

Exotic Village Tourism: Case Study of Saligao and Candolim

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This Paper is a product of UGC Minor Research Project (2009-10) - Exotic Village Tourism: Case Study of Saligao and Candolim. The purpose of this paper is to get an insight into Goa's tourism industry, with special reference to its villages. The focus is to contemplate whether there is scope to inject 'Village Tourism' in Goa. Besides personal observations by the virtue of being a local resident, a survey of both domestic as well as international tourists clubbed with case study of tourist centric village of Candolim and a relatively non tourist centric village of Saligao was taken up for study. The main findings of the research shows that Goa, is best known for its beaches, churches and a fun and frolic way of life, but, there are visitors and tourist who are looking out for novelty and ethnicity that exists in the serene and unexplored villages of Goa. Village tourism can open new doors and instill a new lease of life to the Tourism industry of the state provided the local community is supportive. The study provides a shifting perceptive of Goa's image. It also involves a critical diagnosis of the village centric tourism providing some valuable insights. It highlights the need for the industry to shift from beach centric approach to village/rural centric approach.

KEYWORDS: Goa, village/rural tourism, people centric tourism, tourism fallout.

INTRODUCTION

Goa is the 25th State in the Union of States of India. Geographically, it is a tiny realm of 3702 kms, but, it has colossal credence. Over the decades it has undeniably worked to position and project itself as a 'Perfect holiday destination'. Goa is best known, and is in fact synonymous to its-everlasting beautiful beaches, white washed churches and green ambience. Unfortunately, with time this picturesque perfect image of this state is slowly and surely getting distorted. The world renowned beaches, be it Calangute, Colva and more recently, Palolem are all getting too overcrowded for its guest's comfort. Swarming populace and mounting concrete structures on its shores, invariably, trespasses the much required privacy of its visitors. So also, the architectural appeal of the ancient churches raised by its colonial rulers, is also witnessing transformation, as such structures are being pulled down, restructured and reconstructed to keep pace with the changing times. The Holy Trinity Church of Benaulim is an apt example in this regard. And well the legend of 'Green Goa', too seems to be a thing of the past, ruthless mining and reckless constructions undertaken to pave way for premier beach resorts, mega housing projects etc, clubbed with an harried tourism industry has gradually and certainly stripped Goa of its finery.

But, all is not lost, we still have a portion of Goa that is unexplored, unexposed and uncharted, namely 'villages' of Goa. There are 360 villages, in the state. The coastal villages and a couple of other villages with historical and spiritual significance have already been introduced to tourism. The challenge now lies in identifying the 'right' opportunity to be availed, at a right time by distinguishing the right precincts and application of the right resources. This particular study is an attempt in this direction.

Status of Villages and Towns in Goa

For administrative reasons, the State is divided into two districts north and south. North Goa comprising six talukas namely Tiswadi, Bardez, Pernem, Bicholim, Satari, Ponda, while South Goa comprising of i.e. Sanguem, Canacona, Quepem, Salcete Mormugoa (formation of the new Dharbandora taluka officially came into existence on April 4 2011). In all there are 360 villages of which 220 are in North Goa district and 140

in South Goa district. As per the 2001 census, there are 44 towns of which 14 are Municipalities and remaining are census towns. As per 2001 census, the population of the State is 13,42,998. Panjim, is the state capital while Vasco, Margao, Mapusa and Ponda are the other major towns. Refer table 2

Goa has a number of villages endowed with rich historical, cultural, educational as well as natural wealth waiting to be explored, to mention a few of these-Aldona, Amona, Anjuna, Arpora, Assagao, Bastora, Bogmalo, Borim, Chora, Candolim, Cortalim, Chicalim, Cunchelim, Curdi, Cumbarjuao, Damadem, Divar, Fatorpa, Gauravaddo, Karmali, Kavale, Khandepar, Khandola, Kundai, Ledo, Madkai, Mangeshi, Mardol, Marshel, Moira, Morjim, Nachinola, Nagoa, Netravali, Olaulim, Paliem, Parra, Pilar, Pomburpa, Priol, Quellosim, Revora, Rivona, Salvador do Mundo, Saligao, Sangolda, Sarzora, Savoi Verem, Siquerim, Siolim, Tivim, Ucassaim, Zambaulim etc.

