CHAPTER 1

INTRODUCTION
1.1 INTRODUCTION

On the glistening holiday flyers, Goa is every tourist's yearning of a peaceful sun-drenched heaven; irrefutably, the inviting white beaches, the long slender swaying palms, the golden sun setting against the white churches in the backdrop, with warm hospitable hosts in sleepy, secluded, serene villages clubbed with an exclusive drawing of lifestyle, culture and irresistible cuisine cuts out an ideal à la mode holiday picture. Goa is indeed synonymous with sun and sand, fun and frolic, and in general a holidayer's paradise, which opens its arms to the cream of the crop and the backpackers with equal gusto. Goa, the jewel in India's crown has been blessed with nature's bounties lavishly and has attracted attention since time immemorial. Apart from its natural beauty, it has some world renowned heritage sites, monuments, churches, temples and museums (Kamat, 2010f).

Goa, since all time and ages seems to fascinate one and all. Many a battles were fought in the past to lay claim on this gem. Goa's checkered history, made up of a range of dynasties among others the Silharas, Kadamdas, Chaukyans, kings of Vijaynagar, and finally the Portuguese rulers, only added to its charm. In 1510, the Portuguese touching the shores of Goa would change the course of history of a land that was rich in terms of trade, traditions and temperament. 450 long years of Portuguese colonial regime, transformed and redefined the culture and customs of this ethnic community. The colonial rulers in time attempted to inject their faith, customs, language, cuisine, sense of dressing, mannerism, and generally a novel way of life (Kamat, 2011d). According to the Christian historian (Souza, 2005), this deliberate dynamic alteration, by the foreign rulers by means of voluntary and involuntary (Inquisition), percolated into the lives of the natives, and yet, the locals could not be thoroughly uprooted from their times of yore (Kamat, 2011d).

Thus, a new-fangled integration, of East and West, emerged, creating a very distinct identity. The highlight of this new configuration crafted an out of the ordinary harmony between the members of the society irrespective of their religion indeed an exploit that would live on, though the chasm of caste, clung inspite of embracing a new religion and new approach. The other highlight of this infusion was - the followers of the new faith of their rulers, were exposed to
higher education, a liberated approach w.r.t socializing, and essentially, more freedom to women as compared to their Hindu counterparts (Kamat, 2011d).

But, with time, this restructuring of lives and lifestyle would by and large seep and embrace the entire society. Thus, generally a sussegad i.e. a laidback mind-set, would be embedded into the very bones of the residents. Consequently, Goa would evolve as a land inhabited by a populace that believed in harmony and peace, were God-fearing, who loved their afternoon siesta, their feasts and fiesta, and who indulged in celebrating and merry-making. But, for all intents and purposes, the men would not confine their women to the kitchen on the contrary, the latter in turn would rub shoulders with the former, in all walks of life. Thus, when Goa merged with India on 19th December 1961, here was a predisposed westernized society in an Indianized milieu (Kamat, 2011d).

Consequently, the foreign yoke progressively altered the socio-cultural landscape of Goa. Ironically, this blending created a perfect milieu, clubbed with an element of enthralling interest to domestic as well as international guests who flock here (Kamat, 2011d). Invariably, this again has proved to have created a strong fascination to both international and domestic tourist. In case of the former, there is a smoother acceptance and absorption by the guest and host community, and in the case of the latter who, normally comprise nearly 80 percent of all tourists visiting the state. Indeed, this unique fusion of two diverse cultures conglomerating into a novel form only provides an additional dimension to the holiday destination.

