

# The Economic and Socio-Cultural Balance Sheet of Tourism in Goa: Future Options

Dr. Savio P. Falleiro

Department of Economics, Rosary College of Commerce and Arts, Navelim, Salcete, Goa, India – 403 707

**Abstract-** Tourism is an important activity that has been present across the world for ages. Notwithstanding its numerous merits and benefits, tourism has its weaknesses and shortcomings too. This paper attempts to provide a balance sheet of the economic and socio-cultural impacts of tourism on Goa, a state in India known for its relatively tourism-centric economy. Based on the same and on experiences drawn from other tourism dependent regions across the country and the world, the paper draws a list of options for Goa for the future – options that would minimize the problems created by unplanned tourism while at the same time extracting the maximum that planned and responsible tourism can offer.

**Index Terms-** balance sheet, economic impact, Goa, socio-cultural impact; tourism

## I. INTRODUCTION

Travel and tourism is an important economic activity across the globe. While the total contribution of travel and tourism to GDP was US\$ 6,990.3bn or 9.5 percent of GDP in the year 2013, the total contribution to employment was about 265.86 million jobs, i.e. 8.9 percent of total employment in the same year (WTTC 2014, 3–4).<sup>1</sup> The tourism sector is one of the largest service industries in India. Goa is one of the states of India known for attracting tourists, both national and international. Having a population of about 1.5 million people, among other things Goa is known for its churches, temples, beaches, forts, music festivals, cuisine, cultural festivals etc. Goa is said to be India's richest state with a per capita income of two and a half times that of the country; and it was ranked the best placed state by the Eleventh Finance Commission for its infrastructure and ranked on top for the best quality of life by the National Commission on Population based on 12 Indicators (*Economic Survey 2013–14*, 22). Fourth smallest state in India in terms of population and smallest in terms of area, Goa has a coastline of about 105 kilometers. Having a total of about 269 kms of National Highways, one major port (besides five minor ports), one airport, besides rail connectivity, Goa is well connected to other parts of the country.

Goa generally ranks among the top 12 tourist destination states in India, albeit towards the bottom contributed to a large extent by its small size. The growth rate of tourism in Goa, was estimated to be 12 percent in 2013, higher compared to earlier years (*Economic Survey 2013–14*, 5 and 83).<sup>2</sup> According to provisional figures provided by the Department of Tourism, Goa received 3.12 million tourists in 2013, with 0.49 million being international tourists and about 2.63 million being domestic

tourists (*Economic Survey 2013–14*, 172). Large numbers of foreigners come to Goa as chartered tourists. In the year 2013 there were 1,128 charter flights landing in Goa, with 895 flights (almost 80 percent) being from Russia alone (Chari 2014, 1). While average amount spent by foreign tourists per day was found to be more than double the amount spent by domestic tourists (Datamation Consultants 2005–2006, ix and 70); according to a prominent hotelier and President of the tourism committee of Goa Chamber of Commerce and Industry (GCCCI), the average stay of a domestic tourist is 3 days as compared to 12 days of foreign tourists (see Fernandes 2014, 14). According to the report of Datamation Consultants (2005–2006), while major items of expenditure of domestic tourist's were found to be accommodation service at 30.4 percent, food at 30.35 percent and travel at 13.26 percent,<sup>3</sup> the main purpose of visit to Goa by domestic and foreign tourists was leisure. According to the same report most of the tourism in Goa is concentrated in the coastal stretches with over 90 percent of domestic tourists and over 99 percent of the international tourists frequenting these areas. While the total number of hotels in Goa is 2,777, with starred hotels being 49; total hotel rooms are 26,859, with starred hotel rooms being 4,519 (GIP 2014, 2).

Goa has witnessed drastic changes in the tourism sector ever since the advent of the hippies in the 70s. Over the years tourism has influenced the state, its economy and people in a very significant way. Though tourism was always an important industry in Goa, the focus on the same has nevertheless got all the more obvious and strong ever since the other major industry of Goa, mining, got shut down. The impact of tourism be it on Goa or on any other tourist dependent region, can be felt and observed from various dimensions. This paper attempts to draw a balance sheet of tourism in terms of its economic and socio-cultural impact on the state. Like a coin having two sides, so does tourism. The paper thus lists out the positive as well as negative implications of tourism. On the basis of the same the paper proposes towards the end options for the future keeping in mind the present scenario in Goa, as well as the experiences of other tourist dependent regions.