TABLE 1. Goa at a Glance.

Capital	Panjim
Principal languages	Konkani, Marathi and English
Coastline	105kms.
Population (2001 Census)	In lakhs 13.48
Population density:	363/km ²
Literacy Rate (2001 Census)	82.01%
Male	88.42%
Female	75.37%
Primary industry	Tourism. Goa's handles 12% of all foreign tourist arrivals in India.
Direct charters	75% of the total direct charter traffic in India land here.
Tourism is generally focused	Coastal areas of Goa,
Main tourist seasons	Temp. 25 Degrees Celsius - December to February. 38 Degrees Celsius - March to November
Tourist arrivals	About 1.2 millions p.a. almost equating local populace.

Source: <http://en.wikipedia.org/wiki/Goa>, <http://goagovt.nic.in/gag/intr.htm>

TABLE 2. Villages and Towns of Goa -2001.

	NORTH GOA						SOUTH GOA							
	Tiswadi	Bardez	Pernem	Bicholim	Satari	Ponda	Total	Sanguem	Canacona	Quepem	Salcete	Mormugao	Total	Total
Total number of villages	26	37	27	27	72	31	220	45	7	36	41	11	140	360
Number of inhabited villages	26	33	26	22	74	28	209	45	7	36	39	11	138	347
Number of un-inhabited villages	-	-	-	-	2	-	2	4	1	-	-	1	6	8
Number of submerged villages	-	-	-	-	2	-	2	2	-	-	-	-	2	4
Number of villages included in Urban Agglomeration	9	-	-	-	-	-	9	-	-	-	2	1	3	12
Number of towns	5	11	2	4	1	4	27	2	1	2	9	3	17	44
Municipal towns	1	1	1	2	1	1	7	1	1	2	2	1	7	14
Census towns other than municipal towns	4	10	1	2	-	3	20	1	-	-	7	2	10	30

GOA AT A GLANCE – 2001, <http://www.goagovt.nic.in/gag/gaag2001.pdf>; <https://www.goa.gov.in/portalweb/login/goaataglance.jsp>

Objective of the study – To get an insight into Goa’s tourism industry, with special reference to its villages. The focus is to contemplate whether there is scope to inject an alternative form of tourism in Goa, namely ‘village tourism’. In this regard villages of Candolim and Saligao have been taken up for study.

Design/methodology/approach – Besides personal observations by the virtue of being a local resident, a survey, was conducted of tourists, both domestic and international visiting Goa. Case study of tourist centric village of Candolim and a non tourist centric village of Saligao was taken up for study. Simple percentage method, bar chart etc is adopted for interpretation of data.

Literature Review

“Rural tourism is a multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and, in some areas ethnic tourism” Bramwell and Lane, 1994. Ramakumar and Shinde (2008), “Any form of tourism that showcases the rural life, either real or recreated, and that which involves rural folk (as artists, guides, etc.) at such locations, thereby benefiting the local community, economically and socially, as well as enabling interaction between the tourists and locals for a more enriching tourism experience would classify as rural tourism”. George et al., (2009) establishes CBT- community based tourism-“as tourism that takes environmental, social and cultural sustainability into account”. Besides the element of sustainability Olah Pakurar, (2008) reveals as to how, Rural tourism serves as supplemental income contributing to the increase in the wellbeing of the rural inhabitants, the reduced out-migration and to the development of the rural areas. Subash, Smitha, Klaus (2009), re-in forces the fact that Village/Rural tourism acts as a rejuvenator for bringing the stagnating / declining stage of tourism industry back to second / subsequent growth stages of tourism industry life cycle. This is because, they claim, rural tourism has the inherent characteristics of becoming a sustainable tourism concept once it is developed and managed properly.

