CHAPTER I

INTRODUCTION

"The art of using one's own leisure intelligently is a supreme sign of civilisation"

Bertrand Russel
Tourism as a significant activity existed long before it was actually identified. Tourism as we understand the term today is a very recent phenomenon, being a post-world war phenomenon made possible by the advent of the jet-age which made travel cheaper and speedier. The basic factors which have led to this are the increase in purchasing power, general improvement in the political, economic and social conditions, rising standard of living, more leisure, paid holidays, change in consumer habits with a notable increase in the demand for non-material goods, change in cultural and educational outlook, social mobility. Modernisation and development has given us sophisticated audio-visual information techniques, speedier planes and other comfortable forms of transport making travel easier for larger number, old and young.

Increase in disposable income, quest for pleasure and recreation, recreational escape from the everyday dull, monotonous drudgery and mechanical life due to frantic industrialisation, sprawling cities, pillaged environments, faster and comfortable travel, interest about the unknown easy and ready ways and means of quenching their desire to learn more about the other parts of the world coupled with the modern concept of availability of leave, travel concession etc., are some of the major motivating factors which
have contributed to the growth and development of tourism the world over.

Tourism involves multiplicity of motives covering, business, pleasure, sightseeing, visiting friends and relatives shopping etc.

Holidays as the most important motivation for international tourism accounts for almost two thirds of total international demand.¹ Tourism is also related to man's life in terms of pursuit of leisure which in the contemporary world is no longer confined to a select urban elite.

From 15 hours of work per day of the early 19th century, we are heading towards the target of 3 to 4 hours per day as predicted by Bertrand Russel.² Progress in the field of medicine has also contributed in no small measure to the increase of leisure and longevity. Retired persons who have both the means and the time to travel now constitute an important segment of international tourist market.

The movement, to begin with, was very rapid in the West. Affluent Europeans started moving in great number to various places in search of knowledge and recreation. A few


decades ago, tourism was a luxury available only to such of those who had time and money to spare. Today it is available practically to all citizens in developed countries and to an increasingly larger segments of population of developing societies. Now more and more people in the world are accepting tourism as a way of life including the U.S.S.R and China. It is easy today to combine the pursuits of religion, pleasure and recreation at the same time. Travelling for religious reasons could be pleasant holiday too, other facets of tourism are cultural, health and sports, conference or convention. Tourism is likely to revolutionise lives of large segment of population in the years to come and therefore, as an activity it rightly belongs to the 21st century.

Tourism today is a global phenomenon. World tourism has acquired paramount importance and has been considered the most desirable human activity. It is now an accepted fact that tourism is not only an economic and pleasurable activity but an important medium of fostering national and emotional integration which is the vital need of the hour in our country. And, is such, to serve this

national purpose, domestic tourism's role and the impetus it needs are adequately recognised. Tourism has become an instrument of understanding social, cultural and political life of the host and home countries. It provides a point of convergence to different social systems since people exchange customs, culture and social habits leading to better international understanding thereby postponing, if not totally eliminating the horrors of the Third World War. Tourism also contributes significantly to the development of backward areas by establishing positive rural-urban linkage. It is also instrumental for the promotion of art, handicrafts and culture as well as the maintenance of monuments and areas of cultural heritage.

In recent years, tourism has emerged as an organised composite industry involving sophisticated and multi-disciplinary skills capable of changing social patterns and perceptions. It is a great catalyst in transferring wealth from the richer nations to the less affluent nations and from the richer regions to the less affluent parts of the nation.

4. Shri Pratapsing Rane, Chief Minister, Government of Goa. At a Seminar on Tourism Development in India with special reference to Goa held at Goa on 24-26 June 1986.
Tourism today is not only the largest single item of world trade but also the fastest growing economic activity accounting for more than 6 per cent of international trade.

Tourism is basically a benevolent smokeless industry and is free from some of the bad consequences that arise out of industrialisation. Tourism per se is a multi-billion dollar global industry which ranking as the largest single industry in the world with promises to keep ever expanding.

Tourism is a composite industry. It consists of various segments which can produce a wide range of products and services. Many of these services are often not physically measurable but have alternate end uses. There is also nothing like a standard tourism product as the outputs of various segments are mixed together by the tourists themselves to maximise their levels of satisfaction. These features of the tourism industry make the task of measuring its economic impact a highly complex subject.

Fig. 1.1
THE TOURISM INDUSTRY

The economic value of tourism to an economy is often measured\(^7\) by way of estimating its contribution to the

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\(^7\) Mitchell, F. The Economic value of Tourism in Kenya, University of California, 1971.
national income, employment and tax revenues accruing to that economy. It is, however, difficult to estimate these due to the paucity of data.

A developing country like India, facing the problems of epidemic poverty, underemployment and unemployment, adverse balance of payment situation, low per-capita income finds a sort of relief from these chronic problems to a certain extent, by increased tourism.

