

**RURAL TOURISM: CATALYST OF SOCIO-ECONOMIC TRANSFORMATION IN  
THE FACE OF GLOBAL WARMING AND FINANCIAL CRISIS  
-A CASE STUDY OF GOA**

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**Abstract**

*The dual impact of global warming (GW) and financial crisis (FC) is being negatively affected almost all types of industries around the world, and tourism industry is not an exception. The statistics of Goa tourism industry during 1973-2009 revealed that it is still not reached stagnation / decline stage in the destination life cycle. The survey carried out among 600 tourists (300 domestic and 300 foreign) and 600 entrepreneurs (500 men and 100 women) reveals that the impact of GW and FC is not so significance because the increase in domestic tourists arrivals led to compensate the decrease in foreign tourists. The survey also revealed that the best bet for empowering the bottom of the pyramid is to go for developing and promoting rural/village tourism as it has the inherent characteristics of transforming the economy. Appropriate remedial measures to be taken up by the authorities (government, or private, or PPP) for rectifying the side effects of GW and FC on tourism industry by formulating a suitable transformational strategy by developing and implementing rural tourism as an alternative for rejuvenating the tourism industry of the region. Suitable measures to be taken up the appropriate authorities for rectifying the existing problem of tourists arrivals by resorting to a viable transformational strategy where in the concept of rural tourism is properly developed and financial assistance in the form of micro venture capital financing is provided to rural entrepreneurs for developing their businesses for a sustainable tourism industry in the region.*

**Keywords:** Global Warming, Financial Crisis, Tourism, Rural Tourism, Goa

## Introduction

The written history of mankind reveals that from time immemorial there existed the quest for traveling (Subhash, 2007a; 2007b; Subhash et al, 2010a, 2010b) and over the years different types / forms of traveling came in to being (viz.; Religious / Health / Medical / Education / Business / Leisure / Adventure / Sports / Village / Rural / Sex / Dark / etc); (Subhash et al., 2010b) of which rural / village tourism is gaining prominence now a days in most of the countries, including India, as a means of alleviating poverty, preservation of natural environment and also the purity of ethnic culture; technically named as Pro-Poor Tourism (Weiermair, 2007; Weiermair, 2008; Zimmermann, 2008). This is relatively a new concept and offers a unique opportunity for comfortable cultural immersion with the local community in a particular region. 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), which can easily be replicated in Goa also as a rejuvenating strategy for transforming the tourism industry in general.

The goal of this research is to propose a transformational strategy where the developing economies in general and Goa in particular may resort to capitalizing on the transformational capabilities of tourism sector, especially rural tourism. Subsequent sections discuss (1) the possibility of considering rural tourism as a catalysts of socio-economic transformation of a region; (2) socio-economic impact of global warming (GW) and financial crisis (FC) in general and on tourism sector in particular; and finally (3) to identify the possibility of empowerment at the bottom of the pyramid by capitalizing on the transformational capabilities of rural tourism. The concluding section provides some insights on the present status of Goa tourism industry; and finally the required change needs to be adopted for promoting rural tourism in Goa. Present study has been carried out which throws light on how rural tourism helps in promoting entrepreneurs in rural areas where by the multiplier effect can be seen in the form of poverty alleviation in rural areas through improved rural tourism activities which helps the rural population to adjust with the negative impact of global warming (GW) and its effect on reduced agricultural activities and employment opportunities. Thus promoting rural tourism has more significance in the present environment of financial crisis (FC) around the world. As far as the authors' knowledge, no similar study has been carried out so far addressing the above mentioned issues, which makes this paper more significant because it throws some light on otherwise unexplored area which needs to be studied in detail for promoting the tourism industry for having sustainable development which leads to socio-economic transformation and, therefore, the study fills the gap by adding valuable knowledge, new perspectives, and presents possibilities for consideration. The paper offers valuable inputs for venture capitalists, tourism business community, the NGO's, the governments, and other stakeholder groups.