Thus, this form of tourism which provides an opportunity to the guests to fuse effortlessly with the host community had many takers. Many a European, African and even Gulf countries, such as Finland, Hungary, Greece, Turkey etc, provide a number of village centered activities and services including farm accommodation, farm camping, horse riding, desert and wildlife safari ,cultural activities, rejuvenation therapy etc. (AFF & Co 2001a, 2001b, Turner 1993; Peters et al. 1994 Subhash et al., 2009a, 2009b Verbole 1995). Closer home Nepal has introduced this concept and in India, the states of Rajasthan, Uttaranchal, Punjab, Himachal Pradesh have initiated the form of tourism in a big way. Thus, the development of a strong platform around the concept of Rural tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. In order to materialize this alternative form of tourism, the Government of India has taken several steps to develop and promote rural tourism. Under the 10th Five Year Plan, thrust has been given to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Mott MacDonald (2007)

TABLE 3. Prospective Marketing Sites.

S.No.	Site	District	State
1.	Pochampalli	Nalgonda	Andhra Pradesh
2.	Sualkuchi	Kamrup	Assam
3.	Nepura	Nalanda	Bihar
4.	Hodka	Kachchh	Gujarat
5.	Jyotisar	Kurukshetra	Haryana
6.	Naggar	Kullu	Himachal Pradesh
7.	Banavasi	Uttar Kannada	Karnataka
8.	Aranmula	Pathanamthitta	Kerela
9.	Kumbalangi	Ernakulam	Kerela
10.	Chougan	Mandla	Madhya Pradesh
11.	Pranpur	Ashok Nagar	Madhya Pradesh
12.	Samode	Jaipur	Rajasthan
13.	Lachen	North	Sikkim
14.	Karaikudi	Sivaganga	Tamil Nadu
15.	Ballavpur	Danga Birbhum	West Bengal

Source: Endicott Marcus L. (2007) Press Information Bureau, Government of India-2007

The Ministry of Tourism has partnered with the United Nations Development Programme (UNDP) for Endogenous Rural Tourism as pilot projects for capacity building (FICCI). The Ministry of Tourism, also considers work plans from all States and Union Territories for funding the hardware activities up to a total of Rs. 50.00 lakh and software activities up to a total of Rs. 20.00 lakh per site in potential rural tourism locations. The first 15 sites nearing readiness for marketing, have been identified are, refer table 3.

ANALYSIS

Candolim, a once sleepy village in north Goa has witnessed a total transformation in its make-up. Folk lore has it that the village derived its name from “Kan-dolle or Kanda “Halli , which translated into Konkanni refers to ears and eyes or onion producing village. Besides it’s irresistible natural charm of palm fringed beach, fields and hills, it has Aguada Fort, skirting the Sinquerim plateau, the Linhares church and the lighthouse. Some of the famous sons of the soil includes, Fr. Jose Custodio de Faria, born in 1756, better known as the world renowned hypnotist Abbe de Faria, late Shridar Kakulo an industrialist. Bishop Agnelo Fernandes, artist Subodh Kerkar among others. Candolim also has its share of feast and festivities, shacks, water ports and night life Wikitravel (2010).

In the case of Candolim, some of the popular sites and facilities were taken up for survey and it was realized that in an interval of hardly a year the composition and frequency of tourist visiting this village has undergone a change.

There is a greater flow of international tourist which compensates for the fall in the domestic tourist. Another observation is there is hike in repeat visits, which is a positive indication. Incidentally this village is popular among youth for festivals like ‘Sun Burn’, etc as well as among young honey mooning couples. The survey also threw light on the changing tastes of the guests, there appears to be a general decline in the earlier needs such as paying a visit to art galleries, availing water sports the focus seems to be fests and festivals, i.e. indulging in the fun and frolic that Goa is synonymous with. - refer table 5. Some popular tourist fascination covered in survey includes Abbe de Faria House, Kerkar Art Gallery, Candolim Church (Our Lady of Hope), Chapel of St. Lawrence, Sinquerim point, stranded ship-River Princess, Candolim Beach, Boat