**World tourism Traffic and trends:**

The rate of growth of tourism has been almost double that of world-income growth and presently its annual turnover is around ₹1,40,000 crores representing 1.2 per cent of the world's gross national product. The number of world tourists has crossed 390 million mark. World tourist arrivals has grown by about 354 per cent between 1961 and 1986. In 1986, its growth is 4 per cent while the world economy growth only 3 per cent. Tourism spending exceeds US $2,000 billion. International tourist arrival increased from 284.3 million during 1980 to 390 million during 1988 a gain of 8.7 per cent over the preceding year (7.7 per cent). The following table explains the comparative

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The buoyancy of international tourism in 1988 is reflected in the estimates prepared by ICAO, which places the world total of passengers on scheduled flights over one billion; a year to year increase of 4.2 per cent. At the regional level, East Asia and the Pacific has recorded the largest increase (11.2 per cent) followed by Europe.
with a gain of 6.6 per cent.

The geographical distribution of tourist flows once again shows that Europe and North America are the world's biggest markets with nearly 80 per cent of arrivals. About 40 per cent of world international tourist arrivals and 44 per cent of receipts in 1988 are accounted for by the European Economic Community (EEC); East Asia and the Pacific have lived up to the international tourism growth rate in 1988 sustaining the same since the start of the decade. The excellent performance of Africa in 1988 is largely reflected in its booming arrivals in North African countries. Tourism in 1988 is marked by the enhanced status of Europe and Japan as generating markets; a gradual shift of tourist flows originating in United States with more departures for South America and the Caribbean; a slight drop of travel to Europe and a positive trend in trips to East Asia and the Pacific. 10

Receipts from international tourism in the OECD area are estimated at 139 billion current Us dollars in 1988 or a "whisker" over 71 per cent of the world total and an increase of close to 23 per cent over the preceding year. While world travel receipts went up, from Us dollar

97,000 million to US dollar 150 billion during 1987. Receipts from international tourism accounted for more than 7 per cent of world trade in goods and services and gauged tourism among the top three constituents of world trade alongside oil and motor vehicles. International tourism in OECD member-countries is estimated at 245 million arrivals in 1988, slightly over 7 per cent more than 1987 and equal to nearly 63 per cent of the world travel.

The table 1.2 explains the growth trend of tourism on the international scene vis-a-vis India.

### Table 1.2.

GROWTH OF TOURISM IN THE WORLD VIS-A-VIS INDIA

<table>
<thead>
<tr>
<th>Years</th>
<th>World Tourist arrivals (000 Nos)</th>
<th>Percentage change</th>
<th>Total arrival in India</th>
<th>Percentage change</th>
<th>Percentage share of India</th>
<th>Receipts Billions US</th>
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<tr>
<td>1960</td>
<td>69,296</td>
<td>-</td>
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<td>1,47,900</td>
<td>3.7*</td>
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<td>11.6</td>
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<td>2,80,821</td>
<td>13.7*</td>
<td>-</td>
<td>17.9</td>
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<td>1975</td>
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<td>4,65,275</td>
<td>10.6*</td>
<td>-</td>
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<td>2,84,841</td>
<td>5.9*</td>
<td>8,00,150</td>
<td>11.5*</td>
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<td>1981</td>
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<td>15.2</td>
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<td>1987</td>
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<td>14,84,290</td>
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<td>1988</td>
<td>3,90,000*</td>
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<td>15,90,661</td>
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</table>

Figures in bracket is tourists excluding Pakistan and Bangladesh.

* Compound growth rate for 5 years period.

Source: Government of India, Department of Tourism, New Delhi, 1989.
India has tremendous potential for development of domestic and International tourism due to its unique historical monuments, temples, churches, 600 Km. coast line with miles of excellent unspoilt and unexploited beaches, mountains, enchanting natural scenery, rich, ancient cultural heritage, hospitable and amicable people, vast forestry with preserved sanctuaries, pool of manpower available for this service industry with the traditional fame for hospitality besides providing a multi-dimensional cuisine. Over the past decade or two, the industry has gained substantial know-how and experience for the intensive promotion of tourism industry.

The evolution of Indian tourism is best described in a paper presented in the seminar on "Social and Economic Impact of Tourism" organised by ESCAP at Singapore in 1985.

India is a country of many ancient cultures. The Indus valley civilisation - Harappa culture - which flourished in the North and North west parts of the country during 2,500 to 1,500 BC was one of the earliest civilisations in the world. The Harappans people had established regular trade with the people of Sumeria and the towns lying along the Persian Gulf. The traders from these countries were, perhaps the first known travellers to India.

The evolution of Indian classical music had its

beginning with the Vedas, the earliest literature of the
Aryan, which took grew over a millennium from 1,500 to
500 BC to grow. The hymns contained in the Vedas are
metrical, easy to recite and rich in spontaneity and
lyricism.

