

Goa: Tourism and Socio-Cultural Implications A Study Of Selected Tourist Destination of South Goa District, Goa-India

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Abstract: *Tourism, as a social event, brings a transformation in the society, due to long guest, host association but many times, tourist destinations remain as image unique cultural identity.*

Goa, a beach tourist destination in India, is one of the most preferred tourist destination that has witnessed the pros and cons of tourism. Therefore, this paper aims to assess the perceptions of cultural change at selected tourist destinations of South Goa district, Goa- India.

The following study is purely field based, where in 337 responded were surveyed through a questionnaire at six coastal tourist destination, where tourism is the prime activity.

The analysis reveals that majority of the respondents agree that there is positive as well as negative impacts due to tourism. Further, Factor analysis resulted in four tourism-related factors: Cultural Enhancement, Adverse Effects and Economic Developments & Threat to the local culture.

I. Introduction

Tourism is very much part of the globalisation process. It is genuinely a powerful and a unique force for change in the community (McLeod. D, 2006). Therefore Understanding the local basis of tourism is especially important in a globalised situation as it enable to discern the local processes that are consequently affected, causing the stakes to become intensely and actively felt (Nairy K S, 2003). Thus tourism may have different effects on the social and cultural aspects of life in a particular region depending on the strengths of the region.

Fariborz Aref et al (2009) observed that the community has positive perceptions toward economic and environmental impacts of tourism with only minor differences at old and new Districts of Shiraz, Iran. Were as Ekrem Tatoğlu et el (2002) by taking the Case of Kusadasi in Turkey, states that the most strong and favorable perceptions toward tourism impacts are found to be associated with economic, social and cultural aspects of tourism, while environmental matters are found to be the least favorable. Sami Alhasanat (2008) studied the local community in Petra, Jordan, reveals that attitudes towards tourism varied with respect to people's dependency on tourism. Illiterate people have more positive perception than highly educated people. Whereas Teye, V. et al (2002) shows that residents' expectations from tourism development were not met and individuals working in tourism related businesses have negative attitudes toward this industry at Cape Coast and Elmina, Ghana. Whereas Mostafa Mohammadi (2010) has observed that a high percentage of the respondents recognizes and appreciates the positive impacts of tourism towards the local people in cultural heritage destination of Kermanshah, Iran. J. Haley (2004) et al have studied host perceptions of impacts tourism at Bath, United kingdom believing that tourism is predominantly descriptive and lacking in a consistent approach to measurement. Therefore, this paper is an attempt to gauge socio-cultural impacts using statistical technique.

Tourism In Goa

Tourism has emerged as the foremost industry in the post globalisation era and it is driver for the Socio-economic and environmental transformation. This can be gauged from the fact that there has been an increase in the employment opportunities. Presently, tourism contributes approximately 34 per cent of the State Domestic Product, providing employment to nearly 30 per cent of the total workforce (Economic survey 2011-12).

Goa is popularly known for Sun, sand, and Sea (Sawant. 2013) but also a great repository of varied cultural forms. The State has a growing interest in the promotion of various forms of arts and hence its cultural ethos has lead to fostering social understanding and emotional integration among the people of the State.

Goa's tourism dates back to 1970's when group of "Hippies" invaded the Goan beaches, the number then counted in few thousands, but over the passage of time, the numbers have multiplied. In 2003, around 20.3lakh tourists arrived in Goa which is more than the state's population and this number has scaled to 27 lakh last years an increased by seven percent. With 110 kilometer coastline, there are more than 40 beaches that are

visited more than 95 per cent of the tourist arrivals. Thus beach tourism is the least popular form of tourism. At an average, an Indian tourist stays for Five days and international tourist to Nine days. (The Economic Times)

State being a world famous beach destination has witnessed the consequences of tourism and its impact on the culture mainly due to globalization and international tourists. In the last two decades, the traditional Goan culture like folk dances, music, festival celebrations etc. has taken a backdrop and western culture such as pub dancing, rave parties, casinos, nudism on the beaches, and sex trade has been at the forefront such.

This has transformed the socio cultural life styles of the local population. The culture of our state though unique has not reached fully outside the world.

