

# Sustainable Tourism Development in Goa: Perception of Stakeholders

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## ABSTRACT

This research paper examines the environmental, economic, and socio-cultural sustainability of tourism development in Goa from the perspectives of stakeholders. The survey research methodology was adopted for examining the economic, environmental, and social sustainability of Goa tourism through a structured questionnaire executed among various stakeholders at various tourist destinations of Goa. The survey research analysis provides a rare insight into the perception of tourism stakeholders about the sustainability of the tourist destinations of Goa. The research findings prove that tourism development in Goa is environmentally and economically sustainable. However, tourism has brought about unfavourable impacts on the social and cultural environment. Hence, tourism developers have to adopt appropriate measures for mitigating the negative impacts of tourism on the socio-cultural spheres to make tourism more sustainable.

**Keywords:** Sustainability, economic empowerment, non-renewable energy, stakeholders

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## 1. Introduction

The tourism industry is considered an engine of economic growth in both developed and developing countries. The tourism industry contributes precious foreign exchange, generates employment and helps in infrastructure development and alleviation of poverty. However, the inconsiderate tourism development brings about disastrous implications on the economy, society, and environment of the tourist destinations. The massive growth of tourism and the concentration of tourist activities in certain destinations imposed a perceptible strain on local society and resources. Sustainable tourism has emerged as the most comprehensive approach to achieve sustainable development and mitigate the adverse impacts of tourism. "Sustainable tourism is the tourism development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems", UNWTO (2004). Sustainable tourism takes full account of its current and future economic, social and environmental impacts and addresses the needs of visitors, industry, environment, and the host communities.

In India, the faulty planning and haphazard implementation of tourism plans have brought a plethora of problems and issues, which challenge the economic, social, and environmental existence of destinations. The tourism plans and programmes are planned and implemented in such a way that the fruits of economic development have benefited the tourism business operators, promoters of hotels and restaurants, and big corporations at the cost of local communities. Therefore, the Central government and State governments have accepted sustainability as the basic premise of development processes, and achieving sustainable development through sustainable tourism is considered the major objective of tourism development in India. However, there has been little research conducted to empirically evaluate the effectiveness of the Government policies and programmes in achieving sustainability of tourist destinations. This research paper is a humble beginning to bridge the gap in the knowledge between the policy formulation and implementation and their ramifications on the environment, economy, and society of the tourist destinations. This research paper has identified Goa as the model of

Indian tourism for studying various dimensions of tourism development and implementation of tourism policies and programs. This study also attempts to examine the impact of tourism on the economy, environment, and socio-cultural aspects of Goa. It also explores how Goa has incorporated sustainable tourism development as a core mission to achieve economic, environmental, and socio-cultural development of the tourist destinations. As this research paper examines comprehensively the environmental, economic, and social sustainability dimensions from the perspectives of stakeholders, the research findings can immensely contribute to the existing tourism management literature and also help the policymakers in decision making.

This paper is systematized as follows. Section 2 provides a discussion on previous researches on tourism development. Section 3, research methodology describes the sample, methods, and materials adopted for measuring the variables and analyzing the data. Section 4, analysis of the result, examines the data derived out of the structured questionnaire survey conducted across Goa using survey analysis. Section 5, discussion of result, provides a brief discussion about the results obtained from the analysis of the result. Section 6, Conclusion, concludes the research paper and discusses future directions for research.

## 2. Review of Literature

Tourism serves as a major segment of the economy, which provides many economic benefits and changes the destiny of millions of people from the disadvantaged sections of the society. Tourism reduces widespread poverty by boosting national income, generating employment, earning foreign currency, ensuring regional development and promoting handicrafts, etc. (Solomon (2009), Fallerio (2015), Menon (1993)) There is also leakage effect of tourism revenue in Goa through either import of construction materials and equipment or consumer goods from other states. Leakage of income could have been avoided if the tourism industry had a locally sourced food supply. (Solomon (2009)) Tourism has been the reason for the excessive increase in the cost of living in popular tourist destinations. (Menon (1993), Harcombe (2010))

The rapid and uncontrolled tourism development often brings about environmental damages because the tourism developers prefer to maintain their economic interest rather than the ecosystem. The tourism infrastructure development is often built in the most beautiful landscapes and places, which destroy the environment and exhaust limited natural resources not only for the present generation but also for future generations. (Solomon (2009)) The over-utilized waste management system, lack of education and awareness about environment conservation, dumping of solid and liquid wastes, limited enforcement of deterrent measures against beach pollution, water bodies, and ecologically sensitive areas, and violation of coastal zone regulation are some of the pressing challenges of Goa tourism. (KPMG and Department of Goa Tourism (2015), (Solomon (2009), Solomon, et al. (2011), Sawrkar et al. (1998), Alvares (1993), Ahmed and Shankar (2012))

Tourism puts pressure on transportation infrastructure and the Government is not able to meet the travel requirements of both the local community and tourists. Tourism is also instrumental in protecting and promoting many art forms and traditions, which would otherwise have gone extinct. The infrastructure facilities and recreational activities developed for tourism have benefited the local communities. Tourism has also empowered females financially through increased job opportunities and the household decision-making power has been shifted away from males to females, Fellerio (2015).

Tourism also puts adverse impacts on society and culture. Goa is affected by the influence of western culture, especially among young people. The tourism industry could not portray the Goan culture, tradition, and events, Solomon (2009) and Fallerio (2015). Commercialization and vulgarization of local folk traditions including art, culture, and festivals cause gradual destruction of the purity and originality of these unique traditional assets. The antisocial activities such as money laundering, drugs, prostitution and trafficking in women and children, etc. have increased. (Solomon (2009), Menon (1993)) Tourism development in Goa has caused forcible eviction of coastal communities especially the vulnerable indigenous groups from their traditional lands, Solomon (2009). Tourism brings together people having different cultures, languages, lifestyles, and religions, which lead to cultural clashes. (Sawrkar et al. (1988)) To alleviate the negative impact of tourism, the central government and state government have made positive intervention through various Acts and policies.