## II. B1. POSITIVE ECONOMIC IMPACT

Though not pertaining to Goa alone but to other tourist destinations as well positive economic implications of tourism include: increased tax revenue (Selvam 1989, 36; Negi 1990, 79); foreign exchange earnings (Negi 1990, 80–83; Kumar 1992, 89); increase in national income (Kumar 1992, 87–88); redistribution of national income (Negi 1990, 66; Kumar 1992, 91); operation of the multiplier effect (Mukhopadhyay 2010, 85;

Selvam 1989, 24–25; Seth and Bhat 1998, 15);<sup>4</sup> increase in household and cottage industries; increased employment and self employment; productive use of latent resources; increase in exports, etc. In addition to the above, other positive economic outcomes of tourism experienced by economies in general including Goa include, improved infrastructure, increase in retail businesses and small trade, increased income, improved standard of living, dispersion of development to non-industrial regions, etc. (Negi 1990; see also Kreag 2001, in Marzuki 2012, 201).

Leaving aside the nature and size of net gains, in terms of gross returns tourism has contributed its share to the Goan economy.<sup>5</sup> According to Kamat (2014) foreign exchange earnings from foreign tourist arrivals in Goa could hover between Rs 8,000 to Rs 15,000 crores annually. With reference to infrastructure, not only has it benefitted tourists, but the locals and for non-tourism purposes as well. With regards taxes, tourism has provided ample opportunities for the collection of direct and indirect tax revenue besides other fees. With reference to tax revenue, casinos alone contributed Rs 135.45 crore earnings in 2012–13.<sup>6</sup> It needs to be noted that Goa is one of two Indian states along with Sikkim (besides Daman which is an Union Territory) with legal casino gambling. The single window system for according permission for organizing ‘Tourism related events’ fetched the state Rs. 2.15 crores (*Economic Survey 2013–14*, 86). Likewise, while by issuing permissions for erection of huts, tents and temporary shacks in private properties for the tourist season 2013–14 the State earned revenue of Rs. 48.12 lakhs, by tendering parking lots located at Calangute and Mangueshi the government generated Rs. 60 lakhs (*Economic Survey 2013–14*, 86). In terms of employment, like the global scenario it is claimed that almost one in 10 jobs is directly or indirectly attributable to tourism. Not only is tourism by and large a labour-intensive industry (Selvam 1989, 38; Negi 1990, 74; Kumar 1992, 88; Seth and Bhat 1998, 4), it is also gender neutral in nature providing employment to a large number of women. While skilled and unskilled jobs are created, the elderly and housewives are also earning and self-sustaining via tourism by way of managing small shops and kiosks or renting rooms or two-wheelers.

### III. BII. NEGATIVE ECONOMIC IMPACT

As reported by many including Kreag (2001, in Marzuki 2012, 201) examples of negative economic consequences of tourism, be it on Goa or other tourist destinations, include: rise in cost of living (Kumar 1992, 92); leakages in income (Kamat 2014); rise in density of population (Solomon 2009, 2); high foreign exchange outflows; benefits to non-locals; artificial shortages; wasteful use of resources including water;<sup>7</sup> conversion of agricultural land; drop in agriculture<sup>8</sup> and traditional fishing as livelihood options; pressure of mass and unplanned tourism on infrastructure and natural resources;<sup>9</sup> etc.

One negative economic fallout of tourism has been rising prices and cost of living. Locals have often been ‘outriced’ in terms of land and daily consumption items like fish. While money-wielding tourists dictate the market, locals have invariably turned into foreigners in their own land – both because of dwindling numbers and lack of matching money power. In terms of employment, much of the same has gone to non locals,

with locals often getting lower rung jobs only. While the world over the local community generally is the primary beneficiary of the fruits of an activity like tourism, in Goa it has often been otherwise with the benefits often going to others including foreigners.<sup>10</sup> It needs to be mentioned here the dubious role played by foreign enclaves within the state as reported by local residents as well as media reports. While locals often sacrifice their land and aspirations and deal with adverse externalities of tourism including garbage (Monteiro 2014a, IV; Jha 2014, 8-9), congestion, rising cost of living and eye-sores like wayside cooking and open toilets, the benefits to a significant extent have gone to others.

