

Tourism and its impact on rural entrepreneurship in Goa:
An empirical study for promoting village tourism in Goa.

A thesis submitted to Goa University for the award of degree of

DOCTOR OF PHILOSOPHY

In

COMMERCE

By

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2013



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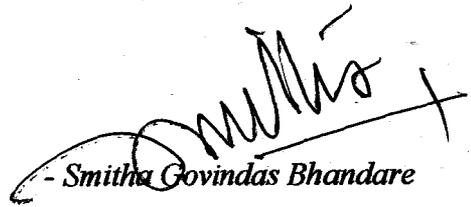
[...the supreme divinity in us, amongst us and above us!]

DECLARATION

I, Smitha Govindas Bhandare, hereby declare that the thesis, entitled "*Tourism and its impact on rural entrepreneurship in Goa: An empirical study for promoting village tourism in Goa*." submitted to Goa University, Goa in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Commerce is the outcome of original and independent research work undertaken by me during the period 2009-2012. This study is carried out under the supervision and guidance of Dr. K. B. Subhash, Associate Professor, Department of Commerce, Goa University. It has not previously formed the basis for award of any Degree / Diploma / Certificate / Associateship / Fellowship of this or any other University. I have duly acknowledged all the sources used by me in the preparation of this thesis.

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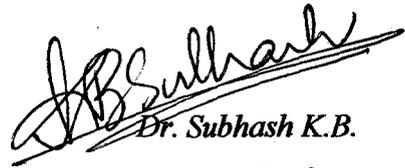
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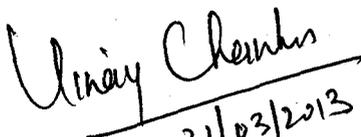
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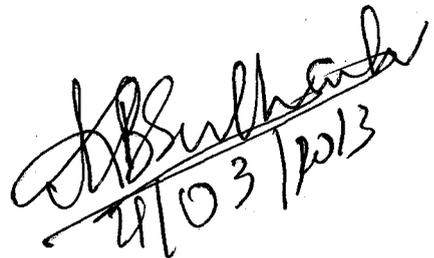
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CHAPTER 1
INTRODUCTION

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 its rich flora and fauna, due to its Western Ghats range, which is in fact designated as a luxuriant biodiversity locale.

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

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, 2010k).

Figure 1(i): Goa at a Glance

Geographical Area	0.04 (lakh sq. km)
Capital	Panjim
Population	In lakhs 13.48(2001 Census)
Literacy	82.01% (Male- 88.42% and female 75.37%)-(2001Census)
Principal languages	Konkani, Marathi and English
Location	west coast of India, it is blessed with 105km. coastline
Historical past	Portuguese colony for over 450 years, liberated in 1961.
Statehood	Attained on 30th May, 1987.
Tourism	almost 12% of total foreign tourists arriving in India.
Tourist arrivals	About 1.2 millions p.a almost equating local populace.
Direct charters	75% of the total direct charter traffic in India land here.
Popular beaches	Calangute, Colva, Miramar, Anjuna, Palolem, Vagator, etc
Rivers	Mandovi (34Kms), Chapora / Colvale (29kms), Zuari (77kms), Sal (24Kms), Talpona (11Kms).
Lakes	Mayem, Santa Cruz, Curchorem, Cacora, Carambolim, Chimbhel, Curtorim, Benaullim.
Forts	Aguda Fort, Fortress of Colvale, Fort of Sanquelim, Cabo da Rama, Mormugao Fort, Chapora Fort, Tiracol Fort.
Museum & Art Gallery	Sculpture Gallery, The Christian Art Gallery and The Cultural Anthropology Gallery, Portrait Gallery, Banerji Art Gallery.
Water sports and adventures	Water skiing, Surfing, Snorkeling and scuba diving, Parasailing, Jet-skiing, Speedboat rides, Knee and wake boarding, Banana, Bump etc
Night Clubs	Sublime, Zoori's, Titto's, Stone House, Bean Me Up, Quarterdeck.
Casino	Casino Goa of MV Caravela, Winners at Goa Mariott resort, Chances at Vainquinim Valley Resort, Las Vegas Casino, Floating Mint Casino.
Star Hotels	Hotel Taj Exotica, Hotel Goa Mariott Resort, Hotel Majorda Beach Resort, Hotel Holiday Inn Resort, Hotel Taj Holiday Village etc
Feast and Festival	Feast of three kings, Ganesh Chaturthi, Goa Carnival, Bonderam Festival, Christmas, Food and Cultural Festival of Goa, St. Francis day.
Churches	Basillica of Bom Jesus, Se Cathedral, Mary Immaculate, St. Francis, etc.
Temples	Shri Shantadurga Shri Mangueshi, Shri Bhagavati, etc
Mosques	Safa Masjid at Ponda, Jama Masjid at Sanguem.
Other Places	Museum of Christian art, Bondla Forest, Dudhsagar Water Falls, etc

Compiled from different sources: Official Website Government of Goa. <http://goagovt.nic.in/gag/intr.htm> CSO Estimates Official Website of Government of Goa <http://www.goachamber.org/>

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

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: 1.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.

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 Pearsons 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 July09 -Sept.09 were selected for collection of primary data from domestic and international tourists.

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 (757,407 in North Goa and 5,86,591 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, Pernem, 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.

Figure 1. (ii) Villages surveyed

TOURIST CENTRIC VILLAGES	TOURIST ATTRACTION (North and south districts)
Colva, Mober, Cavelossim, Varca, Betul, Palolem, Galibag, Sernabatim, Candolim, Charpora, Vagator, Kaisua, Anjuna, Morjim, Arambol, Paroda, Ozran, Mandrem, Bogmalo, Sinquerim, Cocobeach, Hawaii, Calangute, Nerul, Majorda, Betal -batim, Benaulim, DonaPaula, Bambolim, Ashvem, Cansaulim, Utorda, Arrochim, Agonda, Arpora, Nagoa, Baga.	Beach Centric Villages
Zambulim, Sanquelim, Shiroda, Ramnathi, Kundiem, Paroda, Rivona, Mangeshi, Mardol, Nagueshi, Faterpa, Quevelim, Parcem, Tivim, Aldona, Narvia.	Temples, Churches
Mayem, Chorao, Aaravelim, Salaulim, Divar, Curmarjuem, Karmali, Pomburpa, Colvale.	Waterfall, Lakes, dam and natural beauty -
Old Goa, Saligao	World heritage-
Cotigao, Chorao	Wild life
Chandor, Lotulim,	Heritage, museum, and fine architecture
Siolim, Karaswada, Badem, Goa Velha, Ribander, Aravelem caves	Forts, cultural-historical significance
NON TOURIST -CENTRIC VILLAGES	DISTRICT
Assagao, Neura, Curca, Dongri, Korlim or Corlim, Korgao, Curtorim, Parra, Taleigao, Verem, Aldona, Assonara Bambar, Bastora, Kudne, Mariel, Mercedes, Canca, Moute de Guirim, Mulgao, Nachinola, Aivao, Cudchire, Nagoa, Nauxi, Cakra, Sangolda, Camurlim, Britona, Betim, Borim, Odxel, Oxel, Piligao, Salvador do Monde, Santa Cruz, Pilerne, Santan or Talaulim, Siridao, Sirsaim, Amona, Soccorro, Taleigao, Pirna, Chopdem, Caranzelem, Olaulim, Agassaim.	North (Tiswadi, Pernen, Bardez, Bicholim, Ponda, Sattari Taluka).
Velim, Assolna, Balli, Uguem, Curtorim, Chinchinim, Quisconda, Cuncolim, Patrem, Rai, Barceim, Rachol, Cortalim, Colem.	South (Quepem, Salcete, Cancona, Sanguem, Murmagoa Taluka)

Source: Primary data

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

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.

CHAPTER 2
LITERATURE REVIEW

2.1: INTRODUCTION:

Knowledge is embryonic: every piece of research will supply another piece to it. The following appraisal offers the readers with an elucidation of the theoretical rationale of the problem being studied, what research has already been done, how the findings relate to the problem at hand and how earlier studies helped to identify the research gap, and in turn shape the objectives and hypothesis.

Tourism involves the actions of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Modern life apart from being taxing and stressful, clubbed with other conducive factors such as increasing levels of awareness, be it relating to heritage, culture, environment over and above improved accessibility and technological advancement has made tourism an industry of primary importance.

Irrefutably, for ages there existed this quest for traveling and men hungered to journey and undertake voyages in search of new land, knowledge, trade and pleasure. The rise of the Roman Empire and the exquisiteness of Greece brought travel in “vogue” then, while tourism essentially picked up during the period of the Renaissance. Post industrial revolution it proved to be one of the fastest growing industries in the world. This industry grew drastically, through the baby-boomers in the USA who were more financially independent as well as more in need of travel/tourism due to their work atmosphere and work life.

Interest in countryside recreation had already started to grow in the 19th century as a reaction to the stress of the increasing urbanisation and industrialisation (Rátz and Puczko, 1998) in European region. Most of the traveling before the industrial revolution happened in African, Asian, and also in Middle Eastern regions; viz.; ancient form of health tourism, religious tourism, and also business tourism (Subhash, 2008a; Subhash et al., 2009). This exercise over the decades have given rise to different forms of traveling namely religious, educational, health or medical, adventure, sports, business, leisure, village or rural, sex, dark etc; of which interest in countryside recreation started to grow in the 19th century as a reaction to the stress of the increasing urbanisation and industrialisation in European region (Rátz and Puczko, 1998).

Consequently, tourism earlier tagged as tool of the privileged few moved into a mass tourism boom which was witnessed post World Wars. Today, world tourism is still increasing and thus far unexplored areas such as the African and Gulf countries, as well as south-east Asian nations have been experiencing increased visitation in recent times (Subhash et al., 2009). Tourism an 'experience industry is indeed without doubt emerging into new areas and newer avatars, and it is no longer limited by the dreams of futurologists, plans to holiday in the vast vivid galaxy of varied planets may soon become a reality.

2.2 DEFINITION:

The concept of tourism as an industry, the concept of visitor and the approach to defining tourism have been thrashed out extensively in academic journals, organizations such as the World Tourism Organisation -WTO, United Nations as well as among researchers. WTO defined tourism as-

- a) "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".
- b) "Tourism involves traveling to relatively undisturbed nature areas with the specified objects of studying, admiring and enjoying the scenery and its wild plants and animals as well as an existing cultural aspects of the past or the presence found in this action."

As per, International Union of Official Travel Organisation, tourist is defined as "any person visiting a country, other than in which he has his place of residence, for any reason other than following an occupation remunerated within the country visited".

Visitors are classified as namely- (i) Tourists (overnight visitors): A visitor who stays at least one night in a collective or private accommodation in the country visited. (ii) Excursionist, are visitors who do not make an overnight stop, but pass through the country or region, who stay for less than 24 hours such as day trippers, people on cruises.

While Jafari (1977) suggests "tourism is the study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both, he and the industry, have on the socio-cultural, economic and physical environment of the host".

Tourism is therefore a composite phenomenon, which embraces the incident of the mobile population, who are strangers to the places they visit. The definition brings out the following three distinct elements of tourism.

- *Involvement of travel by non residence
- *Stay of temporary nature in the area visited and
- *Stay not connected with any activity involving earnings

Tourism and Culture department -Tourism Policy 2007-2008, identifies village /rural tourism as –‘the emphasis under rural tourism is on the uniqueness of the individual villages with regard to their life style, art and culture and monuments’. While, ‘Village Tourism’, is often referred among other as, rural or nature or community based tourism, it also involves and includes adventure, pilgrim, eco-tourism ethnic or culture tourism as well as farm tourism’. The underlying factor in all these varied forms of tourism is fundamentally experiencing a ‘non-urban way of life’; Going back to nature, and its serene and laid back way of life. The rippling streams, green mountains and the simple life can only be offered by the simple village folks. In view of this, their art, culture, history, feasts and festivals are offered to the guests which implies the guest is welcomed in homes, to come and be a member of the family, be a part of the village and experience the first hand bliss of being in a village (Kamat, 2010e).

A tourism village on the other hand is a village area which has some special characteristics of a place as tourism object. In this area, the traditions and culture of local community are still pure. A tourism village is also colored by some supporting factors, such as local cuisine/food, agriculture system and social system. Besides, pure nature and environment are added points for a tourism village.- (Intranusa n.d as in central-Javatourism.com, n.d).

Therefore, village tourism is concerned with renting out cottages in hamlets as is the case in Finland; actions and activities offered to tourists in villages of Hungary; farm lodging and accommodations with the host family in picturesque Slovenia; farm activities such as camping, horse riding, etc in Netherlands; it also embraces cuisine where traditional food is served and accommodation provided as is the case of Greece; desert safari and cultural activities has become popular in the Gulf countries, while wildlife safari and jungle life is the unique selling

proposition of African countries; customary home stay, cultural activities, health and rejuvenation therapy by means of complementary alternative medicines is being offered by India and some other Asian countries (Verbole, 1995; Turner, 1993; Peters et al., 1994; AFF & Co, 2001a and 2001b; Subhash et al., 2009).

As per Bramwell and Lane (1994), “Rural tourism is a multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas ethnic tourism”

As per the 9th Five Year Plan – ‘Any form of tourism that showcases the rural life, either real or recreated, and that which involves rural folk (as artists, guides, etc.) at such locations, thereby benefiting the local community, economically and socially, as well as enabling interaction between the tourists and locals for a more enriching tourism experience would classify as rural tourism’.

According to George et al., (2009), Community Based Tourism may be defined as “tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about community and local ways of life. Existing terms like heritage tourism, eco-tourism, agri-tourism, cultural tourism, etc can all be forms of the community tourism product, within the constraint that these are to be promoted with the spirit of community centeredness and sustenance”.

On the other hand, (Subhash et al., 2009), are of the opinion that, rural tourism is an entrepreneurial activity carried out by the rural entrepreneurs (farmers as well as rural people) to attract special interest group tourists (rural tourists) to the rural tourism areas by providing range of activities (food, accommodation, cultural activities, adventure sports, health care services, recreational activities, etc) so as to add/generate/create value in the form of revenue for empowerment

Thus, rural / village tourism is all about the pace of life in picturesque villages that doesn't seem to have changed for centuries; i.e.it is in a state of suspended animation. For the curious visitor, a

wealth of traditional customs, stunning scenery and fascinating historical tales lies in wait. It involves the stories of the villagers, the landscape, the history, and culture of the place. Finally, at the end of a relaxing day, it means enjoying a delicious local meal and a good night's sleep in comfortable traditional homes. Rural / village tourism is a concept that is linked with other novel forms of 'Alternative tourism'; i.e.; Farm tourism, Eco tourism, Nature tourism, Adventure tourism, Pilgrim tourism, Ethnic tourism, and also Health tourism; after all when a tourist does visit a particular village, invariably (s)he also ends up consuming the other aforementioned forms of tourism products (Subhash et al., 2009).

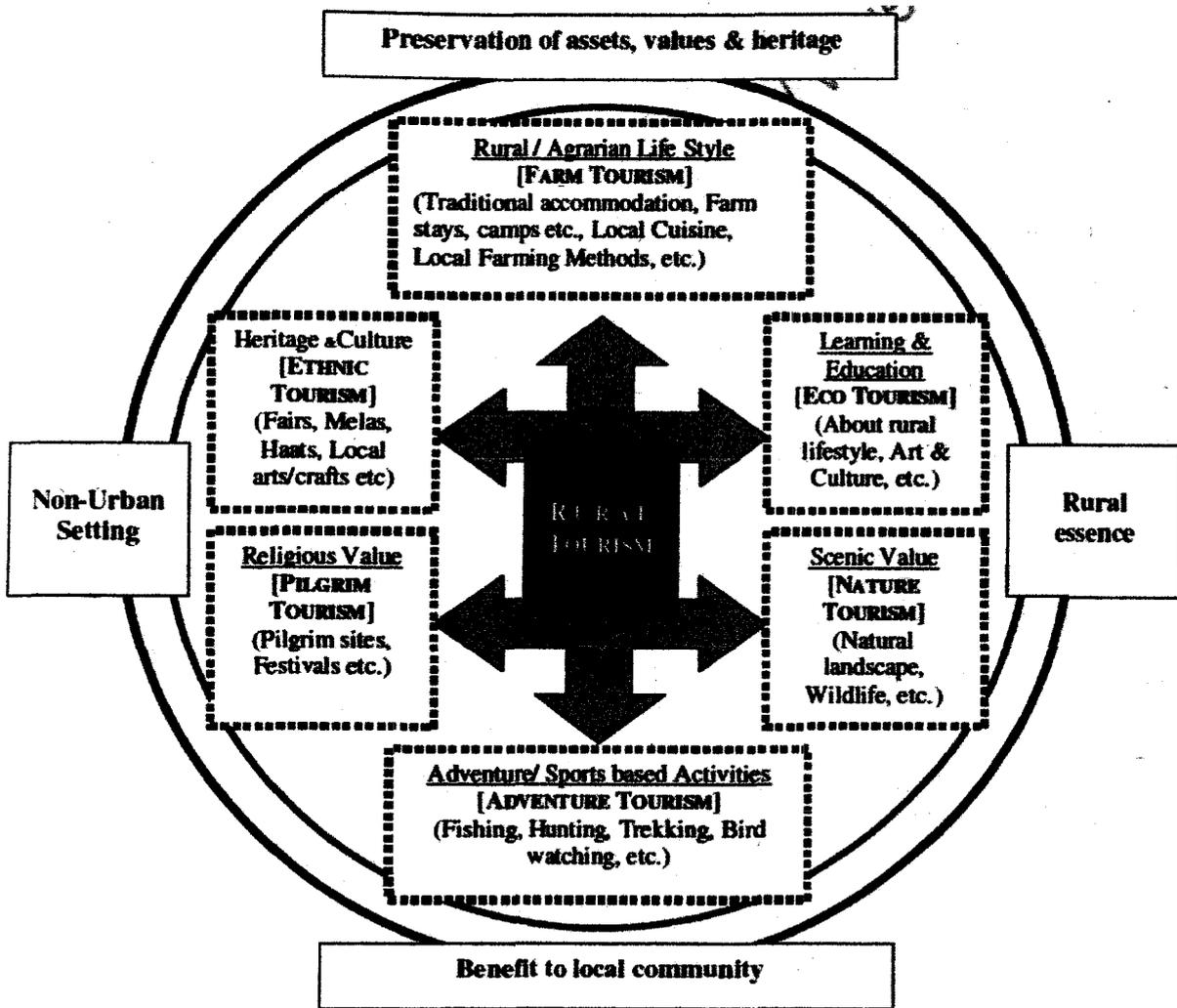
Singh and Mishra (2004) notes - 'Tourist activities and facilities need to be diversified in order to achieve multiple benefits, including scientific field excursions, recreation in natural and cultural areas, community festivals and sports tourism. Consequently, in a non urban setting, the rural quintessence is retained by conserving its natural, manmade assets and rich heritage. All this is undertaken not to benefit a selected few, on the contrary the returns should trickle down to the bottom of the pyramid. Hence, the entire village and host community should stand to gain'.

Hence, Village/rural tourism is understood to embrace a number of factors and forms refer Figure 2 (i)-1. ETHNIC TOURISM 2. PILGRIM TOURISM 3. ADVENTURE TOURISM 4. NATURE TOURISM 5. ECO TOURISM 6. FARM TOURISM.

It involves varied activities which involves enjoying the essence of village by participating in its varied produce such as the village fairs, festivals, melas, haats, watching or learning local arts/crafts, or visiting pilgrimage sites. It also involves enjoying the natural landscape, wildlife, water bodies, or setting the spirit free by pandering in fishing, hunting, trekking, bird watching etc. Spirituality, camping, farming, cultural expression and a lot more can be offered by the villages.

What is intriguing is each village will have its distinct identity and assortment of features to offer. Yet, each village generally is offering peace, serenity and a distinct, direct relation to mother earth that is absent in the cities and in our the modern life. Whether its is farm tourism, or eco-tourism, or any of its varied form it re-binds and re-connects the guest to the earth, giving a sense of fulfillment and satisfaction that a child gets on hugging its mother. Every moment is cherished by the guest by this unique exercise.

Figure 2(i): Rural Tourism Concept Drivers



Source: A. F. Ferguson & Co. "A Developmental Perspective on Rural Tourism in India: Issues & Opportunities". (2001)

Tourism especially in the villages and rural areas play a pivotal role in transforming its eco-socio-cultural landscape. A study by (Dao Minh Quang, 2004), suggests that, as the extent of rural poverty is reduced, an added benefit is the deceleration of the rural-urban migration process, which results in less pressure on government to provide additional spending on services such as sanitation, health, and education in urban areas as well as having to deal with a host of problems associated with overgrown cities such as a higher incidence of crime and of shanty towns on the outskirts of these cities.

(Fleischer et al., 2008) simulation results of their study of rural tourism in Israel demonstrates the growth potential of the industry and show that the government can play an important role in catalyzing growth via investment subsidization, deregulation of supply and information distribution.

As Knowd (2008) puts it, 'engaging with rural tourism has been described as requiring rural families to adopt the knowledge, skills and culture of a new profession. The nature of the customer also means that interaction with tourists is a central requirement of the exchanges in this profession, exchanges that involve intimate sharing with the customer. This level of intimacy with tourists brings potential changes that are beneficial to both hosts and guests, and also potentially transforming. Managing this transformation in ways that respects communities, and maintains strong cultural identities is at the heart of this paradox.

In line with (Sharpley and Roberts, 2004), the aforesaid discussion is fundamentally based on the following assumptions: 1. That tourists visit the village primarily to experience rurality. 2. That village tourism is synonymous with sustainable tourism. 3. That village tourism will trigger economic growth. 4. That the quality of rural areas is held stable while the world is dynamic.

The focus on 'sustainability' ensures a concern with examining not only the pros of but also 'what is going wrong, has gone wrong, and can go wrong as a result of selected development paths. Such a focus reminds us to monitor and evaluate the impacts of development policy on the resource base that will sustain future well-being, not necessarily in hundreds of years in the future, but in the next few decades' (Atkinson et al., 1997).

Undeniably, a host of socio-economic conditions lead to the development of tourism, both national and international. However, development is accompanied by many conflicts, for instance lobbying for real estate expansion versus the protection of agricultural, forest, and natural spaces from tourism activities, which frequently trigger significant changes in existing flora and fauna. The impacts are also considerable— environmental, socio - cultural, and economic, particularly in coastal areas and rural destinations (Noronha and Ligia 2002).

In light of the above, the test of times is braving concerns such as achievement of 'sustainable' rural/village tourism, the aftermath of the destruction of local ecology, increase in pollution,

maintaining a status quo of village features, the commodification and distortion of culture, poverty, sexual exploitation, migration etc.

Dr Lourenco and Dr Jorge of the Universidade Nova de Lisboa in Portugal as cited by Noronha (2005), say tourism causes the following problems worldwide namely-

- 'Land is abandoned for speculation, as rural land prices rise.
- Traditional systems of cultivation are converted.
- Agriculture becomes a part-time activity by active workers who have shifted to the service sector'.

When, development of rural tourism is inflicted with problems that need to be addressed, then according to (Grefe, 1994), there are five reasons why 'the authorities' should intervene, (i) the protection of potentially attractive areas, (ii) the modernisation of supply structures (iii) marketing, (iv) training, and the (v) widening of opportunities for participation in rural tourism.

According to (Sharpley and Roberts, 2004), The issues raised in 1994 remain valid in 2004 such as the role(s) of state, regional and local government; capacity — particularly social and human, and its inculcation and transfer; stakeholder involvement; knowledge and expertise — understanding of the roles that can be played by an integrated rural tourism sector; and a lack of business and marketing skills.

A glimpse round the globe throws light to various socio-economic, ecological, cultural issues that are thrown up. According to a study by (Caroline et al., 2000) On average, around 55% of tourism expenditure remains outside the destination country, rising to 75% in specific cases such as the Gambia and Commonwealth Caribbean (DBSA), but as little as 25% for large economies such as India. Leakage occurs due to use of imported skilled labour and luxury products, repatriation of profits by owners, and the considerable role of marketing, transport and other services based in the originating country. What is important from a poverty perspective is not simply how much stays in the country, but how much is within the destination and spent on goods and services of the poor. Weaver (2005), confides that many critics of Caribbean tourism have felt that the cultural and social problems created by the industry far outweigh any economic

advantages. Despite its associated problems, Caribbean nations remain optimistic about tourism. The region has maintained its share of the world market, attracting 2.6% of total tourists in 1980. With the long term ability of their traditional exports to earn adequate foreign exchange in doubt, tourism remains a vital element in the economic survival of the Caribbean countries despite the associated social problems.

In reviewing the history of rural development in the USA, the argument is made that most developments are unplanned and result from market and economic forces that have greatly transformed the American rural landscape, it further maintains that rural destinations are used, primarily, by local tourists and do not, with few exceptions, cater to an international clientele (Gartner, 2004).

2.3 THE EVOLUTION OF 'VILLAGE TOURISM'

2.3.1 GLOBAL SCENE:

Bigano et al., (2005) highlights the momentous task of tourism, "the decisions about whether to take a holiday and where to spend that holiday are by no means secondary ones. Such decisions are relevant for our well-being, but, more importantly, are economically relevant because billions of people in the world make analogous decisions every year, many of them more than once per year. This makes tourism an industry of primary importance for the world economy". European Travel and Tourism Action Group (2008), maintains that tourism indeed has a vital role to play in the economic prosperity, social equity and cohesion and the environmental and cultural protection of the European Union through the adoption of sustainable approaches by participants at all levels and through the encouragement of responsible practices by tourists. Butler et al., (1998) observes economic and social forces operating at the global level are determining both the nature and form of the rural landscape and how we value and use it. Behringer et al., (2000) acknowledges that agriculture and forestry provide key services to society, and at the same time protects the landscape and the preserves biodiversity, which now a days is being considered crucial for promoting rural / village tourism around the world. Since the mid-1980s, interest in 'green' tourism, eco-tourism and community tourism has grown rapidly among decisionmakers, practitioners and advocates. All of these focus on the need to ensure that tourism does not erode the environmental and cultural base on which it depends (ODI 2000).

It is interesting to note that, Village Tourism is relatively a new concept and offers a unique opportunity for comfortable cultural immersion. There is a need to understand the emergence of this concept and merging of the same with sustainability, which will help in restructuring and reengineering the tourism industry of a region Weiermair (1995 and 2007). The concept of village tourism emerged in Europe, where the city life stress, pushed people to want the peace and serenity only villages, county or a hamlet, can provide. The exact place and date of origin of this concept is difficult to determine, but it appears that private boarding houses for those seeking traditional village life and relaxation in a natural environment have appeared at the beginning of the 1990-s (Zimmermann, 2008). Nonetheless, it is believed that rural tourism was pioneered in northern Spain, where tourism activity was relatively low (Sharpley and Roberts, 2004). Other contributing factors are - increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness and the stresses of urban lifestyles have led to a 'counter-urbanization' syndrome (Ramakumar, 2008).

But, the fact remains that the natural and cultural values of villages are today being sought after then ever before. A growing number of programmes enable /tourist guests to stay overnight in private homes in traditional villages far from the tourist trails. (Hall, 2000), throws light on pricing analysis which indicates that landscape features associated with agricultural activities (such as meadows and grazing cattle) positively influence the demand for rural tourism and have a positive impact on the price tourists are willing to pay for rural accommodation. Country roads and country homes, the church steeples, the meandering rivers and simple folks beckon the busy bees of the city. One of the most sought after tourism product/service in the globalised world is rural tourism, in some countries, especially in Canada; this has been termed as aboriginal tourism and has been marketed extensively to attract special category of tourists from Europe (Canada Tourism Commission Report 2008).

Countries that are in the forefront of rural tourism include Australia, New Zealand, Holland, United Kingdom, Germany, Switzerland, France, Spain, Argentina, Chile, Canada and the United States (Ramakumar, 2008). In case of Australia, the Australian agritourism suppliers offer a wide range of products and activities. Agritourism experiences include farm holidays, horse riding treks, day farm visits and technical tours and wine tasting tours for individual travelers and groups (Irshad, 2010).

Austria, France, Hungary, Portugal, and even the other members of the European continent, formed a network to rope in domestic and international tourists. Many a European, African and even Gulf countries, such as Finland, Hungary, Greece, Turkey etc, provide a number of village centered activities and services including farm accommodation, farm camping, horse riding, desert and wildlife safari ,cultural activities, rejuvenation therapy etc. (AFF & Co 2001a, 2001b, Turner 1993; Peters et al. 1994 Subhash et al., 2009a and 2009b Verbole 1995). In Japan and Indonesia, rural tourism involves plantation in France, camping and caravans and short-term rental houses known as "gîtes" is popular (Ramakumar, 2008).

In Greece women's cooperatives created additional products like handicrafts, food products, day trips, village tours, and educational activities in languages, arts, music and cuisine (Iakovidou et al, 1995). Tourism changed the structure of agriculture in Hawaii without causing its demise. It resulted in a movement to high-value, non-traditional crops, such as floriculture and nursery products and thenewly acquired tastes of tourists helped to stimulate demand for products, and particularly exports (Cox et al., 1995).The number of farms offering some form of accommodation services is 8% in West Germany and the Netherlands, 4% in France, 2% in Italy, 10% in Austria, 20% in Sweden and Switzerland, and 0.5% in Spain, the European LEADER projects indicates that agri-tourism (farm tourism or farmstay) contributes about 2% of turnover to rural tourism, which equates to 0.3% of agricultural turnover. Because of the seasonality of farm tourism, French agri-tourism averages a 15 week season, with 70% occupancy during that time, giving an annual occupancy rate of 20% (EC-AEIDL Report, 1997).

According to the United Nations World Tourism Organization – UNWTO , “Europe offers an example of regional co-operation through the European Network of Village Tourism. Conceived and coordinated by the Portuguese Évora Tourism Region, it includes its own Alentejo region and Trentino (Italy), Lapland (Finland), Arad (Romania) and Lomza (Poland) (Interregiic, 2007). The project involves hundreds of local players in the sustainable tourism development of their destinations as a catalyst for integration.”

Hall (2004), reckons the impact of European Union membership — both of the 2004 enlargement, and later potentially for the countries of southeastern Europe themselves — is likely to be crucial in market and product development for rural tourism. The popularity and creation of demand/promotion of village tourism is augmented by networks. As Ian (2001) puts

it, governments and networks have interests that make their domain of interest the largest spatial scale, wanting to influence and manage tourism at regional and higher levels. The UK's most significant agritourism marketing organization is the Farm Holiday Bureau (FHB). It coordinates the marketing of a network of over 1000 farms providing both bed-and-breakfast and self-catering accommodation; North American Farmers' Direct Marketing Association (NAFDMA) provides information and education support to direct farm marketing operators in Canada and the United States, (Irshad, 2010).

Closer home, Nepal, village tourism is seen as a promising way to disperse visitors and spread the wealth; specially mountain tourism which is used as a measure of poverty alleviation (Kruk, 2008). Under the best programmes, local people get to keep 50 percent of the proceeds, since all food and services are locally produced, virtually all of the money stays in the community.

Table 2 (ii): Tourism Drives Europe's Economy

TOURISM DRIVES EUROPE'S ECONOMY	
GDP	Tourism produces directly 5% and indirectly 10% of European GDP
Revenues	EUR 279.3 billion in 2005 (+5.8%)
Arrivals	480 million (2007) (+4.0%)
Market share	Europe's share of global tourism arrivals: 54.6% (2005;1990: 61.5%)
Share	51.0% (2005; 1990: 54.5%) of global tourism receipts
Top ten	Seven of the world's top ten tourist destinations by arrivals and receipts: France, Spain, Italy, UK, Germany, Turkey, Austria
Guests	Europe 88%, Americas 6%, Asia-Pacific 4%, Africa, Middle East 1.0% (2004).
Spending	EUR 630 per arrival (2005)
Employment	7-8 million jobs (directly,indirectly20 million)4.2-5% of total employment (2002)
Enterprises	About 2 million firms active in tourism branch

Source: compiled from European Travel and Tourism Action Group 2008.

Figure 2 (ii) Global Status of Village Tourism

COUNTRY	FORM OF VILLAGE TOURISM
Finland	renting out cottages in hamlets
Java	reconstruct, folklorize, ethnicize, and exoticize the local, village life
Slovenia	landscape, farm lodging and accommodations with the host family
Hungary	actions and activities offered to tourists in villages
Netherlands	camping, horse riding,
Greece	cuisine traditional food and accommodation, handicrafts, food products,
Gulf countries	desert safari and cultural activities
African countries	while wildlife safari and jungle life, horse riding
Caribbean	cultural and social problems far outweigh any economic advantages
Australia	farm holidays, horse riding treks, day farm visits
Canada	landscape, aboriginal tourism
Germany	Bayern, Niedersachsen, Hessen, Rheinland Pfalz-regions - farm tourism
USA	greatly transformed the American rural landscape.
Austria	a number of village centered activities and services
Hungary,	farm accommodation, farm camping, horse riding, cultural activities,
Portugal	Évora Tourism Region, Alentejo -farm accommodation, camping
Japan	rural tourism involves plantation
Indonesia	Agri-farming-plantation, day trips
France,	camping and caravans and short-term rental houses known as "gîtes"
Hawaii	high-value, non-traditional crops, such as floriculture
West Germany	landscape, village accommodation services provided,
Netherlands	Farm accommodation provided, farm camping,
France,	Renting out accommodation , cultural activities
Italy	accommodation services provided with the host family
Austria	Farm holiday accommodation services
Sweden	accommodation services, farm camping, day trips
Switzerland	Village accommodation provided, cultural activities
Spain	accommodation services provided with the host community
Italy	Trentino region into village tourism, traditional fairs festivals
Finland,	Lapland region into village tourism, landscape,
Romania	Arad region into village tourism
Poland	Lomz a region into village tourism , day trips
UK	Farm Holiday Bureau (FHB) active
Nepal	Accommodation and cultural activities, traditional fairs festivals

Compiled from various sources

2.3.2 INDIA:

Travel and Tourism Competitiveness Report of 2009, World Economic Forum, has ranked India as 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's most attractive destinations (India in Business nic.in, 2009). Conde Nast ranked India amongst the top 10 tourist destinations. JBIC ranked her as the fifth most attractive investment destination. The World Social Forum, AdAsia, World Bamboo Congress, Commonwealth Games, Laureus World Sports Academy Global Submit, F1 along with some of the biggest expos and conferences of the world to play host (Indiacore.com, 2011).

In the early 50's India served more as as transit destination for tourists on transit who used to take stop over packages between 3 to 7 days. Lack of infrastructure, air connectivity were the main bottleneck areas. As late as 1951 international arrivals numbered 16, 829. Toward the end of the century the figure crossed 2.50 million and is now approaching 5 million mark. Foreign exchange earnings has now crossed \$ 5 billion. GDP growth in period between 1995-2004 was averaging 6.21% whereas annual average increase in domestic and international travel has been 11.2% and 8.7% respectively and since then the GDP growth is progressively increasing. In its report of Brazil, Russia India, and China (BRIC), they have predicted India will be amongst the foremost growth centres of the world by 2020 (Kanjilal, 2007).

In fact, by 2020, the Government of India expects travel and tourism to contribute Rs 8,500 billion to GDP, almost four times the value in 2005, In other words, every man, woman and child could become richer by Rs 7,000. India has yet to realise its full potential from tourism (Report on Indian Tourism and Hotel Industry 2005). The report further highlights the verity of the rising middle class which is becoming increasingly affluent, mobile, internet savvy and more sophisticated in terms of what is demanded with respect to tourism products and services, and more importantly the price they are willing to pay for it.

Tourism is the largest service industry in India, contributing 7% to national GDP and 9% of the total employment. Last year alone, five million foreign and 562 million domestic tourist indulged in tourism, making it nearly 150 billion dollar industry (D'Cunha, 2010). Foreign Tourist Arrivals (FTA) in India during the period of January- November 2010 were 4.93 million as

compared to the FTAs of 4.46 million during the same period of 2009, showing a growth of 10.4 per cent. The Foreign Exchange Earnings (FEE) during the period of January-November 2010 were US\$ 12.88 billion as compared to US\$ 10.67 billion during the same period of 2009, registering a growth rate of 20.7 per cent, according to data released by the Ministry of Tourism. While foreign exchange earnings in US\$ terms during the month of February 2010 were US\$ 1434 million as compared to Foreign exchange earnings of US\$ 923 million during the month of February 2009 and US\$ 1305 million in February 2008. The growth rate in Foreign exchange earnings in US\$ terms in February 2010 over February 2009 was 55.4% as compared to the growth of (-)29.3% in February 2009 over February 2008 (India in Business.nic.in, 2009).

India is probably the only country that offers various categories of tourism. These include history tourism, adventure tourism, medical tourism (Ayurveda and other forms of Indian medications), spiritual tourism, beach tourism etc According to the Federation of Indian Chambers of Commerce and Industry (FICCI), in step with global trends, India should also shift its focus to promoting rural tourism, since most tourist sites are located away from urban centers, the trend towards an increase in tourism outside well-known urban centers is discernible across the globe (Business line.com, 2001). Rural India has much to offer to the world. Rich in traditions of arts, crafts and culture, rural India can emerge as important tourist spots. Those in the developed world who have a craze for knowledge about traditional ways of life, arts and crafts will be attracted to visit rural India if the concept of rural tourism is marketed well. The market for rural tourism is around Rs.4, 300 crore per annum. Rural tourism has the potentiality of attracting both foreign and domestic tourists. Rural tourism projects in India have 310 million domestic tourist potentialities (Ramakumar, 2008).

India resides in village and for the world to know the real spirit of India, it is essential to have a peep into the rural areas. The development of a strong platform around the concept of Rural/village tourism is definitely useful and positive for a country like India, where almost 74% of the population resides in its 7 million villages (D'Cunha, 2010).

Subhash (2008), summed up features of rural villages in India -(a) From Vedic era, *Aathiti Devo Bhava* (serving guest is equated to serving God) was and is still prevalent in rural India than anywhere else. (b) Cultural heritage, and traditional art forms are still preserved over the centuries.(c) Natural environment gives the feeling of coming back to nature.(d) Traditional

herbal medicines and organically cultivated food having rejuvenating capabilities. (e) Local crafts and cottage industry provides unique shopping experience which otherwise would cost more. Hence Indian rural villages are considered as the true repositories of Indian culture and which needs fragile handling so that the special characteristics remains in its present condition forever also.

Thousands of foreign tourists visit India, and pour into the rural areas in Rajasthan, Gujarat, Uttaranchal and also other states in South India every year. This in itself is a proof of the viability of the concept of rural / village tourism in India, which is the direct result of the marketing strategy developed and implemented by Government of India. As it was rightly pointed out by Piplani (2001); "*The Festival of India in the USA in 1985*" was the beginning of marketing rural tourism product/service abroad. Since then many such festivals were organised in other countries also, viz., France, Russia (then USSR), and also in Germany. Subsequently it was found that no such international travel and tourism conferences were complete without the taste of Indian Food in Village Theme Dinner. This was the beginning of image building exercise about India as a tourist destination for rural tourism product/service.

In India, many a states like Rajasthan, Uttaranchal, Punjab, Himachal Pradesh etc have initiated this form of tourism in a big way. In India we find different tourism destinations in different stages of what is termed as the product life (Ramakumar, 2008). Subhash et al. (2009), argues that, while community is at the centre stage, there are important roles for governments and nongovernmental organizations; emphasizing on public private partnership (PPP) as one of the most crucial success factor. Maharia (2001) suggest to promote Rural Tourism with the active involvement of the Panchayati Raj Institutions, Local Bodies, Non government organization's, Self Help Groups, and other community level institutions.

In this regard, it is a known fact that the Ministry of Rural development is pro-actively engaged in the effective implementation of various programmes such as PMGSY -Pradhan Mantri Gram Sadak Yojana where all-weather roads are being constructed connecting villages having a population of more than 1000 to the main roads to increase rural connectivity; SGSY-Swarnjayanti Gram Swarozgar Yojana ,where a credit-cum-subsidy programme, assistance is given to poor families living below the poverty line in rural areas for taking up activities either individually or through groups, called Self-Help Groups for self-employment; PMGY Pradhan

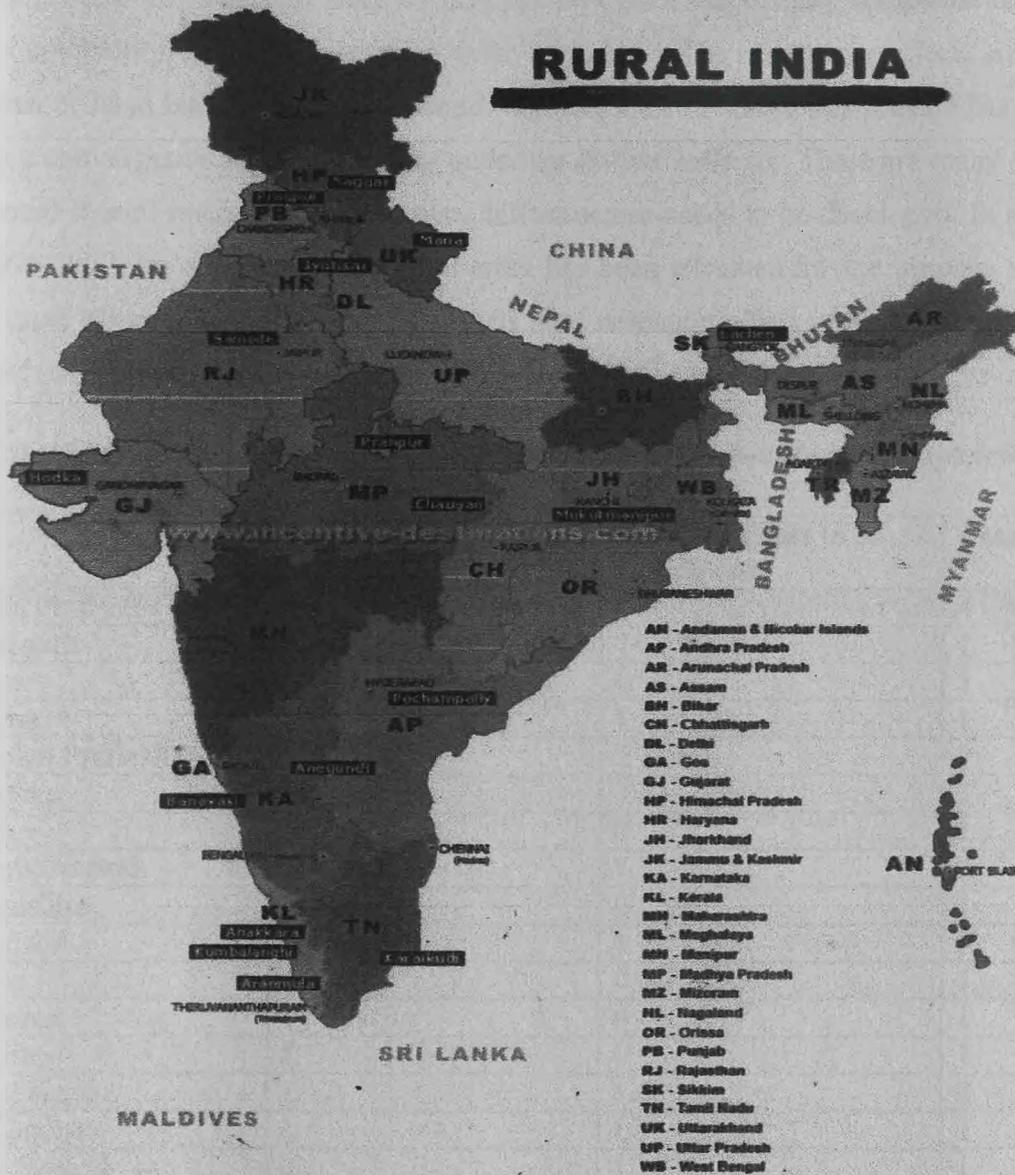
Mantri Gramodaya Yojana where Rural Drinking Water as well as Rural Sanitation is being given priority (Subhash et al., 2009).

Further, Indian Government in its (National Action Plan for Tourism, 1992), looks at measures that can make tourism the catalyst in employment generation, environmental regeneration, development of remote areas and development of women and other disadvantaged groups, besides promoting social integration. 'Explore Rural India', an initiative of the India's Government's Tourism Ministry, directs travellers to villages all over the country. What's really appealing is that you can search destinations by location, type of handicrafts produced, or other feature such as herbal medicine, crab farming and Deodar forests. Its 'Explore Rural India', campaign, specifically designed to attract foreign tourists for a longer stay in the country and enhancing earnings of the local population, has identified more than 130 spots in the hinterland to be developed as tourist destinations (Kumar, 2008).

It is acknowledged that there is a need to push the tourism sector with special focus on attracting foreign tourists and boosting domestic tourism, in this regard, the government plans to create special tourism zones (STZs) on the lines of special economic zones (SEZs) and a major boost will be given to the rural tourism. For this, 100 villages were to be shortlisted across the country and Rs 1 crore each to be spend on the sprucing facilities in these areas (Raja, 2004). In fact, 'Village Tourism', was to be one of the new mantras for promoting Indian tourism by the tourism policy 2002, in order to focus on improving India's share of tourism globally (Nichani, 2002).

Under the 10th Five Year Plan, thrust has been given to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions, Tourism as been identified as one of the major sources for generating employment and promoting sustainable livelihoods (Mott, 2007). The Union ministry of tourism in collaboration with UNDP has launched the Endogenous Tourism Project in the year 2004, linked to the existing rural tourism scheme of the government. The UNDP has committed \$ 2.5 million for the project. UNDP will help in areas of capacity building, involvement of NGOs, local communities and artisans forge strong community-private and public sector partnerships. The government has decided to develop necessary infrastructure for facilitating rural tourism.

Figure 2(iii): Tourist Centers-Rural India



http://www.incentive-destinations.com/rural_india_map.html

So far the Ministry of Tourism, Government of India, with the help of State tourism departments has identified 31 villages across the country as tourist spots and providing Rs.50.00 lakh as

financial assistance for each project. Besides, an additional amount of Rs 20 lakh would be provided for developing logistic facilities and starting community participation centers through self-help groups. Till June 2007 only 25 projects have been successfully completed or are in the verge of completion in the 16 states as in refer Table 2 (ii). The remaining projects are either not completed or have been recently sanctioned. The implementation of this scheme has been done through a convergence committee set up under the district collector. There are many other spots of potential tourist interest where adequate infrastructure needs to be developed. In the Annual plan 2006-2007, an amount of Rs.439.00 crore has been allocated for the purpose against Rs. 369.00 crore allocated in 2005-06. The first 31 sites nearing readiness for marketing, have been identified –refer Figure2 (iii)

Table 2(ii): State wise Rural Tourism Projects Completed/ about to be Completed:

State	Projects completed	Projects about to be completed	Total
1 Andhra Pradesh	4	0	4
2 Chattisgarh	0	1	1
3 Gujarat	1	0	1
4 Haryana	0	1	1
5 Himachal Pradesh	0	2	2
6 Karnataka	2	1	3
7 Kerala	1	0	1
8 Madhya Pradesh	1	1	2
9 Maharashtra	1	0	1
10 Nagaland	1	0	1
11 Orissa	1	0	1
12 Rajasthan	1	0	1
13 Sikkim	1	0	1
14 Tamil Nadu	1	1	2
15 Uttaranchal	1	1	2
16 West Bengal	0	1	1
Total	16	9	25

Source: Ministry of Tourism, Government of India

Tourist activities and facilities need to be diversified in order to achieve multiple benefits, including scientific field excursions, recreation in natural and cultural areas, community festivals and sports tourism (Singh and Mishra, 2004).

Figure 2(iv): Prospective Marketing Sites

Site	District	State
Pochampalli /Srikalahasti	Nalgonda /Chittoor	Andhra Pradesh
Sualkuchi /Durgapur	Kamrup/Golaghat	Assam
Nepura	Nalanda	Bihar
Hodka	Kachchh	Gujarat
Jyotisar	Kurukshetra	Haryana
Naggar	Kullu	Himachal Pradesh
Banavasi	Uttar Kannada	Karnataka
Aranmula/Kumbalangi	Pathanamthitta/Ernakulam	Kerala
Rajasansi	Amritsar	Punjab.
Sulibhanjan/Khultabad	Aurangabad	Maharashtra
Chougan/Pranpur	Mandla/Ashok Nagar	Madhya Pradesh
Pipili/Raghurajpur	Puri	Orissa
Samode/Neemrana/Haldighati	Jaipur/Alwar/Rajsamand	Rajasthan
Lachen	North Sikkim	Sikkim
Karakudi/Kazhugumalai	Sivaganga /Thoothukudi	Tamil Nadu
Ballavpur/Danga/Mukutmanipur	Birbhum/Bankura	West Bengal
Chitrakote/Nagarnar	Bastar	Chhattisgarh
Jageshwar/Mana	Almora/Chamoli	Uttaranchal.
Kamlasagar	West Tripura	Tripura,
Bhaguwala	Saharanpur	Uttar Pradesh.

