

CHALLENGES OF STEREO-TYPING DESTINATION IMAGE: AN AUTOBIOGRAPHICAL NARRATIVE APPROACH TO ADDRESS 'FLOWER-POWER' HANGOVER IN GOA

Smitha Bhandare Kamat*

Abstract

Tourism development is a potent force of socio-economic transformation particularly in the destinations and it often consequents to irreversible changes including the stereotyping of the image. At the level of image construction, while the destination managers play key roles and pursue experimentations with alternating propositions, there also exists many cases of revealing in nature about the instrumentalities of the 'drifters' or the pioneer tourists in the making and propagation of destination imageries. The influence of the carefree Hippies of 1960s' in creating such imageries across the warmer world including in India has been such that even the destination managers had to exploit those imageries in both overt and covert manners so as to sustain the interest in the destinations. The authors make an attempt to examine the challenges of perpetuating the destination stereotypes of Goa around the 'flower-power' of 1960's through an autobiographical narrative approach. The results make a strong case for abandoning of the stereotypes and to adapt promotional strategies by bringing Goa's innate strengths in its distinct nature and culture.

Keywords: Flower Power, Narrative Approach, Destination Image, Branding

INTRODUCTION

On 19th December 1961, after 450 years of Portuguese colonisation, Goa was finally liberated and merged with the Union Republic of India. It was in fact coming to terms with its new identity when fate permitted an accidental discovery of this land by the 'Flower Children'. This discovery by the hippies, in the sixties unleashed a karmic equation of sorts, which in time, spun into an unprecedented resolute, 'Dog-eat-dog' situation, where the pristine, virgin distinctiveness of the state was eventually replaced by an unprecedented frenzy to commodify and commercialize its identity. Innumerable fancy taglines popped up on the tourism timeline of the State, appearing and disappearing as easily and effortlessly, perhaps finally pausing to a more stable and psychedelic proclamation- 'Goa - A State of Mind' (Rehena, 2020).

'Destination Image' is a multi-dimensional construct (Hallmann et al., 2015). According to (Gurang & Goswami, 2017), it comprises a sum total of conscious thoughts, beliefs and impressions based on information processing

from different sources over period of time. In this contextual framework, being born and bred for over 5 decades in the picturesque beach-centric tourist state of Goa, an autobiographical narrative is undertaken to understand the first-hand 'Destination Image' of this tourist paradise. This makes not only an interesting personal journey but an academic one too. Traveling seamlessly back in time in order to unravel how Goa, the tiniest state of India, became synonymous with beach tourism and inertly discovered itself intimately coupled to a much laid back, fun filled image, building on its proverbial 'Susegad' (undemanding) way of life and sustained its 'Hippy Image' warrants attention.

Thus, from simple word of mouth by the hippies in the 60s to a more sophisticated international guest documentation initiated in the seventies to the massive Bollywood silver screen sagas, particularly in the 90s, and more so in the recent past the sheer obsessions of the domestic tourist's narratives, all have inadvertently contributed in enabling Goa to build a reputation that is hard to shed. The paper cruises thus through the decades in an autobiographical attempt to get an insight as to how to address its 'Flower-Power' hangover.

* Independent Researcher and a Cartoonist, Goa, India. Email: smithakamat2020@gmail.com

STUDY METHODOLOGY

The focus here is an attempt to trace the timeline of an international beach tourism destination of Goa, investigating reasons for the 'Flower-Power' image it earned and why it failed to wholly undo this identity. Being an 'insider' for over 50 years, a narrative/autobiographical narrative approach is found suitable and adopted accordingly.

Narrative research can be considered a subset of social constructivism or a methodology documenting people's lived stories including their complexities and perceptives of their important experiences (Ntinda, 2020). As is known, narrative is a means of documenting events ensuring reportability, believability that produces a story worth telling (Squire, Corinne, 2005). According to (Smith, 2016), psychologists of late have adopted Narrative Analysis as a

useful tool to understand human life. Though Meta-narrative is popular in the structuring of tourism destinations and in the self-identity processing, this methodology is underexplored in the context of destination development.

Narrative Analysis is a methodological approach that involves slicing the narrative into constituent segments where each segment has an integral role to play in the narrative. According to (Schank, 1990), narratives can be classified under 5 categories viz.: a). Official Stories: Stories we learn from formal sources e.g. religious and educational institutions b). Invented (Adapted) Stories: Stories produced by the public c). First-hand Stories: personal experiences. These are the most popular stories d). Second-hand Stories: the primary stories that have been communicated or can be recalled e). Culturally Common Stories: Stories adopted from the environs.