Geographically, Goa is the smallest State in the Union of States of India. It is a tiny realm of 3702 kms, but, it has colossal credence. It is located on the west coast, and is bounded by the state of Maharashtra to the north, and by Karnataka to the east and south, while the Arabian Sea drapes its western coast. Besides a 105km of shoreline, with its world renowned beaches, Goa has to its credit, numerous world distinguished temples, churches, chapels, world heritage sites, monuments of historical importance, colonial buildings and the like -refer Figure 1(i). Goa also boasts of it’s rich flora and fauna, due to its Western Ghats range, which is in fact designated as a luxuriant biodiversity locale.
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The state has a pleasant and sunny setting, an ideal climate, on an average the temperature varies between 25°C - 30°C (approximately 67.96F - 81.56F), which is one of the primary reasons as why tourists from Europe and other parts of the globe flock here. As mentioned earlier, an appealing factor is its unique cultural heritage, which is a congruent blending of the east and west. People of all religion live in harmony here, and the locals have an inherent peace loving attitude that is irresistible. It’s cultural expressions namely Carnival and Shigmo have carved a niche in the cultural itinerary and left an indelible mark on the tourists. The popular tourists season begins in latter half of August up to first week of June. In the recent past Goa is projected as a 365 days holiday destination and has been receiving positive response especially from the domestic tourist (Kamat, 2010d).

Goa is basically professing beach centric tourism, though it has now ventured into other forms of tourism namely- spiritual, adventure, health and the like. Undeniably beaches were and are a hot favorite tourist destination on the schedule of foreign as well as domestic tourists. Goa tantamount to, "Rome of the East", and "Pearl of the Orient" got re-christened as "Tourist’s Paradise". Ever since it was discovered by the ‘Hippies’ post liberation in the mid sixties, this tiny state nestled on the west coast of India shot into limelight as a tourist destination. The ‘flower children’ proved to be the founding fathers of this key industry of Goa namely- tourism (Kamat, 2010e). Thus, from the hippy discovery of this ‘land of good times’ in the sixties, Goa has come a long way. Undoubtedly, it has earned a tag as a perfect holiday destination to unwind and relax.

Unfortunately, with time this picturesque perfect image of this state is slowly and surely getting distorted. The world renowned beaches, be it Calangute, Colva and more recently, Palolem are all getting too overcrowded for its guest’s comfort (Kamat, 2011c). In 1996 the National Committee on Tourism, Planning Commission of India observed; ‘the natural charm of coastal area and marine area is being adversely affected by massive tourist development. Goa can be cited as an example. The beach resort facilities are spread all along the coastline of Goa. They undermine the natural sand dunes ecosystems of the coastal areas. The uncontrolled spurt in construction activity provoked by tourist influx in Goa, particularly the extraction of sand dunes for development works, has led to a continual erosion of coastal areas by the relentless
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sea'. Clubbed with this is unbridled mining, cutting of hills, conversion of fields, and the like which has stripped Goa of its finery and identity. The ‘Save Goa’ movement voices the fear and revulsion about the transformation and transition of Goa, ‘every Goa-loving Goan is disgusted by the way Goa is being 'developed'. This is because people today have come to know how in the guise of 'development' Goa's forests, hills, fields and ecology are being destroyed by the so-called 'developers' (TOI, 2010).

But for the purpose of the study, it’s the swarming populace, rampant, mounting concrete structures on its shores, invariably, trespasses the much required privacy of its visitors. The legend of ‘Green Goa’, is quickly slipping off a fixation of the past, ruthless mining and reckless constructions undertaken to pave way for premier beach resorts, mega housing projects etc, has taken its toll. Nonetheless, Goa in spite of everything boasts to be in possession of an ethereal charisma that the guests cannot resist. Come rain or shine, tourists pour into the state to experience the much hyped enchantment the destination claims to hold, hence guests flock before it ceases to exist altogether (Kamat, 2010h).

In this backdrop, the fact remains that Goa has in the past and is at the moment professing beach centric tourism. Goa has over the decades acquired a brand name of international stature, though sporadically punctured and fractured as the underbelly and the dark side of this industry raises its head. None the less, Goa still replenishes on its brand to pull guests at its doorsteps (Kamat, 2010i).

It’s about time to look beyond the beaches, the fun and frolic it offers, there is a need to work out an itinerary for the guests by spreading the tourism horizon, there are innumerable challenges in the waiting, nevertheless its time to convert them into beneficial opportunitie. Given the fact, that Goa primarily markets its, sun, surf and sand to visitors across the world, and though it has stood the test of times, the challenge is, will this fascination last any longer?, or has Goa’s beach centric tourism finally touched the stagnation stage and is on the decline is an area that needs to be deliberated. Whether the state’s tourism industry is ripe to experience a new lease of life by injecting ‘village tourism’, further more what is the experience of the tourist centric and there non tourist centric entrepreneurs in context of this industry, what is the socio-
economic and cultural impact of the tourism industry on the host community are some issues to be deliberated (Kamat, 2010).