Source: Endicott Marcus L. (2007) Press Information Bureau, Government of India-2007
<http://www.indiatourismcatalog.com/TouristCircuits/Rural%20india/Rural3.html> (Ahssan M H 2009).

Each state of India has innumerable treasures to offer. Some states by their own initiatives have begun promoting rural tourism. For instance the forest department of the Uttaranchal government has set up 'Centre for Ecotourism and Sustainable Livelihoods'. This centre aims at capacity building of local communities and promotion of rural tourism. Rural tourism in Maharashtra is in its infancy stage, Haryana tourism located farms around Delhi, namely the Faridabad, Gurgaon, Rohtak and Karnal districts (Ramakumar, 2008). In case of Kerala the Chief Minister, Mr V.S. Achuthanandan, has launched Kerala Tourism's village tourism development scheme. Called 'My Village, A Tourism Friendly Village'. The scheme is intended to involve local communities in the planning and implementation of tourism projects. 140 villages will be selected for assistance under the scheme this year. (Keralatorism.org, 2010).

The Himachal Pradesh Government has recently launched a scheme known as '*Har Gaon Ki Kahani*' (story of every village), in addition to 'Home Stay Scheme', Himachal Pradesh tourism provides with variety of rituals, traditional fairs and festivals, customs, craft and fascinating landscapes. And warm hearted folks who are ready to open their doors and share life with strangers. Popular homestay destination and well-liked heritage villages are Paragpur - Garli, while Naggar and Rukhala, (Adventure hills.com, 2010 and MyHimachal.com, 2009) . And so is the case in the state of Punjab, a blessed land of the five rivers, it has received hospitality as a God's gift and its villages remains supreme. It resides in the soul of rural folks. One can't pass by certain villages without enjoying hospitality, (Sikh-tourismblogspot.com 2010). Uttaranchal, on the other hand lives in the Villages. More than 75% of Uttaranchal's population consist of rural population. It has 15,828 villages/towns. Over the years the conditions of villages have bettered, yet a lot is desired. What is important is it has already taken up the mission of putting its village and village life on the world map (Uttaranchaltourism.in, 2010).

While a village tour of Rajasthan will give an opportunity to experience a life that sustains on token means of endurance, sometimes even without water. Tourists can also opt for delicious village cuisine, served hot from the rugged kitchen of the household. The villages of Nathdwara, Kumbhalgarh, Ranakpur, Ghanerao, Bambora, Jaisamand etc have loads to offer ;Rajasthan which had coined slogan 'Padharo Maro Des', inspired from outstanding and immensely catchy traditional composition of rustic charm from the heart of the villages, has now adapted slogan 'Rajasthan Calling'. (Rajasthan.gov.in, n.d and ibmlive.in.com,2010). Enchanting villages are nestled away in the Eastern part of India include Saulkuchi and Durgapur in Assam, Neepura in Bihar, Lachen in Sikkim, and Mukutmanipur and Ballavpur Danga in West Bengal, In South India, Banavasi and Anegundi in Karnataka; Kumbalangi, Annakara and Aranmula in Kerala; Pochampally in Andhra Pradesh and Thadiyankudissai, Karaikudi, Kazhugumalai and Kurangini in Tamil Nadu are some of the rural hamlets that are gaining popularity as tourist spots (mustseeindia.com,1999). Thus, over the last 23 years (1985-2008) slowly and steadily India is gaining prominence in the global travel & tourism arena, but still more needs to be done to reap the full potentiality of rural / village tourism. India is a country of villages, which are the true repositories of Indian culture and heritage. Unless the rich cultural and religious heritage and varied natural attractions are properly identified and tapped as a rural tourism product/service,

rural / village development in India will remain as a distant dream for another 20-50 years time (Subhash, 2008).

2.4 THE POSSIBILITY OF INJECTING VILLAGE TOURISM IN GOA

Contemporary Goa is a modern and forward looking State, a tourist paradise on the west coast of the Indian Union having remarkable socio-economic indicators some of which are equivalent to the developed nations of the world. The State is endowed liberally by mother nature, while the economy is consistently stable and holds tremendous potential to be one of the leading states in the country aiming for achieving higher standards of socio-economic development.

As per 2001 Census, Goa's population is 13,47,668 with 6,87,248 Males and 6,60,420 Females. The growth of 14.8 per cent, during 1991 to 2000, is lower than the 16.08 per cent recorded during 1981 to 1990. The sex-ratio (number of females per thousand males) in Goa is 961 in 2001 compared to 967 in 1991 and the national ratio of 933. The density of population per sq km in Goa is 364 in 2001 as compared to 316 in 1991. North Goa has a much higher density (437) as compared to South Goa (300). The national figure is 324. The literacy rate of 82 per cent is far higher than the national rate of 65.38 per cent. 88.4 per cent of the male and 75.4 per cent of the female population is literate. 64.68 per cent of the population is Hindu, 29.86 per cent is Christian and Muslims are a minority of 5.25 per cent. Around 0.15 to 0.2 million of the total population of 13,43,998 are immigrants from around India who have settled down in Goa.

Nature has been kind to this state. The state has a total forest cover of more than 1,424 sq. km covering almost one-third of the total area rich in flora and fauna. Forests provide important products namely bamboo, Maratha barks, chillar barks and bhirand. These are of great economic value for rural mass. Coconut trees are present in almost the whole of Goa except in the upper regions. Goa's vegetation also includes cashew, mango, jackfruits and pineapples. Minerals Goa is rich in mineral resources. Goa is blessed with, meandering rivers. The major rivers flowing through the state are Mandovi, Zuari, Terekhol, Chapora and Betul. The other major rivers include the Tiracol, Chapora, Sal and the Talpona. Major minerals include iron ore, manganese, ferro-manganese, bauxite and silica sand. Iron and manganese mining industries are the backbone of Goa's economy (Goa Government portal, 2011).

As per the (Economic Survey, 2009-2010) Directorate of Planning, Statistics & Evaluation, Government of Goa, the Gross State Domestic Product- GSDP at current prices registered an compound annual growth rate of 13.5% during the period 1999-2000 to 2008-09, and 13.8% during the first two years of the Eleventh Plan 2006-07 to 2008-09. The Annual growth rate in 2008-09 is 12.9%. The per capita Gross State Domestic Product GSDP at current prices in 2008-09 is Rs. 1,21,842 /- showing a compound annual growth rate of 10.1% during the first two years of the Eleventh Plan period. The annual growth rate of GSDP of the state both at current and constant prices is higher than that at the National level. Services sector is the main stay of economy of the State and tourism is key contributor. The services sector has registered annual compound growth rate of 14.48% during the period 2006-07 to 2008-09 at constant prices Gross State Domestic Product and an annual growth rate of 7.6% in 2008-09.

2.4.1 STATUS OF VILLAGES AND TOWNS IN GOA:

Some important towns in Goa are (South Goa District Tourism portal, 2011 and Census 2001).

1. Panaji: The capital of Goa and headquarters of North Goa District, a small and charming city on the left bank of silvery Mandovi River, with beautiful red-roofed houses, built in Latin style, also boasts of many modern houses, well laid gardens, statues and avenues lined with Glmohar, Acassia and other trees. Enchanting panorama unfolds from atop Altinho hilltop.
2. Mapusa: 13kms. The capital of Bardez Taluka, on the National Highway 17, is at the cross roads of the network of highways covering whole of North Goa. Weekly fair on Friday is held at the modern streamline market, attended by large crowds.
3. Margao: 33 Kms. The capital of South Goa District in the hinterland of Southern Goa in Salcate Taluka is a thriving commercial metropolis linked by rail to the rest of India & Mormugao Harbour and by National Highways, with Maharashtra and Karnataka. It has imposing old mansions and modern buildings.
4. Vasco-Da-Gama: 30 Kms. A modern, well laid out city close to Mormugao Harbour, has beautiful and extensive avenues. The air terminus of Goa at Dabolim lies on the outskirts of the city. It is also the railway terminus for passenger service on the South Central Railway.

Mormugao Harbour: 34 ksm. (4 kms. From Vasco-Da-Gama) is one of the finest natural anchorages on the West Coast of India and the hub of intense maritime activity.

5. Chandor (Chandar): 9 kms. East of Margao the menezes Braganza House, mostly late 18th Century and previously owned by Lemon nationalist and Journalist Luis De Menezes Braganza has a series of magnificent rooms especially the great salon with its fine furniture and the largest private library in Goa.

6. Pilar: 11 Kms. Important religious and educational centre of Christian Missionaries. The Church, Seminary and School atop hillock command a magnificent panorama of the countryside around and a fine view of Mormugao Harbour & Zuari River.

7. Mormugao Harbour: 34 ksm. (4 kms. From Vasco-Da-Gama) is one of the finest natural anchorages on the West Coast of India and the hub of intense maritime activity.

Another aspect about Goa's and its villages is its diverse trait, its central coastal areas (where the beaches are located, and these area were under colonial rule for longer, reflecting more of Portugal's influence, including having a relatively larger Christian population), and the interior hinterland areas have more of the nature sanctuaries, mining zones and rural areas (Wikitravel.org, 2011).

Not surprisingly, Goa has many different faces, it's the villages of Goa which grips one and all with its magnetism and spirit. Unlike urban areas, the villages tend to be petite, clean, and the locals are warm, friendly and hospitable. Goa has a number of villages endowed with rich historical, cultural, educational as well as natural wealth waiting to be explored, to mention a few of these:-

Aldona, Amona, Anjuna, Arpora, Assagao, Bastora, Bogmalo, Borim, Chorao, Candolim, Cortalim, Chicalim, Cunchelim, Curdi, Cumbarjuao, Damadem, Divar, Fatorpa, Gauravaddo, Karmali, Kavale, Khandepar, Khandola, Kundai, Ledo, Madkai, Mangeshi, Mardol, Marshel, Moira, Morjim, Nachinola, Nagoa, Saligao, Sangolda, Sarzora, Savoi Verem, Siquerim, Siolim, Tivim, Ucassaim, Zambaulim etc.

2.4.2. STATUS OF TALUKA IN GOA:

In order to familiarize with Goa's tourism industry, it is imperative to know about Goa's administrative set up. The State has geographical area of 3702 Sq. Kms. divided into two districts, six sub divisions and eleven talukas. There are two Zilla Panchayats, North Goa and South Goa.

Table 2(iii): VILLAGES AND TOWNS OF GOA -2001

Villages and Towns of Goa -2001														
NORTH GOA							SOUTH GOA							
villages	Tiswadi	Bardez	Pernem	Bicholim	Satari	Ponda	Total	Sanguem	Canacona	Quepem	Salcete	Mormugao	Total	Total
Total	26	37	27	27	72	31	220	45	7	36	41	11	140	360
Inhabited	26	33	26	22	74	28	209	45	7	36	39	11	138	347
Uninhabtd	-	-	-	-	2	-	2	4	1	-	-	1	6	8
Submergd	-	-	-	-	2	-	2	2	-	-	-	-	2	4
UrbAgglmrt	9	-	-	-	-	-	9	-	-	-	2	1	3	12
Towns (T)	5	11	2	4	1	4	27	2	1	2	9	3	17	44
Municipl T	1	1	1	2	1	1	7	1	1	2	2	1	7	14
Census T	4	10	1	2	-	3	20	1	-	-	7	2	10	30

Source: Goa at a Glance – 2001, <http://www.goagovt.nic.in/gag/gaag2001.pdf>, <https://www.goa.gov.in/portalweb/login/goaataglance.jsp>

Goa is segmented into 2 districts –North and South and further divided into 11 Talukhas, 5 in south and 6 in north Goa. North Goa comprising six talukas namely Tiswadi, Bardez, Pernem, Bicholim, Satari, Ponda, with a total area of 1736 sq. kms. while South Goa comprising of five talukas i.e. Sanguem, Canacona, Quepem, Salcete Mormugoa has an area of 1966 sq. kilometers. In all there are 360 villages of which, 347 are inhabited, 8 are not, further 4 are submerged and 12 are clubbed under urban agglomeration. There in all 220 villages are in North Goa district and 140 in South Goa district. As per the 2001 census, there are 44 towns of which 14 are Municipalities and remaining are census towns. Panjim, is the state capital while Vasco,

Margao, Mapusa and Ponda are the other major towns. Refer Table 2(iv). The State administration is looked after by the Council of Minister under the guidance of the Chief Minister. The Governor is the Head of the State and the Chief Secretary, the head of the administrative set up. The Collector of North Goa and South Goa Districts are respectively in-charge of the district level Administration. They are assisted by their Deputy Collectors and others. At the Taluka level there are Mamltidar and at the block level Block Development Officers. At the Village level, Panchayat level Administration is looked after by the Sarpanch, assisted by no of Panchas, in the implementation of various Programme as well as in serving local needs.

(The subsequent Taluka profile details is compiled from different sources- Collection of Domestic Tourism Statistics for the State of Goa 2005-2006; banglanatak.com, 2003; Goa Tourism Portal 2011, RP 2021 and by virtue of being local resident, helped to draw up the same)

1. Pernem Taluka:

District- North Goa

Landform-Midland

Occupation-Agriculture, Cashew farming, Feni making, Fishing, Tourism,

Places of Interest- Querim Beach, Tiracol fort, Arambol Beach, Alarna Fort & Alarna Temple, Mandrem Beach, Shri Shantadurga Temple, Morjim Beach.

Economic condition-Fairly good.

2. Bardez Taluka:

District- North Goa

Landform- Coastal

Occupation- Earlier fishing, now tourism

Places of Interest- Vagator Beach, Chapora Fort, Anjuna Beach, Aguads Fort, Baga Beach, Carjuem Fort, Calangute Beach, Our lady of Miracles Church, Candolim Beach, Pomburpa Springs, Singuerim Beach, Reis Magas Fort, Coca Beach.

Economic condition- Tourism has led to economic growth, urbanisation and significant changes in livelihood pattern and lifestyle.

3. Bicholim Taluka:

District– North Goa

Landform- Midland

Occupation- Agriculture is the main livelihood, cashewnut, paddy and coconut are cultivated.

Places of Interest- Kansarpal Temple, Sirigao Temple, Bhagwan Math, Bicholim Masque, Shri Datta Mandir, Shri Saptakoteshwar Temple, Arvalem Waterfalls, Narve Springs.

Economic condition- average to poor.

4. Satari Taluka:

District– North Goa

Landform- Ghat

Occupation- Farming and mining are main sources of livelihood, no tourist destinations

Places of Interest- Brahama Temple, Nanus Fort.

Economic condition-. not as good as Goans living in beach areas

5. Ponda Taluka:

District– North Goa

Landform- Midland

Occupation- engaged in farming. Paddy, cashew nut, coconut are cultivated

Places of Interest- Marcela Temple, Bhoma Temple, Farmogudi Temple, Mangueshi Temple, Safa Masjid, Mahalsa Temple, Bondla Wildlife Sanctuary, Mardol Temple, Veling Temple, Marcaim Temple, Nagueshi Temple, Ramnath Temple, Shantadurga Temple, Shri Kamakshi Temple.

Economic condition- Average

6. Tiswadi Taluka:

District– North Goa

Landform- Coastal

Occupation- Panjim is the hub of tourism related business activities and also the centre of other businesses. There are construction and shipping companies, export houses, travel

agencies, and transportation agencies, food chains and media offices. fishing and farming
Places of Interest- Miramar Beach, Vainguinim Beach, Lake & Bird sanctuary, Siridao Beach, Cabo Raj Bhawan, Dona Paulo Old Goa, Charao Island, Divar Island, Pilar Seminary.

Economic condition-Good

7. Mormugao Taluka:

District- South Goa

Landform- Coastal

Occupation- Manufacturing, electronic, fishing shipping industries have developed here.

Places of Interest- Marmugao Harbar, Resarval Springs, Cambariem Island, Church at Sancoale, Dabolim Airport, Arossim Beach, Pequeno Island, Utorda Beach, Bogmalo Beach Velsao Beach.

Economic condition-Good

8. Salcete Taluka:

District- South Goa

Landform- Coastal

Occupation- hotels, restaurants and bars.

Places of Interest- Majorda Beach, Lautulim Ancestral Goa Big Foot, Temple at Cuncolim, Betalbatim Beach, Rachal Seminary & Museum, Colva Beach, Chandar fort, Varca Beach, Benaullim Beach, Chandeshwar Bhutnath Temple, Chandranath Hill & Temple, Cavelassim Beach, Mabar Beach

Economic condition-Good

9. Quepem Taluka

District- South Goa

Landform- Midland

Occupation- Farming, mining.

Places of Interest- Shantadurga Temple, Betul Beach, Chanreshwar temple, Canaguinim Beach.

Economic condition-average

10. Canacona Taluka:

District– South Goa

Landform- Ghat

Occupation- rich in cashew plantations. Farming is the main livelihood in interior areas while fishing and now tourism is a common livelihood in coastal areas

Places of Interest- Cabo De Rama Fort, Agondo Beach, Palolem Beach, Goandongri Mallikarjun Temple, Partagal Math, Cotigao Wildlife Sanctuary.

Economic condition-Average.

11. Sanguem Taluka:

District– North Goa

Landform-Ghat

Occupation- Agriculture is the main occupation. There are cashew, sugarcane, rubber and paddy plantations, mining is also a key economic activity.

Places of Interest- Tambdi Surla Temple, Bhagvan Mahavir Wildlife sanctuary, Dudhsagar Waterfalls, Masque at Sanguem, Rivona Fort, Netravali Lake, Mamai Devi Temple, Damodar Temple, . huge forest cover.

Economic condition-Average

Three distinct land profiles emerge in the State namely-

- (i) an overdeveloped fragile coastal belt (comprising of Tiswadi, Bardez, Salcete, Mormugoa)
- (ii) an undulating fertile midland belt (comprising of Ponda, Bicholim, Pernem, Quepem,) and
- (iii) an ecologically rich forested ghats belt (comprising of Sattari, Sanguem, Cancona)

The most popular Talukas among domestic as well as international tourists are the coastal, namely Salcete, Mormugoa in south, and Tiswadi, Bardez in north Goa . Apart from the above mentioned compilation, a reference to Table 2(iv) indicates, Tiswadi, which has Panjim as a Capital of the state and a number of beaches and heritage sites is expected to draw highest guests, followed by Bardez and Salcete. Interestingly, Sattari and Quepem rarely have and

can expect extremely negligible guests/visitors. Cancona is fast becoming popular with the guests, while Ponda has religious and spiritual takers, Pernem, is getting extremely well-liked by Russians, Isrealies, Sanguem, Bicholim, Quepem are into mining. Mass tourism is witnessed by the coastal Talukhas, while the midland and Ghat have good prospects of tourism. Population densities are highest in the coastal talukas, moderate in the midland talukas and sparse in the Ghat talukas. Among coastal talukas, the density is highest in Mormugao taluka followed by Salcete in South Goa District. In North Goa district density is evenly spread between the talukas of Tiswadi and Bardez as identified by the (Regional Plan 2021) for Goa.

Unlike cultural-historical tourism (average stay 3 nights), beach tourism involves an average per capita stay of 6 nights (inclusive of December bulges and monsoon lean periods) On this basis, 13.80 lakh tourists (in 2001) would be equivalent to about 0.23 lakh of the year round population (less than 2 per cent). In 2006, this equivalent population increased to 0.41 lakh (around 3 per cent of the year round population) (Regional Plan 2021) .

Therefore, by 2021 the total of all floating , populations due to beach, pilgrim, historical-cultural, health, adventure, and other forms of tourism as promoted by the State Department of Tourism would keep the total floating population to not more than 5 per cent of the year round population. It is however assessed that more than four-fifths of this would be in the Coastal talukas with high infrastructure demands Regional Plan It is clear that the maximum tourist traffic is in the beaches of North Goa in Bardez where the maximum hotels are located. The entire coastline of Goa is affected by tourism today. All talukas from Pernem in the North to Canacona in the South show significant tourism accommodation availability (Interim Report Regional Plan for Goa 2021-Task Force 2008).

Roberts and Hall (2001) opines, a well-integrated, rural tourism can provide an important complement and counterbalance to coastal mass tourism that has characterised many countries with warm climates such as in south and southeastern Europe. A thought that can change the future of Goa. A study conducted by Delhi-based Consulting Engineering Services (India) Ltd, who is preparing the tourism master plan for the state, reveals approximately, 60% of its guests seek beach tourism, while above 35 to 45 per cent domestic tourists as well as 20 per cent

foreign tourists also try and visit hill side, heritage places, forests and wild life in Goa (IST, 2000).

The challenge is to move the focus from beach centric form of tourism and take it to its 300 odd villages that are waiting to be encountered, explored and enjoyed. What needs attention is the fact that in the case of Goa, the economic transformation was and is being experienced only by the shorelines/tourist centric village , while nature, heritage, history, architecture, culture has taken a back seat (Kamat, 2010k).

Indeed, Goa has in a way indulged in village tourism in a constrained manner, where host communities have given away a portion of their house to its guests and shared their cuisine and invited them to be a part of their lives, leading to deeper relations both personal- of which marriage is not ruled out, as well as professional where land, shops etc are purchased and business is initiated by the guest. A look into the foregone decades will shed light (Kamat, 2010e).

Tourism in Goa was incepted by the 'Flower children' in Goa, in the villages of Calangute, Anjuna, Baga. With time tourism particularly beach centric tourism spread to other coastal villages such as Candolim, Arambol, Kasui etc in the north and Colva, Cansaulim, Varca Palolem in south Goa (Kamat, 2010e).

These villages underwent transformation, traditional jobs of farming, fishing were abandoned and new entrepreneurs appeared on the scene. Houses were let out, fast food joints, discos, restaurants, garment and other consumer item shops, clubbed with flea market et al appeared on the shores and made in road into villages. Construction of hotels, resorts and mega projects changed the landscape of these villages (Kamat, 2010k).

Going back in time, in 1961 visitors from as many as 39 countries, totaling 1439 persons and 10,422 night lodgings came to Goa, (Afonso and Rodrigues, 1994). Post liberation, in the mid sixties, the accidental alliance with the hippy clan, changed the course of history of this state. The flower children having wandered futilely round the globe were finally smitten by this tiny emerald state. In the 'Hippy Trail' Goa turned out to be the final terminal, a home away from home (Kamat, 2010e).

The decade witnessed these white guests sprawled on the isolated clean and immaculate white beaches, indulging with 'their way of life', with little or no interference from the local inhabitants. Thus, drugs, sex and music was injected into a system that would grow into a gruesome industry with time to come. The villages of Calangute, Candolim, Baga, and Anjuna in north Goa, were the first to sprint into the international tourist hot spots roll. These small, remote fishing villages waited to be transformed into tiny conurbation (Kamat, 2010k).

Table 2(iv) Estimated Number of total tourists including Day Tourists (2007):

Talukas	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	March	Total
Pernem	2601	2866	1959	1344	2130	2115	2373	3260	4827	3179	633	866	28153
Bardez	61053	47645	23617	19401	37437	43200	60751	85915	86276	72575	52391	65744	656005
Bichlim	2971	1517	1757	1276	2011	1252	1252	3833	2370	1983	951	1338	22511
Satari	334	253	307	150	217	295	387	478	468	276	267	313	3745
Ponda	9334	8759	5206	4502	8163	7816	8330	12250	13703	9236	8496	12194	107989
Tiswadi	61444	55572	26988	22125	45072	55432	72158	87020	98872	70694	54884	65615	715876
Mrmgao	23167	21398	15100	11866	22100	24085	22042	29435	34585	25113	20738	23126	272755
Salcete	44290	54591	25239	23733	39408	45431	57948	63062	93438	67625	52264	62885	629914
Quepem	128	223	352	158	219	230	240	244	358	456	75	20	2703
Cancona	4515	3533	2511	2465	1722	1350	1339	5540	5843	6850	1612	1926	39206
Sangem	671	920	623	455	1557	1133	942	942	1393	635	426	397	10094
Total	210508	197277	103659	87475	160036	182339	227762	291979	342133	258622	192737	234424	2488951

Source: Collection of Domestic Tourism Statistics for the State of Goa-Final Report (April 2005 to March 2006)

Goa once popularized as "Rome of the East", and "Pearl of the Orient" was to be re-christened as "Tourist Paradise" read as 'Hippy Paradise', and this image was for keeps (Kamat, 2010e). The word of mouth mode of promoting this state indeed proved an effective tool. From a mere 119,387 in 1973 the tourist arrival in the state touched a whopping figure of 25,03,703 in 2009 (Afonso and Rodrigues, 1994; Pereira, 2010). By mid 2010, almost all the coastal villages, from Arambol in the north to Palolem in south were now swarmed with tourists. The initial hippy image was hard to tear, and with time, additional tags such as 'crime capital' would cost

tourism Department Rs 23.86 crore between 2007 to 2010 alone, in order to promote itself as a holiday destination in India and abroad (Pereira, 2010).

The seventies witnessed a spurt in the spirit of entrepreneurship among the locals. The number of visitors jumped, and so did the economic opportunities. Farmers, fisher folks, landlord, living simple leisurely lives, were transformed into entrepreneurs, setting up hotels, motels, pubs, kiosks and what have you. In tow came, banks, star hotels, local government and other stakeholders. Everyone wanted a slice of this irresistible pie. The wide range of trading opportunities transformed coastal villages into tiny business hubs. The popular Anjuna Flea market, and in time Ingo's, Saturday Night market and the like attract a large number of tourists round the globe. Besides shacks, outlets overtly offer trinkets, garments, handicrafts, and not so covertly- drugs, and sex (Kamat, 2010e). And in time, these very shacks, bars and restaurants, and the medium sized tourist residences have all become centers of mafia activity (Solomon, 2009).

Another feature of this decade was rampant immigration of unskilled and semi-skilled workers seeking opportunities here. The entry of Lamannis or the gypsy tribe was prominent. In many cases such women and children ended as victims of sexual exploitation. The decade also indulged in ' Full Moon parties', and saw the birth of GTDC Goa Tourism Development Corporation in 1982 (GTDC, 2010)

By the eighties 'institutionalization' had come to stay. Goa was selling not just it's beaches, but also its feasts, festivals, culture, heritage. Thus, 'mass tourism' was injected. A new trend in the form of charter flights, charter tourists, low budget tourists and backpackers clubbed with domestic tourists flooded the state (Kamat, 2010e). Guests from U.K, followed by Russia and from various parts of the world flocked here, refer table2 (v). With time Goa would attract voyeurs, exhibitionists, perverts, paedophiles and people - both from abroad and India - just wanting to have "fun" (Pereira, 2010). An isolated event was CHOGM- On November 23, 1983, - Commonwealth Heads of Government met here, putting Goa on the world map. Organizing such a meet, was an attempt to shed its hippy image. Unfortunately, Goa over the years got branded as, 'sun, surf and sex' destination. Fun, frolic, dope and drugs image clung to this beautiful state. This decade also witnessed agitation for official language, and gained Statehood on August 12, 1987 (Kamat, 2010e). As the fallout of unabated and harried tourism poured out,

so did resistance and opposition by the locals, - Jagrut Goenkaranchi Fauz (Vigilant Goans Army) was formed as activist tourism campaign group in 1989 (Kamat, 2010e).

Table 2(v): Foreign tourist arrivals nationality-wise break-up 2006

COUNTRIES	ACTUAL	PERCENTAGE
U.K.	159447	41.91
Russia	32293	8.49
Germany	23654	6.22
Finland	25724	6.76
France	15336	4.03
Switzerland	13421	3.53
Sweden	9954	2.62
U.S.A.	8303	2.18
Australia	7482	1.97
South Africa	5238	1.38
Brazil	3435	0.9
Italy	3397	0.89
Canada	3124	0.82
Japan	2163	0.57
Denmark	2012	0.53
Austria	1827	0.48
Holland	1447	0.38
Portugal	1487	0.39
Ireland	1243	0.33
Others	59427	15.62
Total	380414	100

Source: <http://www.goatourism.gov.in/About%20Goa/Intro/Goa%20Intro.htm>

In Nineties, political instability rocked the state. Other high lights of the closing decade of the millennium was- Fredy Peats case exposed the dark side of tourism. N.G.O's like Bailancho Saad, Child Rights Group, Jan Ugahi and Arz mushroomed to collectively raise voice against rising crime and injustice. Due to boom in I.T. sector Yuppies rained in the state, so did rave parties, Water sports, adventure tourism- Windsurfing Dinghy Sailing, Scuba Diving, Water Skiing etc was initiated to attract diverse interest groups (Kamat, 2010e). Tourism-related business activities was carried out by unlicensed foreigners as well (Solomon, 2009). Real estate boom saw land sharks and land deals running into crore of rupees. Trance music was replacing the full moon parties .

Stepping into the new century started off by bestowing tourism an industry status. Offshore casinos were introduced to attract tourist to come to Goa instead of Nepal. International film festival IFFI, took off in a big way, attracting both domestic as well as international tourist (Kamat, 2010e). Goa received foreign remittances to the tune of Rs 800 crore in 2008, accounting for 6.3 per cent of the state GDP. Consequently, the per capita bank deposit ratio jumped to Rs 30,710 (Bhupta, 2009). The flip side is innumerable dark instances came to light. The most prominent and a sharp eye opener was the recent Scarlet Keeling case, depicting the pathetic condition the state has been reduced. In 2005, the International Narcotics Control Board, India, had released a list of 248 major drug peddlers in the country, 90% of whom operate in North Goa.

Business units serve as centers of mafia activity, chief among the nationalities who operate these criminal operations include the Russians, Germans, and Israelis (Solomon, 2009). In April 2008, Goa Police Crime Branch have busted a first international sex racket in the State, run by a Russian lady in the North Goa coastal belt (RadioGoa.net, 2008). Gaurish Dhond President of TTAG laments, “ *the rapid degradation of the natural beauty of Goa, which is one of its USP... It is a shame that we do not have a garbage processing plant till date and that the cities, coastal areas as well as our villages are strewn with stinking garbage, which is branding Goa as a dirty destination,*” (IANS, 2010). Eduardo Faleiro, a former union minister of state for external affairs sums up, “*Goa is seen as a permissive society with a permanent carnival,*” (Pereira, 2010). Too little, too late seems to be the norm.

The big concern is inspite of tourism being very much in the villages of Goa, yet authentic ‘Village tourism’ or Rural tourism never really took root (Kamat, 2010e). Undoubtedly, Goa has a number of villages that are waiting to be tapped as a tourist destination. But, that alone does not suffice; the cooperation of the locals is of paramount importance (Kamat, 2011c and 2011f). ‘Tourism and Goan Culture’ in 1987 maintained- “ *Tourism in Goa should be planned, controlled and become people oriented. It is necessary that instead of threatening and eroding Goa’s cultural and social identity, tourism should strengthen and enrich them.*” (Afonso, 1994). Goa has indeed come a long way and its about time to shift from beach centric tourism to village centric tourism to regain the prestige and repute of this lost paradise (Kamat, 2010f).

2.5 THE TOURISM INDUSTRY IN GOA W.R.T. DESTINATION LIFE CYCLE.

There are apprehensions relating to Goa's tourism industry of having finally reached a saturation or decline stage. Ever since, the time Goa was first discovered by the hippies in the sixties, it has indeed come a long way. Over the decades, the transformation of the sleepy serene villages especially the coastal ones have witnessed major transformation. These beaches are getting overcrowded, clubbed with unhealthy competition, and the socio- environmental pressures building up beyond redemption, but has it touched the saturation limit? (Kamat, 2012). In order to investigate the same, thoughts and models of various experts is considered here.

2.5.1 R.W. BUTLER MODEL

It is now over three decades since the original article of 'Destination Life Cycle' first appeared and interestingly the model proposed in that article is still being cited and used in tourism research. The model was originally propounded in the eighties by Butler 1980, and is also known as the Tourism Area Life Cycle (TALC). The basic idea of Butler's 1980 Tourism Area Life Cycle (TALC) model is that the destination experiences different stages of possible growth, consolidation, decline, with scope to rejuvenate refer Figure 2(iv).

Figure 2(v): Destination Life Cycle

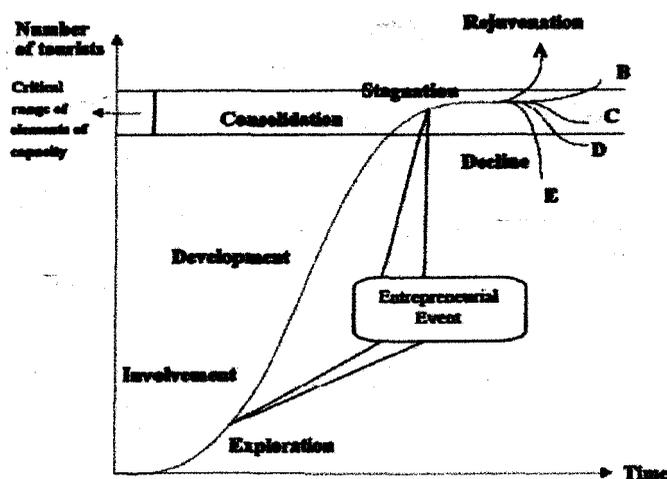


Figure 1: Destination Life Cycle (Butler, 1980)

A destination begins as a relatively unknown and visitors initially come in small numbers restricted by lack of access, facilities, and local knowledge, which is labeled as *Exploration*. As the destination gains popularity, correspondingly, its attractions and the amenities are increased and improved this is termed as the *Development stage*. Tourist arrivals then begin to grow rapidly toward some theoretical carrying capacity touching the *Stagnation stage*, which involves social and environmental constraints. The rise from *Exploration* to *Stagnation* often happens very rapidly, as implied by the exponential nature of the growth curve.

The possible options indicated by dotted lines A-E refer Figure 2(iv), are examples of a division of possible upshots beyond *Stagnation*. Illustrations of things that could cause a destination to follow path A and B toward *Rejuvenation* are technical and technological developments or infrastructure improvement and progress leading to increased carrying capacity. Examples of things that could cause a destination to trail C and D are greater than before are congestion and unsustainable development, causing the resources that originally drew visitors to the destination to become distorted or corrupted, or cease to exist. The line of much interest to this research is *Stagnation stage*, prompting the destination to trail disaster or crisis.

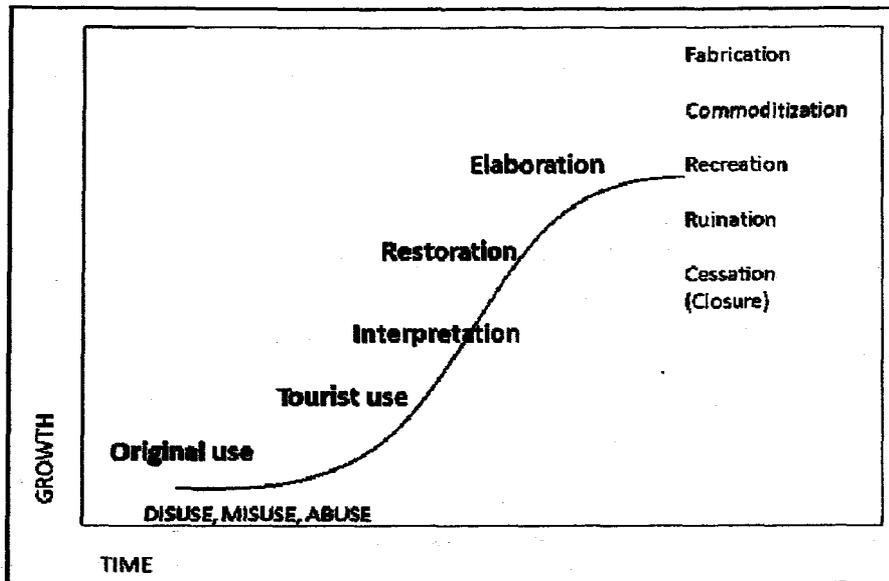
It is also important to point out that the Law of Diminishing Returns could cause a destination to follow trajectories equivalent to those of C or D, and that the concepts and mission of destination recovery, as applied to destinations recovering from a disaster, could easily be applied to a destination in *Decline* as a result of the Law of Diminishing Returns (Butler, 2011).

In more recent years the Tourism Area Life Cycle (TALC) model has been used in a wide variety of situations beyond its original focus. The model was in fact revised (1996) keeping in mind the rapid changes and dynamics of contemporary world where calamities both nature and man made have to be kept in mind refer Figure 2(v). The model is applied to understand varied events and the impact whereby the magnitude of the episode, the duration of the effect, and the shape of the associated life cycle is scrutinized (Butler, 2011).

Cases of novel form of applications is for instance, aftermath of the Bali bombing, impact of Tsunami in Thailand (Putra and Hitchcock 2006; Cohen, 2008). In 2003, Moss et al have used the same in the context of two terrorism acts, the Twin Towers destruction in New York and the

Madrid train bombings. The TALC with other models, was also applied by (Duffus and Dearden, 1990) in the context of wildlife tourism.

Figure 2(vi): Heritage Opportunities and the Life Cycle (Butler 1996)

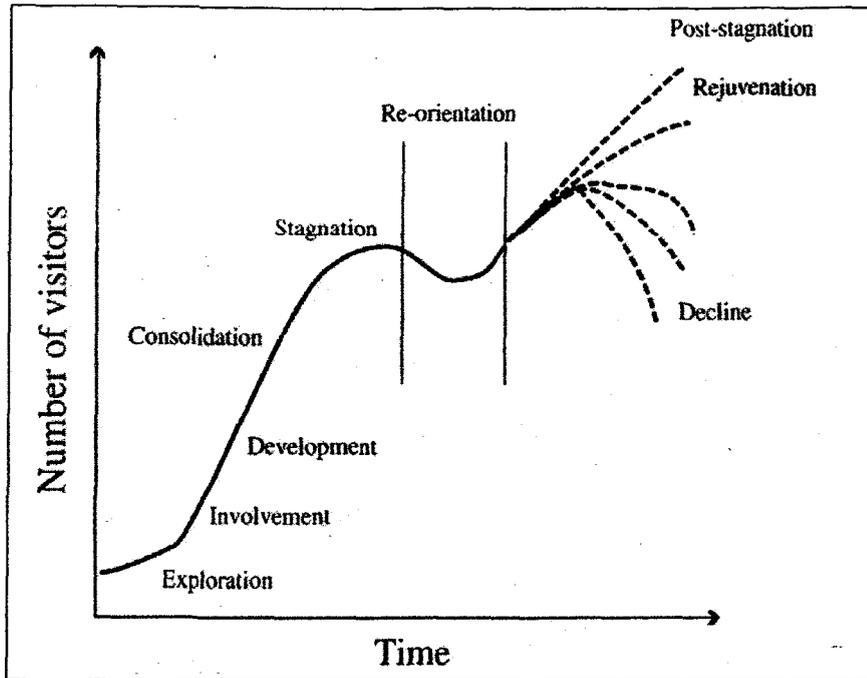


Source: Heritage Opportunities and the Life Cycle (Butler 1996)

2.5.2 AGARWAL MODEL

One may argue as to whether additional stages are necessary, although there is little doubt that many destinations do go through a process, if not a stage, of re-orienting themselves, or endeavor to do so. There is a need for the examination of restructuring as a factor in the development of the cycle and possible adjustment of stages in the post-stagnation period (Butler, 2011). Priestley and Mundet (1998) also argued on the need for additional stages in the model, in particular post-stagnation and reconstruction stages. Agarwal has argued for “*the insertion of an supplementary stage in order to take into account the series of restructuring efforts that are inaugurated before decline sets in*” This stage, termed as ‘reorientation’ and should be added between the stagnation and the post-stagnation stages of the TALC model to represent continued efforts at restructuring” (Agarwal, 2006). Refer Figure 2(vi). If re-orientation did take place but was unsuccessful in terms of recapturing the declining market or attracting a new market, then, as (Baum, 1998) has suggested, there may be a need for an additional stage to be added at the ‘end’ of the cycle, namely, that of complete ‘re-invention’.

Figure 2(vii): AGARWAL MODEL



Source: Modification of the Butler Tourist Cycle of Evolution Model (Agarwal 2006)

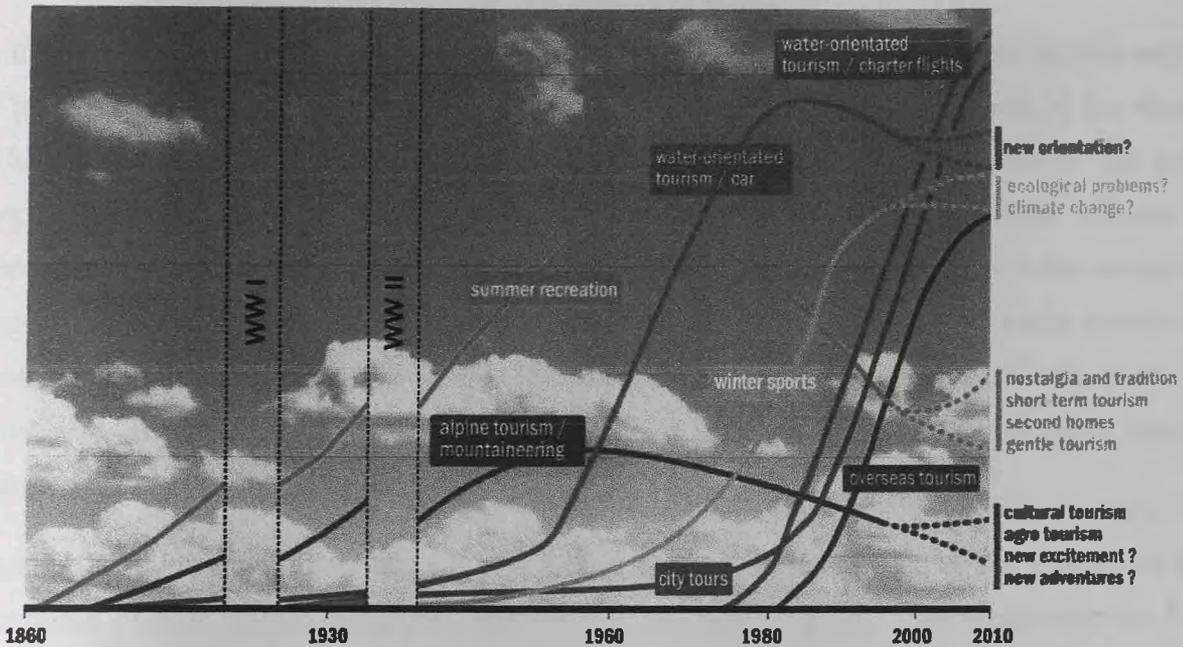
2.5.3 ZIMMERMANN MODEL

Zimmermann's model diagram refer Figure 2(vii), - shows an disruption in cycles because of wars, and such interruptions, which might be attributed to the rapid rise in energy prices in the 1970s, the Gulf and Balkan wars at the turn of the century, the economic recession of 2007-9 and even, while at a different time scale, climate change (Gossling et al., 2010). In 2006, Corak noted the effect of divergence (wars in 1914-19, 1939-45, and 1991-5) on the TALC of resorts in Croatia, in effect causing the cycles to begin over again after each conflict ended.

As a result, these interruptions can be expected not only in participation rates and popularity in various forms of tourism, but particularly in destinations, with correspondingly greater effects on specific destinations (Butler, 2011). Rapid rises in energy prices would affect greatly those destinations dependent on long haul travel or that are high in energy consumption (e.g. Dubai), the Gulf Wars would have particularly negative impacts on destinations in the Middle East, and the economic recession on all foreign travel. Climate change might create increase in numbers in some locations from 'last chance' tourists, and decrease in other areas as attractions decline in

quality or disappear or potential tourists succumb to 'do-right' or 'do-good' inclinations and decide not to travel at all (Butler, 2011).

Figure 2(viii): European Tourism Products – A Product Life Cycle Approach (Zimmermann 1997)



Source: A Product Life Cycle Approach (Zimmermann 1997)

2.5.4 RAYMOND NORONHA MODEL

Life cycle can be understood by explanation provided by Raymond Noronha, in his Social and Cultural Dimensions of Tourism, (Afonso and Rodrigues, 1994) in Manuscript -Tourism in Goa Socio-Economic Impact Institute of Social Sciences, 1994 where he has discussed three stages: First, a few tourists “discover” the destination; second, in response, local entrepreneurs provide facilities to accommodate the growing number of visitors; and third, “institutionalization” or mass tourism follows when further development of tourism facilities tends to come under the control of agencies – government as well as private – rooted outside the local community and often outside the country. Its application to Goa is on the following lines-

In the Initial stage: There was no tourism policy and promotion in Goa , due to the general colonial approach and to the very primitiveness of international tourism. In 1961 visitors from as

many as 39 countries , totaling to 1439 persons and 10,422 night lodgings came to Goa. The socio-cultural milieu in the northern beaches of Goa, specially Calangute and Baga of summer-time fun traditions, provided the right type of incentive to the rebellious and freewheeling elements of the affluent countries. And the laxity of villagers and flexibility of law enforcing agencies of the territory made the right ingredients.

In the second stage : This stage was quick to follow. The economic opportunity that the arrival of hippies provided was at once seized by the local folks, from the rich landlords to the simple fisherman or toddy tapper. The authorities entered the scene immediately thereafter. The early hippies brought in lots of money and pumped it into the economically backward villages of Candolim, Calangute and Baga, which accounts for a large measure of the sudden prosperity among the lower sections of the population in those areas. The hippies also made substantial contribution to the foreign exchange earnings through Goa and the State Bank of India branch of Calangute, at one time, became one of the top rural branches in terms of volume of foreign remittances and exchange handled.

And in the third stage :This stage began around the end of the decade of the 1960s and the beginning of that of the 1970s with the entry of the hotel industry with the pioneering Fort Aguada five-star resort. Tourism in Goa, then, was well on its way to becoming a big time and big money affair. Not only the local government saw in this a potential developmental force, but outside agencies like the UNDP, the Government of India and big industrial houses and investors also gradually started taking interest in it. Thus, Goa has come to be a major attraction not only to the succeeding generations of the pioneering fraternity of hippies (whose ranks, however, have started dwindling the world over and the very phenomenon is in death throes for various sociological reasons), but also to others within the country as well as outside, in far greater numbers.

If one has a look at the Destination Life Cycle of Goa's beach centric tourism industry, it has traversed a couple of stages. To begin with over 90 percent of domestic tourists and over 99 percent of the international tourists frequent these areas. Consequently, beach tourism is the only type that is avidly encouraged by policymakers and other concerned parties alike. Goa is visited by two types of tourists with distinct needs which this state satisfies. The first is

the domestic tourists, who comprise 80 percent of all tourists and the other is the International tourists (Sawkar et al., 1998).

To begin with 'The Exploration Stage', commenced in the sixties, when the Flower Children having accidentally stumbled upon it, discovered this tourist's paradise for posterity. North Goa coastline villages of Anjuna, Calangute, Baga in particular offered it's virgin white beaches to these 'founding fathers' of today's tourism industry. Besides the sun, sand and surf, the white shoreline also provided the much required privacy and seclusion to lead 'their' way of life with no questions raised (Kamat, 2010d).

In 1961 hardly a couple of guests had visited the state. None the less, with the guests at the local's doorsteps, it meant demand in terms of food, accommodation, medicines, music, and drugs. Farmers, Toddy tappers, fishermen and the residents in general had new opportunities knocking at their doorsteps. Invariably, their involvement in the tourist's activities was inevitable. In fact State Bank of India opened its branch in the state, at Calangute. Tourism once injected in the system implied development of infrastructure, facilities being provided by government, and with time big industrial houses, star hotels and other stakeholders gradually started taking interest in it (Kamat, 2010d).

Over the years, Goa has witnessed a steady rise in the arrivals of both foreign and domestic tourists. Tourists have been flocking here for various reasons, but the sun, sand and surf synonymous with fun and frolic has fascinated travelers and tourists the world over. The eighties witnessed involvement and development of the state to meet the demands of the guests, the initial nineties experienced slump due to the financial crisis faced by the country (Kamat, 2010d). But with the opening of the economy, and the subsequent I.T. boom triggered a rise in the popularity of the state, and translated into an increase in the arrivals of the domestic tourists, which spilled over into the new millennium. Thus, domestic tourists, made a important contribution. They came in large numbers which propelled the industry to new heights. They came looking for fun and entertainment and beaches is where they headed (Kamat, 2010d).

The various factors that have contributed to this rise in domestic tourism are (Kalidas et al., 1998).