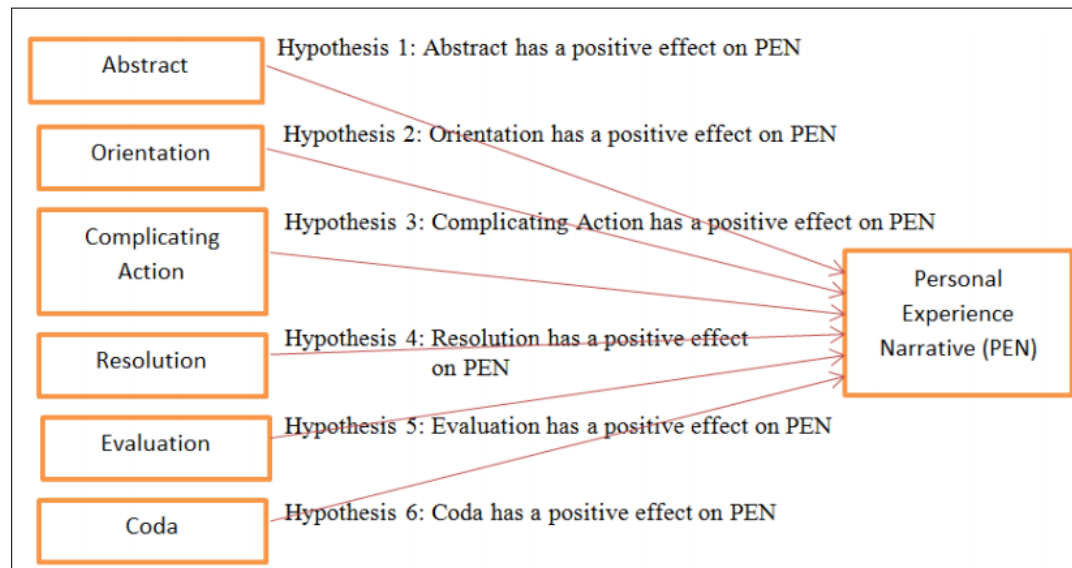


Fig. 1: Path Diagram Showing Factors that Affect the Personal Experience Narrative

Note: No Copyright infringement is intended.

Source :<http://www.asee.org/documents/zones/zone1/2014/Student/PDFs/21.pdf>

The paper liberally employs 2 sub-categories viz.: 1). First-hand stories (More personal and autobiographical in its presentation); 2). Culturally common stories (From a larger context or environment). The discussion to follow dwell on the various dimensions of destination image of Goa and the usefulness of autobiographical narrative approach in studying mapping the evolution of the imageries.

FACTOR: 1 (ABSTRACT)

F 1: (Ekinici, 2003) looks into how a destination needs to address the connect between destination image and destination brand. The popular belief that Goa is synonymous

with the 'Kingdom of good times' certainly did not happen overnight. The missionary zeal to propagate the indelible image of Goa, where holidaying never ends and the word 'accountability' or rather lack of it, can effortlessly be traced back to the founding fathers of tourism in the state namely the 'hippie' and their carefree culture. More importantly, the onus of promoting the image of the virgin white beaches, rather religiously and willingly, was taken up by these advocates of carefree culture by the sheer word of mouth endorsements. It is worth remembering, Goa during the 1960's didn't possess internet facility, however the contribution of the flower children to popularise the state cannot be undermined.

As Hudson et al. (2011) have aptly elucidated, ‘destination image’ can be created directly by formal marketing communication channels by destination marketers, and obliquely by other inadvertent sources. In the case of Goa, the latter is more applicable. As Kamat (2011) observed, it’s the contemporary times fusing seamlessly with its historical past, clubbed with its enticing natural beauty, attracts the attention of visitors, where word of mouth plays an important role.

A cursory look at the footfalls shows that in 1961 Goa had international guests, in all 1439 tourists from 39 nations had visited Goa (Afonso & Tensing, 1994). By 1981, total arrivals reached 439,015 (89.4% domestic and 10.6% foreign) and rose to 1,150,000 in 1996, where the share of foreign arrivals increased to 21.74% (Sawkar et al., 1998). By 2010, domestic and foreign tourist arrivals reached 2.2 million and 0.45 million respectively, taking the total arrivals to 2.65 million (Economic Times, 2012). In 2019, the domestic and foreign tourist arrivals footfalls were 7.1 million and 0.9 million respectively (Statista, 2021).