Study Area

The selected six tourist destinations belong to coastal South Goa, District of Salcete and Canacona taluka. Benaulim and Varca have been recently upgraded to tourist town due to high level of tourism and infrastructure development. Whereas Carmona and Cavelossim tourist destination has shown immense scope of tourism, more popular with high ends tourists, especially international tourists. Agonda and Palolem are upcoming tourist destinations located in Canacona taluka, tourism in this destinations has been a recent phenomena, more due to push factor of tourists from core to periphery. However tourist arrivals here are non stereotype and backpackers who are budget tourists who prefer to live in guest house accommodation or beach huts popularly known as coco huts, as foreign tourist live for substantially long time they have interaction with locals which leads to exchange a culture and life styles. Tourism in all this tourist destinations has brought changes in the socio and economic life of the local populace. A cursory glance shows metamorphic change agricultural to non- agricultural activates.

Aims & Objectives

The main objective is to assess the impacts of tourism on the socio cultural life of the local populace of selected six beach destinations of South Goa District i.e. Cavelossim, Varca, Benaulim, Palolem, Carmona, and Agonda.

II. Methodology

The reliance of this study is largely on field based survey. Further quantitative methodological approach was chosen for this research by using random sampling. Data was collected from 337 residential respondents living within the one km distance from the beach and have been residing for more than 10 years

The survey instrument is based on 5 point likert scale that consisted of 22 indicators. The 11 positive indicators include image of Goa, employment, investment, economic benefits to the locals, understanding the other cultures, infrastructural improvement, and level of awareness and encouragement of various cultural activities of Goa. The negative indicators include; immoral behaviors, increased crime and drugs among the locals, for living unsuitable, construction of hotels destroy the natural environment, high spending tourist affect the way of life. Living in the tourism destination the locals suffer due to traffic congestion, noise pollution, unpleasantly overcrowded beaches, change of traditional culture, working in tourism industry brings insecurity and restriction on traditional culture. On the basis of this data demographic variable has been found for the age, length of residence, education, where they live.

III. Results And Discussion

A varimax rotated Principle component factor analysis used to extract general groups of perceptions of tourism. The value of Kaiser-Mayer-Olkin statistics is 0.717 which indicates that data is suitable for factor analysis. A Cut off point of 0.40 was used to indicate items in the interpretation of factor analysis; finally data yielded four clean factors which explain 53.35% of variance in the original data. Factor analysis results were tested for reliability by Cronbach's Alpha coefficient which ranges from 0.71 to 0.55 it indicates that variables exhibit moderate correlation with their factor grouping and cautiously regarded as internal consistency of data. On the basis of principal component analysis 22 indicators were clubbed in to four factors. They are: Cultural Enhancement, Adverse Effects, and Economic Developments & Threat to the Local Culture.

Table 1: Factor Loadings Following Varimax Rotation

Sr. No.	Item Description	Factor Loadings	Cronbac- Alpha	h's	Eigen Value	Percentage of variance explained
1 Cultural Enhancement	Encouraged variety of cultural activity of Goa	0.827	0.705		3.360	21.00
	Cultural exchange	0.611				
	level of awareness of Goa	0.610				
	Cultural identity	0.591				
	Understand other culture	0.584				

2 Adverse Effects	Increased crime & drugs in local	0.744	0.718	2.452	15.33
	Construction of hotels destroys the environment	0.739			
	Unpleasantly overcrowded beaches	0.732			
	Immoral behaviors	0.687			
3 Economic Development	Standards of living	0.752	0.71	1.558	9.73
	Investment	0.719			
	Employment	0.654			
	Image of Goa	0.648			
4 Threat to Traditional Culture	working in tourism feels me insecurity	0.799	0.55	1.167	7.30
	Restricts traditional culture	0.666			
	Change of traditional culture	0.563			

Cultural Enhancement

Traditionally Goa, has an erstwhile Portuguese colony, has a rich Indo –Portuguese cultural heritage, This is evident from its Cuisine, folkdances, cultural historical monument and cultural events like carnival, Shigmo Ustav. Globalization has given it more impetus, thereby attracting tourists from India as well as abroad to witness unique cultural events like International Film Festivals India (IFFI). Traditional festivals like St. Francis Xavier Feast, Shigmo Ustav and carnivals. Along with beaches and natural beauties the rich cultural heritage has put Goa on world tourist map. Cultural Enhancement has explained highest variance (21%) of the total variance. Table 2 shows that how respondents have rated different items clubbed under this factor.

