

Local Residents' Perception of the Psycho-Social and Economic Impact of Tourism in Goa

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Abstract- This paper explores the benefits and adverse effects of tourism on the psycho-social and economic life of the locals in the coastal village of Cavelossim, Goa (India). In the study a sample comprising 232 household heads were interviewed. Using *Chi-square* and *Kruskal-Wallis H* test, it was found that all household heads perceived that tourism had negatively impacted the psycho-social life of the locals. While the major economic benefits of tourism perceived were employment and increased income, the major adverse effect was increase in food prices. It was also found that due to tourism traditional occupations were abandoned for more lucrative employment.

Index Terms- crime, culture, economic impact, HIV, psycho-social impact, tourism

I. INTRODUCTION

Tourism is one of the largest and dynamically developing sectors that contribute actively to the social and economic development of a state and the country as a whole. Tourism is [travel](#) for [recreational](#), [leisure](#) or [business](#) purposes, and is for a limited duration only. It has become a popular global activity. Though commonly associated with trans-national travel, tourism also includes travel to another location within the same country. Although the visit of tourists to a destination area is transient, tourism can bring short and long term economic, environmental and socio-cultural effects on a destination (Meadows, n.d.).

The Psycho-Social Impact of Tourism: Tourism provides an excellent opportunity for locals to meet an array of interesting people, learn about the world, and expose themselves to new perspectives. Makan (2006) found that when locals experience different cultural practices, these increase insight and appreciation for different approaches to living and helps broaden horizons. These encounters also promote a greater acceptance to social differences.

Tourists visit a community to witness the glories of the past and to enjoy the beauties of the present, creating an increased demand for the restoration and development of historical and cultural exhibits. Many traditional ceremonies may be renewed, revived and readapted to the interests of tourist (Singh, 1996). According to Kreag (n.d.), tourism helps preserve the cultural identity of host population and promotes a greater tolerance of social differences.

Tourism can come to a community with a dark social and psychological side, too. Waitt (2003) argued that many societies live within a potentially alienating void of self- understanding

because of loss of family, gender, class, ethnic, religious, or other social relations that once acted as a source of self-identification and understanding of the past. Due to tourism locals change their values, beliefs and acceptable standards of behaviour leading to the development of an artificial culture in order to identify with the tourists. The locals may also feel estranged from their own localities when tourism development initiatives fail to consider their interests. According to Kreag (n.d.) some negative effects of tourism include unwanted lifestyle changes, alterations in the values and customs and the disruption of family life of the locals. Often tourism development initiatives like construction of hotels, shopping complexes and pubs may develop in residential areas where tourists live, forcing locals to adapt to the changes in the physical composition of the community. Additionally, tourists who live in a place for a long period of time could even work against local issues. Their presence in the community often causes locals to make adjustments in their routine day to day activities (for example forces them to alter travel routes to avoid excessive motor and human traffic at marketplaces and social or religious gatherings). The long term presence of tourists in a community has also often been found to change the structure of families in the community on account of locals marrying tourists. Additionally, many illegal activities may thrive in the relaxed atmosphere in tourist areas, which include underage drinking, crime, drugs, prostitution, gambling and smuggling.

The Economic Impact of Tourism: The economic benefits of tourism have been studied by many researchers like Andriotis (2004), Fredline & Faulkner (2000), Marzuki (2012), Mensah (2005), Perez & Var (1994), Ritchie & Inkari (2006), Waitt (2003) and Wang et al (2006). Some of the benefits of tourism often cited include: increased employment opportunities and tax revenue through new business opportunities and increased commercial activity within the host community. According to Bhatia (2002), as a result of catering to tourists, locals also enjoy better public facilities and improved infrastructure like airports, hotels, water supply, roads, sewerage, sidewalks, transportation, lighting, landscaping, parking, restrooms etc.

In the light of these benefits, lie some hidden costs often borne by the locals. Tourism undermines the livelihood of residents, with a typical example being the conversion of paddy fields in Kumarakom (Kerala) for tourism purposes. These conversions denied villagers of their livelihoods as well as increased the price of essential food products especially fish (Sebastian & Rajagopalan, 2009, in Chand, 2013). The highly seasonal nature of the sector creates high-risk under-employment or unemployment issues. Besides, the increased job opportunities available for the locals are mostly low-paying; in Goa for

example it is mostly the non-Goan personnel who are hired for the managerial/higher paying jobs. The influx of tourists brings with it a greater demand for goods, services, land and housing which increases prices and in turn increases the cost of living. According to Marzuki (2012), the most negative impact of tourism in Phuket (Thailand) was the increased cost of land and housing, and increased cost of living. When tourism services are outsourced, non-local owners and corporations often export their profits outside the community. Therefore, instead of being the beneficiaries of the venture the locals become the cost-bearers paying higher prices and taxes.

