Chapter - VI
Finding, Suggestions & Conclusion
CHAPTER VI

FINDINGS & SUGGESTIONS

6.1 FINDINGS

On the basis of the data collected and analysed various observation can be drawn. The summary of the findings are as follows:

TOURIST

- The gender wise distribution of sample unit reveals that irrespective of nationality, the proportion of male tourist visiting Goa exceeds the number of female tourists visiting Goa. (Table 5.1.1)
- The distribution of tourist indicates that majority of the tourist visiting Goa come from neighbouring states of Maharashtra and Karnataka. (Table 5.1.2)
- Majority of the international visitors surveyed came from UK with the remaining residing in other countries. (Table 5.1.3)
- Of the respondents 34.38% of the Domestic tourist and 32.50% of the International tourist represent the service sector. (Table 5.1.4)
- Of the respondents 30.31% of the Domestic tourist and 32.5% of the International tourist represents the professional group. (Table 5.1.5)
- The age profile of tourist reveals that the majority of the domestic tourist represent age group 21-30 years and amongst International Tourist majority of them represent the age group category 31-40 years. (Table 5.1.6)
- The survey reveals that 73.75% domestic tourist and 55% of the International tourist visiting Goa are married. It is evident from the table that the number of married couples visiting Goa exceeds unmarried tourist visiting Goa. (Table 5.1.7)
- The survey reveals that most of domestic tourist fall under the income category of Rs.45001-60000 and the international tourist are predominantly placed in the category of 10001-15000 US $ per month, reflecting a sound financial background of the tourist visiting Goa. (Table 5.1.8)
- The survey reveals that in case of domestic tourist 43.75% are predominantly in the expenditure group of Rs. 5001-10000 and in case of International tourist 38.75% are predominantly in the expenditure group.
Rs. 5001-10000. It is evident from the above table that tourist spending in Goa is predominantly in the range of Rs.5001-10000. (Table 5.1.9)

- The survey reveals that 62.50% Domestic tourist and 56.25% international tourist agree about Goa being a popular tourist destination. Goa has emerged as the most favoured destination for both for domestic as well foreign tourist. (Table 5.1.10)

- The survey reveals that majority of tourist have come to Goa on a holiday, followed by honeymoon. The tourists who have come on account of other reasons have combined their visit with tourism activity. (Table 5.1.11)

- Large number of tourist visits to Goa is influenced by the fact that it is known and famous, while almost equal number comes to Goa for rest and relaxation. The factor that attract tourist to Goa is entertainment activities followed by its natural beaches. Goa is also not considered has a cheap holiday destination. Sex and drug are also not the main motive for tourist visit. Tourist also is undecided about coming to Goa for medical treatment. Thus one can conclude that the selection of a destination by a tourist depends on one’s taste, choice and new trends. (Table 5.1.12)

- Most tourist visiting Goa are influenced by the internet followed by references. (Table 5.1.13)

- Most domestic tourist prefers to stay for duration of 4-10 days while most international tourist prefers to stay for a period of 15 days & above. Goa is a suitable destination for a hurried jaunt as well as for those who plan to have along stay. (Table 5.1.14)

- Most of the domestic tourists visiting Goa are accompanied by their family while in case of international tourist most prefer to travel alone. Goa is a suitable destination for single travellers looking for “safer location” as well a perfect destination for a family holiday or for a getaway with friends. (Table 5.1.15)

- The winter season is the ideal season for both as 53.75% Domestic and 51.25% foreign tourist visit during the months December to January. (Table 5.1.16)

- Large numbers of tourist visiting Goa prefer to stay in hotels. (Table 5.1.17)

- Most domestic tourist prefers to travel by train while most international tourist prefers to travel by air. (Table 5.1.18)
Both domestic and foreign tourist feels comfortable to travel by tourist taxis. Both domestic and foreign tourist finds the taxi fares to be moderate. Both Domestic and international tourist are of the opinion that the behaviour of the taxi drivers is satisfactory. (Table 5.1.19, 5.1.20 and 5.1.21)

Overall view of the tourist indicates that the road conditions are good in Goa. Tourist coming to Goa finds the conditions of approach road to be good. Most visitors find transport for short distance travel as average. 68.13% domestic tourist and 46.25% international tourist find parking spaces to be average. It clearly shows that, parking spaces are not up to the mark at various tourist destination. Sufficient space to park vehicles must be available near all tourist destinations. 62.81% domestic tourist and 36.25% international tourist have rated service stations availability as average. The table reveals 39.06% of the domestic tourist found the condition to be average 38.75% international tourist found the condition of street light to be below average. From the above it can be concluded that tourist are not happy with the condition of street lights. (Table 5.1.22)

 Majority of tourist agree that food is widely available at tourist spots. (Table 5.1.23)

 Majority of tourist are of the opinion that Do’s and Don’ts are available at few places. The survey reveals that 68.75% of the domestic tourist stated that medical facilities were not available, 60% of the international tourist found that medical facilities were not available. The table reveals that 58.44% Domestic tourist and 55.00% international tourist found that police assistance at tourist spots is not available. Most tourists stated that life guards are widely available at various beaches of Goa. (Table 5.1.24)

 Majority of the tourist found it safe to move about in the market during the day and night. Also tourist found it safe to move about on the beaches during the day. Domestic tourist finds the beaches unsafe during the nights while international tourist finds it safe to be on the beaches during the night. Tourist finds it safe to participate in entertainment activities during the day and at night. (Table 5.1.25)

 The survey reveals 75.63% of domestic tourist and 78.75% international tourist availed of the services of tour operators, It is clear from the above
table that tour operators play a dominant role in the tourism industry. (Table 5.1.26)

- In case of domestic tourist visiting North Goa, Panaji is the most frequented and in case of international tourist, Calangute is the most frequented destination. The most frequented destination in South Goa by both domestic tourist and international tourist is Vasco. This could be on account of the location of railway and airport at Vasco. (Table 5.1.27)

- Majority of the tourist are of the opinion that brochures and literature are available at few places; sign boards are available at few places. While majority of the domestic tourist are of the opinion that facilities like ATM’s etc. are available at few places, majority of the international tourist state that ATMs and currency exchange facilities enroute are widely available. Large percentage of tourist feels that shopping facilities are widely available though garbage bins are not available. Power supply is available at few tourist spots and facility for charging mobile phones and laptops are available at few places. (Table 5.1.28)

- The survey reveals that 49.69% domestic tourist and 35% international tourist have rated the maintenance of monuments to be average. (Table 5.1.29)

- The survey reveals that 33.44% of domestic tourists have rated the maintenance of beaches to be below average and 27.50% of international tourist rated the maintenance of beaches to be average while an equal number have rated it to be poor. (Table 5.1.29)

