

## Village Tourism', a Key to Trigger Entrepreneurial Growth in Non-Tourist Centric Villages of Goa: A Study

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*Given the fact that Goa is the state with the highest unemployment rate, the focus is to assess the possibility of introducing Village Tourism in Goa in order to bring about entrepreneurial growth associated with tourism in the otherwise ignored (non-tourist) villages of Goa. In this regard the study attempts to get an insight of the impact of tourism on the existing entrepreneurs in tourist centric and non tourist centric villages.*

*A survey was conducted of entrepreneurs in dual settings namely tourist centric and non- tourist centric. Simple percentage values, Chi Square, Bar chart etc are applied to interpret, analyze and present data. A survey of 650 entrepreneurs was undertaken, of which 325 are operating in tourist centric villages and another 325 are operating in non tourist centric villages. Both set of entrepreneurs are open to the concept of village tourism being introduced in their villages, and the opportunities tourism offers.*

**KEYWORDS:** *Goa Tourism, village tourism, tourist centric villages, non tourist centric villages, entrepreneurs.*

### INTRODUCTION

Goa, the 'beauty spot' of the Indian sub continent, was a former Portuguese colony which joined the Indian Union in 1961, and it was only on 30<sup>th</sup> May 1987 that it attained statehood as the 25th state of this great Republic. A petite state hardly admeasuring 3702 Km<sup>2</sup>, nonetheless it has over the decades earned gigantic reputation as world tourist destination. Interestingly, people of varied origin and hue round the globe, flood this tiny state of Goa, at times exceeding even the local populace. What's the appeal, the enticement of this destination to accomplish so? According to (Attari 2006), 'the Goan identity is intensely personal despite or perhaps because of the historical distortions and corrections it has suffered. And the only way to understand it is to embrace its fragments'. Well, the fragments is witnessed in its sun kissed 105kms of white shoreline,

clubbed with the white serene churches, the eternal green fields, the warm hearted hosts, and ancient sacred temples, the exquisite cuisine, the fancy fest and festivals, all constringing to draw up a perfect holiday destination appealing to one and all. Indeed, Goa has come a long way from sleepy beach centric tourist destination of the hippies in the sixties touching 119,387 guests in 1973, to 25,03,703 in 2009 to extremely large number of approximately 26 lakh in 2010 (almost double the size of the local population) {Afonso & Tensing (1994); Pereira, (2010)}.

**Objective:** Given the fact that Goa is the state with the highest unemployment rate, the focus is to assess the possibility of introducing Village Tourism in Goa in order to bring about entrepreneurial growth associated with tourism in the otherwise ignored (non-tourist) villages of Goa. In this regard the study attempts to get an insight of

the impact of tourism on the existing entrepreneurs in tourist centric and non tourist centric villages.

**Design/methodology/approach** A survey of 650 entrepreneurs was undertaken, of which 325 are operating in tourist centric villages and another 325 are operating in non tourist centric villages. The respondents were administered close ended questions to get an insight into the

status of the tourism industry in the state and its impact on the entrepreneurs in the dual settings. Simple percentage values, Chi-Square, Bar charts etc are applied to interpret, analyze and present data

### Exhibit 1: Goa at a glance.

Location	3,702 km <sup>2</sup> , on the west coast of India with 105km. coastline
Capital	Panjim
Population	1.34 million
languages	Konkani, Marathi and English
Past	Portuguese colony for 451 years and was liberated in 1961.
Statehood	Attained on 30th May, 1987.
Tourism	Attracts almost 12% of total foreign tourists arriving in India.
Tourists Fig.	About 1.2 millions annually almost equating local populace.
Charters	75% of the total direct charter traffic in India land here.
Beaches	Calangute, Colva, Miramar, Palolem, Vagator, Arambol etc
Churches	Basilica of Bom Jesus, Se Cathedral, Church of St. Francis, etc
Temples	Shri Shantadurga, Shri Mangueshi, Shri Bhagavati (Pernem), Rudreshwar Temple at Harvalem, Shri Mahadeo Bhumika, etc
Mosques	Safa Masjid at Ponda, Jama Masjid at Sanguem.
Other Places	Museum of Christian art, Bondla Forest, Dudhsagar Water Falls, etc
Source: Official Website, Government of Goa. . <a href="http://goagovt.nic.in">http://goagovt.nic.in</a> <a href="http://www.goachamber.org/cms/">http://www.goachamber.org/cms/</a>	