## Literature review

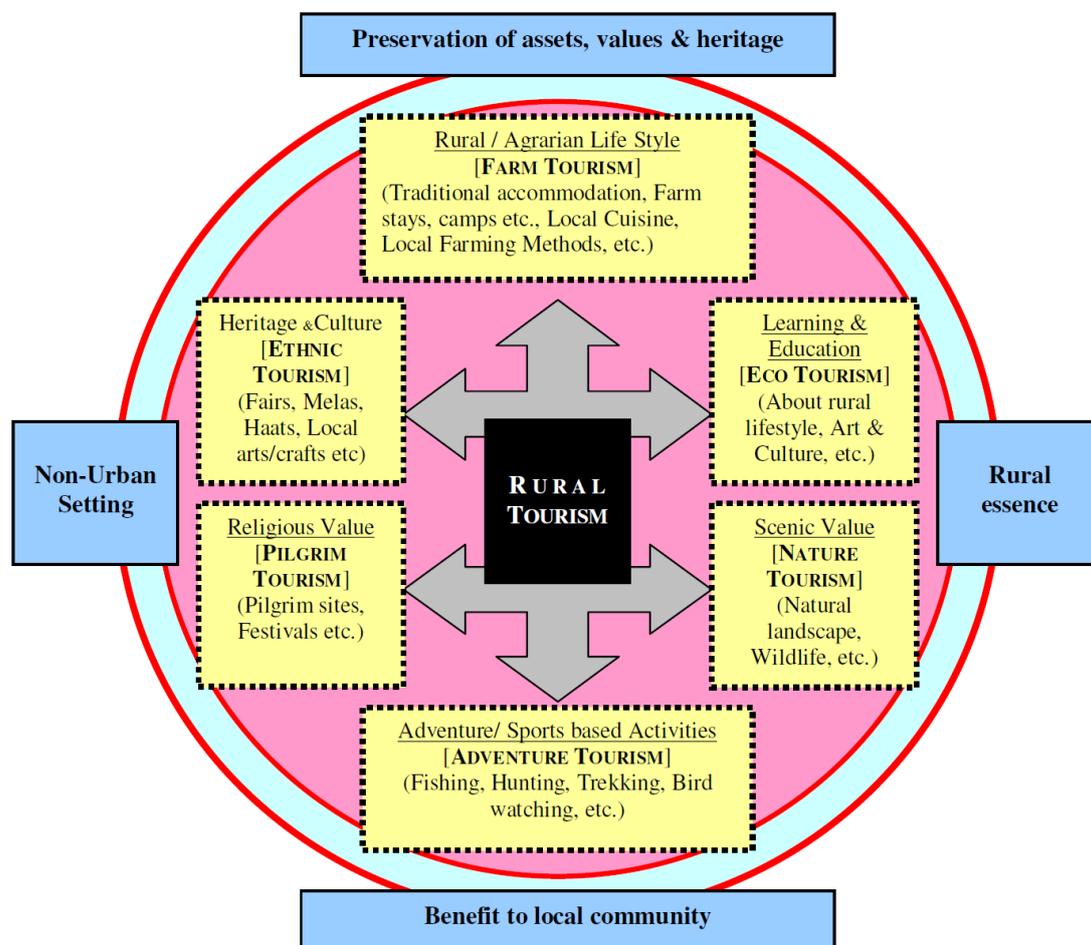
### a. Rural Tourism: Transformational Strategy for Rejuvenating Tourism Industry:

Rural tourism has different connotations across the globe (Verbole, 1995; Turner, 1993; Peters, 1994; AFF & Co, 2001a; 2001b; Subhash *et al.*, 2009a; 2009b); viz.; non-urban lifestyle; tourism that takes place in countryside; renting out cottages in country-side (Finland); activities and services provided to tourists in villages (Hungary); farm accommodation with the host family (Slovenia); activities on the farm – camping, horse

riding, etc (Netherlands); traditionally furnished accommodation and food (Greece); desert safari and cultural activities (Gulf countries); wildlife safari and jungle life (African countries); traditional house stay, cultural activities, wellness and rejuvenation therapy through complementary alternative medicines (India and other Asian countries). Thus one can see that rural tourism as an entrepreneurial activity carried out by the rural entrepreneurs to attract rural tourists by providing range of activities so as to add/generate/create value in the form of revenue for empowerment. But the golden rule for such rural tourism initiatives should be “of the rural people, by the rural people, and for the rural people”, else rural population becomes mere ‘performing monkeys’ in the hands of political entrepreneurs (Subhash, 2008; Wanga and Wall, 2007) who will try to maximise wealth for their political enterprises. The focus should be on “*Empowerment at the Bottom of the Pyramid*” (Subhash et al 2008, 2009a; 2009b, 2010a, 2010b), then “*The Fortune at the Bottom of the Pyramid*” (Prahalad, 2005) may become a reality.

### Exhibit 1:

#### Rural Tourism Concept Drivers:



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

Thus, rural / village tourism (refer **Exhibit 1**) is all about the pace of life in picturesque villages that doesn't seem to have changed for centuries; i.e.; 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. This may be considered as a transformational strategy for such rural areas where the impact of GW and FC affects the most in the coming years, where in it helps the rural population to adjust with the negative impact of GW and its effect on reduced agricultural activities and employment opportunities. In the Indian context, 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 / village tourism.

Though tourism has both positive and negative socio-cultural impacts; rural / village tourism leads to more of positive impact than negative, but it all depends on the attitude and determination of the rural / village people. The finding of Huttasin (2008) is that the residents positively perceive social impacts in term of job creation for women in the village. Additionally, 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, which is completely opposite to what Noronha's (1999) argument about the development of tourism industry in Goa. It indicates that if the village is strong in its cohesion, collectiveness and community pride before tourism development is started, there is likely to be long-term social sustainability. Hence, in Goa also, there is a great possibility that rural / village tourism may also have positive impact on sustainable development of villages which will transform the tourism industry to a higher level through constructive destruction. The general notion is that the '*implementation of participatory approach (CBT) to tourism development requires a total change in socio-political, legal and economic structure of developing countries*' should be complemented by the necessary knowledge of and respect for local contextual realities (Li et al., 2007); which aptly applicable to developing rural / village tourism in India in general and the state of Goa in particular.