FACTOR: 2 (ORIENTATION)

F 2: Tourism initiated by the hippies in the 60s on the beaches of North Goa was restricted to the secluded beaches of Calangute, Baga, Anjuna but it gradually spilled all over to Goa’s 105 kilometres of coastline. Within a couple of decades, the visitor footfalls in South Goa increased, particularly to the azure blue Palolem beach that turned out to be one of the favourite hotspots. As Asmelash and Kumar (2020) argued, the long-term achievement/sustenance of the tourism industry is unlikely but for the tourist satisfaction and loyalty. Apart from ‘loyalty’, the actual construction of the destination image is equally important and Hall and O’Sullivan (1996) identified three critical means. First is the word-of-mouth that can construct a sturdy image of a destination; Second is the media projection and; Third by the policy makers and the governments of the destinations. These can be seen working in Goa if the sequence of development events unfolding is taken contextually.

The 60s saw the role of the flower children adopting word of the mouth. The media too clambered to build the image of Goa as a tourist destination especially Bollywood. Further, the role of taglines that is often ignored needs to be particularly acknowledged. With the information revolution in the nineties, blogs, vlogs, social media too started playing a significant role. It is interesting to pay attention to the innumerable fresh tag lines that surfaced, reigned and basked in its short-lived grandeur. The decades witnessed the transformation from a conventional ‘Go Goa’ to a more

explicit ‘Go Goa 365 days’. It also witnessed a claim of being ‘A perfect holiday destination’. A more recent hashtag (#) era saw a spurt in #Instawalk, #TourismByTourists, #GoaHunt #TourismByWomen, #TourismByFoodies etc. and no matter what, it failed to cull the free spirit attached to Goa. In fact, it proved to be extremely difficult to shrug-off its rigid hippy image. The scenes changed but the diehard hippie spirit transcended both time and place.

FACTOR: 3 (COMPLICATING ACTION)

F 3: Government and the industry are no more the sole contributors of information about a destination (Dwivedi et al., 2009). Thus, it is important that in order to draw a holistic picture of any destination image, feedback from varied sources needs to be encouraged. From a host’s perspective, it is observed, the visitors vacationing in Goa have multiple itineraries- for some it’s simply letting their hair down and sipping the tranquillity and peace that the destination offers, or perhaps rejoicing in the beauty of the sleepy villages’ or zooming in self-driven rental vehicles on picturesque meandering roads and quintessential nooks and corners. Else, undertaking a spiritual journey by visiting the innumerable temples, churches and other places of worship dotting the countryside. For others it’s being adventurous, climbing hills, bungee jumping or plain harmless splashing in the waters probably nursing a bottle of wine. While for still others, especially the international tourists, bathing in the sun to gain the much enviable tan could compel them to unwind here. Still others may opt for a spirited night life with drugs, music, sex and much more.

Thus, Goa has plenty to offer to its guests and its allure has not substantially waned and the statistics would reveal. Statistically, with reference to Fig. 2 showing tourist arrivals in Goa, for the period 2012 to 2019, it shows an increasing trend. Though the data is collected normally from registered guest houses, hotels, transport corporation, railways, cruise liners, the Airport Authority of India (AAI) and agents of chartered flights, many cases go unreported as visitors’ book online private accommodation in gated complexes, cottages, apartments, etc. which may not be registered. In fact, in January 2021, for the Goa Legislative Assembly session, the Chief Minister disclosed that a new trend of tourist arrivals was noticed during the pandemic as tourists drove to the state and decided to check-in in unregistered hotels and guest houses. This made it difficult for the government agencies to calculate a correct estimation of the arrivals (Times Now, 2020).