- The survey reveals that 34.06% of domestic tourist and 31.25% international tourist have rated the illumination of beaches to be average. (Table 5.1.29)

- Major problems faced by tourist during their trip were beggar menace, encroachment at tourist sites and crowded beaches, lack of sanitation facilities at beach sides, poor infrastructure facilities at beach sides. (Table 5.1.30)

- While majority of domestic tourist were undecided about the drug peddling problem, most international tourist disagreed about the drug peddling problem. Domestic tourist disagreed about the problem on account of oil sullies, majority of the international tourist were undecided about this problem. (Table 5.1.30)
Tourist were undecided about problem of cheating also domestic tourist disagreed about the problem of theft while majority of international tourist were undecided about the problem of theft. (Table 5.1.30)

The table reveals that 56.56% domestic tourist 55% international tourist found the local community to be cooperative and kind. (Table 5.1.31)

The survey reveals that 75.81% domestic tourist and 75.75% international tourist rated their stay in Goa as good. (Table 5.1.32)

The survey reveals that 89.69% domestic tourist and 88.75% international tourist have responded positively stating that they would like to revisit Goa. (Table 5.1.33)

The survey reveals that 81.56% domestic tourist and of 80% international tourist agreed that they will recommend their holiday to others. This indicates a very positive trend, as majority of the tourist have stated their intention to recommended their holiday in Goa to others. (Table 5.1.34)

The survey reveals that 84.38% domestic tourist, and 66.25% international tourist stated that Goa’s need a water theme park. 85.31% domestic tourist and 81.25% international tourist have suggested that there is a need to improve and offer better infrastructural facilities at tourist spots. 66.88% of the domestic tourist and 55% of the international tourist have suggested the need to increase safety and security at tourist spots. 58.13% domestic tourist and 60% of the international tourist have suggested that there is a need to develop wild life sanctuaries of Goa. 34.06% domestic tourist and 40% international tourist have stated that they would like to see golf courses in Goa. 90.94% of the domestic tourist and 83.75% of the international tourist have stated that there is a need to provide better public transport services in Goa. 84.69% domestic tourist and 86.25% international tourist have suggested the need for shopping malls in Goa. (Table 5.1.35)

The survey reveals that 91.56% domestic tourist and 90% international responded positively clearly indicating that they were aware about adventure tourism in Goa. (Table 5 1.36)

The survey reveals that 87.19% domestic tourist and 76.25% international tourist participated in adventure activities. (Table.5.1.37)

In case of domestic tourist, 26.83% stated reasons other than those mentioned, while 31.58 % international tourist stated fear factor and did not
find it not safe enough for non participation in adventure activities. (Table 5.1.38)

- The survey reveals that 51.61% of domestic tourist participated in adventure activities for the first time while 52.16% of the international tourist had prior experience in adventure activities in Goa. (Table 5.1.39)

- Majority of tourist visiting Goa were not sure about seeking adventure tourism on a vacation. Interest in adventure activities will grow as awareness about the product increases. (Table 5.1.40)

- The survey reveals that 39.43% of domestic tourist agreed about the scope of adventure tourism in Goa while 31.15% international tourist agree about Goa having a lot of scope in adventure tourism in Goa. (Table 5.1.41)

- The survey reveals that 41.22% domestic tourist 36.07% international tourist were undecided about promotion of adventure tourism in Goa. (Table 5.1.42)

- The survey reveals 78.14% domestic tourist and 60.66% international tourist, had prior information of adventure tourism in Goa. (Table 5.1.43)

- The survey reveals that 34.05% domestic tourist and 26.23% international tourist rated promotional measures undertaken by Goa state to promote adventure tourism as average. (Table 5.1.44)

- The survey reveals that 27.60% domestic tourist and 29.51% international tourist agreed that adventure tourism participation required specific skills. (Table 5.1.45)

- The survey reveals 87.81% of domestic tourist and 98.36% international tourist stated that No prior training is required for participating in adventure tourism. (Table 5.1.46)

- The survey reveals that in case of land based activities, Go karting is popular among domestic tourist and bird watching is popular among international tourist, in case of air based, parasailing is popular among both domestic tourist and international tourist and in water spots river cruises are highly popular among both domestic tourist and international tourist. This indicates that Goa is a perfect year round destination for adventure tourism as its vast geographical diversity provides tremendous scope for all kind of adventure activities. (Table 5.1.47)
The survey clearly reveals that majority of domestic tourist have participated in adventure tourism in North Goa while majority of international tourist have enjoyed adventure tourism in South Goa. (Table 5.1.48)

The survey clearly reveals 75.63% domestic tourists and 60.66% international tourist participated in adventure tourism activities only once. (Table 5.1.49)

The survey reveals clearly depicts that 62.37% domestic tourist and 54.10% international tourist stated that there is low risk associated with adventure tourism participation in Goa. (Table 5.1.50)

The survey reveals that 50.54% domestic tourist and 45.90% international tourist rated the standard and quality of the tour operators services to be good. (Table 51.51)

The survey reveals that, 83.87% domestic tourist and 65.57 % international tourist agreed that safety instructions were provided for adventure activities. 87.10% domestic tourists and 72.13% international tourist stated that they were provided with compulsory safety equipment. 53.76% domestic tourist agreed that back rescue boats were available while 63.93% international tourist stated that no back up on rescue boats were available. Both domestic tourist and international tourist agreed about the availability of life guards on beach. Both domestic tourist and international tourist were of the opinion that no proper training was provided for adventure activities. Both domestic tourist and international tourist were of the opinion that no specific sports gear had been provided to them for participation in adventure activities. (Table 5.1.52)

It is clear that in case of Air based activities, 69.89% of domestic tourist and 80.56% international tourist, rated parasailing as good, both domestic and international tourist rated bungee jumping as excellent, 60 % of the domestic tourist rated paragliding as excellent while in case of international tourist, all who participated rated it as good. With reference to microlite flying 80% of the domestic tourist rated it as good, 20% of domestic tourist rated it as excellent. (Table 5.1.53)

In Land based activities 46.67% domestic tourist rated Hiking & Trekking as good and 66.67% international tourist rated their satisfaction level as excellent. Both domestic tourist and international tourist rated their
satisfaction level with Bird watching as good. Both domestic tourist and international tourist rated their satisfaction level after participating in Go-Karting as good. 56.25% domestic tourist rated their satisfaction level with elephant safari as good while 43.75% international tourist rated their satisfaction level as excellent. It is evident that majority domestic tourist and international tourist have rated their satisfaction level with rock climbing to be below average. With regard to mountaineering majority of the domestic tourist rated their satisfaction level as good while majority of international tourist rated their satisfaction level as excellent. Both domestic tourist and international tourist have rated their satisfaction level with rappelling to be good. 85.71% domestic tourist who participated in jummaring have rated their satisfaction level as poor while no international tourist have responded to this question. (Table 5.1.54)