By capitalizing on various schemes specially aimed at developing rural areas by government of India (Pradhan Mantri Gram Sadak Yojana, Swamjayanthi Gram Swarozgar Yojana, and Pradhan Mantri Gramodaya Yojana) and also developing an effective micro venture capital financing schemes in association with EDC's new initiative of micro finance branch started on July 27<sup>th</sup> 2009, (NT, 2009a) ; rural / village tourism in Goa can also be developed properly in the coming years, which directly helps the rural / village areas to develop and harvest the benefits in the form of overall economic transformation to cope up with the negative impacts of GW and FC which are affecting the beach belts in Goa, reduced agricultural activities, the increasing unemployment scenario, and also the reduction in tourists arrivals (NT, 2009b, 2009c, 2009d, 2009e; GTIN 2009; Herald, 2009). **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). Their problem on the contrary is of retaining their image, checking the decline and doing away with the negative impacts of tourism. Hence, there is need for a focused effort on developing a transformational strategy in the form of rural / village tourism for rejuvenating the tourism industry in a region (Butler, 1980; Weiermair, 2007). Hotel industry in Goa already started its promotional strategies for

attracting domestic (as well as international) tourists using competitive pricing as well as add on features to those tourists who takes such new offers, which is showing a positive sign in the domestic tourism market. Hence rural tourism can be considered as an alternative tourism product in Goa and elsewhere as a transformational strategy in the present scenario of GW and FC.

#### **b. Impact of Global Warming and Financial Crisis on Tourism**

The present global tourism industry faces threat from two major problems; viz.; GW (which is a regular, continuous and long term problem) and FC (which is irregular and short to medium term problem). During the last 3 years these two problems crippled the growth of global tourism industry in a major way. Most of the countries experienced reduction in the inflow of tourists. Tourists' behavior towards destination selection depends on the climatic conditions as well as the budget constraint which they have. *Firstly*, the worse the climatic condition in a destination, the less will be the preference towards that destination. GW and its impact on climatic changes negatively affect the tourist destination in various ways (Heyer, 2009; Davos, 2007). *Secondly*, the present FC resulted in major unemployment problems around the world and this led to reduced purchasing power resulted in postponement of travel decisions (Okumus, and Karamustafa, 2005) resulting in drastic reduction in tourists' outflow / inflow around the world.

As Bigano, et al (2005) rightly pointed out that "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". And while deciding about where to spend holidays, tourists do consider climate characteristics as the most important factor and ranks it very high (Hu and Ritchie, 1993; Lohmann and Kaim, 1999; Burns, and Bibbings, 2009). Hence, tourists are sensitive to climate and to climate change (Maddison, 2001; Lise and Tol, 2002; Hamilton, 2003). Climate change will affect the relative attractiveness of destinations and hence the motive for international tourists to leave their country of origin. These behavioural changes of European tourists are being studied by Hamilton and Tol, (2007).

This being the case, impact of GW due to technological advancement (Moser et al., 2008; Goklany, 2007) is felt on almost all types of industries, especially on tourism industry, is an established fact around the world. Various research studies have been carried out on its impact on natural resources which led to multitude of problems associated with respect to management of water resources (Calanca et al., 2006), management of coastal zones (van den Bergh, and Nijkamp, 1998; Frihy, 2003; Al-Jeneid, et al. 2008; Shareef and McAleer, 2007; Clayton, 2009; Attzs, 2009; Emmanuel and Spence, 2009), management of mountain ranges (Calanca et al., 2006; Yan and Liu, 2007; Scott et al., 2008; Lingling et al., 2006; Breiling and Charamza, 1999; Scott and McBoyle, 2007; Scott et al., 2008; Kruk, 2008), management of forests (Vlassova, 2006; Ogden and Innes, 2008; Cioccio and Michael, 2007), management of agricultural systems (Simorangkir, 2007; Behringer et al, 2000), and their ultimate impacts on tourism industry (Berrittella et al., 2004; Bigano et al., 2005; Hall and Clayton, 2009) for developing appropriate sustainable tourism policy (Hunter and Shaw, 2007) with the involvement of local people and the government (Newton et al., 2005; Koch et al., 2007), even in the case of any developing (Ikeme, 2003; Halsnæs and Shukla, 2008;

Corpo et al., 2008; Schubert et al., 2009; Duttaa et al., 2007) as well as a transition economy (Turner, 2007).

As a key-trading partners in tourism, the hotel industry (Kasim, 2007) as well as travel industry (Chenoweth, 2009) has an important role in environmental responsibility issues. Excessive water use by hotels has been claimed as contributing to water use conflicts all over the world (Orwin, 1999); coupled with the issue of water contamination, over consumption of energy (electricity), and also solid waste management are the most crucial factors that needs to be considered for preventing environmental degradation resulting form tourism and hotel industry. Travel industry (flights, cruise ships, trains, buses, cars, bikes, etc are particularly carbon intensive) also consumes huge amount of energy source (mainly natural oil), which is responsible for carbon emission. The reason why the environmental issue of tourism and their key partners (hotel and travel operators) became more important is because of the increased flow of tourists (UNWTO, 2006; 2007; and 2008); and the trend is going to continue. Thus, tourism industry is also directly as well as indirectly responsible for the present GW and climatic change scenario.