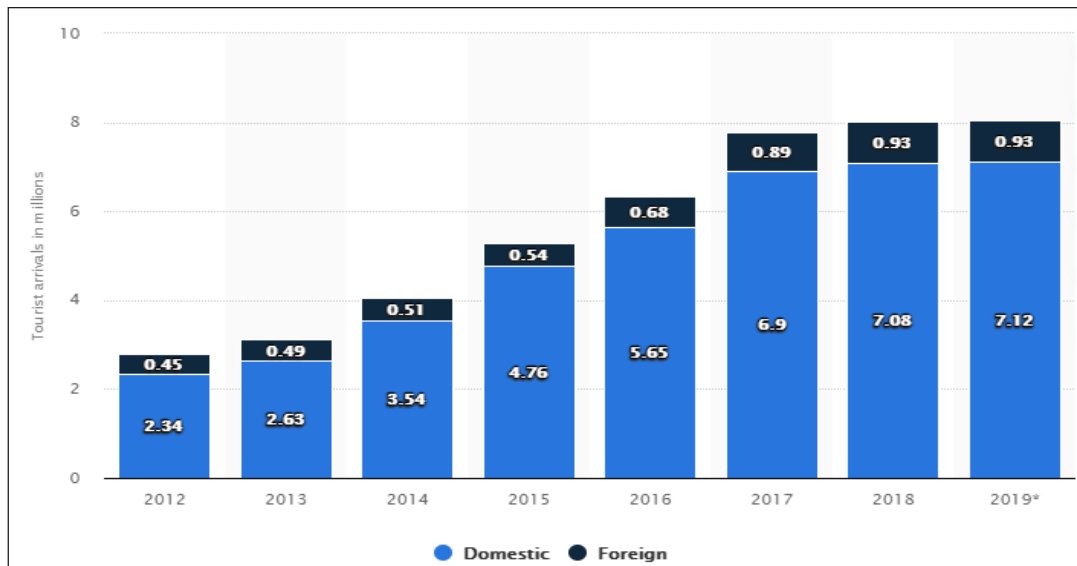


Fig. 2: Domestic & Foreign Tourist Arrivals in Goa - 2012-2019

Source: <https://www.statista.com/statistics/1027205/india-tourist-arrivals-in-go-bytype/>, Retrieved on 25.06.2021

Going back in time, the hippies projected this former Portuguese colony as a paradise of peace and tranquillity clubbed with a warm-hearted host community. The host populace is best known for an open mind and an equally open heart. Add to it the Indo-Lusitanian culture which in a way facilitated the acceptance of its 'white' guests without much inhibitions. The 'Flower children' seeking nirvana fell for the peace and privacy offered by the scheduled virgin beaches of the state. Sexed and stoned, they initiated a culture that which with time percolated deep into the locale and finally got rooted. Partying be it - acid, trance, rave, psychedelic or any other form nurtured a carefree style which had a demonstration effect. Media, be it the print or the electronic, further became catalysitic in projecting this distorted image.

For generations together, this 'Hippy' image found itself embedded deeply in the psyche of both the host and the guest community. A write up in the Times of India Daily dated 12th June 2012, echoes the thoughts and concerns of the locals with respect to the tourism industry in the state. One resident voiced the fact that many international tourists and foreigners visiting the state, at times, bring a portion of their native culture, including drugs etc. here. And moreover, we ourselves distort our own culture in order to meet the demands of the guests, though by and large there is resentment about the portrayal of the state and tourism industry, there also exists strong voices of dissent too.

The once warm hearted and friendly host, which was in fact the USP of Goa gradually witnessed and measured transformation not necessarily subscribing to the brand

propagated 'Flower Power'. (Brammer & Beech, 2004) observes, that while responding with a measure of fatalism to the invasion of hippy tourists in the 1960s, some of whom have remained in Goa, Goans are rather more divided in their response to the influx of mass tourists. It was of little surprise that post the initial euphoria between the host and the guests it snowballed into a grave sea of resentment among the former and a sense of indifference amongst the latter. Such disconcerting extremities, unfortunately, fostered an identity crisis of sorts for Goa. Nonetheless, a culture of unrestrained passion, drowned trance music, drugs and sex set in.

To deepen the identity crisis, the rampant skewed projection of Goa by the media more so by Bollywood, triggered and fuelled the sporadic opposition and protests by the host populace. The fact that Goa has much more than its beaches by and large was/is habitually downplayed while the misconstruction of the State's identity glorifying the ecstatic and idealised cool 'Flower Power' was/ is aggressively highlighted. With the advancement in information technology and more so with an active social networking trend, Goa quickly gained prominence as a cheap destination; especially for the domestic tourists it proved to be a convenient weekend retreat to chill and freak out.

(Chari, 2020), reports that Goa Tourism and Development Corporation (GTDC) has released a survey report, among other issues relating to the state's tourism industry. It has taken cognisance of the fact that the tourism industry should acknowledge 'Transforming Goa's Identity' as a destination, and moreover, initiate measures to revive and revamp Goa's brand name. The dynamics of the Goa of the 60s and the Goa

of today witnessed a total transformation on multiple fronts - be it environmental, socio-cultural or economical. The only factor that remained constant is its care free 'Hippie Image'; interestingly each decade added apparently a dimension that has in fact augmented the core belief, i.e. Goa is 'a land of *joie de vivre*'.