- Both domestic tourist and international tourist have rated their satisfaction level with River Cruises, Jet Skis, speed boats, banana rides, swimming, Dolphin cruises, crocodile cruises, to be good. 44.44% domestic tourist rated Bump rides as excellent, and 40% international tourist rated their satisfaction level as excellent and an equal number rated it as average. Majority of the domestic tourist rated their satisfaction with Angling to be excellent and good while majority of the international tourist rated their satisfaction level to be below average. Domestic tourist and international tourist have rated their satisfaction level for scuba diving as excellent. Domestic tourist rated Sailing as good while international tourist rated their satisfaction level as excellent. 18.18% domestic tourist rated their satisfaction level with Wind surfing to be good and 25% international tourist rated their satisfaction level as excellent. (Table.5.1.55)

- With regard to safety measure for Air based activities both domestic and international tourists have rated the safety measures for Parasailing, Bungee jumping and paragliding as good. (Table 5.1.56)

- With regard to safety measures for Land based activities, domestic tourist rated safety measures for hiking as excellent while international tourist rated safety measures as good for hiking and trekking, for Bird Watching as excellent and Go karting and Elephant safari safety measure to be good. (Table 5.1.57)
With regard to safety measure for water based activities both domestic and international tourist have rated river cruises, jet skis, speed boats, water scooters, banana rides, swimming, dolphin cruises, crocodile cruises to be good. Domestic tourist have rated safety measures for bump rides to be good in case of international tourist, rated safety measures for bump rides as below average. Domestic tourist have rated safety measures for angling to be good, while international tourist rated safety measures for angling to be average. (Table 5.1.58)

Both domestic and international tourist found participation in adventure activities exciting, good experience, found the experience adventurous. It provided value for money and were satisfied with their decision of participating in adventure activities. Both domestic tourist and international tourist stated that they would recommend the activities to others and stated that they will participate in more adventure activities in the future. (Table 5.1.59)

While most domestic tourist spend in the range of Rs. 2000 – 5000 international tourist spend in the range of Rs. 5000 and above for participation in adventure activities. (Table 5.1.60)

The survey reveals that majority of domestic and international tourist rated the prices charged for adventure activities is found to be moderate. (Table 5.1.61)

With reference to problem faced by tourist in adventure activities majority of the tourist disagreed about no safety instructions being provided, poor quality of safety equipment, poor quality of harness / life jackets, poor accident management, high level of risk tourist, about the rude behaviour of tour operators about their being few tour operators and long queues for adventure activities and about adventure activities being overcrowded. (Table 5.1.62)

Majority of tourist agree about the high rates charged for adventure activities, lack of proper training of tour operators, lack of professional approach, no uniform rates and agree that adventure activities especially to water sports, operator close to swimmers. While 32.26% domestic tourist agreed 36.07% international tourist were undecided about non availability of medical kits. (Table 5.1.62)
Majority of the tourist who participated in adventure activities stated the purpose as enjoyment. Both domestic tourist and international tourist have rated their experience in adventure tourism activities to be good. (Table 5.1.63 and 5.1.64)

Majority of the tourist are of the opinion of the need to promote off season adventure activities. (Table 5.1.65)

TOUR OPERATOR

There is an increasing trend in the business of adventure tour operation. Most adventure tour operations flourished during the last decade. 42% adventure tour operators flourished during the period 2001 – 2010. (Table 5.2.1)

Smaller independent operators are currently dominant players within the adventure tourism industry. (Table 5.2.2)

Majority of the operators employ staff in the range of less than 10 for adventure activities. The salary paid to them is the range of Rs. 4000 to Rs 10,000. (Table 5.2.3)

Adventure tour operators need the formation of Professional industry associations and accreditation programmes as 70% of the tour operators stated that they are not members of any association. (Table 5.2.4)

Adventure tourism is mostly unregulated and in the unorganised sector and regulations are poorly implemented. With regard to regulation that apply to the operators, 66% stated that they were not aware about the regulations while 44% tour operators revealed the regulations that they comply with for running adventure activities, are regulations of Captain of Ports, NIWS, I.V. Act, Tourism Trade Act, International Guidelines for Kayaking, PADI, Wild Life Protection Laws. (Table 5.2.5)

Majority operators carry out adventure activities like parasailing in Air based activities, bird watching in land based activities and Dolphin cruises in water based activities. (Table 5.2.6)

With reference to the rates charged for various adventure activities, 42% activities are offered in the range of below Rs. 500, 36% adventure activities are offered in the range of Rs. 1001 – 1500 and 28% are in the range of Rs. 500 – 1000 and above Rs. 1500 respectively. (Table 5.2.7)
Most adventure activities commence in the morning between 8 a.m. to 9 a.m. and end by evening 5 p.m. – 6 p.m. Some night activities timing commence from 4 p.m. – 10 p.m. and some activities are carried out overnight. (Table 5.2.8)

The trend is depicting growing interest among domestic tourist for adventure tourism with the development of facilities and greater awareness. Though there is an increased preference for adventure activities by Domestic tourist, it is observed that there are certain adventure activities which are exclusively preferred by international tourist. (Table 5.2.9 and 5.2.10)

Majority of the operators do not offer any discount and concession to participant. 10 years and above is the minimum age for participation in adventure activities. For adults who are interested in participating in adventure activities, there is no age limit, and anyone can participates in adventure activities provided they are fit, however pregnant women are not permitted to participate in certain adventure activities. (Table 5.2.11 and 5.2.12)

Cost is the main criteria for fixing rates for adventure activities. 90% of the operators follow a uniform fixing policy for all its customers irrespective of the nationality. Majority of the operators are of the opinion that tourist rate their pricing to be moderate. (Table 5.2.13, 5.2.14, 5.2.15)

All air based activities commence in October and end by May, while paragliding ends by March. Land based activities are conducted 365 days, while most water based activities commence in October and end by 31st May. However river cruises are conducted all year round and white water rafting are carried activities during June – October. (Table 5.2.16)

In case of air based, tour operator stated that paragliding and parasailing are highly popular among tourist and hence get a good response. In case of land based adventure activities, biking, bird watching, elephant safaris, Go karting, trekking specially treks to waterfalls and team building programmes for corporate houses are highly popular and get a good response. In case of water based adventure activities Jet skies / Magic Skies get a very good response also, kayaking, wild life safari, crocodile tours, dolphin cruises sailing get a good response. Also boat trips, house boats are getting a good response from international tourist. (Table 5.2.17)
Tour operators stated that tourist participate in adventure activities on account of enjoyment. It is evident that enjoyment is the main distinguishing feature of adventure tourism. (Table 5.2.18)