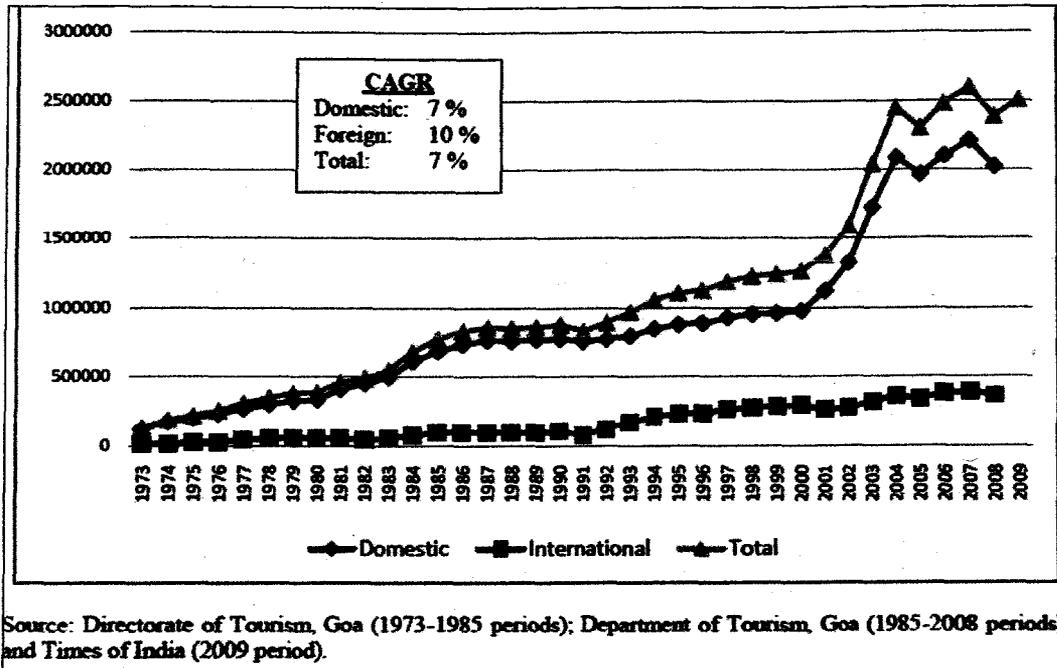
1. Increased disposable income of the middle class,

2. Increased urbanization and stress of living in cities and towns,
3. Increased ownership of cars, which is making domestic tourism more attractive, especially
4. Among the upper-middle and middle classes,
 - a. improved employment benefits, such as the leave travel concession,
 - b. development of inexpensive mass transport and improved connections to various places
5. Of tourist interest
 - a. increased number of cheap accommodations and resorts,
 - b. greater advertising targeted at domestic tourists both by the central and the state
6. Governments, as well as the tourist industry, development of time sharing of holiday accommodations, that is being targeted at the middle class.

While as per survey compiled by the State Directorate of Planning and Statistics and tabled in the Assembly 2.5 million tourist flooded the state in 2009. The largest number of charter tourists that Goa had received was in the year 2007-08 wherein nearly 1.86 lakh tourists came to Goa in 758 charter flights that were operated during that season (NT, 2011).

Refer Table 2(vi), which depicts the flow of the foreign tourists for the period 1973 to 2009. Over the decades, it is observed that there is generally a steady increasing trend of the tourism industry in the state. Though there is a drop of tourists during 1981, 1982, 1986, 1988, 1989, 1991, 2001, 2005, 2008 due to various socio-political reasons especially during the eighties political scenario witnessed rapid change in Chief Ministers of the state, creating a sense of uncertainty. Language issue also caused social unrest. Thus, impacting the 'experience industry'. Nonetheless, these episodes were quickly forgotten and did not impact the destination in the long run. On the contrary the flow seems to grow with each passing year. In fact, the statistics provided by the tourism department revealed that the state received over 26.42 lakh tourists, the largest ever number, in the year 2010 beating the previous record of nearly 25.98 lakh tourists recorded in the year 2007 (NT, 2011).

Table 2(vi): Flow of Tourists (1973-2009)



*CAGR: Compound Annual Growth Rate

The other aspect that cannot be ignored is overcrowding in destination, as it is bound to give rise to situation whereby resources that originally drew visitors to the destination becomes corrupted, or no longer exist e.g increase in congestion and unsustainable development. In case of Goa, concretization in form of hotels, motels, resorts, holiday homes, residential complex et al, have created environmental, social and cultural pressures. Such haphazard and hurried development is the likely path for the destination to approach the stagnation stage and subsequently lead to decline (Kamat, 2010d). In the case of Goa, coastal villages like Calangute, Colva, Pallolem and others have witnessed mass tourism, with a chock a block construction. Placing heavy demand on the carrying capacity of such tourist spots (Kamat, 2010d). Cooper, (2002), maintains that the approach adopted for destinations will be dependent upon the destination's stage on the life cycle. Piplani (2001) reveals, "a region like Goa, a city like Shimla or a leisure spot like the Badkal Lake have reached a maturity level. They no more require promotion and have similarly exhausted their carrying capacity (infrastructural, environmental or social impacts)". On the other hand, (Norhona, 1999) opines that the, 'Industry believes that Goan tourism has not yet reached its "saturation point". (Patkar, 2004), in his

presentation on 'Impact of Tourism on Goan Agriculture and Environment' claims that Goa is in the 'Developing Stage', and cautioned that later it will lead to stagnation and decline. In his words, "In the long run local people involved in tourism industry will have to face competition with large business houses dealing in tourism products, and if stagnation or decline occurs then local people will suffer, as switching back to agriculture will be difficult". (De, 2010), in her column for the Times of India, questions- *Has Goa lost its Groove...? and concludes Goa has after all lost its 'mojo (magic)'*. So also (Bradbury, 2010), a British tourist who has been visiting the state for the last 20 years, in his letter to a local daily claims, "*Goa has lost it', to her counterparts who offer a much cleaner, safer and more social able destinations*".

Nevertheless, there has been a significant spurt in arrivals from Far East Europe- Russia, Estonia, Belarus, etc and for the first time direct flight from Tajikistan is in operation (Joaquim, 2010). If foreign tourists are wary of the destination, domestic tourists are bitten by the state's holiday image. Kamat (2010d), also acknowledges the fact that a new wave of tourists namely Russians and other east Europeans as well as the rise domestic tourist arrival, have succeeded in offsetting the decline and putting off the stagnation stage.

But the bubble will someday burst, in the case of such eventuality, Piplani (2001) suggests internal marketing, product improvement, to check the decline, while Noronha (2002), professes, it would help if Goa could work to diversify away from its brand-image. (Butler, 1980; Weiermair, 2007) urges for a focused effort on developing a transformational strategy in the form of rural/village tourism for rejuvenating the tourism industry in the region.

Weaver (1997), opines that it would seem sensible to maintain the current broad market base of the industry, and encourage greater diversification in the type of tourists who visit Goa with more emphasis being placed on cultural and heritage tourism. (Subash et al., 2009), Village/Rural tourism acts as a rejuvenator for bringing the stagnating/declining stage of tourism industry back to second/subsequent growth stages of tourism industry life cycle. This is because rural tourism has the inherent characteristics of becoming a sustainable tourism concept once it is developed and managed properly.

2.6 TOURISM AND THE SOCIO- CULTURAL DIMENSION OF GOAN SOCIETY

In 1510, the Portuguese, under Afonso Albuquerque disembarked in Goa changing the course of history of a land that was rich in terms of trade, culture and community. That event preordained Portuguese colonial rule, which lasted for a good 450 long years and was finally done with on 19th December 1961. Post liberation, in the mid sixties, the discovery of this 'kingdom of good times', by the hippies was yet to prove another significant turning point, in the history of Goa. This time round the cultural imperialism was to last many a generations to come. To the local populace this infiltration by the hippies inevitably meant opening up to new people, novel ethos and new-fangled way of life. These white rebels who found a home far away from home also found their much wanted privacy with plenty of sun and fun thrown in. Well, time would declare these bunch of vagrants to be the founding fathers to today's, one of the most important industry in Goa namely- 'Tourism' (Kamat, 2010l).

However, unbridled and harried growth of this 'experience industry' has created its own set of problems impacting the socio-cultural as well as economical and environmental dimensions of the state. Both secondary and primary research suggest that today international tourism and international tourists call for a well designed combination of global, national and local cultures, of globally and locally valid service qualities. This blending would create tourism and destination specific cultures, thus leading to unique and differentiated tourism experiences in destinations (Weiermair, 2000). But, a study conducted by the Institute of Social sciences, New Delhi, 1989 states,-" the hippy culture of tourists thrive on the local community, the domestic tourists thrive on the hippies, and the host community on the above two types of the parasites, all of them competing to exploit one another. It is obvious the one to lose the most are the locals in terms of social, environmental, cultural respect'.

(Routledge, 2000), in his paper 'Consuming Goa: Tourist Site as Dispensable Space', highlights how construction of tourist sites such as Goa is predicated upon a development ideology that defines local people's space as dispensable to the needs of national and transnational capital'. (Gopal et al., 2008), emphasize the need to consider the fact that the development of tourism in a rural area is not simply a matter of matching tourist demands with local product supply but a matter of evaluating local suitability and acceptability. (Weaver, 2005), asserts '*Many critics of*

Caribbean tourism have felt that the cultural and social problems created by the industry far outweigh any economic advantages'.

On one hand the finding of Huttasin (2008), states that the residents positively perceive social impacts in term of job creation for women in the village. Moreover, they do not see any social changes brought in by tourism and do not think that tourism leads to an increase in prostitution, vandalism, burglary, or drug abuse. This contradicts findings of (Noronha, 1999), which state the fallout of tourism industry in Goa, has been an escalation in violence, child sex abuse and prostitution, drug abuse and drug trafficking. It may be noted that post hippy discovery, the coastal belt has evolved its own culture of rave, acid and psychedelic sovereignty.

Experts opine that the overcrowded, concretized beaches have lost its lure; on the contrary it has become a habitat for crime and criminals. The virgin white beaches, long stripped off its virginity and shrouded with a quilt of hotels, motels, shacks is prostituted en masse. Sentiments of the host community, their culture, and the future of the youth is gambled and put at stake, in the fervor to fill the coffers of the state (Kamat, 2010a).

But what is disturbing is as (Noronha, 1997), puts crime is turning into the new growth-industry along parts of the North Goa beach belt. It is coming in alongside prosperity brought in by the booming tourism sector, over the past decade. (Sardesai, 2008), in his blog divulges, how a vast majority of the local tourists, eager to explore the "idea" of being in a "free" state, free from the restrictions of middle class attitudes throng the State. But, it is not just the domestic tourists alone but, also Russians in the recent past that are thronging the State, impacting its populace. Mr. Parsenkar, legislator from the coastal constituency of Mandrem, a village in North Goa, highlighted at a gram sabha (village council) that the volume of Russian tourists in the State had triggered a virtual cultural invasion in Morjim and surrounding areas (Times of India, 2010).

Ray (2004), in her paper, 'Commodification of the Goa Carnival for Tourism Promotion', brings to light the fact that traditions and ethnicity have been modified to cater to the cultural concepts of the tourist rather than reflecting realities, as they exist. The generation of such a consumerist-oriented ambiance severely bars local voices and participation and also, exposes powerless groups such as women to abuse and maltreatment at the hands of tourists and the industry alike. *Shigmo*, an earlier rustic local Hindu religious festival, has been taken to the town with

processions and street dances. Over the last decade or so, a new concept of floats - much like those in the controversial carnival - has developed. Folk-art researchers say this is responsible for a great loss to the originality of the performances, earlier based on folk dances and music. There have also been complaints of commercialisation eroding the *Shigmo* traditions (NT, 1997).

Haladi (2004) agrees that the commercialization of culture can also be witnessed in the manner in which local customs and traditional events have been appropriated by the government and the tourism lobby. The so-called Goan dances and culture that are on display at hotels and on boat rides and the state sponsored carnival are examples of the attempt to use women as baits to attract tourists

Martin (2008), states 'Ironically Goa is not sought for its golden charm, its famous beaches, perennial springs or ancient architecture, but as a haven for sun, sand, sex, wine, women and drugs and even pedophiles. There is organized prostitution that even involves little children, college girls and high society ladies, informal prostitution, casual sex, wife-swapping and neighborhood aunties out for a good time'.

Kamat (2010i), highlights how on the social cultural front-sun and sand, fun and frolic over the decades has been swapped by slime and sex, fad and *feni* (local brew). Misdeeds are exploding in Goa. Blogs, websites, warn of such misdeeds e.g. the Foreign and Commonwealth Office cautioned visitors of sexual assault against women in Goa. Interestingly, tourists are volunteering to expose the dark side - a pamphlet titled "Rape Alert", displayed by Western tourists at a Goan beachside restaurants warns- 'no girls should feel safe! (Noronha, 1997). On a similar note, the Foreign and Commonwealth Office cautioned on its web site as far as Goa is concerned "Do not walk alone in isolated spots in the popular tourist areas especially after dark. There have been several recent incidents of sexual assault against women in Goa" (Costa, 2002).

The Goan social scene is further complicated by the state's porous borders with the rest of India. While Goa's geographical location improves domestic demand for tourism, it has also lead to a large influx of labor from adjoining states, further exasperating social impacts (Kalidas et al., 1998). Besides workers who migrate to the state to satisfy the demand for manual labour, there are an increasing number of wealthy people from other parts of India and foreign tourists who have migrated to Goa (Haladi, 2004). In terms of in-migration,

the Economic survey of Goa, 2006-07, states that of an estimated 1.70 lakhs migrants into Goa in the period 1991-2001, 0.77 lakhs were from Karnataka and 0.51 lakhs from Maharashtra. Only a total of 0.22 lakhs were from Kerala, U.P., A.P. and T.N. in that order. The other states contributed the remaining 0.20 lakhs between them. Noted Konkani scholar Udai Bhembre in (Times of India, 2001), lamented, at a symposium on 'Identity, Society and Culture: Goan Perspective, that "globalisation, growth of tourism and influx of people from neighbouring states into Goa coupled with our own apathy accelerate or help this process of de-culturation".

Apart from the above woes, crime in different mode and manner abounds- unnatural deaths, crime, rape have become a norm rather than exception, but, surprisingly, the 2009 Diwali-eve scooter blast crime including the reported murder of the British teenager Scarlett and 26/11 blasts in Mumbai had not affected tourism in Goa' (UNI, 2009).

Nomad4ever.com, (2009) proclaimed that – that crime is exploding in Goa. - to be fair not only foreigners are affected. It further calls attention to the fact that around 600 girls under the age of 16 disappear every year in Goa? These cases are said to be acts of crime, the local or foreign mafia kidnapping local girls and forcing them into labor or prostitution. Crime against tourists is usually covered up at first. Murders are systematically marked as drowning in the sea, suicides or drug overdoses. Rape is usually blamed on the victim.

According to Leahy (2008), one of the more worrying aspects of Goa-related murder cases is attempts by police to brush them under the carpet. School drop out, child abuse, substance abuse, prostitution, crime and other misdemeanor are carried out in the open. The nexus of the various stakeholders has created a shield which is difficult to penetrate and pull down. Many a cases go unreported, or are hushed up, so as to avoid further maligning of the state's image (Kamat, 2010b).

Countries like the US, Japan, Russia and Israel have all separately questioned the Goa Tourism Ministry with concern, asking why they shouldn't issue travel advisories declaring Goa unsafe (mynews.in, 2008). The mysterious death of British teenager Scarlett Keeling undeniably, exposed and confirmed the explosion of mounting crimes on its shoreline. On one hand, the tourism ministry is trying its best to prevent Goa's image from being maligning as an unsafe destination, on the other , the home ministry in Goa has blamed the tourists themselves

(mynews.in, 2008) In fact, recently, the tourism Minister Mickky Pachecho called Goa the "rape capital" of India, while Bharatiya Janata Party (BJP) leader Manohar Parrikar described the state as "a capital for drugs and criminals" (IANS, 2010).

Crimes are perpetrated against guests as well. Statistics reveal that 2.2 million foreign tourists visited Goa in 2007, of which 10 British tourists have died in Goa and the British Commission claims that at least four were due to unnatural causes. Is Goa still safe for tourists? questions Nanjappa (2008). As concerns the guests pouring in the state-on an average, one foreign tourist died per week over the last three years in Goa, While 25 foreigners drowned, 16 of them died following motor vehicle accidents and 15 due to natural cause while holidaying in the state, of the 161 deaths, the cause of death in 53 cases is not known as report of the victim's viscera has not yet been received (TOI, 2011).

Transport Department statistics reveal that on New Year's Eve, there were 26 accidents in 2008, 21 accidents in 2009, 28 accidents in 2010, and 25 accidents in 2011, March, which is the carnival month in the state, and May, which is the time domestic tourists flock to Goa in large numbers — increasing the pressure on the roads and incidence of drunken driving, have also witnessed a very large number of accidents year after year, (Narayan, 2011)

A study conducted by Institute of Social Sciences (1994), for the period 1981 to 1986, states nearly 570 cases were admitted in the two government hospitals namely Goa Medical College and Hospital Bambolim and the Institute of Psychiatry and Human Behaviour Panjim . The study makes a reasonable assumption that twice the number of addicts may probably be treated at private clinics and by voluntary organization. Apart from drug menace which not only created addicts but also smalltime peddlers, to big time dealers to today's well organized drug racket.

"Qualitative research indicates a feeling among local people (despite their involvement) that the gains from tourism are not substantial. There is a growing feeling that large hotels and external groups are cornering the economic benefits, while the local population has to bear the social and environmental burden," (Peopleandplanet.net, 2010; Twinside.org.sg, 2010). Kalidas et al (1998), admits the growth of tourism in Goa has been accompanied by strong anti-tourism activism. Much of this activism has been targeted at: international tourists; unplanned growth; the use of state machinery to promote tourism, which is perceived as

distorting the image of Goa and Goan society, the violation of regulations by the hotel lobby; the overdevelopment of the coastal strip; the preferential access to resources, which large tourism projects are able to get relative to small projects and local communities; the impact on local society from exposure to drugs, aids and more recently, pedophiles. Since the early 90's, Goa has also witnessed a gradual but definite increase in pedophilia (Haladi, 2004).

According to (Kamat, 2010i) whether it is the media projecting Goa and the people of Goa (more so its women, its culture, and its *sussegad* (laid back) attitude being read as –anything *chalega* or is permissible. Government, State as well as in the case of local Panchayat, absolute transparency accountability in its functioning is warranted. 82% literacy means nothing if people are ignorant of the performance of the representative's regime. Finally, last but not in the least, there is urgent need to rise and join hands unitedly, not in packs and pockets, - 'One for All, and All for One' should be the motto and concludes that."...granted this industry, keeps many a hearths warm let it not in the process smolder hearts especially of the generation next" Kamat, 2010j).

2.6.1 TOURISM FALLOUT IN VILLAGES

Nearly three-fourths of Goa's population is in the coastal belt. This is also the hub of all tourist activity. As a result this coastal belt is being rapidly transformed both by tourism and by the current speculative boom in real estate. There is an urgent need to restrict haphazard development in this area while consciously upgrading the infrastructure of this belt to prevent environmental fallouts. In the coastal belt Goa has so far managed to keep a unique balance of the 'rural' and the 'urban' i.e. access to an urban lifestyle in a rural setting (Regional Plan 2021). The prominent coastal villages are Calangute, Baga, Arambol, Candolim in North Goa and Colva, Palolem in South Goa, though the entire coastal belt experiences tourism in some measure.

As per Nirmala (2008), in his paper 'Sustainable Tourism in Goa (A pictorial view of tourism)' highlights the negative impact of tourism which occurs when the level of visitors' use is greater than the environmental ability to cope with the situation within the acceptable limits of change. Such uncontrolled tourism poses potential threats to the natural areas including -1. Depletion of

resources (especially water).2. Pressure on land and resources (to set up hotels and other facilities).3. Land degradation (due to nature trails and other facilities to the tourists) .4. Pollution (air, water, noise)

Table 2(vii) Talukas and their corresponding Village Panchayat

TALUKA	VILLAGE PANCHAYAT	TOTAL
Mormugao	Cansaulim, Chicalim, Cortalim Majorda, Sancoale, Velsao-Pale Verna.	07
Salcete	Aquem-Baixo, Benaulim, Chinchinim Colva, Curtorim, Davorlim, Dramapur, Loutulim, Macasana, Navelim, Nuvem,Rachol, Raia, Dramapur-Sirlim, Sarzora, St.Jose-de-Areal, Telaulim, Velim.	18
Canacona	Agonda, Cola, Cotigao, Gaondongrem,Loliem, Poinguinim, Shristhal.	07
Quepem	Ambaulim, Assolda, Balli, Barcem, Caurem-Pirla,Avedem, Molcomem, Morpirla, Naquerim-Betul, Xeldem.	10
Sanguem	Batim, Colem, Curdi, Darbandora, Calem, Kirlapal-dabal, Mollem, Netorlim, Rivona, Sancordem, Sanvordem, Uguem.	12
Ponda	Bandora, Betqui-Khandola, Adcolna, Borim, Cundai, Curti-Khandepar, Durbhat, Marcaim. Panchawadi, Queula, Kerim, Savoi-Verem,Shiroda, Talaulim, Tivrem-Orgao, Usgaon-Ganjem, Veling-Priol, Verem-Vagurbem, Volvoi,Wadi – Talaulim.	20
Sattari	Birondem, Khotodem, Dongurli-Thane, Guleli,Honda, Kerim, Mauxi, Morlem, Nagargao, Pissurlem, Poriem.	11
Bicholim	Advalpal, Cudnem, Karapur Sarvan, Latambarcem,Maulinguem, Mayem, Mencurem, Mulgao, Pale- Cotombi, Piligao, Salem.	11
Pernem	Agarwada-Chopdem, Alorna, Arambol, Casnem-Amberem-Poroscodem, Chandel, Corgao, Dhargal, Ibrampur, Mandrem, Morjim, Ozorim, Paliem,Parcem, Keri-Terecol, Tamboxem-Mopa-Uguem,Tirxem, Tuem, Varkhand, Virnoda.	19
Bardez	Aldona, Anjuna, Arpora, Assagao,Assonora, Bastora. Calangute, Camurlim, Colvale, Moira,Nachinola,Nerul, Parra, Penha-de-France,Pilerne, Pomburpa, Reis Magos, Revora, Saligao,Salvador-do-Mondo, sangolda, Siolim-Marna, Siolim-cassaim,Thivim Sodiem,Socorro, , Veria-Canca.	27
Tiswadi	Azossim, Batim, Carambolim, Chimbhel, Chodan-Madel, Khorlim, Cumberjua, Curca-Bambolim, Goltim-Navelim, Mercedes, Neura, Sao-Laurence,Sao-Matias, Se-Old-Goa,Siridao-Pale St. Andre, St.Cruz, Taleigao.	18

Source: Directorate of Planning, Statistics & Evaluation Government of Goa-2008

Goa which once boasted of virgin white beaches, unassuming locals, and the green finery, has definitely undergone a transformation, this seduction climaxes into a psychosis, unfolding appalling truths exposing a hideous side which detonates violently raising questions and demanding solution. Gone are the days when one would wade in clean waters, today the beaches are overcrowded, oil and other debris which includes ships like the River princess (ship stranded in Candolim waters for over a decade) have soiled it further. Shacks and star hotels, mafia fight for their pound of flesh, beggars and urchins, harass one and all but the mounting garbage in the streets, the heaps of filth in the open fields and abysmal hygiene in public places depicts the sorry state of affairs (Kamat, 2010c).

Going back in time, the hippies discovery of this tiny state post liberation, in the sixties, brought drugs, dope and dough to the state. In the years to come, hippies were joined by backpackers, drifters, rambler, techno addicts package tourists en masse. In subsequent decade of the seventies, Chalres Shobhraj made news of international scale, as the compulsive 'Bikni Killer' on the beach. This mid-seventies mishaps were perhaps the glimpse of the tip of the iceberg and time would unravel greater horror (Kamat, 2010e).

On a micro-level, it may be noted that Goa does not have land which is untitled or unowned or which is not of some historical significance, the needs of tourists and the local population in Goa come into frequent conflict over the use of local resources (e.g., water, beaches, and transport) (Kalidas et al., 1998). Refer Table 2(vii) to get a break up of Talukas and their corresponding revenue village / Village Panchayat

Rampant construction of hotels and concrete structures has flouted all norms and regulations. The coastal belt of Calangute, Candolim and Baga has been converted into a concrete jungle thereby destroying the natural beauty of these places and creating impediments to traditional occupations like toddy tapping and fishing (Haladi, 2004). Calangute, as press reports are now willing to concede, has changed from being a Queen of Goan beaches into a "hellhole" for locals (Noronha, 1999). Goa's beaches face the challenge of having to cope with various sorts of garbage that are strewn all over the coastal areas. The impact of excess garbage is negative and has many hazardous effects for Goa – its coastal communities and the coastal ecology (Solomon, 2009)

According to the researchers T G Japtap, K Desai and R Rodrigues: "The beaches of Goa were reported to be very clean with dense vegetation and magnificent dunes three decades ago. Over-exploitation of the beaches for tourism-related activities has severely degraded the sand dune habitats (Peopleandplanet.net, 2005).

With reference to Table 2(viii), none of the coastal areas under study conducted by Noronha Legia et al 2002 possess the rich sand dune flora characteristic of an undisturbed beach. The status of dunes and vegetation in tourism villages has been deteriorating as compared to that in the developing or non-tourist villages. The north Goan beaches such as Candolim, Calangute, Baga, Anjuna and Vagator which are very popular with the tourists are graded as being totally impacting the natural dunes and vegetation and species found.

Table 2 (viii) Comparison of Dunes and Inland Vegetation

Name of beach	<i>Name of species found</i>	<i>Percentage species diversity</i>	<i>Grading</i>
Mature tourism villages			
Candolim	12	20	1
Calangute	11	18	1
Baga	11	18	1
Anjuna	9	15	1
Vagator	7	11	1
Developing or non-tourist villages			
Reis Magos	75	78	4
Marra	83	87	5
Saligao	53	55	3
Nagoa	82	87	5
Parra	67	70	4
Arpora	88	92	5
Assagao	90	94	5
<i>Note Gradation scale 1 > 5, where 1 - totally affected and 5 - not affected</i>			

Total number of species - dune vegetation (53), inland vegetation (94)

Source: Noronha Legia et al 2002

In 1998 Kalidas et al., highlighted how some of the villages along the coasts have become very tourist-oriented and thus, shifted away from their traditional occupations. A couple of decades ago, these villages were predominantly fishing- or agricultural-oriented. Tourism has increased land prices and encouraged locals to sell their land, thereby sharply increasing the competition for land in the tourist belt. It can be argued that tourism has accelerated the decline of agriculture in Goa, by providing a viable alternative for the lateral transfer of investment capital, land, and labor by the locals. In the tourist belt, land conversion from agriculture to non-agriculture uses has occurred. Apart from this, the tourist belts of Calangute, Candolim and Colva do not have any sewage treatment facilities. Studies submitted to the government have shown that the sewage in the areas has contaminated groundwater aquifers that pose a serious health hazard to people who live here (Haladi, 2004).

Another famed beach in North Goa, Baga for instance, it is an ordeal to reach the beach strip which is made almost inaccessible with encroachments by the shacks and the beach-beds. In order to make the beach experience a pleasurable one, it is imperative that there is a tourism plan in place for the beaches which is strongly implemented (RP 2021). Another popular coastal village in North Goa is Morjim. But, according to Oxford Brookes University's Hilde Dunker, an expert in sustainable tourism, *"Morjim is at crossroads. It can preserve its natural riches with a vibrant and caring tourism industry or it can suffer the same fate of beach resorts in the Mediterranean whose culture is destroyed."* (Deccan Herald, 2011).

Gaining popularity has a fallout, land price shoots up, often resulting in ugly scenes. "There have been instances of locals fighting to prevent major hotel projects, such as the proposed Japanese village at Morjim, and also extension programmes of hotels. Locals view migrant groups with a feeling of distrust, as they feel that the lack of stake in land within the tourist village allows these groups to have short-term interests in tourism..." (Peopleandplanet.net, 2005; People and eco-tourism, 2010).

Recently protests broke out in Morjim village when the cremation land was sold to a non-Goan. Morjim which is frequented by Russian tourists for its vicinity near picturesque locations as well as the villagers and the businessman, who recently purchased the property where the traditional crematorium is situated, often involved in the spat over the issue (Outlook, 2011). But, such unrests has been witnessed in the past as well A Calcutta-based group, Excelsior Hotels, has

been charged with using strong-armed men to displace locals at Temba Wadda, on land purchased from a landlord. Local gangsters were allegedly hired to oust tenants who had rights over the land, according to the citizens group Jagrut Goenkaranchi Fauz, which has been closely following this issues (JGF, 1996).

In yet another case between 1999 and 2001, the villagers of Cakra (a tiny fishing village consisting of 45 houses with a population of approximately 450 people from the tribal community), came out in protest against the licensing of a bar which they perceived as a nuisance to the village / In 2001, the owners of a five-star deluxe hotel in North Goa, began constructing a jetty for a proposed water sports facility in Cakra, without even bothering to obtain the necessary permission from the village panchayat (Haladi, 2004).

Citizens, meanwhile, have also demanded that the government make its plans on the Japanese village public. Plans released here by citizens' group say the Japanese 'village' will take up 138 hectares of land, and displace some 519 persons in the northern Goa villages of Harmal, Keri and Palyem (GT, 1995).

In south Goa, the scenario is no better. The arrival of charter flights brought a new type of tourist that triggered a construction boom of accommodation facilities to meet the needs of these tourists who were short staying but high spending package tourists. Five star luxury beach resorts began to spring up in Goa's most deserted beaches like Cavelossim, Varca, and Majorda (Zelia, 2005). Since September 2007, the Cansaulim, Arrossim and Velsao Peoples Front for the Protection of Environment had been agitating over the expansion of the Heritage Village Club (Solomon, 2009).

In southernmost Goa's Canacona taluka, villagers have been resisting the promotion of tourism. American Fullbright scholar Karin Larsen has done an interesting series of reports highlighting the largely-unnoticed way villagers are responding to the ingress of tourism in the area in the local newspaper (Navhind Times, 1997).

With reference to Table 2(ix), compiled from different sources, throws light to problems faced by the villages exposed to tourism with respect to giving up of traditional jobs, sewage and garbage, supply and consumption of water and electricity, degradation of environment, ground water and the like.

Table 2(ix): Tourism fallout in villages

Tourist –Centric Villages/Taluka	Tourism Fallout
57% of households in Assagao.	Were found to be not cultivating their agricultural land.
Baga watershed, Nerul watershed	it was found that sewage was hardly being treated –In 99% of low-budget, 100% of middle-budget, 89% of high-budget, 33% of luxury hotels, sewage was being disposed off in soak-pits or tanks.
Cansaulim, Arossim, Cuelim Village	quantity of water used month by the population of these villages is 19440 cum. While Hotel Heritage consumed 5012.70 cum while Hotel Park Hyatt consumed 36217 cum of water, which is almost double the requirement of the three villages.
50% in Arpora and Parra Village	Were found to be not cultivating their agricultural land
Cansaulim Arossim, Cuelim Village	Average Electricity per month by the population of of is 193832. Street light consumption per month average is 18653. Hotel Heritage uses an average 135717, Hotel Park Hyatt average consumption is 588530
Candolim Village	has a density of 1,021 persons per km compared to Bardez taluka's 624 persons
Bardez (taluka)	It is estimated that the groundwater is abnormal in coastal due to tourism-related activities. Groundwater quality has deteriorated due to indiscriminate disposal of human-generated waste, septic tanks and cesspools.
beaches	Over-exploitation of the severely degraded the sand dune habitats

Compiled from various sources: Noronha Frederick (2004) Third World Network Features <http://www.twinside.org.sg>; <http://www.equitabletourism.org/>

The table highlights how traditional jobs such as farming, toddy tapping and the like are becoming a thing of the past. It is a common sight to see fallow fields in Goa. A mounting problem that is faced by the state is that of garbage disposal, sewage not being treated, thus creating environmental and health hazard not to speak of unruly sight both for the host community and the guests. The voluminous consumption of water by star hotels and mega projects have depleted the water content add to this human and non-human waste disposed off, which impacts the natural water. Beautiful white beaches have seen rampant spurt of concrete constructions leading to flattening of the sandunes and violating the Coastal Regulations. Rave parties, beach festivals have also created noise pollution, traffic and environmental problems.

2.6.2 KEY CONCERNS OF THE REGIONAL PLAN 2021.

In October 2007, the Task Force was set up by the Government of Goa for guiding the preparation of the Regional Plan 2021 AD and was required to suggest an appropriate methodology for preparation of the Regional Plan. Issues, controls and follow up taken up by the task force related to tourism industry are summarised as follows:-

Issues to be deliberated and addressed were:-

1. The social, cultural and environmental costs involved.
2. To have a holistic tourism plan in place especially for the beaches.
3. Drug culture on the shores too needs to be attended on priority basis.
4. Infrastructure, sewage, water supply as well as issue of public toilet can no longer be overlooked.
5. Ground water reserves are under threat due to high extraction levels undertaken to meet tourist demand, again this fact cannot be ignored.
6. Severe sewage contamination in the coastal areas due to lack of proper handling of garbage and solid waste. This adds to the list of existing problems.
7. Off shores casinos and the sewage issues and infrastructure needs are to be looked into.

Policies and Spatial Controls:

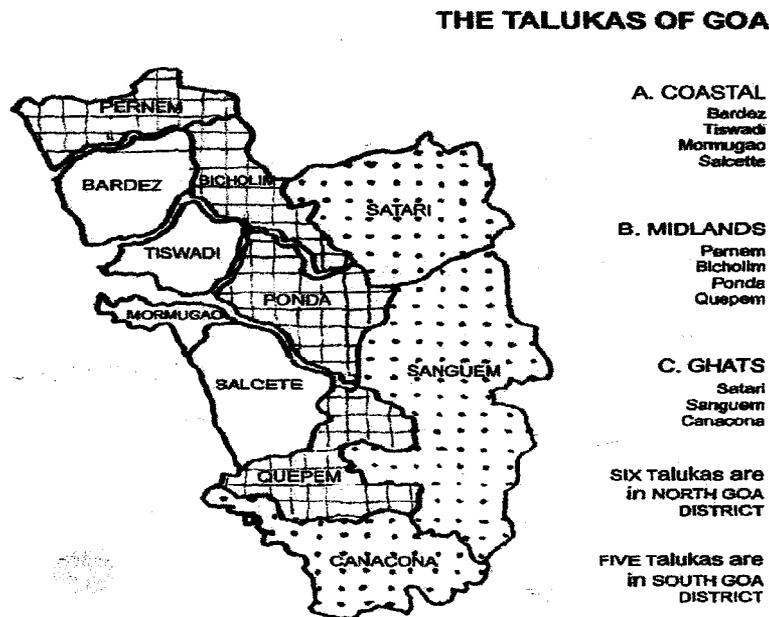
1. Government of Goa should use a portion of tourism promotion budget to augment tourism infrastructure, garbage collection and the like.
2. Marinas can be set up in backwaters
3. Clarity in the form of tourism to be adopted and vision to be drawn accordingly.
4. Given the fact that population density is increasing on the shores, a detailed critical area plans urgently needs to be drawn up for all settlements within the tourist belt.
5. Water transport to be popularized to ease traffic pressures on the roads.
6. Some 'green' initiatives like water conservation, solar water heating, etc. should be made mandatory for the hospitality industry to follow.
7. A cess maybe imposed on charter tourists so as to ensure these set of tourist spend in Goa.
8. Need to introduce other forms of tourism rather than solely depend on beach tourism.

9. There is an urgent need to get primary data on service providers in the tourism and hospitality industry.
10. Necessary precautions have to be taken to ensure that locals should be part of education and skill formation programs.

Follow-up work to be undertaken:

1. For successful planning and implementation, primary data on service providers in the tourism industry needs to be obtained.
2. A survey needs to be undertaken on how many residential complexes and houses are being used as hotels and home-stays.

Figure 2(ix) Distinct Land Profile of Goa -Talukawise



Source Regional Plan 2021

Refer Figure 2(vii), it depicts the land formation of the state of Goa into 3 belts- coastal which is very popular with the guests. Midland which consists of Pernem, Bicholim, Ponda and Quepem, which are involved in traditional occupation like farming, toddy tapping, forestry and the like though Bicholim and Quepem are also into mining. The Ghats consisting of Canacona, Sanguem and Sattari are well endowed with nature, and especially Sattari has pristine village ambience and would be a prospective ideal Taluka for Rural/ Village tourism.

2.7 TOURISM INDUSTRY AND ENTREPRENEURIAL DEVELOPMENT IN GOA

2.7.1 PRE-PORTUGUESE COMMERCE AND TRADE:

According to one school of thought, Goa got its name from cattle herding (go-) and pastoral activities carried out by the original pre-Dravidian settlers who lived in the foothills of the Western Ghats and who had descended from the East and Northeast into the Arabian Sea (Couto, 2004). The earliest reference to Goa is in the Puranas, dated 3rd century. It was ruled by a number of dynasties, each adding a new dimension to its checkered history, Mauryas, Satavahanas, Chalukyas, Silharas, Kadambas, Yadavas, Adil Shah of Bijapur, the Marathas, and then finally by the Portuguese. Under the Kadambas, the economy was depended on agriculture, but there was a rich trading class (Couto, 2004). Thus, Goa was not solely dependent on agriculture but, had ventured in other areas, attracting attention overseas as well. When the Portuguese arrived, Goa had already attained fame as an important commercial market (Angle, 2010).

Goa, due to its strategic location on the coast proved to be an important transit point for import and export of goods that ranged from food items, cloth, and live stock, gems and jewellery. Goa was a flourishing city, trading in horses brought from Arabia, Persia, and sent to Vijaynagar and other parts of India, so also spices, ginger etc were brought from Malabar coast and traded. Goa was visited by merchants of different nationalities (Matthew and Teotonio, 1999).

2.7.2 PORTUGUESE COMMERCE AND TRADE:

In the early 17th century French traveller Francois Pyrard wrote -

'Whoever has been in Goa may say that he has seen the choicest rarities of India, for it is the most famous and celebrated city, on account of its commercial intercourse with people of all nationalities of the East who bring there the products of their respective countries, articles of merchandize, necessaries of life and other commodities in great abundance because every year more than a thousand ships touch there laden with cargo. as for the multitude of people, it is a marvel to see the number which come and go every day by sea and land on business of every kind. One would say that a fair was being held every day for the sale of all sorts of merchandise.' (Source: Government of Goa Portal 2011).

Once Goa became the headquarters of Portuguese India in 1530, local and external trade took a new turn. Some important market centers such as *Bazar Grande*, *Pelourinho Velho*, *Rui Direita* or *Dos Leilos* flourished. These were the center of trade, commodities of all sorts were available-precious stones, spices, horses, medicines, and even slaves (Matthew and Teotonio, 1999). Goa, thus continued to be a center of transit trade. Gujarati and Bengali cloth, Chinese furniture, wax, ginger and cloves were imported into Goa from other sources in the country and re-exported. Imports from Portugal included woolen and linen cloth, edible items, liquor, and arms and ammunition. Besides traditional occupation like farming, fishing, etc mining entered the scene. The first consignment of 50,000 tones of iron ore was exported in 1946 (Angle, 2010).

2.7.3 POST PORTUGUESE COMMERCE AND TRADE:

Goa joined the Indian Union in December 1961. Mining was the only significant industry then. Mining of ores such as iron, bauxite, manganese, clays, limestone and silica took place. In the year of Goa's Liberation, 1961-62, Goa exported 6.6 millions tonnes of ore, earning foreign exchange worth Rs. 19 crore (Angle, 2010). Over the decades, Goa state has transformed from a tourist destination to an emerging industrial giant of Western coast of India. After liberation and with the introduction of planned Economic Development, the State has made rapid strides in the field of Industrial Development. The growth of large, medium and small scale industries are spectacular during the last 2 decades. There are medium and large scale units in the state manufacturing variety of products like Chemical fertilizers, Automobile Tyres, Pesticides, Pharmaceuticals formulation, etc. Today Goa has been transformed into a fast growing industrial centre.

There are over 6,945 small scale industries permanently registered with an employment potential of 48,092 persons and investment potential of Rs. 335 crores. There are about 154 medium and large industries functioning with an employment potential of 22,600 persons and investment potential of Rs. 2,368.26 crores (DITC, 2008). The growth of Small Scale Units in the State is also quite phenomenal. Almost from scratch during the pre-liberation period, the number of registered Small Scale Units rose drastically. The Industrial growth of the state during the recent past is attributed to the medium and large industries encouraged in villages and rural areas with a view to achieve dispersal of industries and to reduce unemployment in rural areas.

All the 16 Industrial Estates are located in rural areas and are classified as Rural Industrial Estate. As per the new Industrial Policy, major thrust is given for infrastructure development. Goa's Industrial Development Corporation has so far setup 16 Industrial Estates, constructed more than 600 industrial sheds and developed more than 1200 industrial plots. There is at least one industrial estate in all the talukas of the state.

Two state financial corporations ie. Economic Development Corporation of Goa Ltd. and Maharashtra State Financial Corporation Ltd. are functioning in the state extending term loan assistance to Small Scale entrepreneurs through a number of schemes. GHRSSIDC Ltd. caters to the raw materials as well as marketing needs of the Small Scale Units of the state. KVIB is also functioning in the state extending financial assistance to village and cottage industries. Almost all the national level industrial promotional agencies are functioning in the state. SIDBI, SISI, NSIC, KVIC, IFCL, IDBI, ET&DC and CIPET have offices in the state of Goa. Further the state has a network of more than 250 branches of various commercial banks and co-operative banks supplementing the efforts of EDC and MSFC in extending financial assistance to trade industry, tourism and service sectors. (The Government Industrial Policy, 2003) envisages establishment of "only nonpolluting and non-hazardous units having potential for employment generation" so as to promote sustainable growth. The thrust areas identified are : (a) Pharmaceuticals, Drugs and Biotech industries (b) Food-processing and Agro-based industries (c) IT and IT enabled services (d) Eco-tourism/Heritage tourism/event-tourism/Medical –tourism (e) Entertainment industry.

But, tourism is the backbone of its economy. (Kamat, 2005) in his article, 'Looking for a big leap in tourism', throws light on how over period of time, tourism has emerged as a major economic activity contributing 24.7 per cent to the tertiary sector and 13 per cent to the State's GDP. The direct and indirect employment generated is around 20 per cent. Tourism contributes about \$300 million in foreign exchange earnings constituting about 15 per cent of country's foreign exchange earnings. Goa Tourism Minister Nilkant Halarnkar told the State Legislative Assembly that one third of state's population is dependent on tourism for their livelihood (Goa News, 2011). As per Goa Economic Survey 2003-2004, Goa is ranked as the best state by Eleventh Finance Commission w.r.t. infrastructure facilities, while CRISIL has declared Goa as the second fastest growing state in the country. As per the Economic Survey (ES) Report, the Gross State Domestic

Product (GSDP) has registered an increase in rate from 9.46 per cent in 2008-09 to 13.03 per cent in 2009-10, which is higher than the corresponding national growth rate of 7.9 per cent. Further, the Economic Survey report says, the Net State Domestic Product at constant prices of 8.82 per cent, achieved by the State in 2009-10, is also higher than the all India per capita net national product growth rate of 6.1 per cent for the same year. Primary sector registered an increase in its annual growth rate from 3.64 per cent in 2008-09 to 6.49 per cent in 2009-10. Similarly, the secondary sector registered an increase from 5.86 per cent in 2008-09 to 6.57 per cent in 2009-10. The tertiary sector witnessed a phenomenal increase in its annual growth rate from 14.32 per cent in 2008-09 to 20.08 per cent in 2009-10.

As per Directorate of Planning, Statistics & Evaluation- (Economic survey, 2009-10), Services sector is the main stay of economy of the State and tourism is key contributor. The services sector has registered annual compound growth rate of 14.48% during the period 2006-07 to 2008-09 at constant prices (GSDP) and an annual growth rate of 7.6% in 2008-09. Tourism is not a separate sector in the System of National Accounts. As such, there is no estimate available as regards contribution of tourism to the State income.

Studies indicate multiplier effect of tourism in the economy as such its contribution can be linked to most of the sectors of SDP. For instance 'Trade, Hotels and Restaurants' a component of services sector contributes over around 7% of value addition to the SDP and it is a fact that most of the hotels and restaurants mainly cater to the tourism industry. Tourism has also activated other sectors like transport, banking, insurance, real estate etc all of which contribute significant value addition in the SDP.

(Economic Census, 2005) indicated that of the total number of enterprises in the state, 52.8 per cent were rural enterprises, while 42.8 per cent were located in the urban areas. The total number of people employed in these enterprises was 245,677, with 49.0 per cent employed in rural enterprises and 51.0 per cent in the urban enterprises. As per the state employment exchange data, the number of job seekers in 2006 stood at 101,847. However, not all of them would have been unemployed.

Refer Table 2(xi) to understand the progress made in the area of Transport and Communication, Tourism and Employment right from attaining statehood in 1987 to 2009-11. But, what is indeed disturbing is the unemployment in the state refer Table 2(x).

Table 2(x) Number of Unemployed per 1000 Persons

Number Of Unemployed Per 1000 Persons								
Area	As per Current Weekly Status				As per Current Daily Status			
	RURAL		URBAN		RURAL		URBAN	
	Male	Female	Male	Female	Male	Female	Male	Female
India	21	10	30	10	37	15	38	12
Goa	48	42	109	69	50	45	121	71

Source : NSS Report No. 455: Employment and Unemployment in India, 1999-2000- Key Results

Table 2(xi) Status of Transport and Communication, Tourism, Labour and Employment

Item	Unit	At the time of attaining statehood (1987-88)	2009-10	2009-11
1	2	3	4	5
XVI Transport and Communication				
1. Length of roads	Km.	7,094	5,044.58*	5,044.58*
2. Motor vehicles registered	No	93,506	7,27,042	7,90,075
3. Post Offices	"	219	258	258
4. Public Call Offices^^	"	92	6,093	4,949
5. Telegraph Offices^^	"	71	NIL	NIL
XVII Tourism				
1. Hotels/Lodging houses	No	275	2,609	2,641
2. Beds in Hotels/lodging houses	"	11,065	44,066	46,051
3. Arrival of Domestic Tourists	Lakh	7.34	21.41	22.06(P)
4. Arrival of Foreign Tourists	"	0.93	03.79	04.43(P)
XVIII Labour and Employment				
1. Employment & Sub-exchanges	No	2	2	2
2. Persons registered	"	14,065	20,794	17,399
3. vacancies notified	"	4,800	1,050	2,298
4. Persons placed in employment	"	1,219	1,616	1,780
5. Persons remained on live register at the end of the year(**)	"	79,206	76,957	85,466

(*) = Figures relates to roads under PWD.

^^Relates to BSNL (P) = Provisional.

(**) = Includes persons registered more than once with different qualifications/ options for better prospects.

Source: Directorate of Statistics & Evaluation 2010- Government of Goa

As far as Goa is concerned, as per the (Economic Survey report, 2005-06), the Agriculture sector contributes 5.6% of GDP to the states economy. Over the last few decades, although the net area sown seems to be shrinking, as compared to other economic sectors, it continues to occupy the largest amount of land in the state (1367.81 sq.kms in 2005-06). But, agriculture has also been severely affected in the area due to extraction of staggering quantities of ground water, vast areas being covered by siltation and mining dust, thus destroying farms.

As per the Department of Mines, the number of working mines is 108 as against a total number of 700 odd mining leases. The mining belt of Goa covers approximately 700 sq kms and is concentrated in 4 talukas of Bicholim, Sattari, Sanquem, and Quepem. Shipbuilding is an activity that has grown to cater to the mining industry. 240 barges (transporting 42 million tones of iron ore annually) need annual maintenance (as per Shipyards Association of Goa) 72 yards exist (80% on river Zuari and the rest on river Mandovi) All yards employ about 6500 workers (skilled and non-skilled) The state of Goa has more than 33% of its geographic area under Government forests, of which about 62% are under the Protected areas of Wildlife Sanctuaries and National Park.

As Federation of Indian Chambers of Commerce and Industry (FICCI), puts it the basic concept of rural tourism is benefit to the local community through entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, investment for infrastructure development and preservation of the environment and heritage (thehindubusinessline.in, 2001).The stress to go in Eco-tourism/Heritage tourism/event-tourism/Medical –tourism, can be packaged under one head namely Village Tourism.