This segment of the discussion needs to pay attention to an interesting report in the Times Now portal on 29, January 2021, titled 'God seems to be sending tourists...' It highlights the deliberations in the Goa Legislative Assembly covering the debate as to whether 45 lakh tourists actually visited the state around New Year of 2021? Moreover, the debate further focused on whether over the last 4 years, Rs. 33 crores was worth spending on promotion of Goa and road shows abroad? A follow up of the case in terms of footfalls was made public by another report in the reputed Business Standard on 12th February 2021, with the title of 'Goa tourism department launches crackdown on unregistered hotels'.

The original survey undertaken by the consultancy firm KPMG showed about 80 lakh tourists having visited the state during (2019-2020 season). But, post the Goa Legislative Assembly deliberations and debate, which exposed conflicting statistics relating to tourists visiting and vacationing in Goa clarification was sought. Thus, another survey was undertaken by including the unregistered hotels and accommodations which were earlier excluded in the survey and not surprisingly, the figures of visitors jumped to a whopping 1.5 crore for the same season. Further, the State Tourism Minister went on record claiming that the Tourism Department has been empowered to take action on unregistered hotels operating illegally, i.e. necessary action would be taken against offenders for running hotels and providing accommodations and services illegally without officially registering themselves with the Tourism Department.

FACTOR: 4 (RESOLUTION)

F 4: According to Cai (2002), the image of a destination brand can best be explained as - perceptions documented in a tourist's memory due to his interaction with the destination. Like it or not, Goa is a destination branded for sun, sand, sex and slime. The challenge is how to undo the age old branding and reposition the state? In other words, how to abandon the existing brand image and replace it with a more authentic and appealing one.

Much has been written and debated about the need for a 'Brand Ambassador' for tourism in Goa but, nothing has materialised effectively yet. Interestingly, this idea of promoting a state's tourism industry did not take off successfully not just in Goa, but in others parts of the country as well. A probable exception could be Gujarat that has used

the matinee megastar image of Mr. Amitabh Bachan, but the idea by and large lost its steam by 2017. While, in the case of Goa, there were talks in 2010 to rope in a then popular TV star Prachi Desai, but that didn't materialise. A cursory glimpse of the States planned for the brand ambassador for promotions can be seen at Table 1.

Table 1: Tourist Destinations and Brand Ambassadors of Different Indian States

Year	State	Celebrities
2005	Odisha	Nandita Das
2010	Gujarat	Amitabh Bachchan
2010	Goa	Prachi Desai
2014	Telangana	Sania Mirza
2015	Haryana	Dharmendra and Hema Malini
2016	Arunachal Pradesh	John Abraham
2016	Uttrakhand	Virat Kohli
2017	Sikkim	A.R. Rehman
2017	West Bengal	Shah Rukh Khan
2017	Assam	Priyanka Chopra

Source: Compiled by author (<https://sportskhabri.com/celebrities-who-promoted-tourism-in-indian-states/>).

However, what is more importantly needed is the effective re-defining of the destination 'Identity' with a vision. Here, the primary concern should be: if not 'beaches' or a 'free way of life', then what? Structuring appropriate tourism experiences for tourists is the fundamental premise of any tourism destination. Kamat (2010) has cautioned and stressed on the need of not just retaining the new guests but injecting sustainability to the industry. She states, 'it's about time, proactive measures are adopted by the government by consolidating the resources; in this regard it is imperative to market the state beyond its beaches'. In the Goan context, the primary reason for both the international and domestic tourists to visit the state is its mesmerizing beaches and consequently the 'life' it offers.

FACTOR: 5 (EVALUATION)

F 5: The notion that Goa offers the ultimate 'Nirvana', needs to be remedied. Undoubtedly, it was the primary reason why the Flower Children wandered in search of, in fact they braved all possible odds from Iran and Afghanistan to Nepal and finally settled down in Goa for the warmer beaches especially during the winter months. The idea of 'Goa' as a heaven for all things unconventional, can certainly be traced to the preliminary font of these so called social 'misfits' who were accepted unconditionally by the warm hearted locals, albeit in the guise of esteemed hippie guests. Ekinci (2003) highlights how a clear identity in tourists' minds can be

easily branded and suggests that adoption of communication techniques and product development strategies to 'build' a personality for tourist destinations. According to Jamal and Jamrozy (2006), destination development 'are not to design a product, price, place and promotion of a tourist destination, rather to bring about quality of life and environments by means of tourism development'.