Other factors play a prominent role in the location of tour adventure operators. For any tourism related activities, prior permission of local authorities is essential, followed by clearance from Department of Tourism. Also clearance from other departments is necessary prior to commencing any tourism related activity depending on the nature of the adventure activity and its location (Table 5.2.19,5.2.20)

All tour operators provide safety instruction to the tourist. maintain medical kits, ensure that a trained observer accompanies a participant and that proper technical and communication equipments, fire extinguishers, rescue boats, and specific sports gear if required is also arranged for. Most operators stated that participants have to sign an indemnity bond prior to participation is adventure activities. (Table 5.2.21)

Majority of the operators provide safety instructions orally to the participants. In the absence of standard guidelines each of the operators has designed their own risk reduction and avoidance methods.(Table 5.2.22)

While life jackets and harnesses is provided to all participants, Water sports tour operators ensure that at least one back up reserve boat is available in case of mishaps. All tour operators keep at least one medical kit handy and fire extinguishers. In addition all operators their staff, use mobile for communication, or walkie talkies. Also necessary sport gear depending on the nature of activity and requirements is also provided to participants. However the training period for participants varies as per the activity, though a minimum of 1 – 4 days is required for certain adventure activities like, diving, surfing, sailing, while for most activities participants do not require training.(Table 5.2.23)

Majority of the operator have agreed that no incidents of accidents have occurred till date while conducting adventure operations. This is because in the business of hospitality and adventure there is no scope for even a single mistake. Majority of the operators provides first aid to the participant in the case of accidents. (Table 5.2.24,5.2.25)
In case of Technical causes of accidents 44% stated that breakdown of boats, machines, engines, 24% stated bad weathers has a major natural cause of accidents, 6% stated negligence of operators, 34% stated overcrowded beaches and operations are close to swimmers and bathers, which endangers their lives are a major operational faced by the operators. (Table 5.2.26)

Majority tour operators stated that maximum care and safety measures are followed, like, not to operate when the weather is bad or sea is rough, checking of all equipment, providing life jackets, in case of water sports activities, proper attire and strictly no alcohol, also utilising services of qualified and trained staff. All activities are closely monitored and carried out under complete supervision and by observing the safety guidelines. Also for some activities manifesto are prepared in advance to match each participant. In the absence of standard guidelines each of the operators has designed their own risk reduction and avoidance methods. (Table 5.2.27)

The Department of Tourism has engaged the services of Drishti Special Responses Services Pvt. Ltd. to ensure safety and security of tourist on beaches Captain of Ports is responsible for issuing licenses as well renewing licenses for all water based activities which used motorized boats. (Table 5.2.28)

Majority of the operators agree that consumption of alcohol by tourist is a major problem that they witness while operating adventure tour operators. In such cases majority of the operators refuse the tourist and prevent them from participating in adventure activities and also impose penalties where possible

Expensive equipment is a major managerial problem and natural factors are a major operational problem faced by operator. (Table 5.2.29)

Majority of the operators have invested in the range of Rs. 51 – 1 crore in adventure business. Adventure tour operations are becoming increasingly profitable, but this growth has been at the cost of huge set up cost for certain adventure operations. (Table 5.2.30)

Majority of the operators have made their own arrangement for investment in adventure operations. (Table 5.2.31)

30% of the tour operators stated cost of Rs. 11 – 50 lakh, has been spent on procuring equipment. The operators follow a balance approach to quality & pricing while selecting adventure equipment, keeping in mind and selecting
those products, which can compete in the market on pricing without compromising on quality. Majority of adventure tour operators acquire imported equipment for their operations. (Table 5.2.32, Table 5.2.34)

- The maintenance cost of various equipment used for adventure activities is high, which mainly could be due to slack season during the monsoons. (Table 5.2.33)

- Adventure tour operators usually use travel brochures and websites to promote their adventure products offered by them. Majority of the operators agree that promotion increases tourist responses. Although State Government is active in promoting tourism, there is significant lack of attention for promotion of adventure activities by the State and Department of Tourism. It is only recently that the Department is promoting adventure tourism in their promotional campaigns. (Table 5.2.35, Table 5.2.36)

- Majority of the operators agree about lack of support from Government and Tourism Department. Of those operators who received Government support, 10% stated that it was in the form of training. (Table 5.2.37, Table 5.2.38)

- Majority of the operators are of the opinion that in order to boost adventure tourism there is need for proper organisation and management of adventure activities. (Table 5.2.39)

GOVERNMENT OFFICIALS

- Goa’s popularity as a tourist destination is mainly on account of its beaches followed by entertainment facilities. (Table 5.3.1)

- The trend of tourism business is growing and is expected to grow faster in the years to come, and tourism has come to dominate the economy and landscape of Goan life. Goa now receives more tourists per annum then its resident population. (Table 5.3.2)

- The role of the state government of Goa is multifaceted. It acts as a promoter, investor, regulator, and supervisor and a catalyst. It has the largest responsibility to enhance tourism of our state and provide all the essentials whichever is required for the progress of tourism. (Table 5.3.3)

- The officials are of the opinion that tourism activity is benefitting all, namely Government, Rich Class, Middle Class, and Poor People. It is expected that
tourism helps the state in its development and helps the people of all walks of life. (Table 5.3.4)

- The services such as brochures and literature, sufficient sign boards on roads and tourist destinations, transaction facility enroute namely ATM / Bank and currency exchange, shopping facilities, essentials such as water / toilet etc. enroute are available, garbage bins, power supply at tourist spots, facility for charging laptop, mobile phones, entertainment and recreation facilities, transportation and parking facilities, accommodation facilities, food services, safety measures and guides services at historical sites are provided. (Table 5.3.5)

- The funds allotted in the budget for the tourism activity, is highly insufficient. (Table 5.3.6)

- The financial institutions play an important role in lending major funds towards tourism related activities, the role of the financial institutions towards tourism activity is however found to be inadequate. (Table 5.3.7)

- Sufficient grants, subsides, institutional assistance, interest subsides; tax exemptions are provided for development and improvement of tourism products and creation of tourist facilities. (Table 5.3.8)

- Private Public Partnership in tourism is effective and more activities need to be undertaken as Government alone cannot provide all facilities and the infrastructure needed for the growth of tourism and private public partnership in tourism activity could fill the gap. (Table 5.3.9)

- Tourism is not encouraging prostitution, crime and other such evils and Goa is a safe and sound destination. And constant and effective measures need to be taken to ensure that Goa does not lose its position as a prime tourist destination. (Table 5.3.10)