Related to the issue, particularly of foreigners benefiting from tourism income, is the issue of leakages. While the tourism sector generally has a substantial multiplier, the same gets reduced in Goa due to various leakages, thus taking income out of the state with lesser net earnings to the local economy, local people and/or government. Leakages take place on account of various reasons including remittances made by foreign investors in Goa or due to increase in imports of tourism related goods not available locally. According to Kamat (2014) estimate of revenue leakage from tourism sector alone is annually Rs 1,200–1,500 crores which includes excise duties, VAT and entertainment tax. Though not with reference to Goa, UN statistics indicate that on an average only \$5 out of \$100 spent by foreign tourists actually stay in a developing country (ibid). The issue of leakages, multiplier and earnings gets compounded due to the mass advent of charter tourists to Goa, many of who pay major portions of their amounts payable abroad and not in Goa. A UN study on the economic effects of tourism in developing countries showed that about 80 percent of travelers expenses are paid to international companies by way of airline fares, hotel and tour reservations (ibid). Incidentally, chartered tourists are found to pay at times as low as \$15 per day only.

Though debatable, reports suggest, though technically may be incorrect, another leakage, i.e. expenses incurred by the government of Goa towards participation in tourism related road-shows, exhibitions and travel marts. These expenses are loosely considered a leakage since income or business generated due to such participation at least in certain places, is significantly less than the total expenses incurred. This is verifiable with the number of tourists arriving from such places (see also Verma 2014b, 1). Until recently half the foreign tourists coming to Goa were from Russia and UK alone and not from the other places where Goa participated. Often concerns raised by experts, citizens, academicians and others with regards to such expenses get summarily dismissed by authorities who unflappably state that the expenses incurred are ‘investments’. That they are or may not be investments can be seen though reports of the Comptroller and Auditor General (CAG). According to one report between 2007–12 Goa participated in 38 International Travel Marts (ITMs) and organized 15 road-shows worldwide spending Rs. 19 crores. However, no MOUs were signed during these shows/ITMs (Sen 2014).<sup>11</sup> Likewise, between August–November 2011, 14 road-shows were organized at Rs. 4 crores; while the same were expected to draw 150 tour operators and travel planners for participation in events and showcase Goa as a brand, only 25 to 64 participants turned up for the same (ibid).

#### IV. C1. POSITIVE SOCIO-CULTURAL IMPACT

Goa is becoming increasingly cosmopolitan – earlier because of its history and geography, now because of tourism. Some positive socio-cultural effects of tourism on Goa have been: conservation of cultural events, sites and skills; first-hand knowledge of foreign cultures; easy acceptance of social differences; removal of prejudices etc. Many art forms and traditions which would have gone extinct have been kept alive on account of tourism. Though one may call it neutral, there have been cases of marriages taking place between locals and tourists. These could in a way facilitate auto-assimilation of diverse cultures within the confines of the households itself. With the advent of tourism in a big way household decision making has often been found to shift away from the household head (usually a male) to others as well. With the financial empowerment provided by increased job opportunities to different household members by tourism, presence of multi-decision makers in a family (including females) is now not uncommon in Goa.

#### V. CII. NEGATIVE SOCIO-CULTURAL IMPACT

Some of the negative socio-cultural fallouts of tourism on Goa have been: commercialization of traditions; dilution of cultures; development of artificial culture; loss of identity; disruption of personal relations; rise in unhealthy competition; discontentment and uneasiness; forced changes and adjustments; changes in the local languages; demonstration effect; socio-culturally inappropriate imitation of foreign lifestyles; changes in food and local cuisine; destruction of heritage sites (sometimes in the name of tourism and beautification); denial of access to locals on beaches; unhealthy lifestyles; increase in lifestyle diseases, HIV infections, prostitution, pedophilia and trafficking; operation of mafias; disturbance in traditional family life; break-up of families due to issues like alcoholism, addiction to gambling, indebtedness and even suicides contributed by so-called tourist attractions like casinos etc. Tourism has brought in the feeling of estrangement among a large number of local residents, that too in their own locality. Villages that once housed 85 families now have to contend with mega housing projects which contain even 550 flats (Solomon 2009, 3). It is a fact that consumption behaviour, sleep patterns, grooming styles, genres of music, etc. have changed substantially in present times. Though these cannot be attributed to tourism alone, the role of tourism cannot be brushed aside. Faulty marketing often gets Goa wrongly portrayed as the place for easy availability and cheap alcohol, drugs and sex – and we get large number of tourists precisely for the same. Cultures, traditions, places and events of Goa are still not portrayed correctly by the government and/or stakeholders nor understood properly by tourists as can be seen by way of example half-naked tourists in religious places.