Table 2: Residents Perceptions towards Cultural Enhancement

Sr. No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
1	Tourism has encouraged a variety of cultural activities by the local residents.	45 (13.47)	77 (23.05)	47 (14.07)	109 (32.63)	56 (16.77)	3.15
2	Tourism has resulted more cultural exchange between tourist and residents.	22 (6.61)	89 (26.73)	59 (17.72)	126 (37.84)	37 (11.11)	3.17
3	Tourism increases the level of awareness at Goa	20 (5.99)	49 (14.67)	75 (22.46)	152 (45.51)	38 (11.38)	3.39
4	Tourism has resulted more positive impacts on the cultural identity of our community.	45 (13.51)	113 (33.93)	52 (15.62)	95 (28.53)	28 (8.41)	2.83
5	Tourism made me understand other cultures better	29 (8.66)	88 (26.27)	71 (21.19)	117 (34.93)	30 (8.96)	3.07
Factor Mean :		3.1210		Standard Deviation: 0.81324			

Source: Survey 2012

Adverse Effects

Nearly four lakh foreign tourists visit Goa annually. These tourists represent a spectrum of countries, ranging from high-end tourists to backpackers. In last one decade there has been significant rise in budget tourists mainly Russians, Israelis and Nigerians. (source:- vickynanjapa.wordpress.com) they have been involved in drugs trafficking subsequently to attract more international tourists, Goa popularizing western culture through Rave party, Sunburn festivals, casinos, massage center, spa etc. This has brought immoral behaviors among youth in the form of Alcoholism, involvement in Drugs trade, sex trade, living-in relationship etc. From the analysis it has been seen that this factor (Adverse effect Table no.3) has explained 15% of the total variance. Items under this factor are depicting that how respondents are aware of ill-effects of tourism. As one of the respondent Gokuldas Dhuri stated that, “Tourism has undoubtedly brought development to Palolem but it has lately adverse effect like alcoholism and drug cases are pronounced.”

Table 3: Residents perceptions towards adverse effects

Sr. No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
1	Tourism has increased crime & drugs in the local community at Goa	12 (3.59)	33 (9.88)	35 (10.48)	104 (31.14)	150 (44.91)	4.03
2	Construction of hotels & tourist facilities have destroyed the natural environment	11 (3.30)	68 (20.42)	29 (8.71)	110 (33.03)	115 (34.53)	3.71
3	Tourist has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoors places in our community.	28 (8.38)	58 (17.37)	46 (13.77)	104 (31.14)	98 (29.34)	3.55
4	Tourism encourages some	7	36 (10.84)	43 (12.95)	130 (39.16)	116 (34.94)	3.88

	immoral behaviors of some people at Goa	(2.11)					
Factor Mean :		3.80	Standard Deviation: 0.888				

Source: Survey 2012

Economic Development

Growth of tourism sector especially in the coastal Goa has brought about socio-economic transformation and has been driver for improving the quality of life. This metamorphosis is noticeable by the assets and amenities at their residences. The survey shows that majority of the population involved in tourism activities have amenities like two and four wheel vehicles and modern electronic gadgets etc. Economic Development factor is explaining 9.73% of total variance. From the below table it seen that most respondents are agree that tourism has brought economic development in their life Responses given by respondent are given in below table.

Table 4: Residents perceptions towards Economic Development

Sr. No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
1	Our standards of living have increased considerably because of tourism.	16 (4.76)	53 (15.77)	32 (9.52)	148 (44.05)	87 (25.89)	3.71
2	Tourism has attracted investment to our community.	15 (4.55)	38 (11.52)	59 (17.88)	152 (46.06)	66 (20.00)	3.59
3	Tourism has improved the image of Goa	12 (3.57)	47 (13.99)	31 (9.23)	140 (41.67)	106 (31.55)	3.82
4	Tourism has created jobs for our community.	11 (3.27)	37 (11.01)	20 (5.95)	165 (49.11)	103 (30.65)	3.93
Factor Mean :		3.76	Standard Deviation: 0.820				

Source: Survey 2012

Threat to Traditional Culture

Along the shoreline villages, there is significant reduction in celebration of traditional festivals. Now a day's people like to enjoy the western culture and tradition, such as night market, disco pub, night party, late night beach part, sunburn party etc. This is becoming popular amongst the youth, local as well as tourists. There is (this cause) growing fear amongst the elderly people that tourism is a deviating from age old traditions to modernized format of tourism. This factor explains that 7.30 % of total variance and table no 5 is shows respondents ratings for the items clubbed under this factor.