Goa is one state in India that has seen the impact of tourism on the culture and lives of its people. It is a small state on the south-west coast of India replete with natural beauty and a unique culture. The state renowned for its relatively western culture and pristine beaches has captured the attention of people worldwide. Ever since tourism took roots in Goa with the arrival of the hippies in the sixties, more and more tourists flock into Goa every year making it a favourite holiday destination for Indian and as well as international tourists. Over the years, increasing numbers of tourists visiting the villages in Goa have greatly impacted the lives of the local residents.

II. ABOUT THE STUDY

The present study/paper explores the local residents' perception of the impact of tourism on the psychological, social and economic life of the people in the small coastal village of Cavelossim in Goa (India). Cavelossim was inhabited by fishermen since ancient times and it stayed aloof from the turbulent historical events and religious cults in Goa (The Goa Villa, 2014). The village presents a kaleidoscopic view of the river Sal, the paddy fields and the soft, sandy beach of the Arabian Sea. It is one of the most beautiful beaches in Goa. Today, though a considerable proportion of the population still continue to engage in fishing, the livelihood of the locals is primarily concerned with tourism. The tourist attractions in Cavelossim include relaxation and sun bathing on the beach, dolphin trips and sunset cruises. The place also offers attractive shopping opportunities for Goan and Indian handicrafts. The beach, which is well connected to the airport and railway station, is a centre for a number of luxury hotels, [beach resorts](#) and budget hotels.

Objectives

1. To study the perceived impact of tourism on the psycho-social life of the local people on the basis of age.
2. To study the association between age and perceived impact of tourism on HIV infections.
3. To study the association between age and the economic benefits of tourism.
4. To study the association between age and the perceived adverse economic effects of tourism.
5. To study the impact of tourism on occupations (traditional versus recent).
6. To study the relationship between the duration of residence in Cavelossim and the attitude of the locals towards tourism.

Operational Definition of Variables

Independent Variable: 1) Age of the household heads

2) Duration of residence in the village of Cavelossim

Dependent Variables: Perceived impact of tourism on the psycho-social and economic life of the household heads.

- 1) Psycho-social life (family life, moral values, culture, crime levels and inappropriate behaviour)
- 2) Economic life (economic benefits, stimulation of the local economy, occupations, beneficiaries of tourism and adverse impact)

Sample

For the purpose of the study an individual survey procedure was used. A total of 232 household heads participated in this study,^{1,2} comprising of 151 male and 81 female household heads. The profile of the study sample is shown in Table 1:

Table 1 Sample Profile

Demographics		Age Group			Total
		30-54 yrs	55-64 yrs	65-90 yrs	
Gender of the household head	Males	66	43	42	151
	Females	14	29	38	81
Religion of the household head	Catholic	77	66	74	217
	Hindu	3	6	5	14
	Others	0	0	1	1
Income group of the household [^]	Rs. <2 lakhs	73	63	68	204
	Rs. 2-5 lakhs	6	6	9	21
	Rs. 5-10 lakhs	0	1	1	2
Educational qualification of the household heads [^]	Illiterate	6	10	29	45
	Up to Std. 4	1	3	15	19
	Std. 5-10	53	45	30	128
	Std. 11-12	11	6	4	21
	Graduate	3	4	1	8
	Postgraduate	1	0	0	1
	Diploma	1	0	0	1
	Professional	1	1	0	2
Period of residence in area	Others	1	0	0	1
	Since birth	61	52	67	180
	More than 15yrs	12	17	11	40
	Less than 15 yrs	7	3	2	12

Source: Fieldwork of the authors

[^]Excludes households which did not provide information.

Data collection and data analysis

The sample was administered a questionnaire of 47 items. The questions were designed in a forced choice format (dichotomous) and in a 5-point Likert scale (including reverse scoring). The questions aimed at understanding the impact of tourism on the psycho-social (moral standards, sexual permissiveness, inappropriate behaviour, conflicts, insecurity, alcohol and drug use, HIV infections, traditional family values, culture, character of the community, leisure and recreational activities) and the economic life (economic benefits, stimulation of the local economy, beneficiaries of tourism and adverse impacts) of the locals residing in Cavelossim, Goa. The data collected was analyzed using *Chi-square* and *Kruskal-Wallis H* test. It may be noted that percentage figures cited in this study are with reference to the overall sample, unless stated otherwise.