## 3. Research Methodology

The focus of the research paper has been on three aspects of sustainable tourism development: environmental sustainability, economic sustainability, and socio-cultural sustainability. Primary research was conducted for evaluating the sustainability of tourism through the questionnaire survey conducted at different tourist destinations across Goa. UNEP and WTO (2004) provide a comprehensive framework for measuring sustainability in "Making Tourism More Sustainable: A Guide for Policy Makers". Based on the UNEP and WTO (2005) guidelines, a structured questionnaire was prepared by incorporating sustainability indicators for evaluating the sustainability of tourist destinations of Goa. The questionnaire was composed of 32 statements representing 32 sustainable indicators on the economy, environment, society and culture, and tourism governance. The 5-point Likert scale, a non-comparative scaling technique has been used

for designing the questionnaire. This research is based on both judgment sampling and random sampling. The destinations were selected based on judgment sampling by which the tourist destinations were chosen based on popularity in domestic and international tourism markets. The survey was conducted across Goa covering popular tourist destinations such as Anjuna, Baga, Calangute, Candolim, Miramar, Colva, Benaulim, Palolem, Aguada, Cavelossim, Sinquerim, Vagator, and Panaji. The questionnaire survey was executed randomly among the different stakeholders: tourists, the local community, and tourism business operators. A data set was prepared by merging the responses of all 633 stakeholders representing tourists, the local community, and tourism business operators. The data set consisted of 633 respondents representing 252 tourists, 248 local community members, and 130 tourism business operators.

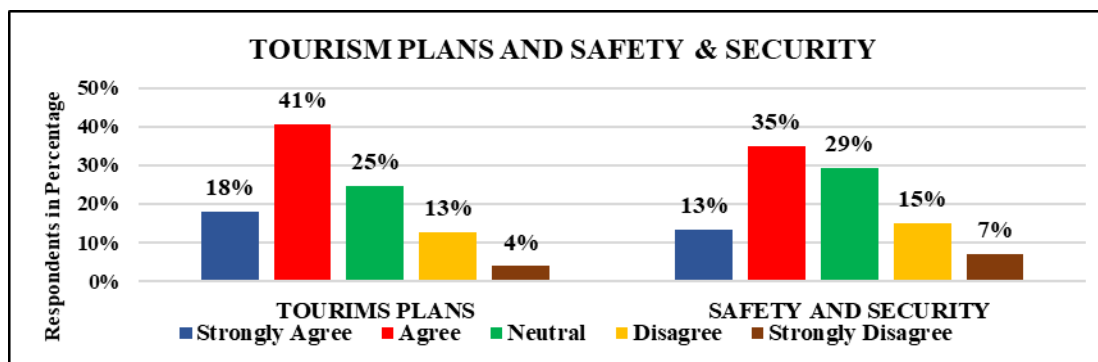
#### 4. Data Analysis

The survey research analysis is intended to analyze the stakeholders' perception about the sustainability of tourism development in Goa. This section evaluates the responses of tourists, local community, and tourism business operators about the questions related to the sustainable indicators, which contribute to the economic, environmental, and socio-cultural sustainability of Goa tourism.

##### Tourism Governance

**(1) Tourism Plans and Policies Encourage Tourism Development:** Tourism policy is an important pillar of sustainable tourism. The meticulously designed and properly implemented national tourism policy supported by necessary legislation and regulations provide direction to state government and tourism department for sustainable development of tourism. Goa tourism aims at the rational and sustainable utilization of natural and socio-cultural resources, focusing on integrated development of infrastructure and conservation and protection of heritage and environment.

Figure 1 given below displays the responses given by the respondents to the statements that tourism plans and safety and security encourage tourism development.



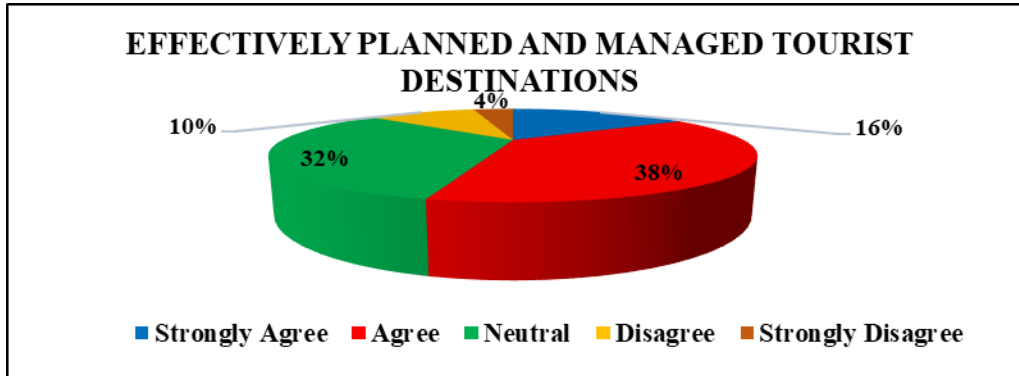
**Figure 1: Tourism Plans and Safety and Security Measures Encourage Tourism Development**

Figure 1 shows that 41% of the people agree and another 18% strongly agree that tourism plans and policies encourage tourism development in Goa. However, 4% of the respondents recorded strong disagreement, and 13% of respondents disagreed with the argument that tourism plans and policies are instrumental in bringing sustainable tourism development to Goa. Of the total respondents, 25% maintained neutral attitude towards the argument that tourism policies and programmes are instrumental in achieving sustainable development of destinations.

**(2) Government Provides Safety and Security in Tourist Destinations:** General safety and security are the main concern of tourists. In every destination, the government has ensured the safety and security of the tourists by installing efficient and effective legal and security systems to deal with the violation of tourism-related rules and regulations. Figure 6.1 shows the responses of stakeholders to the statement that the government ensures the safety and security of the tourists in tourist destinations.

Figure 1 above depicts that the majority of stakeholders believe that tourist destinations in Goa are providing adequate safety and security to the tourists. Of the total respondents, 35% agree that there is an efficient legal system to deal with the violation of rules and regulations related to tourism. Another 13% of respondents also registered strong support for the argument that the government is ensuring safety and security in the destinations by establishing efficient and effective legal and police systems. Conversely, 15% of the respondents showed disagreement and 7% expressed strong disagreement with the statement, which shows that the security and safety measures provided in the destinations are inadequate and the police and legal systems are non-responsive to the rising security issues. However, 29% of respondents maintained neutrality towards the efficiency of safety and security mechanisms provided in the tourist destinations.

**(3) Effectively Planned and Managed Tourist Destinations:** Figure 2 exhibits the responses of stakeholders to the statement that the tourist destinations are effectively and efficiently planned and managed.