It was in India, the two great religious systems of
Buddhism and Jainism took their birth in Sixth Century B.C.
"Ahimsa" and its dimensions formed the core-tenets of these
religions. These revolutionary religions along with lure
of the vedic religion of Hinduism attracted many tourists
from outside to this country.

The edicts of Ashoka, inscribed on rocks and on tall
polished pillars together with figures of elephants, bulls
and lions and the like at the top, still standing as the
witnesser of high ideals of Ashoka (3rd B.C) have attracted
many tourists.

In order to buy spices, textiles, precious stones,
birds etc. many Roman traders came to Malabar and the east
coast of Southern India till the close of Sixth century B.C.
They also formed Indias main stay of India's tourist business.

Indian tourism as it is seen, is as old as history.
Total count of the international tourist traffic to India
was taken up for the first time, only in 1951, after the
establishment of "Tourist Traffic Section" in the Ministry
of Transport in 1949. While the total arrivals during 1951 were merely 16,829, it grew steadily to 1,23,095 in 1960 registering a compound rate of growth of 24.7 per cent per annum. It declined to 8.6 per cent during 1960 to 1970. During the period from 1970 to 1980, the growth rate again increased to 11 per cent and the total arrival exceeded 8 lakhs. The average growth rate from 1980 to 1987 then slowed down to 5.5 per cent. There were also wide fluctuations in the growth rates ranging from 5.6 per cent to 29.1 per cent during the last seven years.

While the growth rate during the period from 1980-85 was almost negligible, the year 1986 was the golden year of Indian tourism registering a remarkable growth of 29.1 per cent over the previous year. This tempo continued during 1987, ending up with the growth rate of 7.8 per cent and 6.5 per cent during 1988.
TOURIST ARRIVALS FROM THE TOP FIFTEEN COUNTRIES

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<td>134,876</td>
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<td>(7.6)</td>
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<td>74,351</td>
<td>75,516</td>
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<td>F.R.G.</td>
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<td>61,397</td>
<td>70,697</td>
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<td>(-6.5)</td>
<td>(37.1)</td>
<td>(15.1)</td>
<td>(5.9)</td>
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<td>65,948</td>
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<td>(3.4)</td>
<td>(19.1)</td>
<td>(27.0)</td>
<td>(8.9)</td>
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<td>23,187</td>
<td>38,548</td>
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<td>29,022</td>
<td>30,837</td>
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<td>35,588</td>
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<td>30,545</td>
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<td>(-1.2)</td>
<td>(-14.8)</td>
<td>(42.5)</td>
<td>(35.1)</td>
<td>(11.0)</td>
<td>(-2.0)</td>
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<td>25,796</td>
<td>22,993</td>
<td>23,265</td>
<td>26,209</td>
<td>28,480</td>
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<td>(12.7)</td>
<td>(8.7)</td>
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<td>12.</td>
<td>U.S.S.R.</td>
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<td>16,463</td>
<td>14,829</td>
<td>14,202</td>
<td>17,069</td>
<td>27,968</td>
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<td>(63.9)</td>
<td>(22.8)</td>
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<td>Switzerland</td>
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<td>15,099</td>
<td>14,915</td>
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<td>25,850</td>
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<td>(74.0)</td>
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Note: Figures in brackets indicate the percentage change over the corresponding figure of the previous year.

Source: Government of India, Department of Tourism, New Delhi, 1989.
India with its 15 per cent world population and 2.4 per cent of world's land area, shares the world tourist traffic just 0.25 per cent and the tourist earning of less than one per cent. It can be due to the fact that India is a late starter and was late to realise the potentials of tourism. It is only recently that state and central Governments have come to realise the importance of tourism as a factor of economic development.

The following table indicates the Tourist Arrivals and Receipts in the neighbouring countries.

Table 1.4

TOURIST ARRIVALS AND RECEIPTS IN THE NEIGHBOURING COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>Tourist Arrivals (Lakhs Nos)</th>
<th>Average Duration of stay (days)</th>
<th>Receipts (million Rs.)</th>
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<tr>
<td>India</td>
<td>14.51</td>
<td>29.7</td>
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<td>4.32</td>
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<td>2.30</td>
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<td>43.0</td>
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<td>Bangladesh</td>
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<td>N.A</td>
<td>15.0</td>
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<td>Maldives</td>
<td>1.14</td>
<td>9.1</td>
<td>42.0</td>
</tr>
<tr>
<td>Malasia</td>
<td>30.27</td>
<td>4.5</td>
<td>612.0</td>
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<td>Singapore</td>
<td>29.02</td>
<td>3.5</td>
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<td>Thailand</td>
<td>28.18</td>
<td>5.9</td>
<td>1,421.0</td>
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</table>

Source: Government of India, Department of Tourism, New Delhi, March, 1989.