The realization that beaches alone will not suffice is a reality the industry is waking up to and attempts are made to diversify. The resources alone are not products at a destination but have to be developed in varied manner in response to the demands of quite different markets (Jeffries, 1971). For this particular reason, the industry should identify its target market. Goa has jumped the bandwagon of marketing beyond its beaches and offering 'A state of mind and life'. Adventure tourism, heritage, spiritual, water sports, medical and other forms of tourism are the fast emerging visitor pursuits. But, overriding the 'Hippie' way of life is still considered a tough task for Goa. To paraphrase Foster (1985), "... the search and exploration culminating into development and introduction of new products is mandatory for the very survival of tourism. But, the gradual change in the demand for these tourism products veils this necessity. It is important for the destination managers to acknowledge that tourist satisfaction is significantly and positively related to loyalty (Chand & Ashish, 2014). In the information driven age, the clientele is knowledgeable enough and take informed decisions, making it imperative that the existing portfolio needs to be programmed not just attractively but authentically as well.

FACTOR: 6 (CODA)

F 6: The lessons learnt: 1). Beach Tourism alone will not suffice; 2). Marketing of the destination requires determination and aggression especially if the 'Flower Power' image is to be stripped off. Instead of individually marketing beaches or the temples and churches, the managers must endeavour inventorying and mapping of the villages so as to diversify the attraction portfolios. Goa has 300-plus odd villages and each one is distinct in its natural beauty as well as in terms of its historical, socio-cultural and architectural riches.

The old traditional houses, folk dances and ancient art has its own charisma, something that elite tourists would appreciate. These groups of travellers expect to be treated not just as yet another tourist or visitor but as an unique individual aspiring an unique experience. For this very purpose, they may not hesitate to spend handsomely provided they enjoy the experience that is rich, unique and longing. Be it education, spiritual or a historical one, it should be worth the while, and Goa has potential to pursue this agenda.

Apart from the village mapping exercise what is required is to take the host community into confidence. Often the host community is sidelined, their suggestions ignored and the grievances not addressed, adding to the resentment and making them defensive and at times outright hostile. Another significant aspect is identifying an appropriate Brand Ambassador and an attempt in this direction albeit in the past did not yield the results and had to be aborted. A state like Goa, which is serious about changing its image not just permanently but effectively as well, requires an impressive ambassador, preferably a son or daughter of the soil who has an international presence a Bharat Ratna and Padma Vibhushan awardee like Shri Raghunath Mashelkar or former Miss World (1966) Dr. Reita Faria or the youngsters like Bhakti Kulkarni, Samairah Raj Bhandare, Ivana Furtado and others with an impressive portfolio should be considered.

And finally, the involvement of government as a formulator of policy and its liaison with educational bodies, local and national agencies is discussed with a view to improving and widening the system for the prospective benefit of the hospitality and tourism industry in India (Dahiya, 2013). Thus, the entire tourism promotion initiative calls for a fundamental shift in the approach which translates into possessing a strong political will and solidity with an unwavering regime at the helm of affairs.

CONCLUSION

Narrative research will continue to present as a practical tool for synergising elements which is imperative for the social construct of reality from the perspective of the participants. It is suggestive to provide a personal viewpoint to the subject under study since a first-hand narration provides a close up of the state of affairs and though there are limitations in terms of distortion, subjectivity and bias to even representation of information being presented partly, selectively, or imperfectly (Eastoe et al.), nonetheless, this methodology cannot be undermined. Moreover, the narrative analysis methodology not only addresses the present reality but it also shapes the future deliberations providing a sense of direction.

In the context of the objectives of the paper, it is granted that some elements of the Flower Power branding will persist permanently in case of Goa, yet it is negotiable. Moreover, if the study is supplemented by quantitative methodology a more authentic and holistic picture can be drawn up. The beach centric 'Destination Goa' seriously needs to start with renewed drive to draw a new image and define a new brand for itself, and in this respect, serious efforts should flow right from the host community to the policy makers.

Table 2 summarises the role of different stakeholders in the tourism industry in Goa and the varied role they can

adopt to revamp and revolutionise the image of this picturesque tourist destination. Goa, found itself evolving into an international beach-centric tourism destination, unfortunately, it got itself stranded with a Flower-Power

image and brand, which it can't peel off for multiple reasons. It's about time, piecemeal approaches were dropped and a more holistic approach is adopted where all stakeholders join hands.