Thus it can be rightly concluded that the issues of GW and FC are going to effect the rural population in a major way, especially those farmers and entrepreneurs who are associated with tourism industry in the rural areas. The natural habitat is getting affected as well as their livelihood from agriculture is gradually declining, and also the inflow of tourists to those climate change affected areas are getting reduced because of reduction in purchasing power with the tourists (both domestic as well as international) due to present FC. There should be a concentrated effort (both from government as well as private players in the form of PPP) in bringing help to those rural entrepreneurs to develop their business ventures to capture the rural tourism potential by providing sufficient financial assistance in the form of micro financing and developing a sustainable rural tourism marketing strategy. Thus it can be concluded that GW and FC are adversely affecting almost all industries in manifold ways, which include tourism industry also, especially those entrepreneurs who are involved in rural tourism business ventures. Here, on global level, some kind of policy decision to be taken for linking *carbon emission* and *corporate social responsibility*, where in it should be made mandatory in terms of transfer payments from polluting rich destinations (heavy and inefficient energy users) to non polluting poor destinations for the purpose of economic transformation in the form of sustainable development (including tourism sectors) to cope with the GW issues.

### **Methodology**

The basic research questions which are analysed in the present paper revolve around three objectives;

1. To assess the present status of tourism industry in Goa for identifying which stage Goa tourism industry lies in the Destination Life Cycle.
2. To assess the impact of Global Warming and Financial Crisis on Goa tourism industry
3. To study the genesis, objectives and development of the concept of 'Village Tourism'

The resulting propositions which follow from the objectives are;

**Proposition A:** Goa Tourism industry has not yet reached the stagnation / declining stage in the Destination life cycle.

**Proposition B:** There is no significant impact of global warming and financial crisis on Goa tourism industry

**Proposition C:** The scope of developing Village tourism in Goa may be feasible in today's scenario of tourists positive attitude change towards eco-tourism and sustainable tourism.

The overall tourism industry statistics available with Department of Tourism, Government of Goa is being used for assessing the present status of the tourism industry to check and see the status of tourism industry in Goa follows the pattern as proposed by Piplani (2001). To get the first hand information about (1) the two major issues of GW and FC and its impact on Goa's tourism industry and also (2) the significance of conceptually developing rural tourism as an alternative for rejuvenating the status of tourism industry in the region; a survey was conducted among tourists (300 domestic and 300 international) and also among rural entrepreneurs (100 female and 500 male) having business activities in tourism related areas. The respondents in both the surveys opined with caution that tourism industry in Goa is not yet reached stagnation or declining stage in the destination life cycle, impact of GW and FC is in fact adversely affecting the tourism industry in Goa, and also of the opinion that rural tourism may be the best bet for sustainable tourism development for the region in the near future as a transformational strategy for rejuvenating tourism industry. The data collected from tourists and entrepreneurs are being organised based on the demographic characteristics, awareness and perceptions about rural / village tourism, and also perceptions about GW and FC. The organised data is then analysed using Chi-square Test to see whether there is any association exists between various attributes among tourists as well as entrepreneurs with respect to awareness and perceptions about rural / village tourism, and also perceptions about GW and FC.

### **Analysis and Interpretation:**

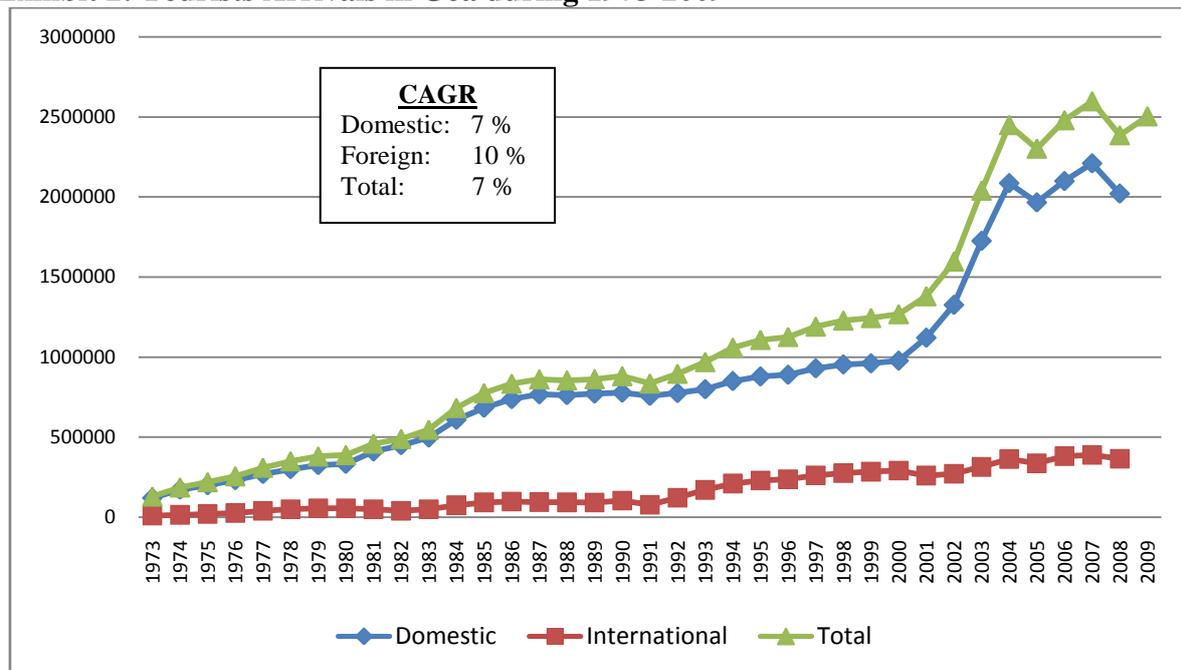
#### **a. Tourism industry in Goa: Present Scenario**