- The multiplier effects of tourism ensure that the benefits of tourism go down to the grassroots level. The locals communities like fisherman, farmer, bakers, vegetable/fruit vendors, provision storekeeper and musicians all get their share of income the grassroots level. The surplus revenue from the tourism industry not only helps to sustain Goa’s economy, but sustains the states expenditure. Free education, health services, pension schemes creation of infrastructure are few areas where tourism revenues are deployed. (Table 5.3.11)
Goan art and culture has remained the subject of tourism delight. A handicraft has become a major economic pursuit of thousands of local artisans, in view of its popular demand among the tourists. (Table 5.3.12)

The implications of promoting large number of tourist by the Government are obvious on the fragile environment of the region. Though officials are not willing to acknowledge, that unplanned large scale promotion of tourist in Goa has produced lop sided results, endangered the environment and ecology and caused permanent damage in some areas. (Table 5.3.13)

The success of tourism in Goa is largely due to the marketing strategy adopted by the Department Of Tourism by participating in various tourism related events in India abroad such as roads shows, presentation, travel marts, print media, and T.V. channels. (Table 5.3.14)

Financial constraint is a major obstacle in the promotion of tourism in Goa.

The neighbouring states promotional activities affects our states stated 50% of the officials, 40% stated that it has no effect on our state, and 10% state that it supports our state. As such the Department Of Tourism as to undertake effective measures in attracting the travellers so that they show a preference to our state. (Table 5.3.16)

There is a need to position Goa as a destination beyond beaches and bring forth the latent demand to sustain tourism industry in Goa during the lean season. Goa can be developed into a year round destination by promoting of monsoon tourism, providing attractive off- seasons holiday packages, slashing hotel tariffs during off season and reducing taxes, promoting domestic and international tourism during off season, and excessive promotion of off season tourism through websites and media etc. Also promotion of hinterland, weddings and MICE tourism, will play a crucial role. (Table 5.3.17)

For promotion of Tourism, various promotional activities need to be carried out by conducting fairs, festivals, sport events, promoting Goa’s tourism globally, and developing infrastructure, regular and rigorous advertising measures, promotion through websites, media etc. allocation of more funds and coordinating with various agencies and setting up of tourist boards. (Table 5.3.18)
Goa should aim at ‘high value’ tourist, mainly from Scandinavian nations, Western Europe, Eastern Europe and UK, USA otherwise we Goans may be engulfed in the mass exodus of tourists, to the point of losing our own identity. (Table 5.3.19)

Goa has been promoted as a major mass tourism destination, in such a situation ironies are abounded. Goa has begun to suffer the irony of unplanned and large scale promotion of tourism. (Table 5.3.20)

Goa is a safe destination, however, constant and effective measures need to be taken to ensure that there is no law and order problem. There are adequate safety and security measures. (Table 5.3.21, Table 5.3.22)

Many of our policies are short sighted and lack futuristic outlook, also budget allocation for tourism is inadequate. There is lack of integration in tourism policies with the general planning process. Also there is no integration of environment issues in tourism policy decision. Frequent transfer of senior officials is also affecting the progress of tourism industry to a large extent. (Table 5.3.23)

Department Of Tourism undertakes adequate publicity, advertising and promotional activities. However we lack professional touch in many of aspects of tourism activities, also research in tourism related activities are highly insufficient. (Table 5.3.24)

There is a strong influence of politicians in policy measures, and there also political pressure while initiating action against erring operators. The influence of politicians in the planning process discourages the spirit of those involved in training process and hence adequate progress is not shown in tourism activity. Even elementary laws cannot be enforced in Goa due to political interference out all levels. (Table. 5.3.25)

As the tourism industry is expanding rapidly, the signs of cultural disturbance are noticeable. This dislocation of social and cultural values could be detrimental for the future of Goa. Though the officials prefer to ignore this aspect. (Table 5.3.26)

There is an urgent need to improve infrastructure facilities at beach sides, adequate sanitation facilities should be available at beach sides, specially changing room, also the traffic congestion and absence of adequate parking facilities needs immediate attention. (Table 5.3.27)
The major general problem are high cost of travel, lack of coordination among various agencies, lack of professional approach, beggars, hawkers, vendors nuisance on beaches, delay in passport and custom formalities and seasonal nature of business. (Table 5.3.28)

All measures are being undertaken to make Goa a tourist friendly state, namely beautification of tourist spots and beaches, aggressive promotion within the country and at international level. Mobile governance, improvement of infrastructure at tourist spots, modern toilet facilities, tourist security force, life guard services on beaches, organizing festivals and international events like beach sports, kite, sea food festivals, development of access roads and parking facilities and eco friendly hotel. All these developments have already taken place and some are in various stages of implementation. (Table 5.3.29)

The tourism sector in Goa will throw open plenty of opportunities, there will be an increase in tourist inflow, employment and investment will be stimulated, foreign exchange will increase and tourist business will grow. Enormous potentials for development and plenty of opportunities await the tourist sector in Goa. (Table 5.3.30)

Efforts are needed to improve existing facilities such as development of water theme parks, better infrastructure facilities at tourist spots, increase safety and security at tourist spots, development of wild life sanctuaries, display of information and sign boards, maintenance of tourist spots, golf courses, better public transport and multilevel parking, shopping malls and entertainment centres. The role of recreational facilities and other support facilities are of paramount importance in order to sustain tourist interest in the destination (Table 5.3.31)

Tourism should be used as a measures to preserve and support the natural environment and cultural heritage through eco friendly projects, promotion of hinterland tourism, controlling mining activities, setting of environment guidelines, protection of forest and wild life, imposing penalties and fines for offenders, good garbage management, beautification and landscaping of beaches, and public private partnership projects.( Table 5.3.32)
The state of Goa offers excellent scope for adventure sports due to abundance availability of favourable natural conditions. Adventure tourism is growing and has potential to attract tourist. (Table 5.3.33)

Adventure tourism is being promoted in Goa. The Department Of Tourist is showing keen interest in developing and promoting adventures tourism and it now features in all tourism campaigns of the Department Of Tourist. (Table 5.3.34)

For clearance and license for adventure operations, permission is sought from Department of Tourism and Captain of Ports, Institute of water sports, Fisheries Department, local Authorities (Panchayat, Municipality/Corporations), and clearance from Navy. With the exception of local Authorities, clearance and license for adventure operations needs to be renewed every year prior to the commencement of tourist season, mainly October. (Table 5.3.35.)