### LITERATURE REVIEW:

At the time of Liberation Goa's Gross Domestic Product was Rs. 27 crore and per capita income Rs 434, behind only New Delhi and Punjab, while the rest of India had a per capita income of Rs. 325 (Angle, 2007). Today, Goa has been transformed into a fast growing industrial centre. Goa has emerged as one of favorable destination for investment and is ranked fourth in the country by a study conducted by the Rajiv Gandhi Institute for Contemporary Studies and Confederation of India Industry (SouthGoa District Portal, 2011). The state boasts of industries manufacturing pesticides, fertilizers, tyres, tubes, footwear, chemicals, pharmaceuticals, wheat products, steel rolling, fruits and fish canning, cashew nuts, textiles, brewery products etc. Manufacturing industry occupies little over 1,500 hectares of land, while mining leases occupy over 67,000 hectares of Goa's land. But it is the manufacturing industry which contributes more to Goa's economy than mining industry (Rodrigues, 2009). In addition, Goa receives foreign remittances, in 2008 it received Rs 800 crore, accounting for 6.3 per cent of the

state GDP. Consequently, the per capita bank deposit ratio is also shot up to Rs 30,710 (Bhupta, 2009).

per capita income ratios in India. Besides, as per the Goa Industrial Development Corporation portal the state has

- It has high literacy rate- 82.32%
- The lowest birth rate- 18 per 1000 population.
- The lowest death rate- 7.47 per 1000 population.
- The highest road network density.
- The highest doctor-to-patient ratio.
- The highest hospital-bed-to-population ratio.
- Well-connected to the rest of India through road, rail, air and sea.
- Harmonious industrial relations.
- Goa IDC has so far established twenty two Industrial Estates in Goa, Daman and Diu, viz Corlim, Margao, Sancoale, Daman, Mapusa, Tivim, Bicholim, Kakoda, Honda, Bethora, Canacona, Kundaim, Diu, Tuem, Verna, Cuncolim, Pilerne, Marcaim, Pissurlem, Colvale, Shiroda and Sanguem..

As far as employment is concerned statistics as on March 31, 2007, available with the Department of

Industries showed registered employees at the Verna Industrial Estate numbering 3,334, at Sancoale Industrial Estate - 458, at Margao Industrial Estate - 336, at Cuncolim Industrial Estate - 1,584, at Kakoda Industrial Estate - 221 and at Canacona Industrial Estate - 89 altogether totaling 6,022 employees in the industrial areas (Fisher, 2010). In the case of small scale industries 3,271 units provided employment to 22,657 workers in 1987 to 1988 and by 2000-2001 it almost doubled where 6,157 SSIs provided employment to 42,312 workers. There are about 154 medium and large industries functioning with an employment potential of 22,600 persons and investment potential of Rs. 2,368.26 crores (DITC, 2008). The pharma industry has emerged as a major component in the industrial development with over 124 registered units employing approximately 18,000 people (Bhupta, 2009). Whereas government employee census of March 2005 shows total employees with government, GIA institutions and large SPSUs such as Kadamba Transport Corporation numbered at 45,929 (Fisher, 2010). The fishing industry also provides employment for about forty thousand people, though recent official figures indicate a decline of the importance of this sector due to fall in catch, and perhaps coupled with the fact that traditional fishing has given way to large-scale mechanised trawling Wikipedia (2011). As per Directorate of Planning, Statistics & Evaluation-

Economic survey 2009-10, service sector is the main stay of economy of the State and tourism is key contributor. Every dollar spent by a tourist changes hands 13 times while every hotel room generates direct employment to 3 and indirect employment to 8 persons, Every Rs.1 million (\$25,000) invested creates, 47.5 Jobs in Tourism (directly), 89 Jobs (indirectly) i.e in sub-sector of hotels and restaurants, transportation etc. while in Agriculture same investment created 44.6 Jobs and in manufacturing 12.6 Jobs Farook\_A\_Azam (Farook, 2009).