Goa is synonymous to its beaches, its vibrant spirit of fun and frolic and a kingdom of 'Good Times'. Tiny sleepy villages draped by white shoreline fascinated the first visitors namely the 'Hippies', who in time proved to be the founding father of today's key industry - Tourism. The hippy track lured many more beach lovers, back packers, holidayer's, and visitors from round the globe. The fascination was not restricted to international tourists alone but with time, closer to home, the domestic tourists would throng the overcrowded shores. Mass tourism would be the order of the day; crime, scams, scandals, etc would rock the state and surprisingly the tourism industry would hardly be impacted, the only significant shift would be experienced in the composition of the tourists. British and Scandinavian guests are replaced by a significant spurt in arrivals from Far East Europe – like Russia, Estonia, Belarus, etc (Fernandes Joaquim, 2010).

Thus, from a mere trickle of around 129,873 guests (comprising almost 92% domestic tourists, i.e., 119,387 and only 8% foreign tourists, i.e., 10,486) in 1973 the tourist arrival in the state touched a whooping figure of 2,503,703 in 2009 (Afonso, Tensing 1994; Pereira Andrew 2010). Well, Goa that was once popularized as "*Rome of the East*" and "*Pearl of the Orient*" got re-christened as "*Tourist Paradise*". 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.

**Exhibit 2: Tourists Arrivals in Goa during 1973-2009**



Source: Directorate of Tourism, Goa (1973-1985 periods); Department of Tourism, Goa (1985-2008 periods); and Times of India (2009 period).

If we consider the total tourists arrivals during 1973-2009 (refer **Exhibit 2**), there was a slight decrease over the last years during 1988 (-1%), 1991 (-5%), 2005 (-6%), and 2008 (-8%). This is reflected in both domestic as well as foreign tourist's arrivals. Apart from this, decrease in foreign tourists are visible during 1981 (-10%), 1982 (-20%), 1986 (-3%), 1989 (-2%), and also in 2001 (-11%). Though the impact of 9/11 was witnessed by tourism industry around the world, overall tourist's arrivals in Goa witnessed an increase of 9% in spite of 11% decrease in foreign tourist's arrivals, because this got offset by the 15% increase in domestic tourist's arrivals in Goa. This indicates the gradual growing trend of tourism industry in Goa during 1973-2009, and anticipating similar trend in the coming years also. During 2004-2009, tourist's arrivals in Goa witnessed an erratic trend, yet the future seems to be bright. This indicates that the findings of Piplani (2001); i.e., the destination life cycle of tourism industry in Goa reached a stagnation level; seems to be wrong as the CAGR of tourists arrivals are 9% (domestic, during 2001-2008), 6% (foreign, during 2001-2008), and 7% (total, during 2001-2009). The tourists arrivals showed an increasing trend immediately after 2001 even after the 9/11 impact. The overall CAGR for the entire period also shows increasing trend; viz.; 7% (domestic, during 1973-2008), 10% (foreign, during 1973-2008), and 7% (total, during 1973-2009). This is completely opposite to what has been forecasted in the newspapers about the declining trend of tourism industry in Goa (NT, 2009b and 2009c; GTIN 2009). Hence we can conclude that the tourism industry in Goa has not yet reached the stagnation or declining stage in the tourist destination life cycle, and the **Proposition A** is being accepted.

### b. Impact of Global Warming and Financial Crisis on Goa Tourism Industry

As seen in the preceding sections that the negative impact of GW and FC is visible in tourism industry around the world and Goa is not an exception. The survey conducted among the tourists as well as the rural entrepreneurs are also indicates similar results that GW and FC are adversely affecting almost all industries in manifold ways, which include tourism industry also, especially those entrepreneurs who are involved in rural tourism business ventures.

A sample of 600 tourists (300 domestic and 300 foreign) was selected and a structured questionnaire was administered during August 2009 for the purpose of obtaining their perceptions about rural tourism (discussed in the subsequent section) and also the impacts of GW and FC on tourism industry in Goa. The demographic characteristics indicates that (refer **Exhibit 3**) majority of the tourists in both categories coming under the age group of 30 and 50, clearly showing that youngsters prefer Goa as vacation spot. With respect to the education level, very few belong to professional category, and majority belongs to graduates and undergraduates. The occupation level shows that people coming under services category are more, secondly students category, and the third majority belongs to business class.