With regard to written standards, guidelines, environmental guidelines, codes or document, there no specific guidelines, though any adventure activity carried out in the forest area, needs prior permission of the Forest Department. Similarly there are specific guidelines to be followed for water sports activity. Also under the amended Goa Tourist Trade Act, there are stringent provisions for penalty for violation and negligence of water spots operations. (Table 5.3.36)

Assistance to adventure tourism is provided mainly in the form of developing and promoting adventure tourism in the domestic and market and overseas. (Table 5.3.37)

Registration of adventure tour operators has been made compulsory and basic minimum standards for adventure activity have been formulated (Table 5.3.38)

Various measures are to be implemented to develop adventure tourism in Goa. There is a need to demarcate jurisdiction for water sports and swimming on beaches monitoring and regulating water sports activities, installing of CCTV’s on beaches, stopping of water sports before sunset, life guards should keep a close watch on water sports promotion of land based adventure activity by Department Of Tourism / Operators / Associations, promotion of off season adventure activities, temporary jetties for water sports, aggressive promotion by Department Of Tourism and tour operators,
organize adventure activity festivals and proper organisation and management of adventure activities. (Table 5.3.39)

- Tourism is a blessing for Goa. It has assumed the role of major economic activity having direct and indirect correlations with all other sectors (Table.5.3.40)

- It is prominent from the opinion of tourist, tour operators and government official that Goa’s strength lies in its high scenic beauty. (Table 5.4.1)

- The major weaknesses of adventure tourism according to Domestic tourist is poor facilities, according to international tourist is insufficient regulations. Tour operators are of the opinion that laid back attitude of government officials while officials stated insufficient regulations as the major weaknesses of adventure tourism. (Table 5.4.2)

- With regard to opportunities of adventure tourism the domestic tourist opined promotion of hinterland tourism while international tourist, tour operators and officials stated promotion of land based activities. (Table 5.4.3)

- The major threat to adventure tourism is growth of cheaper tourist destinations according to domestic tourist, international tourist and operators, while officials stated environment degradation as the major threats of adventure tourism. (Table 5.4.4)
6.2 SUGGESTIONS

Following are some of the key suggestions offered by the research for the overall improvement of adventure tourism in Goa:

**Tourism**

- Goa is a destination with great tourism potential. The enchanting geographical landscape and range of ecosystem leaves a lasting impression on the tourist in Goa. It is not too late to protect a lot of Goa’s uniqueness and beauty and save what is still unspoiled unexplored and underdeveloped through suitable sustainable tourism options. Sustainable tourism is especially important for a small state like Goa since the influx of both Indian and foreign tourists are increasing every year. Goa being a tiny state the carrying capacity of the state in terms of the size, facilities available and the ecological fragility should be thoroughly studied and taken into consideration while allowing tourism; only then would such tourism be beneficial in the long run for the state and the people. The stake holders in sustainable tourism i.e. Community-based management, non-governmental organizations, tourists and locals all should be trained to see that the fragile Goan ecosystem does not suffer as a result of excessive tourism. Tourists who promote sustainable tourism are aware of these dangers and seek to protect tourist destinations and to protect tourism as an industry. The local community has an important role to play in sustainable tourism. Various other spots should also be encouraged in order to scatter the visitor’s around Goa’s rich biodiversity of flora and fauna.

- Goa must focus on competitive advantages to use scarce resources in the most efficient and innovative ways in order to develop and market desirable and profitable products. These efforts should be guided by an innovative, highly coordinated realistic tourism policy.

- Rivers, mangroves and hills particularly the Western Ghats have to be protected and explored for possible eco development. These areas need complete protection from industrialisation and mining.

- The regulatory environment plays an important role in creating the conditions suitable for sustainable tourism. Self-regulation involving the agreement and cooperation is always likely to be most effective solution.
There is an urgent need to protect and maintain the tourist places from deterioration and erosion and to preserve their tourism potential. Special rules/regulations need to be framed to control developments within area indentified for natural reserves and conservation area of historic and archaeological interest. Appropriate building rules and regulations should be framed to preserve the settlement character and the local architectural style along the coastal belt. Satellite townships will address the growing need for housing requirements among Goans and at the same time save our villages from being overcrowded with ugly structures.

The tourism policy of Goa should aim at promoting a balanced sustainable development of tourism while at the same time ensuring that Goa’s fragile ecology and environment is protected. Beach Tourism has been totally lopsided. The coastal belt is saturated with haphazard and unplanned development often in gross violation to environment and fragile ecology of Goa. There is therefore an urgent need to change the tourism strategy from Beachfront tourism to exciting fun filled Adventure Tourism.

Tourism should be used as a means to preserve and support the natural endowments and cultural heritage. Local residents must be involved, their viewpoints must be taken care off and made to feel a sense of participation. This will enable them to understand the issues better. There is need for better and purposeful coordination between the state government, Department of Tourism and locals.

The Department of Tourism should keep itself abreast with all modern development in the highly technical and complex field of tourism and link this with both properly and planned logistics for travel and accommodation and a sustained and planned marketing effort. The need is to concentrate on the identified tourist points to which tourist traffic is already flowing and where basic facilities of travel and accommodation are identifiably inadequate.

There is a need to sponsor award programs to highlight and promote examples of good practices. For example “Tourism for Tommorow” award to encourage action to protect the environment can be initiated by the Department of Tourism. By selecting projects showing best practices in their field will serve as role models, others are encouraged to follow suit and
consider the environment in the everyday running of tourism business. The awards should be directed to hotels, operators and travel agencies.

- Rural tourism needs to be given an impetus by earmarking funds for pilot project on the basis of a model plan for each village. This would give a boost to local performing arts and help conserve the local culture apart from preventing rural urban migration. Local people in the rural areas should be encouraged to participate in tourism related projects, which can be formulated by the Department of Tourism in consultation with the locals and NGO’s.

- Moderate and clean accommodation for tourist should be constructed by villagers in traditional design and architecture. Financial assistance should be made available at attractive terms and conditions for promotion of such projects.

**Transport**

- Transport is one of the most important infrastructure requirement to sustain the growth of tourism. With increasing importance of tourism industry the state government have to special care to develop additional and special transport facilities.

- Wayside amenities along highways such as garages, repair shops, diesel and petrol stations, should be provided in large number.

- More and more road and access roads to tourist spots must be laid, at the same time existing ones should be broadened and brought up to the international standard in comfort and strength. Proper walkways need to be constructed for safety of pedestrians.

- The parking problems has to be solved by introducing multi-tier parking buildings.

- All the taxi drivers, auto rickshaw drivers and pilots who come in close contact with the tourist should take extra care and avoid taking undue advantage of the by fleecing them. In the interest of the state and the tourist such situations must be prevented through proper regulatory measures. There is a need to introduce metering system for local taxis and rickshaws or a predetermined fixed rate.
Major overhauling of the existing public transportation. There is an immediate need to improve public transport system in Goa. Bus services should be available from the beaches till late hours say 11.00 p.m. so that tourist enjoy even late nights during peak season. A well functioned mass transport system for better connectivity of tourist spots.