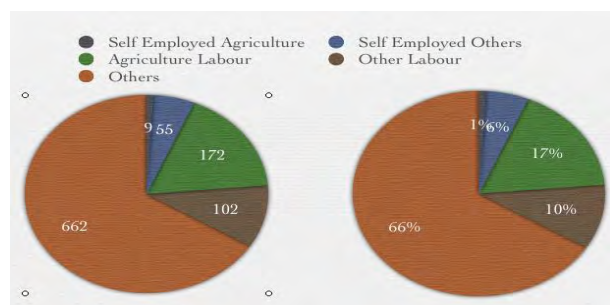
The direct and indirect employment generated in Goa by tourism is around 20 per cent (Kamat, 2005).The state earned \$912 million in financial year 2009-10 in the form of foreign exchange from tourism, nearly a third of Goa's population of 13 lakh is linked to the tourism industry (IANS, 2011).

But, inspite of the fact that Goa being a prosperous, sunshine state, what is disturbing to note is the verity exposed by a survey conducted by the Labour Bureau of the Government of India on employment – unemployment that Goa is the state with the highest unemployment rate (Manshu, 2010). The Goa Employment Exchange registered 1,06,404 job applicants on its waiting list as of September 2010 only 99 vacancies were notified during the same month (Fisher, 2010).

**Exhibit 2: Unemployment scene**

Number Of Unemployed Per 1000 Persons								
Area	As Per Current Weekly Status				As Per Current Daily Status			
	Rural		Urban		Rural		Urban	
	Male	Female	Male	Female	Male	Female	Male	Female
India	21	10	30	10	37	15	38	12
Goa	48	42	109	69	50	45	121	71

Source : NSS Report No. 455: Employment and Unemployment in India, 1999-2000- Key Results



Source: <http://www.onemint.com/2010/11/19/a-look-at-goas-unemployment-numbers/>

**Exhibit 3: Goa's case: per 1,000 house holds in the Rural areas.**

As per the Labour Bureau of the Government of India survey, Goa, in terms of Rural and Urban classification, stands at 48% and 52% respectively. The unemployment rate for Goa is 281 per 1,000 overall; where 391 per 1,000 is the case in the rural area, and 183 per 1,000 in the urban area. (Manshu, 2010) concludes that the low level of self-employment in rural agriculture i.e 1% coupled with a high unemployment rate for women in rural areas which is 531 per 1,000 in Goa are inter linked and needs to be deliberated.

In this backdrop, the paper attempts to investigate whether injecting rural/ village tourism can trigger entrepreneurial growth in rural Goa.

## ANALYSIS

Goa for administrative reasons is divided into two districts namely North Goa(1736 kms) and South Goa (1966 kms). Districts are further divided into 12 Talukhas. North Goa has six Talukhas namely i.e Tiswadi, Bardez, Ponda, Pernem, Bicholim and Sattari. In case of south Goa, it has six talukhas as well namely- Salcete, Marmogoa, Cancona, Sanguem and Quepem, Dharbanoda.

Beach centric tourism is professed by Salcete and Cancona Tiswadi and Bardez . Ponda on the other hand is a hub of places of worship- ancient temples, masjid etc. Bicholim and Sattari are mainly into minning as also Sanguem and Quepem. Whilst Marmogoa is primarily into Port activities (Kamat, 2010).. As per the 2001 census, there are 44 towns of which 14 are Municipalities and remaining are census towns.

### Exhibit 4: Tourist and non tourist centric villages surveyed.

#### Tourist Centric Villages:

Aaravelim, Agonda, Anjuna, Arambol, Arrochim, Ashvem, Badem, Baga ,Bambolim, Calangute, Candolim,Charpora, Chora, Cocobeach, Colvale, Curmarjuem, Divar, DonaPaula, Galibag, Goa Velha, Kaisua,Karaswada ,Karmali, Keri, Manderem,Mangueshi, Mardol, Mayem, Mober, Morjim, Nagueshi, Narvia. Nerul, Old Goa, Ozran, Parcem, Paroda, Pilar, Pomburpa, Quevelim, Ramnathi, Ribander, Rivona, Salaulim, Saligao, Sanquelim, Shiroda, Sinquerim,Siolim, Siridao, Tivim, Vagator.

Benaulim, Betal –batim ,Betul ,Bhagvan Mahaveer Sanctuary, Bogmalo, Cansaulim, Cavelossim, Chandor,Colva, Cotigao, Faterpa, Kesarvale ,Lotulim, Majorda, Palolem, Sancoale Utorda, Varca, Velsao, Zambulim.