Figure 1(i): Goa at a Glance

<table>
<thead>
<tr>
<th>Geographical Area</th>
<th>0.04 (lakh sq. km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital</td>
<td>Panjim</td>
</tr>
<tr>
<td>Population</td>
<td>In lakhs 13.48(2001 Census)</td>
</tr>
<tr>
<td>Literacy</td>
<td>82.01% (Male- 88.42% and female 75.37%)-(2001 Census)</td>
</tr>
<tr>
<td>Principal languages</td>
<td>Konkani, Marathi and English</td>
</tr>
<tr>
<td>Location</td>
<td>west coast of India, it is blessed with 105km. coastline</td>
</tr>
<tr>
<td>Historical past</td>
<td>Portuguese colony for over 450 years, liberated in 1961.</td>
</tr>
<tr>
<td>Tourism</td>
<td>almost 12% of total foreign tourists arriving in India.</td>
</tr>
<tr>
<td>Tourist arrivals</td>
<td>About 1.2 millions p.a almost equating local populace.</td>
</tr>
<tr>
<td>Direct charters</td>
<td>75% of the total direct charter traffic in India land here.</td>
</tr>
<tr>
<td>Popular beaches</td>
<td>Calangute, Colva, Miramar, Anjuna, Palolem, Vagator, etc</td>
</tr>
<tr>
<td>Rivers</td>
<td>Mandovi (34Kms), Chapora / Colvale (29kms), Zuari (77kms), Sal (24Kms), Talpona (11Kms).</td>
</tr>
<tr>
<td>Lakes</td>
<td>Mayem, Santa Cruz, Curchorem, Cacora, Carambolim, Chimbel, Curtorim, Benaulim.</td>
</tr>
<tr>
<td>Forts</td>
<td>Aguda Fort, Fortress of Colvale, Fort of Sanquelim, Cabo da Rama, Mormugao Fort, Chapora Fort, Tiracol Fort.</td>
</tr>
<tr>
<td>Water sports and adventures</td>
<td>Water skiing, Surfing, Snorkeling and scuba diving, Parasailing, Jet-skiing, Speedboat rides, Knee and wake boarding, Banana, Bump etc</td>
</tr>
<tr>
<td>Night Clubs</td>
<td>Sublime, Zoori’s, Titto’s, Stone House, Bean Me Up, Quarterdeck.</td>
</tr>
<tr>
<td>Casino</td>
<td>Casino Goa of MV Caravela, Winners at Goa Marriott Resort, Chances at Vainquinim Valley Resort, Las Vegas Casino, Floating Mint Casino.</td>
</tr>
<tr>
<td>Star Hotels</td>
<td>Hotel Taj Exotica, Hotel Goa Marriott Resort, Hotel Majorda Beach Resort, Hotel Holiday Inn Resort, Hotel Taj Holiday Village etc</td>
</tr>
<tr>
<td>Feast and Festival</td>
<td>Feast of three kings, Ganesh Chaturthi, Goa Carnival, Bonderam Festival Christmas, Food and Cultural Festival of Goa, St. Francis day.</td>
</tr>
<tr>
<td>Churches</td>
<td>Basillica of Born Jesus, Se Cathedral, Mary Immaculate, St. Francis, etc.</td>
</tr>
<tr>
<td>Temples</td>
<td>Shri Shantadurga, Shri Mangueshi, Shri Bhagavati, etc</td>
</tr>
<tr>
<td>Mosques</td>
<td>Safa Masjid at Ponda, Jama Masjid at Sanguem.</td>
</tr>
<tr>
<td>Other Places</td>
<td>Museum of Christian art, Bondla Forest, Dudhsagar Water Falls, etc</td>
</tr>
</tbody>
</table>

1.2 JUSTIFICATION FOR THE RESEARCH AND RESEARCH GAP

Literature review, as carried out in Chapter 2, aided in identifying reasons for pursuing this study. Some of the points are highlighted as follows-

i. An urgent priority in the study of tourism of the state is warranted keeping in view that since the inception and introduction of tourism in the state in the sixties, Goa has been exceedingly dependent on beach tourism. Even today, the focal attraction for the tourists are the beaches of Goa. In this regard, the present research studies the potential to introduce village tourism in the state. Village tourism is expected to be a valuable addition to the limited repertoire of tourism in the state.