Tourism in India is now in a take off stage. It is felt that through an intermodal approach, it can effect a sea change in the tourism scenario of the country. The Government of India has been pursuing vigorously a development strategy aimed at improving the country's share in the world tourist traffic earning. The plan allocation to this sector at the levels of Centre and State have increased from a mere Rs. 3.36 crores in the Second Five Year Plan to 336 crores\(^\text{14}\) in the Seventh Five Year Plan representing an almost hundredfold increase during the period.

The National Developmental Council, for the first time, recommended that tourism should be recognised as an export oriented industry. Accordingly the Central Government suggested to all the State Governments and Union territories to accord this status to the tourism sector to make it eligible for various incentives and facilities. The following states and union territories, so far have declared tourism/hotel as an industry.\(^\text{15}\)

1. Himachal Pradesh
2. Meghalaya

\(^{14}\) Government of India, Planning Cell, New Delhi, 1989.
\(^{15}\) Government of India, News letter on Indian Tourism, 1989 pp 8-11. (Know-India)
Further the Central Government has also declared fiscal and financial incentives for attracting private investment in the tourism sector. These efforts are likely to give a big boost to the infrastructural development of tourism in the country. Thus it is expected that the infrastructural constraints now being felt in some of the destinations are likely to be eased out in the next few years.

**TOURISM IN GOA**

Goa is one of the most well-known and popular tourist destinations in India. Goa, a small state with a 1.2 million population and a 3,701 square kilometre area, on the west coast of India, has within a short period become a favourite tourist-resort.
Series of virgin, unpolluted world famous, palm fringed, silvery beaches spread over its 120 kms. coastline, splendid scenic beauty, ancient and superb churches with their architecture and intricately gold gilded and carved altars, famous temples, salubrious climate, blend of east west culture, peaceful environment honest and hospitable people, above all its chequred history all these have made Goa a fine destination for domestic and International tourists.

The very mention of Goans invokes kind and generous, always warm-hearted, non-interfering people who would willingly welcome tourists with open arms. This convincing image drew tourists soon after its liberation. The unique culture of Goa lure the tourists from all over the world.

What makes Goa the best resort in India is not only the miles of beaches splendid scenery, architectural grandeur but its people who are friendly and has the temperament to adjust themselves to the ways of foreign tourists; making the tourists openly confess that they "feel more at ease in Goa than anywhere else in India."

Goa's world famous beaches Colva, Calangute, Vagator have fascinated the tourists and have offered
them the pleasure of paradise on earth. Being the major selling point is Goa's plus point as against the other competitive destinations bearing more or less the same environment and even better infrastructure.

Being industrially backward state deprived of other natural resources for its development, Goa has opted tourism as a means of its development, declaring it an industry. On account of the fact and widespread tourism resources throughout the state, the economy of the state heavily depends on the 'tourism industry', the importance of tourism in Goa's economic advancement and the upliftment of its common masses cannot be overestimated. Besides earning much for the state in particular, and country as a whole, the development of tourism in the state would create employment opportunities in its numerous segments as satellite industries. According to Goa's tourism Minister, Dr. L. P. Barbosa, tourism has provided direct and indirect employment to about 1,70,000 people. 16

Tourism has become a dominant industry contributing directly and indirectly through trade and transport as much as 16.45 per cent of the Net Domestic Product. 17


The total number of tourists visiting Goa has been increasing steadily from 1.2 lakhs in 1973-74 to 6.7 lakhs in 1984-85 registering a phenomenal increase of 431 per cent in the span of eleven years. In 1987, 94,460 foreign tourists and 7,66,846 domestic tourists visited Goa.

**Definition**

There exists number of definitions of the words, 'tourist' and 'tourism.' All these definitions explain tourism as a movement; the word 'tour' forms the root of the expression 'tourist'.

The origin of the word 'tourist' dates back to 1292 A.D. It has come from the word 'tour', a derivation of Latin word, 'tornus,' meaning a tool for describing a circle or a turners wheel. Tourism, according to Oxford English Dictionary, is the 'theory and practice of touring, travelling for pleasure.'

In the first half of the 17th century the term tourism was used for travelling from place to place, a journey, an excursion, a circuitous journey touching the principal parts of a country or a region.

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In the early 19th century the term tourist assumed a meaning of 'one who makes a tour or tours especially one who does this for recreation or who travels for pleasure, object of interest, scenery and the like.

In the Year Book of National Economy and Statistics (1910) the Australian Scholar and Political Economist, Hernan Von Schullern Schra Henhoffen, described tourism as "the term for all those interconnected process, especially economic one's that come into play through influx, temporary residence and dispersal of strangers into, within and from a certain district, country, state." This definition highlights the economic aspect of tourism, its potential and envisages its impact on production, traffic and social life caused directly or indirectly.

According to Austrian Prof. Bernecker, "Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons." Three main aspects of the above definition are (a) travel by non-residents (mobility) (b) for stay of a temporary nature


With the advent of 20th century mass tourism, perhaps the most accurate definition of a tourist is "some one who travels to see something different and then complains when he finds things are not the same." 22

"Economic," "Technical," and "holistic" are the three approaches that help to render the definition of the word - 'tourism.'