Table 2: Recommended Actions for Different Tourism Stakeholders of Goa

Tourism Stakeholders	Recommendations	Destination Image Impact
Government and Policy Makers	<ul style="list-style-type: none"> ● Be open to new ideas and suggestions and work aggressively for an image transformation. ● Coordinate with research scholars and academicians. ● Effectively and accurately collect data of footfalls. ● Ensure safety and security of guests. ● Discourage criminal and antisocial conduct. ● Infrastructure and other mechanisms be in place. ● Take host community into confidence. 	<ul style="list-style-type: none"> ● These suggestions, if effectively implemented, will serve as corrective and remedial measures to undo the 'Flower Power' image associated with beach centric tourist destination. ● Branding, repositioning the destination will be plausible.
Host Community	<ul style="list-style-type: none"> ● Be empathetic and sympathetic to the guests. ● Vigilant about the affairs of the guests. ● Report unruly, criminal and antisocial conduct. 	<ul style="list-style-type: none"> ● Adopting a right approach by the host community/ locals will have a very positive impact on the guests/tourists and will be instrumental in creating a strong image of the destination, leading to Brand Loyalty.
Tourists	<ul style="list-style-type: none"> ● Respect the host community, local culture and customs. ● Do some preliminary study/research about the destination. ● Support local enterprise. ● Document and propagate frank reviews. ● Conduct in dignified and respectable manner. 	<ul style="list-style-type: none"> ● When there is clarity in terms of expectations and outlook expected from the guests, resentment and hostility is relatively less. ● In fact local Panchayats, places of worship have started putting up banners, hoardings clearly defining the dos and don'ts for the visitors. ● Re-defining the image of the tourist destination in general and tourist spot in particular is possible.
Hoteliers	<ul style="list-style-type: none"> ● Avoid forming corporate cartels. ● Maintain proper records of guests. ● Ensure safety and security of guests. ● Portray a true and genuine image of destination and hotel. 	<ul style="list-style-type: none"> ● Memories can be documented by means of the review option of hotel websites. ● These sites are a rich reservoir of data and information to enhance performance of not the hotel alone but of the destination too.
Media (Conventional Media to Contemporary)	<ul style="list-style-type: none"> ● Maintain, sustain connectivity with tourists. ● Projection in right mode and manner. ● Refrain from distortion. 	<ul style="list-style-type: none"> ● Play a prominent role to present and project the destination in the right manner and spirit.
Other tourism stakeholders	<ul style="list-style-type: none"> ● Tourist guides, Police, etc conduct in a responsible and committed manner. 	<ul style="list-style-type: none"> ● Role and contribution of every stakeholder is important to create a strong destination image and in turn Brand Loyalty.

In summation, Goa is blessed in a distinct manner that be it in terms of its natural beauty, rich history, culture, tradition moreover it has a warm hearted and open-minded host community. The Flower Children were the first set of guests and they came with their carefree way of life, which in the passage of time, has got rooted firmly in the touristic milieu of Goa. Word of mouth, media, and the Bollywood further reinforced this 'destination image'. The autobiographical narrative traces the tourism timeline and propagates a collective stand to be undertaken by all stakeholders to work determinedly towards bringing a change in the state of affairs and position 'Destination Goa' around its innate nature and cultural endowments.

REFERENCES

- Afonso, A. V., & Tensing, C. R. (1994). *Tourism in Goa: Socio-economic impact* (p. 19). ISS Manuscript Report 2. Institute of Social Sciences, New Delhi.
- Brammer, N., & John, B. (2004). Use and abuse of tourism: The Goan experience. *Tourism Culture & Communication*, 5(1), 23-35. doi:10.3727/1098304042781508
- Business Standard. (2021, February 21). Goa tourism department launches crackdown on unregistered hotels. Retrieved April 2, 2021, from <https://www.business-standard.com/article/current-affairs/goa-tourism->

