

Factors Determining the Sustainability of Tourism in Goa: An Empirical Study

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ABSTRACT

Tourism may not be viewed solely on the basis of the commoditization of the tourism experience, as is very frequently the situation, in order for excellent, sustainable, and ecological tourism to succeed. Even though these fictitious positions might offer some photo opportunities for travellers and benefit the local business and investors in the short term, the same approach will hardly function in the longer - term as other places compete for the exact number of visitors' footfalls. Since everything else we would try to provide is already accessible abroad, in order to keep tourist in the long-term, service providers must give travellers the "genuine Goa experience." The value of the figures as well as the industry's longevity are more important in the tourism industry than simply the quantity. If the distinctive Goan ecosystem, which is the chief cause Goa has evolved into a name as well as why people visit Goa, is damaged, then tourism would suffer as well because other places will grow more alluring and also more affordable. Thus, this essay will identify the variables that will contribute to the long-term viability of Goan tourist. A sample of 187 respondents was collected from respondents through a "standard questionnaire," which was created on a five-point interval scale.

KEYWORDS: Tourism Industry, Tourism in Goa, Sustainability of Tourism, Visitors

Introduction:

In addition to the well-known benefits of increased revenue, foreign exchange, job prospects in remote regions, and rural chances, tourist industry was chosen as a critical area of Goa's advancement in the middle of the 1970s since it pledged to provide non-manual jobs in a nation with constantly increasing joblessness and little rapid industrialization. The State supports this endeavour, but there was no distinct plan on how it would advance. Nowadays, Goa serves as a destination for various types of travellers, including solo, backpacking, and charter

visitors from throughout the world. It's fascinating to observe that every one of these categories of travellers has mostly segregated themselves in various regions of Goa. The location adjusts its infrastructures and services to meet the needs of these different tourism groups, who have varied consumer habits (Noronha, 2010).

In recent times, the concept of environmentally friendly development of tourism has evolved as a requirement to guarantee an effective tourism industry rooted in three primary factors: ecological concerns, socio-cultural requirements, and financial

concerns of the communities concerned. The surrounding community, the key component in the tourist development phase, and the largest significant stakeholders should be taken into account in order to keep an equilibrium between the positive and negative consequences which the three components could have. Since it is so closely linked to the desire to encourage tourism growth, understanding how the local area feels about the effects of tourism becomes a major issue. (Muresan, et al., 2016). People typically view tourism as possessing massive financial advantages that far surpass any potential drawbacks. This encourages residents to view tourism favourably and leads to significant support and participation.

For Goa's tourism development goal to be achieved, local govt, or the Panchayat, must take the initiative. Its main responsibility is to maintain a hygienic, secure, nutritious, affordable, and supportive atmosphere for both residents and visitors. A location's cultural, economic, and ecological resources must be mobilised in order to encourage environmentally friendly tourism that will help the neighbourhood. It must act in both capacities, as a police force and as a guide. This is not an easy assignment; however, Salgaonkar and Salgaonkar, (2017) informed that the Panchayat must play this vital role. In order to advance objectives in a manner that advantages society as a whole, it must also serve as a coordinating agency and facilitate collaboration among diverse tourism industry participants.

The durability of the economical, sociocultural, and ecological resources in towns is a key component of environmentally friendly urban tourism. Intergenerational equity (social, spatial, and administrative), safeguarding the environment (taking into account the load capacity), negligible utilisation non-renewable assets, economic expansion and variety, a self-confident culture, regarding physical, and the satisfaction of basic human needs are the main factors that

influence the sustainability of urban regions. Sustainability is a growth strategy for urban tourism that benefits both the native population as well as the regional tourism sector in addition to the visitors' health. The growth of sustainable tourism includes the possibility for intercultural dialogue and societal acceptance, as well as the involvement and input of all relevant parties (Aydin, and Emeksiz, 2018).

Literature Review:

Eco - tourism is still a contentious topic in tourism studies besides being been the subject of much study for a long time. There is limited agreement on how to define the phrase, how to put it into practise, and what it means overall. According to studies on tourism, there are many different ways to practise the industry's sustainability. However, lately, the significance of cooperation and stakeholder engagement in the industry has been emphasised like a crucial component of sustainable tourism growth. Sustainability, as it relates specifically to the tourist sector, refers to the controlled utilisation of materials in a way that prevents consumption, depletion, or pollution that would make them unsuitable or inaccessible to be utilized by stakeholders involved hereafter. Considering the idea of sustainable tourism as well as making sure it is put into practise promotes resource protection and conservation among the society's participants (Mello, et al., 2016).