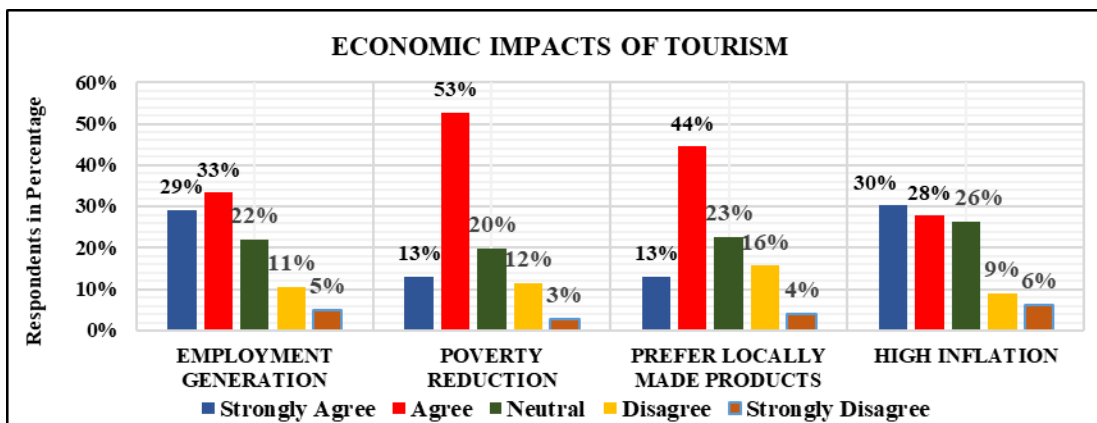


**Figure 2: Tourism is Effectively Planned and Managed in Goa**

Figure 2 describes that tourism is effectively and efficiently planned and managed in the natural and socio-cultural heritages. In this survey, 38% of people agree that both social and natural heritage sites are efficiently and effectively planned and managed in Goa. Besides, 16% of respondents strongly agree that tourist destinations are effectively and efficiently planned and managed. However, 10% of respondents recorded disagreement and another 4% expressed strong disagreement with the statement that tourism is effectively planned and managed in natural and socio-cultural heritages. A large segment of respondents comprising 32% maintained neutral stance towards the effectiveness and efficiency of destination management.

**Economic Sustainability**

**(1) Tourism Increases Employment Opportunities:** Tourism is a labor-intensive sector, which generates employment directly and indirectly for skilled, semi-skilled, and unskilled workers. It contributes to the alleviation of poverty and improvement of the quality of life by providing meaningful employment, satisfactory remuneration, and decent working conditions to the host communities, especially the disadvantaged groups and women. Figure 6.3 shows the reaction of the respondents towards the statement that tourism increases employment opportunities.



**Figure 3: Tourism Generates Employment Opportunities, Reduces Poverty, Tourists Prefer Locally Made Products and High Inflation**

Figure 3 depicts that the majority of the respondents reasoned that tourism is an important and significant segment of the economy, which generates employment directly and indirectly. The figure also depicts that 33% of the respondents agree and 29% strongly agree with the statement that tourism generates huge employment opportunities for the local communities. Nevertheless, a small section of the respondents comprising 11% expressed disagreement, and 5% registered strong disagreement with the argument that tourism generates huge employment opportunities directly and indirectly for the local communities. A considerable segment of respondents (22%) expressed neutral attitude towards the employment generation capacity of tourism. Goa tourism offers employment opportunities to skilled, semi-skilled, and unskilled people.

**(2) Tourism Reduces Poverty and Improves Standard of Living:** Goa Government has adopted a strategic approach to eradicate poverty by strengthening pro-poor tourism, increasing meaningful income to poor communities from tourism business, securing wider community benefits through participation and engagement, and empowerment of socially and economically

disadvantaged groups. Hence, tourism has been used as an effective tool for ensuring local prosperity by integrating and coordinating with agriculture, manufacturing, and other service sectors.

Figure 3 shows that tourism reduces poverty and improves the standard of living of the local population. The majority of respondents, 53% and 13%, respectively agree and strongly agree that tourism development eradicates poverty, improves the standard of living, and empowers the disadvantaged sections of the local communities. However, a meager 12% and 3% of the total respondents respectively disagree and strongly disagree with the statement that tourism development leads to poverty eradication. Nearly 20% of the total respondents showed neutral attitude towards the statement that tourism brings about economic empowerment of the local community.

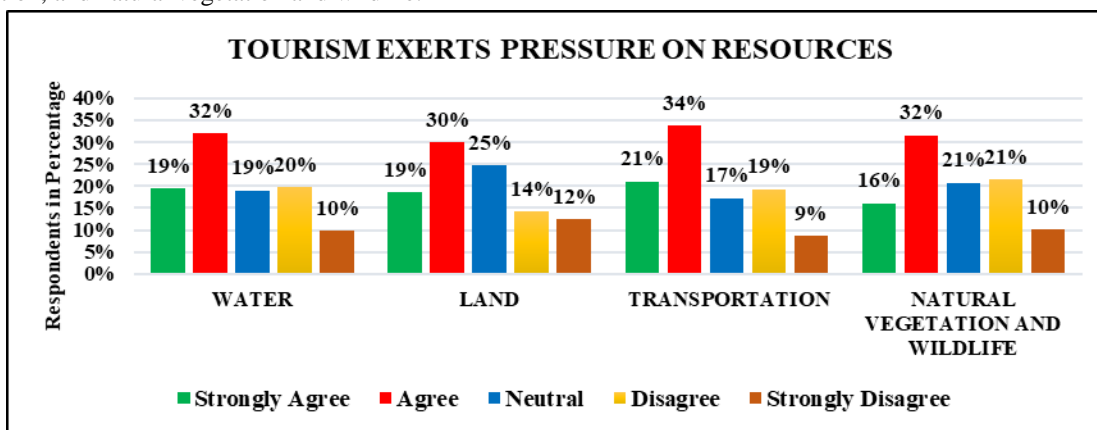
**(3) Tourists Prefer Locally Made Products to Imported Products:** Generally, tourists prefer to enjoy locally made products to imported products when they visit tourist destinations. The preference of tourists for locally made products creates a high demand for locally made products in the destinations. Tourism enables the indigenous producers to market their products by maintaining economic linkages between the tourism industry and the local community.

Figure 3 describes that a huge section of respondents reasoned that tourists prefer locally made products to imported products. The survey reveals that about 44% of the respondents agreed and 13% strongly agreed that tourists generally prefer locally made products to imported goods. In contrast, 16% of respondents disagreed and meager 4% respondents strongly disagreed that tourists prefer locally made products. However, 23% of respondents chose to be neutral. The findings suggest that the preference of tourists for the locally made product is giving a boost to the local economy, reducing poverty, and empowering the local community.

**(4) Tourism Inflates the Prices of Goods and Services and Properties:** Tourism development brings both positive and negative impacts on the economy. The adverse economic impacts of tourism are the increasing cost of living, the surge in the general prices of goods and services, and rising prices of land and housing. Figure 3 describes that tourism is not responsible for general inflation and rising prices of goods and services and properties in tourist destinations. The survey results indicate that 30% of the respondents strongly agree and 28% agree that tourism has led to an increase in the prices of goods and services including properties and housing. However, about 9% of the respondents disagree and another 6% of respondents strongly disagree that tourism is responsible for the high rate of inflation in tourist destinations. A significant section of respondents (26%) expressed a neutral attitude towards the impacts of tourism on prices of goods and services in tourist destinations.

