992 and 1996 respectively.

The growth trend also helps to understand that the pace (rate) of growth is not very much and assumption can be made even for a decline in the tourist-flow. Therefore, adequate strategy of the Government alone may help to overcome this situation. It is also an established truth that many tourists do not propose to visit Goa due to fear of not getting accommodation specially during the season.

In short, the prospects of tourism in Goa, therefore, depends very much on the Government and its policies. They alone can contain the negative effects on the attainment of its economic benefits and balanced economic development.

For better prospects of Goa's tourism a number of suggestions are given in the following pages.
Though Goa has been connected with National Highways, it is not of international standard. It has to be widened, maintained in good shape ensuring road signs and wayside amenities. Similarly, the quality of other roads needs much improvement. There is need for by-passes, road signs etc., considering the development of tourism. Government can involve private sector in the constructions and maintenance of roads.

The arrangement for road transport is inadequate in Goa. The inter-State and intra-State routes are shared by Government and private operators. The number of government buses should be increased and certain routes even should be nationalised. Conditions of the buses need much improvement. There must be enough frequency of buses specially to tourist spots even at the late hours. Introduction of metre system in rickshaws and taxis will avoid exploitation of tourists by the operators. Coolies must be provided with uniform and identification numbers at inter-State bus terminals.

Considering the larger number of tourist arrival specially at peak period railways can assist road traffic by attaching more boggies. Holiday tourism can be further developed in Goa if railway authorities extend holiday concessions.
International tourism can be further developed by frequent Air India flights between Goa and Gulf countries, by more frequency of flights from Bombay to Goa. Goa should be linked with Ahmedabad and other places with direct flights. The facilities at Dabolim airport should be upgraded for greater convenience of the travelling public: public hotel and travel representatives.

Air charters may be liberally allowed as long as the prices of the total tour package is not less than the fares applicable on scheduled air services to and from India.

The steamer service between Goa and Bombay was an economical way of transport, particularly for middle and low income tourists. Therefore Government should take measures to resume the services.

Government may think of introducing cruise tours along the west coast covering Bombay, Goa, Mangalore, Cochin and Lakshadweep.

Goa being endowed with 252 kms. navigable inland water ways, it could be utilised for development of tourism which may ease the pressure on the surface road transport.
While considering the tourism development with resort development, the basic facilities like electricity and water must be given prior importance along with development of adequate communication systems.

The infrastructural development must be uniformly done all over Goa and Government should ensure that the infrastructure facilities provided in the development of tourism are also made available to local inhabitants of that region.

Information service is a major ingredient of tourist facility. Though invisible it is invaluable to tourists. The absence of an up-to-date information, with quick retrieval facility, leads to poor tourist facility. The technological developments in the field of communication and computers, therefore, be properly utilised for establishing tourist information network.

Travel agencies should be provided terminals linked to the computerised reservation system of airlines and railways to facilitate ticketing, booking etc. There is need for more information centres with booking arrangements within Goa and at other major cities, steps to be taken to guide tourists by providing information about rates, bus and timings, availa-
bility of accommodation etc.

There is no single all India inventory of accommodation units or a central reservation system where accommodation can be booked easily. Different states have different rules of reservation and there is no easy way for domestic travellers to book accommodation in advance as a result of this haphazard system, the average occupancy of these units are normally very low. This needs to be rectified.

Hotels should be classified as De luxe, Standard and Budget hotels, as this classification will be more relevant to the requirement of accommodation of foreign and domestic tourists.

A large number of hotels and restaurants are operating without any registration of approval. Registration should be made compulsory for all such establishments. The Department of Tourism must also insist these establishments to file returns showing their room strength, bed capacity occupancy rates etc., which may help to ascertain clearly the employment and an investment on cost benefit analysis.

The future investment in the hotel and restaurant sector should be towards lower and budget category.
Government should concentrate more on supplementary accommodation like private guest houses, tourist bungalows, holiday homes, forest lodges, yatri nivas, paying guest accommodation etc. and investment in huge spending accommodation should be left to private sector.

The use of expensive international class hotels and related facilities by domestic tourists should be discouraged by appropriate means to economise scarce resources.

Hotels should not be built too close to each other. Tourists expect privacy and uninterrupted vistas.

Hotel and restaurant facilities to be spread to tourist spots instead of concentrating on urban areas. There should not be any more hotel facilities at Panaji city.

Hotels should observe basic hygiene principles. There must be inspection relating to water supplies, sewage disposal, general cleanliness and safety.

There should be common regulations relating to fairness and minimum standard of wages, hours, disposal of wastes, building regulations, importation of food and drinks etc.

Litter pollution from beach hotels should be prevented. The disposal of litter by deposit into municipal drainage system or its burial in deep pits which can then
be covered up should be made obligatory for the hotels.