ii. Hitherto, the benefits of tourism were exclusively enjoyed by beach/tourist centric village entrepreneurs, while by and large non-beach centric village entrepreneurs had little or no claim to this opportunity. Given the fact that the state has highest unemployment rate only makes matters worse. Therefore, there is a need to examine whether by injecting village tourism it can provide a plausible solution to this woe. Thus, the prospect of making a shift from beach centric to non-beach centric namely rural/villages reads as a shift from few concentrated profit centric pockets to a vast people centric domain.

iii. Given the fact that city life is indeed becoming stressful, villages are offering its peace, unique culture, heritage and the like. And sure enough there are plenty of takers. Village tourism has a universal application, kick starting from European countries like Spain, Italy, Finland, Hungary, Portugal etc. to African, Gulf and Asian countries it has already been introduced in states of Rajasthan, Kerela, Punjab etc, in India. Goa can learn from its counterparts professing Village Tourism, and add the same to its tourism portfolio. Although ‘Bed and Breakfast’ scheme is being scrutinized to be introduced in the near future in the state. What is needed is to look beyond ‘Bed and Breakfast’, as each village will have its distinctive history, culture, heritage and a lot more to offer. Village mapping is a step in this direction.
iv. Experts have cautioned about the risk involved in ‘putting all eggs in one basket’. So is the case here. Sole dependence on beach centric tourism implies, the state is not open to new ideas, and there is over dependence on the same, resulting in an over load on the carrying capacity of the destination, which can prompt the destination to move rapidly towards saturation and decline stage. Thus, in order to offset this trend, and infuse an element of rejuvenation, an addition of a novel form of tourism is essential.

v. Goa is best understood as mining zone, industrial zone and tourism zone- unequivocally the shoreline. Thus, the coastal villages of Goa have already been exposed in fact over exposed to tourism albeit not ‘village tourism’ per se. There are 347 villages in the waiting to be delineated. Even, the existing tourist-centric villages in many cases don’t wholly cater to tourism, there are fragments of these villages, that remain shrouded and awaits exposure. Thus, the industry needs to spread out and stretch to explore these prospects and in turn usher in entrepreneurial growth and progress of the entire village.

Literature review throws light to the fact that, no similar study has been carried out in the past to address the subject under discussion, which makes this study significant. This study being the first of its kind in Goa, is an attempt to explore various issues pertaining to the tourism industry, critically viewing its status, in light of the fact that the tourism portfolio needs to be supplemented with novel forms. In this regard village tourism right from its inception, evolution and successful application is considered.

The study also examines the various tourism related socio-cultural and entrepreneurial concerns, recommending responsible and sustainable development in the guise of village tourism, ensuing a socio-economic transformation especially in the rural/villages of the state. The aforesaid discussion reflected as objectives of this study. Research articles relating to each study objective/research hypothesis saw the light of the day in the form of publication/presentation at National and International Journals and Conference, which aided the study. The deliberation in turn triggered fruitful inferences thereby, bridging the gap by adding valuable knowledge, new perspectives, and presented possibilities to trigger entrepreneurial growth in the villages. The study offers valuable inputs to academicians, and non- academicians alike. In particular the
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entrepreneurs, especially tourism related business community, government, and other stakeholders.

1.3 OBJECTIVES OF THE STUDY

1. To compare and contrast the growth and development of the concept of village tourism in India and abroad.

2. To study the genesis, objectives and development of the concept of ‘Village Tourism’ in order to examine its suitability for development of tourism industry in Goa.

3. To assess the present status of Tourism industry in Goa for identifying which stage Goa’s tourism industry lies in Destination life cycle.

4. To study the impact on Socio-Cultural dimension of Goan society for providing sustainable and responsible tourism in Goa.

5. To assess the entrepreneurial development taking place in the villages as a result of the impact of tourism industry in Goa.