**Environmental Sustainability**

**(1) Tourism Puts Pressure on Water Resources:** Water is the elixir of life and one of the most critical natural resources required for tourism. The tourism industry uses water resources for hotels and restaurants, swimming pools, water sports, golf courses, and personal use of tourists. Overexploitation of precious water resources causes water shortage, contamination of water, depletion of groundwater, and degradation of water supplies. Figure 4 exhibits the responses regarding the pressure of tourism on resources like water, land, transportation, and natural vegetation and wildlife.



**Figure 4: Tourism Puts Pressure on Resources such as Water, Land, Transportation and Natural Vegetation and Wildlife**

Figure 4 demonstrates that the majority of the respondents support the statement that tourism exerts huge pressure on water resources. About 32% of the population expressed agreement and another 19% strong agreement that the tourism industry diverts water for recreational activities and it is responsible for the scarcity of water, contamination of water bodies, and depletion of groundwater. Conversely, 20% of the respondents disagree that the tourism industry is putting huge pressure on water resources in

many destinations. Moreover, 10% of the respondents strongly disagree that tourism development and tourism activities are creating scarcity of water in tourist destinations. However, 19% of the respondents remained neutral towards the statement.

**(2) Tourism Exerts Pressure on Land Resources:** From figure 4, the survey finding establishes that tourism development has led to excessive pressure on land due to massive levels of tourism infrastructure development, extensive unauthorized constructions, and diverting agricultural land for commercial purposes. The survey discloses that about 30% of people agreed and 19% strongly agreed to the general apprehension that tourism exerts huge pressure on land resources and in the name of tourism development, massive and large-scale misuse of land takes place in many tourist destinations. The figure also shows that approximately 14% of the respondents disagree and another 12% strongly disagree that tourism puts huge pressure on the land in tourist destinations. However, 25% of the respondents maintained neutrality towards the statement that tourism development leads to misuse of land.

**(3) Tourism Increases Pressure on Transportation Infrastructure:** Figure 4 depicts the opinion of respondents on the statement that tourism increases pressure on transportation infrastructure. The survey establishes that tourism development exerts pressure on the existing transportation infrastructure and facilities. Over 34% and 21% of respondents, respectively expressed agreement and strong agreement towards the statement that tourism puts tremendous pressure on transportation infrastructure. About 19% of the respondents disagree and 9% strongly disagree that tourism increases the pressure on the transportation system in tourist destinations. However, 17% of the total respondents expressed neutral attitude towards the argument that tourism puts pressure on transportation infrastructure.

**(4) Tourism Increases Degradation of Natural Vegetation and Loss of Wildlife:** Figure 4 depicts the survey result on the statement that tourism exerts pressure on the natural vegetation and wildlife. The survey reveals that the massive level of tourism infrastructure development and tourism activities along the coastal regions and other natural heritages have increased the degradation and destruction of natural vegetation and wildlife. The results show that approximately 48% of the total respondents (32% agreed and 16% strongly agreed) support the argument that the massive levels of tourism development damage and destroy forests, mountains, and water bodies, which are the habitats of precious, rare, and endangered flora and fauna. On the other hand, 21% and 10% of respondents expressed disagreement and strong disagreement with the statement that tourism development in Goa has led to the degradation of natural vegetation and wildlife. However, 21% of the respondents maintained neutrality.

**(5) Effective and Efficient Mechanism to Mitigate Pressure on Water Resources:** Survey findings from the previous section established that tourism puts huge pressure on natural resources. The pressure on these natural resources can be mitigated by adopting sustainable resource exploitation strategies. Figure 5 exhibits the survey results on the efficiency and effectiveness of mechanisms introduced for mitigating the adverse impacts of tourism on resources like water, land, transportation, and natural vegetation and wildlife.

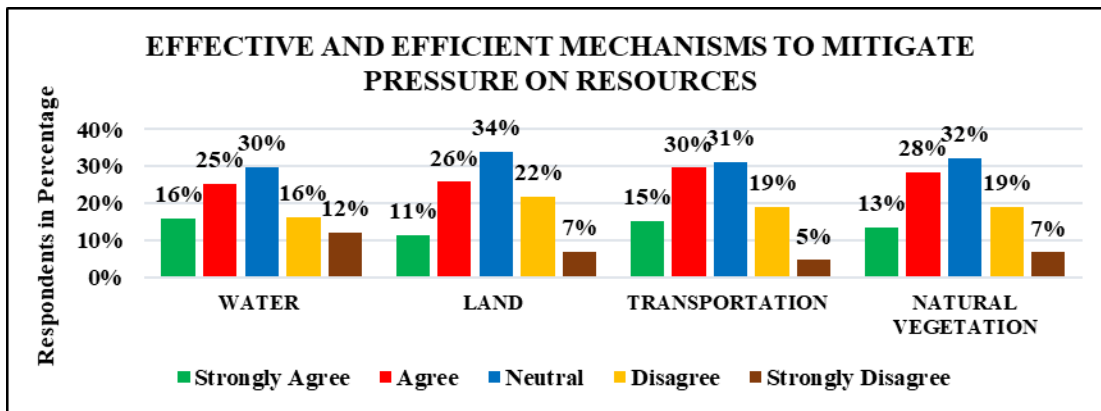


Figure 5: Effective and Efficient Mechanisms to Mitigate Pressure on Resources

Figure 5 shows the survey results on the efficiency and effectiveness of mechanisms for mitigating the adverse impacts of tourism on water resources. The survey findings support the argument that the water management system introduced and implemented in Goa is mitigating the adverse impacts of tourism on water resources. From the survey, it is very much apparent that 41% of the respondents (25% of respondents agree and 16% of respondents strongly agree) support the argument that the government is ensuring effective and efficient management of water resources of Goa. Over 26% of the respondents (16% of respondents disagree and 12% strongly disagree) reject the claim that an effective mechanism is present in the destinations to mitigate the pressure on water resources. However, a major chunk of respondents, over 30% remained neutral while expressing their opinions on whether there is an adequate mechanism existing for mitigating pressure on water resources or not.