III. RESULTS AND DISCUSSION

Problem 1: To study the perceived impact of tourism on the psycho-social life of the local people on the basis of age.

Table 2: Indicating age differences in the perceived adverse impact of tourism on the psycho-social life of the locals[^]

Age Group	Psycho-Social Life				
	Moral Values	Culture	Crime	Inappropriate Behaviour	Family Life
30–54 years	27.6 %	24.8 %	27.6 %	36.0%	30.2 %
55–64 years	20.7 %	18.0 %	22.1 %	30.6%	25.8 %
65–90 years	21.2 %	20.7 %	21.2 %	31%	28.0 %
Total Percentage	69.5 %	63.5 %	70.9 %	97.6%	84%
χ^2	3.538	1.489	5.958	5.140	5.530
Sig.	.170	.475	.05*	.077**	.063**

Source: Fieldwork of the authors

*Significant at 0.05

**Significant at 0.1

[^]Figures pertain only to those who indicated that there was an impact.

Table 2 illustrates the percentage of household heads who consider that tourism has negatively impacted their psycho-social lives. It has been found that across age groups tourism has played a considerable role in the degradation of the psycho-social lives of the locals. Analyzing the impact of tourism on the moral values of the locals, it is observed that 69.5 percent household heads considered that tourism has lowered the moral standards of the locals and 63.5 percent of the household heads felt that tourism had diluted the local culture. However, there was no significant difference between the age groups in the perceived impact of tourism on the moral values and culture of the locals.

On analysing the negative impact of tourism on the crime levels in the locality, inappropriate behaviour among locals and the disruption family life, it was found that 70.9 percent, 97.6 percent and 84 percent household heads respectively, felt that tourism had negatively impacted these aspects of their psycho-social life. There was significant age difference in the perceived impact of tourism on the disruption of family life, inappropriate behaviour among locals and crime levels in the locality.

The lowered moral standards included, increased sexual permissiveness (including prostitution) and increase in teenage pregnancies and abortions in the locality. It is often observed that as tourists frequently visit certain localities, the host communities alter their customs, beliefs, language and dress to cater to the demands and comforts of tourists – by even lowering their moral standards. In some localities the traditional culture is superficially lifted from the villages and presented to tourists in their luxury hotels in a compressed environmental bubble (Menon, 1993). These practices only destroy the uniqueness of the traditional Goan culture.

Another cause for the degradation of moral standards and culture is the festival of *Carnival* in Goa. The *Carnival* was once a spontaneous affair supposedly introduced by the Portuguese. However, due to its tourism potential, the festival has lost its spontaneity and has become an artificial show with sponsored floats, live bands, scantily clad women and cardboard cut-outs of sponsored products. During such events tourists are often accused of misbehaviour with locals, causing a law and order situation in the state. Also, when locals come in contact with tourists, it gives them a glimpse of foreign cultures and beliefs. The locals are often found to imitate these lifestyles and to engage in culturally inappropriate behaviour like alcohol consumption, drug use, rowdy behaviour and promiscuous sexual living, thus leading to increased stress and conflict among the locals and with the tourists. These activities are only detrimental to the Goan culture.

Tourism has also led to an attitudinal change not only towards one's self and others, but towards traditional art and dance forms and ceremonial festivals also (Chopra, 1991). The locals, due to the western influences, have become individualistic and more oriented to personal profits, rather than benefits for the entire community. Therefore, each individual may open small business enterprises (e.g. pubs, clubs, general stores, restaurants, cyber cafes in residential areas) without considering its impact on the community as a whole.

Lastly, the nature of the tourism industry being based on seasonality and odd timings, the locals spend long hours away from home, returning late from parties and recreational events, thus reducing the quality time spent with family members; often

the meal times that they shared together have now become solitary activities thus disrupting family ties and bonds. Also, the increased financial independence may cause youth to break away from their families as in western cultures. According to Tsartas (2003), tourism brings about a change in the family structure, where male elders are replaced by young entrepreneurs with independent sources of income from tourism as chief decision makers in the traditional villages.

