



## Economic, Social and Environmental Impact of Tourism in Goa

Dr. Juao Costa  
Associate Professor,  
Rosary College of Commerce and Arts, Navelim, Salcete , Goa

### Abstract

Goa is the smallest State in India by area and the fourth smallest by population. It is bordered by Karnataka to the east and south, Maharashtra to the North and the Arabian Sea to its west.. Goa as the tourism destination is the smallest state in India spread over 3,702 sq.km with beautiful pristine coastline, serene lush green forests, hospitable people and a uniquely rich culture. **The main objectives of the study were** to project the inflow of tourist in Goa up to 2020, to analyze the present bed to tourist ratio in the Hotels in Goa, to highlight the economic, social and environmental impact of tourism in Goa and to identify the new avenues available in Goa for tourism. It was noticed that the arrivals both domestic as well as international tourist will increase steadily against the poor infrastructure available. Therefore Goa needs to think of building good infrastructure in terms of hotels, road connectivity, water and other amenities along with looking out for alternate tourism avenues.

( Key words: Tourism, impact, economic, social , environmental )

The farmer prays for rain.....and..... The traveler for good weather

### Review of Related research

Tourism is a speedily developing industry that has become increasingly competitive in the global dome. It is gaining widespread recognition as a powerful engine for inclusive socio-economic progress because of the jobs created and infrastructure established. It has the potential to fuel other economic factors through its forward and backward connections and ability to create more employment due to its multiplier effect on the economy. Tourism in India has grown in leaps and bounds over the years with each region of India contributing something to its splendor and exuberance. Tourism sector is one of the largest employment producers in India and inclusive growth of the less-advantaged sections of the society and poverty eradication. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from marketing and promotion, the focus of tourism development plans is also on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders.

Goa is the smallest State in India by area and the fourth smallest by population. It is bordered by Karnataka to the east and south, Maharashtra to the North and the Arabian Sea to its west. Goa has impressive socio-economic indicators, as compared to the other states of the Country. The State ranks 4<sup>th</sup> in the country with regard to literacy rate as per the 2011 census and has the highest per capita income. "**The pearl of the east,**" GOA is situated on the Malabar Coast endowed with sandy beaches and a tropical climate. Goa as the tourism destination is the smallest state in India spread over 3,702 sq.km with beautiful pristine coastline, serene lush green forests, hospitable people and a uniquely rich culture. The climate is generally warm, with average January temperatures ranging from 19° to 29° C (66° to 84° F), and average June temperatures ranging from 25° to 33° C (77° to 91° F). A place blessed not only with natural beauty, but also a rich historical heritage, architecture and culture, which is unique to Goa. The splendid scenic beauty and the architectural splendors of its temples, churches, old houses and cultural diversity have made Goa a favorite with travelers, around the globe. Tourism is the mainstay of the Goan economy, contributing 12.5 % of the economy (Department of Planning, Statistics & Evaluation, Government of Goa, 2015). Goa is one of the few destinations in India where there has been a consistently increasing trend in hotel occupancy for star category hotels. This is despite an increase in the room supply (HVS – FHRAI Indian hotel industry survey 2013-14).

Tourism as an activity or as a phenomenon has been existing since the olden days. The quest travel often quoted as the "travel bug" is a part of human psyche. A result of this psyche is the birth and growth of the all-encompassing "tourism industry". Goa has long been identified as a major tourism destination in India and the world over. The "flower children" of the 1960's ended up at the pristine and virgin beaches of Goa thus giving the first indications of what was to become of Goa as a tourist destination (Dayanand, 2004)

This penchant for travel in fact is the backbone of tourism so much so that Smith (1995) calls it "geography in action". Given this nature of tourism it is but natural that most destinations try to showcase their products and product potentials for the tourists so that visitation can be increased. In most resource-intensive destinations where the natural resources of the destination are the most visited attractions, the development takes place rapidly in the early stages of destination development.