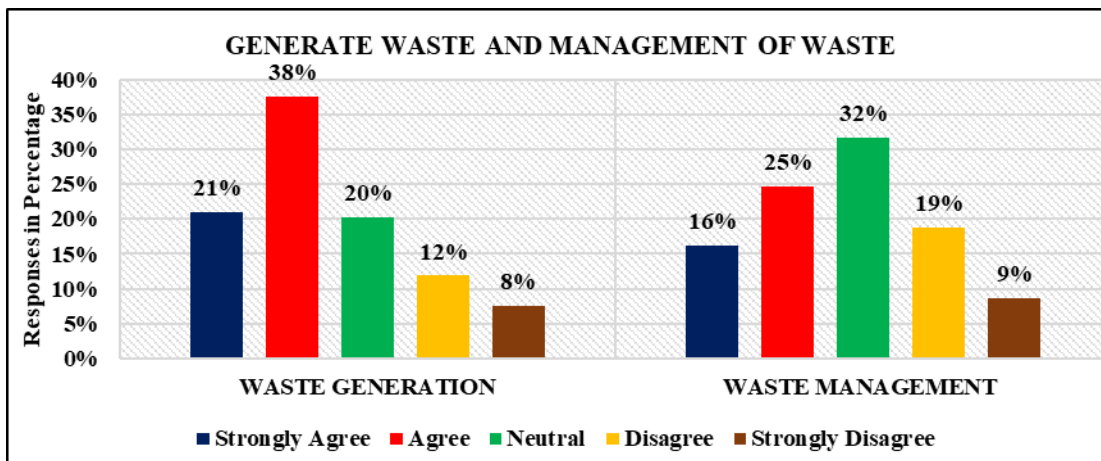
**(6) Efficient and Effective Mechanism for Mitigating Pressure on Land:** Figure 5 illustrates the survey results on the efficiency and effectiveness of mechanisms for mitigating the adverse impacts of tourism on land utilization. The survey findings disclose inconclusive evidence about the effectiveness of the system to mitigate the misuse of land for tourism development. The survey reveals that 37% of the respondents (including 26% and 11% of respondents agree and strongly agree respectively) agreed with the statement that an appropriate mechanism exists in Goa to mitigate pressure on Land and land resources. On the other hand, a total of 29% of the respondents (including 22% and 7% of respondents who disagree and strongly disagree respectively) expressed disagreement with the statement that all tourist destinations have appropriate mechanisms to mitigate the impacts of tourism on land. However, a major chunk of 34% of respondents remained neutral towards the statement that there are efficient and effective mechanisms existing for mitigating the pressure on land.

**(7) Effective and Efficient System to Mitigate Adverse Impact of Tourism on Transportation Infrastructure:** Figure 5 describes that the tourist destinations have developed effective and efficient mechanisms to mitigate the adverse impact of tourism on transportation infrastructure. The figure reveals that about 45% of the respondents (including 30% and 15% of respondents agree and strongly agree) recorded agreement with the statement that tourism is not increasing pressure on transportation infrastructure. On the contrary, the figure also reveals that 24% of the respondents (comprising of 19% and 5% of respondents disagree and strongly disagree) expressed disagreement with the statement that the government has installed efficient mechanisms to improve transportation infrastructure and facilities. Whereas 31% maintained a neutral position towards the statement that Goa has an efficient transportation management system to mitigate the adverse impact of tourism on transportation infrastructure and facilities.

**(8) Efficient and Effective Mechanism for Reducing Degradation of Natural Vegetation and Wildlife:** Figure 5 depicts the responses of people who participated in the survey. The survey reveals that the tourism destinations are equipped with appropriate mechanisms to mitigate the degradation of natural vegetation and loss of wildlife. About 41% of total respondents (28% respondents agreed and 13% strongly agreed) support the argument that tourism is effectively planned and managed in the tourist destinations and all the destinations have effective and efficient mechanisms to reduce the adverse impact of tourism on natural vegetation and wildlife. However, 26% of the total respondents (19% disagree and 7% strongly disagree) repudiate the argument that a suitable mechanism has been installed in tourist destinations to control the degradation and destruction of the flora and fauna. A major segment of respondents (32%) remained neutral while expressing their opinion on the effort made by the government to reduce the degradation of natural vegetation and loss of wildlife.

**(9) Tourism Generates Huge Quantity of Waste in Destinations:** Tourism generates huge amounts of solid and liquid wastes in tourist destinations. The concentration of tourism activities and consequent littering and dumping of waste not only degrades the physical integrity and natural attraction of destinations but also poses health hazards to both the tourists and the local community.

Figure 6 shows the survey results on the statements that tourism generates a huge quantity of waste in the tourist destinations and the destinations have established efficient waste management systems.



**Figure 6: Tourism Generates Huge Quantity of Waste and Destinations have Efficient Waste Management System.**

Figure 6 describes that tourism is responsible for generating waste in tourist destinations. Survey results show that about 38% and 21% of the respondents, respectively expressed agreement and strong agreement with the apprehension that indiscriminate tourism development generates huge amounts of waste in tourist destinations. On the contrary, about 12% of the respondents disagree and another 8% strongly

disagree with the statement that tourism generates a huge amount of waste in tourist destinations. A significant section of respondents comprising 20% recorded neutral responses towards the statement that tourism is responsible for the accumulation of waste in tourist destinations.

**(10) Efficient and Effective Mechanism Exist for Waste Disposal and Waste Recycling:** Figure 6 shows the responses of respondents to the efficiency and effectiveness of waste management and waste recycling mechanisms existing in the destinations. Survey research results show that the tourist destinations are equipped with waste disposal and waste recycling systems. Survey results show that about 25% and 16% of the respondents expressed agreement and strong agreement respectively with the statement that all tourist destinations are equipped with effective mechanisms for waste disposal and waste recycling. On the other hand, around 19% of the respondents recorded disagreement, and another 9% strongly disagree with the statement that tourist destinations have proper waste disposal management. However, a vast majority of respondents, 32% expressed a neutral attitude towards the statement that every destination has efficient and effective waste management and recycling systems.

**(11) Government Promotes Sustainable Exploitation of Conventional and Renewable Energy:** Tourism is a resource-intensive industry and achieving optimum resource efficiency has a profound impact on the local environment and the indigenous community. The government plays an important role in encouraging and promoting sustainable environmental management. The government and tourism industry should promote sustainable exploitation of renewable and non-renewable energy resources for the management of the environment.