#### Non Tourist –Centric Villages

Agassaim, Aivao, Aldona, Amona, Assagao, Assonara, Bambar,Bastora, Betim, Borim Britona, Caca, Camurim, Canca, Caranzelem, Chopdem, Cudchire, Curca, Dongri, Korgao, Korlim or Corlim, Kudne, Mariel, Mercedes, Mounte de Guirim, Mulgao, Nachinola, Nagoa, Nauxi, Neura, Odxel, Olaulim, Oxel, Parra, Pilerne, Piligao, Pirna, Salvador do Monde, Sangolda, Santa Cruz, Santan or Talaulim, Siridao, Sirsaim, Socorro, Taleigao, Verem, Verla Assolna, Balli, Barceim, Chinchinim, Colem, Cortalim, Cuncolim, Curtorim, Navelim, Patrem, Nuvem, Quisconda, Rai, Uguem, Velim.

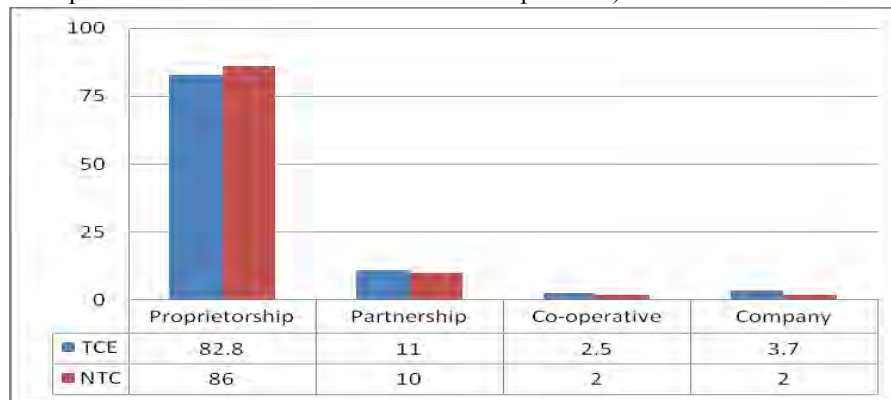
### Exhibit 5: Demographic profile of respondents

DEMOGRAPHIC PROFILE	Tourist Centric Villages		Non tourist centric villages		Cumulative Percentage	P-value
	#	%	#	%		
Age						
1 Below 30	62	19.1	69	21.2	20	
2 31-50	160	49.2	146	44.9	47	
3 51-60	90	27.7	89	27.4	28	
4 Above 60	13	4	21	6.5	5	0.4069
Total	325	100	325	100	100	
Gender						
1 Male	265	81.5	200	61.5	72	
2 Female	60	18.5	125	38.5	28	0.0000023
Total	325	100	325	100	100	
single	143	44	130	40	42	
married	182	56	195	60	58	0.340264
Total	325	100	325	100	100	
Ethnicity						
1 Goan	274	84.3	279	85.8	85	
2 Non-Goan	51	15.7	46	14.2	15	0.6597
Total	325	100	325	100	100	

It is observed that age does not restrain entrepreneurial spirit, entrepreneurs of all age seem to play an entrepreneurial role, 19.1% of the tourist centric village entrepreneurs start early as compared 21.2% to their non tourist centric counterparts. Where as in tourist centric villages there are higher entrepreneurs in the 30-60 bracket. As far as gender is concerned male entrepreneurs seems to have a major role, especially in tourist centric villages. Surprisingly, women entrepreneurs are higher 38.5%, in non-tourist centric villagers as against 18.5% in tourist centric villages. It may be noted, that generally, the enterprises are family oriented and mostly run as an

extension from the place of residence. Preferably white collar jobs are sought by the males in the family as also migrating to other parts of the state, nation and globe in search of better jobs and better lifestyle is not ruled out. It is not rare to come across cases where enterprises are initiated due to various facilities offered to women entrepreneurs in particular by various Development Agencies in the state. It may also be noted that gender here is not exclusively relating to ownership but includes running and administrative role involved. As far as ethnic origin is concerned 85 percent of the respondents are of Goanorigin

(TCE-Tourist centric entrepreneurs. NTC- Non- Tourist centric entrepreneurs)