**Exhibit 3: Demographic Characteristics of the Tourists to Goa**

Demographic Characteristics		Domestic		International	
		#	%	#	%
<b>Gender:</b>	Male	226	75	200	67
	Female	74	25	100	33
<b>Age:</b>	Below 30	158	53	166	55
	30 – 50	123	41	108	36
	50 – 60	17	6	22	7
	Above 60	2	1	4	1
<b>Marital Status:</b>	Single	134	45	169	56
	Married	166	55	131	44
<b>Education:</b>	Undergraduate	79	26	120	40
	Graduate	185	62	140	47
	Professional	36	12	40	13
<b>Occupation:</b>	Student	54	18	99	33
	Business	75	25	56	19
	Service	144	48	138	46
	Housewife	25	8	0	0
	Others	2	1	7	2
<b>Total</b>		<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>

Source: Survey data

The perceptions about GW and FC among the tourists are shown in **Exhibit 4**. They were of the opinion that GW do have negative impact on tourism industry as well as agriculture industry, but with a slight difference between which industry gets affected more ( $p_{0.05} = 0.0029^*$ ). Both categories of tourists were of the opinion that GW also leads to decline in tourists arrivals ( $p_{0.05} = 0.9295$ ) resulting in reduced tourism receipt for regional, national, as well as international tourism industry due to GW ( $p_{0.05} = 0.0000^*$ ) and FC ( $p_{0.05} = 0.0000^*$ ) with slight differences in level of impact on regional, national, and international tourism industries. Majority of the tourists are of the opinion that the present FC affected their traveling plans ( $p_{0.05} = 0.2060$ ) resulting in postponement / reduction in their traveling also ( $p_{0.05} = 0.0013^*$ ) and the present travel was possible mainly because of their own savings coupled with the special offers given by the hotels in Goa ( $p_{0.05} = 0.0000^*$ ). They also opined that the present FC situation may be over in the next 1-3 years period ( $p_{0.05} = 0.0000^*$ ). In

general almost all the tourists are aware of the negative impacts of GW as well as FC presently exists and its impact on tourism industry in particular.

**Exhibit 4: Tourists Perception about Global Warming and Financial Crisis**

Perceptions	Domestic		International		$\chi^2$ ( $p_{0.05}$ )
	#	%	#	%	
<b>Global Warming have Impact on:</b>					
Tourism Sector	101	34	118	40	11.6870 (0.0029*)
Agricultural Sector	138	46	151	50	
Other Services Sector	61	20	31	10	
<b>Global Warming Leads to:</b>					
Increase in World Travel	54	18	55	18	0.1461 (0.9295)
Decrease in World Travel	201	67	197	66	
No Impact	45	15	48	16	
<b>Global Warming affects:</b>					
Regional Tourism Industry	82	27	41	14	39.582 (0.0000*)
National Tourism Industry	115	38	81	27	
International Tourism Industry	103	34	178	59	
<b>Global Financial Crisis affects:</b>					
Regional Tourism Industry	84	28	31	10	75.301 (0.0000*)
National Tourism Industry	110	37	58	20	
International Tourism Industry	106	35	211	70	
<b>Financial Crisis affected my traveling</b>					
Yes	171	57	180	60	3.1593 (0.2060)
No	93	31	75	25	
Not aware	36	12	45	15	
<b>Financial Crisis resulted in:</b>					
Postponement / Reduction in traveling	168	56	183	61	13.262 (0.0013*)
No further traveling for the time being	63	21	81	27	
Travel only if it is economical	69	23	36	12	
<b>This trip was possible because of:</b>					
Special offers by Hotels	36	12	105	35	68.355 (0.0000*)
Company sponsored	111	37	39	13	
Own savings	153	51	156	52	
<b>Financial Crisis may be over in:</b>					
1 year time	75	25	87	29	29.068 (0.0000*)
2 years time	192	64	135	45	
3 years time and over	33	11	78	26	
Total	300	100	300	100	

Source: Survey data

\* = Significant at 5% level.

Another sample of 600 rural entrepreneurs (500 men and 100 women) was selected for the purpose of obtaining their perceptions about rural tourism (discussed in the subsequent section) and the negative impact of GW and FC on tourism industry in Goa; and a structured questionnaire was administered during August 2009. The demographic characteristics (refer **Exhibit 5**) of rural entrepreneurs shows that majority falls under 30-50 age group indicating that youngsters are opting for starting small entrepreneurial ventures in tourism related areas. Very few were professionals, and majority of the entrepreneur's education level was up to graduation only. Most of them coming under the category of proprietorship and about the ethnic origin; majority was from Goa only.

The perception about GW and FC among the entrepreneurs shown in **Exhibit 6** reveals that majority of them believes in rural/village tourism and CBT as the best way for empowerment ( $p_{0.05} = 0.1330$ ). The impact of GW and FC also negatively affects tourism industry as well as agriculture industry ( $p_{0.05} = 0.6259$ ). Due to GW and FC, they opined that there is drastic reduction in tourists arrivals ( $p_{0.05} = 0.8428$ ) resulting in reduced tourism receipt for

regional, national, as well as international tourism industry due to GW ( $\rho_{0.05} = 0.3463$ ) and FC ( $\rho_{0.05} = 0.9564$ ). The general attitude among the entrepreneurs was that GW and FC directly and indirectly affecting their business operations due to the reduced inflow of tourists, both domestic as well as international.