#### VI. D. OPTIONS FOR THE FUTURE

Tourism development has always been an integral part of the country's Five Year plans, with the National Tourism Development Policy, 2002, aiming to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in an

environmentally sustainable manner.<sup>12</sup> In spite of the importance accorded to tourism, and with India relying on tourism for around 7 percent of its economy, of late visitor numbers have dropped; in 2013 India attracted less than 7 million tourists, compared with cities like London, which had twice as many (Kannan 2014); with countries like Thailand receiving 26.5 million and China 55.7 million tourists (Sequeira 2014a, IV). For the same year our share of tourists was just 0.64 percent of the global figure, ranking us 42<sup>nd</sup> in the world compared to number 4 of China (ibid). Incidentally, compared to the 6.97 million foreign tourists that India received in 2013, nearly two and a half times that number (16.63 million) Indians travelled abroad (ibid). Despite its merits, tourism is highly unpredictable. Epidemics,<sup>13</sup> recession, terror threats, exchange rate changes,<sup>14</sup> conflicts,<sup>15</sup> competition,<sup>16</sup> or even rumours can cause drastic fall in arrivals. Failure of tourism, with no alternative to fall back on, can lead an economy into disaster. Goa, with substantial amount of haphazard, unplanned and volumes-alone-focused mass-tourism can be potentially heading for the same, unless appropriate measures guided by focused short and long term vision documents are in place. During December 2014, peak season for tourism in Goa, stakeholders are bitterly complaining of drastic fall in foreign tourist arrivals. While occupancy in hotels took a hard hit (Verma 2014c, 1),<sup>17</sup> luxury resorts were resorting to rate cuts (Sequeira 2014b, 2), stakeholders were contemplating shutting down businesses like beach shacks as early as in January 2015 (Verma 2014c, 1),<sup>18</sup> with many not having enough money to pay suppliers and workers like waiters and cooks (Chari et al 2014, 1), or paying them with their personal funds (Verma 2014c, 1).

For various reasons tourism often gets a disproportionate onus of shouldering Goa's economic needs. Goa is said to be targeting 5 million tourists in 2015–17, with 4 million arrivals expected on account of the Exposition of St. Francis Xavier (Verma 2014a, 8). Can Goa cater to more tourist foot-falls? The challenge is all the more since with Goa becoming a famous hub, numerous mega events often happen in the state, that too more or less at the same time, particularly between November and February.<sup>19</sup> Though may be contra-argued by some, in terms of Tourism Carrying Capacity analysis<sup>20</sup> it appears that Goa can manage more tourists at least in the near future (IL&FS 2012, 20–21), albeit with more focused planning and increased investments to take care of needs like better roads, changing rooms, waste treatment and management,<sup>21</sup> toilets, parking etc (IL&FS 2012).

In the context of the socio-eco-cultural impact that tourism has borne on Goa, what could be the way forward for the tourism sector? While certainly worthy initiatives have been taken by the government, Goa Tourism Development Corporation (GTDC) and others in shaping the industry, much still needs to be done so that we do not prematurely burst the bubble through unplanned and haphazard growth and overdependence. Initiatives that could help bolster tourism in Goa are as follows (these are listed on the basis of the existing socio-economic-cultural status of Goa vis-à-vis tourism and experiences of other tourism dependent regions):

(1) *Promote Community-based Eco-Tourism*: Sustainable, just and equitable; done successfully in many places including Kerala.

(2) *Promote Medical Tourism*: Viable for Goa/India and carries a higher multiplier value than regular tourism. According to 'Facts of Medical Tourism' provided by Bubna (2013, 101–102), millions of patients travel to other countries for Medical Tourism each year, with a June 2009 MTA Patient Survey finding almost 83 percent of patients traveling with a companion, with almost 90 percent of patients or their companions engaging in tourism activities.