Figure 7 shows the survey results on the statement that Government promotes renewable energy, environmental education, and community management of the environment

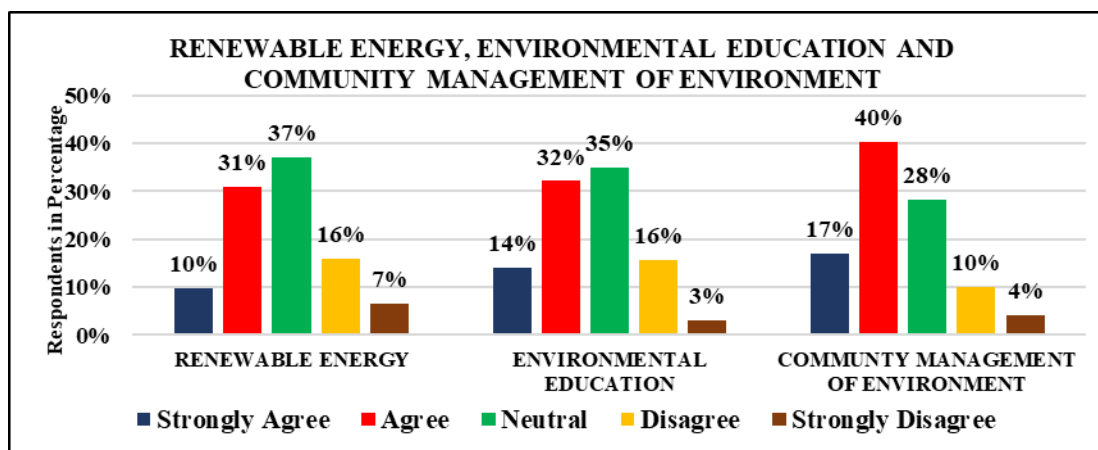


Figure 7: Government Promotes Renewable Energy, Environmental Education and Community Management of Environment

Figure 7 reveals that the respondents have expressed mixed responses about the role of government in promoting sustainable exploitation and utilization of renewable and non-renewable energy in the tourism sector. The survey shows that 37% expressed a neutral attitude towards the role of the Government in promoting sustainable utilization of renewable energy in Goa. However roughly, 31% of the people agree and 10% of respondents strongly agree that the government is promoting exploitation and conservation of renewable and non-renewable energy. In contrast, 16% of respondents disagree and 7% strongly disagree with the argument that government promotes conservation of renewable and non-renewable energy.

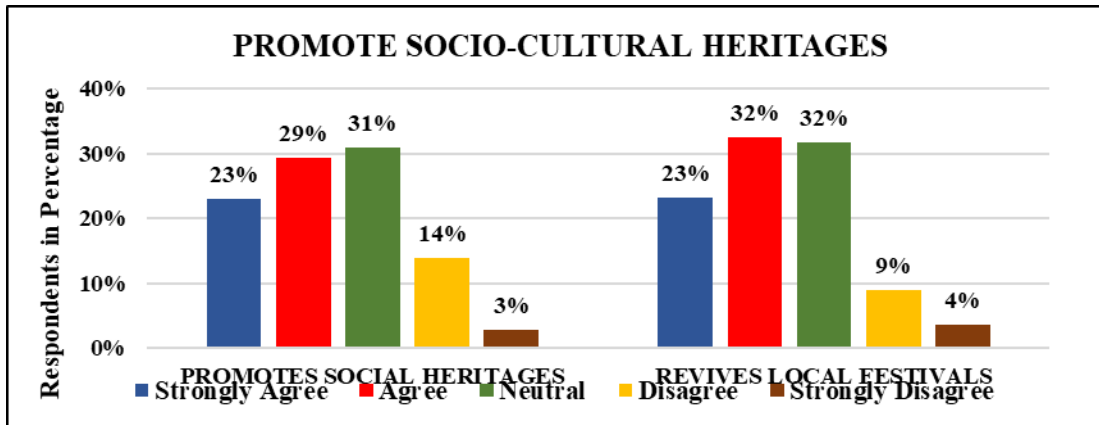
**(12) Government Promotes Environmental Education among Tourists, Local Community and Tourism Business Operators:** Tourism has the potential to increase public appreciation of the environment and spread awareness about environmental problems. Tourism can bring together all stakeholders such as tourists, the host population, tourism business operators, government departments, and non-governmental organizations (NGOs) into closer contact with nature and the environment.

Figure 7 displays that the majority of the respondents support that the Government is actively promoting environmental education and awareness among the tourists, local community, and tourism business operators. The survey reveals that 32% of the respondents agree and 14% strongly agree that the Government has been undertaking various programs for environmental education and awareness among the stakeholders about the necessity of protecting and conserving natural and socio-cultural heritages. However, 16% of respondents recorded disagreement, and another 3% strongly disagree with the statement that the government promotes environmental education and conducts awareness programmes at tourist destinations. A large section of the respondents (35%) observed neutrality towards the government's role in the promotion of environmental education and awareness.

**(13) Government Promotes Community Management of Environment:** Figure 7 shows the survey research result on community management of the environment, which strongly supports the argument that the government is promoting community management of the tourist destinations. Roughly, 40% of the people agree and 17% of respondents strongly agree that the government is promoting the integration of the local community in the management of tourist destinations. In contrast, 10% of respondents disagree and 4% strongly disagree that the government promotes and encourages management of the environment by the local community. The survey shows that a large segment of respondents (28%) expressed a neutral attitude towards the role of the local community in the management of tourist destinations.

**Socio-cultural Sustainability**

**(1) Tourism Preserves and Promotes Social Heritages:** Tourism helps to conserve and preserve social heritage such as historical monuments, museums, churches, temples, and mosques. The income generated from tourism can also be utilized for protecting and conserving the social heritages, which are the traditional asset base of tourist destinations. Figure 8 shows the responses of stakeholders towards the sustainability indicators that tourism promotes social heritages and revives local festivals.



**Figure 8: Tourism Preserves and Promotes Social Heritages and Revives Local Festivals**

Figure 8 shows that a vast majority of the people strongly support the argument that tourism preserves and promotes social heritages such as historical monuments, museums, churches, temples, and mosques. The survey reveals that about 29% of the respondents agree and another 23% of the respondents strongly agree that tourism enables the destinations to preserve and revive social heritages. A marginal section of the respondents comprising 14% and 3%, respectively expressed disagreement and strong disagreement with the general assumption that tourism protects and promotes historical heritages. However, 31% of respondents maintained neutrality towards the argument that tourism can protect and preserve social heritages of the tourist destinations.

**(2) Tourism Protects, Revives, and Promotes Cultural Heritages:** Tourism respects and enhances the authenticity and distinctiveness of the culture and traditions of the host communities. It also has the potential to protect and conserve cultural heritages including various forms of arts, crafts, and folklore of the indigenous communities. Figure 8 demonstrates the survey results, which strongly support the statement that tourism protects, revives, and promotes cultural heritages such as local art forms, festivals, and folklore. The survey reveals that about 32% of the respondents support and another 23% respondents strongly support the argument that tourism protects, revives, and promotes the rich and varied culture of the indigenous communities. A small segment of respondents comprising 9% and 4% each expressed disagreement and strong disagreement with the general perception that tourism revives and protects cultural heritage. However, 32% of the respondents showed a neutral attitude towards the statement that tourism enables the destinations to protect and revive the cultural heritage.