#### Exhibit 5: Demographic Characteristics of the Rural Entrepreneurs in Goa

Demographic Characteristics		Men		Women	
		#	%	#	%
<b>Age:</b>	Below 30	128	26	31	31
	30 – 50	259	52	63	63
	50 – 60	70	14	5	5
	Above 60	43	9	1	1
<b>Marital Status:</b>	Single	217	43	24	24
	Married	283	57	76	76
<b>Education:</b>	SSC	158	32	40	40
	HSSCE	149	30	26	26
	Graduate	164	33	34	34
	Professional	29	6	0	0
<b>Form of Establishment:</b>					
	Proprietorship	387	77	95	95
	Partnership	75	15	3	3
	Co-operative	26	5	0	0
	Company	12	2	0	0
<b>Origin:</b>	Goan	375	75	83	83
	Non-Goan	125	25	17	17
<b>Total</b>		<b>500</b>	<b>600</b>	<b>100</b>	<b>500</b>

Source: Survey data

#### Exhibit 6: Entrepreneurs Perception about Global Warming and Economic Crisis

Perceptions	Women		Men		$\chi^2$ ( $\rho_{0.05}$ )	
	#	%	#	%		
<b>Empowerment Possible:</b>	Through Rural / Village Tourism	56	56	242	48	4.0355 (0.1330)
	Through CBT	30	30	144	29	
	Undecided	14	14	114	23	
<b>Global Warming have Impact on:</b>	Tourism Sector	26	26	154	31	0.9371 (0.6259)
	Agricultural Sector	56	56	259	52	
	Other Services Sector	18	18	87	17	
<b>Global Warming Leads to:</b>	Increase in World Travel	15	15	81	16	0.3421 (0.8428)
	Decrease in World Travel	69	69	330	66	
	No Impact	16	16	89	18	
<b>Global Warming affects:</b>	Regional Tourism Industry	43	43	190	38	2.1207 (0.3463)
	National Tourism Industry	31	31	143	29	
	International Tourism Industry	26	26	167	33	
<b>Global Financial Crisis affects:</b>	Regional Tourism Industry	33	33	169	34	0.0891 (0.9564)
	National Tourism Industry	25	25	129	26	
	International Tourism Industry	42	42	202	40	
<b>Total</b>		<b>100</b>	<b>100</b>	<b>500</b>	<b>100</b>	

Source: Survey data

\* = Significant at 5% level.

Thus the general perception among the tourist (domestic as well as foreign) and rural entrepreneurs (men as well as women) in the tourism centric villages are of the opinion that GW and FC do have a negative impact on tourism industry and it has its influence (not very significant) on tourism industry in Goa also in the present scenario. Though some remedial

measures are being taken up by the hotel industry in Goa for boosting the tourist's arrivals to Goa, much needs to be done for attracting more tourists (domestic as well as foreign) towards Goa by concentrated efforts by the Government as well as private players in the form of developing some new tourism product like rural/village tourism. Thus it can be concluded that the impact of GW and FC is felt in Goa like any other places, the impact is not as significant as the trend of tourists arrivals shows an upward movement for the coming years also. Hence **Proposition B** can be accepted, i.e., there is no significant impact of GW and FC on Goa tourism industry.

### c. Possibility of Promoting Rural Tourism in Goa

The survey carried out among the tourists (domestic as well as foreign) to assess the awareness about rural / village tourism and also their perceptions revealed some interesting facts. With respect to the awareness (refer **Exhibit 7**) about rural / village tourism concept revealed that international tourists know it better than domestic tourists ( $p_{0.05} = 0.0000^*$ ), even they are very well informed about the rural tourism destinations abroad ( $p_{0.05} = 0.0000^*$ ) as well as in India ( $p_{0.05} = 0.0000^*$ ), and they already have experienced rural tourism in India ( $p_{0.05} = 0.0000^*$ ). Though rural/village tourism concept as such is not yet introduced formally in the state of Goa, 10% of the international tourists experienced it by visiting the rural villages on their own. The overall rating of the rural / village tourism experience in India was found to be good / excellent (above 90%) among both domestic as well as foreign tourists, which indicates that the different stake holders of rural/village tourism are trying their level best to provide quality services to those tourists coming for experiencing rural/village tourism concept.

About the perceptions of rural tourism in Goa given in **Exhibit 8** identifies that tourists feels that empowerment of rural entrepreneurs is possible through rural tourism ( $p_{0.05} = 0.7996$ ). They also feels that rural tourism is the best bet for Goa in the light of present stagnated beach tourism industry ( $p_{0.05} = 0.0000^*$ ). Majority of them prefers nature tourism, and other forms may be heritage, spiritual, culture, as well as adventure tourisms ( $p_{0.05} = 0.0000^*$ ). The reason why Goa should go for rural tourism according to tourists is the tough competition faced from other states, beach tourism is getting affected by GW, and also needs a sustainable tourism product ( $p_{0.05} = 0.0197^*$ ). They also opined that the local community is supportive and friendly towards the development of rural tourism ( $p_{0.05} = 0.0000^*$ ). But there are many problems to be tackled to make rural tourism a successful one; viz.; development of infrastructure facilities, involvement of local community, development of safety & security measures with the help of governmental support ( $p_{0.05} = 0.0000^*$ ).