The Govt. of Goa is encouraging private investment in Goa through the Goa Investment Policy 2014. The GTDC as the apex body was established by the Government of Goa as an autonomous body in 1982 to look after commercial tourism activities of the Government of Goa, and develop tourism infrastructure. It promotes Goa as an International tourism destination by participating in national

and international trade shows, travel fares and tourism travel marts. It has presently 13 tourist hotels with 550 rooms and 1,307 beds. GTDC also has land parcels located at attractive locations in the state of Goa to be utilized for the development of tourism infrastructure in Goa. GTDC is increasing its focus on activities core to its service mission, while non-core activities are carried out through partnership with the private sector. GTDC is the Concessioning Authority for this transaction .It also has introduced new tourism services like hot air ballooning, amphibious vehicle tours, Segway tours, horse trails, sea plane services, luxury yacht services etc. to boost tourism in Goa. Several infrastructure works like the upcoming airport at Mopa and development of several highways linking Goa to neighboring states is set to be a boom for tourism in the state . The Government is also set to target higher spending tourists and offers visa on arrival facility to over 150 countries

After liberation from the colonial rule of Portuguese, Goa joined the Indian Union in December 1961, its only large industry then was the export of its rich ores of iron and manganese. Goans depended on indigenous fish and coconuts for their vital nutritional requirements. The popularity of milk and vegetables amongst local inhabitants was low, and most of their dietary and other consumer items were imported. Before 1961, Goa had very little "development" in the modern sense of the term. With rich coastal biodiversity and abundant natural resources, the quality of life and the social fabric was good. Its main assets were its genial and peace loving people, a tranquil and unspoiled environment, and an absence of population pressure ( Alvares 1993). Most of the tourism in Goa is concentrated in the coastal stretches of Bardez, Salcete, Tiswadi and Marmugao. Over 90 percent of domestic tourists and over 99 percent of the international tourists frequent these areas ( Sawaiker et al, 1998). Consequently, beach tourism is the only type that is avidly encouraged by policymakers and other concerned parties alike in nineties.

Goa is visited by two types of tourists with distinct needs which this state satisfies. The first is the domestic tourists, who comprise 80 percent of all tourists. These people come in search of the culture that is "different" from the rest of India, as the Goan image holds a degree of mysticism, a sense of freedom and "unconventional" dress style. The second is the international tourists who visit Goa purely for the natural environment-sun and beaches. Within the category of international tourists are there are two sub-categories: backpackers and charter tourists. Although both visit Goa for the beaches, they stay away from each other(Sawaiker et al, 1998).

#### **Objectives of the study**

- 1) To project the inflow of tourist in Goa up 2020
- 2) To analyze the present bed to tourist ratio in the Hotels in Goa
- 3) To highlight the economic, social and environmental impact of tourism in Goa
- 4) To identify the new avenues available in Goa for tourism

#### **Methodology**

The paper is based on secondary data collected from Economic survey of Goa 2000 to 2015, Reports available on department site, Tourism department, Government of Goa and India. The forecast was projected based on Regression model explained later

Given below is the table giving the details of arrivals of domestic and international tourist in Goa from 2000 to 2015.

**Table No1: Total Tourist Arrived in Goa from 2000 to 2015**

Year	Foreign	Domestic	Total
2000	291709	976804	1268513
2001	260071	1120242	1380313
2002	271645	1325296	1596941
2003	314357	1725140	2039497
2004	363230	2085729	2448959
2005	336803	1965343	2302146
2006	380414	2098654	2479068
2007	388457	2208986	2597443
2008	351123	2020416	2371539
2009	376640	2127063	2503703
2010	441053	2201752	2644805
2011	445935	2225002	2670937
2012	450530	2337499	2788029
2013	492322	2629151	3121473
2014	513592	3544634	4058226
2015	541480	4756422	5297902

**Source: Department of Tourism**

Further, the details of Hotels and the rooms available in Goa is given below

**Table No: 2 Total Number of Hotels (Including star category hotels/paying guestrooms, and Beds as on 31/12/2015**

Category	No. Of Hotels	No. Of Rooms	No. Of Beds
A	80	6852	11446
B	239	7912	14125
C	461	6852	12609
D	2578	10151	18415
TOTAL	3358	31767	56595