Village Tourism or community-based tourism is related to poverty alleviation issues and deals with the perspective of developing small and medium sized enterprises in the course of tourism development (Weiermair, 2008).It may noted that, rural tourism development in areas not traditionally considered tourism destinations per se occurs incrementally; either as a result of entrepreneurs developing businesses that attract visitors or as a result of visitors discovering the area and thereby generating a demand for tourism related activities to which local entrepreneurs (Subhash et al., 2009).Every dollar spent by a tourist changes hands 13 times while every hotel room generates direct employment to 3 and indirect employment to 8 persons, Every Rs.1 million (\$25,000) invested creates, 47.5 Jobs in Tourism (directly), 89 Jobs (indirectly) i.e in

sub-sector of hotels and restaurants, transportation etc. while in Agriculture same investment created 44.6 Jobs and in manufacturing 12.6 Jobs (Farook, 2009)

In the initial stages of tourism in Goa, beach shacks became popular due to their small numbers, economical rates and simple decor; however, after several decades, these structures crowd the shorelines without any comfortable space among them, and they lack eco friendly toilet facilities and proper refuse collection, all of which often result in waste invariably find its place in the coastal waters (Kalidas et al., 1998).

Besides, locals, International guests are into business. As on December 31st, 2004, of which 85 were from UK, 23 from Italy and 21 from Germany. The report also mentions that the Nationalist Congress Party has found out that 50 plots have been bought up by foreigners of non Indian origin in Bardez Taluka. More than 40 have purchased land in their own names while others have formed companies. shacks, eateries, homes and schools for children, often in the names of local people. As for example, though many Russians operate eateries and shacks in Morjim, Mandrem areas, none are registered in legally engaged business activities (banglanatak.com.2010)

As per Regional Plan 2021-given the State's fragile eco-system and over-stretched promotional coastal area growth, jobs for improved infrastructure – both social and physical and for the economic accretion of the settled population needs priority.

With reference to Table 2(xii), Table 2(xiii) - Estimated Work Participation Rate and Projected Population 2021 is drawn up. Population projected for 2121 is 9.99 lakhs in north Goa, while 8.10 lakh in south Goa, - total population would be 18.9 lakhs. Correspondingly, Goa would need about 7.23 workers in 2021 from 4.09 lakh in 1991.

Table 2(xii), also indicates the percentage of workers. From 35.30% in 1991 the participation is going to increase by hardly another 5% namely 40%. Whereas according to Table 2(xiii), which relates to Projected Population 2021, the population in 1991 was 11.70 lakh which will be almost double and is expected to be 18.09 in the year 2021. Thus, there appears to be great need to generate jobs and trigger employment opportunities to narrow the bridge between the projected population and estimated work participation rate in the year 2021.

Table 2(xii) Estimated Work Participation 2021

ESTIMATED WORK PARTICIPATION RATE - GOA STATE - 2021

No.	Census Year	Percentage of workers			State Pop. (lakhs)	Workers (in lakhs)			Remarks
		Main	Marginal	Total (c+d)		Main (fxc/ 100)	Marginal (fxd/ 100)	Total (g+h)	
a	b	c	d	e	f	g	h	i	j
1	1991	32.80	2.50	35.30	11.70	3.80	0.29	4.09	Actual
2	2001	31.60	7.30	38.90	13.48	4.26	0.98	5.24	Actual
3	2011	33.00	6.50	39.50	16.50	5.45	1.07	6.52	Projection
4	2021	35.00	5.00	40.00	18.09	6.33	0.90	7.23	Projection

Source: Census 2001 and Projection

Table 2(xiii) Projected Population 2021

DISTRICT TALUKA	EXISTING POPULATION (in Lakhs)			PROJECTED POPULATION	
	YEAR			YEAR	
	1981	1991	2001	2011	2021
North Goa					
Tiswadi	1.31	1.46	1.60	1.82	1.92
Bardez	1.54	1.89	2.28	2.89	3.31
Pernem	0.59	0.67	0.72	0.85	0.84
Bicholim	0.74	0.85	0.91	1.11	1.05
Sattari	0.41	0.49	0.59	0.73	0.83
Ponda	1.08	1.28	1.49	1.82	2.04
Sub - Total	5.67	6.64	7.59	9.22	9.99
South Goa					
Murmugao	0.99	1.21	1.45	1.96	2.11
Salcete	1.94	2.20	2.62	3.08	3.74
Quepem	0.56	0.65	0.74	0.94	0.98
Sanguem	0.56	0.59	0.64	0.73	0.75
Cancona	0.36	0.41	0.44	0.57	0.52
Sub - Total	4.41	5.06	5.89	7.28	8.10
Total	10.08	11.70	13.48	16.50	18.09

Source: Census 2001 and Projection

Figure 2(x) Barriers and action to participation of the poor in tourism

Barriers to participation of the poor in tourism	Actions that can reduce barriers
Lack of human capital Lack of finance, credit Lack of flexible jobs	Education and training targeted at the poor, (particularly women) to enable up take of employment and self-employment opportunities. Expand access to micro-finance. Expand range of job options for flexible, part-time involvement.
Lack of organisation. Exclusion by organized formal sector interests and location – far from tourism sites	Gradual pace of tourism development; avoiding crash development relying on outside investment
Lack of market power. No ownership/control over resources of market value. No bargaining power with investors	Recognise and support organisations of poor producers. Recognise organised tourism interests as just one voice to be heard among others.
Inadequate access to tourist market	Use planning gain to encourage potential investors to develop their own strategies for enhancing local impacts for the poor.
Limited capacity to meet requirements of tourism market	Develop core tourism assets and infrastructure in relatively poor areas – where a commercially viable product exists.
Government support targeted to formal sector	Recognize the importance of the informal sector; support it in planning processes
New tourism opportunities conflict with existing livelihood strategies	Incorporate domestic/regional tourism and independent tourism into planning strategies. Enhance local control over types of tourism developments.

Source: compiled Caroline Ashley, Charlotte Boyd and Harold Goodwin 2000

Ministry of Tourism provides Central Financial Assistance to State Governments/ Union Territory Administrations for infrastructure development in rural sites. Community participation and capacity building including skill up gradation in thirty-six such rural sites were supported initially through United Nations Development Programme - Government of India Endogenous Tourism Project.

Fifteen of these Rural Tourism sites have been commissioned, including two from Karnataka, namely Anegundi and Banvasi. At present the capacity building including skill upgradation is supported through the “Capacity Building for Service Providers Scheme”(CBSP) of Ministry of Tourism. Statement of State - wise details of Rural Tourism Projects sanctioned during 10th and 11th Plan sadly Goa has not yet been identified for Rural/Village tourism refer Table 2 (xiv)

Table 2(xiv) Rural Tourism sites have been commissioned

State/UT	No. of Rural Tourism Sites	Sanctioned (Rs. in lakhs)
Andhra Pradesh	9	509.67
Arunachal Pradesh	4	246.78
Assam	4	230.08
Bihar	1	70
Chhattisgarh	7	438.8
Gujarat	5	367.81
Goa	0	0
Haryana	1	70
Himachal Pradesh	3	170
Jammu & Kashmir	23	1447.78
Jharkhand	2	134.77
Karnataka	5	300
Kerala	6	394.8
Madhya Pradesh	7	451.65
Maharashtra	2	140
Manipur	4	162.39
Meghalaya	3	143.29
Mizoram	0	0
Nagaland	12	803.15
Orissa	8	489.25
Punjab	5	261.55
Rajasthan	3	208.78
Sikkim	11	715.77
Tamil Nadu	9	601.68
Tripura	10	625.95
Uttarakhand	11	688.31
Uttar Pradesh	4	205.67
West Bengal	5	327.3
Daman, Diu	0	0
Pondicherry	1	65.17
Andaman Nicobar Islands	0	0
Lakshadweep	0	0
Delhi	2	46.08
Total	167	10316.48

Source: Ministry of Tourism-Government of India.

2.7.4 TOURISM POLICY

In the Eleventh Five Year Plan-an outlay of Rs.150.00 crore has been approved for Tourism in the Eleventh Plan which is about 6-7 times more than the Tenth Plan allocation of Rs.23.00 crore which indicates the thrust of the Government for promotion of Tourism.

As part of Tourism Marketing and Promotion, the Department of Tourism (2009-10) participated in travel related overseas events at Beijing International Tourism Expo-2009 at China; OTDYKH/Leisure-2009 at Moscow, WTM-2009 at London. Road shows at Finland, Denmark, Switzerland and Rome (Italy) ITB-Asia at Singapore and also at the domestic events viz., TF at Kolkatta, IITM at Bangalore, TTF at Ahmedabad, Holiday Expo Travel & Tourism Exhibition at Visakhapatnam and IITM Hyderabad. The Department has also published quality brochures as part of promotional activities and in addition has released advertisements in various print and electronic media (Ministry of Tourism Portal 2011).

The Tourism Policy and Tourism Master Plan 2011, are in place. The new Tourism Policy acknowledges a leading role to the private sector in the development of tourism in the State. The thrust of the policy is:

- diversification and value addition of the tourism product while emphasizing the basic role of the Government as a prime facilitator responsible for up-gradation of the quality of infrastructure;
- encouragement to existing private tourism initiatives through appropriate package of fiscal and friendly taxation measures;
- generation of an investor friendly environment for new private initiatives through a combination of prompt processes and progressive fiscal policies;
- to entrust regulatory measures to ensure social, cultural and environmental sustainability;
- to involve local community in the tourism sector for its own benefit and lastly
- to create trained manpower primarily from the local population.

2.8 SUMMARY

(Butler et al., 1998) observes economic and social forces operating at the global level are determining both the nature and form of the rural landscape and how we value and use it. Village / rural Tourism is gaining importance round the globe as well as in India, as a means of assuaging poverty clubbed with the conservation of environment, culture, heritage etc. thus striking a balance between the two and can be technically termed as 'Pro-Poor' Tourism. The exact place and date of origin of this concept is difficult to determine, but it appears that private boarding houses for those seeking traditional village life and relaxation in a natural environment have appeared at the beginning of the 1990-s (Zimmermann, 2008).

Post industrial revolution, post world wars, travel and tourism flourished. This is mainly attributed to a rising sense of awareness, advancement of information technology, higher disposable income, aggressive campaigning and the urge to break free from mundane stress filled lives. Village Tourism has already been successfully introduced in various states of India. Rajasthan, Kerala, Himachal Pradesh etc. So far the Government of India has identified 31 villages across the country as tourist spots. Around 50 lakh foreign tourists visit this country every year, of which around 8 to 10% visit Goa. The estimated foreign exchange earnings to the country is 10543 million US\$ in 2008-09. That means foreign exchange earnings from Goa alone will be about 700 million US\$ per year (Economic Survey-2009-10).

Goa, since the sixties has been into tourism, and is mainly restricted to the shoreline, though albeit it has ventured into other forms like adventure, water sports, health etc. It is observed that Goa's tourism industry is in the "Development Stage". However isolated cases of certain popular beaches such as Calangute, Colva, Baga of having already reached a Stagnation Stage is not ruled out. Nonetheless, the overall scenario of the Tourism industry is that- Goa as a holiday destination is popular and correspondingly attractions and amenities are being improved to meet the rising demand. As mentioned earlier, an assortment of other forms of tourism are already being introduced, as also infrastructure and other facilities are provided to ensure the guest's safety, security and more so his/her comfort is taken care of. At the pace and direction the industry is moving it indicates that it is in the 'Development Stage' as per the famed Destination Life Cycle propounded by Butler in 1980.

As claimed by Butler, (1980), the shift from 'Exploration to Stagnation Stage' often happens very rapidly. Some of the most popular beaches that incidentally also happen to be one of the first to be frequented by the Hippies who had initiated and popularized their beauty and charm, today stands threatened of being forsaken as having reached the Stagnation Stage. Both in North Goa beaches like Calangute, Baga, Candolim, Arambol as also Colva and Palolem in South Goa are witnessing pressure on the environment, as also social constrains thereby raising the question of its carrying capacity and signifying that these particular tourist spots are reaching the Stagnation Stage. Theoretically, what is true is un/fortunately otherwise the case in reality. For, surprisingly, these beaches defy the Law of Diminishing Returns and inspite of indication that there is high ecological and non-ecological pressures and should have logically lead to decline in the number of visitors and guests, statistics prove otherwise. However, informal interaction both with the guest and host shows that resentment and disappoint is brewing from both the quarters.

What is of interest is in the recent past, though the traditional foreign tourists are moving out of the state, nevertheless they are not only being replaced by a new wave of tourists namely Russians and other east Europeans, but another important development is there is a rapid spurt in the arrival of domestic tourists thus boosting the Development Stage and offsetting the possible Stagnation Stage in the selective popular beaches, both in North as well as South Goa.

Thus, it's about time to adopt proactive measures by the Government, a long term vision in this regard is the need of the hour, and though Destination life cycle model may not be an infallible tool, it sure can prove an important tool for scrutinizing each tourist spot, particularly every beach can be located at various stages on the Life Cycle Destinations, so that the beaches can be salvaged and can also avoid the pitfalls and the mistakes committed by earlier poplar beaches namely harried, haphazard and chaotic growth .

For any policy to be successful the participation of the people, private and public bodies is essential, this coordinated gesture will aid to chart out the intricacies involving the infrastructure development, and restructuring of this significant industry of the state, where in the near future, 'Village Tourism' can prove to be playing a significant role in this land of beaches, to inject an element of sustainability and adding a new dimension to the industry.

CHAPTER 3
FEASIBILITY OF DEVELOPING
'VILLAGE TOURISM' IN GOA

3.1 INTRODUCTION

Tourism has played a determinative function in the developmental course of many regions, in the developed as well as in the developing world. Tourism has been studied for its economic (Mathieso and Wall, 1982; Martinand, 1990), plus environmental (Farrell and Runyan, 1991), cultural (Chambers, 1997; Smith, 1989), and social (Milman and Pizam, 1987; Wyllie, 2000) impact.

Village Tourism is a form of tourism that is fast gaining popularity. Given the fact, that city life has become stressful, as well as besides advancement in technology, communication, sense of awareness, disposable income, as well as a growing fascination for ethnic culture and lifestyle has encouraged innumerable nations round the world to go in for village tourism. The concept originated in Europe in a post- industrial revolution era and with time spread round the world. India too has incorporated this concept in various states such as Rajasthan, Kerela, Himachal Pradesh, Punjab just to mention a few. The response has been positive, in fact government has now identified new additional sites refer Figure 2 (xiii).

In this backdrop, if we take the case of Goa, it is a known fact that this tiny state has been since its inception professed beach centric tourism and until recently it has gradually diversified into other forms on a relatively smaller scale. Goa is now offering – Adventure tourism, Medical Tourism, Heritage Tourism and the like. This study is probing into the option of packaging all these non-beach centric forms of tourism under one head namely- Village Tourism, and identifying whether villages in Goa can be mapped with respect to their history, culture, heritage, custom, art, traditional occupation as well as all its natural and non- natural riches and then packaged and promoted.

Goa has 347 villages, each unique and equally enthralling and inviting, Tourists visiting the state, are normally exposed to the coastal belt, while much of its midland and hinterland is shrouded from the guests. Village Tourism can offer a golden opportunity to its guests to have a look at the 'other' Goa. Which in turn will create new opportunities to the locals. Rural tourism is developed in every country because it is apparently providing an additional income (Szabo, 2005) to the local community and particularly to them who are coming from the primary sector Tchetchik et al., 2006). Thus, it promises to trigger entrepreneurial growth of hitherto unheard

villages in Goa. In this context, the chapter is profiling the type of guests and the entrepreneurs who were taken up for the study along with their perception on tourism in general and village tourism in particular.

3.1.1 GENERAL PROFILING TOURISTS

Refer Table 3(i), provides the general profile of the 600 guests visiting the state, 300 domestic tourists and an equal number of International tourists visiting the state in the time span of July 2009-September 2009.

It may be noted that in case of both the class of tourists, Goa is more popular with the youngsters namely the less than 30 years of age group, followed by (31-50) years age bracket. In case of guests of foreign origin 10.3% and 10% belong to (51-60) and above 61 years of age respectively representing people who have retired and enjoy their twilight days in peace and serenity find an ideal home in Goa.

In the case of gender, the state is more popular with the males, though international lady guests have a comparable higher percentage 35% as compared to their Indian counter parts i.e 27.3%.

As far a marital status is concerned, 62% of the international guests are single, while 57.3% of the domestic tourists visiting the state are married. It may be noted that Goa is also very popular for newly weds.

We have more Indian professionals as also guests who have at least completed graduation frequenting the state and this is true for both the class of tourists. Thus, educated and people in service find Goa a suitable destination to unwind. Students and homemaker in the case of domestic tourist comprise a good 18% as compared to 9.7 to their foreign counterpart.

It is also observed that as far as classification of social groups is concerned; in case of domestic tourists family with kids comprise 31.3%, while coming down with friends 25.3% as compared to their foreign counterparts it stood at 16% and 25.7% respectively, though 29% of the international tourists prefer to travel in their individual capacity rather than with friends and families.

Table 3(i) Demographic Characteristics of Tourists

Demographic Characteristics	Domestic Tourists		International Tourists	
	#	%	#	%
Age				
1. Below 30	152	50.7	134	44.7
2. 31 – 50	127	42.3	105	35
3. 51-60	17	5.7	31	10.3
4. 61 & above	04	1.3	30	10
Total	300	100	300	100
Gender				
1. male	218	72.7	195	65
2. female	82	27.3	105	35
Total	300	100	300	100
Marital Status				
1. Single	128	42.7	186	62
2. married	172	57.3	114	38
Total	300	100	300	100
Education				
1. to graduation	185	61.7	164	54.7
2. post graduation	71	23.7	108	36
3. professional	44	14.6	28	9.3
Total	300	100	300	100
Occupation				
1. service	162	54.0	150	50.0
2. business	84	28.0	121	40.3
3. student/homemaker	54	18.0	29	9.7
Total	300	100	300	100
Social Group				
1. Individual	58	19.4	87	29.0
2. Couple no Kids	68	22.7	60	20.0
3. Family & Children	94	31.3	48	16.0
4. Elderly People	4	1.3	28	9.3
5. Friends	76	25.3	77	25.7
Total	300	100.0	300	100.0

Source: Primary data.

3.1.2. GENERAL PROFILING OF ENTREPRENEURS

In order to understand the impact of tourism on the entrepreneurs as well as to get an insight into the fact that rural entrepreneurs stand a good chance to en cash the opportunities village tourism can provide a survey was undertaken both in tourist centric villages and non-tourist centric villages. Entrepreneurs were picked at random, Table 3(ii) portrays their demographic details.

Table 3(ii) Demographic Characteristics Of Entrepreneurs

Demographic Characteristics	Tourist Centric Villages		Non Tourist Centric Villages	
	#	%	#	%
Age				
1 Below 30	62	19.1	69	21.2
2 31-50	160	49.2	146	44.9
3 51-60	90	27.7	89	27.4
4 Above 60	13	4	21	6.5
Total	325	100	325	100
Gender				
1 Male	265	81.5	200	61.5
2 Female	60	18.5	125	38.5
Total	325	100	325	100
Marital Status				
single	143	44	130	40
married	182	56	195	60
Total	325	100	325	100
Ethnicity				
1 Goan	274	84.3	279	85.8
2 Non-Goan	51	15.7	46	14.2
Total	325	100	325	100
Monthly Income				
1 <10000	130	40	179	55.1
2 10000-20000	151	46.5	121	37.2
3 >20000	44	13.5	25	7.7
Total	325	100	325	100

Source: Primary data.

With reference to Table 3 (ii), it is interesting to note that there are higher number of entrepreneurs in the (31-50) age bracket in the case of both the groups namely -tourist- centric and non-tourist centric entrepreneurs. As concerns gender there are higher male entrepreneurs in

tourist centric villages 81.5%, while women entrepreneurs are popular in non- tourist centric villages 38.5%. A higher percentage 56% and 60% in tourist centric and non- tourist centric entrepreneurs respectively are married. While 84.3% and 85.8% of the entrepreneurs in tourist centric and non- tourist villages are of Goan origin. In the case of Non-tourist centric entrepreneurs 55.1% earn approximately Rs.10,000/- per month or even less than that, while hardly 7.7% earn more than Rs. 20.000/ per month as against 13.5% of their non-tourist centric counterparts.

3.2 HYPOTHESIS AND METHODOLOGY

The present chapter deals and tries to understand whether there is scope to inject the concept of 'Village Tourism', in Goa. Regional surveys are useful in providing a better understanding of rural tourism attitudes as they are related to community involvement and changes (Petrzelka et al., 2005). In this regard data was classified as follows: Tourists- (a)Domestic Tourists (b) International tourists. In case of entrepreneurs-(a) Tourist centric (b) Non- tourist centric.

In this regard the perception of these two sets of respondents relating to tourism industry in Goa in general and village tourism in Goa in particular were collected. In order to test the hypothesis, the data collected was classified and cross tabled.

In case of tourists:

- i. Forms of Tourism
- ii. Awareness of village tourism
- iii. Village Tourism States
- iv. Prospects of injecting village tourism in Goa

In case of entrepreneurs:

- i. Village Tourism as alternative
- ii. Market village
- iii. Village mapping

As government is stressing to make Goa an ideal family holiday destination, social grouping/ classification was taken up. The primary purpose to segment and profile the needs of rural

tourists is to provide a better understanding of rural tourism (Kastenholz et al., 1999). Thus, in order to understand the association between the social group of guests namely individuals, couple with no kids, family with children, elderly people, friends visiting the state, in case of domestic as well as international tourist was cross tabled and tested by means of Chi-Square Test.

In the case of entrepreneurs, since the focus is to trigger entrepreneurial growth in the villages, age, gender and income was cross tabulated with tourist centric and non tourist centric entrepreneurs, and tested by means of Chi-square Test.

The following hypothesis was framed.

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

3.3 ANALYSIS

3.3.1 TOURISM CENTRIC PROFILING OF TOURISTS

Refer Table 3 (i) The popularity of Goa among the youth, can probably be attributed to the fact that the state is associated with fun, frisk and frolic. While in the case of international guests in the senior age group would like to unwind here.

As far as the gender of the guests visiting the state is concerned, men seem to frequent it on a higher scale. In fact, among the tourists, the domestic tourists males come in hordes to the state especially during the weekends. As far as the ladies are concerned as compared to their male counterparts they fall relatively short in traveling and holidaying in the state 27.3% as compared to their foreign counterpart 35%. Can this be attributed to their safety and security concern? Is a factor that's needs further probing (Kamat, 2010c). Goa is turning out to be a popular honeymoon destination. The state has more of married domestic tourists 57.3% domestic tourists, and higher of single International tourists 62% visiting the state. Government is also trying to promote it as a safe family holiday destination.

As far as educational qualification is concerned 61.7% of the domestic tourists have completed graduation while 23.7 and 14.6% have completed their post graduation and professional course of study as against 54.7%, 36 and 9.3% of their foreign counterpart respectively. Stress should

be laid on the last bracket to draw them in the state by emphasizing on 'MICE'-meetings, incentive travel, conference, exhibitions and the like. The Goa Fest 2010, for the Indian advertising community, held from April 2008- April 2010 drives home the point. Goa has and is hosting a couple of International academic and non-academic conference. International Marine and Boat Expo, International Film Festivals etc are cases to the point (Kamat, 2010d).

But a state of the art auditorium with more than 1000 seating capacity is still lacking. People in service and business seem to frequent the state @ 54% and 28% in the case of domestic tourist and 50% and 40.3% in case of their foreign counterpart. If sustainability has to become a reality then the focus should be on these two group of guests as they have more disposable income.

In the case of entrepreneurs, age does not restrain entrepreneurial spirit, as observed in non tourist centric villages, 21.2%, of the entrepreneurs start early as compared to their tourist centric counterparts 19.1% and carry on even at senior age to a greater percent than their tourist centric counter part at 6.5% and 4% respectively. But, the bulk of entrepreneurs are in the 31-50 years bracket, followed by 51-60 years bracket.

Male entrepreneurs seem to have a major role, especially in tourist centric villages with 81.5% as against 61.5% of their village counterparts. Surprisingly, women entrepreneurs are higher 38.5% in non-tourist centric villagers as against 18.5% in tourist centric villages. This can be attributed to the fact, that the enterprises are family oriented and mostly run as an extension from the place of residence. Agriculture, mining and preferably 9 a.m to 5 p.m jobs are sought by the males in the in the family. It is not rare to come across cases where enterprises are initiated due to various facilities offered to women entrepreneurs by Economic Development Corporation etc. It may also be noted that gender here is not exclusively relating to ownership but includes running and administrative role involved (Kamat, 2010c).

In both the setting, married, and responsible people venture into setting up shop, or as is the case especially in non-tourist centric villages carry on business run by generations. 60% in case of non-tourist centric villages and 56% in tourist centric villages are either owned or run by people tied in holy matrimony. 44% and 40% of tourist centric and non-tourist centric entrepreneurs are single. In case of ethnic background, in both the setting on an average 85% of Goans do have a

comfortable hold on the units run by them, nonetheless, there is general discontent that migrants are gradually taking over, and seem to do increasingly better.

3.3.1.1 POSSIBILITY OF INJECTING VILLAGE TOURISM

Table 3(iii) : Possibility of Injecting Village Tourism-

Attributes	Domestic Tourists		International Tourists		χ^2 (P<0.05)
	#	%	#	%	
Forms of Tourism					
1 Beach tourism	130	43.3	80	26.7	35.852 (0.00007*)
2 Adventure tourism	48	16.0	59	19.7	
3 Leisure tourism	41	13.7	56	18.7	
4 Pleasure tourism	18	6.0	19	6.3	
5 Business travel	45	15.0	37	12.3	
6 Culture	4	1.3	28	9.3	
7 Night life	11	3.7	18	6.0	
8 others(study, party)	3	1.0	3	1.0	
Aware of Village Tourism					
1 yes	148	49.3	261	87.0	96.345 (0.00009*)
2 no	152	50.7	39	13.0	
Total	300	100.0	300	100.0	
Village Tourism States					
1 Rajasthan	45	15.0	76	25.3	104.363 (0.00001*)
2 Kerala	55	18.3	117	39.0	
3 Himachal Pradesh	29	9.7	49	16.3	
4 Any other state	24	8.0	23	7.7	
5 unaware	147	49.0	35	11.7	
Total	300	100	300	100	
Prospects of injecting village tourism in Goa					
1 No, Goa's beach tourism is good enough	109	36.3	72	24.0	17.26855 (0.0002*)
2 No fun in the villages, hence no need	38	12.7	25	8.3	
3 Yes, its a good concept	153	51.0	203	67.7	
Total	300	100	300	100.0	

Source: Primary data. *=5% level of significance

The perception of tourists about village tourism among the guests is shown in refer Table 3(iii). As regards - their level of awareness about the concept of village tourism, the Indian states that have initiated the concept, as well as the prospects of introducing the same in Goa, with a diversified portfolio was tested with the help of Chi-square test. On all the counts it was

observed that the 'p' value is less than 0.05 at 5% level of significance which implies that in case of the both the sets of guests there is a significant difference between the level of awareness of the concept of village tourism ($p_{0.05}=0.0000009$), the states propounding the same ($p_{0.05}=0.0000001$), as well as the prospects of injecting village tourism in Goa ($p_{0.05}=0.00002$).

3.3.1.2. FORMS OF TOURISM

Behind all the modern beaches and trance parties, there is a facet of Goa waiting to be discovered. At the core of this hot tourist destination and modern beaches is a rural Goa and the heart of every Goan is essentially a villager. Goa Tourism official website reports, 'that the state has a soul which goes deep into unique history, rich culture and some of the prettiest natural scenery that India has to offer". Goa, due to its natural beauty coupled with the charming Portuguese influence and culture, became a favorite destination for hordes of tourists from all over the world (Nirmala, 2008).

The destination image is a mental construct of ideas and conceptions held individually or collectively (Embacher and Buttle, 1989); it is comprised of cognitive, affective and cognitive components (Gartner, 1993). Refer Table 3(iii), beach tourism is popular with the guests, 43.3% of the domestic tourists and 26.7% of international tourists vouch for it. The challenge is to ensure that the foreign tourists don't tire of the same, hence this segment can be enthused to go in for village tourism.

Refer Table 3(iv), In the case of social groups of domestic tourists, 27.6% of the individuals 51.5% of couple with no kids and 48.9 % family with kids seek beach tourism, elderly domestic tourist have scant interest whereas 43.3% of the guests who come in a friend circle also enjoy beach tourism. The culture tourism is nil except for a negligible number of friends. In the case of elderly domestic guests, 4.2% seek adventure..

With reference to Table 3(v) it shows the preferences of the social groups of international tourists, seeking various forms of tourism. A good 35.6% of the individuals and 21.7% of couple with no kids and 20.8 % family with kids seek beach tourism, 10.7% of the elderly tourists and 29.9% of the guests who come in a friend circle also enjoy beach tourism. Overall 19.7% of these guests seek Adventure Tourism followed by Leisure tourism and the like.

Table 3(iv) Cross Tab Forms of Tourism–Domestic Tourists

Cross tab	Individual	Couple with no Kids	Family with Children	Elderly People	Friends	Total
Beach tourism Count	16	35	46	0	33	130
% within q14 trvl purpse	12.3%	26.9%	35.4%	.0%	25.4%	100.0%
% within q12 social class	27.6%	51.5%	48.9%	.0%	43.4%	43.3%
Adventure tourism Count	9	10	16	2	11	48
% within q14 trvl purpse	18.8%	20.8%	33.3%	4.2%	22.9%	100.0%
% within q12 social class	15.5%	14.7%	17.0%	50.0%	14.5%	16.0%
Leisure tourism Count	6	9	17	0	9	41
% within q14 trvl purpse	14.6%	22.0%	41.5%	.0%	22.0%	100.0%
% within q12 social class	10.3%	13.2%	18.1%	.0%	11.8%	13.7%
Pleasure tourism Count	1	9	4	1	3	18
% within q14 trvl purpse	5.6%	50.0%	22.2%	5.6%	16.7%	100.0%
% within q12 social class	1.7%	13.2%	4.3%	25.0%	3.9%	6.0%
Business travel Count	18	3	11	1	12	45
% within q14 trvl purpse	40.0%	6.7%	24.4%	2.2%	26.7%	100.0%
% within q12 social class	31.0%	4.4%	11.7%	25.0%	15.8%	15.0%
Culture Count	0	0	0	0	4	4
% within q14 trvl purpse	.0%	.0%	.0%	.0%	100.0%	100.0%
% within q12 social class	.0%	.0%	.0%	.0%	5.3%	1.3%
Night life Count	7	1	0	0	3	11
% within q14 trvl purpse	63.6%	9.1%	.0%	.0%	27.3%	100.0%
% within q12 social class	12.1%	1.5%	.0%	.0%	3.9%	3.7%
others(study, party) Count	1	1	0	0	1	3
% within q14 trvl purpse	33.3%	33.3%	.0%	.0%	33.3%	100.0%
% within q12 social class	1.7%	1.5%	.0%	.0%	1.3%	1.0%
Total Count	58	68	94	4	76	300
% within q14 trvl purpse	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Primary Data

With reference to Table 3(vi), The ‘p’ value is less than 0.05 at 5% level of significance which is ($p_{0.05}=0.000$) in the case of the domestic tourists. Thus, there is a significant difference between the respondents and the form of tourism they opt for. Within the social groupings different reasons are cited by the groups to visit the state. On the other hand international guests suggests there is no significant association between the guests and form of tourism as the p-value is more than 0.05 at 5% level of significance which ($p_{0.05}= 0.897$). However, it maybe noted that the Chi-Square value obtained from the Table 3(iv), it was observed that in more than 20 percent of the cells the frequencies are less than five. Therefore, the Chi-Square value may not be very reliable.

Table 3 (v) Forms of Tourism- International Tourists

Cross tab	Individual	Couple no Kids	Family Kids	Elderly People	Friends	Total
Beach tourism Count	31	13	10	3	23	80
% within q14 trvl purpose	38.80%	16.30%	12.50%	3.80%	28.80%	100%
% within q12 social class	35.60%	21.70%	20.80%	10.70%	29.90%	26.70%
Adventure tourism Count	14	10	13	7	15	59
% within q14 trvl purpose	23.70%	16.90%	22.00%	11.90%	25.40%	100%
% within q12 social class	16.10%	16.70%	27.10%	25.00%	19.50%	19.70%
Leisure tourism Count	15	12	8	5	16	56
% within q14 trvl purpose	26.80%	21.40%	14.30%	8.90%	28.60%	100%
% within q12 social class	17.20%	20.00%	16.70%	17.90%	20.80%	18.70%
Pleasure tourism Count	5	3	3	2	6	19
% within q14 trvl purpose	26.30%	15.80%	15.80%	10.50%	31.60%	100%
% within q12 social class	5.70%	5.00%	6.30%	7.10%	7.80%	6.30%
Business travel Count	9	8	7	5	8	37
% within q14 trvl purpose	24.30%	21.60%	18.90%	13.50%	21.60%	100%
% within q12 social class	10.30%	13.30%	14.60%	17.90%	10.40%	12.30%
Culture Count	7	7	6	4	4	28
% within q14 trvl purpose	25.00%	25.00%	21.40%	14.30%	14.30%	100%
% within q12 social class	8.00%	11.70%	12.50%	14.30%	5.20%	9.30%
Night life Count	5	6	1	2	4	18
% within q14 trvl purpose	27.80%	33.30%	5.60%	11.10%	22.20%	100%
% within q12 social class	5.70%	10.00%	2.10%	7.10%	5.20%	6.00%
others(study, arty)Count	1	1	0	0	1	3
% within q14 trvl purpose	33.30%	33.30%	0.00%	0.00%	33.30%	100%
% within q12 social class	1.10%	1.70%	0.00%	0.00%	1.30%	1.00%
Total Count	87	60	48	28	77	300
% within q14 trvl purpose	29.00%	20.00%	16.00%	9.30%	25.70%	100%
% within q12 social class	100%	100%	100%	100%	100%	100%

Source: Primary Data

Table 3(vi) Chi Square Table- Different Forms of Tourism

Different forms of tourism		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	68.559	28	.000*
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	19.025	28	.897
	N of Valid Cases	300		

Source: Primary Data *=5% level of significance

3.3.1.3 AWARENESS OF VILLAGE TOURISM

Table 3 (vii) Awareness – Tourists

Cross tab	Individual	Couple no Kids	Family Kids	Elderly People	Friends	Total
Domestic Tourists						
Yes Count	30	39	42	3	34	148
% within q21 aware	20.3%	26.4%	28.4%	2.0%	23.0%	100.0%
% within q12 social class	51.7%	57.4%	44.7%	75.0%	44.7%	49.3%
No Count	28	29	52	1	42	152
% within q21 aware	18.4%	19.1%	34.2%	.7%	27.6%	100.0%
% within q12 social class	48.3%	42.6%	55.3%	25.0%	55.3%	50.7%
Total Count	58	68	94	4	76	300
% within q21 aware	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2 International Tourists						
Yes Count	73	51	42	28	67	261
% within q21 aware	28.0%	19.5%	16.1%	10.7%	25.7%	100.0%
% within q12 social class	83.9%	85.0%	87.5%	100.0%	87.0%	87.0%
No Count	14	9	6	0	10	39
% within q21 aware	35.9%	23.1%	15.4%	.0%	25.6%	100.0%
% within q12 social class	16.1%	15.0%	12.5%	.0%	13.0%	13.0%
Total Count	87	60	48	28	77	300
% within q21 aware	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 3(viii) Chi Square Table -Aware Of Village Tourism

Aware of Village Tourism		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	4.393	4	.355
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	5.142	4	.273
	N of Valid Cases	300		

Source: Primary Data * =5% level of significance

With reference to Table 3 (viii), concerning the level of awareness about the concept of 'Village Tourism', and their decision as to visit the state is concerned, both sets of guests show no significant association. The p -value is more than 0.05 at 5% level of significance which is ($p_{0.05} = 0.355$) in case of domestic tourist and ($p_{0.05} = 0.273$) and in the case of International level.

Thus, for both the class of guests whether they are aware of the concept of village tourism or they are ignorant of the same, in no way impacts their choice as to visit this destination.

3.3.1.4 VILLAGE TOURISM STATES IN INDIA

Apart from Table 3(vii), Table 3(ix) relates to the level of awareness about the concept of village tourism in the states of India, the guests belonging to both sets of classification show no significant association in visiting the state and in their level of awareness about the concept of village tourism elsewhere in the country. As the p-value is more than 0.05 at 5% level of significance which ($p_{0.05} = 0.172$) in case of domestic tourist and ($p_{0.05} = 0.288$) in the case of International level. Thus the social grouping of the guests are not influenced by their level of awareness of the concept of village tourism in general and practiced in India in particular also refer to Table 3(x).

Table 3(ix) Chi Square Table Village Tourism States in India

Village Tourism States in India		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	21.160(a)	16	.172
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	18.638(b)	16	.288
	N of Valid Cases	300		

Source: Primary Data * = 5% level of significance

Refer Table 3(x) though 48.3% of the domestic tourist are unaware of village tourism being practiced in states of India, it in no way impacts their decision to come down to Goa. Among the various states practicing village tourism, Kerela seems to be highly popular followed by Rajasthan and other states. Undoubtedly, it appears, Goa will be facing tough competition from Kerela to garner and retain guests interested not only in beach tourism but also in village tourism as well.

Goa has guests of both Indian and International origin who come to the state. This incidentally happens to be an independent decision and as in no way influenced by the fact that village tourism is being practiced elsewhere in the country and the same is prevalent or absent in Goa. Though, they have identified the other Indian states offering Village Tourism as also expressed their familiarity of the concept, even so this fact did not impact their resolution to come down and holiday in the state and enjoy the existing forms of tourism offered by the state. Thus, Goa has a charm of its own that beckons people, it has a unique and distinct identity that allures its guests.

Table 3(x) Crosstab- Village Tourism States in India

Cross tab	Individual	Couple no Kids	Family Kids	Elderly People	Friends	Total
Domestic Tourists						
1 Rajasthan Count	6	12	17	0	10	45
% within q22 state	13.3%	26.7%	37.8%	.0%	22.2%	100.0%
% within q12 social class	10.3%	17.6%	18.1%	.0%	13.2%	15.0%
2 Kerala Count	11	16	16	1	11	55
% within q22 state	20.0%	29.1%	29.1%	1.8%	20.0%	100.0%
% within q12 social class	19.0%	23.5%	17.0%	25.0%	14.5%	18.3%
3 Himachal Pradesh Count	9	5	5	0	10	29
% within q22 state	31.0%	17.2%	17.2%	.0%	34.5%	100.0%
% within q12 social class	15.5%	7.4%	5.3%	.0%	13.2%	9.7%
4 Any other state	4	6	8	2	4	24
% within q22 state	16.7%	25.0%	33.3%	8.3%	16.7%	100.0%
% within q12 social class	6.9%	8.8%	8.5%	50.0%	5.3%	8.0%
5 ignorant Count	28	29	48	1	41	147
% within q22 state	19.0%	19.7%	32.7%	.7%	27.9%	100.0%
% within q12 social class	48.3%	42.6%	51.1%	25.0%	53.9%	49.0%
Total Count	58	68	94	4	76	300
% within q22 state	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
International Tourists						
1 Rajasthan Count	21	12	13	9	21	76
% within q22 state	27.6%	15.8%	17.1%	11.8%	27.6%	100.0%
% within q12 social class	24.1%	20.0%	27.1%	32.1%	27.3%	25.3%
2 Kerala Count	34	28	19	13	23	117
% within q22 state	29.1%	23.9%	16.2%	11.1%	19.7%	100.0%
% within q12 social class	39.1%	46.7%	39.6%	46.4%	29.9%	39.0%
3 Himachal Pradesh Count	16	10	6	4	13	49
% within q22 state	32.7%	20.4%	12.2%	8.2%	26.5%	100.0%
% within q12 social class	18.4%	16.7%	12.5%	14.3%	16.9%	16.3%
4 Any other state Count	3	3	3	2	12	23
% within q22 state	13.0%	13.0%	13.0%	8.7%	52.2%	100.0%
% within q12 social class	3.4%	5.0%	6.3%	7.1%	15.6%	7.7%
5 ignorant Count	13	7	7	0	8	35
% within q22 state	37.1%	20.0%	20.0%	.0%	22.9%	100.0%
% within q12 social class	14.9%	11.7%	14.6%	.0%	10.4%	11.7%
Count	87	60	48	28	77	300
% within q22 state	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

3.3.1.5 PROSPECTS OF INJECTING VILLAGE TOURISM IN GOA

Table 3(xi) Chi Square Table- Injecting Village Tourism in Goa

Injecting village tourism in Goa		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	15.078	8	.058
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	14.917	8	.061
	N of Valid Cases	300		

Source: Primary Data *=5% level of significance

W.r.t. Table 3(xi), both the sets of guests showed no significant difference with the idea of introducing ‘Village Tourism ‘ in Goa, p-value is more than 0.05 at 5% level of significance .

Table 3(xii) Crosstab Injecting Village Tourism in Goa

Cross tab	Individual	Couple no Kids	Family Kids	Elderly People	Friend	Total
Domestic Tourists						
1 Goa’s beach tourism Count	18	25	34	0	32	109
% within q24 inject vt	16.5%	22.9%	31.2%	.0%	29.4%	100.0%
% within q12 social class	31.0%	36.8%	36.2%	.0%	42.1%	36.3%
2 No fun in the villages Count	5	14	8	2	9	38
% within q24 inject vt	13.2%	36.8%	21.1%	5.3%	23.7%	100.0%
% within q12 social class	8.6%	20.6%	8.5%	50.0%	11.8%	12.7%
3 Yes, good concept Count	35	29	52	2	35	153
% within q24 inject vt	22.9%	19.0%	34.0%	1.3%	22.9%	100.0%
% within q12 social class	60.3%	42.6%	55.3%	50.0%	46.1%	51.0%
Total Count	58	68	94	4	76	300
% within q24 inject vt	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
International Tourists						
1 Goa’s beach tourism Count	11	17	12	5	27	72
% within q24 inject vt	15.3%	23.6%	16.7%	6.9%	37.5%	100.0%
% within q12 social class	12.6%	28.3%	25.0%	17.9%	35.1%	24.0%
2 No fun in the villages Count	8	5	6	1	5	25
% within q24 inject vt	32.0%	20.0%	24.0%	4.0%	20.0%	100.0%
% within q12 social class	9.2%	8.3%	12.5%	3.6%	6.5%	8.3%
3 Yes, good concept Count	68	38	30	22	45	203
% within q24 inject vt	33.5%	18.7%	14.8%	10.8%	22.2%	100.0%
% within q12 social class	78.2%	63.3%	62.5%	78.6%	58.4%	67.7%
Total Count	87	60	48	28	77	300
% within q24 inject vt	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Refer Table 3(xii), which exhibits the perception of the social group of tourists visiting the state cross tab with the prospect of injecting village tourism in Goa. Overall 36.3% of domestic and 24% of the international tourist admits beaches have not yet lost its charm. Though 12.7% domestic tourist and 8.3% international tourists, opine villages don't seem alluring enough for the guests. Nonetheless 60.3% of domestic tourists and 78.3% of international tourists belonging to individual group agree village tourism is a good concept in all a good 51% of domestic and 67.7% of the international guests admit Village Tourism is good concept.

3.3.2 TOURISM CENTRIC PROFILING OF ENTREPRENEURS

Entrepreneurs in villages operating in tourist centric and non- tourist centric villages were contacted to gather information about Village Tourism as an alternative to Goa's beach centric tourism and their views on marketing and mapping of the villages for the purpose of tourism. The demographic profile namely- age, gender and monthly income was cross tabled with the domestic and international tourists.

Table 3(xiii) Tourism Centric Profiling of Entrepreneurs

Attributes/ Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		χ^2 (P<0.05)
	#	%	#	%	
Village Tourism as an alternative					
1 yes	233	71.7	224	68.9	0.4716
2 no	92	28.3	101	31.1	0.4922
Total	325	100	325	100	
Market village					
1 yes	260	80	243	74.8	2.2504
2 no	65	20	82	25.2	0.1336
Total	325	100	325	100	
Village mapping					
Infrastructure	134	41.2	165	50.8	15.3518 (0.00015*)
Safety security	104	32.1	62	19.1	
Resources	45	13.8	44	13.5	
Village suit	42	12.9	54	16.6	
Total	325	100	325	100	

Source: Primary data. *=5% level of significance

As far as the entrepreneurs are concerned refer Table 3(xiii), Chi-Square test results revealed that as far Village Mapping is concerned, the ‘p’ value is ($p_{0.05}=0.00015$) which is less than 0.05 at 5% level of significance which implies that in case of the entrepreneurs there is a significant association between the respondents and the village mapping exercise. Thus, if important assets of the village is to be documented the consent of the host community would be important. But, as far as the consent to market the village ($p_{0.05}=0.1336$), and as to whether Village Tourism could be an alternative to beach tourism was concerned the p-value was ($p_{0.05}=0.4922$), which is more than 0.05 at 5% level of significance which signifies that there is no significant difference in the views of the two sets of entrepreneurs..

3.3.2.1. Village Tourism as an Alternative

Table 3(xiv) Chi Square Table Village Tourism as an alternative

Village Tourism as alternative		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	2.298	.397	11.644
	df	3	1	2
	Sig.	.513	.529	(.003*)
2 Non- Tourist Centric entrepreneurs	Chi-square	3.086	2.074	2.247
	df	3	1	2
	Sig.	.379	.150	.325

Source: Primary Data *=5% level of significance

Refer Table 3(xiv) and Table 3(xv), with respect to the strategy of injecting village tourism and perception of the entrepreneurs, it was observed that income of tourist centric entrepreneurs showed association as p-value is less than 0.05 at 5% level of significance which is ($p_{0.05}= .003$) where as age and gender in both class of entrepreneurs showed no significant association, since the p-value is more than 0.05 at 5% level of significance which is ($p_{0.05}= 0.513$) in case of age and ($p_{0.05}=0.529$) in case of gender of the tourist centric entrepreneurs, while it is ($p_{0.05}= 0.379$) and ($p_{0.05}=0.150$) for age and gender respectively in the case of non- tourist centric entrepreneurs which indicates there is no significant association. Thus, as far demographic attributes is concerned, the decision to opt for Village Tourism as an alternative to beach centric tourism which is currently being speculated. In this regard, it is observed that income in the case tourist centric entrepreneurs was sole attribute indicating a significant association; while, age and gender hardly impacted the decision of injecting this novel form of tourism in the villages of Goa in both the tourist and non-tourist villages.

Table 3(xv) Village Tourism as an Alternative

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
Tourist Centric Entrepreneurs												
1 yes count	46	116	64	7	233	188	45	233	82	122	29	233
Row N %	19.7%	49.8%	27.5%	3.0%	100.0%	80.7%	19.3%	100.0%	35.2%	52.4%	12.4%	100.0%
Column N %	74.2%	72.5%	71.1%	53.8%	71.7%	70.9%	75.0%	71.7%	63.1%	80.8%	65.9%	71.7%
2 no count	16	44	26	6	92	77	15	92	48	29	15	92
Row N %	17.4%	47.8%	28.3%	6.5%	100.0%	83.7%	16.3%	100.0%	52.2%	31.5%	16.3%	100.0%
Column N %	25.8%	27.5%	28.9%	46.2%	28.3%	29.1%	25.0%	28.3%	36.9%	19.2%	34.1%	28.3%
Total count	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.2%	27.7%	4.0%	100.0%	81.5%	18.5%	100.0%	40.0%	46.5%	13.5%	100.0%
Column N %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non- Tourist Centric Entrepreneurs												
1 yes count	53	100	58	13	224	132	92	224	125	79	20	224
Row N %	23.7%	44.6%	25.9%	5.8%	100.0%	58.9%	41.1%	100.0%	55.8%	35.3%	8.9%	100.0%
Column N %	76.8%	68.5%	65.2%	61.9%	68.9%	66.0%	73.6%	68.9%	69.8%	65.3%	80.0%	68.9%
2 no count	16	46	31	8	101	68	33	101	54	42	5	101
Row N %	15.8%	45.5%	30.7%	7.9%	100.0%	67.3%	32.7%	100.0%	53.5%	41.6%	5.0%	100.0%
Column N %	23.2%	31.5%	34.8%	38.1%	31.1%	34.0%	26.4%	31.1%	30.2%	34.7%	20.0%	31.1%
Total count	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.2%	44.9%	27.4%	6.5%	100.0%	61.5%	38.5%	100.0%	55.1%	37.2%	7.7%	100.0%
Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total												
1 yes count	99	216	122	20	457	320	137	457	207	201	49	457
Row N %	21.7%	47.3%	26.7%	4.4%	100.0%	70.0%	30.0%	100.0%	45.3%	44.0%	10.7%	100.0%
Column N %	75.6%	70.6%	68.2%	58.8%	70.3%	68.8%	74.1%	70.3%	67.0%	73.9%	71.0%	70.3%
2 no count	32	90	57	14	193	145	48	193	102	71	20	193
Row N %	16.6%	46.6%	29.5%	7.3%	100.0%	75.1%	24.9%	100.0%	52.8%	36.8%	10.4%	100.0%
Column N %	24.4%	29.4%	31.8%	41.2%	29.7%	31.2%	25.9%	29.7%	33.0%	26.1%	29.0%	29.7%
count	131	306	179	34	650	465	185	650	309	272	69	650
Row N %	20.2%	47.1%	27.5%	5.2%	100.0%	71.5%	28.5%	100.0%	47.5%	41.8%	10.6%	100.0%
Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

3.3.2.2 MARKET VILLAGE

In order to market and promote the village as a tourist attraction with its cultural, heritage and historical riches, the views of the tourist centric and non tourist centric entrepreneurs are tabled in Table 3(vii) as also whether the village can be mapped? The views of Tourist centric entrepreneurs is tabled in Table 3(viii) and Non- Tourist centric entrepreneurs in Table 3(xix).