A. Economic Definitions recognising only its economic or business implications.

According to Australian Department of Tourism and Recreation, "Tourism is an identifiable nationally important industry. The industry involves a wide cross section of component activities including the provision of transportation, accommodation, recreation, food and related services." 23

In a report of Ansett Airlines of Australia viewed "Tourism refers to the provision of transportation, accommodation, recreation, food and related services for


domestic and overseas travellers. It involves travel for all purposes, including recreation and business.\textsuperscript{24}

McIntosh recognises that tourism involves more than the business components themselves. It has a qualitative facets. According to him "Tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants."\textsuperscript{25}

The above definition lacks the human element the very focal point of the subject. Keeping this aspect in mind, Wahab defines that "The autonomy of tourism composed of three elements; Man, the author of the act of tourism; space, the physical element to be covered; and time, the temperament element consumed by the trip and stay."\textsuperscript{26}

B. Technical Definitions demarcating tourist from other travellers and to have a common base by which to collect comparable statistics:

Various definitions have come up taking three elements,

\begin{itemize}
  \item \textsuperscript{24} Ansett Airlines of Australia. Submission to select Committee on Tourism in House of Representatives select Committee on Tourism, Official Hansard Reports, Commonwealth Government Printer, Canberra, 1977, pp. 766-829.
  \item \textsuperscript{25} McIntosh, Robert, Tourism: Principles, Practice and Philosophies, Columbus, 1977.
  \item \textsuperscript{26} Wahab, Salah, Tourism Management Wonders, Tourism International Press, 1975.
\end{itemize}
namely, purpose of trip, distance travelled, and duration. The first of these tourist definitions was adopted by the League of Nation's Statistical Committee in 1937 and referred to an international tourist as one who "visits a country other than that in which he habitually lives for a period of at least twenty-four hours."

In 1963 the United Nations sponsored a conference on travel and tourism in Rome. The conference recommended definition of "Visitor" and "Tourist" for use in compiling international statistics. For statistical purpose the term 'visitor' describes any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited. This definition covers:

i) Tourists, i.e., temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings (a) leisure (recreation, holiday, health, study, religion and sports) (b) business, family mission, meetings.  

ii) Excursionists i.e., temporary visitors staying less than twenty four hours in the country visited
(including travellers in cruise-ships. \textsuperscript{27}

In 1968, the IUOTO (now the World Tourism Organisation) approved the 1963 definition and has since encouraged countries to use it.

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Fig. 1.2

TRAVELLERS

included in Tourism Statistics

Visitors

Tourists (a) — Excursionists (c)

Purpose of Visit

Non-Residents National Resident members (non-Resident)

Crew (b) Cruise (d) Day (e) passengers

Mission/Meeting

Holidays

Business

Health

Study

Family

Friends, relatives

Religion

Sports

Others

Board Workers Transit Nomads Refugees Member of (g) Representations
Workers Passengers armed forces diplo-

mats

Temporary immigrants

Permanent immigrants

a) Visitors who spend at least one night in the country visited.

b) Foreign air or ship crews docked or in lay over and who used the accommodation establishments of the country visited.

c) Visitors who do not spend at least one night in the country visited although they must visit the country during one day or more and return to their ship or train to sleep.

d) Normally included in excursionist a separate classification of these visitors is nevertheless preferable.

e) Visitors who come and leave the same day.

f) Crews who are not resident of the country visited and who stay in the country for the day.

g) when they travel from their country of origin to the duty station and vice-versa.

h) who do not leave the transit area of the airport or the port in certain countries transit may involve a stay of one day or more. In this case they should be included in the visitor statistics.
C. Holistic Definitions - attempts to embrace "the whole\" essence of a subject.

Swiss Professors Hunsiker, Kraph in Burkart and Medlik defined tourism as a study which is also adopted by International Association of Scientific Experts on Tourism (AIEST). "The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activities.\"28

The above definition ignores the domestic tourist and also is vague with its term "sum of phenomena and relationships." Considering the above defect, another definition is quoted by Jafari Jafar (1977).29 According to him "Tourism is the study of man away from his usual

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habitat, of the industry which responds to his needs and of the impact that both he and the industry have on the host's socio-cultural, economic and physical environments."

Though the above definition is attractive the sub-definition of a tourist is too broad and the spatial focus too narrow "Man away from his usual habitat" ignores factors of distance, duration and purpose and the concentration on host regions ignores the fact that spatially tourism necessitates a second region to supply a tourist inflow.

It is clear from all these definitions that tourism consists of tourists, geographical components, industrial components, and various interactions with a broader environment which necessitates inter-disciplinary studies.

A. 'Tourist' the Human Element:

1) The tourist activity has two components "dynamic element - the journey and Static element - stay, the activity which involves a stay away from the usual place of residence of at least one night.