- department-launches-crackdown-on-unregistered-hotels-121021200756_1.html
- Cai, L. (2002). Cooperative branding for a rural destination. *Annals of Tourism Research*, 29(3), 720-742.
- Chand, M., & Dahiya, A. (2014). The impact of service quality on tourist satisfaction and loyalty in Indian tour operation industry. *International Journal of Sales & Marketing Management Research and Development*, 4(5), 1-14.
- Chari, B. (2020, December). Look beyond beaches to revamp Goa's tourism image. *Times of India*. Retrieved from http://timesofindia.indiatimes.com/articleshow/79931260.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst last accessed on 22/4/2021
- Dahiya, A. (2013). Hospitality & tourism education in India: In search of innovative programmes. *Productivity Quarterly: The Principal Journal of National Productivity Council of India*, 53, 358-370.
- Dwivedi, M., Yadav, A., & Raghavjibhai Patel, V. (2009). The online destination image of Goa. *Worldwide Hospitality and Tourism Themes*, 1(1), 25-39. doi:<https://doi.org/10.1108/17554210910949869>
- Eastoe, S., Haire, J., & Rees, A. (2021). *Narrative analysis*. N. B. Consulting. Retrieved April 25, 2021, from <http://bechervaise.com/page/NarrativeAnalysis>
- Economic Times. (2012, June 25). Domestic tourist arrivals in Goa highest in 2011, New Delhi. Retrieved from https://economictimes.indiatimes.com/industry/services/travel/domestic-tourist-arrivals-in-go-a-highest-in-2011/articleshow/14389301.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
- Ekinci, Y. (2003). From destination image to destination branding: An emerging area of research. *e-Review of Tourism Research* (eRTR), 1(2), 21-24. Retrieved April 25, 2021, from <http://ertr.tamu.edu>
- Foster, D. (1985). *Travel and tourism management* (p. 227). London: MacMillan.
- Asmelash, A. G., & Kumar, S. (2020). Tourist satisfaction-loyalty Nexus in Tigray, Ethiopia: Implication for sustainable tourism development Implication for sustainable tourism development. *Cogent Business & Management*, 7(1). Taylor & Francis. Retrieved April 22, 2021, from doi:<https://doi.org/10.1080/23311975.2020.1836750>
- Gurung, G., & Goswami, C. (2017). User generated content on sikkim as an image formation agent: A content analysis of travel blogs. *International Journal of Hospitality and Tourism Systems*, 10(2), 48-57. Retrieved April 2, 2021.
- Hall, C. M., & O'Sullivan, V. (1996). Tourism, political stability and violence. In A. Pizam & Y. Mansfeld (Eds.), *Tourism, Crime and International Security Issues* (pp. 105-121). New York: Wiley.
- Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived destination image: An image model for a winter sports destination and its effect on intention to revisit. *Journal of Travel Research*, 54(1), 94-106. doi:<https://doi.org/10.1177/0047287513513161>
- Hudson, S., Wang, Y., & Moreno Gil, S. (2011). The influence of a film on destination image and the desire to travel: A cross-cultural comparison. *International Journal of Tourism Research*, 13(2), 177-190. ISSN: 1522-1970.
- Jamal, T., & Jamrozy, U. (2006). Collaborative networks and partnerships for integrated destination management. In D. Buhalis & C. Costa (Eds.), *Tourism Management Dynamics: Trends, Management and Tools* (pp. 164-172). Elsevier Butterworth-Heinemann, Oxford: UK.
- Jeffries, D. J. (1971). Defining the tourist product: Its importance in tourism marketing. *Tourist Review*, 26(1), 2-5.
- Kamat, S. (2010). Destination life cycle and assessment - A study of Goa tourism industry. *South Asian Journal of Tourism and Heritage*, 3(2), 139-148.
- Kamat, S. (2011). Village tourism as a key to meet the challenge of sustaining tourism in Goa. *Prabandhan: Indian Journal of Management*, 4(6), 19-25.
- Ntinda, K. (2018). Narrative research. In P. Liamputtong (Eds.), *Handbook of Research Methods in Health Social Sciences* (pp. 1-13). Springer, Singapore. doi:https://doi.org/10.1007/978-981-10-2779-6_79-1
- Rehana, M. (2020, December 20). A Goa state of mind. *The Hindustan Times*. Retrieved from <https://www.hindustantimes.com/brunch/a-go-a-state-of-mind/story-0gzgUKr1O1xG3zBWhfHC1H.html> Last accessed on 13/3/2021
- Sawkar, K., Noronha, L., Mascarenhas, A., Chauhan, O. S., & Saeed, S. (1998). *Tourism and the environment case studies on Goa, India and the Maldives*. WBI Case Studies, World Bank Institute. <https://documents1.worldbank.org/curated/en/373861468774707910/pdf/multi-page.pdf> last accessed on 22/4/2021
- Schank, R. C. (1990). *Tell me a story: Narrative and intelligence*. New York: North-Western University Press.
- Smith, B., & Sparkes, A. C. (2008). Contrasting perspectives on narrating selves and identities: An invitation to dialogue. *Qualitative Research*, 8(1), 5-35.
- Smith, B. (2016). Narrative analysis. In E. Lyons & A. Coyle (Eds.), *Analysing Qualitative Data in Psychology* (2nd ed., pp. 202-221). London: Sage.

Squire, C. (2005). Reading narratives. *Group Analysis*, 38(1), 91-107. doi:<https://doi.org/10.1177/0533316405049373>

Times Now. (2021, January 29). God seems to be sending tourists: Goa assembly debates whether 45L tourists

visited state around New Year. *Times Now Digital*. Retrieved May 2, 2021, from <https://www.timesnownews.com/india/article/god-seems-to-be-sending-tourists-go-assembly-debates-whether-45l-tourists-visited-state-around-new-year/713453>