1.4 RESEARCH PROBLEM AND HYPOTHESES

On one hand the research primarily, sought to delve and draw a valid and reliable instrument appraising the tourist’s views relating to beach centric tourism in Goa while on the other hand the study also sought insight in the predicament of the entrepreneurs in tourist and non tourist centric villages. This was, at the heart of it, an exploratory research endeavor, to chart out the possibility of injecting a new lease of life to the tourism industry of the state and deliberating in triggering entrepreneurial growth especially in rural Goa. Moreover, the study examined the present socio-economic and cultural fabric of the state in context of sustainability and feasibility of having a responsible tourism industry. Hence, literature review enabled to identify the gap, and zero down to the objectives to be studied. Nonetheless, apart from probing into the subject and seeking solution there is a need to test the validity of the data collected, in this regard the following leading questions emerged: What is wrong with the current tourism approach, and is
the tourism industry heading to a saturation point? Is it not possible to introduce more novel forms of tourism especially village tourism besides the currently beach- 'sun, sand and surf' form of tourism? Does the existing socio-economic and cultural fabric of the society sustain and bring about responsible tourism? How are tourist centric and non tourist centric village entrepreneurs impacted by tourism industry in the state? Thus, keeping in mind the objectives drawn and discussion on hand the following hypotheses were drawn up for statistical testing. Subsequently, each hypothesis is analyzed at length as individual chapters. First objective does not have hypothesis and is based purely on literature review. Each hypothesis framed was tested with appropriate statistical tools.

H1: It is not feasible to develop ‘Village Tourism’ in Goa in today’s scenario.

H2: Goa Tourism industry has not yet reached the Declining Stage in the Destination Life Cycle

H3: It is not possible to promote sustainable and responsible tourism in Goa in the present context of socio-economic and cultural dimension of Goan society.

H4: There is no adequate entrepreneurial development taking place in the villages as a result of the impact of tourism industry in Goa.

1.5 METHODOLOGY AND DESIGN
Primary Source/Micro Study: Primary data was collected by surveying 600 tourists of which, 300 domestic as well as 300 international tourists visiting the state in the month of July09 - Sept.09 served as respondents. Both the set of tourists were administered structured questionnaire and interviewed to get an insight of subject at hand. Another survey of 650 entrepreneurs was undertaken, of which 325 entrepreneurs (small establishments and locally owned enterprises) operating in tourist centric villages and another 325 are operating in non tourist centric villages served as respondents. In this regard 74 tourist centric villages and 62 non tourist centric villages were covered.
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The respondents were administered close ended questions and interviewed to get an insight into the status of the tourism industry in the state and its impact on the entrepreneurs in the dual settings.

Secondary Source/Macro Study: While the required secondary information/data was collected from the Department of Tourism -Goa, Goa Tourism Development Corporation, Directorate of Planning and Statistics - Goa, Directorate of Information and Publicity-Government of Goa, Tourism Master Plan articles published in Newspapers, Tourism and Travel Hospitality journals and from related books and literature in this field, both in print and electronic form were referred for study purpose.

Design/methodology/approach: Besides simple percentage, descriptive statistics, informal interview with the respondents helped to garner important information. Further, in order to understand the perception of the respondents, a non-parametric statistical tool namely, Karl Pearson's Chi-Square was used to draw inferences.

Design: a) Entrepreneurs: Target Population: As per the Fifth Economic Census 2005 conducted by the Directorate of Planning, Statistics and Evaluation, Government of Goa, there are 70,858 non-agricultural enterprises in the State. In the present study the sample size requirement for entrepreneurs' survey with a confidence level of 95% and confidence interval of 1.89 for an enterprise population of 70,858 works out to 650. Thus, 650 entrepreneurs are selected at random, of which 325 are operating in tourist centric villages and another 325 are operating in non tourist centric villages.