Kamat, (2010) opined that the region of Goa, which is promoting beach-focused tourism, will soon hit the saturation point around the world. A study of the research highlights the concerns raised in this respect as well as the methods available to handle such a situation. The number of British visitors has undoubtedly decreased; in reality, the region is losing its conventional international tourists in favour of a new surge of local and east European visitors, which has counteracted the loss and delayed the stagnant phase. It's essential for the government to take effective actions by pooling resources in order to keep

these new visitors and provide the business a sustainable boost. In this sense, it is crucial to promote the region outside of its beaches. This might be accomplished by promoting novel types of tourism, one of which is "village tourism."

The current research by Mello, et al. (2015) looks at the inhabitants of the state of Goa according to the social exchange theory; it sought to ascertain whether individual qualities as well as personal gain from tourist industry affect perceived notion of tourism in addition to endorse for development of tourism; and it sought to ascertain what variables affect support for tourism development and strategic planning. In contrast to age, school, and location of birth, the results showed that personality attributes were just not reliable indicators of people' attitudes toward the effects of tourism. Self gains from travel indicated both positive and negative effects of travel as well as desire for more travel. According to the study, financial enrichment and encouragement for further tourists were strongest determinants of tourism planning, which supported the concept of social exchange. The total results confirm that it is essential to inform locals about the potential advantages of tourism in order to win their favour, increase their participation in the sector, and promote sustainable community development.

Every traveller who reaches a specific location hopes to get the most for his cash and experience the place to the fullest. This is certainly relevant for places like Goa, that see a lot of tourists and consequently have a greater need to please them as much as feasible and offer them the most worth for their money. The research by Kansal, et al. (2015) made the case that a number of variables influence how well foreign travellers in Goa feel they are getting their investment back and how satisfied they are. Both the convenience of travelling to Goa as well as the amount of pleasure Goa offers had an influence on the price for investment. Based on these 2 variables, it was discovered that the

amount of pleasure had a greater impact on international visitors' perceptions of worth for money and degree of satisfaction than did the convenience of travel, suggesting that modern travellers are much more interested in having a great time, going on adventures, enjoying the good shorelines, and beginning to experience a vibrant nightlife than they are in having access to enjoyable meals and lodging, being conveniently located, and going to places with interesting histories.

As India and more Asian nations embrace gaming as a source of income and a tourism attraction, opinions are gradually evolving. With the concerned authorities undertaking strenuous attempts to transform this state into a high-end tourist destination meant to draw visitors with heavy budgets, Goa also appears to have experienced an identity transformation from becoming regarded as the hippy capital of the world to the casino capital of India. The argument that gambling is a fundamental component of ancient Indian traditions and culture and also that casinos with their live gambling are a massive attraction for the greater than 3 million visitors to the state each year and carry in much-needed income for the state in addition to provide an additional appeal for individuals who would otherwise had also favored other locations is used to assist, safeguard, and thank this picture diversity (Kamat, et al., 2016).

Botelho, (2018) proposed that the Goa administration has already been marketing casino tourism, claiming that it is important to do so in order to support the state's economic growth, particularly in the wake of the mining ban, which denied Goa as well as its administration access to the significant mining-related earnings. Nevertheless, since the administration chose to promote casinos to boost Goa's tourism industry, there have been vocal opposition to the casino marketing. In Goa, casinos have established themselves and it is getting more and harder to remove the remnants of the casinos even as decades go by. It is nearly difficult to imagine Panjim as well as the river Mandovi without the offshore

casinos because they have nearly merged with the surrounding land. At this point, embracing that the truth of the "casinoscape" in Panjim would then persist into the long term in spite of all opposing party, the difficulties lie in adopting sustainability strategy to increase the benefits from casinos and counteract the potential negative consequences from casino form tourism rather than envisioning a return to the Panjim of the 1990s and previously.

Brammer and Beech, (2004) stated that the complexity of stakeholder interactions in the advancement of sustainable has been highlighted by studies, which also highlights the importance of having the authority to put policies into action. This raises questions of resolve and viability. In the Goan environment, just the state authorities (or the Indian government) likely have the chance to use enough authority to be successful, but succeeding administrations have not demonstrated the will to create and put into practise comprehensive ecological growth plans.

Bansal, et al. (2017) found that one of the growing groups of American visitors to Goa is part of a shifting mix of international visitors. According to study, governments should focus on experiences in their plan before easing up to help international visitors see Goa as a country worth their investment. The authorities of Goa must focus on only 3 factors, namely the availability of easy access to data regarding Goa, the fact that Goa is a spotless location, and the presence of hygienic seashores. As a result, the present study advises Goa's decision makers to think about changing the strategic plan of Goa for sustained tourism.

Objectives: The main aim of this paper is to examine the sustainability of tourism in the State Goa and identify the factors that determine sustainability of tourism in Goa.

1. To identify the factors that determine sustainability of tourism in Goa.
2. To ascertain elements that improve tourism in Goa.

Methodology:

The nature of study is empirical. The questionnaire survey was executed randomly among the tourists at various tourist destinations and generated a database consisting of 187 respondents. 187 participants were included in study. Questionnaire was structured in nature to collect data. Descriptive statistics like, mean and standard deviation have been used for examining the perception of the tourists about the sustainability of tourism development in Goa. To ascertain result of Mean and t-test applied. Method of sampling was convenience sampling.