The highest percentage of household heads who perceived that the strongest negative impact of tourism in terms of increase in the level of crime, inappropriate behaviour and destruction of family ties in the community, were in the age group of 30–54yrs. The reason for this difference could be the increased exposure these individuals may have had to the changes tourism brought in their community. Being relatively young, members of this age-group are more involved in the tourism sector and thus experience the changes in their personal lives and their community more harshly.

Problem 2: To study the association between age and the perceived impact of tourism on HIV infections.

Table 3: Indicating age differences in the perceived impact of tourism on HIV infections

Age Group	Tourism causes an increase in HIV infections		
	Yes	Undecided	No
30–54 years	13.7%	13.1%	8.9%
55–64 years	12.2%	6.5%	12.5%
65–90 years	18.2%	5.4%	9.5%
Total	44.1%	25%	30.9%
χ^2	13.455		
Level of Significance	0.097*		

Source: Fieldwork of the authors

*Significant at 0.1

Table 3 indicates the perceptions of household heads who consider that tourism causes an increase in HIV infections. It is observed that 44.1 percent household heads consider tourism to be the cause of an increase in HIV infections. It is also observed that age is significantly associated with the perceived impact of tourism on HIV infections ($\chi^2 = 13.455$, $p < 0.1$) with household heads from the age group of 65–90 years having more of the said perception.

According to Bisika (2009) tourism is associated with increasing prostitution, drug abuse and a whole range of other sexual and reproductive health (SRH) problems such as early initiation of sexual activity, teenage pregnancies, multiple sex partners, unprotected sexual intercourse, HIV/AIDS and sexually transmitted infections (STIs). Recent statistics on tourist arrivals in Goa indicate 3 million tourists visiting the State in the year 2013. The number of international tourist arrivals went up by 9.27 percent and domestic tourists went up by 12.47 percent from the year 2012.³ To cater to the growing number of tourists, hotels provide entertainment facilities like parties, bars and discos which often allow liberal consumption and abuse of alcohol and

other mind-altering substances. These facilities may also be a business rendezvous for commercial sex workers. Alcohol and drug abuse disrupts the parts of the brain used in making rational decisions. Thus in altered states of consciousness locals and tourists may engage in risky and irresponsible behaviours, including soliciting prostitutes and using injectable drugs. GSACS (2011) found that 83–95 percent of new HIV infections in Goa are through the sexual mode of transmission.

Problem 3: To study the association between age and the economic benefits of tourism.

Table 4: Indicating age differences in the perceived economic benefits of tourism

Age group (years)	Economic Benefits of Tourism				
	Income	Employment	Tax Revenue	Infrastructure	Others
30–54	17.1%	8.5%	1.6%	3.1%	1.6%
55–64	13.3%	14.1%	1.6%	3.1%	.8%
65–90	16.4%	17.2%	1.6%	.0%	.0%
Total	46.8%	39.8%	4.8%	6.2%	2.4%
χ^2	10.059				
Level of Sig	0.261				

Source: Fieldwork of the authors

Referring to Table 4 indicating the benefits of tourism, the two outstanding benefits of tourism are income to the community (46.8 percent) and opportunities for employment (39.8 percent). There is no significant association though between age and the economic benefits of tourism ($\chi^2 = 10.059$; $p > 0.1$). While in case of income, it was the 30–54 years age group respondents who relatively perceived the greater positive impact, in case of employment it was the older age groups who relatively perceived more of the same. In a study by Perez & Var (1994), it was found that age was an important determinant of attitudes toward tourism with middle-aged residents more inclined to accept the positive economic impacts of tourism development. Husbands (1989) however found that older residents are less positive about the impacts of tourism (in Wang et al, 2006). The lack of significant difference in the perceived economic benefits of tourism could be due to the uniform benefits received from tourism, i.e., there is no single age group that specially benefits from tourism activities. The benefits can reach every person if any household member is associated with tourism related business on account of the income contributed to the household. Also, since there is no upper-age barrier for people to get involved in the tourism, there are young, middle-aged and even elderly people gaining a livelihood through tourism.

Problem 4: To study the association between age and the perceived adverse economic effects of tourism.