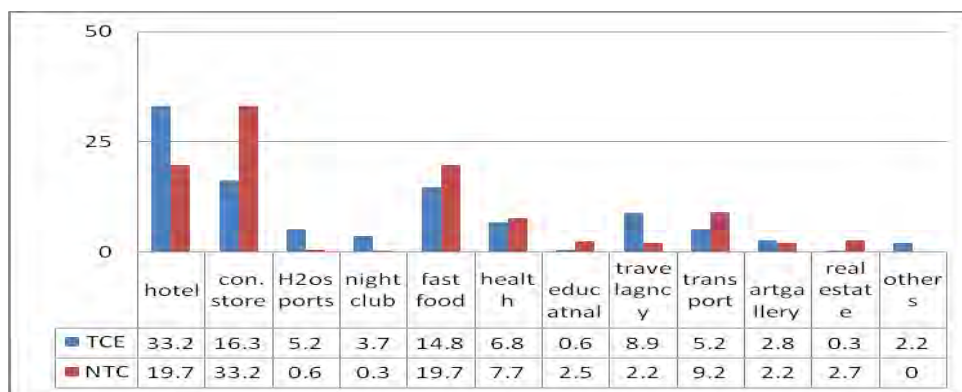


**Exhibit 6: Forms of organizations (percentage)**

In both the locales Proprietary form of organization is popular. Other forms namely, Company and Partnership does not seem to appeal in particular to these entrepreneurs, primarily due to the restricted nature of

scale of operation, lack of proficiency and slim risk taking capabilities. Further probing revealed, these entrepreneurs prefer to raise their own capital and abstain from seeking monetary aid from government and other sources.

(TCE-Tourist centric entrepreneurs. NTC- Non- Tourist centric entrepreneurs)



**Exhibit 7: Types of enterprises: percentag**

Establishments covered were consumer stores, hotels, restaurants, fast food units, night clubs, travel, art galleries among others. Hotels, consumer stores, fast food units seem to be popular. Obviously night club, art gallery is absent in non- tourist villages though village art and craft is revived by government especially by GHRSSIDC- Goa handicraft, rural and small scale industries by providing assistance both financial and non financial in form of training, marketing etc is undertaken. Whereas Real Estate units seem to be early birds in non-tourist villages.

Refer exhibit 8, both the class of entrepreneurs preferably go in for an initial investments that is less than

Rs. 25,000/-, the funding is self financed inspite of the fact that entrepreneurs are aware of the various financial schemes, such as Goa Youth Rojgar Yojana , Incentive to women entrepreneurs scheme 2008 by Directorate of Industries Trade and Commerce. Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme etc. But the respondents prefer not to avail the financial and non financial assistance as they believe it is time consuming and tiresome. In the given context what is required is greater awareness clubbed with 'one window' and consumer friendly processing to draw a positive response to such schemes.

#### Exhibit 8. Perception of Entrepreneurs w.r.t. Financing

Attributes	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		Cumulative %	P-value
	#	%	#	%		
<b>Initial Investment</b>						
1 <25,000	125	38.5	169	52	45	
2 25,000-50,000	133	40.9	105	32.3	37	
3 >50,000	67	20.6	51	15.7	18	0.0024
Total	325	100	325	100	100	
<b>Funding</b>						
1 self-own capital	168	51.7	187	57.5	55	
2 Friends & relatives	60	18.5	66	20.4	19	
3 Bank	95	29.2	69	21.2	25	
4 Other	2	0.6	3	0.9	1	0.1314
Total	325	100	325	100	100	
<b>Scheme awareness</b>						
1 yes	149	45.8	120	36.9	41	
2 no	176	54.2	205	63.1	59	0.0258
Total	325	100	325	100	100	
<b>Availed loan</b>						
1 yes	99	30.5	62	19.1	25	
2 no	226	69.5	263	80.9	75	0.0011
Total	325	100	325	100	100	
<b>Not availed</b>						
1 Tedious procedure	122	37.5	100	30.8	34	
2 bribes Corruption	85	26.2	52	16	21	
3 Not interested	118	36.3	173	53.2	45	0.00003

**Exhibit 9:** Perception of Entrepreneurs w.r.t.Village Tourism

Attributes/ Perspective	Tourist Centric Entrepreneurs		Non- Tourist Centric Entrepreneurs		Cumulative %	P-value
	#	%	#	%		
Beach Tourism lost charm						
1 yes	112	34.5	188	57.8	46	
2 no	213	65.5	137	42.2	54	0.000000036
Total	325	100	325	100	100	
Village Tourism as alternative						
1 yes	233	71.7	224	68.9	70	
2 no	92	28.3	101	31.1	30	0.4922
Total	325	100	325	100	100	
Market village						
1 yes	260	80	243	74.8	77	
2 no	65	20	82	25.2	23	0.1336
Total	325	100	325	100	100	
Local interaction						
1 friendly	225	69.2	263	80.9	75	
2 Indifferent	69	21.2	53	16.3	19	
3 Hostile	31	9.6	9	2.8	6	0.0002
Total	325	100	325	100	100	
Village mapping						
1 Infrastructure	134	41.2	165	50.8	46	
2 Safety and security measures	104	32.1	62	19.1	26	
3 Resources not sufficient	45	13.8	44	13.5	14	
4 Village not suitable	42	12.9	54	16.6	14	0.0015
Total	325	100	325	100	100	