Table 3 (xvi) Chi Square Table- Market Village

Market village		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	3.448	.128	1.889
	df	3	1	2
	Sig.	.328	.721	.389
2 Non- Tourist Centric entrepreneurs	Chi-square	15.671	.418	.539
	df	3	1	2
	Sig.	(.001*)	.518	.764

Source: Primary Data*=5% level of significance

Table 3(xvii) Crosstab Market Village

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income ((thousands))			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
Tourist Centric Entrepreneurs												
yes count	48	131	73	8	260	213	47	260	107	121	32	260
Row N %	18.5%	50.4%	28.1%	3.1%	100%	81.9%	18.1%	100.0%	41.2%	46.5%	12.3%	100%
Colm N %	77.4%	81.9%	81.1%	61.5%	80%	80.4%	78.3%	80.9%	82.3%	80.1%	72.7%	80.0%
no count	14	29	17	5	65	52	13	65	23	30	12	65
Row N %	21.5%	44.6%	26.2%	7.7%	100%	80.0%	20.0%	100.0%	35.4%	46.2%	18.5%	100.0%
Colm N %	22.6%	18.1%	18.9%	38.5%	20.0%	19.6%	21.7%	20.0%	17.7%	19.9%	27.3%	20.0%
Totalcount	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.2%	27.7%	4.0%	100%	81.5%	18.5%	100%	40.0%	46.5%	13.5%	100%
Colm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Non- Tourist Centric Entrepreneurs												
yes count	39	116	72	16	243	152	91	243	53.9%	38.3%	7.8%	100.0%
Row N %	16.0%	47.7%	29.6%	6.6%	100%	62.6%	37.4%	100.0%	73.2%	76.9%	76.0%	100.0%
Colm N %	56.5%	79.5%	80.9%	76.2%	74.8%	76.0%	72.8%	74.8%	48	28	6	82
no count	30	30	17	5	82	48	34	82	58.5%	34.1%	7.3%	100.0%
Row N %	36.6%	36.6%	20.7%	6.1%	100%	58.5%	41.5%	100.0%	26.8%	23.1%	24.0%	100.0%
Colm N %	43.5%	20.5%	19.1%	23.8%	25.2%	24.0%	27.2%	25.2%	179	121	25	325
Totalcount	69	146	89	21	325	200	125	325	55.1%	37.2%	7.7%	100%
Row N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	100%	100%	100%	100%
Colm N %	100%	100%	100%	100%	100%	100%	100%	503	238	214	51	503
yes count	87	247	145	24	503	365	138	503	47.3%	42.5%	10.1%	100.0%
Row N %	17.3%	49.1%	28.8%	4.8%	100%	72.6%	27.4%	100.0%	77.0%	78.7%	73.9%	100.0%
Colm N %	66.4%	80.7%	81.0%	70.6%	77.4%	78.5%	74.6%	77.4%	71	58	18	147
no count	44	59	34	10	147	100	47	147	48.3%	39.5%	12.2%	100.0%
Row N %	29.9%	40.1%	23.1%	6.8%	100%	68.0%	32.0%	100.0%	23.0%	21.3%	26.1%	100.0%
Colm N %	33.6%	19.3%	19.0%	29.4%	22.6%	21.5%	25.4%	22.6%	309	272	69	650
count	131	306	179	34	650	465	185	650	47.5%	41.8%	10.6%	100.0%
Row N %	20.2%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100.0%	100.0%	100.0%	100.0%	100.0%
Colm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

With reference to Table 3 (vi), w.r.t.strategy of marketing the village for village tourism purpose, it was observed that age of non-tourist centric entrepreneurs showed association as p-value is less than 0.05 at 5% level of significance which is ($p_{0.05} = .001$) where as gender and income for both class of entrepreneurs showed no significant association, as p-value is more than 0.05 at 5% level of significance. This implies that in order to inject the concept of village tourism, age could be deciding factor in non- tourist centric village entrepreneurs, where as the other demographic profiling namely gender and income in no way influence the decision to introduce the concept.

3.3.2.3 VILLAGE MAPPING

To introduce Village Tourism, there is a need to identify what the village has to offer and whether it is conducive to inject the concept. In this regard, village mapping is to be undertaken - Table 3(xviii) and Table 3(xix) shows the percentage details w.r.t the demographic profile of the two set of entrepreneurs against infrastructure, safety and security and whether the resources and village is suitable for the same.

Table 3(xviii) Crosstab Village Mapping-1

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income ((thousands))			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
Tourist Centric Entrepreneurs												
1 Infrastructure												
yes count	25	77	28	4	134	102	32	134	53	65	16	134
Row N %	18.7%	57.5%	20.9%	3.0%	100.0%	76.1%	23.9%	100.0%	39.6%	48.5%	11.9%	100.0%
Clm N %	40.3%	48.1%	31.1%	30.8%	41.2%	38.5%	53.3%	41.2%	40.8%	43.0%	36.4%	41.2%
2 Safety and security measures												
no count	18	41	41	4	104	90	14	104	34	50	20	104
Row N %	17.3%	39.4%	39.4%	3.8%	100.0%	86.5%	13.5%	100.0%	32.7%	48.1%	19.2%	100.0%
Clm N %	29.0%	25.6%	45.6%	30.8%	32.0%	34.0%	23.3%	32.0%	26.2%	33.1%	45.5%	32.0%
3 Resources not sufficient												
Total ct	11	26	7	1	45	39	6	45	22	19	4	45
Row N %	24.4%	57.8%	15.6%	2.2%	100.0%	86.7%	13.3%	100.0%	48.9%	42.2%	8.9%	100.0%
Clm N %	17.7%	16.3%	7.8%	7.7%	13.8%	14.7%	10.0%	13.8%	16.9%	12.6%	9.1%	13.8%
4 Village not suitable												
Count	8	16	14	4	42	34	8	42	21	17	4	42
Row N %	19.0%	38.1%	33.3%	9.5%	100.0%	81.0%	19.0%	100.0%	50.0%	40.5%	9.5%	100.0%
Clm N %	12.9%	10.0%	15.6%	30.8%	12.9%	12.8%	13.3%	12.9%	16.2%	11.3%	9.1%	12.9%
TotalC	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.2%	27.7%	4.0%	100.0%	81.5%	18.5%	100.0%	40.0%	46.5%	13.5%	100.0%
Clm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

Table 3(xix) Crosstab Village Mapping-2

Cross Tab	q2 2 Age					q3 3 Gender			q6 6 monthly income ((thousands)			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
Non-Tourist Centric Entrepreneurs												
1 Infrastructure												
Count	30	74	46	15	165	102	63	165	94	62	9	165
Row N %	18.2%	44.8%	27.9%	9.1%	100.0%	61.8%	38.2%	100.0%	57.0%	37.6%	5.5%	100.0%
Clm N %	43.5%	50.7%	51.7%	71.4%	50.8%	51.0%	50.4%	50.8%	52.5%	51.2%	36.0%	50.8%
2 Safety and security measures												
Count	13	29	17	3	62	42	20	62	35	20	7	62
Row N %	21.0%	46.8%	27.4%	4.8%	100.0%	67.7%	32.3%	100.0%	56.5%	32.3%	11.3%	100.0%
Clm N %	18.8%	19.9%	19.1%	14.3%	19.1%	21.0%	16.0%	19.1%	19.6%	16.5%	28.0%	19.1%
3 Resources not sufficient												
Count	11	21	10	2	44	26	18	44	22	18	4	44
Row N %	25.0%	47.7%	22.7%	4.5%	100%	59.1%	40.9%	100.0%	50.0%	40.9%	9.1%	100.0%
Clm N %	15.9%	14.4%	11.2%	9.5%	13.5%	13.0%	14.4%	13.5%	12.3%	14.9%	16.0%	13.5%
4 Village not suitable												
Count	15	22	16	1	54	30	24	54	28	21	5	54
Row N %	27.8%	40.7%	29.6%	1.9%	100%	55.6%	44.4%	100.0%	51.9%	38.9%	9.3%	100.0%
Clm N %	21.7%	15.1%	18.0%	4.8%	16.6%	15.0%	19.2%	16.6%	15.6%	17.4%	20.0%	16.6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Count	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	55.1%	37.2%	7.7%	100%
Clm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Infra cnt	55	151	74	19	299	204	95	299	147	127	25	299
Infra-r%	18.4%	50.5%	24.7%	6.4%	100%	68.2%	31.8%	100.0%	49.2%	42.5%	8.4%	100%
Infra cl%	42.0%	49.3%	41.3%	55.9%	46.0%	43.9%	51.4%	46.0%	47.6%	46.7%	36.2%	46.0%
Saf/st cnt	31	70	58	7	166	132	34	166	69	70	27	166
Saf-r%	18.7%	42.2%	34.9%	4.2%	100%	79.5%	20.5%	100%	41.6%	42.2%	16.3%	100%
Saf-c%	23.7%	22.9%	32.4%	20.6%	25.5%	28.4%	18.4%	25.5%	22.3%	25.7%	39.1%	25.5%
Res.cnt	22	47	17	3	89	65	24	89	44	37	8	89
Res-r%	24.7%	52.8%	19.1%	3.4%	100%	73.0%	27.0%	100%	49.4%	41.6%	9.0%	100%
Res-c%	16.8%	15.4%	9.5%	8.8%	13.7%	14.0%	13.0%	13.7%	14.2%	13.6%	11.6%	13.7%
Vill cnt	23	38	30	5	96	64	32	96	49	38	9	96
Vil-r%	24.0%	39.6%	31.3%	5.2%	100%	66.7%	33.3%	100%	51.0%	39.6%	9.4%	100.0%
Vil-c%	17.6%	12.4%	16.8%	14.7%	14.8%	13.8%	17.3%	14.8%	15.9%	14.0%	13.0%	14.8%
Total	131	306	179	34	650	465	185	650	309	272	69	650
Row N%	20.2%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100.0%	47.5%	41.8%	10.6%	100%
ColN%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

3.4 DISCUSSION AND CONCLUSION

This chapter revealed some interesting facts.

In the case of tourists it was observed that tourists of different origin, age, gender, educational qualification and other demographic profile visit the state. In order to understand whether village tourism can be introduced in the state so as to move the focus on the beach tourism and inject an element of novelty and sustainability, the respondents were administered a set of closed ended questions as well informal interaction enabled to gather some fruitful particulars for the study. The tourist were divided into social groups. It was observed that the social grouping of domestic and international guests and their level of awareness relating to the concept of village tourism in general and in the states in India were in the least associated, and in no way influenced their decision to come to Goa. But, when the same question was poised to the tourist in general then the results revealed that though social grouping had no significant association, tourists as a whole were impacted by the information. The opinion of the sub-group/ social group of tourist with respect to beach tourism was concerned, as well as of the villages of the state, and the concept of village tourism, guests belonging to both sets of classification show no significant association in visiting the state and in their perception about this concept while it is just the reverse of the broad class of guests/ tourist visiting the state.

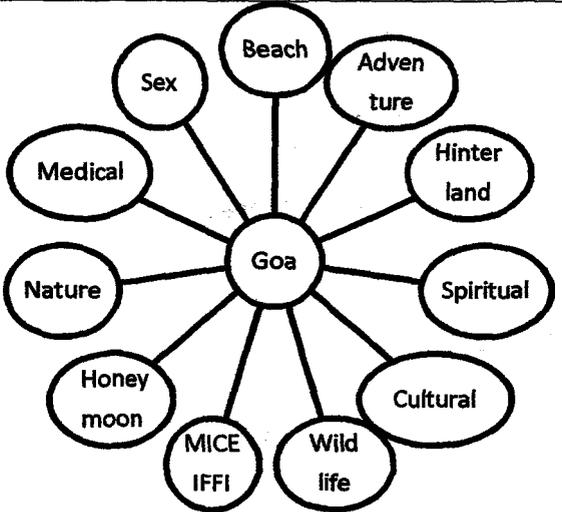
In the case of entrepreneurs it was observed that segmenting the broad classification of entrepreneurs into tourist centric and non- tourist centric and further stratifying based on age, gender and income made some important disclosures. With respect to the strategy of injecting village tourism and entrepreneurs, it was observed that income of tourist centric entrepreneurs showed association where as age and gender in both class of entrepreneurs showed no noteworthy connection. In order to market the village, age could be imperative rationale in non-tourist centric village entrepreneurs, where as the other demographic profiling namely gender and income in no way influence the decision. With respect to the plan of detailing the village and its assets for village tourism purpose, it was observed that apart from age of tourist centric entrepreneurs all other demographic attributes showed no association, especially gender and income in both class of entrepreneurs. Whereas when the broad class of entrepreneurs was taken up, Chi- Square Test showed there is a significant association between the respondents and the village mapping exercise.

CHAPTER 4
GOA'S TOURISM INDUSTRY IN
DESTINATION LIFE CYCLE

4.1 INTRODUCTION

Every destination is believed to pass through diverse stages. Destination life cycle, has many critics, however as a framework within which to inspect the advancement of the destination, and as a way of accepted astuteness about the interrelation of destination and market evolution it provides many practical insights, (Chris, Fletcher et al., 1994). Goa over the decades too has travelled a couple of stages, and experts have voiced concern about this destination reaching the stagnation stage. Is it the truth? is being taken up in this chapter. As of now, Goa has already ventured out in various forms of tourism refer Figure 4(i).

Figure 4(i): Goa Tourism -Products and Consumers.

Tourists/consumers	Goa's Tourism Industry	Tourism Product/services
Hippies, Junkies, Newly Weds		Beach-Sand, Surf, Sun
Pilgrims		Spiritual-Temples, churches
Students		Study tours
Cultural Consumers		Culture Carnival, Shigmo Fests, Festivals
Elite		Off shore Casinoes
Drug Addicts		Hospitals, Spa, Yoga
Pedophiles Sex tourists		Sex, eroticism
Film Circle		IFFI, Mega events
Delegates		MICE-Conference, meets
Water Sports Adventurists, Voyageurists, others		Adventure-Cruises, karting, bungee jumping, para-sailing

Source: Kamat Smitha 2011

4.2 HYPOTHESIS AND METHODOLOGY

The present chapter deals with third objective namely to assess the present status of the Tourism industry for identifying which stage Goa's tourism industry lies in Destination Life Cycle. For this purpose a hypothesis was formed and besides simple percentages, social grouping of both sets of tourists was cross tabled and tested by means of Chi-square Test. In the case of entrepreneurs, age, gender and income was cross tabulated with tourist centric and non tourist centric entrepreneurs, and tested by means of Chi-square Test. Following was the hypothesis-
H2: Goa Tourism industry has not yet reached the declining stage in the Destination life cycle

4.3. ANALYSIS

4.3.1 DESTINATION CENTRIC PROFILING BY TOURISTS

a) **Secondary Source:** Information/data from print and electronic media, was referred to trace the various stages traversed by the destination. In order to familiarize with Goa's tourism industry, it is also important to know that Goa is segmented into 2 districts –North and South and further divided into 11 Talukhas, 5 in south and 6 in north Goa. Bardez appears to be most popular where 126,653 visited the Taluka in 2007, followed by Salcete who received 119, 682 guests. Salcete, Mormugoa, Cancona in south, and Tiswadi, Bardez in north Goa, have $(18+07+07+18+27=77)$ villages offering in various degrees beach centric tourism and face the danger of stagnation in the near future refer Table 4(i)

Interestingly, Sattari and Quepem have absolutely no visitors at all, $(10 + 11=21)$ Villages) and are waiting to be explored. Cancona, Ponda, Pernem have lukewarm response and is progressing from the exploration stage. Sanguem, Bicholim, Quepem are into mining and the possibility of introducing tourism has to be explored for example Mayem which is a manmade lake at Bicholim is extremely popular among the guests. Thus, by identifying status of each talukha, appropriate planning and restructuring of the tourism industry can be established refer Table 4(i).

As per tourist statistics -2008, issued by the Department of Tourism, Goa, the average duration of stay of domestic tourists is 5 days as compared to 9 days by foreign tourists. Total number of non-star hotel was 244 with 21,869 rooms and 41031 beds.

Statistics prove that over the decades the numbers of guests have multiplied, in the case of Chatter flights, in 1985-86, twenty four flights with 3568 landed here, which jumped to 626 flights with 1,37,790 guests in 2009-2010 refer Table 4(ii). It is important to note that, a quantum jump from a mere. 7,75,212 in 1985 to 25,03,703 in 2009 was witnessed; as compared to last year, room occupancy and revenue for financial year 2009-2010 dropped between 8-10%, and 15% respectively (Fernandes, 2010).

The British arrivals dropped by 18% and the Scandinavians arrivals too have declined though German and Swiss arrivals remained stable. But, this is compensated by significant spurt in

arrivals from Far East Europe- Russia, Estonia, Belarus, etc and for the first time direct flight from Tajikistan is in operation (Fernandes, 2010).

Table 4 (i)- Talukas, Village Panchayat and Guests (2007)

Talukas	Village Panchayat (VP)	Total (VP)	Total Guests'07
Mormugao	Cansaulim, Chicalim, Cortalim Majorda, Sancoale, Velsao-Pale Verna.	07	31,268
Salcete	AquemBaixo, Benaulim, Chinchinim Colva, Curtorim, Davorlim, Dramapur, Loutulim, Macasana, Navelim, Nuvem, Rachol, Raia, Dramapur-Sirlim, Sarzora, St. Jose-de-Areal, Telaulim, Velim.	18	119,682
Canacona	Agonda, Cola, Cotigao, Gaondongrem, Loliem, Poinguinim, Shristhal.	07	10,814
Quepem	Ambaulim, Assolda, Balli, Barcem, Caurem-Pirla, Avedem, Molcornem, Morpirla, Naquerim-Betul, Xeldem.	10	0
Sanguem	Batim, Colem, Curdi, Darbandora, Calem, Kirlapal-dabal, Mollem, Netorlim, Rivona, Sancordem, Sanvordem, Uguem.	12	844
Ponda	Bandora, Betqui-Khandola, Adcolna, orim, Cundai, Curti-Khandepar, Durbhat, Marcaim. Panchawadi, Queula, Kerim, Savoi-Verem, Shiroda, Talaulim, Tivrem-Orgao, Usgaon-Ganjem, Veling-Priol, Verem-Vagurbem, Volvoi, Wadi – Talaulim.	20	2,032
Sattari	Birondem, Khotodem, Dongurli-Thane, Guleli, Honda, Kerim, Mauxi, Morlem, Nagargao, Pissurlem, Poriem.	11	0
Bicholim	Advalpal, Cudnem, Karapur Sarvan, Latambarcem, Maulinguem, Mayem, Mencurem, Mulgao, Pale-Cotombi, Piligao, Salem.	11	227
Pernem	Agarwada-Chopdem, Alorna, Arambol, Casnem-Amberem-Poroscodem, Chandel, Corgao, Dhargal, Ibrampur, Mandrem, Morjim, Ozorim, Paliem, Parcem, Keri-Terecol, Tamboxem-Mopa-Uguem, Tirxem, Tuem, Varkhand, Virnoda.	19	14,353
Tiswadi	Azossim, Batim, Carambolim, Chimbhel, Chodan-Madel, Khorlim, Cumbarjua, Curca-Bambolim, Goltim-Navelim, Mercedes, Neura, Sao-Laurence, Sao-Matias, Se-Old-Goa, Siridao-Pale St. Andre, St. Cruz, Taleigao.	18	82,584
Bardez	Aldona, Anjuna, Arpora, Assagao, Assonora, Bastora. Calangute, Camurlim, Colvale, Moira, Nachinola, Nerul, Parra, Penha-de-France, Pilerne, Pomburpa, Reis Magos, Revora, Saligao, Salvador-do Mondo, - Sodiem, Socorro, , Veria-Canca. sangolda, Siolim Marna, Siolimcassaim, Thivim	27	1,26,653

Source: Department of Tourism, Government of Goa 2008, Directorate of Planning, Statistics & Evaluation Government of Goa-2008

Table 4(ii): Arrivals by Charter Flights Season (1985-2009)

Arrivals by charter flights season		
Year	No. of flights	Passengers
1985-86	24	3568
1986-87	26	4401
1987-88	25	5419
1988-89	83	9705
1989-90	107	9266
1990-91	41	5815
1991-92	121	17102
1992-93	259	39871
1993-94	299	58369
1994-95	313	59881
1995-96	337	75694
1996-97	282	73172
1997-98	350	88817
1998-99	356	90635
1999-2000	405	94289
2000-2001	419	116992
2001-2002	279	76410
2002-2003	384	94350
2003-2004	532	126255
2004-2005	690	158993
2005-2006	719	180310
2006-2007	720	169836
2007-2008	758	185994
2008-2009	615	145428
2009-2010	626	137790

Source: Department of Tourism, Government of Goa <http://goatourism.gov.in>

b) Primary Source: (Cooper, 1994), adopted growth indicators such as: rates of volume growth; ratio of repeat to first-time visitors; length of stay; visitor profiles; expenditure per head; and visit arrangement (package/independent) to identify life cycle. Besides the secondary data first hand information was collected from guests visiting the state and entrepreneurs operating in the villages. Their profile as well as their views as to whether Goa's beach centric tourism has reached saturation was supplemented by other related questions such frequency of travel, motivation to travel, role of advertising and marketing, their preference for villages and the like.

4.3.1.1 FREQUENCY OF TRAVEL: Repeat visitors are often considered a more attractive market segment than first timers, due to the lower costs and more limited marketing efforts required to reach them, (Fotiadis and Rátz, 2008). With reference to Table 4(iii) guests who

repeatedly holiday in the state are the domestic tourists 32% as compared to 29.3% of their foreign counterparts. We have more of first timers as international guests; as is the known fact, the composition of foreigners landing on Goa's shoreline to holiday has undergone transformation, from the regular English, German, and Scandinavians we have Israelis, and Russians, and from visitors other far East Asian countries.

Table 4(iii) Frequency of travel

Attributes/ Perspective	Domestic Tourists		International Tourists		χ^2 p-value
	#	%	#	%	
Frequency of travel					
1 first timer	107	35.7	135	45.0	5.886 0.0526
2 second timer	97	32.3	77	25.7	
3 frequent traveller	96	32.0	88	29.3	
Total	300	100.0	300	100.0	
Travelling stimulated by					
1 Advertising	54	18.0	49	16.3	4.972 0.2901
2 Travel literature	36	12.0	49	16.3	
3 Feedback	94	31.4	77	25.8	
4 Travel organization	34	11.3	43	14.3	
5 Internet	82	27.3	82	27.3	
Total	300	100.0	300	100.0	
Place preference					
1 Village	45	15.0	61	20.3	2.578
2 Towns	255	85.0	239	79.7	0.108
Total	300	100	300	100	

Source: Primary data * =5% level of significance

Refer Table 4(iii), on all the counts it was observed that the 'p' value is more than 0.05 at 5% level of significance which implies that there is no significant association between the guests and the frequency of travel ($p_{0.05}=0.0526$), the means adopted to promote the state ($p_{0.05}=0.2901$) as well as the place of preference ($p_{0.05}=0.108$). While Table 4(iv), shows the percentage breakup of the guests and their travelling pattern, Table 4(v) indicates that in the case of social grouping of the domestic tourists it was observed that in case of the domestic guests there is significant association between the social class of the guests and the frequency of travel ($p_{0.05}=0.0003$), while in the case of the international tourist this is not the case the p-value is ($p_{0.05}=0.176$).

Table 4(iv) Crosstab-Frequency of Travel

Cross tab	q12 social class					Total
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	
1 first timer Count	11	28	32	0	36	107
% within q16 trvl frqncy	10.3%	26.2%	29.9%	.0%	33.6%	100.0%
% within q12 social class	19.0%	41.2%	34.0%	.0%	47.4%	35.7%
2 second timer Count	18	18	34	1	26	97
% within q16 trvl frqncy	18.6%	18.6%	35.1%	1.0%	26.8%	100.0%
% within q12 social class	31.0%	26.5%	36.2%	25.0%	34.2%	32.3%
3 frequent traveler Count	29	22	28	3	14	96
% within q16 trvl frqncy	30.2%	22.9%	29.2%	3.1%	14.6%	100.0%
% within q12 social class	50.0%	32.4%	29.8%	75.0%	18.4%	32.0%
Total Count	58	68	94	4	76	300
% within q16 trvl frqncy	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2 International Tourists						
1 first timer Count	35	25	27	9	39	135
% within q16 trvl frqncy	25.9%	18.5%	20.0%	6.7%	28.9%	100.0%
% within q12 social class	40.2%	41.7%	56.3%	32.1%	50.6%	45.0%
2 second timer Count	27	13	8	12	17	77
% within q16 trvl frqncy	35.1%	16.9%	10.4%	15.6%	22.1%	100.0%
% within q12 social class	31.0%	21.7%	16.7%	42.9%	22.1%	25.7%
3 frequent traveler Count	25	22	13	7	21	88
% within q16 trvl frqncy	28.4%	25.0%	14.8%	8.0%	23.9%	100.0%
% within q12 social class	28.7%	36.7%	27.1%	25.0%	27.3%	29.3%
Total Count	87	60	48	28	77	300
% within q16 trvl frqncy	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary data

Table 4(v) Chi-Square Table -Frequency of Travel

Frequency of Travel		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	23.569	8	(.003*)
	Likelihood Ratio	24.965	8	.002
	Linear-by-Linear Association	12.647	1	.000
	N of Valid Cases	300		
2 International Tourist	Pearson Chi-Square	11.473	8	.176
	Likelihood Ratio	11.068	8	.198
	Linear-by-Linear Association	1.011	1	.315
	N of Valid Cases	300		

Source: Primary data*=5% level of significance

4.3.1.2 TRAVELLING STIMULI

According to (Milman and Pizam, 1995) the drawback of tourist preferences as attraction measures is that human perceptions are based on personal and cultural beliefs and are influenced by promotional activities and prior experiences. Marketing is invariably a powerful tool to garner guests in the state. Refer Table 4(iii),-what better way than by the word of the mouth by a fellow traveler, this seems to be popular with both the sets of guests i.e 31.4% and 25.8% in the case of Domestic and International guests respectively. In fact this was the very means adopted by the earliest guests namely hippy and seems to be in vogue even as on today. confirming (Verenzi, 2002) thoughts- promotion and information through marketing and communication channels, word of mouth is one of the most important ways for rural tourism operators. Besides travel organizations, role of the Government by participating at various international mart, festival of India etc has evoked positive response, but nothing can compete with internet supremacy to influence holidaying decisions 27%.3 for both class of guests. In fact GTDC, Goa Tourism Development Corporation intends to utilize social networking sites like Twitter and Face book, for its image building (TOI, 2010).

Table 4(vi) Chi-Square Table- Travelling Stimulated

Travelling stimulated by		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	38.046(a)	16	(.001*)
	Likelihood Ratio	38.041	16	.001
	Linear-by-Linear association	1.062	1	.303
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	22.967(b)	16	.115
	Likelihood Ratio	22.366	16	.132
	Linear-by-Linear Association	.000	1	.992
	N of Valid Cases	300		

Source: Primary data*=5% level of significance

Table 4 (vi) shows that in the case of social grouping of the domestic tourists it was observed that the 'p' value is less than 0.05 at 5% level of significance which implies that in case of the domestic guests there is significant association between the guests' decision to travel and the marketing strategies adopted to promote the destination p-value being ($\rho_{0.05}=0.0001$), while in the case of the international tourist that is not the case ($\rho_{0.05}=0.115$).Table 4 (vii) shows the percentage detailing of the social grouping of the guests and their travel being stimulated by various modes of advertising.

Table 4(vii) Crosstab- Travelling Stimulated

Cross tab	q12 social class					Total
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	
1 Domestic Tourists						
1 Advertising/ promotion count	13	18	13	2	8	54
% within q17 stimuli	24.1%	33.3%	24.1%	3.7%	14.8%	100.0%
% within q12 social class	22.4%	26.5%	13.8%	50.0%	10.5%	18.0%
2 Travel literature Count	5	6	12	2	11	36
% within q17 stimuli	13.9%	16.7%	33.3%	5.6%	30.6%	100.0%
% within q12 social class	8.6%	8.8%	12.8%	50.0%	14.5%	12.0%
3 Feedback travelers Count	10	22	43	0	19	94
% within q17 stimuli	10.6%	23.4%	45.7%	.0%	20.2%	100.0%
% within q12 social class	17.2%	32.4%	45.7%	.0%	25.0%	31.3%
4 Travel organization Count	8	7	7	0	12	34
% within q17 stimuli	23.5%	20.6%	20.6%	.0%	35.3%	100.0%
% within q12 social class	13.8%	10.3%	7.4%	.0%	15.8%	11.3%
5 Internet Count	22	15	19	0	26	82
% within q17 stimuli	26.8%	18.3%	23.2%	.0%	31.7%	100.0%
% within q12 social class	37.9%	22.1%	20.2%	.0%	34.2%	27.3%
Total Count	58	68	94	4	76	300
% within q17 stimuli	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2 International Tourists						
1 Advertising promotionCount	11	14	6	7	11	49
% within q17 stimuli	22.4%	28.6%	12.2%	14.3%	22.4%	100.0%
% within q12 social class	12.6%	23.3%	12.5%	25.0%	14.3%	16.3%
2 Travel literature Count	15	15	5	4	10	49
% within q17 stimuli	30.6%	30.6%	10.2%	8.2%	20.4%	100.0%
% within q12 social class	17.2%	25.0%	10.4%	14.3%	13.0%	16.3%
3 Feedback travelers Count	21	10	18	6	22	77
% within q17 stimuli	27.3%	13.0%	23.4%	7.8%	28.6%	100.0%
% within q12 social class	24.1%	16.7%	37.5%	21.4%	28.6%	25.7%
4 Travel organization Count	11	7	6	8	11	43
% within q17 stimuli	25.6%	16.3%	14.0%	18.6%	25.6%	100.0%
% within q12 social class	12.6%	11.7%	12.5%	28.6%	14.3%	14.3%
5 Internet Count	29	14	13	3	23	82
% within q17 stimuli	35.4%	17.1%	15.9%	3.7%	28.0%	100.0%
% within q12 social class	33.3%	23.3%	27.1%	10.7%	29.9%	27.3%
Total Count	87	60	48	28	77	300
% within q17 stimuli	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary data

4.3.1.3 PLACE PREFERENCE

Refer Table 4(viii),-It is observed that hardly 15% and 20.3% of domestic and international tourists prefer to stay in the villages rather than towns. Primarily due to lack of various facilities and amenities and due to lack of appropriate accommodation in the villages.

Table 4(viii) Crosstab- Place Preference

Cross tab	q12 social class					Total
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	
1 Domestic Tourists						
1 Village Count	7	12	18	1	7	45
% within q37 place	15.6%	26.7%	40.0%	2.2%	15.6%	100%
% within q12 social class	12.1%	17.6%	19.1%	25.0%	9.2%	15.0%
2 City Count						
2 City Count	51	56	76	3	69	255
% within q37 place	20.0%	22.0%	29.8%	1.2%	27.1%	100%
% within q12 social class	87.9%	82.4%	80.9%	75.0%	90.8%	85.0%
Total Count	58	68	94	4	76	300
% within q37 place	19.3%	22.7%	31.3%	1.3%	25.3%	100%
% within q12 social class	100%	100%	100%	100%	100%	100%
2 International Tourists						
1 Village Count						
1 Village Count	17	14	11	4	15	61
% within q37 place	27.9%	23.0%	18.0%	6.6%	24.6%	100%
% within q12 social class	19.5%	23.3%	22.9%	14.3%	19.5%	20.3%
2 City Count						
2 City Count	70	46	37	24	62	239
% within q37 place	29.3%	19.2%	15.5%	10.0%	25.9%	100%
% within q12 social class	80.5%	76.7%	77.1%	85.7%	80.5%	79.7%
Total Count	87	60	48	28	77	300
% within q37 place	29.0%	20.0%	16.0%	9.3%	25.7%	100%
% within q12 social class	100%	100%	100%	100%	100%	100%

Source: Primary data

Table 4(ix) Chi-Square Table - Place Preference

Place of preference		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	4.345(a)	4	.361
	Likelihood Ratio	4.492	4	.344
	Linear-by-Linear Association	.597	1	.440
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	1.232(b)	4	.873
	Likelihood Ratio	1.271	4	.866
	Linear-by-Linear Association	.098	1	.754
	N of Valid Cases	300		

Source: Primary data *=5% level of significance

As per Table 4(ix), in the case of social grouping of both the sets of tourists it was observed that the 'p' value is more than 0.05 at 5% level of significance which implies that in case of both the sets of guests there is no significant difference in their preference to opt for village or town in particular, ($p_{0.05}=0.361$), ($p_{0.05}=0.873$) in case of domestic and international tourists respectively. This suggests that greater awareness about the villages clubbed with proper up gradation of amenities, infrastructure etc is required to encourage greater number of tourist to visit the villages.

4.3.2. DESTINATION CENTRIC PROFILING BY ENTREPRENEURS

According to (Gilbert 1989), the predicament of rural tourism is that marketing has to take into account the fragile nature of the product it is promoting. Marketing is a management approach which can systematically help to develop a rural area while recognizing that the quality of the product has to be protected. As per Table 4(x) in the case of entrepreneurs both the tourist centric and non- tourist centric entrepreneurs, it was observed that the 'p' value is less than 0.05 at 5% level of significance which implies that there is significant difference between the entrepreneurs and their belief that the state's beach centric tourism has reached saturation ($p_{0.05}=0.00000036^*$), in addition to their views w.r.t the marketing undertaken at various levels be it local, state or international ($p_{0.05}=0.0000003^*$), as also marketing media adopted be it word of the mouth, print or electronic media ($p_{0.05}=0.0000005^*$), and marketing undertaken by self or by means of association, by private players or by the government ($p_{0.05}=0.0000003^*$). In all respect their views differ as the context of the business operation also differs.

With reference to Table 4(xi) it throws light to the fact that in the case of both the class of entrepreneurs w.r.t. their views on beach tourism reaching stagnation stage and monthly income had no significant association as the 'p' value is more than 0.05 at 5% level of significance age in case of tourist centric and non-tourist centric entrepreneurs was ($p_{0.05}=0.815$), ($p_{0.05}=0.740$) respectively, while income for both the class of tourists was ($p_{0.05}=0.259$), ($p_{0.05}=0.980$) respectively. What is of interest is gender of entrepreneurs in the tourist centric entrepreneurs showed significant association ($p_{0.05}=0.021$) as 'p' value is less than 0.05 at 5% level of significance while in the case of their counter parts it was ($p_{0.05}=0.189$) indicating no association.

Table 4(x) Stagnation and Marketing

Attributes/ Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		χ^2 p-value
	#	%	#	%	
Beach tourism reached saturation					
1 yes	112	34.5	188	57.8	34.8210 (0.00000036*)
2 no	213	65.5	137	42.2	
Total	325	100	325	100	
Marketing effective					
1 Local level	276	84.9	309	95.1	25.1220 (0.0000003*)
2 State level	30	9.3	16	4.9	
3 International	19	5.8	0	0	
Total	325	100	325	100	
Marketing media					
1 Word of mouth	221	68	227	69.8	17.8850 (0.00005*)
2 Print media	31	9.5	19	5.8	
3 e-media	25	7.7	7	2.2	
4 none	48	14.8	72	22.2	
Total	325	100	325	100	
Marketing u/taken					
1 Self	247	76	307	94.5	47.056 (0.0000003*)
2 Association	22	6.8	6	1.8	
3 Government	24	7.4	1	0.3	
4 Private agents	32	9.8	11	3.4	
Total	325	100	325	100	

Source :Primary Data. *=5% level of significance

Table 4(xi) Chi-Square Table- Beach Tourism Stagnation

Beach Tourism Saturation		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	.942	5.334	2.704
	df	3	1	2
	Sig.	.815	(.021*)	.259
2 Non- Tourist Centric entrepreneurs	Chi-square	1.254	1.727	.040
	df	3	1	2
	Sig.	.740	.189	.980

Source: Primary data*=5% level of significance

Table 4 (xii) Crosstab- Beach Tourism Stagnation

Cross tab	q2 2 Age					q3 3 Gender			q6 6 monthly income(thousands)			
	<30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
1 Tourist Centric Entrepreneurs												
yes cont	22	53	31	6	112	99	13	112	39	59	14	112
Rw N %	19.6%	47.3%	27.7%	5.4%	100%	88.4%	11.6%	100%	34.8%	52.7%	12.5%	100%
Clm N %	35.5%	33.1%	34.4%	46.2%	34.5%	37.4%	21.7%	34.5%	30.0%	39.1%	31.8%	34.5%
no Count	40	107	59	7	213	166	47	213	91	92	30	213
Rw N %	18.8%	50.2%	27.7%	3.3%	100%	77.9%	22.1%	100%	42.7%	43.2%	14.1%	100%
Clm N %	64.5%	66.9%	65.6%	53.8%	65.5%	62.6%	78.3%	65.5%	70.0%	60.9%	68.2%	65.5%
Total C	62	160	90	13	325	265	60	325	130	151	44	325
Rw N %	19.1%	49.2%	27.7%	4.0%	100%	81.5%	18.5%	100%	40.0%	46.5%	13.5%	100%
Clm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2.Non-Tourist Centric Entrepreneurs												
yes cont	41	87	50	10	188	110	78	188	104	70	14	188
Rw N %	21.8%	46.3%	26.6%	5.3%	100%	58.5%	41.5%	100%	55.3%	37.2%	7.4%	100%
Clm N %	59.4%	59.6%	56.2%	47%	57.8%	55.0%	62.4%	57.8%	58.1%	57.9%	56.0%	57.8%
no Count	28	59	39	11	137	90	47	137	75	51	11	137
Rw N %	20.4%	43.1%	28.5%	8.0%	100%	65.7%	34.3%	100%	54.7%	37.2%	8.0%	100%
Clm N %	40.6%	40.4%	43.8%	52%	42.2%	45.0%	37.6%	42.2%	41.9%	42.1%	44.0%	42.2%
Total C	69	146	89	21	325	200	125	325	179	121	25	325
Rw N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	55.1%	37.2%	7.7%	100%
Clm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
yes cont	63	140	81	16	300	209	91	300	143	129	28	300
Rw N %	21.0%	46.7%	27.0%	5.3%	100%	69.7%	30.3%	100%	47.7%	43.0%	9.3%	100%
Clm N %	48.1%	45.8%	45.3%	47.1%	46.2%	44.9%	49.2%	46.2%	46.3%	47.4%	40.6%	46.2%
no Count	68	166	98	18	350	256	94	350	166	143	41	350
Rw N %	19.4%	47.4%	28.0%	5.1%	100%	73.1%	26.9%	100%	47.4%	40.9%	11.7%	100%
Clm N %	51.9%	54.2%	54.7%	52%	53.8%	55.1%	50.8%	53.8%	53.7%	52.6%	59.4%	53.8%
Total C	131	306	179	34	650	465	185	650	309	272	69	650
Rw N %	20.2%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100%	47.5%	41.8%	10.6%	100%
Clm N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary data

Refer Table 4(xii), It is interesting to note that a total 34.5% tourist centric and 57.8% of non-tourist centric entrepreneurs agree that beach centric tourism has achieved stagnation/saturation. The optimism of the rural entrepreneurs cannot be undermined. Beach tourism reaching saturation implies that this in turn will trigger opening the villages for tourism as is done in localized manner offering adventure tourism, spiritual tourism, spice-farm tourism etc thus giving new business opportunities to these small business enterprise which are operating on a limited basis both in terms of volume and scale.

Table 4 (xiii) Crosstab-Marketing (Levels)

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
1 Tourist Centric entrepreneurs												
Local Count	50	141	74	11	276	225	51	276	112	123	41	276
Row N %	18.1%	51.0%	26.8%	4.0%	100%	81.0%	18.0%	100%	41%	45%	15%	100%
Colmn N %	80.6%	88.0%	82.2%	84.0%	84.9%	84.0%	85.0%	84.0%	86.0%	82.0%	93.0%	84.0%
State Count	7	11	11	1	30	26	4	30	13	16	1	30
Row N %	23.3%	37%	36.7%	3.3%	100%	86.0%	13.0%	100%	43.0%	53.0%	3.3%	100%
Colmn N %	11.3%	6.9%	12.2%	7.7%	9.2%	9.8%	6.7%	9.2%	10.0%	11%	2.3%	9.2%
InternatCoun	5	8	5	1	19	14	5	19	5	12	2	19
Row N %	26.3%	42.0%	26.3%	5.3%	100%	73.0%	26.0%	100%	26.0%	63.0%	10.0%	100%
Colmn N %	8.1%	5.0%	5.6%	7.7%	5.8%	5.3%	8.3%	5.8%	3.8%	7.9%	4.5%	5.8%
Total Count	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.0%	27.7%	4.0%	100%	81.0%	18.0%	100%	40.0%	47%	14%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2 Non- Tourist Centric entrepreneurs												
Local Count	63	138	88	20	309	191	118	309	168	117	24	309
Row N %	20.4%	44.7%	28.5%	6.5%	100%	61.0%	38.0%	100%	54%	37.0%	7.8%	100%
Colmn N %	91.3%	94.5%	98.9%	95.0%	95.1%	95.0%	94.0%	95.0%	93.0%	96.0%	96.0%	95.0%
State Count	6	8	1	1	16	9	7	16	11	4	1	16
Row N %	37.5%	50.0%	6.3%	6.3%	100%	56.0%	43.0%	100%	68.0%	25%	6.3%	100%
Colmn N %	8.7%	5.5%	1.1%	4.8%	4.9%	4.5%	5.6%	4.9%	6.1%	3.3%	4.0%	4.9%
InternatCont	0	0	0	0	0	0	0	0	0	0	0	0
Row N %	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Colmn N %	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Total Count	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.2%	44.9%	27.4%	6.5%	100%	61.0%	38.0%	100%	55.0%	37.0%	7.7%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary data

Table 4(xiv) Chi-Square Table- Marketing-(Levels)

Marketing		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	3.364	1.303	5.443
	df	6	2	4
	Sig.	.762	.521	.245
2 Non- Tourist Centric entrepreneurs	Chi-square	4.941	.199	1.293
	df	3	1	2
	Sig.	.176	.656	.524

Source: Primary data*=5% level of significance

Table 4(xv) Chi-Square Table Marketing Media

Marketing Media		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	19.723	3.347	8.557
	df	9	3	6
	Sig.	(.020*)	.341	.200
2 Non- Tourist Centric entrepreneurs	Chi-square	4.566	.754	8.320
	df	9	3	6
	Sig.	.870	.860	.216

Source: Primary data*=5% level of significance

While w.r.t Table 4(xiii), it reveals the percentage breakup of the response of the two sets of entrepreneurs with regards to marketing undertaken and its effectiveness at various levels be it local, state or international. What is disturbing is that even in the case of tourist centric enterprises a mere 5.8% indulge in the same, more enthusiasm needs to be injected to draw greater interest especially of overseas guests. This practice may also be undertaken by the non-tourists entrepreneurs to increase their volume and scale of business. It is observed in Table 4 (xiv) the 'p' value w.r.t age, gender and income for both class of entrepreneurs is more than 0.05 at 5% level of significance which implies that there is no significant association between the demographic profile of the entrepreneurs and their belief that marketing at any level whether local, state or international level in any way impacts tourism and their business. Age ($p_{0.05}=.762$), gender ($p_{0.05}=.521$), monthly income ($p_{0.05}=0.245$) in case of tourist centric entrepreneurs and in the case of non- tourist centric entrepreneurs it is age ($p_{0.05}=.176$), gender ($p_{0.05}=.656$), monthly income ($p_{0.05}=0.524$) respectively.

In the case of Table 4 (xv), It's also observed that for both the class of entrepreneurs gender and monthly income had no significant association as the 'p' value is more than 0.05 at 5% level of significance, in the case of tourist-centric entrepreneurs the p -values of gender ($p_{0.05}=.341$), monthly income ($p_{0.05}=.200$), while age showed significant association ($p_{0.05}=.020$) while in the case of non tourist centric entrepreneurs on all the three counts there is no association- age ($p_{0.05}=.870$), gender ($p_{0.05}=.860$), monthly ($p_{0.05}=.216$). Whereas Table 4(xvi), provide cross tabulation of marketing media adopted by the entrepreneurs, to promote their business enterprises. While Table 4(xvii) and Table 4(xix) reveals the percentage breakup of the entrepreneurs w.r.t. marketing undertaken by themselves, their association or by other means.

Table 4(xvi) Crosstab-Table Marketing (Media)

Crosstab	q2 2 Age				q3 3 Gender				q6 6 monthly income (thousands)			
	< 30	31-50	51-60		< 30	31-50	51-60		< 30	31-50	51-60	
1 Tourist Centric entrepreneurs												
verbal Cnt	37	118	57	9	221	184	37	221	89	104	28	221
Row N %	16.7%	54%	25.8%	4.1%	100%	83.3%	16.7%	100.0%	40.3%	47.1%	12.7%	100%
Colmn N %	59.7%	74%	63.3%	69.9%	68.8%	69.4%	61.7%	68.0%	68.5%	68.9%	63.6%	68.8%
Print cont	10	15	4	2	31	22	9	31	12	11	8	31
Row N %	32.3%	48.9%	12.9%	6.5%	100%	71.0%	29.0%	100.0%	38.7%	35.5%	25.8%	100%
Colmn N %	16.1%	9.4%	4.4%	15.5%	9.5%	8.3%	15.0%	9.5%	9.2%	7.3%	18.2%	9.5%
e-mdia cont	3	7	14	1	25	19	6	25	7	13	5	25
Row N %	12.0%	28.9%	56.0%	4.0%	100%	76.0%	24.0%	100%	28.0%	52.0%	20.0%	100.0%
Colmn N %	4.8%	4.4%	15.6%	7.7%	7.7%	7.2%	10.0%	7.7%	5.4%	8.6%	11.4%	7.7%
none Count	12	20	15	1	48	40	8	48	22	23	3	48
Row N %	25.0%	42.0%	31.3%	2.1%	100%	83.3%	16.7%	100%	45.8%	47.9%	6.3%	100%
Colmn N %	19.4%	13.0%	16.7%	7.7%	15.0%	15.1%	13.3%	14.8%	16.9%	15.2%	6.8%	14.0%
Total Count	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.8%	27.7%	4.0%	100%	81.5%	18.5%	100%	40.0%	46.5%	13.5%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2 Non- Tourist Centric entrepreneurs												
verbal Cnt	47	107	58	15	227	141	86	227	126	86	15	227
Row N %	20.7%	47.1%	25.6%	6.6%	100%	62.1%	37.9%	100%	55.5%	37.9%	6.6%	100%
Colmn N %	68.1%	73.3%	65.2%	71.4%	69.8%	70.5%	68.8%	69.8%	70.4%	71.1%	60.0%	69.8%
Print cont	5	7	7	0	19	10	9	19	9	10	0	19
Row N %	26.3%	36.8%	36.8%	.0%	100%	52.6%	47.4%	100.0%	47.4%	52.6%	.0%	100%
Colmn N %	7.2%	4.8%	7.9%	.0%	5.8%	5.0%	7.2%	5.8%	5.0%	8.3%	.0%	5.8%
e-mdia cont	2	3	2	0	7	4	3	7	4	3	0	7
Row N %	28.6%	42.9%	28.6%	.0%	100%	57.1%	42.9%	100.0%	57.1%	42.9%	.0%	100%
Colmn N %	2.9%	2.1%	2.2%	.0%	2.2%	2.0%	2.4%	2.2%	2.2%	2.5%	.0%	2.2%
none Count	15	29	22	6	72	45	27	72	40	22	10	72
Row N %	20.8%	40.3%	30.6%	8.3%	100%	62.5%	37.5%	100.0%	55.6%	30.6%	13.9%	100%
Colmn N %	21.7%	19.9%	24.7%	28.6%	22.2%	22.5%	21.6%	22.2%	22.3%	18.2%	40.0%	22.2%
Total Count	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100.0%	55.1%	37.2%	7.7%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary data

Table 4(xvii) Crosstab-Table Marketing (Undertaken)

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	<30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
1 Tourist Centric entrepreneurs												
1 Self Count	42	123	75	7	247	201	46	247	98	116	33	247
Row N %	17.0%	50.0%	30.0%	2.8%	100%	81%	18.6%	100%	39.7%	47.0%	13.0%	100%
Column N %	68.0%	77.0%	83.0%	53.8%	76.0%	76.0%	76.7%	76.0%	75.4%	77.0%	75.0%	76.0%
2 AssoCount												
2 AssoCount	8	10	2	2	22	17	5	22	7	12	3	22
Row N %	36.0%	46.0%	9.1%	9.1%	100%	77.0%	22.7%	100%	31.8%	55.0%	14.0%	100%
Column N %	12.9%	6.3%	2.2%	15.4%	6.8%	6.4%	8.3%	6.8%	5.4%	7.9%	6.8%	6.8%
3 GovCount												
3 GovCount	4	12	6	2	24	22	2	24	6	12	6	24
Row N %	16.7%	50.0%	25.0%	8.3%	100%	92.0%	8.3%	100%	25.0%	50.0%	25.0%	100%
Column N %	6.5%	7.5%	6.7%	15.4%	7.4%	8.3%	3.3%	7.4%	4.6%	7.9%	14.0%	7.4%
4 Private Count												
4 Private Count	8	15	7	2	32	25	7	32	19	11	2	32
Row N %	25.0%	47.0%	22.0%	6.3%	100%	78.0%	21.9%	100%	59.4%	34.0%	6.3%	100%
Column N %	12.9%	9.4%	7.8%	15.4%	9.8%	9.4%	11.7%	9.8%	14.6%	7.3%	4.5%	9.8%
Total Count	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.0%	28.0%	4.0%	100%	82.0%	18.5%	100%	40.0%	47.0%	14.0%	100%
Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary data

Table 4(xviii) Chi-Square Table -Marketing (Undertaken)-i

Marketing undertaken		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	12.419	2.153	9.712
	df	9	3	6
	Sig.	.191	.541	.137
2 Non- Tourist Centric entrepreneurs	Chi-square	6.602	2.068	2.705
	df	9	3	6
	Sig.	.678	.558	.845

Source: Primary data*=5% level of significance

With reference to Table 4 (xviii), it was observed, there is no significant association with the demographic profile of the businessmen and the decision to undertake marketing - whether by entrepreneurs themselves or by their Associations or by the Government or by Private Agencies the demographic attributes of the two class of entrepreneur's age, gender and monthly income had no significant association as the 'p' value is more than 0.05 at 5% level of significance age ($p_{0.05}=0.191$), gender ($p_{0.05}=0.541$) and monthly income ($p_{0.05}=0.137$) in the case of tourist centric entrepreneurs, while the non-tourist centric entrepreneurs age ($p_{0.05}=.678$), gender ($p_{0.05}=.558$), and monthly income ($p_{0.05}=.845$) respectively.