Table 5: Indicating age differences in the perceived adverse economic impact of tourism

Age group (years)	Adverse Economic Impact of Tourism					χ^2	Level of Sig
	Rise in price of food	Rise in price of land	Scarcity of goods	Extinction of traditional occupations	Others		
30-54	18.7%	9.8%	1.6%	3.3%	2.4%	8.227	0.412
55-64	22.8%	4.9%	0.0%	1.6%	2.4%		
65-90	21.1%	8.1%	1.6%	1.7%	0.0%		
Total	62.6%	22.8%	3.2%	6.6%	4.8%		

Source: Fieldwork of the authors

Referring to Table 5 indicating the perceived adverse economic impact of tourism, a rise in the price of food was the most serious adverse impact of tourism in Cavellossim (62.6 percent household heads). The other adverse economic effects of tourism were rise in price of land (22.8 percent), extinction of traditional occupations (6.6 percent) and scarcity of goods (3.2 percent). In a study by Marzuki (2012) it was found that the most adverse consequences of tourism were an increase in the cost of land and housing, and the increased prices of goods and services. Pertaining to the present study, there was no significant association between age and the adverse economic effects of tourism ($\chi^2=8.227$; $p>0.1$). Household heads, irrespective of age, felt that rise in the price of food was the most serious adverse impact of tourism.

Problem 5: To study impact of tourism on the traditional and recent occupations in Cavellossim.

Table 6: Traditional and recent occupations in Cavellossim

Occupation	Occupation 15 years ago				Recent / Last occupation			
	30 years	55 years	65 years	Total	30 years	55 years	65 years	Total
Coconut plucking/toddy tapping	3.1%	3.5%	3.9%	10.5%	0.0%	0.5%	0.5%	1%

Fishing	3.1%	3.5%	3.5%	10.1%	1.4%	3.1%	2.8%	7.3%
Farming	3.5%	1.8%	6.6%	11.9%	0	0.5%	1.3%	1.8%
Restaurant	1.8%	1.3%	1.2%	4.3%	2.3%	4.2%	1.9%	8.4%
Transportation	0.9%	0	0.3%	1.2%	5.1%	0.9%	0.5%	6.5%
Service	10%	7.5%	7.5%	25%	13.8%	9.7%	8.8%	32.3%
Professional	0.9%	0.9%	0.9%	2.7%	1.9%	0.9%	0.5%	3.3%
Others	11.0%	12.3%	11.0%	34.3%	11.6%	12.5%	15.3%	39.4%
χ^2	10.233				26.298			
Level of Sig	0.745				0.024*			

Source: Fieldwork of the authors

*Significant at 0.05

Referring to Table 6, considering the occupation of household heads 15 years ago, 32.5 percent household heads engaged in the traditional occupations including coconut plucking/ todody tapping (10.5 percent), fishing (10.1 percent) and farming (11.9 percent); 4.3 percent household heads engaged in tourism related businesses of running restaurants and 1.2 percent in transportation. Of the remaining, 25 percent household heads were employed in the service sector and 2.7 percent were professionals. There was no significant association between age and the occupation of household heads 15 years ago ($\chi^2=10.233$; $p>0.1$).

Referring to the recent occupations of household heads (Table 6) it is observed that the percentage of household heads engaged in the traditional occupations has reduced such that only 10.1 percent of household heads now engage in traditional occupations. These include coconut plucking/toddy tapping (1 percent), fishing (7.3 percent) and farming (1.8 percent). It is observed that the percentage of household heads engaged in tourism related businesses increased such that today, 8.4 percent run restaurants and 6.5 percent are engaged in the transportation business. The number of household heads employed in the service sector has also increased (32.3 percent). There is a significant association ($\chi^2=26.298$; $p<0.05$) between age and the recent occupation of household heads; it is apparent that by and large it is the first age group of respondents (30-54 years age-group) which is relatively less in traditional occupations and more in tourism related employment/activities.

Toddy-tapping, fishing, and farming have been the primary occupations of villagers of Cavellossim since time immemorial. Urban office employment and overseas shipping jobs have significantly reduced the numbers of youth choosing to enter into the occupation of their fathers (Larsen n.d.). Today more youth

choose easy employment in the now lucrative tourism business. For traditional farmers, agricultural practice has now become a part-time activity with the locals shifting to the service sector. Due to this extinction of traditional occupations, the Government of Goa introduced the *Goenchem Daiz Yojana* to encourage the dying traditional occupations in the state.⁴

Problem 6: To study the impact of duration of residence in Cavellossim and the attitude towards tourism.