**Source: Department of Tourism**

**Table No : 3 Total Number of star category Hotels**

No. of Hotels	No. of Rooms	No. of Beds
63	5362	10,001

**Source: Department of Tourism**

**Table No 4 : Heritage category Hotels**

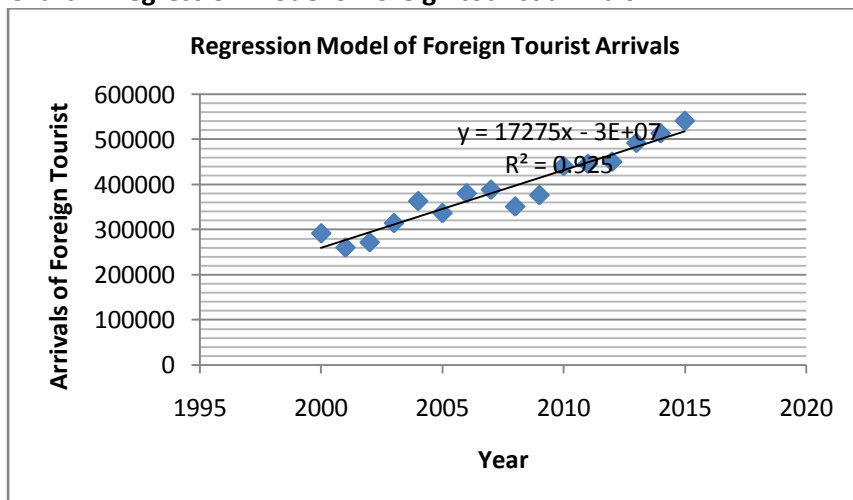
No. of Hotels	No. of Rooms	No. of Beds
2	24	38

**Source: Department of Tourism**

**Analysis and Discussion**

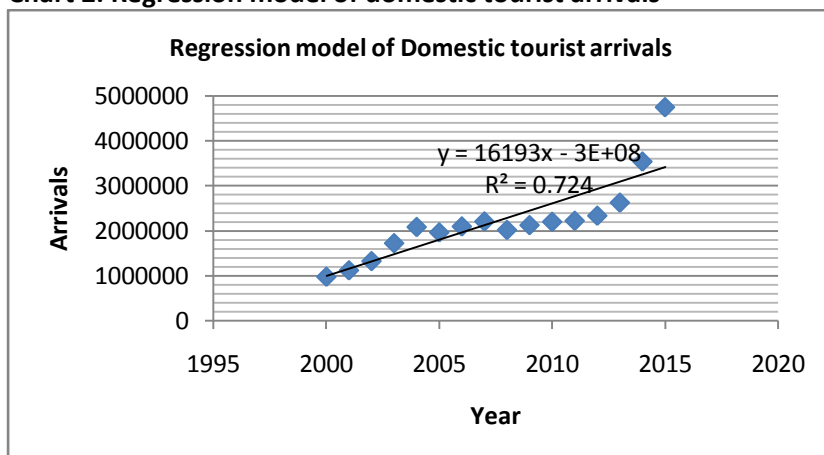
**a) Forecast with help of Regression Model**

**Chart 1: Regression model of foreign tourist arrivals**



Source: Secondary Data

**Chart 2: Regression model of domestic tourist arrivals**



Source: Secondary Data

**Table No : 5 Projected arrival of tourist up to 2020**

Year	Foreign Tourist	Domestic Tourist	Total
2016	535546	3585741	4121287
2017	552821	3747680	4300501
2018	570096	3909619	4479715
2019	587370	4071558	4658929
2020	604645	4233498	4838143

Source: Based on secondary data

From the above analysis and calculations, it can be seen that the arrival of the tourist domestic as well as foreign will increase steadily. As per 2015 statistic, the tourist bed ratio was 79:1, tourist to hotel ratio was 1547:1 whereas tourist to hotel room ratio was 142:1. The ratio is very high and needs to be improved considering the forecasted arrivals of both domestic as well as foreign tourist.

Now a day's e-tourism has made it possible for online planning of travel and stay by the tourists. If on the day of booking the prospective tourist does not get required facilities, then there are chances that he may go elsewhere. As a result the tourism industry of that state is likely to lose the business. There is a drastic need to improve stay arrangements for the tourist. While doing this one needs to keep in mind the middle class, foreign as well as, domestic tourists. Constructing new properties to meet the growing needs of the tourist is out of question as the land in Goa is scarce and it will further affect the environmental imbalance. One way to meet prospective deficit in demand and supply of rooms is by introducing home stay arrangements which is very rare in Goa unlike other parts of the country. Under such arrangement the host preferably a Goan provides the extra space that he owns in his house along with other facilities such as breakfast, and dinner for an affordable price. This will take care of the financial needs of the host as well as the financial difficulties of the tourist.