Trips, Sangodd –a local religious celebration, Market, Feast & Festivals, Shacks, Water Sports

Within a span of a year there appears to be a difference in views expressed by the guests. There seems to be decline in the level of satisfaction as far as infrastructure, amenities and facilities is concerned. Even the interaction with the host community seems to be more of indifference rather than being friendly, this in turn culminates in an important decision. The decision of re-visiting and recommending the destination to others. There are no two views relating to the question of re visiting and recommending the spot to others, unfortunately the response in this regard is also showing a declining trend, which is a disturbing trend. Besides the above factors there are a number of other factors at play, leading to such resolution. Among other,Goa's tourism belt is getting overcrowded. Candolim, a former fishing village now turned tourist destination has a density of 1,021 persons per kilometer, as compared to Bardez Taluka's 624 persons per kilometer Frederick Noronha (2004).

The village of Candolim is undoubtedly a popular tourist destination which has much to offer besides its beach which unfortunately is getting over crowded. It is already witnessing mass tourism the fall out is surplus burden on its carrying capacity, besides garbage and sewage disposal problem at hand. The ‘demonstration effect’ is also eroding the local socio-cultural make up. Thus, Candolim per se has lost its serenity and the basic essence of village-hood which is very much required to promote village/rural tourism.

In this regard, this coastal village needs to take corrective and remedial measures to enhance the levels of service providers, and primarily attempt to bring about a healthy, constructive interaction of the host community and its guest or else it'll have a negative repercussion on this industry which is very much dependent on human interaction to entice, retain and augment the arrivals of its guest.

TABLE 4. Type and frequency of Tourists visiting Candolim.

Type of tourist:	2009/10	2007/8
Domestic tourists	48	60
International Tourist	52	40
Frequency of visit		
First time	34	45
Frequent visits	66	55

TABLE 5. Places of Tourist Interest.

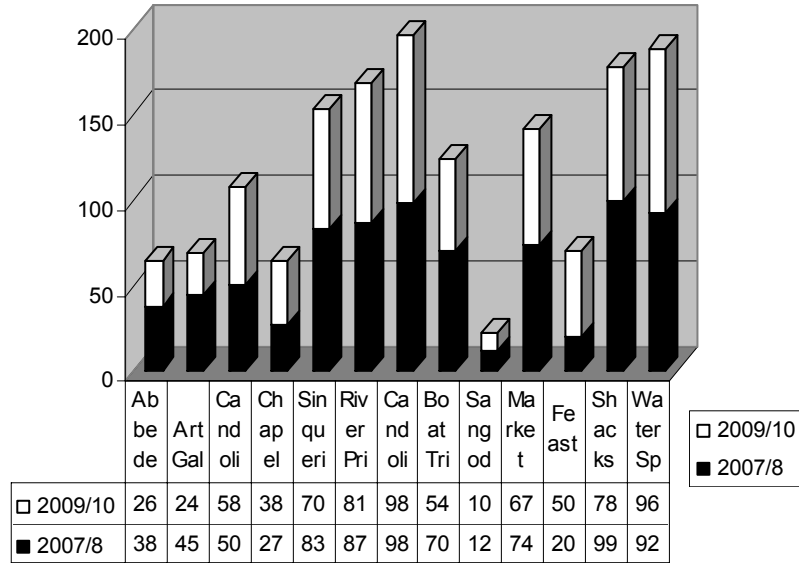
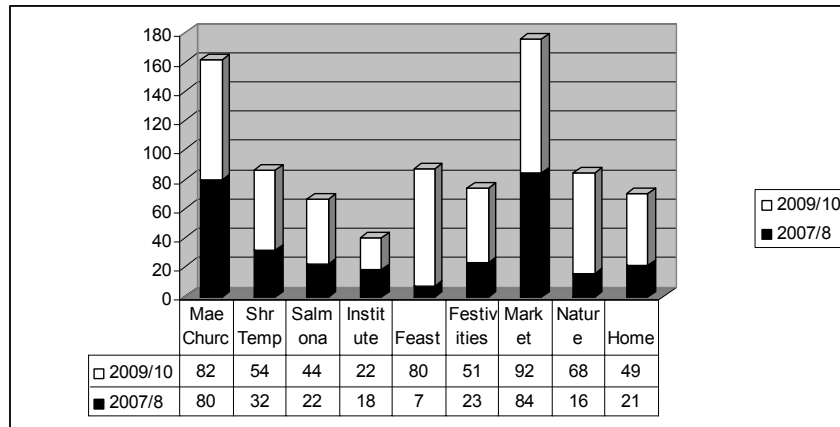