Table 4(xix) Crosstab-Table Marketing (Undertaken)

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>61	Total	M	F	Total	<10	10-20	>20	Total
2 Non- Tourist Centric entrepreneurs												
1 SelfCount	67	134	86	20	307	188	119	307	169	115	23	307
Row N %	21.8 %	43.6%	28.0%	6.5%	100%	61.2%	38.8%	100.0%	55.0%	37.5%	7.5%	100%
Colmn N %	97.9%	91.8%	96.6%	95.2%	94.5%	94.0%	95.2%	94.5%	94.4%	95.0%	92.0%	94.5%
2 Asso count	1	5	0	0	6	5	1	6	4	1	1	6
Row N %	17.7%	83.3%	.0%	.0%	100%	83.3%	16.7%	100.0%	66.7%	16.7%	16.7%	100%
Colmn N %	1.4%	3.4%	.0%	.0%	1.8%	2.5%	.8%	1.8%	2.2%	.8%	4.0%	1.8%
3 GovCount	0	1	0	0	1	1	0	1	1	0	0	1
Row N %	.0%	100%	.0%	.0%	100%	100%	.0%	100.0%	100%	.0%	.0%	100%
Colmn N %	.0%	.7%	.0%	.0%	.3%	.5%	.0%	.3%	.6%	.0%	.0%	.3%
4 PrivCount	1	6	3	1	11	6	5	11	5	5	1	11
Row N %	9.1%	54.5%	27.3%	9.1%	100.0%	54.5%	45.5%	100.0%	45.5%	45.5%	9.1%	100%
Colmn N %	1.4%	4.1%	3.4%	4.8%	3.4%	3.0%	4.0%	3.4%	2.8%	4.1%	4.0%	3.4%
TotalCount	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.9%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100.0%	55.1%	37.2%	7.7%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 Self Count	109	257	161	27	554	389	165	554	267	231	56	554
Row N %	20%	46.4%	29.1%	4.9%	100%	70.2%	29.8%	100%	48.2%	41.7%	10.1%	100%
Colmn N %	83.3%	84.0%	89.9%	79.4%	85.2%	83.7%	89.2%	85.2%	86.4%	84.9%	81.2%	85.2%
2 AssoCount	9	15	2	2	28	22	6	28	11	13	4	28
Row N %	32.2%	53.6%	7.1%	7.1%	100%	78.6%	21.4%	100%	39.3%	46.4%	14.3%	100%
Colmn N %	6.9%	4.9%	1.1%	5.9%	4.3%	4.7%	3.2%	4.3%	3.6%	4.8%	5.8%	4.3%
3 GovCount	4	13	6	2	25	23	2	25	7	12	6	25
Row N %	16%	52.0%	24.0%	8.0%	100%	92.0%	8.0%	100%	28.0%	48.0%	24.0%	100%
Colmn N %	3.1%	4.2%	3.4%	5.9%	3.8%	4.9%	1.1%	3.8%	2.3%	4.4%	8.7%	3.8%
4 PrivCount	9	21	10	3	43	31	12	43	24	16	3	43
Row N %	21.9%	48.8%	23.3%	7.0%	100%	72.1%	27.9%	100%	55.8%	37.2%	7.0%	100%
Column N %	6.9%	6.9%	5.6%	8.8%	6.6%	6.7%	6.5%	6.6%	7.8%	5.9%	4.3%	6.6%
TotalCount	131	306	179	34	650	465	185	650	309	272	69	650
Row N %	20.4%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100%	47.5%	41.8%	10.6%	100%
Colmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

4.3.2.1 NON –TOURIST CENTRIC VILLAGE MAPPING

From the very beginning beach tourism has been the focal attraction for the guests. Both North and South Goa have their share of some of the reputed beaches

Sr.No	North Goa Beaches	South Goa Beaches
1	Anjuna Beach	Agonda Beach
2	Arambol Beach	Arossim Beach
3	Ashvem Beach	Baina Beach
4	Baga Beach	Benaulim Beach
5	Calangute Beach	Betalbatim Beach
6	Candolim Beach	Betul Beach
7	Caranzelem	Bogmalo Beach
8	Chapora Beach	Butterfly Beach
9	Dias Beach	Canaguinim Beach
10	Dona Paula Beach	Cansaulim Beach
11	Hansa Beach	Cavelossim Beach
12	Hawaii Beach	Colva Beach
13	Kalacha Beach	Galgibaga Beach
14	Kegdole Beach	Issorcim Beach
15	Keri(Querim) Beach	Majorda Beach
16	Mandrem Beach	Mobor Beach
17	Marivel Beach	Palolem Beach
18	Miramar Beach	Patnem-Colomb Beach
19	Morjim Beach	Polem Beach
20	Ozran Beach	Rajbagh Beach
21	Paliem Beach	Sernabatim Beach
22	Sinquerim Beach	Utorda Beach
23	Vagator Beach	Varca Beach
24	Vainguinim Beach	Velsao Beach

Much before the Portuguese arrived in Goa, each village was akin to a sovereign state. Every village was in a way independent in many ways; it had its own set of laws and a unique code of conduct. Each village had its own Gaunkar (founders of the village) with well lay out

for place for worship, trading farming, etc. Unfortunately, the old model has all but collapsed but certain essence lingers on e.g. the Gaunkars, the vaddos or wards, the Zatras or fests, folk dance and art etc remain an integral part of the village.

One needs to accept the fact that Goa can best be divided as beach centric villages and miming villages leaving few villages as non tourist centric villages. Secondly, Goa being a small state, the villages are even smaller, and are easily accessible. Tourists tend to spill over from tourist centric villages to non- tourist villages, especially in the case of international tourists who are interested in local culture, custom and nature. In the subsequent pages, a summarized mapping of the village is taken up. This is an elementary exercise and is not conclusive in nature. Nonetheless an attempt is made to draw a picture and possibility of introducing village tourism. Primary data- first hand observation and interaction was clubbed with secondary source such as (Wikipedia, Domestic Tourism Statistics for the State of Goa 2005-2006; banglanatak dot com; Goa Tourism Portal, RP 2021). Non-tourist villages were studied and tagged as under

- Suitable (3 on 3 score)
- Relatively unsuitable (2 on 3 score)
- Unsuitable (1 on 3 score)

For village tourism scoring was done on following counts-

1. Presence of village essence: Here villages well endowed with bounties of nature, in addition to involvement in traditional occupation such as farming, fishing, toddy tapping and the like, and a total absence of concretization and congestion.
2. Presence of locals and local way of living: Goa has seen rapid industrial development creating jobs that are often filled in by migrants, Economic survey of Goa 2006-07, states that of an estimated 1.70 lakhs migrants into Goa in the period 1991-2001, in other words influx of migrants change the socio-demographics of the place.
3. Retention of local customs and traditions: Villages still preserving its ethnicity, and appeal its is way of life, in terms of dress, dance, art, etc as well the traditional craft and art will be considered.

Villages	District- Taluka-Distance From	Mapping	Count
Agassaim	North Goa –Tiswadi Taluka-19.6 kms from Panjim	Fishing, farming and popular for sausages.	Reasonably Suitable
Aivao	North Goa –Tiswadi Taluka-0.6 kms from Panjim	Rustic and tribal fishing hamlet.	Suitable
Aldona	North Goa- Bardez Taluka -15 kms from Panjim	Spiritual, Portuguese styled architecture, basket weaving.	Reasonably Suitable
Amona	North Goa- Bicholim Taluka -25 kms from Panjim	Farming, horticulture, and very much in mining.	Unsuitable
Assagao	North Goa- Bardez Taluka -16 kms from Panjim	Rustic and Nature spring, green fields, orchards	Reasonably Suitable
Assolna	South Goa- Salcete Taluka- 50 kms from Panjim	Colonial era architecture, serene and peaceful.	Reasonably Suitable
Assonara	North Goa- Bardez Taluka -23 kms from Panjim	Green and mystique, clubbed with spiritual appeal.	Reasonably Suitable
Balli	South Goa- Quepem Taluka- 44 km from Panajim.	Rustic and Spiritual, rich in tradition and culture.	Reasonably Suitable
Bambar	North Goa –Sattari Taluka- 60 kms from Panjim	Sacred groves, temples, rich in culture and tradition	Suitable
Barceim	South Goa- Quepem Taluka- 49 km from Panajim.	Remote village, tribal culture, farming.	Suitable
Bastora	North Goa- Bardez Taluka - 18 kms from Panjim	Historical and pastoral and spiritual wealth.	Reasonably Suitable
Betim	North Goa –Tiswadi Taluka- 3.22 kms from Panjim	Farming, fishing, saltpans and bird watching	Unsuitable
Borim	North Goa – <u>Ponda</u> Taluka - 34 kms. from Panjim	Spiritual, rural folks, rich in custom and tradition.	Reasonably Suitable
Britona	North Goa –Tiswadi Taluka- 3.5 kms from Panjim	Fishing, bird watching, coconut palms	Reasonably Suitable
Cacra	North Goa –Tiswadi Taluha- 3.7 kms from Panjim	Rustic, fishing, nature sprawls out in extravagance.	Suitable
Camurlim	North Goa – Bardez Taluka- kms from Panjim	stone excavation, toddy tapping, handicrafts	Suitable
Canca	North Goa – Bardez Taluka- kms from Panjim	greenery, chapels, taverns traditionalGoan house.	Suitable

Analysis

Caranzelem	North Goa –Tiswadi Taluka- 2.1 kms from Panjim	Farming, earlier bull fighting.	Unsuitable
Chinchinim	South Goa-Salcete Taluka- 34 kms from Panjim	Rural essence, farming, cattle herding	Suitable
Chopdem	North Goa –Pernem Taluka- 50 kms from Panjim	Rural essence, farming, cattle herding, spiritual	Suitable
Colem	South Goa-Sanguem Taluka- 60kms from Panjim	Fishing, green and rustic	Reasonably Suitable
Cortalim	South Goa- Murmagao Taluka-14 kms from Panjim.	Fishing and farming, natural spring.	Unsuitable
Cudchire	North Goa- Bicholim Taluka-25 kms from Panjim	Remote village, with green pastures, fields, hills.	Suitable
Cuncolim	South Goa-Salcete Taluka- 34 kms from Panjim	Religious and spiritual appeal, farming, woodcraft	Suitable
Curca	North Goa- Tiswadi Taluka-9 kms from Panjim.	Green fields, green hills, tribal	Suitable
Curtorim	South Goa-Salcete Taluka- 50 kms from Panjim	Historical, Portuguese styled houses	Suitable
Dongri	North Goa- Tiswadi Taluka-21 kms from Panjim.	Farming, Khazan lands, birdwatching.	Suitable
Korgao	North Goa- Pernem Taluka-35 kms from Panjim.	Stone-cutting, toddy-tapping and agriculture and fishing.	Suitable
Korlim / Corlim	North Goa- Tiswadi Taluka-12 kms from Panjim.	village with paddy fields, green hills, Industrial Estate	Unsuitable
Kudne	North Goa- Bicholim Taluka-25 kms from Panjim	Ancient Jain temple, remote village, simple folks.	Suitable
Mariel	North Goa –Tiswadi Taluka- 3 kms from Panjim	Tribal, green hills, fishing hamlet	Suitable
Merces	North Goa –Tiswadi Taluka- 3 kms from Panjim	Tribal, green fields, spring	Reasonably Suitable
Mounte de Guirim	North Goa- Bardez Taluka -22 kms from Panjim	Situated on a hillock, paddy fields, vegetable farming.	Reasonably Suitable

Analysis

Mulgao	North Goa- Bicholim Taluka -35 kms from Panjim		Plenty of temples and fields, lakes- silting due to mining	Reasonably Suitable
Nachinola	North Goa- Bardez Taluka -19 kms from Panjim		Historical and spiritual importance.	Reasonably Suitable
Nagoa	North Goa- Bardez Taluka 18 kms from Panjim		Serene and sacred feel clubbed with green ambience	Reasonably Suitable
Nauxi	North Goa –Tiswadi Taluka- 3 kms from Panjim		Tribal, green hills, fishing hamlet	Reasonably Suitable
Navelim	South Goa – Salcete Taluka- 41 kms from Panjim		Paddy fields, orchards, church and temple.	Reasonably Suitable
Neura	North Goa –Tiswadi Taluka 25 kms from Panjim		Spiritual and traditional homes	Suitable
Odxel	North Goa –Tiswadi Taluka- 1.5 kms from Panjim		Tribal, Fishing, cashew plantation and cultural	Suitable
Olaulim	North Goa- Bardez Taluka -26 kms from Panjim		Narrow roads, old fashioned tiled houses rich green	Suitable
Oxel	North Goa- Bardez Taluka -26 kms from Panjim		Cashew laden hills, culture and festival	Suitable
Parra	North Goa- Bardez Taluka- 16 kms from Panjim		Lakes, fields and watermelons	Reasonably Suitable
Patrem	South Goa – Sanguem Taluka- 50 kms from Panjim		Velip heritage ancient temple ruins, sacred groves exists.	Suitable
Pilerne	North Goa- Bardez Taluka -13 kms from Panjim		Paddy fields, palm groves, lakes and salt pans and birds	Reasonably Suitable
Piligao	North Goa- Bicholim Taluka -25 kms from Panjim		Temples, customs, traditions still retained.	Suitable
Pirna	North Goa- Bardez Taluka -29 kms from Panjim		Lake, waterfall, green avenue, which is inviting.	Suitable
Quisconda	South Goa – Quepem Taluka - 58 km from Panjim		Remote village, absence of concretization and congestion.	Suitable
Rachol	South Goa – Salcete Taluka - 36 kms from Panjim		Historical and spiritual treasures- especially seminary	Reasonably Suitable

Analysis

Rai	South Goa – Salcete Taluka - 26 kms from Panjim	Pottery, cultural and spiritual	Reasonably Suitable
Salvador do Monde	North Goa- Bardez Taluka -25 kms from Panjim	Paddy fields, hills laden with fruit bearing trees.	Reasonably Suitable
Sangolda	North Goa- Bardez Taluka -9 kms from Panjim	Lush green fields, coconut groves old Portuguese villas.	Reasonably Suitable
Santa Cruz	North Goa –Tiswadi Taluka 3 kms from Panjim	Lake, fields, church and temples.	Unsuitable
Santan or Talaulim	North Goa –Tiswadi Taluka 8 kms from Panjim	Ruins, spiritual and histrionic village	Suitable
Siridao	North Goa –Tiswadi Taluka -13 kms from Panjim	Caves of archeological interest, beach.	Suitable
Sirsaim	North Goa –Bardez Taluka- 28 kms from Panjim	Deserted jetties, shipbuilding, railways.	Suitable
Socorro	North Goa –Bardez Taluka- 8 kms from Panjim	Portuguese mansions, churches	Suitable
Taleigao	North Goa –Tiswadi Taluka -3 kms from Panjim	Goa University, farming, church and temples.	Unsuitable
Uguem	South Goa – Sanguem Taluka - 26 kms from Panjim	feast of Our Lady of Miracles and wednesday market is famous	Suitable
Velim	South Goa – Salcete Taluka - 50 kms from Panjim	palms, cajew covered hills, paddy fields, tiled houses	Suitable
Verem	North Goa- Bardez Taluka- 5 km far from Panajim.	Reis Magos fort, Reis Magos fishing,	Reasonably Suitable
Verla	North Goa- Bardez Taluka- 19.2 km far from Panajim.	Artisan (carts) and countryside	Suitable

Source: compiled from different sources

Goa, indeed is a beautiful state. Apart from the fact that its 105 kms of shoreline which fascinates innumerable people both from far and near it also has another facet that is shrouded and is waiting to be explored.

It may be noted that out of the 62 villages selected at random, 7 villages or 11% of the villages are found to be unsuitable because of growth of mining, industrial estate etc which in turn triggers stripping village of its greenery, concretization, influx of migrant labours, which again means changing of demographics, culture, and even architecture of houses as extension of traditional houses many a times is undertaken giving little regard to aesthetics thus harming the very essence of the village hood. The villages identified were-Amona in Bicholim which is into minning, Betim is an important jetty and tourism has already made inroads with lodgings, rest houses and the like, Cortalim and Khorlim have Industrial Estates that have transformed the villages drastically. While the following villages are in the suburbs of Panjim and are rapidly transforming into micro-cities and towns namely- Caranzelem, Santa-Cruz and Taleigao.

24 villages or 39% were clubbed to be reasonably suitable, in the sense these villages are in close proximity to existing tourist centric villages or due to Industrial estate coming up and mega projects, the village is fast losing its essence nonetheless there are certain features in the village that are not impacted by such development and can attract tourists, especially ancient places of worship, lakes, springs, green hills, pastures etc. The villages identified were- Agassaim, Aldona, Assagoa, Assolna, Assonora, Balli, Bastora, Borim, Britona, Colem, Mercedes, Moute de Guirim, Mulgao, Nachinola, Nagoa, Nauxi, Navelim, Parra, Pilerne, Rachol, Rai, Salvador de Monde, Sangolda, Verem.

Surprisingly when Goa is segregated as coastal belt and mining belt, one assumes very little is left for posterity. Fortunately, 31 villages or 50% of the villages surveyed were found to be suitable which is indeed positive in nature. Goa still possesses pristine villages, blessed by Mother Nature, villages that have retained its customs and culture, villages seeping in historical and spiritual wealth. Talukas of Sattari, Pernem, Sanguem, Cancona top the list nonetheless, even in the neighbourhood of the capital city of Panjim there exists villages, and fishing hamlets that can be opened to the guests. The villages identified were - Aivao, Bamber, Barceim, Carca, Camurlim, Canca, Chinchinim, Chopdem, Cudchire, Cuncolim, Curca, Curtorim, Dongri, Korgao, Kudne, Mariel, Neura, Odxel, Olaulim, Oxel, Patrem, Piligao, Pirna, Quisconda, Santan, Siridao, Sirsaim, Soccorro, Uguem, Velim, Verla. These villages if taken up with the intention of introducing tourism can yield returns, but a lot of ground work is warranted in terms of inventorying, taking people into confidence, infrastructure etc.

4.4 DISCUSSION AND CONCLUSION

What motivates the guests to come to this state for a holiday? Push factors are created by the desire human being have (Chon, 1989) and motivates people to leave their permanent residence and travel elsewhere; pull factors are those that attract people to visit a specific destination after they decide to travel. The push motivations have been useful in explaining the desire for travel, while the pull motivations help illustrate the actual destination choice (Lam and Hsu, 2006). Taking into consideration the aforesaid statement, frequency of travel, travel stimuli, place preference of the tourist was taken up-on and on all the counts it was observed that there is no significant association between the guests and the frequency of travel or the means adopted to promote the state as well as the their place of preference.

Efforts need to be made to create repeat visitors and brand loyalists. Rural tourism is after all about repeat visitors loyalty (Davies et al., 2003) found that there is a strong connection between customer satisfaction and brand loyalty. According to him, loyalty is conceived of as the tendency to stand by one brand more than others. Hallowell, (1996) argues that there is a relationship between customer satisfaction, customer loyalty and profitability. But, in the case of social grouping of the domestic tourists it was observed there is significant impact between the guests and the frequency of travel while it was the reverse with foreign counterparts.

In the case of marketing media being effective or marketing undertaken to promote the state - entrepreneurs irrespective of age, gender and monthly income in both the class in no way impacted them. On the other hand in the general class or total class of entrepreneurs both the tourist centric and non- tourist centric entrepreneurs, it was observed there is significant association between the entrepreneurs and their belief that the state's beach centric tourism has reached saturation, the marketing undertaken at various levels, as well as marketing media adopted.

Secondary data goes to prove that the destination is still popular with the tourist, though the composition of the international tourists has altered. Models propounded by Butler, Agarwal and others did help to identify the stage Goa as a beach centric tourism has attained. There seems to be a conflict where the indicators such as mass tourism, carrying capacity of the destination, concretization, density of population, pollution, and the like indicates the destination is rapidly

moving towards saturation, but the unabated flow of the tourists indicate the charm of the destination is not lost. What is advisable is to consolidate and diversify. It would seem sensible to maintain the current broad market base of the industry, and encourage greater diversification in the type of tourists who visit Goa with more emphasis being placed on cultural and heritage tourism and village tourism (Wilson, 1997 ; Kamat, 2010d).

As observed by (Milman and Pizam, 1995) the constraint of tourist preferences as attraction measures is that human perceptions are based on personal and cultural beliefs and are influenced by promotional activities and prior experiences. A study conducted by Delhi-based Consulting Engineering Services (India) Ltd, reveals approximately, 60% of its guests seek beach tourism, while above 35 to 45 per cent domestic tourists as well as 20 per cent foreign tourists also try and visit hill side, heritage places, forests and wild life in Goa (IST 2000). This particular study indicates that 35% seek beach tourism, 18% adventure tourism, 16% leisure tourism, 14 % business travel and the balance seek culture, study etc. Thus, the needs and wants are changing and so is the tourism portfolio.

Village mapping undertaken on elementary basis of 62 non- tourist villages- it was found that 7 villages or 11% of the villages are found to be unsuitable fundamentally due to rampant mining, industrial estate, real estates mega projects etc which triggers stripping greenery, concretization, influx of migrant labours, thus altering the social, demographical, and cultural essence of the village add to this the hard ware and environmental problems. The balance villages were in different stages of development though 31 villages or 50% are found to be suitable which is positive in nature and can be explored for the possibility of introducing village tourism. With respect to talukas, secondary data threw light to the fact that though the state received 22,08,986 tourists in 2007, Sattari and Quepem have had absolutely no visitors at all basically these are non-coastal talukas, and as such stand good chance to venture into tourism apart from the fact that they are into mining.

Finally, inspite of fears expressed about tourism industry heading for a decline the flow of tourist have not abated on the contrary it has shot up, to nearly 26 lakh by end of 2010. Putting all doubts to rest.

CHAPTER 5
TOURISM IMPACTING SOCIO- CULTURAL FABRIC OF
GOA

5.1 INTRODUCTION

Tourism has been studied for its social (Milman and Pizam, 1987; Wyllie, 2000), environmental (Farrell and Runyan, 1991), cultural (Chambers, 1997; Smith, 1989), and economic (Martin and Uysal, 1990; Mathieson and Wall, 1982) impact. According to (Kreag, 2000) the impacts of tourism are classified, into seven general categories: (1). Economic impacts (2). Environmental incomes (3). Social and cultural impacts (4). Overcrowding impacts (5). Impacts on the rendered services (6). Impacts on the state and municipal taxes (7). Impacts on the attitude of the community. This chapter is looking into the area of impact of tourism on socio-cultural fabric of Goan society. How tourism has transformed the societal norms and cultural customs. Piplani (2001) opined that a region like Goa, a city like Shimla, or a leisure spot like the Badkal Lake have reached a maturity level. They no more require promotion and have similarly exhausted their carrying capacity (infrastructural, environmental or social impacts). (Routledge, 2000), in his paper 'Consuming Goa: Tourist Site as Dispensable Space', highlights 'how construction of tourist sites such as Goa is predicated upon a development ideology that defines local people's space as dispensable to the needs of national and transnational capital'. Over the decades, Goa which once boasted of virgin white beaches, unassuming locals, and the green finery, has definitely undergone a transformation, and in turn has evolved a hideous side which detonates violently raising questions and demanding solution. Crime, perversion, and in general degradation of social, cultural structure seems to have become more of a norm rather than an exception. Can this be the outfall of unplanned, harried, unbridled growth of the tourism industry in the state? (Kamat, 2010j).

5.2 HYPOTHESIS AND METHODOLOGY

Besides simple percentages, in case of domestic as well as international tourist their social grouping was cross tabled and tested by means of Chi-Square Test. In the case of entrepreneurs, age, gender and income was cross tabulated with tourist centric and non tourist centric entrepreneurs, and tested by means of Chi-Square Test.

The hypothesis drawn was **-H3: It is not the possible to promote sustainable and responsible tourism in Goa in the context of socio-cultural dimension of Goan society.**

5.3. ANALYSIS

5.3.1 SOCIO-CULTURAL STATUS OF THE STATE

In the recent past Goa has been in the lime light for all the wrong reasons-Table 5(i) and Table 5 (ii) gives a glimpse of the grave situation facing the state from 2005 to 2007.

Table 5(i): Statement of Minor Cases (2005 and 2006)

Head Of Crime	YEAR 2005		YEAR 2006	
	Rep	Det	Rep	Det
Gambling Act	1365	1365	1286	1286
Indian Police Act 2083	2083	2083	2068	2068
Arms Act	5	5	3	2
Beggars Act	342	342	426	426
Explosive Act/Explosive Substances Act	0	0	1	1
Passport Act	1	1	0	0
Registration of Foreigners Act	52	52	32	32
N.D.P.S. Act	31	30	29	29
Immoral Traffic (Prevention) Act	38	38	26	26
Essential Commodities Act	1	1	0	0
Cinematograph/Copyright Act	9	8	11	11
Indian railway Act	0	0	0	0
Prev.Civil Rights Act & (Prev. of Atrocities) Act	2	2	4	4
Prevention of Corruption Act	0	0	0	0
Other Acts	66	49	72	51
Total	3929	3927	3886	3885

Source: <http://goapolice.gov.in/sta-cimes-04-08.htm>

Though Table 5(ii), - depicts the IPC cases for 2006 and 2007, with no significant hike in the cases detected as well as reported with respect to homicide, robbery, burglary etc. Table 5 (i), for the 2005 and 2006, shows a decline in the minor act cases, which deals with offences such as begging, gambling etc. The above two exhibits in no way categorically specifies tourism related crimes, thus the gravity of the trend of crime in the industry is hard to fathom and harder to garner. Nonetheless, stray cases have shot into prominence due to vigilant media, role of non-government organizations and host community depicting the gravity of crime. Scarlet Keelings, the recent nine year old Russian girl molestation etc are cases to the point. Unfortunately, such untoward incidents are hushed up or unreported so as not to impact the image of the destination (Kamat, 2010f). A study by Klaus and Jerome (2009), indicated that, in compliance with (Chesney and Lind's 1986) findings, tourists in mass tourism destinations are more likely to be

victims of grave crimes than local populace. Refer Table 5 (ii) and Table 5 (iii) showing the trend of crimes, of residents and guests.

Table 5(ii): Statement of IPC cases for 2007 and corresponding Year 2006

Head Of Crime	Year 2007		Year 2006	
	Rep	Det	Rep	Det
Murder	33	22	38	25
Attempt to commit murder	23	20	14	11
Culpable homicide not amounting to murder	7	6	2	2
Rape	20	20	21	18
Dacoity	7	6	7	4
Robbery	22	14	16	9
Burglary by Day	44	11	24	13
Burglary by Night	248	59	228	56
Theft	494	176	495	178
Receiving of Stolen property	1	1	0	0
Cheating	55	41	55	37
Criminal Breach of Trust	36	23	35	23
Counterfeiting	10	0	9	1
Mischief	26	10	41	23
Rioting	70	54	65	41
Unlawful Assembly	31	20	14	8
Escape from legal custody	3	3	12	6
Adm. Stup. Of Drugs	5	0	1	0
Hurt	150	139	171	152
Kidnapping/Abduction	12	7	16	11
Assault on Public Servant	32	27	24	23
Fatal M.V. Accidents	233	207	224	174
Other M.V. Accidents	554	511	462	389
Other Miscellaneous	363	267	230	169
Total	2479	1644	2204	1373
Percentage of detection	66.32%		62.30%	
Increase/Decrease in Detection	4.02%			
Increase/Decrease in Crime	12.48%			
Increase/Decrease in Crime	6.45%			

Source: <http://goapolice.gov.in/sta-cimes-04-08.htm>

Domestic tourists are fascinated by the white skin. In fact some flood the shoreline only to ogle at these white demigods, especially the ladies sunbathing. But, these foreigners too have a dark side. They could be booked for stealing valuables, drug peddling, lifting, to promoting

pornography, or being pedophile (Kamat, 2010f). The Table 5(iii) and Table 5(v), throws light about the crimes committed by the international guests visiting the state.

Table 5(iii): Cases Booked against Foreigners

Year	Cases booked against foreigners
2005	132
2006	103
2007	96
2008	115
2009	115
2010 (up to Feb 28)	47

Source: <http://oheraldo.in/news/Main%20Page%20News/Foreigners-also-add-to-Goa-rsquo-s-crime-statistics/35704.html>

Table 5 (iv) Death By Drowning

District	Year 2006	Year 2007	Year 2008 (till sept.2008)
North Goa	35	55	33
South Goa	28	33	21

Source: Preetu Nair (2008) <http://goadourado.sulekha.com>

Refer Table 5(iii), cases booked against foreigners in 2005 were 132, as against 115 in the year 2009. This indicates a drop, yet, it is not conclusive, given the fact that the nexus between the criminals and police went public with the recent infamous Atala Dadu 2010-2011 case. But, apart from the mentioned privation, the truth is Goa is not a bed of roses, there are more critical issues waiting in lie. There is a dark side of this land of merriment. Among others death by drowning is a significant predicament. Such deaths are higher in the northern district as compared to south as more tourist frequent Tiswadi and Bardez talukha in North Goa refer Table 5(iv). Thus sun, sand and surf that allures many guests, in turn proves to be an instrument claiming lives on the shoreline of this state. The figures illustrate the sorry state of affairs. The measly lifeguards patrolling on 105 kilometers only depict how the shoreline is undermanned to save precious lives. The Central scheme of employing ex-servicemen for beach safety is in the pipeline (Kamat, 2011d). The Department of Tourism 2008, claims that life guards with necessary equipments are deployed to the shores, the aim being to bring the death rate due to drowning to near zero.

Table 5 (v) the Performance of Anti Narcotic Cell Police Station, Panaji (since its inception till 31-12-2008)

Year	No of cases booked	No of Persons Arrested			Total Value In Rupees
		Indian.	Foreigner.	Total	
1994	13	5	4	9	1761140
1995	16	13	7	20	2114800
1996	27	20	13	33	3530900
1997	8	5	3	8	187700
1998	13	6	9	15	2013800
1999	20	17	7	24	1262650
2000	21	15	6	21	5264190
2001	20	11	11	22	1921100
2002	20	14	10	24	1089230
2003	13	7	5	12	1509600
2004	19	12	12	24	3365600
2005	22	16	10	26	8096520
2006	22	25	10	15	5688300
2007	18	14	8	22	5844400
2008	17	13	7	20	7283950
Total	252	180	115	275	26913170

Source: <http://www.goapolice.gov.in>

Drugs are a big area of concern in Goa. Above Table 5 (v) depicts the rise in instances booked in drug cases, the involvement of both Indians as well as foreigners. Though this fact is denied by the authority, the truth is drug is available effortlessly, cheaply and abundantly in the state. Thus, for some, this very reason draws them to Goa. While, others even meet with death in the bargain. Drug use, abuse and overindulgence of the same is not uncommon here. Scarlett Keeling, and more recently Meha Bahuguna, cases came to light, while many may possibly be concealed, unreported, and unrecorded (Kamat, 2011 d).

Another grave crime that has impacted the image of the state is the mounting rape cases especially among its foreign guests. The recent case of a nine year old Russian girl allegedly raped sent shockwaves throughout the country, battering the image of the state and earning the dubious title of being the 'Rape Capital' of the country. Table 5(vi) shows the dismal figures of the dastardly act committed and the discouraging number of accused convicted (Kamat, 2011 d).

Table 5 (vi) Rape Cases

Year	Rape Cases	Victims	Convicted
2005	20	15 victims were minors and 5 were majors.	One
2006	21	14 were minors and 7 were major	One
2007	20	15 were minor victims while 5 were major	Two
2008	30	18 minor and 12 major victims	Nil

Source: <http://timesofindia.indiatimes.com/articleshow/4392953.cms>

5.3.2 SOCIO-CULTURAL PROFILING OF THE STATE BY TOURISTS

Table 5 (vii) Problems Encountered

Attributes/Perception	Domestic Tourists		International Tourists		χ^2 p-value
	#	%	#	%	
Local interaction					
1 friendly	234	78.0	247	82.3	33.659 (0.0000004*)
2 Indifferent	19	6.3	43	14.3	
3 Hostile	47	15.7	10	3.4	
Total	300	100.0	300	100.0	
Problems faced at personal level					
1 Accommodation	37	12.3	29	9.7	20.06 0.0054
2 Transportation	56	18.7	53	17.7	
3 Locals interaction	23	7.7	20	6.7	
4 Food	47	15.7	30	10	
5 Safety , security	25	8.3	55	18.3	
6 Theft	13	4.3	24	8	
7 Traffic	78	26	70	23.3	
8 Discrimination	21	7	19	6.3	
Total	300	100	300	100	
Problems faced at state level					
1 Lack of Infrastructure	128	42.7	148	49.3	13.702 (0.00333*)
2 Lack of Government support	68	22.7	65	21.7	
3 Lack of local support	53	17.6	24	8	
4 Lack of safety and security	51	17	63	21	
Total	300	100	300	100	

Source: Primary Data *=5% level of significance

(Wang and Pfister, 2008), that rural communities in general, are positively inclined toward tourism. Refer Table 5(vii) and (viii), as far as local interaction is concerned, 78% of the domestic and 82.3% of the international tourists opined that the local community is supportive and friendly in nature which is a positive sign. Nonetheless 15.7% of the domestic tourist

experienced hostility from the host community, in form of abuses, being discriminated, duped, and even getting into scuffles, implying that corrective measures need to be taken in this regard. Though the percentage of discrimination among both the sets of guests stands at 7% to 6.3% in the case of domestic and international tourists respectively, although it is not an area of alarm yet cannot be overlooked. W.r.t. Table 5(ix) it is observed there is no significant difference in the manner of interaction of the social groups of both the guests and the host community, since 'p' value is more than 0.05 at 5% level of significance ($p_{0.05}=0.180$) in case of domestic and ($p_{0.05}=0.158$) international tourists respectively

Table 5 (viii) Crosstab -Local Interaction

Crosstab	q12 social class					Total
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	
1 Domestic Tourists						
1 Friendly Count	47	55	74	2	56	234
% within q27 locals	20.1%	23.5%	31.6%	.9%	23.9%	100.0%
% within q12 social class	81.0%	80.9%	78.7%	50.0%	73.7%	78.0%
2 Indifferent Count	6	5	2	1	5	19
% within q27 locals	31.6%	26.3%	10.5%	5.3%	26.3%	100.0%
% within q12 social class	10.3%	7.4%	2.1%	25.0%	6.6%	6.3%
3 Hostile Count	5	8	18	1	15	47
% within q27 locals	10.6%	17.0%	38.3%	2.1%	31.9%	100.0%
% within q12 social class	8.6%	11.8%	19.1%	25.0%	19.7%	15.7%
Total Count	58	68	94	4	76	300
% within q27 locals	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2 International Tourists						
1 Friendly Count	66	53	39	21	68	247
% within q27 locals	26.7%	21.5%	15.8%	8.5%	27.5%	100.0%
% within q12 social class	75.9%	88.3%	81.3%	75.0%	88.3%	82.3%
2 Indifferent Count	15	6	9	5	8	43
% within q27 locals	34.9%	14.0%	20.9%	11.6%	18.6%	100.0%
% within q12 social class	17.2%	10.0%	18.8%	17.9%	10.4%	14.3%
3 Hostile Count	6	1	0	2	1	10
% within q27 locals	60.0%	10.0%	.0%	20.0%	10.0%	100.0%
% within q12 social class	6.9%	1.7%	.0%	7.1%	1.3%	3.3%
Total	87	60	48	28	77	300
% within q27 locals	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 5 (ix) Chi-Square Table- Local Interaction

Local Interaction		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	11.402	8	.180
	Likelihood Ratio	11.468	8	.177
	Linear-by-Linear Association	2.803	1	.094
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	11.849	8	.158
	Likelihood Ratio	12.841	8	.117
	Linear-by-Linear Association	2.843	1	.092
	N of Valid Cases	300		

Source: Primary Data *=5% level of significance

The supply perspective determines the overall attractiveness of the area by performing an accurate inventory of existing tourism resources. For example, in analyzing tourism resources using a regional perspective, (Smith, 1987) considered accommodation, recreation establishments, and cultural and natural attractions. But, day visits and spending on items other than accommodation will make these amounts much higher, rural tourism should aim at: the protection and the reinforcement of the environment, the satisfaction of the basic human needs, the improvement of equality in the present society as well as the one between the present and the future generations, and finally at the improvement of the financial data and life quality of the local residents (Gee et al., 1997). Keeping these factors in mind, it was observed that the major issue refer Table 5(x) with the domestic tourist is traffic 26%. In most cases they have their own vehicle but they are unfamiliar with the Goan roads, in addition to the congestion and narrow meandering roads are some other complains they voiced, while refer Table 5(xi) 23.3% of the international guests were disoriented due to lack of road signs and traffic related problems .Other associated problem is food 15.7%, as many domestic tourists preferred vegetarian, clean, hygienic and reasonable priced food. While the main concern of the foreign guests was safety and security 18.3%.

The tourism phenomenon relies heavily on public utilities and infrastructural support. Without roads, airports, harbours, electricity, sewage, and potable water, tourism planning and development would not be possible (Fotiadis, 2009). Table 5(xiii) depicts the perception of the guests where 42.7% domestic and 49,3% of the international tourists are of the opinion that the major problem at the state level is lack of infrastructure, which implies smooth, wide well connected roads, as well as proper lighting at public places with appropriate sign boards. The

mounting garbage problem is putting off the guests. Safety and security measures is another area of concern 17% domestic tourists and 21% international tourists believe so. There is significant association between guests visiting the state and problems encountered at state level. P-value is ($p_{0.05}=0.00333$) at 5% level of significance refer Table 5 (vii).

Table 5 (x) Problems at Personal Level-i

Crosstab	q12 social class					Total
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	
1 Domestic Tourists						
1 Accommodation Count	9	11	12	0	5	37
% within q39 prblms	24.3%	29.7%	32.4%	.0%	13.5%	100.0%
% within q12 social class	15.5%	16.2%	12.8%	.0%	6.6%	12.3%
2 Transportation Count	11	9	20	1	15	56
% within q39 prblms	19.6%	16.1%	35.7%	1.8%	26.8%	100.0%
% within q12 social class	19.0%	13.2%	21.3%	25.0%	19.7%	18.7%
3 Locals Count	2	4	8	0	9	23
% within q39 prblms	8.7%	17.4%	34.8%	.0%	39.1%	100.0%
% within q12 social class	3.4%	5.9%	8.5%	.0%	11.8%	7.7%
4 Food Count	11	14	14	1	7	47
% within q39 prblms	23.4%	29.8%	29.8%	2.1%	14.9%	100.0%
% within q12 social class	19.0%	20.6%	14.9%	25.0%	9.2%	15.7%
5 Safety , security Count	7	3	6	0	9	25
% within q39 prblms	28.0%	12.0%	24.0%	.0%	36.0%	100.0%
% within q12 social class	12.1%	4.4%	6.4%	.0%	11.8%	8.3%
6 Theft Count	4	5	4	0	0	13
% within q39 prblms	30.8%	38.5%	30.8%	.0%	.0%	100.0%
% within q12 social class	6.9%	7.4%	4.3%	.0%	.0%	4.3%
7 Traffic Count	11	15	23	2	27	78
% within q39 prblms	14.1%	19.2%	29.5%	2.6%	34.6%	100.0%
% within q12 social class	19.0%	22.1%	24.5%	50.0%	35.5%	26.0%
8 Discrimination Count	3	7	7	0	4	21
% within q39 prblms	14.3%	33.3%	33.3%	.0%	19.0%	100.0%
% within q12 social class	5.2%	10.3%	7.4%	.0%	5.3%	7.0%
Total Count	58	68	94	4	76	300
% within q39 prblms	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 5 (xi) Problems at Personal Level-ii

Crosstab	q12 social class					
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	Total
2 International Tourists						
1 Accommodation Count	9	6	5	1	8	29
% within q39 prblms	31.0%	20.7%	17.2%	3.4%	27.6%	100.0%
% within q12 social class	10.3%	10.0%	10.4%	3.6%	10.4%	9.7%
2 Transportation Count	16	6	9	8	14	53
% within q39 prblms	30.2%	11.3%	17.0%	15.1%	26.4%	100.0%
% within q12 social class	18.4%	10.0%	18.8%	28.6%	18.2%	17.7%
3 Locals Count	9	5	0	1	5	20
% within q39 prblms	45.0%	25.0%	.0%	5.0%	25.0%	100.0%
% within q12 social class	10.3%	8.3%	.0%	3.6%	6.5%	6.7%
4 Food Count	15	1	1	1	12	30
% within q39 prblms	50.0%	3.3%	3.3%	3.3%	40.0%	100.0%
% within q12 social class	17.2%	1.7%	2.1%	3.6%	15.6%	10.0%
5 Safety , security Count	18	11	12	7	7	55
% within q39 prblms	32.7%	20.0%	21.8%	12.7%	12.7%	100.0%
% within q12 social class	20.7%	18.3%	25.0%	25.0%	9.1%	18.3%
6 Theft Count	2	8	9	2	3	24
% within q39 prblms	8.3%	33.3%	37.5%	8.3%	12.5%	100.0%
% within q12 social class	2.3%	13.3%	18.8%	7.1%	3.9%	8.0%
7 Traffic Count	14	17	10	7	22	70
% within q39 prblms	20.0%	24.3%	14.3%	10.0%	31.4%	100.0%
% within q12 social class	16.1%	28.3%	20.8%	25.0%	28.6%	23.3%
8 Discrimination Count	4	6	2	1	6	19
% within q39 prblms	21.1%	31.6%	10.5%	5.3%	31.6%	100.0%
% within q12 social class	4.6%	10.0%	4.2%	3.6%	7.8%	6.3%
Total Count	87	60	48	28	77	300
% within q39 prblms	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

Table 5 (xii) Chi-Square Table-Problems at Personal Level

Personal Problems		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	29.866(a)	28	.370
	Likelihood Ratio	34.743	28	.177
	Linear-by-Linear Association	1.492	1	.222
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	52.308(b)	28	(.004*)
	Likelihood Ratio	58.859	28	.001
	Linear-by-Linear Association	.623	1	.430
	N of Valid Cases	300		

Source: Primary Data *=5% level of significance

Table 5 (xiii) Problems at State Level

Crosstab	q12 social class					
	Individual	Couple no Kids	Family Kids	Elderly People	Friends	Total
1 Domestic Tourists						
1 Lack of Infrastructure Count	29	27	40	1	31	128
% within q29 problem state	22.7%	21.1%	31.3%	.8%	24.2%	100.0%
% within q12 social class	50.0%	39.7%	42.6%	25.0%	40.8%	42.7%
2 Lack of Govrnmnt support Count	12	15	26	3	12	68
% within q29 problem state	17.6%	22.1%	38.2%	4.4%	17.6%	100.0%
% within q12 social class	20.7%	22.1%	27.7%	75.0%	15.8%	22.7%
3 Lack of local support Count	12	12	15	0	14	53
% within q29 problem state	22.6%	22.6%	28.3%	.0%	26.4%	100.0%
% within q12 social class	20.7%	17.6%	16.0%	.0%	18.4%	17.7%
4 Lack of safety security Count	5	14	13	0	19	51
% within q29 problem state	9.8%	27.5%	25.5%	.0%	37.3%	100.0%
% within q12 social class	8.6%	20.6%	13.8%	.0%	25.0%	17.0%
TotalCount	58	68	94	4	76	300
% within q29 problem state	19.3%	22.7%	31.3%	1.3%	25.3%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
2 International Tourists						
1 Lack of Infrastructure Count	42	32	18	17	39	148
% within q29 problem state	28.4%	21.6%	12.2%	11.5%	26.4%	100.0%
% within q12 social class	48.3%	53.3%	37.5%	60.7%	50.6%	49.3%
2 Lack of Govrnmnt support Count	21	11	13	3	17	65
% within q29 problem state	32.3%	16.9%	20.0%	4.6%	26.2%	100.0%
% within q12 social class	24.1%	18.3%	27.1%	10.7%	22.1%	21.7%
3 Lack of local supportCount	4	7	6	3	4	24
% within q29 problem state	16.7%	29.2%	25.0%	12.5%	16.7%	100.0%
% within q12 social class	4.6%	11.7%	12.5%	10.7%	5.2%	8.0%
4 Lack of safety d security Count	20	10	11	5	17	63
% within q29 problem state	31.7%	15.9%	17.5%	7.9%	27.0%	100.0%
% within q12 social class	23.0%	16.7%	22.9%	17.9%	22.1%	21.0%
Total Count	87	60	48	28	77	300
% within q29 problem state	29.0%	20.0%	16.0%	9.3%	25.7%	100.0%
% within q12 social class	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

In case of social groups of domestic tourists encountering problems at personal level refer Table 5(xii), it was observed that there is no association between the two since 'p' value is more than 0.05 at 5% level of significance ($p_{0.05}=0.370$), while it is not so in the case of international tourists ($p_{0.05}=0.004$). To counter this, as per (Pusztai, 2003) the local societies try to encourage

the constructive local elements and create new traditions in order to raise their image (Gerhath, 2003). Moreover, they participate actively in the events which results in the strengthening of the social bonds. In this way they manage to have regular customers. Social groupings of the guests with respect to problems encountered at state level were in no way impacted by the same as the p -value is greater than 0.05, at 5% level of significance refer Table 5(xiv). However with reference to Table 5(vii), guests in totality (irrespective of social grouping) indicated that there is significant association between the problems encountered by them at personal level and their decision to come to holiday here ($p_{0.05}=0.0054$). However, there is significant difference between the domestic tourist and their foreign counterpart with the type of local interaction and type of problems encountered at state level by them - as the ' p ' value is less than 0.05 at 5% level of significance which is ($p_{0.05}=0.0000004$) and ($p_{0.05}=0.00333$) respectively

Table 5 (xiv) Chi-Square Table-Problems at State Level

Problems at State level		Value	df	Asymp. Sig. (2-sided)
1 Domestic Tourists	Pearson Chi-Square	16.984	12	.150
	Likelihood Ratio	16.835	12	.156
	Linear-by-Linear Association	2.559	1	.110
	N of Valid Cases	300		
2 International Tourists	Pearson Chi-Square	10.554	12	.567
	Likelihood Ratio	10.988	12	.530
	Linear-by-Linear Association	.623	1	.430
	N of Valid Cases	300		

Source: Primary Data *=5% level of significance

5.3.3 SOCIO-CULTURAL PROFILING OF THE STATE BY ENTREPRENEURS

Social Exchange Theory was used by many researchers to explain the relationship between rural residents and tourism (McGehee and Andereck, 2004). It is argued that rural tourism can provide financial, community and cultural benefits and dangers as well. It can aid to expand the local economy, to find new markets for local produce, revenue for farmers, encourage inception of new organizations (Papageorgiou and Fouli, 2002). In the year 2000, Rátz carried out possibly the most well-founded research about the impact of tourism in Siofok, Hungary. In particular, she discovered that the main reasons for the positive attitude of the local society towards tourism are the occupation opportunities, the elevation of the quality of life, negative being traffic problems and the availability of real estate.