(3) *Have a comprehensive model Charter / Code of Tourism*: Needed to keep systems in place and to encourage responsible tourism. Responsible tourism is that which aims to minimize adverse environmental and socio-cultural impacts, and generate greater economic benefits for the locals (ICRT 2003, in Weeden 2005). To begin framing a model charter for Goa, charters of other places across the world could be used as starting blocks – the same could then be recast and (re)modeled to suit local needs, aspirations and vision.

(4) *Promote Family-oriented Tourism*: Goa's Director of Tourism agrees that encouraging Goa as a family destination will help curtail the menace of unruly public behavior on account of increasing domestic tourists many of whom are all-male groups (Shrivastava 2014, II).<sup>22</sup> Family oriented tourism can also reduce evils of mass tourism like prostitution and pedophilia; besides adding days of stay (and help the local economy earn more income).

(5) *Promote Heritage / Pilgrimage / Religious Tourism*: Appropriate for Goa as the state has got rich history and architecture in addition to forts, rock carvings, temples, churches, etc. With the richness that Goa possesses, the same is an excellent option to divert tourists away from the overcrowded and oversaturated coastal belt.

(6) *Promote Adventure, River, Hinterland, Cruise and MICE Tourism*: The first three are excellent as community based eco-tourism initiatives. Incidentally, Goa has 255 kms of navigable internal waterways (GIP 2014, 2), besides one major port and five minor ports. Needless to say, infrastructure which we are substantially deficient in (see IL&FS 2012) has to be fast put in place. Incidentally, with regards to cruise tourism, poor infrastructure contributed to its slump in Goa;<sup>23</sup> the number of liners arriving dropped from 25 in 2011–12 to 17 in less than three years, with a 50 percent drop in overseas visitors (Sequeira 2014a, IV).

(7) *Put a selective cap on foreign tourists*: This should be done at least in the peak season on the basis of minimum amount to be spent per day: Those foreign tourists who cannot spend the pre-determined minimum amount should not be encouraged to Goa. Considering the small size of Goa these tourists are of no significant value to the economy; on the contrary they could be of nuisance value in terms of garbage, congestion, extra load on limited and fragile infrastructure etc.

(8) *Deal firmly with foreigners illegally usurping benefits at the cost of the locals*: Whether it is tourist transport, guides or otherwise, few foreigners are often accused in Goa for doing business illegally at the lost of the locals. While the same should be clamped down, so should foreign enclaves set up on local soil.

(9) *Have a realistic plan – and planning forwards*: i.e. from basic requirements to final project or activity. Often the reverse happens in Goa, for example, water sports. While the same is more-often-than-not organized in a haphazard manner in

different beach areas, endangering the lives of both the water sports enjoying tourists as well as of the passive passersby, guidelines for the same come into the picture only when an ugly accident or tragedy occurs. Why cannot guidelines be in place before permissions are given to start such activities? Besides locals, not having realistic plans or guidelines can have an adverse bearing on tourists themselves.

(10) *Initiate faster decision making*: This does not always happen – affecting stakeholders and tourists alike. Two instances by way of examples are as follows: (a) grant of licences for beach shacks often gets delayed by even a month into the tourist season; and (b) issue of license for the EDM festival *Sunburn* was kept pending for 11 months in spite of the organizers having successfully organized the event for seven years attracting huge crowds and supposedly pumping an estimated Rs 500 crores into the local economy.<sup>24</sup>

(11) *Provision of basic tourism infrastructure*: Like signages, roads, drinking water, parking, resting facilities, changing rooms, waste management etc. There is much to be desired in Goa on the said fronts (see also Jha2014, 8-9; Chari et al 2014, 1; IL&FS 2012); while some roads are basically those which existed decades ago, measures for disposal and treatment of waste, garbage and sewage are as good as absent, with the beach area itself littered with heaps of waste. Leaving aside signages in different languages required to cater to the needs of multi-regional and lingual tourists, there are more-often-than-not no signages even in English, Hindi (national language) or Konkani (local language).

(12) *Consultative and participatory process involving all stakeholders and locals*: The success of tourism entirely depends on the same.

(13) *Initiate strict monitoring and quick justice*: Websites promoting sex-tourism;<sup>25</sup> spas/beauty parlors (often acting as fronts for prostitution); outlets dispensing drugs,<sup>26</sup> etc. need to be firmly and quickly clamped.