**(3) Tourism Development Leads to Commercialization of Culture:** The performance of traditional and cultural art forms for entertaining the tourists will lead to the commercialization of culture and traditions. The commercialization of culture may gradually destroy the pristine purity of the sacred art forms, festivals, and folklore. Figure 9 exhibits the responses of stakeholders to the statements that tourism leads to commercialization of culture, cultural clashes, antisocial activities, loss of habitat, and a bad influence on children.

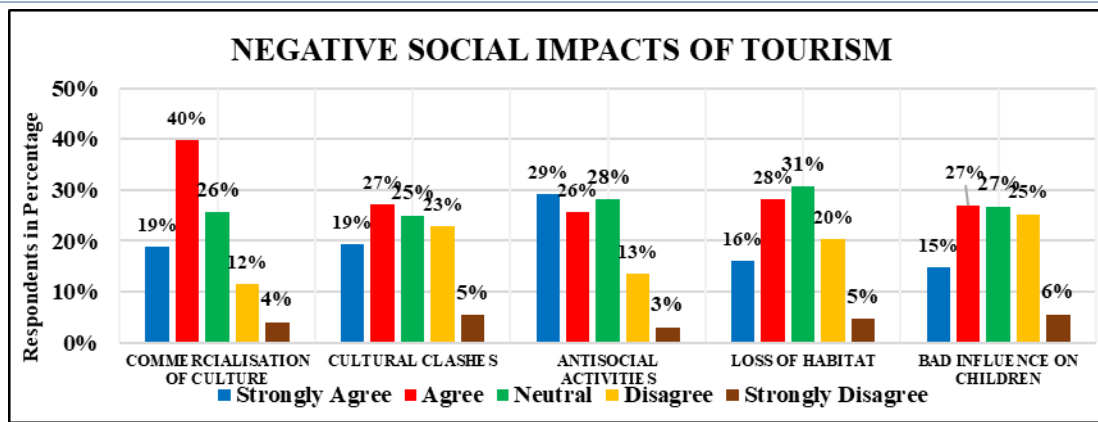


Figure 9: Tourism Leads to Commercialization of Culture, Cultural Antisocial Activities, Loss of Habitat and Bad Influence on Children

From Figure 9, it is apparent that tourism leads to the commercialization of culture in Goa. Survey results show that about 40% of respondents agree and 19% strongly agree that tourism leads to the commercialization of culture. Conversely, 12% of the respondents disagree and 4% strongly disagree that tourism development causes commercialization of culture. However, 26% of respondents expressed neutral response towards the role played by tourism in commercializing the culture and acculturation of the local community.

**(4) Tourism Leads to Cultural Clashes between Tourists and Local Community:** The tourists must recognize and understand the cultural identity and diversity of local communities and respect the cultural difference between the host population and tourists for memorable and successful tourism experiences. The uncontrolled mass tourism and undesirable behaviour and attitude of the tourists increased antagonism and hostility between tourists and the local community. From figure 9, we can presume that tourism is responsible for cultural clashes between the host community and the tourists. Survey results show that 27% of the respondents agree and 19% strongly agree that tourism development causes clashes between the local community and the tourists. However, about 23% of respondents showed disagreement, and 5% strongly disagree with the argument that tourism causes cultural wedges between the tourists and the host population. A major section of the respondents, 25% observed a neutral attitude towards the effects of cultural interaction between the host communities and tourists.

**(5) Tourism Leads to Anti-Social Activities:** Tourism results in many social evils such as the devaluation of traditions, social disharmony, rising crime, drug abuse, health hazards, and sexual exploitation. Thus, tourism not only protects and promotes historical and cultural heritage but also destroys the traditional social structure, rich and diverse socio-cultural traditions, and local livelihood.

Figure 9 describes the survey results on the statement that tourism leads to anti-social activities such as drugs, prostitution, alcoholism, gambling, and other criminal activities at various tourist destinations. The result pronounces conclusive evidence to substantiate the research question that tourism leads to an increase in anti-social activities. The survey findings reveal that about 55% of the total respondents, including 26% and 29% of respondents agreed and strongly agreed respectively with the argument that tourism development has resulted in increasing antisocial activities in Goa. However, 16% of the total respondents of which 13% and 3% of respondents respectively disagree and strongly disagree that tourism leads to increases in antisocial activities. Furthermore, another 28% of the total respondents indicated a neutral attitude towards the statement that tourism leads to anti-social activities.

**(6) Tourism Development Leads to Loss of Habitats to Local Community:** The development of tourism infrastructure and other support facilities are leading to gradual degradation of the land resources and devastation of the natural environments. The haphazard tourism development in different destinations leads to the loss of habitats for human beings and animals.

Figure 9 shows the survey research findings that substantiate the statement that tourism development leads to loss of habitats to the local community and wildlife. In the survey, about 44% of the respondents (28% and 16% respectively agree and strongly agree) supported the statement that tourism development leads to loss of habitats to human beings and wildlife. On the contrary, about 25% of the respondents (20% and 5% disagree and strongly disagree) rejected the general apprehension that tourism development leads to loss of habitats of the local community and wildlife in the tourist destinations. However, a major segment of respondents (31%) observed neutrality towards the argument that tourism leads to loss of habitats.

**(7) Tourism has Bad Influence on Children and Juvenile:** The children and the juveniles are the worst victims of mass tourism such as child labour, child prostitution, drug abuse, and crimes. The adoption and assimilation of foreign or alien culture by the young generation will lead to the gradual decline of established social structure, distinct indigenous culture, and traditions.

Figure 9 demonstrates that tourism causes an adverse influence on children and juveniles in tourist destinations. The survey results indicate that about 27% of the respondents agree and 15% strongly agree that tourism brings adverse behavioural changes in children and juveniles. About 25% of the respondents disagree and another 6% of the respondents strongly disagree with this argument that tourism adversely influences the behaviour of children and juveniles. However, 27% of the total respondents expressed a neutral attitude towards the statement that tourism creates a bad influence on the young population.

**(8) Local Community Maintains Positive Attitude and Good Behaviour:** The success of tourism development and popularity of tourist destinations are dependent upon the attitude and behaviour of the local community towards the tourists and tourism business operators. Sustainable tourism development envisages the integration and cooperation of various stakeholders in the formulation and implementation of tourism plans and programmes, especially local communities. Figure 10 illustrates the survey results on the statement that the local community maintains good behaviour with tourists and the business community.