Table 5 (xv) Socio-Cultural Profiling of the State by Entrepreneurs

Attributes/Perception	Tourist centric entrepreneurs		Non-tourist centric entrepreneurs		χ^2 p-value
	#	%	#	%	
Local interaction					
1 friendly	225	69.2	263	80.9	17.1570 (0.0002*)
2 Indifferent	69	21.2	53	16.3	
3 Hostile	31	9.6	9	2.8	
Total	325	100	325	100	
Tourism negative impact					
1 Social/culture values	121	37.2	116	35.7	0.717 0.8691
2 Environment degradation	61	18.8	61	18.8	
3 Real estate speculations	33	10.2	29	8.9	
4 Life in general	110	33.8	119	36.6	
Total	325	100	325	100	
Tourism positive impact					
1 Get jobs	179	55.1	194	59.7	12.9940 (0.0046*)
2 Decrease stop migration	25	7.7	42	12.9	
3 Revive old art, craft	38	11.7	18	5.6	
4 Empower poor	83	25.5	71	21.8	
Total	325	100	325	100	

Source: Primary Data * =5% level of significance

Tourism impacts negatively the destination by its repercussion such as the replication of foreign models by the host community, the commercialization of human relationships, the alteration of regions of natural beauty into concrete urban regions, the environmental pollution, the harmful cultural variation, etc, (Kokkosis, 2001; Kokkosis and Tsartas, 2001; Spilanis, 2000). (Povedak and Povedak, 2003) also reached the same conclusion and in their research. According to (Zaharatos and Tsartas, 1999) there is an extreme commercialization of the cultural events which dampens the involvement of hosts. In this regard with reference to Table 5(xv) there was no significant difference in the views expressed by both the tourist centric and non tourist centric entrepreneurs with the negative impact of tourism, since 'p' value is more than 0.05 at 5% level of significance ($p_{0.05}=0.8691$), while it is not so in the case of local interaction and positive

impact of tourism on the entrepreneurs as its has a significant association since ‘p’ value is less than 0.05 at 5% level of significance ($p_{0.05}=0.0002$)and ($p_{0.05}=0.0046$) respectively. (Rátz and Pucsko, 1998) concluded that the local society blames the tourists and not themselves for the negative impacts of tourism and that the economic benefit is the main reason for doing this activity which unfortunately makes them neglect the potential risk of further expansion.

Refer Table 5(xvi), when the demographic profile of the respondents was considered, age in case of tourist centric entrepreneurs showed significant association as p-value is less than 0.05 ($p_{0.05}= 0.047$). Refer Table 5(xvii), monthly income in case of non- tourist centric entrepreneurs showed association, influencing the views of the respondents with respect to negative impact of the destination p-value is ($p_{0.05}=0.003$),while gender in case of tourist centric entrepreneurs impacted the respondents perception of positive impact of tourism, p -value being ($p_{0.05}=0.034$) refer Table 5(xviii),

Table 5 (xvi) Chi-Square Table Local Interaction

Local Interaction		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	12.755	.125	2.840
	df	6	2	4
	Sig.	(.047*)	.939	.585
2 Non- Tourist Centric entrepreneurs	Chi-square	4.882	.148	5.435
	df	6	2	4
	Sig.	.559	.929	.245

Source: Primary Data *=5% level of significance

Table 5 (xvii) Chi-Square Table Negative Impact

Negative impact of tourism		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	10.440	1.042	4.384
	df	9	3	6
	Sig.	.316	.791	.625
2 Non- Tourist Centric entrepreneurs	Chi-square	7.445	.942	20.115
	df	9	3	6
	Sig.	.591	.815	(.003*)

Source: Primary Data *=5% level of significance

Table 5 (xviii) Chi-Square Table Positive Impact

Positive impact of tourism		q2 2 Age	q3 3 Gender	q6 6 monthly income
1 Tourist Centric entrepreneurs	Chi-square	4.220	8.675	8.081
	df	9	3	6
	Sig.	.896	(.034*)	.232
2 Non- Tourist Centric entrepreneurs	Chi-square	10.932	1.746	5.823
	df	9	3	6
	Sig.	.280	.627	.443

Source: Primary Data *=5% level of significance

Table 5 (xix) Crosstab Positive Impact-i

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>60	Total	31-50	51-60	Total	< 30	31-50	51-60	Total
1 Tourist Centric entrepreneurs												
1 jobCount	35	89	48	7	179	151	28	179	67	82	30	179
Row N %	19.6%	49.7%	26.8%	3.9%	100%	84.4%	15.6%	100%	37.4%	45.8%	16.8%	100%
Clmn N %	56.5%	55.6%	53.3%	53.8%	55.5%	57.0%	46.7%	55.5%	51.5%	54.3%	68.2%	55.5%
2 migCnt	4	11	9	1	25	24	1	25	11	13	1	25
Row N %	16.0%	44.0%	36.0%	4.0%	100%	96.0%	4.0%	100%	44.0%	52.0%	4.0%	100%
Colmn N %	6.5%	6.9%	10.0%	7.7%	7.7%	9.1%	1.7%	7.7%	8.5%	8.6%	2.3%	7.7%
3 Rvi Cont	4	22	11	1	38	29	9	38	21	14	3	38
Row N %	10.5%	57.9%	28.9%	2.6%	100%	76.3%	23.7%	100%	55.3%	36.8%	7.9%	100%
Clmn N %	6.5%	13.8%	12.2%	7.7%	11.7%	10.9%	15.0%	12%	16.2%	9.3%	6.8%	12%
4 poor Cnt	19	38	22	4	83	61	22	83	31	42	10	83
Row N %	22.9%	45.8%	26.5%	4.8%	100%	73.5%	26.5%	100%	37.3%	50.6%	12.0%	100%
Clmn N %	30.6%	23.8%	24.4%	30.8%	25.5%	23.0%	36.7%	26%	23.8%	27.8%	22.7%	26%
TotalCnt	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.2%	27.7%	4.0%	100%	81.5%	18.5%	100%	40.0%	46.5%	13.5%	100%
Clmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

Refer Table 5(xix), 55% of the tourist-centric entrepreneurs are of the opinion that the greatest advantage of this industry is generation of jobs, while 26% are of the opinion that tourism can empower the poor by providing a number of opportunities. The other positive side of tourism is bringing down migration to other parts of the country and world for jobs as also reviving old art and craft as tourists normally want to take back more than just memories. Thus, tourism does have a positive side.

Table 5 (xx) Crosstab Positive Impact-ii

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>60	Total	31-50	51-60	Total	< 30	31-50	51-60	Total
2 Non- Tourist Centric entrepreneurs												
1 jobCount	36	95	51	12	194	120	74	194	107	71	16	194
Row N %	18.6%	49.0%	26.3%	6.2%	100%	61.9%	38.1%	100%	55.2%	36.6%	8.2%	100%
Clmn N %	52.2%	65.1%	57.3%	57.1%	59.7%	60.0%	59.2%	60%	59.8%	58.7%	64.0%	60%
2 migCnt	8	17	13	4	42	23	19	42	27	11	4	42
Row N %	19.0%	40.5%	31.0%	9.5%	100%	54.8%	45.2%	100%	64.3%	26.2%	9.5%	100%
Column N %	11.6%	11.6%	14.6%	19.0%	12.9%	11.5%	15.2%	13%	15.1%	9.1%	16.0%	13%
3 Rvi Cont	8	3	6	1	18	10	8	18	10	6	2	18
Row N %	44.4%	16.7%	33.3%	5.6%	100%	55.6%	44.4%	100%	55.6%	33.3%	11.1%	100%
Clmn N %	11.6%	2.1%	6.7%	4.8%	5.5%	5.0%	6.4%	5.5%	5.6%	5.0%	8.0%	5.5%
4 poor Cnt	17	31	19	4	71	47	24	71	35	33	3	71
Row N %	23.9%	43.7%	26.8%	5.6%	100%	66.2%	33.8%	100%	49.3%	46.5%	4.2%	100%
Clmn N %	24.6%	21.2%	21.3%	19.0%	21.8%	23.5%	19.2%	22.2%	19.6%	27.3%	12.0%	22.2%
TotalCnt	69	146	89	21	325	200	125	325	179	121	25	325
1 jobsCount	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	55.1%	37.2%	7.7%	100%
Row N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Clmn N %	71	184	99	19	373	271	102	373	174	153	46	373
2 migCnt	19.0%	49.3%	26.5%	5.1%	100%	72.7%	27.3%	100%	46.6%	41.0%	12.3%	100%
Row N %	54.2%	60.1%	55.3%	55.9%	57.4%	58.3%	55.1%	57.7%	56.3%	56.3%	66.7%	57.7%
Clmn N %	12	28	22	5	67	47	20	67	38	24	5	67
3 Rev Cnt	17.9%	41.8%	32.8%	7.5%	100%	70.1%	29.9%	100%	56.7%	35.8%	7.5%	100%
Row N %	9.2%	9.2%	12.3%	14.7%	10.3%	10.1%	10.8%	10.3%	12.3%	8.8%	7.2%	10.3%
Clmn N %	12	25	17	2	56	39	17	56	31	20	5	56
4 por Cont	21.4%	44.6%	30.4%	3.6%	100.0%	69.6%	30.4%	100%	55.4%	35.7%	8.9%	100%
Row N %	9.2%	8.2%	9.5%	5.9%	8.6%	8.4%	9.2%	8.6%	10.0%	7.4%	7.2%	8.6%
Column N %	36	69	41	8	154	108	46	154	66	75	13	154
Total Count	23.4%	44.8%	26.6%	5.2%	100%	70.1%	29.9%	100%	42.9%	48.7%	8.4%	100%
Row N %	27.5%	22.5%	22.9%	23.5%	23.7%	23.2%	24.9%	23.7%	21.4%	27.6%	18.8%	23.7%
Clmn N %	131	306	179	34	650	465	185	650	309	272	69	650
Row N %	20.2%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100%	47.5%	41.8%	10.6%	100%
Clmn N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

Refer Table 5(xx), with respect to non-tourist-centric entrepreneurs, 60% believe it generates employment, 22% believes it empowers the poor . Thus, tourism being instrumental in enhancing the generally the life of the host, the creation of employment, the guarantee of capital for innovative investments, the improvement of infrastructures etc. is engaged by numerous government as a tool for monetary and non-monetary progress (Smith and Krannich, 1998; Verbole, 2000; Keller, 2002; Andriotis, 2001).

Table 5 (xxi) Crosstab –Local Interaction

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income(thousands)			
	to30	31-50	51-60	>60	Total	M	F	Total	<10	10-20	>20	Total
1 Tourist Centric entrepreneurs												
frndlyCnt	40	122	54	9	225	183	42	225	96	101	28	225
Rw N %	17.8%	54.2%	24.0%	4.0%	100%	81.3%	18.7%	100%	42.7%	44.9%	12.4%	100%
Cln N %	64.5%	76.3%	60.0%	69.9%	69.2%	69.1%	70.0%	69.2%	73.8%	66.9%	63.6%	69.2%
Indiff Cnt	14	27	27	1	69	56	13	69	25	33	11	69
Rw N %	20.3%	39.1%	39.1%	1.4%	100%	81.2%	18.8%	100%	36.2%	47.8%	15.9%	100%
Cln N %	22.6%	16.9%	30.0%	7.7%	21.2%	21.1%	21.7%	21.2%	19.2%	21.9%	25.0%	21.2%
Hostile C	8	11	9	3	31	26	5	31	9	17	5	31
Rw N %	25.8%	35.5%	29.0%	9.7%	100%	83.9%	16.1%	100%	29.0%	54.8%	16.1%	100%
Cln N %	12.9%	6.9%	10.0%	23.3%	9.5%	9.8%	8.3%	9.5%	6.9%	11.3%	11.4%	9.5%
Total C	62	160	90	13	325	265	60	325	130	151	44	325
Rw N %	19.1%	49.2%	27.7%	4.0%	100%	81.5%	18.5%	100%	40.0%	46.5%	13.5%	100%
Cln N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2 Non-Tourist Centric Entrepreneurs												
frndlyCnt	53	124	69	17	263	162	101	263	147	98	18	263
Rw N %	20.2%	47.1%	26.2%	6.5%	100%	61.6%	38.4%	100%	55.9%	37.3%	6.8%	100%
Cln N %	76.8%	84.9%	77.5%	81%	80.9%	81.0%	80.8%	80.9%	82.1%	81.0%	72.0%	80.9%
Indiff Cnt	13	20	16	4	53	33	20	53	26	22	5	53
Rw N %	24.5%	37.7%	30.2%	7.5%	100%	62.3%	37.7%	100%	49.1%	41.5%	9.4%	100%
Cln N %	18.8%	13.7%	18.0%	19%	16.3%	16.5%	16.0%	16.3%	14.5%	18.2%	20.0%	16.3%
Hostile C	3	2	4	0	9	5	4	9	6	1	2	9
Rw N %	33.3%	22.2%	44.4%	.0%	100%	55.6%	44.4%	100%	66.7%	11.1%	22.2%	100%
Cln N %	4.3%	1.4%	4.5%	.0%	2.8%	2.5%	3.2%	2.8%	3.4%	.8%	8.0%	2.8%
Total C	69	146	89	21	325	200	125	325	179	121	25	325
Rw N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	55.1%	37.2%	7.7%	100%
Cln N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
frndlyCnt	93	246	123	26	488	345	143	488	243	199	46	488
Rw N %	19.1%	50.4%	25.2%	5.3%	100%	70.7%	29.3%	100%	49.8%	40.8%	9.4%	100%
Cln N %	71.0%	80.4%	68.7%	77%	75.1%	74.2%	77.3%	75.1%	78.6%	73.2%	66.7%	75.1%
Indiff Cnt	27	47	43	5	122	89	33	122	51	55	16	122
Rw N %	22.1%	38.5%	35.2%	4.1%	100%	73.0%	27.0%	100%	41.8%	45.1%	13.1%	100%
Cln N %	20.6%	15.4%	24.0%	15%	18.8%	19.1%	17.8%	18.8%	16.5%	20.2%	23.2%	18.8%
Hostile C	11	13	13	3	40	31	9	40	15	18	7	40
Rw N %	27.5%	32.5%	32.5%	7.5%	100%	77.5%	22.5%	100%	37.5%	45.0%	17.5%	100%
Cln N %	8.4%	4.2%	7.3%	8.8%	6.2%	6.7%	4.9%	6.2%	4.9%	6.6%	10.1%	6.2%
Total C	131	306	179	34	650	465	185	650	309	272	69	650
Rw N %	20.2%	47.1%	27.5%	5.2%	100%	71.5%	28.5%	100%	47.5%	41.8%	10.6%	100%
Cln N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Primary Data

Table 5 (xxii) Crosstab – Negative Impact-i

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income(thousands)			
	to30	31-50	51-60	>60	Total	M	F	Total	<10	10-20	>20	Total
TCE												
1 So-ultCount	26	50	41	4	121	97	24	121	51	52	18	121
Row N %	21.5%	41.3%	33.9%	3.3%	100%	80.2%	20%	100%	42.%	43.0%	14.9%	100%
Column N %	41.9%	31.3%	45.6%	30.8%	37%	36.6%	40%	37%	39%	34.4%	40.9%	37%
2EnvdgradCnt	13	30	16	2	61	48	13	61	27	29	5	61
Row N %	21.3%	49.2%	26.2%	3.3%	100%	78.7%	21%	100%	44%	47.5%	8.2%	100%
Column N %	21.0%	18.8%	17.8%	15.4%	19%	18.1%	22%	19%	21%	19.2%	11.4%	19%
3 Real est Cnt	6	15	11	1	33	28	5	33	14	16	3	33
Row N %	18.2%	45.5%	33.3%	3.0%	100%	84.8%	15%	100%	42.%	48.5%	9.1%	100%
Column N %	9.7%	9.4%	12.2%	7.7%	10.2%	10.6%	8%	10%	11%	10.6%	6.8%	10%
4 Life Count	17	65	22	6	110	92	18	110	38	54	18	110
Row N %	15.5%	59.1%	20.0%	5.5%	100%	83.6%	16%	100%	35%	49.1%	16.4%	100%
Column N %	27.4%	40.6%	24.4%	46.2%	33.8%	34.7%	30%	34%	29%	35.8%	40.9%	34%
TotalCount	62	160	90	13	325	265	60	325	130	151	44	325
Row N %	19.1%	49.2%	27.7%	4.0%	100%	81.5%	19%	100%	40%	46.5%	13.5%	100%
Column N %	100%	100%	100%	100%	100%	100%	100	100%	100%	100%	100%	100%

Source: Primary Data

According to (Romeril, 1985; Vanhove, 1997) tourism because of its widespread unconstructiveness is often expressed as “monstrosity”, which though gives short-term returns, yet, it is instrumental for the devastation of destination and their cultures. Goa over the decades has undergone a transformation that has touched all the realms of society and environment. No doubt, tourism offers a lot of positive endowments; however, it does have a dark, malevolent side that cannot be ignored or pushed under the carpet. Be it in terms of social-cultural loss, environmental dilapidation, Real Estate industry stripping the state, or life generally being ruined due to this industry.

Refer Table 5(xxii), Social - cultural transformation and commercialization of the same is the utmost concern voiced by 37% of the entrepreneurs, followed by quality of life by 34% . The least is real estate concern where only 10.2% respondents are distressed by the same. Environmental degradation alarms 18.8%. (Haladi, 2004) agrees that the commercialization of culture can also be witnessed in the manner in which local customs and traditional events have been appropriated by the government and the tourism lobby.

Table 5 (xxiii) Crosstab – Negative Impact-ii

Crosstab	q2 2 Age					q3 3 Gender			q6 6 monthly income (thousands)			
	< 30	31-50	51-60	>60	Total	31-50	51-60	Total	< 30	31-50	51-60	Total
2 Non- Tourist Centric entrepreneurs												
1 So-ultCount	27	54	30	5	116	68	48	116	77	35	4	116
Row N %	23.3%	46.6%	25.9%	4.3%	100.0%	58.6%	41.4%	100.0%	66.4%	30.2%	3.4%	100%
Column N %	39.1%	37.0%	33.7%	23.8%	35.7%	34.0%	38.4%	35.7%	43.0%	28.9%	16.0%	35.7%
2EnvdgradCnt	14	23	16	8	61	39	22	61	32	25	4	61
Row N %	23.0%	37.7%	26.2%	13.1%	100.0%	63.9%	36.1%	100.0%	52.5%	41.0%	6.6%	100.0%
Column N %	20.3%	15.8%	18.0%	38.1%	18.8%	19.5%	17.6%	18.8%	17.9%	20.7%	16.0%	18.8%
3 Real est Cnt	6	13	9	1	29	17	12	29	18	11	0	29
Row N %	20.7%	44.8%	31.0%	3.4%	100%	58.6%	41.4%	100%	62.1%	37.9%	.0%	100.0%
Column N %	8.7%	8.9%	10.1%	4.8%	8.9%	8.5%	9.6%	8.9%	10.1%	9.1%	.0%	8.9%
4 Life Count	22	56	34	7	119	76	43	119	52	50	17	119
Row N %	18.5%	47.1%	28.6%	5.9%	100%	63.9%	36.1%	100.0%	43.7%	42.0%	14.3%	100%
Column N %	31.9%	38.4%	38.2%	33.3%	36.6%	38.0%	34.4%	36.6%	29.1%	41.3%	68.0%	36.6%
TotalCount	69	146	89	21	325	200	125	325	179	121	25	325
Row N %	21.2%	44.9%	27.4%	6.5%	100%	61.5%	38.5%	100%	55.1%	37.2%	7.7%	100%
Column N %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 SocultCont	53	104	71	9	237	165	72	237	128	87	22	237
Row N %	22.4%	43.9%	30.0%	3.8%	100%	69.6%	30.4%	100%	54.0%	36.7%	9.3%	100%
Column N %	40.5%	34.0%	39.7%	26.5%	36.5%	35.5%	38.9%	36.5%	41.4%	32.0%	31.9%	36.5%
2 EnvgradCt	27	53	32	10	122	87	35	122	59	54	9	122
Row N %	22.1%	43.4%	26.2%	8.2%	100.0%	71.3%	28.7%	100.0%	48.4%	44.3%	7.4%	100.0%
Column N %	20.6%	17.3%	17.9%	29.4%	18.8%	18.7%	18.9%	18.8%	19.1%	19.9%	13.0%	18.8%
3 Rel est Cont	12	28	20	2	62	45	17	62	32	27	3	62
Row N %	19.4%	45.2%	32.3%	3.2%	100.0%	72.6%	27.4%	100.0%	51.6%	43.5%	4.8%	100.0%
Column N %	9.2%	9.2%	11.2%	5.9%	9.5%	9.7%	9.2%	9.5%	10.4%	9.9%	4.3%	9.5%
4 Life Count	39	121	56	13	229	168	61	229	90	104	35	229
Row N %	17.0%	52.8%	24.5%	5.7%	100.0%	73.4%	26.6%	100.0%	39.3%	45.4%	15.3%	100.0%
Column N %	29.8%	39.5%	31.3%	38.2%	35.2%	36.1%	33.0%	35.2%	29.1%	38.2%	50.7%	35.2%
TotalCount	131	306	179	34	650	465	185	650	309	272	69	650
Row N %	20.2%	47.1%	27.5%	5.2%	100.0%	71.5%	28.5%	100.0%	47.5%	41.8%	10.6%	100.0%
Column N %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Primary Data

The negative aspect of tourism can't be wished away, what can be done instead is bring about responsible and sustainable tourism. The Organization of Eastern Caribbean States has defined Sustainable Tourism 1999 as follows: Sustainable tourism development is the optimal use of natural, cultural, social and financial resources for national development on an equitable and self

sustaining basis to provide a unique visitor experience and an improved quality of life through partnerships among government, the private sector and communities.

5.4 DISCUSSION AND CONCLUSION

Even from the pre-war period, sciences such as economy and history, as well as the sciences of sociology, anthropology, ecology and architecture have contributed greatly to the analysis of the tourism phenomenon and also to the conduct of the consequences that the tourism development has brought about (Tsartas, 1996). According to (Fotiadis, 2009), the aesthetic downgrading of the formerly attractive landscapes, the low running of the water resources, the air pollution and the noise pollution, the multiplication and the uncontrollable sparing of solid waste, the traffic problems, the pollution of the sea and the beaches constitute a reality which undermines the attractiveness of the regions and the sustainability perspective. This holds true to Goa as much as to any destination. Irrespective of the image build and projected by the state, the appeal of this destination does not seem to ebb. Nonetheless, this fact does not justify the untoward incidents and accidents that is eroding the state of its possessions. The cultural heritage, the nature's bounties and the shoreline has been used, abused beyond repair, corrective and remedial measures needs to be undertaken in order to inject sustainability (Kamat, 2010e).

This chapter brought to light the fact that both class of tourists namely domestic as well as international are very much influenced by the type of local interaction they experience as well as the type of problems encountered at state level the primary being lack of infrastructure facilities.

This is echoed by the Regional Plan 2021-There is inadequate infrastructure in place in the tourist belt to cater to the 20 lakh tourists who visit Goa annually. There is no sewage system for the entire beach belt, the water supply cannot meet the demand, and there are not enough public toilets. Social grouping of both the sets of guests were not influenced with the interaction of the host community and the problems encountered at state level, though the social group of international guests were effected by the problems faced at personal level

In the case of entrepreneurs both tourist centric and non tourist centric entrepreneurs were very much influenced by the local interaction as well as the positive impact of tourism industry. While their demographic profiling identified age of tourist centric entrepreneurs influencing the

perception of interaction with locals, monthly income of non-tourist centric entrepreneurs impacted the opinion of tourism's negative side, and gender in case of tourist centric entrepreneurs determined whether industry has a positive side.

In the given scenario, Goa has to take remedial measures to curb the harm inflicting the state by injecting responsible and sustainable tourism. Though problems of sustainability are complex social problems because of their uncertainty, contradictions in scientific knowledge and the lack of common norms and values that relate to sustainability (Vargas et al., 2007). Nonetheless, this is a step in the right direction. Opinion that tourism and protection of the environment are two incompatible terms has gradually started to change and the potential of their coexistence has also started to be acknowledged. People are able to create healthy, ecologically based, organic communities, living on and from nature (Kiss, 2005). After all, rural tourism relies heavily on environmental attractiveness and healthy outdoor pursuits. It is believed that tourism and hospitality operators be highly inspired to espouse sustainable development practices (Getz and Carlsen, 2005). Sustainable Development was first defined by the World Commission on Environment and Development, called Brundtland Report in 1987- 'as development, that meets the needs of the present without compromising the ability of future generations to meet their own needs. Five basic principles were identified: (1) the idea of holistic planning and strategy making; (2) the importance of preserving essential ecological processes; (3) the need to protect both human heritage and biodiversity; (4) to develop in such a way that productivity can be sustained over the long term for future generations; (5) achieving a better balance of fairness and opportunities between nations sustainable development. Sustainability requires cooperation, training, sound leadership and commitment from local people, very demanding requirements in a disintegrating local society (Kovács, 1997).

Goa should consolidate on its existing plus or positive aspects like the villages, friendly host community clubbed and its rich resources to diversify by keeping sustainability as the nucleus for progress. But, to start with the conflict between the guests and destination has to be ironed out, simultaneously sensitizing the locals as well as the guests alike to undertake constructive and diligent use of resources. As the future generation too has a right and claim on its resources. As (Kamat, 2010k), puts it "*Granted this industry, keeps many a hearths warm let it not in the process smolder hearts especially of the generation next*

CHAPTER 6

ENTREPRENEURIAL DEVELOPMENT IN THE VILLAGES

6.1 INTRODUCTION

Entrepreneurship provides the catalyst for increasing productivity, as well as increasing diversity and volume of goods and services produced in an area (Acs et al., 2004). Global economic restructuring has created a climate in which many local economies have to adjust, in order to maintain or enhance their socio-economic viability (Gopal et al., 2008). Goa stands a good chance in progressing in this direction and has in fact been identified as an appropriate 'Model State' for the country. Mott MacDonald Report, 2007 notes. "The rural tourism scheme has been a valuable vehicle to bring the ultimate rural stakeholders in touch with the tourism sector to increase employment." The report continues: "Rural tourism is not the end, but the means to stimulate economic growth, to increase the viability of underdeveloped locations, and to improve the living standards of local populations "With proper training and the infrastructure in place, rural tourism certainly has the potential to generate large-scale employment. What is needed is commitment and a long-term view."

Post liberation of Goa, arrival of tourists in guise of 'Hippies', saw new opportunities knocking at the doors of the farmers, fishermen, tillers et al. Soon portions of the houses accommodated these guests, restaurants, shacks, and with time a night clubs, and sustaining services in the form of entertainment, cruises, travel agencies, security services, and new forms of tourism namely adventure, medical, heritage, spiritual made inroads. Tourism's share in Goa's GDP is 33% and it contributes Rs. 850 crores to the state revenue and about Rs. 450 crores to the central revenues (D'Souza, 2010). Two entrepreneurs who come to mind and can be taken up as independent case studies are (1) Mahendra Alvares and his 'Ancestral Goa' at Loutolim (Dayanand, 2006). (2). Victor Hugo Gomes and his 'Chitra Goa' at Benaulim. Loutolim was until recently a forlorn, serene village unexposed to tourism, until Ancestral Goa happened, which depicts the 'Once upon a time...Goa that was', clubbed with art gallery, museum, spice garden, spiritual tourism etc. Thus, a visitor gets a glimpse of pristine in addition to contemporary Goa under one roof. The larger than life and magnificent 'Meera' on the laterite has won Mahendra Alvares, world accolades as well as entry in the 'Limca book of world records'. Goa Chitra, on the other hand is an ethnographical museum, a brain child of Victor Hugo Gomes, who believes in focusing on what represents Goa and reviving age old customs and traditions, in an attempt to offsetting the

extinction of our unique culture. Both the business endeavors are very much dependent on tourism.

From an entrepreneurial view point, certain observations are made very briefly about the aforesaid projects-

1. Initial capital investments is the biggest challenge.
2. Marketing and promoting the venture is equally appalling.
3. Product/service diversification is required to cater to diverse demands of –local, domestic and foreign clientele.
4. Multiplier effect is experienced, as jobs are generated to the local populace.
5. Projects such as these should be more on Public People Projects.

Apart from these two unique tourism related project there are innumerable other entrepreneurs and enterprises dotting the state. Over the decades, Goa has transformed itself from a hot tourist destination to an emerging industrial giant of Western coast of India. Post liberation and with the introduction of planned Economic Development, the State has made rapid strides in the field of Industrial Development. The growth of large, medium and small scale industries are spectacular during the last 2 decades. There are medium and large scale units in the state manufacturing variety of products like Chemical fertilizers, Automobile Tyres, Pesticides, Pharmaceuticals formulation, etc.

As per the new Industrial Policy, major thrust is given for infrastructure development. Goa's Industrial Development Corporation has so far setup 16 Industrial Estates, constructed more than 600 industrial sheds and developed more than 1200 industrial plots. All the 16 Industrial Estates are located in rural areas and are classified as Rural Industrial Estate. Corlim, Margao, Sancoale, Mapusa, Tivim, Bicholim, Kakoda, Honda, Bethora, Canacona, Kundaim, Tuem, Verna, Cuncolim, Pilerne, Marcaim, Pissurlem, Colvale, Shiroda and Sanguem etc. There is at least one industrial estate in each of the talukas.

Tourism and Culture department -Tourism Policy (2007-2008) identifies /Village Rural Tourism as 'the emphasis under rural tourism is on the uniqueness of the individual villages with regard to their life style, art and culture and monuments'. In the case of Goa, the economic transformation

was and is being experienced by the shorelines of the village, while nature, heritage, history, architecture, culture took a back seat.

As per the Fifth Economic Census in Goa 2005, An enterprise: (i) An enterprise is an undertaking engaged in production and / or distribution of goods and / or services not for the sole purpose of its own consumption. The workers in an enterprise may consist of members of the household or hired workers or both. The activity of the enterprise may be carried out at one or more than one distinct locations. The activity of enterprises may also be carried out only for a part of the year but only on a fairly regular basis, i.e. it may be in operation for the major part of the season/year. An enterprise may be owned and / or operated by a single household or by several households jointly (on a partnership basis) or by an institutional body or by a government.

Agricultural Enterprises:(ii) An Agricultural Enterprise is defined as one engaged in livestock production, agricultural services, hunting, trapping and game propagation, forestry and logging and fishing etc.

Non-Agricultural Enterprises:(iii) Enterprises engaged in activities other than agricultural enterprises defined herein above have been termed as Non-agricultural enterprises. Agricultural enterprises constituted 4% and non-agricultural enterprises 96% of the activities in Goa. For persons usually working, the percentage of agricultural and nonagricultural activities were 3% and 97% respectively.

Further as per the census, Out of 70,858 non-agricultural enterprises in the State, about 49% were located in rural areas and the remaining 51% were located in urban areas. Of the total 33,926 establishments in Goa- 19364 (57%) were located in the North Goa District and the remaining 14,562 (43%) in the South Goa District. Of the 33,926 establishments 15,047 (44%) were in rural areas and 18,879 in urban areas (56%). Among the urban non-agricultural establishments the predominant activity group was again 'Retail and Wholesale trade' providing employment to 21,502 persons (21%) followed by 'Manufacturing' activity providing employment to 15,192 persons (15%) In North Goa (56%) and South Goa (44%) had accounted

for 28665 (84%) of the total non-agricultural establishments in the employment size class of below 6 employees (Economic Census of Goa, 2005).

In Goa, the Non-Agricultural enterprises accounted for around 96% of the total enterprises in the State and about 97% of the total employment in all enterprises. The rural areas accounted for about 54% of the total employment in Non-Agricultural OAEs in the State. (Economic Census of Goa-2005), which states in rural non-agricultural own account enterprises 21% were females, which was higher than 18% for urban own account enterprises.

For the study, the non-agricultural entrepreneurs in the tourist centric and non-tourist centric villages were taken up.

6.2 HYPOTHESIS AND METHODOLOGY

Besides simple percentages, in case of domestic as well as international tourist data collected was tested by means of Chi-square Test. In the case of entrepreneurs, the tourist centric and non tourist centric entrepreneur data was tested by means of Chi-square Test.

The following hypothesis was drawn up,

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

6.3. ANALYSIS

6.3.1 ENTREPRENEURIAL PROFILING BY TOURISTS

Rural tourism has developed significantly worldwide and has acquired an important role for the development of each country's rural territories (Reichel et al., 2000; Kneafsey, 2001; Thomson, 2004). In Europe, tourism has long been considered as a catalyst for the regeneration of rural areas, particularly where traditional agrarian industries are in decline (Williams and Shaw, 1998; Hoggart et al., 1995) There is evidence that in Europe rural tourism has made important contributions to rural incomes both at the level of the individual farmer and more widely in the local community (English Tourist Board, 1991).

In the case of Goa, domestic as well as the foreign tourist normally prefer to holiday between a week to a month. Foreign tourists have an extended stay which comprises beyond six months. As is evident international tourists spend a longer time in the state to enjoy the warm, pleasant climate as against the freezing cold back home. Some have settled down for good and even opened shop offering competition to the locals. As on December 31st, 2004, 197 foreigners were engaged in business in Goa, of which 85 were from UK, 23 from Italy and 21 from Germany (banglanatak dot com.2010). But, with the introduction of the inhospitable Visa formalities, the scenario is changing impacting the arrival figures and the same concern is voiced by foreign tourists visiting the state (Bradbury, 2010; Joaquim (2010).

Table 6 (i) Profiling of tourists

Attributes/Perspective	Domestic Tourists		International Tourists		χ^2 p-value
	#	%	#	%	
Tourist season					
1 First quarter	77	25.7	60	20.0	5.079 0.166
2 second quarter	60	20.0	80	26.7	
3 third quarter	86	28.6	87	29.0	
4 fourth quarter	77	25.7	73	24.3	
Total	300	100	300	100	
Monthly income :					
1 <20,000(IT < 50000)	127	42.3	103	34.3	42.869 (0.0000049*)
2 >20,000 (IT>50000)	118	39.3	184	61.3	
3 no income	55	18.4	13	4.4	
Total	300	100	300	100	
Trip span					
1 1 day - less than a week	99	33.0	45	15.0	79.362 (0.0000002*)
2 Week - less than a month	142	47.3	115	38.3	
3 Month - 3 months	54	18.0	75	25.0	
4 3 months - 6 months	5	1.7	30	10.0	
5 More than 6 Months	0	0.0	35	11.7	
Total	300	100.0	300	100.0	

Source: Primary Data ; *=5% level of significance

Refer Table 6 (i), It comes as no surprise that Goa is popular with the guests round the year, with the graph moving up in the last two quarters especially due to the pleasant climate and the

holiday season being on, the visitors end up with extended holidays moving into the first quarter. Thus July to March the state has constant flow of tourists. 42.3% domestic tourists visiting the state seem to earn less than Rs. 20,000/- p.m as against 61.3% of the international guests earn more than Rs. 50,000/-p.m. On an average 11.4% guests are with no income and usually consists of homemakers, tourists on dole, and even unemployed who come here as tourists and settle down for good at times. It may be re-called that the famous 'Flea market', was initiated by foreign guests who were either broke or desperate who in such eventuality put for sale their personal belongings, trinkets, guitars, faded jeans, although the market has taken a total different turn today. In the case, domestic as well international tourist visiting the state, it is observed that both class of guests, show no significant association with tourist season ($p_{0.05}= 0.166$), as the p -value is more than 0.05 at 5% level of significance. While in the case of monthly income and trip span these attributes influence the tourists as the p -value is ($p_{0.05}= 0.0000049$), ($p_{0.05}=0.0000002$) respectively which is less than 0.05, at 5% level of significance.

“Rural economies are no longer agriculturally centered but are, to varying degrees, in transition to diversified, service – based economies” (Robets and Hall, 2003). Tourists need not only a place to sleep but also a wide range of services that ensure a pleasant stay. These services have been classified by Defert, (1967) as: basic (groceries), trade (communications), comfort (clothing), security (health care), and luxury (jewellery). Accommodation. Complementary activities - currently still on a limited scale - include restaurants and refreshment facilities or the organisation of cultural and recreational activities (Turner, 1993).

Refer Table 6(ii), inspite of popular belief that Goa is synonymous to fun and *feni* (local brew) 69.7 % of domestic tourists and 56.3% of the international tourists indulge in consumption of non-alcoholic products such as medicines, canned foods, soft drinks, handicraft, clothes etc besides a variety of services of which transport, bar, entertainment seem to be popular. 21% of domestic tourists go in for entertainment, while 28.7% tourist of foreign origin avail transport facilities. It is interesting to note that Goa boasts of bike/ 2 wheeler pilots, besides giving away vehicles on rentals which is very popular with both sets of tourists. So also bars and entertainment are in demand with the guests. Since the introduction of tourism in the state, it has always been promoted as a 'cool happening place' to chill out. Serious business in form of

meetings, conference and the like is hardly taken gravely. None the less, the prospects of MICE activities seem to have 15.7% and 16.7% domestic and international takers, while a greater percentage prefer non-MICE giving hope to Village Tourism being injected in Goa. In the case, of domestic as well international tourist visiting the state, it is observed that both class of guests, show no significant difference in their views relating to the prospect of introducing MICE - conference, events and the like ($p_{0.05} = 0.8244$), where as there is significant association between the both the set of guests and products as well as services consumed by them. The p -value being ($p_{0.05} = 0.001$), ($p_{0.05} = 0.00136$) respectively which is less than 0.05, at 5% level of significance.

Table 6(ii) Consumption pattern of guests

Attributes/Perspective	Domestic Tourists		International Tourists		χ^2 p-value
	#	%	#	%	
Products consumed					
1 Non-Alcohol	209	69.7	169	56.3	10.875 (0.001*)
2 Alcohol.	91	30.3	131	43.7	
Total	300	100	300	100	
Services availed					
1 Entertainment	64	21.4	39	13.0	23.547 (0.00136*)
2 Transport	61	20.3	86	28.7	
3 Bar and pub	56	18.7	63	21.0	
4 Nightlife	43	14.3	35	11.7	
5 Cultural	44	14.7	35	11.7	
6 Restaurant	28	9.3	25	8.2	
7 Water sports	3	1.0	17	5.7	
8 Health	1	0.3	0	0.0	
Total	300	100	300	100.0	
Prospects for Conference					
1 Non-mice	253	84.3	250	83.3	0.0491 (0.8244)
2 MICE	47	15.7	50	16.7	
Total	300	100	300	100	

Source: Primary Data ;*=5% level of significance

Pearce, (1981) classified accommodation in three major components. To start with, the commercial sector, which is mostly represented by hotels, motels, and vacation villages. There is also the private sector, which includes second homes, time-sharing properties, and residential buildings used to host family members and friends. Last, there is a hybrid classification, defined

camping and caravanning activities, where private tents and campers or caravans are situated in areas campsites managed by business firms. Refer Table 6 (iii), throws light to fact that guests visit the state by all means of travel the most popular being airways followed closely by railways. It is domestic tourists that prefer road and railways 34.4% and 47% respectively. While 55.3% of the international tourists land in Goa by airways. Thus, domestic as well international tourist visiting the state, show significant difference in their mode of travel as the ρ -value is less than 0.05 at 5% level of significance ($\rho_{0.05}=0.00000005$) and so is the case with the travel assistance sought by the two sets of guests and with respect to stay (i) consisting of star hotels, relatives, friends etc ($\rho_{0.05}=0.00000000$). For stay (ii) i.e Govt. accommodation, or through private agents, online etc there is no significant difference as the ρ -value is ($\rho_{0.05}= 0.0737$).

Table 6(iii) Travel and accommodation pattern of guests

Attributes/Perspective	Domestic Tourists		International Tourists		χ^2 ρ -value
	#	%	#	%	
Transport					
1 Road	103	34.4	61	20.4	88.651 (0.00000005*)
2 Rail	142	47.3	73	24.3	
3 Air	55	18.3	166	55.3	
Total	300	100.0	300	100.0	
Assistance					
1 Travel Agencies	205	68.3	174	58.0	6.447 (0.0111*)
2 Tourist Guides	95	31.7	126	42.0	
Total	300	100.0	300	100.0	
Stay-(i)					
1 Star hotel/resort	49	16.3	127	42.3	87.087 (0.00000000*)
2 Relatives/friends	38	12.7	68	22.7	
3 Lodging	132	44.0	82	27.3	
4 own flat	81	27.0	23	7.7	
Total	300	100.0	300	100.0	
Stay-(ii)					
1 Govt/GTDC	77	25.7	104	34.7	6.945 (0.0737)
2 Private	127	42.3	113	37.7	
3 self	96	32.0	82	27.3	
4 others	0	0.0	1	0.3	
Total	300	100.0	300	100.0	

Source: Primary Data ; *=5% level of significance

Further, with reference to Table 6(iii) 44% domestic guests avail lodging facilities, it is this segment which can be considered appropriate for village tourism. While 27% of the guests possess their own premises. 68.3% domestic and 58% of international tourists avail assistance from travel agencies. While 42% of foreigners take assistance from tourist guides. The only concern is many times, phonies with little knowledge of the history and culture of the destination pose as guides to befriend and swindle the guests. Proper training and certification and license should be made mandatory to practice as guides in order to reduce this annoyance.

6.3.2 ENTREPRENEURIAL PROFILING BY ENTREPRENEURS

With reference to Table 6 (iv) it is interesting to note here that in case of both the tourist and non tourist centric village entrepreneurs -family seems to be a strong motivating factor, but in the case of non tourist centric cases family turns out to be a primary motivators for 64.3%. In tourist centric villages it comes as no surprise that 42.2% enterprises are pushed by tourism while a mere 8.9% businessmen rely on the same in non tourist centric villages. Nonetheless, both the set of entrepreneurs show significant association with prompting to start business as p -value is ($p_{0.05}=0.0001$).

As far as cliental is concerned these units meet both local and tourists need. The small company with up to twenty-five employees usually controlled by a family or a small number of people who are locally based tend to have a loyalty to the local area and therefore employ local people, work with local suppliers, etc. (Fotiadis, 2009). In both the settings there is no significant difference in the number of locals employed, ($p_{0.05}=0.0001$), workers employed are less ten, which is fair enough keeping in view the nature of enterprise i.e with limited scale of operation. 67% of tourist centric and 85% of non-tourist centric entrepreneurs employ locals.

Since, Goa has witnessed a rush of domestic tourists in the recent past, the demand created by this class of tourist is not met by tourist centric entrepreneurs alone but at times spills over into neighbouring non-tourist centric villages as well. And though 83.7% of the non-tourist centric entrepreneurs meet local demand, they also cater to 11.7% of the domestic and 4.6% of international tourists. Sustainable entrepreneurship practice can be considered as turning locals into entrepreneurs and involving them into sustainable tourism development in the region, thus promoting and increasing the local people's understanding of the benefits of tourism and sustainable tourism development (Fotiadis, 2009).

Table 6(iv) Profiling of Business Enterprise-i

Attributes/Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		χ^2 p-value
	#	%	#	%	
Prompting to start business					
1 Family	130	40	209	64.3	94.4751 (0.00001*)
2 Tourists	137	42.2	29	8.9	
3 New enterprise	58	17.8	87	26.8	
Total	325	100	325	100	
Years in Business					
1 < 5 years	107	32.9	92	28.3	8.936 (0.0115*)
2 5-15 years	153	47.1	135	41.5	
3 >15 years	65	20	98	30.2	
Total	325	100	325	100	
Workers employed					
1 <10	237	72.9	281	86.5	18.7050 (0.0001*)
2 11 to 50	77	23.7	40	12.3	
3 >50	11	3.4	4	1.2	
Total	325	100	325	100	
Locals employed					
yes	218	67	276	85	27.4038 (0.00001*)
No	107	33	49	15	
Total	325	100	325	100	
Form of Establishment					
1 Proprietorship	269	82.8	293	90.2	11.726 (0.0084*)
2 Partnership	36	11	27	8.3	
3 Co-operative	8	2.5	3	0.9	
4 Company	12	3.7	2	0.6	
Total	325	100	325	100	
Business caters to					
1 Locals	134	41.2	272	83.7	130.443 (0.0000*)
2 Domestic tourists	95	29.2	38	11.7	
3 Foreign Tourists	96	29.5	15	4.6	
Total	325	99.9	325	100	
Problems					
1 Lack of Finance	90	27.6	110	33.8	9.0543 (0.0286*)
2 Lack non-Finance	72	22.2	44	13.5	
3 Tedious rules/procedure	46	14.2	51	15.8	
4 competition	117	36	120	36.9	
Total	325	100	325	100	

Source: Primary Data ;*=5% level of significance

Further w.r.t. Table 6 (iv) 82.8% of the tourist centric enterprise have proprietorship and 11% partnership which serves as conventional form of establishment. 90.2% of the units in the non-tourist centric villages comprise of the former form of enterprise. Thus, there is significant difference between the two set of entrepreneurs and the form of establishment they opt for, the p -value is less than 0.05, p -value being ($p_{0.05}=0.0084$). The biggest challenge is heavy competition followed by financial constraints, lack of manpower and too many legalities. Problems impacts the entrepreneurs as the p -value is less than 0.05 at 5% level of significance p value being ($p_{0.05}=0.0286$). And so is the case with the number of years that the enterprises have put in, p -value being ($p_{0.05}=0.0115$).

Table 6(v) Profiling of Business Enterprise-ii

Attributes/Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		χ^2 p -value
	#	%	#	%	
Funding					
1 self-own capital	168	51.7	187	57.5	5.6240 (0.1314)
2 Friends & relatives	60	18.5	66	20.4	
3 Bank	95	29.2	69	21.2	
4 Other	2	0.6	3	0.9	
Total	325	100	325	100	
Category Establishment					
1 hotel restaurants	108	33.2	64	19.7	88.062 (0.00004*)
2 consumer store	53	16.3	108	33.2	
3 water sports	17	5.2	2	0.6	
4 night club	12	3.7	1	0.3	
5 fast food	48	14.8	64	19.7	
6 health/ medical	22	6.8	25	7.7	
7 educational	2	0.6	8	2.5	
8 travel agency	29	8.9	7	2.2	
9 taxi/ transport	17	5.2	30	9.2	
10 art gallery/	9	2.8	7	2.2	
11 real estate	1	0.3	9	2.7	
12 others	7	2.2	0	0	
Total	325	100	325	100	

Source: Primary Data ;*=5% level of significance

As (Fletcher and Cooper, 1996) puts it "Any tourism strategy should be designed to develop tourism optimally (in terms of local income/ employment generation and maintaining local

control), while minimizing the negative effects of tourism development on the environment and social fabric of the community”.

Refer Table 6(v), These small entrepreneurs prefer to raise their own capital and refrain from seeking financial assistance from government and other sources. Keeping in mind the fact that Proprietary form of units is very popular.

Funding is essentially self financed namely from personal saving, broking personal belongings, selling or leasing ancestral properties. Another important trend in Goa is the Gulf returned expatriate start business ventures once they return home. Since the business units are small in scale and volume, initial investment is hardly a couple of lakhs and in 51.7% tourist centric entrepreneurs and 57.5% in non-tourist centric entrepreneurs raise the same by self and as such funding does not influence the entrepreneurs, the p - value being ($p_{0.05}= 0.1314$), which is greater than 0.05 at 5% level of significance, indicating no significant difference in the approach of funding their enterprises.