(14) *Address without delay and political compulsions issues which affect tourism*: Unfortunately does not always happen in Goa, for example, the issue pertaining to tourist taxis. While as per natural just order the local taxis drivers (and not foreigners) should get the right to tourism transport business; at the same time allegations raised against them in terms of overcharging and strong arm tactics (see also Monteiro 2014a, IV) should be firmly tackled without delay.

(15) *Protect, encourage and involve the local community*: Promote home stays and small and medium guest houses; don't equate beach shacks with big hotels. All this will encourage local entrepreneurs and reduce leakages. At present there are accusations that shacks (run basically by locals) which are Goa's best ambassadors, are treated like pariahs by the government (Gupta 2014, 2); not only is there a delay in issue of licences, but there is no level playing field as well between shacks and class hotels. For example while registration fees for a class hotel is Rs. 5,000 across categories irrespective of rooms, the fees for non AC huts in beach shacks is Rs 3,000 and Rs 5,000 for AC huts (ibid).

(16) *Publicize and promote lesser known sites*. Though Goa is small, there are still many less known places of tourist interest, including beaches (IL&FS 2012, 3 & 22).

(17) *Have pro-active, tourist friendly, internationally competitive, efficient delivery and availability of tourist requirements:* At present Goa is plagued with high taxes,<sup>27</sup> high airport charges, lack of parking space for planes and motor vehicles, high visa charges, too many formalities etc. Presently with the cost of visas being so high, a family visiting Goa needs to shell out close to Rs. 50,000 on visas alone. Poor facilities made Condor Airlines,<sup>28</sup> operating for over three decades and bringing approximately 25,000 German tourists during a single season, to pull out from the state (see Monteiro 2014b, III).

(18) *Streamlining collection of taxes, fees etc:* Very important especially considering that Goa is generating a lot of tourist footfalls. In spite of the same generation of income to the public treasury is a matter of concern (see also Kamat 2014). Whether it is EDM festivals, accommodation units or other businesses, there are allegations of mismanagement, incorrect estimation of taxes, under-collection, corruption, nepotism and/or poor recovery that denies the state its rightful share of revenue in terms of taxes and fees.

## VII. E. CONCLUSION

For the success of good, responsible and sustainable tourism, tourism cannot be treated only in terms of commoditization of the tourist product, which unfortunately often is the case. While these artificial stances may provide a few photo-ops for tourists and help rake in earnings for the local stakeholders and economy in the short run, in the long run the same will not work as various destinations vie for the same footfalls of the tourists. To sustain tourism in the long run service providers need to deliver the 'real Goa experience' to the tourists – for anything else that we may try to offer, is already available elsewhere. Tourism is not just about numbers...it's about the quality of the numbers and the sustainability of the sector... (Sequeira 2014a, IV). Too many hotels are built and Goa is losing its charm...we do not need shopping malls, golf courses, private beaches or huge hotels...we need Goa to be Goa which is unique, not a copy of the West Indies or Thailand (Monteiro 2014a, IV). If the unique Goan environment (the primary reason why Goa has become a brand and why tourists come to Goa) is destroyed, so also will tourism – as other destinations will be more attractive and even cheaper (Chari et al 2014, 1). To put thing in perspective, in the words of a tourist (made in the context of the standard offered and cost of four and five star hotels in the state) '*...in Thailand I can get rooms in better hotels for half the price*' (in Monteiro 2014a, IV).

## VIII. NOTES

1. While the contribution to GDP was expected to grow by 4.3 percent to US\$ 7,289.1bn (9.6 percent of GDP) in 2014, the contribution to employment was forecast to rise by 2.5 percent in 2014 to about 272.42 million jobs, i.e. 9 percent of total employment (WTTC 2014, 3–4).
2. See also: Dept. of Tourism, Govt. of Goa, 22/01/2014: <http://www.goatourism.gov.in/travel-news/details/106/248>