2) Another concept differentiating tourist from travellers generally is that the activity represents a discretionary use of time and monetary resources.
iii) "A third concept defining the tourist is that they are net consumers of economic resources within the regions visited. This is manifested by the expenditure on various items which exceeds any incidental remuneration gained by the tourist.

iv) The final concept defining tourist is that they make tours. Their trips are circuits, returning to the point of origin.

B. The Geographical Element:

According to Gunn (1972) spatially, tourism involves three elements. There is an origin or tourist generating regions, the place where tours begin and end (home). There is a tourist destination region or host locality where tourist stay temporarily. Thirdly there is a transit region or route which connects the two and through which the tourist travels.

Tourist generating regions are permanent residential bases of tourists begin and end and those features of the region which incidentally cause or stimulate the temporary outflow.

30. Gunn, Clare, A., Vacationscape Designing Tourist Regions, Austin University of Texas, 1972, p. 16.
The generating region is the location of the basic market of the tourist industry, the source of potential tourism demand. Accordingly, the major marketing functions of the tourist industry are conducted there: Promotions, advertising, wholesale and retailing. Underlying the marketing function is the question of why certain regions exhibit a tourist exodus, an issue with commercial and sociological relevance. There is correspondingly, the matter of impact, what are the economic, social and cultural effects in a community when a significant number of its members depart for tours into other regions?

**Tourist Destination Regions** can be defined as locations which attract tourists to stay temporarily and in particular those features which inherently contribute to that attraction. In this context, the attraction can be regarded as the anticipation by the tourist of some qualitative characteristic, lacking in the tourist generating regions, which the tourist wishes to experience personally.
Most tourism studies have been directed at the destination region. It is where the most significant and dramatic aspects occur. It is also the location of many parts of the tourist business: accommodation, establishments, services, entertainment and recreational facilities.

Transit routes are paths linking tourist generating regions with tourist destination regions, along with tourist travel. They include stopover points used for convenience. Transit routes are a vital element in the system. Their efficiency and characteristics influence the quality of access to particular destinations and accordingly they influence the size and direction of tourist flows. Transit routes are the location of the main transportation component of the tourist industry.

Resources in the Tourism Process:

Two factors interact in the tourism process. One is the tourist, in search of experience and needing support services and facilities which are also experimental. Secondly, there is a diverse spectrum of resources which provides the experiences, services and facilities. In order to formulate a tourism system, the spectrum of resources must be analysed. Desirably, its industrial and non-industrial parts should be isolated into separate
elements; such a specification would be beneficial to an analysis of tourism economies, management and governmental involvement.

Industrial Element:

The tourist industry consists of all those firms, organisations and facilities which are intended to serve the specific needs and wants of tourists. That intention is manifested by a marketing and design orientation of the individual units forming the industry. The industry can be described and further defined by dividing it into six functional sectors. Each one specialises in a different field of services to tourists and the division also demonstrates how the sectors are functionally linked across the geographical elements of the system. The six sectors are (a) marketing, (b) transportation (c) accommodation, (d) attractions, (e) miscellaneous services and (f) regulation.

Comprehensive Definition

It is the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from point en-route.
The elements of the system are tourists, generating regions, transit routes, destination regions and a tourist industry. These five elements are arranged in spatial and functional connections. The organisation of five elements operates within broader environmental, physical, cultural, social, economic, political, technological factors with which it interacts.

**Fig. 1.4**

**BEHAVIOURAL ELEMENTS (tourist)**

**THE TOURISM SYSTEM**

The department of Tourism, Government of India has adopted the following definition of a foreign tourist as recommended by the United Nations Conference on International Travel and Tourism held in 1963 in Rome.

"A foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in India and the purpose of whose journey can be classified under one of the following headings:

i) Leisure (Recreation, holiday, health, study, religion, sports)

ii) Business, family, mission, meeting.

The following are not regarded as "foreign tourists"

i) Persons arriving with or without contract to take-up an occupation or engage in activities remunerated from within the country.

ii) Persons coming to establish residence in the country.

iii) Excursionists i.e., temporary visitors staying less than twenty four hours in the country.

As per the Goa, Daman and Diu Registration of Tourist Trade Act, 1982, "tourist" means a person or group of persons including pilgrims, visiting the union territory of Goa, Daman and Diu from any part of India or outside India." This definition has been used for the purpose of study.

32. Government of Goa, Daman and Diu, Registration of Tourist Trade Act, Panaji, 1982, p. 3.
A motive can be defined as a person's basic predisposition to reach for or to strive towards a general class of goals. Motivated striving may be based upon biological needs and desires acquired through an extended period of past experience. A person's disposition or attitude towards an object is likely to depend upon

a) the basic motives with which the object is associated and

b) the degree to which the object is perceived as instrumental for satisfying or blocking these motives.