The most popular category of enterprise in tourist centric villages is hotels and restaurants 33.2% followed by consumer stores 16.3% while non-tourist entrepreneurs are into consumer stores 33.2% followed by hotels and fast food kiosks 19.7%. Interestingly, taxi and transport agents reside in the suburbs and neighbouring and many a times non-tourist villages and caters to tourist centric villages, health, educational, night club, art, and real estate units too have their share albeit in relatively negligible proportion. But, it is observed that the category of establishment do have a significant association with the entrepreneurs, p -value being ($p_{0.05}=0.00004$), which is less than 0.05 at 5% level of significance.

tourism being instrumental in enhancing the generally the life of the host, the creation of employment, the guarantee of capital for innovative investments, the improvement of infrastructures etc. is engaged by numerous government as a tool for monetary and non-monetary progress (Smith and Krannich, 1998; Verbole, 2000; Keller, 2002; Andriotis, 2001). In this regard Government has taken the initiative to provide various financial and non-financial facilities and schemes to entrepreneurs and are made available such as The Goa Youth Rojgar Yojana, A Scheme of GHRSSIDC - Goa handicraft, rural and small scale industries, General Entrepreneurship Development Programme, in addition training by SISI

Small Industries Service Institute, Deen Dayal Swayamrojgar Yojana, Incentive to women entrepreneurs scheme 2008 by Directorate of Industries Trade and Commerce. Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women, besides Prime Minister's Rojagar Yojana (PMRY), etc. Refer Table 6(vi) it is disturbing to note that inspite of 45.8% tourist- centric and 36.9% of non-tourist centric entrepreneurs being aware of the schemes, only 30.5% in case of former and hardly 19.1% in case of latter availed the same.

As per the Economic Census, 2005- among non-agricultural enterprises the government assisted sources accounted for 6%, borrowing from financial and non-financial institutions contributed 19% and 1% respectively, while the share of others like NGO's voluntary organization was 3%. 55.1% of the respondents in non- tourist centric villages and 57.5% of the tourist centric villages disclosed that they have no plans for opting for such schemes. Secondly both the sets of entrepreneurs are burdened with tedious registration and other formalities which serve as dampers.

There are a lot of studies that examine small enterprises' behaviour and the factors that influence their development and their decision making (Gartner, 2004; Thomas, 2004). With reference to Table 6(vi), entrepreneurs in both the settings show significant difference in decisions concerning to their level of awareness of the various financial and non-financial schemes available, as regards to having availed loans, as well as raising funds for expansion. In all the states cases the p-value being less than 0.05 at 5% level of significance namely ($p_{0.05}=0.0258$) ($p_{0.05}=0.0011$) ($p_{0.05}=0.00003$) ($p_{0.05}=0.0236$) respectively. While in the case of planning to avail loan, and in their perception about the government's role there is no significant difference between the two sets of entrepreneurs, as the p-value is more than 0.05 at 5% level of significance ($p_{0.05}=0.5799$) and ($p_{0.05}=0.5317$) respectively.

Thus, in the non-tourist centric villages there is a need to popularize the various schemes available to the entrepreneurs, as also motivate them to avail the same. The fear of availing loans and relying on self finance needs to be addressed. And though expansion is dream of every entrepreneur the mode of expansion by these entrepreneurs also needs attention especially in the case of non-tourist centric entrepreneurs as 28% cases indulge in self financing. Image of the Government also needs to be re-vamped.

Table 6(vi) Entrepreneurial Decision Making

Attributes/Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		χ^2 p-value
	#	%	#	%	
Scheme awareness					4.972 (0.0258*)
1 yes	149	45.8	120	36.9	
2 no	176	54.2	205	63.1	
Total	325	100	325	100	
Availed loan					10.6990 (0.0011*)
1 yes	99	30.5	62	19.1	
2 no	226	69.5	263	80.9	
Total	325	100	325	100	
Plan to avail					0.306 (0.5799)
1 yes	138	42.5	146	44.9	
2 no	187	57.5	179	55.1	
Total	325	100	325	100	
Not availed					20.524 (0.00003*)
1 Tediouprocedure	122	37.5	100	30.8	
2 Corruption bribes	85	26.2	52	16	
3 Not interested	118	36.3	173	53.2	
Total	325	100	325	100	
Expansion					0.0000 (1)
1 yes	193	59.4	194	59.7	
2 no	132	40.6	131	40.3	
Total	325	100	325	100	
Expansion funding					9.4759 (0.0236*)
1 Govt schemes	171	52.6	152	46.8	
2 Banks	79	24.3	75	23.1	
3 Own capital	61	18.8	91	28	
4 Friends relatives	14	4.3	7	2.1	
Total	325	100	325	100	
Govt. role					1.2630 (0.5317)
1 Active	103	31.7	96	29.5	
2 Passive	165	50.8	161	49.6	
3 Indifferent	57	17.5	68	20.9	
Total	325	100	325	100	

Source: Primary Data ; *=5% level of significance

6.4 DISCUSSION AND CONCLUSION

Getz and Carlsen (2001) postulate that as many as 90% of all rural tourism businesses are small businesses, with half of these being family owned and operated. Studies of the Cook Islands by (Milne, 1987) and of Thailand by (Meyer, 1988), for instance, report that small, locally owned firms have been more successful in generating income, employment, and government revenue than larger, internationally-owned establishments (Brohman, 1996). Certain countries also view small-scale niche tourism as having greater potential for increasing local multipliers by enhancing links with agriculture and other sectors (Forsyth, 1995). This study as well took up small non-agricultural enterprises in tourist centric and non-tourist centric villages. Certain fact came to light. Goa as a tourist destination have guests round the year, the income of these guests influence their decision to visit the state as does their trip span. We have domestic tourists who come for shorter span while their foreign counterparts prefer to spend longer time due to the warmth and plenty of sunshine, though the visa formalities have changed the scene. When they do visit the state there is greater demand for non-alcoholic products with both sets of tourists, and in case of services availed, entertainment and transport are in great demand. The option for Goa to move into MICE activities in no way impacts their visit to Goa, as they are certain of the non-MICE events that they seek. Mode of transport, type of travel assistance, and accommodation affects the tourists significantly. The above information spells out the demand of the guests and what is it that they perceive, expect and want. In other words these are business opportunities for existing and potential entrepreneurs.

In the case of the entrepreneurs, more than a sense of business family serves as a motivator, these small units generally provide jobs to the locals while meeting the needs of the locals, followed by tourists, the primary cause of concern of these units is the stiff competition followed by lack of finance, and non- financial assistance. Entrepreneurs in both the settings are much influenced by their level of awareness about the various schemes, as well as with the decision to avail loans, not to avail loans, and funds for expansion. While in the case of planning to avail loan, and government role there is very little bearing.

CHAPTER 7
SUMMARY, FINDINGS, CONCLUSION AND
SUGGESTIONS

7.1 INTRODUCTION

Tourism has played a determinative role in the development of many a constituencies, both in the developed as well as in the developing world. This study is an attempt to study the same particularly in what manner this industry impacts the state's socio-cultural and economic dimension in general and rural entrepreneur in particular. And in this regard is there a possibility of injecting the concept of 'Village Tourism.' In order to ensure that the villages in Goa especially remote ones also get a slice of the tourism pie, there is an urgent need to bring a shift from the profit centric coastal village tourism to people centric rural tourism (Kamat, 2010 I). Given the fact that rural economies are no longer agriculturally centred but are, to varying degrees, in transition to diversified, service – based economies" (Robets and Hall, 2003). It is argued that before long, the beach-centric tourism of the state like any other destination will achieve the much dreaded stagnation stage, and it is but prudent to take preventive measures very much in advance. One possible means is to diversify the tourism portfolio. Goa has already moved in this direction and introduced various alternative forms of tourism which are non- beach centric and the demand for the same is picking up, primarily due to the composition and volume of tourist flowing into the state is undergoing a sea change. Nonetheless, this study is looking at the possibility of making a 'basket offer' of the holiday goodies under head namely – 'Village Tourism'/ Rural Tourism'. In other words instead of marketing Goa's beaches, hills, heritage culture in isolation, the villages which have these assets can be instead marketed.

It is argued that rural tourism can provide financial, community and cultural benefits and dangers as well. It can aid to expand the local economy, to find new markets for local produce, revenue for farmers, encourage inception of new organizations (Papageorgiou and Fouli, 2002). Besides direct employment, indirect employment is also generated in the form of revival of traditional arts and crafts, development of infrastructure in the villages such as roads and means of communication, schools, hospitals, hotels etc (Maharia, 2001). Every nation irrespective of its social and political backdrop have accepted that rural tourism, if applied with discretion and explicit criteria, can improvise the economic status of the region (Kastenholz et al., 1999; Petrzelka et al., 2005).

7.2 SUMMARY

This study has five objectives and corresponding hypothesis revolving around the tourism industry of the state, and its prospects for the future. The entire report was divided into seven chapters. The topic is introduced in Chapter No. 1, providing the background of the topic, objectives, hypothesis, methodology and the importance of the study.

The theoretical background of the study is presented in Chapter No 2, to establish that the present study does not resemble in any manner any such other study at national and international levels. The following objectives were examined - Evolution of the concept of village tourism in India and abroad; the possibility of injecting 'Village Tourism' in Goa; assess the present status of tourism industry in Goa with respect to the Destination Life Cycle Model; Tourism's impact on socio- cultural dimension of Goan society; Tourism Industry and the entrepreneurial development in Goa.

Chapter 3, 4, 5, 6, dealt with each hypothesis developed for the study namely feasibility of developing 'Village Tourism' in Goa; Goa' tourism industry in Destination Life Cycle; Tourism impacting socio-cultural fabric of Goa; Entrepreneurial Development in the villages respectively.

In order to test the hypothesis, several statements were designed. The statements were tested individually and then the result was compiled to arrive at certain inferences. The consolidated result is given in the appropriate sequenced tables in the subsequent pages.

7.3 FINDINGS

Secondary and Primary data enabled to examine each objective and analyse each hypothesis. The same were chapterised and further each hypothesis with the help of a suitable statistical tool was tested to draw conclusions.

The study is introduced in CHAPTER 1, followed by justification to carry out this particular research, the existing research gap, the objectives of the study, the hypotheses drawn up, in addition to the limitations of the present study, the chapter also covers the methodology followed in conducting survey and tools and techniques adopted for data analysis as well as scheme of chapterisation.

7.3.1 FINDINGS OF CHAPTER 2

The CHAPTER 2 deals with the 'Literature Review'. Research articles were reviewed (local, national and international) and grouped into the following areas: Definition/Concept of Village tourism, evolution of Village Tourism in India and abroad, Destination Life Cycle Models, Goa's villages and its socio-cultural dimension, Goa's Regional Plan 2021, and Pre to Post Portuguese commerce and trade in Goa. Apart from identification of the research gap, literature review facilitated in identifying the sample size also. Although, most of the past studies examined various forms of village tourism and success rates in different regions as well as its impact on the local populace; this particular study is carried out on the prospect of injecting this concept in Goa, so as to bring about an element of sustainability to the tourism industry and move the focus from beach centric tourism to non-beach centric tourism which may trigger entrepreneurial growth in the villages in the coming years. This chapter also provides an overview of Village tourism around the world and also in India, thus covering

Objective 1, namely, 'To compare and contrast the growth and development of the concept of village tourism in India and abroad'. No Hypothesis was formed. The main findings are:

1. The exact date and place of origin of the concept of Village Tourism is unknown. The concept emerged in Europe in the 1990's and is believed to be initiated in Spain.
2. It is generic and a multi-form activity which includes, farming, renting out cottages, safari, home stay, cultural, health, sport, spiritual etc.
3. Further countries that are in the forefront of rural tourism include Australia, New Zealand, Holland, United Kingdom, Germany, Switzerland, France, Spain, Argentina, Chile, Canada and the United States. The popularity and creation of demand/promotion of village tourism is augmented by government and networks.-marketing, transport etc. Thus, Village tourism is seen as a promising way to disperse visitors and spread wealth thus proving instrumental in poverty alleviation.

7.3.2 FINDINGS OF CHAPTER 3

CHAPTER 3, titled 'Feasibility of Developing 'Village Tourism' in Goa', studies the prospects of promoting the concept of village tourism, covering **objective 2**; namely, **'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'**. And deals with the first hypothesis namely **H1: It is not feasible to develop 'Village Tourism' in Goa in today's scenario**. In this regard the perception of the tourists and entrepreneurs with respect to tourism in the state and the prospect of injecting village tourism was taken up. Tourists were segmented into domestic and international and further into social groups while entrepreneurs were classified into tourist centric and non- tourist centric followed by cross tabled on demographic details. Simple percentage and Chi-Square Test was applied.

Information was collected on the following seven aspects aspect-(i) In case of tourists-Forms of tourism, awareness of the concept of village tourism, Village Tourism states in India (ii) in case of entrepreneurs- Village tourism as an alternative, Market the village in this regard and undertake village mapping. Following are the findings-

1. Irrespective of the forms of tourism offered in Goa international tourist social group will visit the same, although it will have a bearing on social grouping of domestic tourists.
2. As far as awareness of the concept of village tourism or the fact that other Indian states are practicing the same or the prospect of injecting village tourism in concerned, has no influence on the guests social grouping as individuals, family, friends etc to visit the state.
3. But in case of tourists in totality, the results convey an exactly opposite response, indicating a significant impact of the aforesaid tourism aspects and the decision of the guests to visit the state consequently rejecting the research hypothesis and confirming that village tourism has every scope to be injected into the tourism industry is concerned.
4. When entrepreneurs in two different settings were asked about their perception about introducing village tourism in Goa is concerned, it is observed that in the case of

demographic profiling of the entrepreneurs, tourist centric entrepreneurs income influenced their decision to opt for village tourism, while age had a bearing on the idea of marketing the village for village tourism in non-tourist centric village entrepreneurs, age also influenced tourist centric entrepreneurs to go in for village mapping exercise.

5. But, the overall picture, depicted a different scene, except for the idea of village mapping, village tourism as an alternative and marketing of the village was not rejected. Thus it appears that the entrepreneurs are not keen with the idea of injecting village tourism in the villages though they are open to the idea of mapping and inventorying the village for it's cultural, historical and environmental riches.

Thus, from the above discussion it has come to light that irrespective of social classification the guests are very much impacted by forms of tourism, their level of awareness of the concept of village tourism and the states in other parts of the country practicing the same and the idea of injecting village tourism in Goa.

On all counts the association is significant refer Table 7(i) as such the hypothesis is rejected. On the other hand, in case of the entrepreneurs, apart from the exercise of mapping the village for village tourism purpose, the entrepreneurs in both the settings showed scant re-action to the prospect of injecting village tourism or marketing the village for the said purpose, hence the hypothesis is not rejected for this set of respondents Table 7(ii).

Table 7 (i) Tabular Representation of Hypothesis 1 (Tourists)

Perceptions	Sub Class- social class		Total Tourists	Hypothesis
	Domestic	International		
	p-value		p-value	
Forms of Tourism	(0.000*)	0.897	(0.000007*)	rejected
Aware of Village Tourism	0.355	0.273	(0.0000009*)	rejected
Village Tourism States	0.172	0.288	(0.0000001*)	rejected
Injecting village tourism	0.058	0.061	(0.0000002*)	rejected

Source: Primary Data; *=Significant at 5% level of significance.

Table 7 (ii) Tabular Representation of Hypothesis 1 (Entrepreneurs)

Perceptions	Age	Gender	income	Total Entrepreneur	Hypothesis
	p-value			p-value	
Village Tourism as alternative				0.4922	Not rejected
Tourist Centric Entrepreneurs	0.513	0.529	(0.003*)		
Non Tourist Centric entrepreneurs	0.379	0.15	0.325		
Market village				0.1336	Not rejected
Tourist Centric Entrepreneurs	0.328	0.721	0.389		
Non Tourist Centric entrepreneurs	(0.001*)	0.518	0.764		
Village Mapping				(0.00015*)	rejected
Tourist Centric Entrepreneurs	(0.014*)	0.162	0.24		
Non Tourist Centric Entrepreneurs	0.642	0.585	0.750		

Source: Primary Data; *=Significant at 5% level of significance.

7.3.3 FINDINGS OF CHAPTER 4

CHAPTER 4 - Titled, 'Goa's Tourism Industry In Destination Life Cycle' is an attempt to identify where precisely does Goa as a holiday / tourist destination lie on the famed Destination Life cycle model. Covers **objective 3** namely **'To determine whether Goa Tourism industry has reached the Declining Stage in the Destination Life Cycle?'**. The hypothesis being- **Goa Tourism industry has not yet reached the Declining Stage in the Destination Life Cycle.** In this regard, secondary data namely views of experts Figure 7(i), statistical data refer Table 2(vi) in addition to primary data helped to arrive at a conclusion refer Table 7(iii) and Table 7(iv).

Figure 7(i) Views on Beach Centric Tourism

Sr.No	Authors	Beach Centric Tourism Views
1.	N K Piplani (2001)	Reached A Maturity Stage'
2.	Bradbury Michelle (2010)	Reached "Saturation Stage'
3.	Task Force Regional Plan(2021)	Growing Pressure
4.	Dr. De Abreu Nirmala (2008),	Uncontrolled Tourism
5.	Staju Jacob(2008)	Uncontrolled Uncalibrated Tourism
6.	Noronha Frederick (1999)	Not Yet Reached Its "Saturation Stage'
7.	Dr. S.B.Patkar(2004),	In The 'Developing Stage' Stage'
8.	K.B Subhash et al (2010)	Not Yet Reached "Saturation Stage'
9.	Kamat Smitha (2010d),	Not Yet Reached "Saturation Stage'

Source: compiled from different sources

Table 7 (iii) Tabular Representation of Hypothesis 2 (Tourists)

Perceptions	Sub Class- Social Group (p-value)		Total Tourists (p-value)	Hypothesis
	Domestic	International		
Frequency of Travel	(.003*)	0.176	0.0526	Not rejected
Travelling stimulated	0.001	0.115	0.2901	Not rejected
Place of preference	.361	.873	0.108	Not rejected

Source: Primary Data; *=Significant at 5% level of significance.

In this regard seven aspects were considered. In the case of tourists it was- frequency of travel, travelling stimulated by, place of preference. While the entrepreneurs responded to- beach tourism reaching saturation, marketing being effective, the marketing media being appropriate as well as marketing undertaken at various levels. The findings are summarized as follows:

1. Frequency of travel was determined by social grouping in case of domestic tourists visiting the state. Friends and family with children tend to visit more often as compared to other social group, while such was not the case with their foreign counter parts.
2. For both the sets of social groups, marketing gimmicks and the choice to holiday in town or village had little bearing, they were certain of their intention to holiday and where to unwind.
3. Irrespective of social grouping, tourists as a whole were in no way influenced by the number times they have visited the state, or how the state was projected or for that matter whether a village or a town in any manner impacted their holiday. Refer Table 7(iii). Hence the hypothesis is not rejected and the claim that Goa’s beach centric tourism has reached saturation is revoked.
4. As far as the entrepreneurs are concerned, in the demographic profiling, gender in case of tourist-centric entrepreneurs influenced their view as to the beach centric tourism reaching saturation, while age for the same set of entrepreneurs seem to have a bearing on

the type of marketing media adopted. On all other counts demographic attributes made no impact on the entrepreneurs.

5. But, when viewed in totality as a business class, both the set of respondents showed a trend of least association and hence the hypothesis has to be rejected refer Table 7(iv).

Table 7 (iv) Tabular Representation of Hypothesis 2 (Entrepreneurs)

Perceptions	Entrepreneurs (p-value)				Hypothesis (p-value)
	Age	Gender	income	Total Entrepreneurs	
Beach tourism reached saturation				(0.000003*)	rejected
Tourist Centric Entrepreneurs	.815	(.021*)	.259		
Non Tourist Centric Entrepreneurs	.740	.189	.980		
Marketing effective				(0.000003*)	rejected
Tourist Centric Entrepreneurs	.762	.521	.245		
Non Tourist Centric Entrepreneurs	.176	.656	.524		
Marketing media				(0.00005*)	rejected
Tourist Centric Entrepreneurs	(.020*)	.341	.200		
Non Tourist Centric Entrepreneurs	.870	.860	.216		
Marketing undertaken				(0.000003*)	rejected
Tourist Centric Entrepreneurs	.191	.541	.137		
Non Tourist Centric Entrepreneurs	.678	.558	.845		

Source: Primary Data; *=Significant at 5% level of significance.

7.3.4 FINDINGS OF CHAPTER 5

CHAPTER 5 Titled- Tourism Impacting Socio- Cultural Fabric of Goa. Covering objective 4 namely 'To study the impact on socio-cultural dimension of Goan society for providing sustainable and responsible tourism in Goa'. In order to understand whether tourism does impact the host community thereby bringing about a social-cultural transformation six questions were administered to the respondents. For the guests namely- kind of local interaction experienced, problems encountered at personal level and at state level while for the entrepreneurs it was again local interaction, and more specifically the positive and negative impact of tourism. The hypothesis analysed was 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. Following are the findings:-

1. The social grouping of international tourist were influenced by their decision to visit the state based on the manner and mode of personal problems faced by them or their near and dear ones. Besides, traffic, transportation, safety and security were determining factors.
2. While social groups of both the sets of tourist were in no way impacted by the type of interaction they had with the host community or the kind of problems they faced due to lack of state facilities like poor roads, erratic power supply etc.
3. But, a holistic view of the guests revealed that they were very much impacted by the locals, and whether the latter were friendly or hostile. This is important for cultural assimilation and absorption as is being witnessed on the coastal belt. As also problems encountered at personal and state level -primary concern was garbage disposal, child abuse, lack of proper lighting and manning the shoreline, corruption, etc. As there is significant difference on all counts, the hypothesis is rejected refer Table 7(v).
4. In the case of tourist- centric entrepreneurs age had a bearing on the type of interaction they observed between the guest and host, while gender in this class of entrepreneurs showed strong association with the positive impact brought by tourism. Income of the non-tourist entrepreneurs influenced the views as to the negative impact of tourism on the state.

For both the class of entrepreneurs the fact that tourism has a negative side had no bearing on them though they concentrated on a better guest- host relation and positive side of tourism, keeping in mind that this industry showers a lot of commercial benefits.

Hence, the hypothesis is rejected- refer Table 7(vi). Thus, there is every possibility of bringing about a sustainable and responsible tourism.

Table 7 (v) Tabular Representation of Hypothesis 3 (Tourists)

Perceptions	Sub Class- social class (p-value)		Total Tourists (p-value)	Hypothesis
	Domestic	International		
Local interaction	.180	.158	(0.0000004*)	rejected
Problems at personal level	.370	(.004*)	(0.0054*)	rejected
Problems at state level	.150	.567	(0.0000333*)	rejected

Source: Primary Data; *=Significant at 5% level of significance.

Table 7 (vi) Tabular Representation Of Hypothesis 3 (Entrepreneurs)

Perceptions	Entrepreneurs (p-value)				Hypothesis
	Age	Gender	income	Total Entre	
Local interaction				0.0002	rejected
Tourist Centric Entrepreneurs	(.047*)	.939	.585		
Non Tourist Centric Entrepreneur	.559	.929	.245		
Tourism negative impact				0.8691	Not rejected
Tourist Centric Entrepreneurs	.316	.791	.625		
Non Tourist Centric Entrepreneur	.591	.815	.003(*)		
Tourism positive impact				0.0046	rejected
Tourist Centric Entrepreneurs	.896	.034(*)	.232		
Non Tourist Centric Entrepreneur	.280	.627	.443		

Source: Primary Data; *=Significant at 5% level of significance.

7.3.5 FINDINGS OF CHAPTER 6

CHAPTER 6 titled- Entrepreneurial Development in the Villages, looks into the area of the type of goods and services consumed by the tourists, and whether their needs are met. It covers the objective 5 'To assess the entrepreneurial development taking place in the villages as a result of the impact of tourism industry in Goa'. The hypothesis drawn was H4: **There is no adequate entrepreneurial development taking place in the villages as a result of the impact of tourism industry in Goa.** In this regard in all 28 aspects were studied. In the case of

tourists- Tourist season, monthly income, trip span, products consumed, services availed, prospects for MICE, mode of transport, nature of stay/ accommodation, travel assistance. While for the entrepreneurs it was- motivating factor to start business, employment generated, locals employed, form of establishment, business cater to, problems faced, initial investment, funding possible, years in business, category of establishment, scheme awareness, availed loans in the past or plan to do so in future, reasons for not availing, plans for expansion, funding the expansion, and finally the role of government. The findings are summarized as follows:

1. Tourist visiting the state was in no way impacted by the tourist season and visited the state throughout the year, which spells business opportunities for the entrepreneurs.
2. It is immaterial to the guests whether Goa has the inkling to move into more serious ventures like MICE, the brand that Goa has is difficult to undo. Both the class of guests were more into fun and frolic and these needs are pushed aside. Thus, opportunities in case of providing varied forms of entertainment, cultural expression, fests and festivals seem to have takers. Sunburn, Food, Film, Wine Festival, Casinos are already on the deck, village tourism with its ethnic wonders too can be presented.
3. In case of accommodation/ stay ii consisting of whether Government arranged or personally or by others was immaterial. Thus, home stay can be opened up for the guests.
5. Though the income, trip span, as also the products consumed or services availed, the mode of transport, the type of hotels and travel assistance availed did influence and impact their decision to holiday here. Thus keeping the aforesaid discussion the hypothesis is rejected refer Table 7(vii).
6. In the case of entrepreneurs, raising funds or the decision to avail loans or expand in the near future as also the role of the government in no way impacted their entrepreneurial activities, to meet the needs of locals and tourists alike refer Table 7(viii).
7. The influencing factors were motivators to commence business, employment generated, locals employed, forms of establishment, business catering to, problems encountered, raising initial capital, years put in the business, monthly income, category of

establishment, awareness of schemes, availability of loan, non-availing of loans, and funding for expansion. Keeping the entire discussion in mind, the hypothesis is rejected.

Table 7 (vii) Tabular Representation of Hypothesis 4 (Tourists)

Attributes/ Perspective	Total Tourists (p-value)	Hypothesis
Tourist season	0.166	Not rejected
Monthly Income	(0.0000049*)	rejected
Trip span	(0.0000002*)	rejected
Products consumed	(0.001*)	rejected
Services availed	(0.00136*)	rejected
Prospects for Conference	0.8244	Not rejected
Transport	(0.00000005*)	rejected
Stay-(i)	(0.000000000*)	rejected
Stay-(ii)	0.0737	Not rejected
Assistance	(0.0111*)	rejected

Source: Primary Data; *=Significant at 5% level of significance.

Table 7 (viii) Tabular Representation of Hypothesis 4 (Entrepreneurs)

Attributes /Perspective	Tourist Centric And Non-Touristic Centric Entrepreneurs (p-value)	Hypothesis
Monthly Income	(0.0003*)	Rejected
Category Establishment	(0.00000004*)	Rejected
Prompt to Start Business	(0.00001*)	Rejected
Employment	(0.0001*)	Rejected
Locals Employed	(0.00001*)	Rejected
Form of Establishment	(0.0084*)	Rejected
Business Caters	(0.0000001*)	Rejected
Scheme Awareness	(0.0258*)	Rejected
Availed Loan	(0.0011*)	Rejected
Plan To Avail	0.5799	Not Rejected
Not Availed	(0.00003*)	Rejected
Expansion	1.00001	Not Rejected
Expansion Funding	(0.0236*)	Rejected
Problems	(0.0286*)	Rejected
Marketing	(0.000003*)	Rejected
Marketing Media	(0.0005*)	Rejected
Marketing Undertaken	(0.0000003*)	Rejected
Role of Government	0.5317	Not Rejected

Source: Primary Data; *=Significant at 5% level of significance.

7.4 CONCLUSION AND SUGGESTION

Given the fact that the study had two different sets of respondents namely one set were the consumers or tourists while the other were service providers or entrepreneurs, each class evoked different responses on certain counts. Nevertheless, the study help to draw some significant conclusion and corresponding suggestions in addition to identifying area for further investigation-refer Figure 7(iii)-

1. To begin with the possibility of injecting village tourism is welcomed by the guests which is a positive indication, while the entrepreneurs are not too keen, though they are not averse to the idea of undertaking village mapping for the same. What is required is taking them into confidence and sensitizing them to the novel form of tourism and business opportunities it can offer.

It is important to be aware of the type and class of tourists visiting the state, for these are consumers that needs to be taken care of. As far as domestic tourists are concerned they prefer to travel with family and friends. The state is also popular with the newlyweds. On the other hand, the international guest prefer to travel alone, exploring and relishing what the destination has to offer. At times they strike friendship and travel together and then move apart, but traveling with family is not a rarity, especially British guests who use to frequent the state as a ritual for years and at times decades together. This set of guests have declined and are being replaced by new set of international tourists. Basically, Goa has visitors, guests seeking its sand, surf, and sun. More recently, the state has been offering other forms that are gaining popularity namely leisure, pleasure, medical and the like refer Figure 4(i).

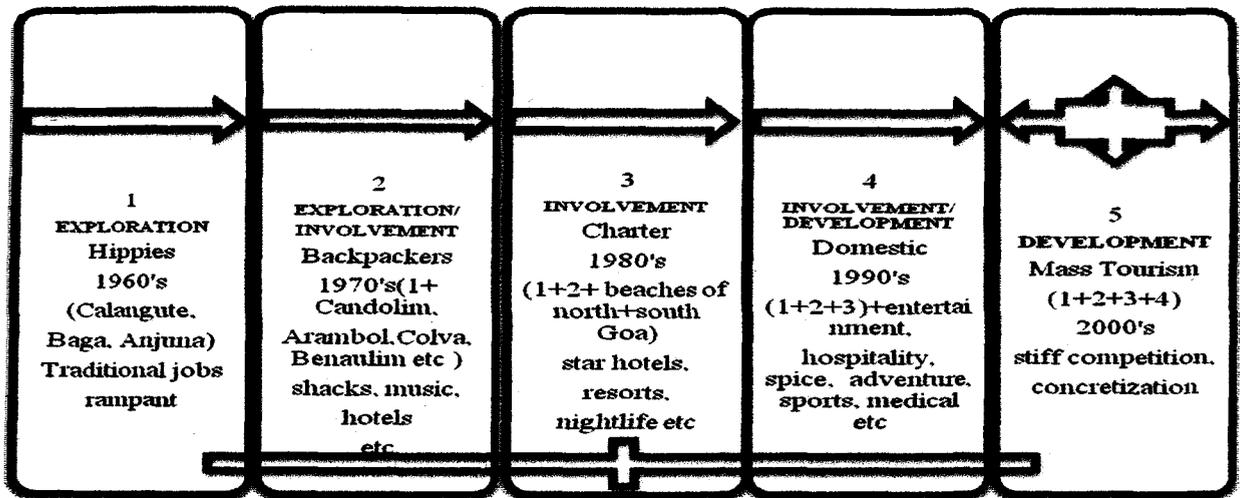
In this background, following suggestions are put up-

(a) To ensure volume of international tourist increase as well as the trip span extends, Visa rules and regulations should be streamlined and made guest friendly, preferably visa on arrival be re-introduced. This in turn will- as in the past extend trip span as well as guests are motivated to stay back and enjoy their stay.

(b) Lodging as a means of accommodation seems to be popular with the guests, especially with the domestic tourists, if so is the case then this can prove to be effective segment opting for

village tourism. Since, international tourist travel by air, more so the charter flights, and it is the international tourists that are more aware as well as interested in the village tourism, the idea of clearing the Mopa airport should be undertaken on serious lines.

Figure 7(ii): Transition of Tourism Industry over the decades



Source : (Kamat, 2011k)

Figure 7(iii) Tabular Presentation of Hypothesis

Hypothesis		Reject/Not Reject
H1: It is not feasible to develop 'Village Tourism' in Goa in today's scenario.		
a)	Tourists	Reject
b)	Entrepreneurs	Not Reject
H2: Goa Tourism Industry Has Not Yet Reached The Declining Stage In The Destination Life Cycle.		
a)	Tourists	Not Reject
b)	Entrepreneurs	Reject
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.		
a)	Tourists	Reject
b)	Entrepreneurs	Reject
H4: There Is No Adequate Entrepreneurial Development Taking Place In The Villages As A Result Of The Impact Of Tourism Industry In Goa		
a)	Tourists	Reject
b)	Entrepreneurs	Reject

Source: Primary Data

© And, another important observation is that the international guests are now moving further north and south seeking privacy in neighbouring Sindudurga in Maharashtra and Gokarna in Karnataka respectively, the same peace and privacy is available in the villages especially remote Goa, this fact needs to be explored.

2. As far as Goa reaching the Stagnation stage is concerned, there are mixed reactions from all quarters. Tourists are of the view that beach centric tourism has not reached Stagnation/saturation, while the entrepreneurs think otherwise. The belief of the former is confirmed by the statistics of tourist arrivals. While, most of the experts believe tourism has reached stagnation or is rapidly moving towards the same, the entrepreneurs' opinion is not in conflict or contradictory either. But, it is safe to deduce the industry is still in the 'Development Stage'.

In this background, following suggestions are put up-

(a) In such an eventuality, there is a need to diversify. It is about time that the focus shifts from beach and coastal to non-coastal regions. Keeping in mind the mass tourism and the pressure on the carrying capacity of destination it is advisable to consolidate and diversify. Varied forms of tourism are already being introduced in the state, the concept of village tourism needs to be added to the portfolio.

(b) In this regard bed and breakfast scheme, is to be started on experimental basis by the Government of Goa, besides having already introduced adventure, medical, spiritual tourism and the like in localized manner. During the study, village mapping undertaken on elementary basis threw light to the fact that 50% of these villages were found to be suitable and could be explored for the possibility of introducing village tourism, which is indeed a positive indication.

©With respect to talukas, Sattari and Quepem have absolutely or negligible visitors as these are non-coastal talukas, and as such stand good chance to venture into tourism especially Sattari which has large forest cover.

3. As far as injecting a degree of sustainability and a sense of responsibility is concerned, both the class of respondents have unanimously agreed on this count. And though the socio-cultural scene has been dented by the industry nonetheless all

is not lost much can be salvaged, as also by means of village tourism ancient art, culture, craft and way of life can be revived.

(a) When guests visit a tourist destination add to that a destination of international repute, it is expected that the state to say in the least will ensure reasonable safety, security and comfort of the guest. The first and foremost is safety and security both of the person and his belongings. Rape, drugs, robbery and thefts, police and politicians nexus with mafia has become worrisome issue. In this regard, it is suggested that initiative should be undertaken to project and guarantee Goa is a safe destination especially for its lady guests.

(b) Another common woe of the women guests of foreign origin is the indecent stares and comments that are cast on them. Domestic tourist in particular should practice the signature line 'Athite devo bhava' and treat them with respect and regard.

(c) Coastal Task Force/ guards are employed, but manning the 105 kms shoreline 24*7 days is an enormous task and a lot is warranted. Placing CCTVs at strategic points could be one such step in the right direction.

(d) Besides the safety issue, another aspect is the infrastructure in terms of roads, electricity, water supply etc. Roads are riddled with potholes, stray dogs and cattle. More importantly, signboards, signposts and milestones need to be in place preferably in English to assist guests to navigate on lanes, by lanes and roads of Goa.

(e) Lack of certified tourist guides, providing wrong information, cheating innocent guests is not rare. Proper monitoring and licensing to carry out guide-ship should be imposed.

(f) And finally, though Goa has warm, hospitable and friendly host, yet over the years there seems to be a growing resentment towards the guests due to many reasons such as ancestral land namely hill and fields lost to hotels and mega projects. Goans not getting sufficient jobs in this industry. Culture being commercialized, pollution, garbage and sewage problems etc. Disapproval of guests, both domestic as well as international moving around skimpily dressed, being boisterous, indulging in loud music etc. as well as the price of fish, curry rice skyrocketing is all pushed on the guests, sensitizing the guest and host in this regard is warranted.

4. Both the set of respondents believe that tourism has triggered entrepreneurial growth in the villages. Village tourism also spells out innumerable such opportunities. Thus, it not only broadens and diversifies existing tourism base but also reallocates focus and empowerment from coastal to non- coastal villages.

(a) It is necessary to motivate the family members, women, as well urge the next generation in this direction to tap these business opportunities. It is these small units that can generate jobs for locals and non-locals, skilled and unskilled alike.

(b) Since, Proprietor form of enterprise is very popular, there is a need to conduct workshop and camps orienting them into other forms of organization, how they can expand, what are the government schemes and facilities that they can avail.

(c) Efforts need to be put in by entrepreneurs and government as well to trigger expansion and growth of entrepreneurship. In spite of the fact there is a general awareness of the various financial and non- financial facilities available, the reluctance to avail the same has to be investigated. The phobia of the system, the tedious procedure and corruption all work as hurdles need to be addressed. Creating mass awareness of the schemes clubbed with single window system can be a step in the right direction.

(d) Lack of finance can discourage prospective entrepreneurs, besides lack of required skills and skilled manpower adds to this rising competition and tedious procedures, these can be barriers that can dampen entrepreneurs. In this regard proper planning, market study and making a point to avail the assistance offered by the government can iron out the problems to a great extent.

(e) Given the fact that Goa is ranked as having highest rate of unemployment, Village Tourism can be a solution to provide jobs to young men and women. In the February 2011 State Legislative Assembly Mr. Nilkant Harlankar, Tourism Minister had commented that USD 912 million was earned in 2009-10 fiscal year in the form of foreign exchange from tourism, and that Goa's one third population is dependent on this industry. More locals be brought in this entrepreneurial circle, by means of village tourism is a view that tourists and entrepreneurs agree on.

To sum up,

1. Given the fact that Goa is a 'brand' in itself, special efforts is not necessary to market the villages, what is required is to draw up the suitable villages that can be marketed.
2. Entrepreneurs and tourists should be sensitized to this form of tourism as it spells novel opportunities for the former and novel experience for the latter.
3. Other prevalent conducive factors being -unexplored villages, warm host, availability of financial and non financial resources etc. will facilitate in injecting village tourism effortlessly.
4. Furthermore, strategic planning and re-structuring the existing tourism policy is required to inject an element of sustainability as well diversify its services.
5. A long term vision is the need of the hour, and though Destination life cycle model may not be an infallible tool, it sure can prove an effective one especially in avoiding the mistakes of the past.
6. Undeniably, tourism has triggered economic growth in the state but, sadly, stimulating tourism is receiving precedence over social policies, this issue needs to be addressed.
7. No plan can materialize unless the people are taken into confidence, as Village Tourism is all about people and their villages and their way of life, it is of paramount importance that their approval and sanction is acquired willingly.
8. Apart from the participation of the people, participation of private and public bodies is equally essential, this coordinated gesture will aid to chart out the intricacies and carry out the much required infrastructure development particularly in Talukhas such as Sattari, Sanguem, Pernem as also undertake related mega-projects e.g de-silting the rivers and back waters of the state etc thus, enabling not only to boost but also bring about a restructuring of this significant industry of the state.

7.5 POINTERS FOR FURTHER RESEARCH

Further research could also be undertaken to give a holistic as well as quantitative- empirical frame-work to this research. Attempts to move from 'Beach tourism' into other forms of tourism namely Village Tourism warrants certain requirements.

1. In this regard, the construction of the database of each village should be undertaken especially the gigantic task of identifying socio-cultural as well as historical past of each village and in turn chalking out the tourism potential of the same, can prove to be an independent study.
2. Since the inception of the tourism in the state, the entire focus has always been the beaches, the sun, sand and surf. Such a tourism package is much sought after by international and domestic tourists. The reasons for stereotyping (beach centric tourism) and its implication could be further investigated in depth.
3. The socio-cultural study of state at macro level and the villages at a micro level, particularly along the coastal belt. During the course of study facts like school drop outs, drug addiction, prostitution and the like came to light. The ethnic culture has undergone a total transformation can this be attributed to Tourism alone? needs to be studied.
4. As also the depth and gravity of crimes committed in the state, the reasons for failures to reduce and eliminate the same, and its role as denting tool of a perfect holiday destination could also be further investigated in depth
5. Although this study deals with entrepreneurs and the concept of Village Tourism, it would indeed be useful, in order to gain more powerful insights into the subject by integrating into the discourse, other disciplines such as Sociology, history and the like to get a clearer picture of the state of affairs.
6. Private Public Projects can transform the status of the industry and the lives of the host community in this regard study may be undertaken to boost the industry performance.

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QUESTIONNAIRE FOR TOURISTS

The main objective of this questionnaire is to know about the Tourists Profile for the purpose of developing a Rural / Village tourism package, with an aim of making the tourists to have first hand experience of the rural/villages in Goa which remained unexplored till now. The information collected through this questionnaire will be kept confidential and only the generalized view-points will be used for the study.

Date of contact:

Place of Contact:

A. GENERAL PROFILING

1	Name :	
2	Age :	Below 30 / 30 – 50 / 50 – 60 / Above 60
3	Gender :	M / FM
4	Marital status :	Single / Married
5	Education :	To gradation/ post graduation/ professional
6	Occupation :	
7	Monthly Income :	<20,000(IT < 50000)/ >20,000 (IT>50000)/ no income
8	Place of Origin :	
9	Address / email :	
10	Season	Jan- March / April- June / July-Sept / Oct-Dec

11. Please specify in which social class you belong to:

a	Individual		d	Elderly People	
b	Couple with no Kids		e	Friends	
c	Family with Children				

12. Please specify which tourist class you belong to:

a	Individual tourist		d	Leisure and recreational tourist	
b	Package tourist		h	others	
c	Business tourist				

B DESTINATION RELATED ASPECTS:

13. Please specify the main reason for travelling to Goa(form of tourism availed):

a	Beach tourism		e	Business travel	
b	Adventure tourism		f	Culture	
c	Leisure tourism		g	Night life	
d	Pleasure tourism		h	other	

14. Please specify mode of transport

a	Road	
b	Rail	
c	Air	

15. Please specify Frequency of travelling

a	first timer	
b	second timer	
c	frequent traveller	

16. Please specify travelling stimulated by

a	Government Ads/ promotion	
b	Travel literature	
c	Feedback from other travellers	

d	Travel organization	
e	Internet	

17. Please specify place of stay

a	Star hotel/resort	
b	Relatives/ guests	

c	Lodging	
d	Own flat	

18. Please specify type of services availed

a	Transport	
b	Bar and pub	
c	Nightlife	
d	Cultural	

e	Restaurant	
f	Water sports	
g	Health	
h	Others; please specify	

19. Please specify trip span

a	1 day - less than a week	
b	Week - less than a month	
c	Month - 3 months	

d	3 months - 6 months	
e	More than 6 Months	

B. INDIVIDUAL PERCEPTIONS ABOUT VILLAGE / RURAL TOURISM

20. Heard about village or rural tourism package

a	Yes	
b	No	

21. Which Indian State village/rural tourism package you are familiar with.

a	Rajasthan	
b	Kerala	
c	Himachal Pradesh	
d	Any other state	
e	unaware	

22. Opinion about developing /injecting new package of village or rural tourism in Goa

a	Goa's beach tourism is good	
b	No fun in the villages,	
c	Yes, its a good concept	

23. Village Tourism dimension

a	Nature: Spring, Beaches, Mangroves, etc	
b	Heritage: Forts, Palaces, Monuments, etc	
c	Spiritual: Temples, Churches, Mosques, etc	
d	Culture: Dance, Music, Feasts, Festivals, etc	
e	Adventure: Sports, hallmark events	
e	Others: Health rejuvenation, Adventure, etc	

24. In your opinion, (Saturation) Goa needs to move into new tourism theme; viz.;
Village Tourism

a	Increasing competition form other states	
b	Beach Tourism has lost its charm	
c	Need to create sustainable industry,	
d	Any other reason:	

25. Please specify approach of local community as experienced by you.

a	Friendly	
b	Indifferent	
c	Hostile	

26. Personal Problems encountered

a	Accommodation	
b	Transportation	
c	Locals	
d	Food	

e	Safety , security	
f	Theft	
g	Traffic	
h	Discrimination	

27. Problems encountered at state level

a	Lack of Infrastructure	
b	Lack of Government support	

c	Lack of local support	
d	Lack of safety and security	

28. Any other comment

- a. Any pleasant experience
- b. Any unpleasant experience
- c. Any suggestions

C. GENERAL OPINIONS:

29. Took assistance from

a	Travel agencies	
b	Tourist Guides	

30. Services Aailed

a	Non-MICE	
b	MICE	

31. Rating the facilities

a	Excellent	
b	Good	
c	Average	

32. Products consumed

a	Non-alcoholic	
b	Alcoholic	

33. Talukha Visted

a	North Goa	
b	South Goa	

34. Tourist Season

a	First quarter	
b	Second quarter	
c	Third quarter	
d	Fourth quarter	

35. Place of stay

a	Village	
b	Town	

36. Tourism accommodation availed

a	Govt.	
b	Private	
c	Self	
d	Others	

37. Opinion about the state

a	Has great historical significance	
b	Has rich cultural heritage	
c	Has scenic beauty	

38. Final Comments

QUESTIONNAIRE FOR ESTABLISHMENTS
(In Tourist Centric and Non Tourist Centric Villages)

The main objective of this questionnaire is to know about the Entrepreneurial Profile and for the purpose of developing a Rural / Village tourism package; this exercise aims at providing the tourists to have first hand experience of the rural/villages in Goa which remained unexplored till now. The information collected through this questionnaire will be kept confidential and only the generalized view-points will be used for the study.

Date:

Place:

A. GENERAL PROFILING

1. Name and address:

2. Age

a	Below 30		
b	50-60		
c	30-50		
d	Above 60		

3. Gender

a	Male		
b	Female		

4. Origin

a	Goan		
b	Non-Goan		

5. Marital status

a	Single		
b	Married		

B. ENTERPRISE RELATED ASPECTS

6. Year of inception

a	Pre-2000		
b	Post-2000		

7. Monthly income

a	<10000		
b	10000- 25,000		
c	>25,000		

8. Category of enterprise

a	Hotel and Restaurant		
b	Consumer products/store		
c	Water sports		
d	Night Club		
e	Fast food units		
f	Health/medical		
g	Educational		
h	Travel agency		
i	Taxi/transport		
j	Art gallery, theme units		
k	Real Estate		
l	Others		

9. Business Season

a	First quarter		
b	Second quarter		
c	Third quarter		
d	Fourth quarter		

10. Form of Establishment

a	Proprietorship		
b	Partnership		
c	Co-operative		
d	Company		

11. Years in business

a	< 5 years		
b	5-15 years		
c	>15 years		

12. Initial investment

a	<250,000		
b	250,000-300,000		
c	>300,000		

13. Funding by

a	Self-own capital		
b	Friends & relatives		
c	Bank		
d	Other		

14. Workers employed

a	<10		
b	11 to 50		
c	>50		

15. Local employed

a	Yes		
b	No		

16. Prompting to start business

a	Family		
b	Tourists		
c	New enterprise		

17. Are you aware of various schemes offered

a	Yes		
b	No		

18. Have you availed of the schemes

a	Yes		
b	No		

19. plan to avail these schemes

a	Yes		
b	No		

20. Not availed due to

a	Tedious procedure		
b	Corruption/ bribes		
c	Not interested		

21. Due you plan to expand

a	Yes		
b	No		

22. Means to raise funds

a	Government schemes		
b	Banks		
c	Own capital		
d	Friends & relatives		

A. TOURISM RELATED ASPECTS

23. Business caters to

a	Locals		
b	Domestic tourists		
c	Foreign Tourists		

24. Problems faced

a	Lack of resources -Finance		
b	Lack of resources, non-Finance		
c	Tedious rules/procedure		
d	Competition		

25. Marketing effective

a	Local level		
b	State		
c	International		

26. Marketing media

a	Word Of Mouth		
b	Print Media		
c	E-Media		
d	None		

27. Marketing by

a	Self		
b	Association		
c	Government		
d	Private agents		

28. Beach tourism has reached saturation point

a	Yes		
b	No		

29. Village tourism as alternative to beach tourism

a	Yes		
b	No		

30. Marketing of your village is acceptable

a	Yes		
b	No		



31. Tourist and local interaction

a	friendly		
b	Indifferent		
c	Hostile		

32. Your village mapping

a	Infrastructure		
b	Safety and security measures		
c	Resources not sufficient		

33. The negative impact of Village tourism

a	Social/culture values		
b	Environment degradation		
c	Real estate speculations		
d	Life in general		

34. The positive impact of Village tourism

a	Get jobs		
b	Decrease/ stop migration		
c	Revive old art, craft		
d	Empower poor		

35. Role of Government in general

a	Active		
b	Passive		
c	Indifferent		
d	No comment		

36. Final Comments

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