Exhibit 9 throws light to the fact that 57.8% of the non-tourist centric entrepreneurs believe and hope that finally beach centric tourism has reached saturation, while 34.5% tourist centric entrepreneurs agree. Interesting, its 65.5% tourist centric entrepreneurs think otherwise, for the flow of domestic tourists is ceaseless. At the same time, both the class of entrepreneurs give an overwhelmingly 70% votes to go in for this novel form of tourism in Goa in order to inject an element of sustainability and protract the stagnation and decline stage. This also indicates that youth with enterprising spirit and the entrepreneurial growth and development of villages can be brought about if tourism is spread out and embraces the interior and rural Goa. Thus, a shift from beach centric mode to a non beach centric approach is warranted. In this regard, 77% of the entrepreneurs agree to market and promote their village 75% of entrepreneurs believe that the host community proves to be good hosts, nonetheless, the indifference and hostility -21.2% and 9.6% respectively exhibited by the

hosts is higher in the tourist centric villages which is worrisome. 46% and 26% of the entrepreneurs are of the opinion that infrastructure and safety and security are two areas that warrant attention to ensure that the concept takes off.

### CONCLUSION

Goa has the industries, Goa has the policies, Goa has the infra-structure, but the irony is Goa has the highest rate of unemployment as well in the state. Village Tourism ensures sustainable livelihood to the local populace without harming the natural habitat extremely, it drives to conserve its natural resources, as well as its culture and heritage while triggering entrepreneurial growth by marketing the same to its guests. Both the set of respondents/ entrepreneurs agree that this industry has plenty to offer. Yet, there are apprehensions about the much hyped sun, sand and surf tourism of Goa is rapidly progressing

towards saturation and decline stage but the fact is the tourists pouring into the state has offset the same (Kamat, 2010). Both the class of respondents are open to the idea of Village Tourism, since it generates the much required employment, curtails migration of the host community in search of fresh pastures as well as revives old craft, art, fests and festivals. The positive outcome is that the entrepreneurs irrespective of their area and scale of operation do want customers, clients and guests visiting the villages. Goa stands a good chance in progressing in this direction and has in fact been identified as an appropriate 'Model State' for the country. In view of the fact that, both the class of respondents are open to the idea of introducing village tourism. What is warranted is, positioning and marketing strategies adopted should focus on non-beach centric villages, by introducing the rich historical-cultural and heritage treasure that the villages have to offer. In this regard proper documenting and inventorying of the villages is required and in turn appropriate packaging and marketing of Goa. Further, deliberations in this area should be undertaken by taking the various stakeholders into confidence primarily the host community needs to be taken into confidence. Besides infrastructure facilities needs to be upgraded, crime, pollution and garbage problem which is plaguing the state needs to be addressed on priority basis as also the supply of water needs to be given if not more, equal attention. To ensure entrepreneurial growth in the state and more so in the far flung villages, the various financial and non financial schemes offered by the state and center should be made known to these villagers and motivate them to avail the same. Paperwork, procedures and processing involved in availing the same should be streamlined. Access to resources and training etc should be worked upon to reach out to the rural youth and women in particular. To support and strengthen the rural tourism concept, the multiplier effect of venture capital can be used which in turn will have positive impact on developing and marketing rural tourism concept (Subhash, Smitha, Klaus, 2009). Finally, As the sphere of tourism expands, it in turn will trigger entrepreneurial growth in the villages and embrace the otherwise ignored and forgotten villages in the interiors of the State thus creating new economic horizons for its inhabitants.

Limitations of the study and pointers for further research

The major drawback of this paper is that the views of the host community is absent. Nonetheless, further research could be undertaken to give a holistic touch by integrating

the social, economic and as well as marketing concerns into the discourse. The task of, detailing and documenting each village in order to identify the tourism potential in the villages could also be a significant area for further research.

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