3. According to Kamat (2014) as per previous surveys foreign and domestic tourists spend about 50 to 55 per cent of their money on food and beverages.
4. There are many types of multipliers related to tourism, including those pertaining to Employment, Sales, Income and Output. Additionally, reference can also be made to Direct, Indirect and Induced multiplier effects.
5. Unfortunate one may say, while the state planning department has admitted that it has no formula to capture contributions of tourism sector to the state domestic product (GSDP), the state planning department has failed to come out with a realistic assessment of the economic intensity in the tourism sector (Kamat 2014).
6. Retrieved from: [http://articles.economictimes.indiatimes.com/2013-04-13/news/38511289\\_1\\_crore-licence-fee-entry-tax](http://articles.economictimes.indiatimes.com/2013-04-13/news/38511289_1_crore-licence-fee-entry-tax)
7. For example while low budget hotels need 573 litres of water per room per day, luxury hotels need 1,335 liters per room per day on account of landscaped areas, swimming pools and number of restaurants (Solomon 2009, 2).
8. It has been found that over 50 percent of households in certain parts of North Goa have left their lands to lie idle without tending/cultivating them on account of tourism (Solomon 2009, 5).
9. Destruction of sand dunes and presence of toxic elements in well water have often been reported.
10. Estimates show that about 65 percent of rent-backs are owned by non-resident Goans, 20–25 percent by Goans from other Indian cities and only 10–15 percent by natives residing in Goa (Solomon 2009, 5).
11. See also: <http://www.heraldgoa.in/Goa/Finally-a-new-language-in-tourism-spending-A-for-accountability-/77187.html>.
12. See: Competitiveness of Tourism Sector in India with Selected Countries of World: Final Report. Ministry of Tourism, Government of India. AC Nielson ORG-MARG; retrieved from: <http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/studyreports/IndiaTourismGlobalpercent20.pdf>
13. Be it threat of Ebola, or even plague as was witnessed some years back in Surat.
14. This led to drastic drop in Russian tourists to Goa during 2014.
15. Drop in tourists from Ukraine as a result of the ongoing conflict is a recent example.
16. From international destinations like Thailand, Malaysia, Singapore, Sri Lanka and from local destinations like Kerala.
17. Occupancy in hotels and guest houses around Christmas time was even less than 50 percent in some hotels/guest houses – something unheard of in Goa with full occupancy otherwise being experienced during the entire Christmas–New Year period.
18. Regular tourism season in Goa otherwise extends to around May.

19. During this period festivals/events that attract hordes of tourists include the International Film Festival of India (IFFI), two to three Electronic Dance Music (EDM) festivals, Feast of St. Francis Xavier, Christmas, New Year eve, New Year, Carnival, etc.
20. Citing Alvin Chandy, IL&FS (2012, 15) defines TCC as 'the maximum number of people that may visit the tourist destination without causing destruction of the physical, economic and socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction'; TCC is an assessment based on three major indicators: Physical-Ecological, Socio-Demographic and Political-Economic (ibid).
21. Solomon (2009, 5) reports that only 11 percent of the high-budget and 67 percent of the luxury hotels were able to treat their sewage in treatment plants, with a large number of enterprises disposing their sewage in soak-pits or tanks.
22. According to sex classification of tourists in Goa, 68.45 percent of total tourists were male; relatively similar findings were observed for domestic as well as foreign tourists (Datamation Consultants 2006, viii).
23. See: *The Times of India*, 1<sup>st</sup> September 2014, 5.
24. See: *Herald*, 29<sup>th</sup> December 2014, 9; 'The burning issue under the sun'
25. As per a report appearing in the local daily *The Navhind Times* (23<sup>rd</sup> November 2014), the websites even mention the fees for sex services with charges ranging from Rs 20,000 to Rs 3 lakhs; according to one website 'Call girls include Russian, Spanish and also from the modelling field in Goa including local Goan for escorts'. Retrieved from: <http://www.navhindtimes.in/high-end-prostitution-racket-busted-2-held/>
26. Dispensation of drugs is widely reported in the media. By way of example see: 'There are organized drug gangs everywhere: Wagh' and 'Drug gangs are a part of Goa's ecosystem. Why deny this?', both in *Herald* (25<sup>th</sup> December 2014, 1 & 8).
27. See also *Herald*, 25<sup>th</sup> Dec 2014, 6; under 'Tourists' Footfalls'.
28. Direct flight from Frankfurt to Goa.

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AUTHORS

**First Author** – Dr. Savio P. Falleiro, Vice Principal, Associate Professor, Head - Department of Economics, Rosary College of

Commerce and Arts, Navelim, Salcete, Goa (India) – 403 707;  
Mobile No. 09422060384;  
Email: [saviofalleiro@gmail.com](mailto:saviofalleiro@gmail.com)