### **Impact of Tourism on Goan economy**

#### **Economic Impact**

##### **1) Resource Mobilization ( Economic survey 2014-15)**

- Single window system for according permission for organizing "Tourism related events" classified into major and minor events has been started. Revenue of `Rs214.10 Lakh for 2014- 15 has been earned by giving permission for tourism related events.
- Revenue of Rs119.29 lakh has been earned by issuing permissions for erection of huts, tents, and temporary shacks in private properties for the tourist season 2014-15.
- Revenue towards Government shacks of `Rs111.95 lakh and towards deckbeds Rs7.34 lakh has been earned till 13.01.2015 for the year 2014-15.
- During the year 2014-15, the revenue earned by the Government towards other leases is Rs 3.82 lakh. Besides `Rs1.75 lakh was earned from Private shacks/Huts, and Rs12.92 lakh from Water Sports.
- The Government has earned revenue of Rs53.63 lakh towards hotel registrations, renewals and penalties in 2014-15
- The Department has tendered parking lots located at Calangute&Mangueshi which has generated revenue of Rs16.21 lakh and also developed infrastructure to be leased to private operators for maintenance and revenue generation.

**2) Employment generation:** The study conducted by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) along with YES Bank suggests a rapid growth of the tourism sector in India from 2011 onwards. The year 2019 is expected to be a boom period for the country's tourism sector as well as Goa that is speculated to become the second largest employer in the world by employing more than 40,037,000 people by 2019. With an extensive focus on agri-tourism, thousands of farmers in India plan to raise its share and claim its status in world employment generation through a capital investment of \$94.5 billion in the tourism sector by 2019. The study also suggests an 8.8 per cent growth rate in the tourism sector that shall place India in the third position within the next 10 years. India thus aims to spread tourism to both its urban and rural areas in the next few years and bring a drastic change in the economy through revenues and employment from tourism.

**3) Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favorable impact on the balance of payment of the country. The

tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate (Vijayaragavan, 2014) .

- 4) **Preservation of National Heritage and Environment:** Goa is known for the monuments of national and international level which are even recognized by the UNO. Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. Many such monuments would have been decayed and destroyed had it not been for the efforts taken by Tourism Department along with ASI ( Archeological survey of India)to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species. Special Zoo's are maintained to look after the endangered species. Cleanliness has taken top priority in the effort to promote tourism.
- 5) **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transport, healthcare facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
- 6) **Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption etc. must be addressed if peace-enhancing benefits from this industry are to be realized.

### Social Impact

**Wide gap between the rich and poor:** The arrival of charter flightin Goa brought in foreign tourist on a large scale. The charter flights brought a new breed of tourists who had money and demanded western amenities. This quickly caught the attention of foreign investors and tour companies, who wasted no time in building hotels, swimming pools and even golf courses to meet the tourists' growing expectations and demands. However, very little profit reached the local people. The majority of the money spent by package tourists went to foreign hotel owners or the European tour companies who arrange the holidays. When the locals do succeed in profiting from tourism, it is normally privileged commercial groups that benefit, not the people who have to suffer the negative consequences.

**Ecological Imbalance:** Accustomed to high standards of living in the West, tourists rarely consider the ecological price of their comforts. Swimming pools and golf courses use a huge amount of water, a resource that is very limited, especially during the dry season in April and May. While tourists swim in pools, locals often have to put up with water shortages and live in danger of the watertable dropping, which could have fatal consequences on Goan agriculture. Besides water, hotels consume vast amounts of building materials and electricity and create a lot of waste. The absence of efficient public transport has increased the growth of motorbikes and cars substantially. This, in turn, has aggravated environmental pollution and consequent imbalance in the ecosystem.

**Waste management:** Litter has become a major problem in Goa and there is no infrastructure to deal with it. It ends up in piles, either left to rot or to be burnt. One of the biggest problems is the use of plastic bottles used for mineral water. Most tourists drink several bottles a day and discard them, left for somebody else to deal with. More often than not they are burnt, adding toxic fumes into the atmosphere. Discharging of sewage waste into water bodies. Goa's economy is

confronted, as a consequence of tourism, by a solid waste management problem and little effort has been made to address it.