Demographic Result:

Table 1 displays gender of participants, male are 57.75 percentage, and female are 42.25 percentage. Age of participants is, 22 to 25 years are 35.82 percentage, 25 to 28 years are 30.48%, and Above 28 years are 33.70 percentage is 28.88 percentage, Yearly is 21.93 percentage, Between 1 to 3 years is 20.86 percentage, and Later than 3 years is 28.33 percentage. Type of travellers are Solo traveller is 31.55 percentage, With Family travellers is 32.62 percentage, and Official visits are 35.83 percentage.

Table 1. Demographic Details of Participants

Variable	No. of participants	%
Gender		
Males	108	57.75%
Females	79	42.25%
Total	187	100 %
Age		
22- 25 years	67	35.82%

25- 28 years	57	30.48%
Above 28 years	63	33.70%
Total	187	100 %
Travelling Frequency		
Every six months	54	28.88%
Yearly	41	21.93%
Between 1 to 3 years	39	20.86%
Later than 3 years	53	28.33%
Total	187	100 %
Type of Traveller		
Solo traveller	59	31.55%
With Family travellers	61	32.62%
Official visits	67	35.83%
Total	187	100 %

Source: Primary Data

Table2. Sustainability Factors of Tourism in Goa

Sr. No.	Statement of Survey	Mean Values	T-Values	Significance.
1.	Ecosystem of Goa attract most of its travellers and is one of the major factor impacting tourism	4.27	17.672	0.000
2.	Goa is a destination for different types of travellers like solo travellers, charter visitors, backpacking etc. which attract travellers from all over the world	4.29	18.065	0.000
3.	Tourism of Goa adjust its services and infrastructure according to the demand of travellers making its tourism sustainable for future	4.21	17.214	0.000
4.	Cultural, economic, and ecological resources of Goa encourage tourists and encourage environment friendly tourism	4.00	13.939	0.000
5.	Factors impacting tourism are safeguarding of environment, less utilization of non-renewable assets, economic expansion, self-confident culture, etc.	4.02	14.452	0.000
6.	Promoting regions in Goa outside beaches is essential for sustainability of tourism including village tourism	3.15	2.089	0.019
7.	Financial enrichment and motivating tourists are strong determinants of tourism in Goa	4.10	15.467	0.000
8.	Tourism must provide worth for money spent and satisfaction to travellers along with adventures, nightlife, good meals, and lodging	3.13	1.836	0.034
9.	Gambling being a traditional and cultural Indian game and Casinos attracts tourists every year	4.17	16.326	0.000
10.	Goan authorities must focus on easily accessible data related to Goa, visiting destinations, and hygienic seashores attracts visitors	3.51	7.241	0.000

Source: Primary Data

Table 2 shows mean values of the “Sustainability Factors of tourism in Goa” the first statements of T-test is Ecosystem of Goa attract most of its travellers and is one of the major factor impacting tourism (mean value 4.27), Goa is a destination for different types of travellers like solo travellers, charter visitors, backpacking etc. which attract travellers from all over the world (mean value 4.29), Tourism of Goa adjust its services and infrastructure according to the demand of travellers making its tourism sustainable for future (mean value 4.21), Cultural, economic, and ecological resources of Goa encourage tourists and encourage environment friendly tourism (mean value 4.00). Cultural, economic, and ecological resources of Goa encourage tourists and encourage environment friendly tourism (mean value 4.02), Promoting regions in Goa outside beaches is essential for sustainability of tourism including village tourism (mean value 3.15), Financial enrichment and motivating tourists are strong determinants of tourism in Goa (mean value 4.10), Tourism must provide worth for money spent and satisfaction to travellers along with adventures, nightlife, good meals, and lodging (mean value 3.13), Gambling being a traditional and cultural Indian game and Casinos attracts tourists every year (mean value 4.17), Goan authorities must focus on easily accessible data related to Goa, visiting destinations, and hygienic seashores attracts visitors (mean value 3.51). T-value of survey statements with regards to Sustainability Factors of tourism in Goa are significant as t-value of statement is positively significant as the value is less than 0.05.

Conclusion:

It is crucial to take into account a variety of viewpoints and knowledge in order for places like Goa to maintain its competitiveness and support sustained income development. Aside from Goa-specific difficulties, our research has shown that multiple online sources of information can highlight quite diverse features of the same location. This has effects

on both visitors looking for details about a place and the websites that provide it. Earlier, destination managers had far more influence over the information that was published about a place. This authority has substantially diminished with the rise of user-generated material on the web as well as the convenience with which it may be shared. T-value of every statement in the context of Sustainability Factors of tourism in Goa is significant because t-value statements are found to be positive and significance value also less than 0.05.

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