TABLE 6. Amenities and Decision Making.

Hotel Accommodations	2009/10	2007/8	χ^2 (p 0.05)
Satisfactory	70	83	x^2 4.005
Not satisfactory	30	17	p -value 0.0454
Infrastructure			
Satisfactory	56	79	x^2 11.031
Not satisfactory	44	21	p -value 0.0009
Local's attitude			
Friendly	60	78	x^2 7.632
Indifferent	32	17	p -value 0.0220
Hostile	8	5	
Re-visit			
Yes	82	90	x^2 3.03876
No	16	8	p -value 0.2188
No response	2	2	
Recommend to others			
Yes	80	100	x^2 22.222
No	16	0	p -value 0
No response	4	0	

TABLE 7. Type and Frequency of Tourists Visiting Saligao.

Type of Tourists	2009/10	2007/8
Domestic tourists	42	60
International Tourists	58	40
Frequency of visit	2009/10	2007/8
First time	34	40
Frequent visits	66	60

TABLE 8. Places of Tourist Interest.

Saligao, on the other hand, is relatively a compact village, in the sense, one can reach from one end to the other in less than 30 minutes. Prior to the arrival of Portuguese the village was known as ‘Salgaon’. The colonial rulers added an ‘i’ to ‘Sal’. Sal with its variants ‘Sol’ and ‘Sil’, connoting wooded or forested area. Saligao was always associated with farming particularly, sugarcane plantation and more recently paddy. Saligao is still rich in orchards, natural springs. It also boasts of world heritage site such as ‘Mae de Deu’ church with its Gothic architecture which indeed leaves a mesmerizing impact. Wikipedia (2010)

In the case of Saligao, as well there is fall in domestic tourist compensated with rise in arrival of their foreign counterparts. Tourists do frequent this village repeatedly, which is a positive sign.

Another positive attribute is that there is a general increase in the number of visits to the places of interest in the village, namely- Mae de Deus Church, Shravani Temple, Salmona Spring, Institute de Saligao, Mae de Deus Feast, Festivities, Market, Nature Tours, Ancestral Homes,

this in turn suggests that the village is getting popular among its guests refer table 8.

Unlike Candolim, the village of Saligao seems to satisfy its guests on counts of accommodations, though w.r.t the infrastructure and the indifferent attitude exhibited by the host community there is no drastic change, never the less there is nether any decline in these factors, which can possibly explain as to why the guests would love to pay a re-visit and in the same breath not recommend the village to their friends and relations. One seriously, needs to undo this wrong before the village is written off from the tourist's itinerary.

Thus, it can be observed that as compared to Candolim, Saligao has managed to retain its village essence and the villagers are also protective of the same. Saligao is indeed blessed with nature's bounties as well as man made assets such as world heritage site, palatial Indo- Portuguese styled houses, churches, temples, institutes and the like. Surely the village has a lot to offer. In this regard, primarily the host community has to be taken into confidence to reduce if not to eliminate altogether the resentment and fear they may harbour against their guests. A sense of indifference towards the guest is not at all encouraging and needs to be worked upon.