To maintain cleanliness at tourist spots, there should be proper disposal and sewage system along with proper facilities for cleaning the soak-pits in tourist areas.

Provision of arrangement for sewage/waste water treatment should be made compulsory not only to save water but also to make it reusable for growing plantations and flowers.

Government should restrict tourist sleeping at bus stands, foot paths, cooking and taking bath at waysides.

Entertainment and recreation facilities at Goa is either poor or not within the means of most of the tourists. There should be enough entertainment facilities specially at the tourist spots which can only increase the duration of tourist stay in Goa.

Goa being developed as a beach resort enough, provision for water sports like surf riding, motor yatching etc., to be facilitated at beach fronts. Similarly, installation of a cable care over the rivers in Goa will be a greatest tourist attraction.

For the development of water sports, Government should insist on setting up a water sports institute.
The Government even should think of laying a golf course of international specification and setting up of some good amusement parks and sea-aquarium of high standard which can enhance recreational and entertainment facilities in Goa.

It is also advisable to establish and develop convention and conference facility so that business can be combined with pleasure. Adequate attention should also be given for more clubs, community centres and good theatres.

Foreign exchange earnings can be increased further with an increase in the per-capita expenditure of foreign tourists by a longer duration of stay for which facilities to be developed like leisure activities shopping facilities etc.

The tourist flow should be spread throughout the year by vigorous off-season campaign. To serve this purpose, weightage should be given to off-season tariffs, food cum cultural festivals, trade fairs, exhibitions, water sports etc. Improved facilities at Dudh Sagar water-fall may attract more tourists specially during the monsoon.

The magnitude of cheap tourism should be restricted by formulation and imposing of minimum expenditure rule
(Egypt pattern) on all tourists who visit the country. All visiting foreigners except those who are sponsored by individuals or tourist agencies or other organisations should be required to exchange a minimum amount of foreign currency during their stay in India when they leave the country they may be allowed to exchange into foreign currency only that amount which is in excess of this minimum expenditure. Such rules, if imposed, can prevent tourists who intend cheap living, drug addicts and drifters.

There should also be control over foreign loans, foreign equities which creates leakages. Sales promotion abroad should be through the existing Government Institutions abroad like Embassies and Consulates. Develop local expertise with adequate training to replace foreign personnel in higher posts of the industry.

For better economic development of the state through tourism, there should be strict control over the leakages from the economy. Government should insist on the use of local materials in the construction, equipment, food, beverages, furniture etc. in the case of accommodation sectors.

The local population in the areas identified for tourism should be given preference in employment instead of hiring from metropolis.
Enough support should be given for the organisation of Trade Unions in the tourism industry so to ensure fair contracts, just wages, stability of employment and promotional prospects.

Man power is an important aspect of tourism, the service industry. For the development of man power, the phenomenon of travel and its implications should be advocated as a matter of analytical and objective study in school and university curricula. The University should be encouraged to introduce tourism-oriented courses at various levels.

It is necessary to set up adequate training institutes to impart training to recognised guides, stewards etc.,. The State Government may think of setting up its own food craft institute to prepare young Goans for future employment in catering and tourism establishments.

Protection should be provided to local cultural traditions and crafts by harmonising the tourist activities with local tradition. Ensure that local craftsmen are not exploited by the local middlemen. Government should organise better marketing facilities to eliminate the middlemen who often get profits rather than the local producers who should in fact get better prices for their product.
Government should set up marketing cooperatives for crafts. Set up Government shops at different tourist spots from which tourists can buy products of Goa at reasonable rates. Government should open more emporias at different places.

A system of granting licences to shopkeepers in tourist centres selling items of tourist interest may be introduced for stopping cheating and overcharging.

Government should give enough weightage for domestic tourism, specially youth tourism. The movement of people from one place to another for the purpose of pleasure, pilgrimage and study has to be considered as a social necessity rather than a luxury. Domestic tourism should be of a very major thrust in development of integrated society. Development of understanding between various groups, communities and linguistic regions in the country will only help our own people to know each other.

There should be exposure of travellers to living situations in the host country so that understanding is increased and solidarity established. Visitors who are able to handle the situation should be given the opportunity to know the real situations of the place.
they visit rather than the facade which tourism usually provides.

At most care is to be given for the preservation of traditional occupation and give options for change or continue the trade without conflicts with tourism.

People should not be re-located simply for the sake of tourism. Any such proposal should be subject to public examination and debate and decisions should not be made without specific consent of the residents involved.

It should also be seen that there is no subdivision of land and change in the use of land.

The festivals and fairs should not be changed for the convenience of the tourists.

Government should encourage mixed tourism (male and female) rather than male tourism to avoid sex/prostitution problem. There should be strict controls on the prostitution at the market end and Government should show greater concern for the moral security of the people.