Table 7: Indicating the association between duration of residence in Cavellossim and the perceived economic benefits of tourism

Duration of residence in Cavellossim	Economic Benefits of Tourism				
	Income	Employment	Tax Revenue	Infra.	Others
Since birth	33.6 %	33.6%	3.9%	6.2 %	2.3 %
Over 15 years	10.9 %	4.7%	0.0%	0.0 %	0.0 %
Less than 15 years	2.3 %	1.6%	0.8%	0.0 %	0.0 %
Total	46.8 %	39.9	4.7%	6.2 %	2.3 %
χ^2	9.054				
Level of Sig	0.338				

Source: Fieldwork of the authors

Referring to Table 7, the two major benefits of tourism were income to the community (46.8 percent household heads) and opportunities for employment (39.9 percent). These benefits were followed by increased tax revenue and improved infrastructure and public facilities in the community. There is no significant association between duration of residence and the economic benefits of tourism ($\chi^2=9.054$; $p>0.1$). Thus suggesting that there is no difference in the perceived benefits of tourism between the original residents of Cavellossim and those residents that may have relocated to the village less than 15 years ago.

Table 8: Indicating the association between duration of residence in Cavellossim and the attitude towards tourism

Duration of residence in Cavellossim	Should tourism be encouraged		Negative impact on character of the village	
	Yes	No	Yes	No
Since birth	52.0 %	25.8 %	32.3 %	45.1 %
Over 15 years	12.4 %	4.5%	2.7 %	14.6 %
Less than 15	4.9	0.4%	1.8	3.5

years	%	%	%	%
Total	69.3 %	30.7 %	36.8 %	63.2 %
χ^2	3.658		9.577	
Level of Significance	0.161		0.008*	

Source: Fieldwork of the authors

*Significant at 0.01

Referring to Table 8, there was no significant association between duration of residence and view that tourism should be encouraged ($\chi^2=3.658$; $p>0.1$). However, there was a significant association between duration of residence and the view that tourism has a negative impact on the character of the village ($\chi^2=9.577$; $p<0.01$). The household heads who were residents since birth were of the view that tourism brought a negative character to their village.

IV. CONCLUSION

Tourism being a multi-dimensional activity, affects all aspects of the life of a host community. The present study has revealed that the local populace of Cavellossim were of the view that tourism had disrupted their psycho-social lives. There were significant age differences in the perceived impact of tourism on the levels of crime in the community, the portrayal of inappropriate behaviour by locals and the disruption of family life due to tourism, such that the relatively lower age group of 30–54 years perceived a strong negative impact of tourism. Additionally, the locals also perceived that tourism had led to the lowering of moral values and the dilution and destruction of the unique Goan culture.

However, in spite of the above, the local residents considered tourism to be a booming sector as it had a vast potential for generating employment and income to the locals. Increase in tax revenue and improved infrastructure were also considered as other benefits of tourism. The more severe adverse effects of tourism perceived by the locals were an increase in the price of food, followed by increase in the price of land, extinction of traditional occupations and scarcity of goods. We can thus say that though the tourism industry has a huge potential of boosting the economy of a community, it can disturb the psychological and social wellbeing of the locals.

To maintain sustainability and long-term success of the industry the major stakeholders, namely the State and Central governments should take a stronger initiative to direct the private sector, voluntary organisations and the locals to develop tourism activities in a responsible manner such that the tourists are welcomed and entertained in the community and at the same time their activities are minimally intrusive to the host community. It is the task of all the stakeholders (not only the government) to continually evaluate the effects of tourism on the locals who are directly affected by tourism activities. The stakeholders should also give importance to the locals residing in and around the tourist centre, such that any event/activity designed for tourists does not disrupt the cultural or social structure of the community. Lastly, as found by Allen (1988), for a tourism-based economy to sustain itself in local communities, the residents must be willing

partners in the process (in Kreag, n.d.). Stakeholders should not take it for granted that locals welcome any and all types of tourism development activities in their area. They should assess the interest of the locals in the venture and only once the locals are willing partners through a democratically initiated consultative process, can the tourism industry flourish.

NOTES

- 1 The sample comprises the total population of presently occupied households in the village of Cavelossim, Goa.
- 2 Data was collected in the month of November 2013.
- 3 See *The Times of India*, 'Tourist arrivals crossed 3 million mark in 2011', January 23, 2014; retrieved from:
<http://timesofindia.indiatimes.com/city/goa/Tourist-arrivals-crossed-3-million-mark-in-2013/articleshow/29225958.cms>
- 4 See *The Hindu*, 'Goa all set to implement financial assistance scheme', November 24, 2011; Retrieved from:
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