**Arrivals beyond equilibrium:** Over 500,000 tourists visit the beaches and other coastal places of this district each year. Currently, tourism officials estimate a total of two million tourists visit Goa each year, of which nearly a 250,000 are foreigners. North Goa district is a major tourist destination and a hub of a variety of tourism-related activities. Its most scenic spots are being squeezed of water resources, choked by sewage, swamped by humans. Its skyline and vegetation are undergoing drastic changes, say a series of recently published studies on the subject. Goa's tourism belt is getting overcrowded. Male in-migration into the tourism areas of Goa has reversed the earlier favorable-to-women sex ratio here. Candolim, a former fishing village now turned tourist destination immediately south of the overbuilt and once world famous Calangute beach, has a density of 1,021 persons per kilometer, as compared to Bardez Taluka's 624 persons per kilometer. Unless something is done fast, the price to be paid could be enormous.

**Pollution :** Water resources are stretched by the influx of tourists. Low budget hotels need 573 litres of water per room per day. Luxury hotels, by contrast, need 1,335 litres per room per day, as they have huge landscaped areas, swimming pools, and up to three restaurants. The beaches of Goa were reported to be very clean with dense vegetation and magnificent dunes three decades ago. Overexploitation of the beaches for tourism related activities has severely degraded the sand dune habitats. It is estimated that the groundwater in coastal Bardez is stressed due to tourism related activities. Groundwater quality has deteriorated due to indiscriminate disposal of human generated waste, including disposal from septic tanks and cesspools. The bacterial and nitrate concentrations are quite abnormal in almost all the coastal stretches of Bardez Taluka.

**Urbanization along the coastal belt:** With beaches providing attractive holiday possibilities, the rich and famous from major metropolises are beginning to invest in Goa with holiday homes/second homes. This, in turn, has sharply pushed up land prices, created overcrowding. Villages that once housed 85 families now have to contend with mega housing projects which contain a minimum of 550 flats in all. The consequences are serious and solutions far from being pursued. Local community resources are diverted to the new housing projects since those who occupy them carry the economic clout which get local and state government to put a premium on their demands rather than those of the local communities. Additionally, the new housing projects have not been accompanied by corresponding increase in infrastructure needs. Crowded streets, large numbers of street vendors, and footpath eat-outs, increased traffic in the form of cars, scooters, and tourist buses, electricity failures, water shortages, growing crime, and in-migration leading to social tensions. All in all, local communities have suddenly been thrust with a variety of social, economic, and cultural pressures that they are unable to manage.

**Exploitation of the young minds:** There are indicators which suggest how various sections of the population get incorporated in tourist businesses. Tourism is more attractive to those with houses close to the sea. Tourism also attracts the young given that tourism is a glamour activity, especially those with low levels of education and drop-outs. Others likely to become involved are people who own agricultural land in watersheds but do not cultivate it; those from the fishing community, as it provides them a social ladder for moving up; and those who belong to the low income bracket, as tourism is associated with easy money.

**Cultural Invasion:** Since only a small proportion of the tourist's money normally makes its way to the locals, there can be fierce competition to reap the benefits. In many areas of Goa, tourists have come to be regarded simply as a source of economic gain, a commercial relationship based on making money, not authentic friendship. Some writers have associated this commercialization of human relationships with the disruption of personal relations, weakening the ability of the host society to cooperate with one another in day to day life. A major concern in Goa is the effect of western culture on the youth in Goa. A growing number of young Goans are taking drugs, going to



trance parties (raves) and losing interest in their own culture and society. Their way of life and culture is being abandoned and destroyed, likely to be replaced by a holiday culture that can found in parts of Ibiza, Greece or Spain, but without the infrastructure or resources to sustain such growth for much longer.

**Child abuse:** India's economic policy of liberalization has been encouraging the promotion of tourism, most often regardless of its consequences. Child sex tourism is threatening to become the darker side of life in Goa's tropical paradise - and there is evidence that the Indian authorities are turning their back on the problem. Goa is in danger of replacing Bangkok as Asia's prime sex resort. Several foreign men from Europe, North America and Australasia have been arrested, but most offenders escape prosecution. Bail is easy to obtain in such cases, and bribetaking among police officers is common. Child trafficking is an organized racket, about which there is little concern. Stricter laws and implementation/monitoring mechanisms are required to counter the growing problem before it reaches epidemic proportions. Prostituted children are usually, but not exclusively, from the more vulnerable sectors of society. Poverty and illiteracy fuel the problem. Many children are lured away from their villages by vice rings, often with the connivance of poor parents. They end up in the beach resorts of Goa where drugs such as hashish and heroin are available cheaply - providing an added attraction to foreigners.