Introduction of new airport and expansion of the existing one up to the international standard with 24 hrs charter flight landing facility.

Promotion
- Bringing out periodical publications and organise seminars, workshops and presentations on the economic and social benefits of tourism to educate and create awareness among Locals, administrators and planners.
- Initiatives need to be taken in constructions of Eco-parks where all wastes is treated within the park, a dry debris sorting centre, a lecture room to promote environment awareness.
- There is a need to reduce movement of tourism official overseas for promotion of tourism, instead make publicity increasingly through internet and other electronic media.
- Tourism being one of the most important economic base for the state needs a Tourism Development Commission/Board for a long term vision, high level coordination and for monitoring the status as well as innovative programmes/new activities to be introduced regularly.
- Adopting techniques of reducing the seasonality of tourism, especially peak season use of tourism areas, by encouraging monsoon tourism.
- Tourism promotion should not distort the image of Goa, the Goans and the women.

Safety
- Emphasis must be placed on the security of the entire tourism network, making tourist feel secure and safe before and after vacations is essential to the international competiveness of the destination.
- Safety and security of the life of the tourist should be an area of concern. The law enforcing agencies should be prompt, efficient and tactful in handling the cases related to safety and security of life of tourist. People in general,
tour operators in particular, need to be cooperative, informative and tourist
friendly and must not look at a tourist as a easy prey to exploit.

- The taxes in the sector need to be rationalised and reduced for end customers
to make the destination competitive. Some uniformity in taxes on tourism
transport should be adopted to facilitate free flow of tourist traffic.

- The Department of Tourism must open good number of information booths
at bus terminus, shopping complexes and busy commercial complexes. Right
people with right attitude should be employed in order to deal with tourist.
The tourist office should be kept open to all 24 hours.

- In order to improve the qualities of facilities and make it accessible to tourist
readily there is need of a helpline centres, which will be equipped with latest
telecommunication equipments. Besides providing information these Help
centres will also render emergency health services to the tourist, on the spot.

- Trained guides must be appointed by the Department of Tourism. The guides
must be in a position to explain the historical importance of the places in
respective foreign languages.

- Adequate steps must be taken to provide hygiene and sanitation facilities at
various tourist destinations specially beach sides.

- For the convenience of tourist sign boards need to be put up. At banks
special counters need to be established to cater to the needs of the tourist.

- Social problems like drug trafficking, sexual abuse etc. should be curbed so
that it gives a sense of security to the tourist as well as prevents the spread of
the menace among the local population.

- Setting up police booths at railways, airports, tourist destination, first aid
facility at tourist spots, setting up a tourist grievance cell to speedily resolve
of all authentic complaints.

- To effectively control beach pollution by banning use of plastic bags,
removal of all hotels/shacks which violates existing Coastal Zone
Regulation. Suitable sites has to be earmarked for garbage disposal. Proper
implementation of CRZ regulation and protecting the beach environment is
essential not only from the point of tourism but also for the locals to enjoy
this gift of nature.
A proper beach management in terms of beach cleanliness, regulation and control of shacks on the beaches as well as demarcation of reserved areas for water sports away from swimming area should be notified.

Installing properly designed utility system of water supply, electric power, sewage and solid waste disposal and drainage for tourist facilities. Application of conservation techniques such as treatment and recycling of waste water and use of solar heating devices.

Public access to the beach must be safeguarded by adequate reservation of land, through implementation of detailed local plan. Land reserved for public access should be wide enough and part of the landscape.

A separate Disaster Management Tourism cell should be constituted consolidating various disaster relief agencies undertaking disaster management activities that prevent a disaster reduce the chance of a calamitous event or lessen their damaging effects. Training programmes on management of earthquakes, cyclones, tsunami, and other natural calamities to staff of DOT with continuing participation will be very useful for effective preparedness for mitigating such events.

Tourism Facilities

The Government should continue its role of strengthening of infrastructure including physical services and utilities as well as basic recreating facilities so that tourism can grow in a healthy manner. However, there is a need for proper assessment of infrastructure requirements. For this right priorities need to be drawn and implemented in a phased manner.

There are certain structural and institutional weaknesses in the tourism infrastructure that needs to be developed. Development of infrastructure and linkages with the other sector of the economy and promotion of tourism is a vehicle for local development and the visitors satisfaction as well.

The Master Plan for sustainable development of tourism and tourism policy acknowledges the leading role of the private sector in tourism development with thrust on diversification and value addition of the tourism product, while at the same time emphasizing the basic role of the Government as a prime facilitator, encouragement to private tourism initiatives through
appropriate package of fiscal and taxation measures and generation of investor friendly environment.

- There is a need for contribution from the private entrepreneur to complement the government endeavour in implementing the plans for development of tourism in Goa. The success of tourism marketing and planning in Goa will depend on private-public partnership, and their complementary as well as supportive role.

- For tourism to realise its potential to achieve broad based sustainable development, an effective partnership between Government and all sectors of the industry will be required.

- Provisions of well designed facilities will enhance and add to the conveniences and enjoyment of tourist without loss of benefits of the surroundings.

- Tourism industry requires huge investment as such great care as to be taken in allocation of funds. The investment policy of the government should depend on the priority of each project. The available limited resources for tourism development has to be judiciously allocated among various segment of the tourism industry. A policy decision to spread the investment is to be made. The resource could either be thickly spread over fewer area of tourism importance or thinly spread over more areas. Concentrated development with limited resources is possible with thick spread, while balanced development and equitable distribution among region and segments are possible by thinner spread.

- The State Tourism Department should arrange funds and ensure speedy clearance and implementation of all projects leading to creation of tourist facilities and enhancement of quality of tourism products.

- Goa needs to diversify its tourism products in such a way so as to attract up market segment of tourist through eco tourism and adventure tourism without creating any negative impact on ecology and environment.

**Adventure Tourism**

- In Goa, adventure tourism is a new concept, but if the people of Goa along with the Department strive to uplift and encourage adventure tourism, it will become a major source of attracting tourist from all over the world.
Adventure tourism plays an important role for the Goan tourism industry, what is required is improvement in infrastructure, identification of more adventure sites, recognition of more adventure tourism activities, creating more awareness of adventure tourism, advancement and improvement of the existing adventure activities and continuous support from the government.

The Department of Tourism needs to identify the locations for different types of adventure activities based on the availability of unexploited tourism resources, existing or potential infrastructure facilities and employment opportunities.

With the growth of adventure tourism comes the move towards increased professionalization of the sector; adventure tourism operators should strive to improve their business practices and impact and interaction with the environment.