The question of motivation is basically a question of 'why'? Why does Mr. X go to the temple? The answer to this question is usually given in terms of individual motivations because 'X' seeks social approval.

In any account of the behaviour of people, we start our description with reference to some kind of active, driving force; the individual seeks, the individual wants, the individual fears. In addition we specify an object or condition towards which that force is directed, he seeks wealth, he wants peace, he fears something. The study of the relationships between these two variables,
the driving force and the object or the condition towards which that driving force is directed is the study of the dynamics of behaviour or motivation.

Various studies of tourism psychology and motivation show that individuals normally travel for more than one reason and for many, perhaps, the majority, tourism is the outcome of combination of motivations.

Prof. Gray describes the two main motivating forces:

1) "Wander Lust" - Desire to exchange the known for the unknown, familiar with unfamiliar, see different people, cultural and historical monument etc. (short stay).

2) "Sunlust" - depends in the existence elsewhere of better amenities and facilities for a specific purpose than are available in the home country (long stay).

The main categories of motivation that make people travel include the following:

1) **Educational and Cultural Motives**:
   
a) To see the way of life of other people; how they live and work to satisfy curiosity.

   b) To study and explore particular countries, their beautiful, natural or created sights and to satisfy one's wander lust.
c) To acquire better knowledge, understanding and background of what goes in the news.

d) To attend special interest event.

e) To visit cultural, scientific and technical institutions, to learn and appreciate art, music, literature and cultural heritage.

f) Take study-tours of professional or cultural interest.

2. Social and Historical Motives:

a) To visit historical sights in order to participate in history and better appreciate historical events, eg., to see Taj Mahal.

b) To satisfy the sociological urge to see more of the world, meet new people, forge new friendships and gain new experiences.

c) To meet friends, relatives, another aspect of this motivation is family travel, the family providing a strong link and members wishing to travel and stay together on vacation.

d) Conformity or fashion, keeping up with the Joneses

e) Snobbery or one-upmanship to select unbeaten tracks or tours for creating personal esteem or status.
3. Religious and Ethnic Motives: (Later personal motivation)

a) To visit places of interest of one's own religion or those of others, pilgrimage and religious assemblies.

b) Visit places associated with one's ancestors of family.

c) Visit places one's family and friends may have moved to or migrated.

4. Health and Sports Motive (physical Motivation)

a) To visit spas, health centres, mountain resorts and areas good for health.

b) To avoid inclement climatic condition and enjoy salubrious weather.

c) To satisfy sunlust and enjoy nature.

d) Sports, either to take part or to watch, fishing, hunting, shooting etc.

e) Adventure to explore new areas, lesser known subject and places.

5. Relaxation and pleasure Motives:

a) To rest, relax and be away from routine and tension (have fun & excitement)

b) To have a nice holiday and good time.
c) To gain a new psychological experience or change in approach or attitude and response to new or differing conditions, new food, new beverages, new souveniers.

d) Change of place and environment

e) Recreation, swimming and environment

f) Pursuit of hobbies.

6. Incentive or Business Motive:

a) Vacation travel may be influenced by special concessions and inexpensive living conditions at destination.

b) Incentive travel and stay facilities for groups under special conditions.

c) Business or professional reasons stimulate travel.

d) Travel for political events and national celebrations international conference and conventions.

Review of Literature:

Recognising the importance of tourism some of the studies which have taken place in India and Goa are highlighted hereunder:

A study has been undertaken by Gupta (1983)\textsuperscript{33} on

income and employment effect of tourism a case study of Kashmir focussing the potentialities of tourism in Kashmir valley with its income and employment effects. In one of the studies Dr. Selvam (1989)\textsuperscript{34} highlighted the importance and development needs of tourism growth in India. Dr. Gulshan Sharma (1979)\textsuperscript{35} confined his study to nature and problems of tourism industry in developing economies with particular reference to Indian context.

Another study has undertaken by Arora on Tourist trade at Kumano (1971).\textsuperscript{36} He stressed the tourism importance on its geographical aspect. Thangamani (1980)\textsuperscript{37} made a study on Tourist behaviour, Economy and Area Development by choosing selected tourist centres at Tamil Nadu. A study of tourism in India with special reference to Marathwada, Aurangabad has been undertaken by Bendre (1973).\textsuperscript{38}

\textsuperscript{34} Dr. Selvam, M. Tourism Industry in India, A Study of its growth and its developmental needs, published thesis, Annamalai University, 1989.

\textsuperscript{35} Dr. Gulshan Sharma, Enquiry into the nature and problems of Tourism Industry in Developing economies with particular reference to India. An unpublished thesis submitted to Sagar University, 1979.

\textsuperscript{36} Arora, K.K. Tourist Trade, Kumano, A thesis submitted to Agra University, 1971.

\textsuperscript{37} Thangamani, K. Tourist behaviour economy and Area Development Plan selected tourist centres at Tamil Nadu. A thesis submitted to University of Mysore, 1980.