**Trafficking:** There are various ways that the sex offenders get access. Some approach the children directly on the beach, and offer them a drink or a meal before taking them back their hotel rooms. Others are approached by intermediaries, such as shack owners and motorcycle taxi drivers. Young men function as agents and quite openly offer tourists help to have fun with girls. 13-year-old girls are no problem to get according to agents, even though the age of consent is 18. There is such demand in Goa for child sex workers that they are now being trafficked into the state on demand by criminal gangs operating from India. Traffickers in Mumbai contact the local traffickers and ask them how many girls they want, and then traffic the girls by buses. The local traffickers receive these girls from the bus stop and then supply them to the hotels and lodges. It is an organized network.

**Criminalization of Tourism in Goa:** Even as tourism becomes big business, doubtful and dubious people have staked their claims to a share of the profits. It is no secret that the coasts of Goa are being bought off by investors from overseas who operate virtual mafias. Consequently, the shacks, bars and restaurants, and the medium sized tourist residences have all become centers of mafia activity. Chief among the nationalities who operate these criminal operations include the Russians, Germans, and Israelis. There is suspicion that local politicians and the police are hand-in-glove with the mafia and/or have been bought off by them. The coasts have become the location of tourism that actually cover up things such as money laundering, drugs, prostitution, trafficking of women, children, and workers.

**Seasonal fluctuations:** Tourism is highly seasonal in Goa. When a tourist season has ended, it also leaves many Goan residents concerned about their resources. Since the tourist concentration occurs in the non-monsoon months of October to March, this causes some problems of its own. Goa has to scale up its infrastructure to be able to meet the demands of the peak season. So, facilities are underutilized in the off-season, and the tourist population outnumbers the local host population in season, placing additional stress on coastal resources. Land is abandoned for speculation, as rural land prices rise. Traditional systems of cultivation are converted, and agriculture becomes a part-time activity by workers who have shifted to the service sector. Farmers in villages around coastal areas of North Goa which have stakes in tourism have not been cultivating their agricultural land. Researchers have found that as many as 57 percent of households in Assagao and 50 percent in Arpora and Marra have left their lands to lie without tending them.

**Locals are strangers in their own dent:** Estimates show that approximately 65% of rentbacks are owned by non-resident Goans, 20-25% by Goans from India's cities and 10-15% by natives residing in Goa. There is a feeling among local people, despite their involvement, that the gains from tourism

are not substantial. There is a growing feeling that large hotels and external groups are cornering the economic benefits, while the local population has to bear the social and environmental burden." Locals have been fighting to prevent major hotel projects, such as the proposed Japanese village at Morjim and the hotel extension programmes. At the same time locals view migrant groups with distrust, as they feel that their lack of a stake in the land within the tourist village. In the Baga-Nerul watershed on the North Goa coast, it was found that sewage is rarely treated. In 99% of low-budget, 100% of middle-budget, 89% of high-budget and 33% of luxury hotels, the sewage is being disposed of in soak-pits or tanks. Only 11% of the high-budget and 67% of the luxury hotels are able to treat their sewage in treatment plants. The potential of profits from tourism are being siphoned off by neighboring states. Since Goa depends on Karnataka and Maharashtra for its food products, it is evident that there is a high leakage of the potential income that could have been generated, by local sourcing of food supply to the tourism industry.

**Political interference:** Discontentment of locals, rising inequality and poverty, and reduced "tolerance" of the outsider, are beginning to take their toll. Levels of crime and theft are rising, as is greed and corruption. Behind the smiles of local people, a sense of uneasiness is creeping in as the state becomes more corrupt. The police force and tourism department are becoming feared by everyone working in the tourist industry; bribes are often paid simply to stay out of trouble, whether or not there is any trouble.