The negative socio-cultural effects are likely to reduce the growth of tourism. Facilities should neither be rapid nor massive and there must be some time for the local population to adjust to this activity and the
tourism to fit itself to the local society. A gradualistic approach is desirable in evolving tourism plan.

There should be advertisement and hoarding control. Government should encourage an analysis of tourist inspired publicity to find ways in which the media is used to distort the image of indigenous people or denigrate cultures. The use of sexist racist or paternalistic stereotypes should be condemned and the advertising industry challenged to adopt codes of ethics in dealing with tourism material.

The use of radio, transistor, gramophone or any other form of music, blowing horns, etc., should be prohibited in beaches, near national parks and sanctuaries to maintain the scenario of the place upkeep the beaches for recreational facilities, sanitary arrangements should be provided at the beaches and other tourist spots.

The noise pollution near monuments of tourist importance and places of pilgrimage to be controlled by restricting the vehicular traffic upto the specified distance from the monuments.

To protect cultural environment, infrastructure such as convenience near cultural and historical monument should be at some distance away from the monuments.

Tourism activities on or near the beaches should be allowed and regulated keeping in view of the interest
of environment. Suitable safeguards should be prescribed for the protection of the marine national parks to save sea life and corals.

To avoid architectural pollution, aesthetic aspect of construction be considered and used to enhance and balance the natural beauty of the place. Avoid ugly structures at tourist spot and at city which will not blend with the environment or traditional living style of Goans. There should be enough architectural guidelines in this regard.

Government should declare selected area as conservation area requiring nothing be added or changed, similarly reacquisition, restoration of certain architectures (few old houses) to make them useful for tourist purposes.

There must be provision for parks and tree plantation to keep Goa green all the time.

Educate the visitors to respect the local environment and forbid the destruction of local fauna and flora. It is also desirable to advocate the establishment of a Governmental network of mutual cooperation for the protection of antiques and other valuable movable art resources. The network which could have a legal basis in part should be situated within a region between tourism destinations and between such destinations and other States.
Government must be serious about preservation, conservation of environment, ecology and architecture. The assessment of the impact on the above has to be carried out before implementation of any plan. No construction should be allowed within 90 metres of the high tide line and every such construction within 90 and 500 mts. should be decided on merit.

Tourism at all costs should not be the motto. When a place is promoted, the carrying capacity of the place should always be kept in mind so that it will not result in hardships, degradation of human value which will be less acceptable to the host which leads to anti-tourism stand.

Tourists-plan for an area must be integrated into the overall developmental plans for the area. This would ensure that the demand on local resources are assessed together and the objectives of tourism do not conflict with those of socio-economic development in the area.

Government should enact special laws against urban disfigurement, architectural ruin and damage to the environment. The Tourist Trade Act should be enforced with greater vigour to curb nudity, prostitution, AIDS,
use of drugs, and to control hoardings, signboards and advertisements.

The development strategy for the tourism sector should be based on efficiency of capital utilisation, labour intensity and time required to earn revenue from the investment.

For any development plan, research is a pre-condition. Therefore, it is inevitable to reconstruct the organisational structure by creating a special research cell under the direct supervision of the secretary of Tourism. Substantial allocation of funds ought to be earmarked for tourism research purpose.

Tourism activity is highly specialised therefore the organisation must have special cadre of professionals. There is need for tourism development cell to collect data and for periodic performance appraisal of the various tourism sectors. Government should also set up a "grievance Cell" to redress the grievances of both the tourist and tour operators.

It is advisable to compare investments in tourism facilities and related infrastructure with alternative investment opportunities in other sectors.

Tourism marketing through photographs, articles in national and international periodicals should be
encouraged to attract more tourists.

Suitable guidelines for adoption and implementation by the State Government should be issued for the protection of the tourist from harassment by hawkers and beggars at places of tourist interest. Government even may think of tourists’ insure cover and compensation in the case of bodily injury or loss of baggage etc.

Tourism network should include various trade unions, churches, youth and women workers, scholars and academic intellectuals.

Government should try to frame its own, tourism policy and the development must be in pace with it. State’s planning machinery must consist of professionals of various areas instead of only politicians and bureaucrats.

Tourism development in rural areas with high tourism potentialities to be given high priority so that regional development will take place and with which over-development of certain area can be prevented. It will also avoid concentration of population in few coastal taluks.
The resources required for local developments should not be diverted for tourism development. Tourism should not be at the cost of local population. Government should have strict control over the prices of consumer goods and the land. The interests of local community should be identified and protected with right kind of policies.

Goa, being popular for its churches and temples, can develop more religious tourism. It should also develop adventurous tourism (trekking) and wildlife tourism as alternate tourism instead of depending only on beach tourism.

The development of circuit tourism by connecting Goa to Aurangabad, Tirupati, Lōmāvāla (Pune) etc. may attract more tourists.

Ultimately it is in the hands of the Government and the local population to make tourism a blight or a blessing.