Some reports have been witnessed at the national level by the Government and its agencies which are as follows - Economic benefits of Tourism (1987). 39 Future of tourism and its implications (1986). 40 Report on Development of Tourism in India (1988). 41


44. A report on various aspects of Tourism: Inter Ministry Conference of Group 8 organised by Indian Institute of Tourism and Travel Management, New Delhi, January 11, 1989.


46. A report of the sub groups on various areas of tourism aspects for the 8th plan allocation, 1989.
and prospects of tourism a report (1983). 47


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47. Selected papers on problems and prospects of Tourism MaxMüller Bhavan Publishers, New Delhi, 1983.
50. A report on Tourism Development in Goa, Identification of potential centres and programmes, Tata Economic Consultancy Services, August, 1976.
51. A report of a Workshop - Theology and Tourism in India by Equations and BRESSE a combined study, Bangalore, August, 1987.
55. A project report on Hotel Industry in Goa conducted by the State Bank of India, Panaji, 1986.
Though there are a few research studies conducted at Macro and Micro level by various researchers, almost all of them have concentrated on aspects like income and employment effects, Tourism growth in India, problems of Tourism Industries in developing economies, Tourism importance on geographical aspect, Tourist behaviour and economy and tourism in India in general. Apart from the above though there are various reports and Workshops were prepared and conducted respectively by the Central Government and State Governments majority of them were concentrated to assess the situation in general. There is hardly any individual private study undertaken to study the prospects and potentialities of Tourism Industry in Goa. Therefore, the investigator who has been working in this place for the last decade got curiosity to assess the situation with an indepth research work and hence selected this topic for the study.


Objectives of the study:

The objectives of this study are:

i) To assess the infrastructure and potentialities of Tourism in Goa.

ii) To study the impact of Tourism on economic, social, cultural and environmental factors, and

iii) To find out the trends of Tourism Industry in Goa.

Scope of the study:

In order to make the present study more specific and the desire to complete within a limited time the investigator has primarily concentrated his attention on tourists, hotels and Government agencies of the state of Goa only. A pilot survey has been conducted amongst 50 tourists and 5 hotels and thereafter a decision is taken to confine the study to 600 tourists consisting of 300 domestic and 300 foreign tourists. For the selection of respondents convenient sampling method has been adopted, and sample has been collected for the months of November and December 1988, and January and February 1989 (4 months), being the peak months of tourism in Goa.

Sampling:

The distribution of sample is in the following
i) 300 tourists have been selected from hotels situated over the 4 coastal taluks namely, Tiswadi, Bardes, Salcete and Mormagao.

ii) 150 tourists have been selected from different tourists spots like beaches monument side.

iii) 100 tourists from the exit points like Bus, Air, and Rail terminals.

iv) Rest 50 respondents are selected through tour and travel operators. Thus the total respondents come to 600.

Further while selecting the hotel samples, 50 hotels have been selected at random from 223 hotels situated in Tiswadi, Bardes, Salcete and Mormagao including 7 of star category from a total of 19 and rest from non-starred.

Methodology:

The study has been undertaken by using both primary and secondary data. The primary data have been collected by administering a structured questionnaire among Indian and Foreign tourists during the peak tourism months of November, December, January and February months of 1988-89. The researcher also conducted personal interviews among administrative executives and other staff at Government
and institutional level, hoteliers, tourists, local citizens etc.

The secondary data have been collected from various sources like survey reports, annual reports, brochures, booklets, journals, periodicals, magazines, year books, Regional and Master plan of Goa and published and unpublished theses on Tourism.

**Statistical tools used:**

The well-known statistical techniques like percentages, averages, ratios, split average method, time series, least square method have been extensively used along with mathematical equations especially as to forecast tourism demand in the near future. Besides these, graphical charts, and table presentations have also been shown at appropriate places to make the study more illustrative and meaningful.

**Limitations of the study:**

The following limitations have been experienced by the investigator while carrying out the study.

1. Keeping in view the time and financial limitations, the study has been confined to 600 tourists only who visited Goa during the month of November, December 1988 and January and February 1989, though the sample do not form a representative one.
2. It has become difficult for the investigator to collect the information in an expected way from the tourists due to their reluctance, specially, at tourist spots and hotels.

3. Many foreign tourists specially elite one's were hesitant to respond due to certain fear.

4. The study had to exclude tourists under package (Charter flight) tours, since many of them were unable to communicate in English and not aware of their expenditure allocations in India.

5. It is very unfortunate to disclose the non-cooperation of certain hotel authorities during this survey.

6. Although mention has been made about social, cultural and environmental factors, much could not be done in this regard for want of indepth knowledge in the concerned field. However economic factors are dealt with at length.

7. Though the researcher tried to compile up to date statistical data in the tables at different places, due to non availability with the State and Central Government consistency could not be maintained.