The perceptions about rural entrepreneurs about rural tourism (refer beginning of **Exhibit 6**) revealed that rural/village tourism may be the best bet as a tool of empowerment at the bottom of the pyramid because of the participatory nature where in people in the rural villages gets power to be part of the decision making process. Thus it can be concluded that rural/village tourism may be considered as the best strategy (catalyst) for transforming the Goan economy to a higher level because of its likely positive impact on the economy in different ways through developing appropriate form of rural/village tourism (refer **Exhibit 1**; i.e.; Farm tourism, Eco tourism, Nature tourism, Adventure tourism, Pilgrim tourism, Ethnic tourism, and also Health tourism). Hence **Proposition C** can also be accepted, i.e., the scope of developing Village tourism in Goa may be feasible in today's scenario of tourists positive attitude change towards eco-tourism and sustainable tourism.

**Exhibit 7: Tourists Awareness about Rural / Village Tourism**

Awareness	Domestic		International		$\chi^2$ (p 0.05)
	#	%	#	%	
<b>Have you heard about it:</b>					
Yes	180	60	240	80	27.627 (0.0000*)
No	120	40	60	20	
<b>Where it is available:</b>					
Europe	2	1	108	45	128.4 (0.0000*)
India	144	80	102	43	
Goa	6	3	24	10	
Others (rest of the countries)	28	16	6	2	
<b>Which Indian states offering it:</b>					
Rajasthan	51	28	60	25	26.188 (0.0000*)
Kerala	69	38	81	34	
Himachal Pradesh	36	21	21	9	
Other Indian states	24	13	78	32	
<b>Rating of Rural Tourism in India:</b>					
Excellent	27	15	90	38	25.914 (0.0000*)
Good	135	75	132	55	
Average	18	10	18	7	
<b>Total</b>	<b>180</b>	<b>100</b>	<b>240</b>	<b>100</b>	

\* = Significant at 5% level.

**Exhibit 8: Tourists Perception about Rural / Village Tourism**

Perceptions	Domestic		International		$\chi^2$ (p 0.05)
	#	%	#	%	
<b>Empowerment Possible:</b>					
Through Rural / Village Tourism	136	45	144	48	0.4474 (0.7996)
Through CBT	122	41	115	38	
Undecided	42	14	41	14	
<b>Opinion about developing this concept in Goa:</b>					
No, Goa's beach tourism is good enough	123	41	90	30	26.618 (0.0000*)
No fun in the villages, hence no need	42	14	27	9	
Yes, it is a good concept	117	39	177	59	
Undecided	18	6	6	2	
<b>Which Rural tourism package you like in Goa:</b>					
Nature Tourism	123	41	126	42	39.06 (0.0000*)
Heritage Tourism	51	17	60	20	
Spiritual Tourism	30	10	66	22	
Culture Tourism	51	17	30	10	
Adventure Tourism	39	13	9	3	
Undecided	6	2	9	3	
<b>Why Goa should resort to Rural tourism:</b>					
Competition from other states	174	58	159	53	9.8685 (0.0197*)
Beach tourism has lost its charm	39	13	66	22	
Needs to create sustainable tourism industry	75	25	69	23	
Undecided	12	4	6	2	
<b>Attitude of Local Community:</b>					
Friendly	243	81	258	86	21.541 (0.0000*)
Indifferent	24	8	36	12	
Hostile	33	11	6	2	
<b>Problem of developing Rural Tourism in Goa:</b>					
Lack of infrastructure availability	69	23	135	45	61.38 (0.0000*)
Lack of Government support	57	19	75	25	
Lack of local support	72	24	18	6	
Lack of safety and security	102	34	72	24	
<b>Total</b>	<b>300</b>	<b>100</b>	<b>300</b>	<b>100</b>	

\* = Significant at 5% level.

**Conclusion**

During the last few years, around the world, the dual impact of GW and FC is affecting almost every industries and tourism industry is not an exception. Though the main culprits of GW are from urban areas (developed as well as in developing countries), its negative impact is felt more in the rural areas and people from such areas are getting displaced. Countries around the world are trying their level best to develop and promote their tourism industry in such a way that tourists flow (both domestic as well as foreign) is increased and the result is reflected on the economy in manifold ways, especially on empowering the rural population. Based on the tourism industry statistics it was identified that though the impact of GW and FC is visible on tourism industry of Goa, the tourism industry in Goa has not yet reached the stagnation or declining stage in the tourist destination life cycle. Based on the survey among tourists (domestic and foreign) and also rural entrepreneurs (men and women) it was identified that the impact of GW and FC was not so significant in Goa compared to other countries mainly because of the decrease in foreign tourists are compensated by the increase in the domestic tourists in Goa, resulting in overall growth. This indicates an upward movement for the coming years also. And finally appropriate remedial measures to be taken up by the authorities (government, or private, or PPP) for rectifying the side effects of GW and FC on tourism industry by formulating a suitable transformational strategy by developing and implementing rural tourism as an alternative for rejuvenating the tourism industry of the region. Suitable measures to be taken up the appropriate authorities for rectifying the existing problem of tourists arrivals by resorting to a viable transformational strategy where in the concept of rural tourism is properly developed and financial assistance in the form of micro venture capital financing is provided to rural entrepreneurs for developing their businesses for a sustainable tourism industry in the region.

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