Table 5: Residents perceptions towards threat to traditional Culture

Sr. No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
1	Tourism has changed our traditional culture.	36 (10.81)	82 (24.62)	54 (16.22)	87 (26.13)	74 (22.22)	3.22
2	Tourism makes me feel insecure about my future	43 (13.03)	58 (17.58)	56 (16.97)	89 (26.97)	84 (25.45)	3.31
3	Tourism restricts traditional cultural festivals & encourages western cultural celebration.	48 (14.50)	97 (29.31)	65 (19.64)	88 (26.59)	33 (9.97)	2.87
Factor Mean :		3.13	Standard Deviation : 0.967				

Source: Survey 2012

Goa always had its share of tourist troubles — from the nudist beaches of the sixties to drug peddling, and more recently, to paedophilia rackets. Crime especially rape cases and drug scandals have been common and associated with tourism. The core beach tourist destinations are considered to be the areas where such cases have been registered following are such newspaper articles that depict the above mentions issue.

The Navhind Times dated Nov.01, 2013, Parra/Mapusa : reported that Nigerians create ruckus over compatriot's murder. The Nigerians were protesting the death of their compatriot at Porvorim on 31st November Thursday. The highway road was blocked by them bringing traffic to a standstill, it is suspected that the murder is a result of drug trade rivalry and the police are not ruling out the possibility of locals' involvement.

Press Trust of India Goa, Mar 16, 2008: 27-year-old Tourist molested at Cavelossim Goa. Even as Goa debated safety of foreign tourists on its beaches, another female tourist from Germany was molested at Cavelossim beach in South Goa. Colva police, who is investigating the case, has begun intense combing operation after 27-year-old German national complained that unknown person molested her on the isolated beach stretch.

The Times of India, dated April 5, 2012, reported that "Two Russian women were allegedly molested, assaulted and robbed in Varca". The Colva police have registered a case of molestation against the three

unknown person. The Times of India, dated, 10th March 2008 highlighted the fact that, “In the year 2007-08, 10 British tourists have died in Goa and the British Commission claims that at least four were due to unnatural causes. Statistics with the Foreigner's Branch indicate that 27 foreign nationals have died in Goa last five years.

Inferential Statistics

In order to serve the purpose of study Shapiro-Wilk test for normality is used and it is found that parametric tests are suitable for data analysis. Inferential statistical tools (Analysis of variance and t test) are used to establish whether there is significant difference in residents’ perceptions about tourism with respect to demographic groups: a) Age: less than 30, 31-45, 46-60, 61+ b) Length of Residence: <20, 20-40, 40-60, 60+ c) Education: Graduates, Higher secondary, school & illiterate d) Gender: Male & Female. Analysis of variance test is used for groups based on Age, Length of residence and Education whereas independent sample t test is used to study gender based perceptions.

Table no. 6: Differences in Perceptions with Respect to Demographic Variables

Sr. No	Factors	Age	Length of Residents	Education	Gender
1	Cultural enhancement	3.8628*	1.069	3.173*	1.26
2	Adverse effects	1.851	2.854*	9.311**	1.4
3	Economic Development	6.808*	5.77*	9.422**	1.36
4	Threat to traditional Culture	1	1.967	3.908**	0.71

Note: * 5% level of significance, **: 1% level of significance

Significant difference is observed in cultural Enhancement and economic development. It has been seen that according to youth, tourism has helped for cultural Enhancement. Most of tourism related jobs are exposed to youngster and they are getting benefits though it than older one. All age groups are agreed with the fact that tourism led the economic development. No significant difference is observed in the perceptions of tourism in the Factor of Adverse effect and Threat to traditional culture. It means people from all age groups are aware of the adverse effects of tourism but the ratings in the Factor Threat to traditional culture, the elderly respondents have given higher ratings to this.

To study the impact of tourism with respect to length of resident analysis of variance (ANOVA) is used. People who have resided for a longer duration at these selected tourist destinations have observed the transformations in physio –cultural landscape and therefore their understanding of negative impacts over weights positive impacts. On the contrary, recent inhabitation who have settled in this destinations owing to their employment in tourism show higher inclination for economic development than adverse effects. therefore in the of length of residence factors like Adverse effect and economic development have shown significant differences whereas, factors like Cultural Enhancement and Threat to traditional culture have shown no significant differences.

Above table shows that illiterate respondents have given significantly low ratings for all factors. Whereas the educated respondents were shows higher awareness of tourism based attributes. It could be prudent to state that with increase in educational level there is higher awareness of pros and cons of tourism. In this context no significant difference is observed in any of the Factor. Both groups have givens highest ratings to adverse effects & economic development.

IV. Conclusion

The perception based research on socio cultural impacts of tourism for selected tourist destinations in Goa shows through factor analysis. that the respondents have shown higher ratings for adverse effect and Economic development than Cultural Enhancement and Threat to Traditional Culture. There is variation in perception with age, length of residence and education levels. However there is no significant difference in gender based perceptions.

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