Tourists: Target Population: Statistics available with the Tourism Department show total tourist arrival 2010 was 26,42,805, of which Domestic tourist were 22,01,752 and Foreign were 4,41,053- With a confidence level of 95% and confidence interval of 2.02, a sample size of 600 was determined. This consisted of 300 domestic and 300 international tourists visiting the state in the month of July 09 -Sept. 09 were selected for collection of primary data from domestic and international tourists.
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Sampling Technique: Goa is divided for administrative purposes into two Districts, North Goa District and South Goa District. There are 11 Taluka 6 in North Goa and 5 in South Goa. According to the 2001 Census the total population of Goa was 13,43,998 (757407 in North Goa and 586591 in South Goa). There are 209 inhabited villages in North Goa, 138 in South Goa, totaling to 347 inhabited villages in the State of Goa. There are a total of 188 Panchayats with 119 in the North Goa District and 69 in the South. There are 14 Municipal Towns with 7 each in North and South Goa and 30 Census Towns with 20 in North Goa and 10 in South Goa.

Entrepreneurs surveyed in tourist and non tourist centric villages were as follows:

Talukhas covered in North Goa were- Tiswadi, Pernen, Bardez, Bicholim, Ponda, Sattari Taluka and in South Goa - Quepem, Salcete, Cancona, Sanguem, Murmagoa Taluka. In case of 74 tourist centric villages 37 were beach centric, 16 villages were of religious and spiritual significance, 9 villages are bestowed with nature’s bounties, while 12 villages apart from world heritage sites, forts, cultural-historical significance also have other forms of tourist attraction. In case of non-tourist centric villages, 48 villages were from north Goa, and the balance 14 from south Goa.

Statistical Tool: Descriptive statistics, as well as informal interview with the respondents helped to garner important information in addition to collection followed by interpretation of data in order to arrive at conclusion. Since the estimation of parameters such as mean or standard deviation describing the variables of interest in the population is not known, a non-parametric test was adopted to understand the perception of the respondents. In order to draw inferences, the non-parametric statistical tool applied in this particular study was Karl Pearson's Chi-Square. Here a number of attributes ranging from demographic profile, destination specific features, and entrepreneurial attributes of the respondents in addition to general attributes were taken up as independent variables, while domestic, international tourist and tourist centric and non tourist centric entrepreneurs were taken up as dependent variables for the study.
1.6 SCHEME OF CHAPTERISATION

This thesis is structured with six major chapters in addition to this introductory chapter.

Chapter 1: The study is introduced in this chapter, which presents the research gap, besides justification for the research, objectives of the study, research problems and hypotheses as well as methodology design and limitations of the study.

Chapter 2: This chapter reviews and relates the study into the existing associated body of knowledge. A critical summary of the theoretical background required to define village tourism, as also investigate the origin, objective and growth of the concept in India and abroad and look
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into the possibility of injecting village tourism in Goa is undertaken. Further, the status of Tourism industry in Goa w.r.t. Destination Life Cycle is studied. The chapter also reviews the social-economic and cultural dimension of Goan society and evaluates the entrepreneurial development taking place in the villages as a result of the impact of tourism industry in Goa.

Chapter 3: This chapter looks into the possibility of injecting 'Village Tourism' in Goa. This is analysed and discussed with the help of data collected from the respondents.

Chapter 4: This chapter studies the prospects of promoting the concept of village tourism, by examining the Destination Life Cycle Model propounded by various authors, and in turn identifying the status of Goa's Tourism Industry with reference to the same.

Chapter 5: This chapter scrutinizes the present socio-cultural status of Goa and also looks into the possibility of bringing about a sustainable and responsible tourism in Goa.

Chapter 6: This chapter examines the entrepreneurs in beach centric and non-beach centric villages in Goa and how tourism plays a pivotal role in triggering entrepreneurial development in the villages.

Chapter 7: The major findings of the study forms the concluding chapter, which presents the implications of the study, both for academic and non-academic dimensions of tourism and entrepreneurship. The concluding segment of this chapter provides suggestions and aims to highlight some avenues for the conduct of future research.

1.7 LIMITATIONS OF THE STUDY

In case of the tourist respondents being in a holiday mood, as well as due to time constraints experienced by the guests, authenticity of response is dependent on the sincerity of the respondents. Again, in case of tourists, the language in a number of cases proved a barrier especially with the international tourists and in certain instances domestic tourists as well, as they could not express themselves in a free and frank manner and documenting accurately their expression proved cumbersome. In case of the entrepreneurs, quite a number of them were reluctant and at times even refused to disclose their financial and other trade related matters required for the study.