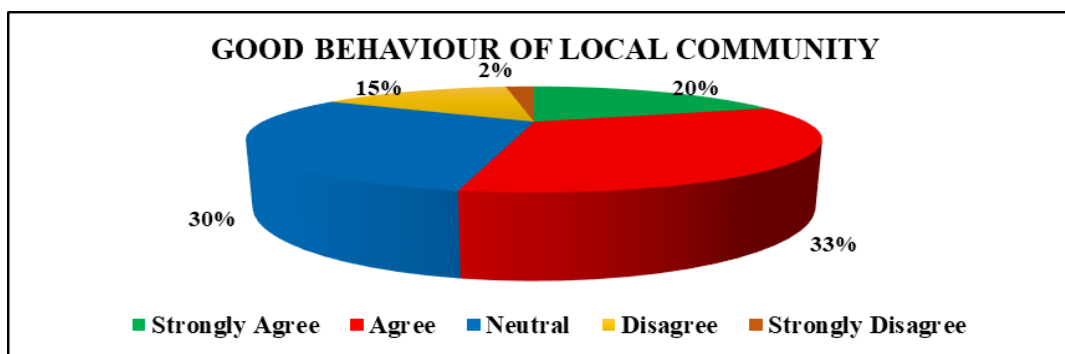


Figure 10: Local Community Maintains Positive Attitude and Good Behaviour

Figure 10 describes that the majority of the respondents agree that the local community maintains a positive attitude and good behaviour towards tourists and tourism business operators. Nearly 53% of the respondents (including respondents who agreed and strongly agreed respectively 33% and 20%) support that the local population maintains a friendly attitude and good behaviour with tourists and tourism business operators. Nevertheless, a microscopic community of respondents representing 15% and 2%, respectively voiced disagreement and strong disagreement with the statement that the local community maintains good behaviour and a positive attitude towards tourists and tourism business. However, a significant section of respondents (30% of respondents) observed neutrality concerning the attitude and behaviour of the local community towards tourists.

## 5. Discussion

The main objectives of this research project are to examine the economic, environmental, and social sustainability of Goa tourism from the perspective of tourism stakeholders like tourists, the local community, and tourism business operators. The survey research analysis provides new insights on the collective perception of the stakeholders about the sustainability of tourist destinations.

**Tourism Governance:** The Government of Goa has introduced and implemented the National Tourism Policy 2002, Goa Tourist Places (Protection and Maintenance) Act 2001 and Sustainable Tourism Criteria and Indicators for India (STCI), and other plans and programmes to achieve socio-economic development of the state. These policies and programmes envisage the achievement of sustainable tourism through the rational utilization of natural and socio-cultural resources, integrated development of infrastructure, and conservation and protection of natural and socio-cultural heritages. The survey results suggest that the tourism plans, programmes, and strategies are facilitating the sustainable development of tourism in Goa. The Government of Goa has taken appropriate steps to ensure the safety and security of the tourists by installing an efficient and effective legal and security system. Thus, the findings on tourism governance mechanisms strongly support the hypothesis that tourism governance is directly leading to the sustainability of tourism in Goa.

**Economic Sustainability:** The second objective of the survey research is to examine the economic sustainability of Goa tourism. The research findings suggest that tourism has become one of the major segments of the state economy, which directly contributes to the socio-economic development of Goa. The majority of the stakeholders support that tourism generates employment opportunities, reducing poverty, and improving the living standards of local communities at different destinations of Goa. It appears that tourism is directly contributing to the alleviation of poverty and improvement of the standard of living of the host communities. The survey findings show that tourism is responsible for general inflation and rising prices of goods and services in the destinations. There is high demand for locally made products in every destination, as the tourists prefer locally made products to imported products. The Government

has made various institutional mechanisms to promote locally made products by integrating the local community with the tourism industry, which has enabled the indigenous producers to find markets for their products. The survey results on economic sustainability indicators strongly support the empirical hypothesis that tourism directly contributes to the economic sustainability of Goa.

**Environmental Sustainability:** The survey research findings reveal that tourism puts huge pressure on water resources, land, transportation infrastructure, and natural vegetation and wildlife. However, the tourist destinations are equipped with efficient and effective mechanisms for mitigating pressure on resources such as water, land, transportation, and natural vegetation and wildlife. Tourism generates a huge amount of waste and waste disposal management is a major problem in many destinations. The government has introduced appropriate waste disposal and waste recycling mechanisms to manage the waste generated by tourism. The government is actively promoting not only the sustainable exploitation and consumption of non-renewable and renewable energy but also promoting environmental education and awareness among tourists, tourism business operators, and local communities. Thus, the survey findings on the environmentally sustainable indicators support the empirical hypothesis that that tourism development in Goa is ensuring environmental sustainability. Tourism exerts huge pressure on both natural and manmade resources and the tourism industry has to concentrate its effort to explore improved resource exploitation strategies.

**Socio-cultural Sustainability:** The research finds that tourism protects and promotes socio-cultural heritages including historical monuments, temples, churches, and mosques. It also revives, protects, and promotes cultural heritages such as indigenous art forms, festivals, and folklores. The stakeholders have the apprehension that tourism is responsible for the cultural clashes between the tourists and the host communities. Tourism also causes a bad influence on the children and juveniles in tourist destinations. Tourism development has led to the loss of habitats of the local community and natural vegetation and wildlife in the destinations. It is also responsible for the increase in antisocial activities in the destinations. The excessive exploitation of cultural heritages for entertaining the tourists has led to the commercialization of the culture of indigenous communities. However, the survey results prove that the local community maintains a positive and friendly attitude and behaviour with tourists and tourism businesses. The survey results on social sustainability indicators repudiate the empirical hypothesis that tourism development directly contributes to the sustainability of the social environment of Goa. Hence, the government has to introduce appropriate strategies and programmes to make tourism more socially and culturally sustainable by mitigating the negative impacts of tourism on society.

## 6. Conclusion

The survey research analysis provides a rare insight into the perception of tourism stakeholders about the sustainability of the tourist destinations of Goa. The research findings prove that tourism development in Goa is environmentally and economically sustainable. However, tourism has brought about both favourable and unfavourable impacts on the social and cultural environment. Hence, tourism developers have to adopt appropriate measures for mitigating the negative impacts of tourism on the socio-cultural spheres to make tourism more sustainable.

There are several areas of limitation of this research. In this research, we could not incorporate the opinion of Government agencies and Non-Governmental Organizations (NGOs) because of time constraints. This research has adopted judgment sampling for choosing the destination and executing the questionnaire survey. Thus, the findings from this research paper might be subjected to the limitations of the sampling method.

An important extension of this research would be to examine the economic, environmental, and socio-cultural sustainability from the perspectives of the different stakeholders such as tourists, local community, tourism business, government agencies, and NGOs. The future course of research could be in this direction and attempts should be made to broaden the sample size and to incorporate more sustainability indicators for empirically testing and validating the sustainability of tourism development using factor analysis and structural equation modeling (SEM).

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