Safety measures in Adventure Tourism

Safety and responsibility are key themes. Adventure tourism in Goa is mostly unregulated and in the unorganised sector, the regulation of adventure tourism are poorly implemented. But adventure tourism will find a fillip if the government’s steps assures tourists of safety and security. Statutory regulations tend to set minimum standards whereas accreditation emphasises high standards. Non-compliant companies would be legally required to disassociate themselves from the use of the adventure tourism. The law enforcement authorities should deal with violators and erring tour operators with tact and firmness and without any fear.

There should not be an expectation that all accidents in these sectors can be eliminated. Rather, it should be expected that all practicable efforts are made to minimise the risk of accidents. Adequate training facilities should be provided in order to safeguard the interest of both the operators and the tourists.

The sector is relatively new and still maturing in terms of its business processes and systems, including its safety management. But it has grown to some considerable size and it is time for it to step up and properly manage the risks associated with its business. Much has been done, and continues to be done, by the sector and by government to address shortcomings in the
sector’s safety management framework. There is room for improvement in
the scope of safety audits that look at the safety management processes used
by operators

- Risk management needs to be tailored according to different types of client –
on the same trip, or between trips – especially for short experiences such as
rafting where a guide may lead multiple trips in a day. Complicating factors
include situations in which clients do not speak English as their first
language (so may not understand instructions), are unfamiliar with the
activity or operating environment or lack essential skills (such as confidence
in water).

- Some activities require a degree of competence from participants. Operators
must assess participants’ competence and manage activities accordingly
(exclusion, further training, adjust activity). There are risks associated with
new and innovative products entering the market place. Small tourism
businesses often have an operator who is knowledgeable and passionate
about the product or activity, but may not always have the skills or
knowledge to implement appropriate risk management systems.

- Not reporting of accidents by operators makes it very difficult to determine
trends and risk levels, which are key tools for safety management. This is a
problem when it comes to applying the highest focus to the areas of highest
risk. This situation is worsened by under-reporting of serious harm accidents,
and inconsistent or poor methods of collecting information on them.
Additionally, lack of information about where operators are, what activities
they offer, and whether these activities have adequate safety management
provisions, makes enforcement of health and safety difficult. Operators also
commonly report that they do not understand all of their obligations.

- Internationally, risk and safety management in adventure activities have
increasingly been receiving the attention of government agencies. In
addition to workplace health and safety legislation, regulatory or non-
regulatory accreditation of safety provision in adventure activities (for
people who are dependent on the leadership and judgement of others) can be
categorised in the following ways: accrediting the provider organisation’s
fitness to oversee the risk management and safe delivery of the activity,
certifying the activity instructor/guide who is with a dependent client.
Accreditation of providers should overtake the certifying of instructors/guides. Provider accreditation takes into account all the elements of operational quality (one of which is instructor/guide qualifications and competence.)

- The public sector, the state government and the local government have an important role to play by setting the agenda and providing the framework in which action should take place. The role of trade association and industry organisation in distributing information among the members and encouraging partnership is essential. Some agreed common standard and tools to be designed to enable the measurement of progress towards achieving sustainable development

- There is need to tap enormous resources of expertise and goodwill available in the field of adventure tourism.

**Measure to Develop Adventure Tourism in Goa**

- Goa needs to build its image on adventure tourism so that its resources and assets match the desires and interest of this high value market. The state’s image for sustainability and adventure opportunity will attract travellers who value these aspects Every activity in adventure tourism has to fill customer’s expectation. This calls for identification of tourist needs and designing the activities in such a way that it satisfies all tourist. This can be done through continuous improvement in the activities and offering innovative techniques.

- The Government along with the Department of Tourism should take interest in Adventure Tourism by providing necessary assistance to operators to introduce additional activities. Government needs to expand their adventure tourism programs. Government policies that support and foster sustainable tourism development are crucial for adventure tourism.

- New techniques and technology needs to be introduced in the existing adventure tourism activities being carried out in the state. Subsidy and duty exemption for import of hi-tech adventure equipments for improving adventure tourism should be provided.

- Promotion and marketing of adventure tourism has the potentially of bringing about an enormous change in terms of revenue as well as the impact of tourism to sensitive areas. Specific marketing strategies should be
derived to help each type of adventure activities. Effectives planning, development and marketing programs should be designed for adventure tourism regions to maximise the potential of their attraction and optimise the effectiveness of resource allocation.

- For developing sound adventure tourism market there is need for solid foundation in natural, cultural and adventure assets. There is a need to provide tourism infrastructure for adventure tourism. While hard infrastructure may take substantial capital investment and years to develop, the soft infrastructure required by adventurer travellers can often be developed with comparatively little capital outlay.

- There is lack of commitment by operators to contribute to the maintenance of the local environment. There is a need to form an association of adventure tour operators to increase awareness of adventure tourism, and training of staff in environment and social issues.

- Simplify registration formalities for adventure tour operators annually.

- Erection of marinas or jetties should be allowed only after a special application is made supported by thorough studies on the impact that a such structure may be permitted.
6.3 CONCLUSION

Planned development of tourism is of utmost importance as it has been the mainstay of Goa’s economy; in fact it is the second most important economic activity after mining. Holistic tourism results when planning is done on integrated development of recreation resources and tourist activities to derive optimum benefits in terms of social, economic and ecological objectives on one hand and to the satisfaction of tourist on the other. The challenge is to manage the future growth of the industry so as to minimise its negative impacts on the environment and host community while maximising the benefits it brings in terms of jobs, wealth and support for local culture and industry, and protection of built and natural environment.

Goa is taking a forward leap in Adventure Tourism. There is endless scope for Adventure Tourism activities in Goa. The fabulous beaches, beautiful rivers and lakes in Goa offer excellent options for a water sports in Goa. It is not just the water, but also land of Goa one can explore. Apart from water and land based Adventure activities one can also enjoy Air based Adventure sports. Adventure sports in Goa beckons Adventure lovers to indulge in extraordinary activities and challenges.

Adventure Tourism is an emerging niche market in Goa and shows potential to be very popular and high yielding. Goa has a great future and promise in Adventure Tourism. This new form of tourism needs increasing volume of resources for its speedy growth and development as well as greater safety and security measures need to be introduced.

The State Government, Department of Tourism (DOT) and Tour Operators need to coordinate their efforts and concentrate in providing necessary infrastructure and facilities for the development of Adventure Tourism. There is a need to address critical issues of protecting the natural environment; protecting tourist from potential risks; and protecting long term market share, through better understanding of customer’s needs and want. If these issues are addressed now, it will help to provide long term and sustainable future for Adventure Tourism in Goa.