Another important feature that cannot be ignored is that it is also extremely important that people's participation and involvement be voluntary and moreover enthusiasm should flow from their side, else it can have dreadful repercussions. But, the fact , that there appears to be a positive growth in the number of guests visiting the village, is a favorable indication and needs to be channelised so that the benefit percolates to the bottom of the pyramid and the local community also stands to gain in true sense.

After all the villagers and the local community are the rightful owners as well as revered guardians who have taken pains to nurture and retain the edifices, culture, feasts and festivities which undeniably is the true charm and beauty of this village. Precaution should be taken that it does not go the Candolim and other beach centric villages way. The latter have witnessed a total transformation in its entire make up, with very little scope for redemption. Thus, undoubtedly, the hard labour of the local community should as a matter of course be compensated as they are the rightful beneficiaries, there are no two views in this regard. Categorically, Village tourism can offer the same.

TABLE 9. Amenities and Decision Making.

Hotel Accommodations	2009/10	2007/8	χ^2 (p 0.05)
Satisfactory	88	88	x^2 0.0473
Not satisfactory	12	12	p -value 0.8277
Infrastructure			
Satisfactory	76	78	x^2 0.0282
Not satisfactory	24	22	p -value 0.8666
Local's attitude			
Friendly	80	80	x^2 0.1434
Indifferent	16	15	p -value 0.9308
Hostile	4	5	
Re-visit			
Yes	92	90	x^2 3.7451
No	4	9	p -value 0.1537
No response	4	1	
Recommend to others			
Yes	86	100	x^2 15.05376
No	12	0	p -value 0.000538
No response	2	0	

CONCLUSION

Village tourism is a concept that is fast catching up, having being introduced in various parts of the world and in India as well. It's about time to take stock and deliberate whether it is feasible to inject this novel concept in the tiny state of Goa. Take the case of Candolim, it has lost its luster as a village and has witnessed over crowding, and commercialization. It is moving towards unrestrained mass tourism. It has hosted a number of mega events which attracts the young tourists. Unfortunately there is a drop in the number of tourists re-visiting the village or recommending the same to others. Saligao, on the other hand is relatively less popular, but this image needs to be worked upon, especially relating to improvising the infrastructure and changing the attitude of the locals towards their guest. It sure has a potential to enter the tourism arena with greater intensity, given the fact it is comparatively unexploited.

Undoubtedly, Goa has a number of villages that are waiting to be tapped as a tourist destination. But, that alone does not suffice; the

cooperation of the locals is of paramount importance. Undesirably, there is a rising resentment, as voiced by Ms. Martins “with about 20 of the 189 villages always on the boil at any point of time due to various issues , new construction encroaching on forest or agriculture land and swimming pools of the rich outsiders consuming water meant for locals. Worse, basic amenities like hygiene, shelter and water is going out of reach for the locals,” Thomas Prince (2010). **Moraes James (2010)**, in his letter to the editor of a local daily, echoes the general aspiration of the local, he “requests all Goans to pray that Goa goes out from the tourism trap, to enable Goans to live in peace and harmony”. If this mindset continues, clubbed with mounting crime rate, garbage problem, social and political turmoil, the opportunity of exploring a golden opportunity may be lost for posterity.

LIMITATIONS OF THE STUDY AND POINTERS FOR FURTHER RESEARCH

The major drawback of this study is that the views of the host community is absent. Nonetheless, further research could also be undertaken to give a holistic as well as quantitative-empirical framework to this work. City dwellers are tired of a stressful life, a holiday in the serene, peaceful villages gives the much required break. Thus, the construction of the database of each village should be undertaken in order to identify tourism potential. Each village has unique socio-cultural as well as historical past that needs to be mapped, packaged and positioned. This could be a significant area for supplementary research. Secondly, in order to gain more powerful insights into the subject, it is also important to integrate the social, economic and as well as marketing issues into the discussion, considering the fact that the correlation of these factors is more coherent rather than incoherent. Also an independent study pertaining to the rising antipathy towards mass tourism in the state will also provide worthwhile insight relating to the feasibility of introducing village tourism in Goa.

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