#### **Problems and Prospects**

Every commercial activity suffers from hardship and difficulties. Gains and the losses are the two sides of any commercial activity. The economic prosperity is always accompanied by its side effects. If one gains by doing one activity, other suffers a loss on it. Tourism industry is not an exception to it especially Goan tourism. The tourism industry in Goa suffers from serious problems such as insufficient infrastructure, lack of global publicity, wrong perception about Goa in the minds of visitors, high cost and standard of living, dominated by the Non-Goan entrepreneurs with the help of proxy Goans.

Beach tourism in Goa is reached to its level and attained its equilibrium point. The result of this is already showing its ugly head. Such as easy availability drugs on the beaches, sexually abuse of small children on the beaches, illegal business and trade on the beaches, rapes and murders etc..

There is a need to look out for alternatives. It needs a well-designed plan and its execution in a scientific manner. Political interference must be brought to zero. In Goa various avenues are available to attract foreign as well domestic tourist. The best visited time by the foreign tourist is October to end of February and there after wards off season starts. During this time an effort must be made to attract domestic tourist so that tourism in industry will sustain and stand tall. Goa gets a good monsoon from July to early October. When it rains in Goa the northern parts of the country are burning with high temperature. Efforts must be to bring the people of these regions as tourist through special packages. The government must tie up with the ministry of Railways and ask for special Railways during these days so that middle class tourist can visit the state.

In Goa till recently mining was the main business of Goa which was closed down after the orders from the Ministry of Environment, Government of India. Though it started its activities, it is on a low scale. Many mining companies have not resumed its activities. The government of Goa can design a package to attract the people of the other state to witness the mining operations in Goa.

Goa has many rivers and its tributaries all over Goa which can be used for back water boating and fishing on lines with Kerala tourism. The eco-tourism which growing at a very low space can be given a push by the government so that it can sustain its operations. The dams of Goa ,zoo's, natural springs, jungle tourism can be developed on a large scale to off load the pressure on beach tourism.

On educational front, Goa is developing at an alarming rate. The various institution of national importance such as NIT, GIM, BITS, attracts many students from other parts of the country and the world . Besides, the proposed IIT and IIM sooner or later will set up their shops in Goa. This

educational development in Goa can also be tapped for the development of tourism the state. Also using the NIO and its diverse research fields can have international seminars, workshops, student science fairs to attract

Venue tourism for hosting international festivals, sports beach front events, expos etc. like the IFFI, BRICS, Defense expo etc.

A drastic decrease in the tourists from UK who were the patrons earlier has also been observed and the feedback received says the problems with infrastructure and loss of quietness and peaceful environments. A result of mismanaged crowd management at beaches etc.

There are many state of the art super specialty hospitals in Goa which provide treatment to patients at a reasonable rate as compared to hospitals in other parts of the country as well as the world. If given a proper publicity and prerequisite standards maintained it can prove a successful vehicle of medical tourism.

### Conclusion

To conclude, in Goa opportunities are plenty. It needs a proper opportunistic foresight to set a blue print to take the state to the next level of tourism, proactive, well researched and well managed steps. Failure of which will lead to a beach based tourism industry collapse, like a pack of cards.

### References

- Alvares, C. (1993). Fish, Curry and Rice: A Citizen's Report on the State of the Goan Environment. Ecoforum.Goa, p. 260
- Dayanand M.S ( 2004). The Tourism Industry of Goa: Current Status and Future Potential. Senior Lecturer, Department of Management Studies, Goa University.
- Information Memorandum. (2014). <http://goa-tourism.com/GTDC-holidays/images/downloads/tender-pdf/information-memorandum-mayem.pdf>
- Sawkar, K., Noronha, L., Mascarenhas, A., Chauhan, O. and Simad Saeed ( 1998). Tourism and the Environment WORLD Case Studies on Goa, India, BANK and the Maldives. The Economic Development Institute of the World Bank.
- Smith, L.J. Stephen, (1995). Tourism Analysis: A Handbook, 2nd Edition, Longman Group Ltd, England, pp: 5
- Solomon, R. (2009). The Challenge and Prospects of Tourism in Goa Today (edited)". Council for Social Justice and Peace Institute Piedade, D. B. Marg, Panjim, Goa - 403 001
- Vijayaragavan, T. ( 2014). Impact of tourism in Indian Economy. International Journal of Development Research, Vol. 4, Issue, 12, pp. 2835-2839,