

## GLOBALISATION AND THE ISSUES IN GOA'S ECONOMY

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**Abstract:** The movement towards the expansion of economic and social ties between countries through the spread of corporate institutions and the philosophy of capitalism leads to the shrinking of the world in economic terms, this integration of Economies is made possible by technology, Communication networks, internet access, growth of economic cooperation (EU, NAFTA, etc.), Collapse of 'communism', movement to free trade etc. leading to the new revolution called globalisation. With the influx of globalisation escort to massive increase in the trade relations between the countries which further led to increased choice of the consumers, Greater potential for growth, Increase international economies of scale, Greater employment opportunities thus trade has led to massive increases in wealth for many countries.

**Introduction:** Globalisation made a greater impact in the trade of tourism Tourism is the most visible turn of phrase of globalization, as it involves the greater flows of goods, services, and people Tourism one of the world's largest rewarding and transnational economic activities, it ranks among the top export industries for countries. Share of tourism in international trade is drastically increasing in importance. As a fact of reality trade in tourism services has been concentrated mainly in the developed countries and relatively low in the developing economies of the world though rising significantly

With the breeze of Globalization opened new opportunities for tourism development. With the developments in transportation, electronic technology and communication facilitated the growth in tourism industry, the speed of efficiency boosted up by the information technology in tourism industry. There is an increased demand for travel services, such as online reservation services, computerized hotel bookings, car bookings, teleconferencing, video brochures, smart cards, and electronic funds transfer etc. The increasing use of the Internet in destination marketing, direct sales, and bookings has given rise to electronic tourism markets

Tourism in the 21<sup>st</sup> century must anticipate a future marked by changing global relationships and societal structures, technological innovations, and growing spatial awareness and environmental concern. Major shifts in the nature and scale of tourism are already in evidence as the industry struggles to respond to a range of forces at work. Change and the change agents involved are powerful and positive forces if harnessed.

**Need For Research:** As globalization has brought about several changes in tourism related activities it is essential to study the impact of globalization on tourism industry in detail.

**Scope of Study:** The study is confined to the positive and negative impacts of globalization on tourism

industry. The study area is confined to the State of Goa.

**Objectives:**

1. To study the impact of globalisation on tourism
2. To study the social, environmental, law and order related problems due to tourism development in Goa.

**Methodology:** Type of Data – The study used both primary and secondary data. The primary data was collected from the respondents selected for the study and secondary data is collected from tourism Dept., health Dept., transport Dept. and other Govt offices tourism documents, journals, etc.

**Tools used:** SPSS

**Significance of study:**

1. The findings of this study will help the Government to take some concrete measures to reduce the negative impacts of globalisation on Tourism industry.
2. This study will bring to light several aspects of tourism industry particularly negative ones including rising prices in the domestic economy of basic services and goods making the life of local residents difficult whose income does not increase proportionately.

**Hypotheses:**

1. Due to globalisation the tourism industry in Goa has developed rapidly.
2. Due to tourism development after globalisation Goa has witnessed many socioeconomic, environmental, law and order related problems

**Globalisation:** The term "globalization" represents the international system that is shaping most societies today. It is a process that is "super charging" the interaction and integration of cultures, policies, business and intellectual elements around the world. Driven by technology, information and finance, a full spectrum of views exist, some praising, some dispraising as to the value of globalization. However, most observers believe that the ability to harness the good from globalization and avoid the bad lies in the cultivation of knowledge. (Van R. Wood).

The term globalization refers to international integration. Globalisation is a process through which the diverse world is unified into a single society.. The rapid industrial development, opening up of economies and the rapid progress of science and technology has reduced the world into a global village. However, the economists have used the term globalization since 1980's, but the concept became popular only in the latter half of 1980's and 90's. The formation of General Agreement on Tariffs and Trade (GATT), International Monetary Fund and the concept of free trade has boosted globalization. The Globalisation ideology is based on the idea that more and more production and consumption of output alone is a substantial and major source of human happiness. Globalisation denotes an economic process of integrating country's economy with the world economy, through free enterprise and free trade. It propagates global capitalist development process as a way out for moving towards further heights in creating prosperity through which global poverty and inequalities may be reduced drastically (Satyanarayana 2007)

**Globalization in India:** India too is no exception to globalization. The Indian economy witnessed major changes in the 90's. The new economic reform also known as Liberalization, Privatizations and Globalization (LPG model). The main aim was the rapid growth of Indian economy and to make it globally competitive. The period of economic transition had major impact on the economic development in all the major sectors. The Indian economy was in major crisis in 1991 when foreign currency reserves went down to \$1 billion and inflation was as high as 17%. Fiscal deficit was also high and NRI's were not interested in investing in India. Thus India was compelled to globalise the economy.

**Factors Responsible for Growth of Tourism:** The basic causes for steady growth of tourism are economic, social and technological in nature. Rising per capita income, leading to higher purchasing power and an increase in discretionary incomes have made tourism accessible to a large majority of people. In developed countries of the world due to rising standard of living, majority of people can afford holidays of both longer as well as of shorter duration. In the case of more well off members of the society, establishment of recreation homes, cottages, caravans, etc. have become a fashion and status symbol.. The developments in the means of transport, communication and infrastructural facilities are the most important economic factors responsible for growth in tourism. The social causes for the rapid growth of tourism are linked with new attitudes towards travel leisure.

The concept has now changed with the change in attitudes towards travel. The present day tourist has a different kind of background, and ideas about travel are very different. Modern tourist come from a wider social background varied tastes and ambitions The impact of the modern technology, especially in aviation field has brought about a completely new meaning to tourism. Travel to long distant destinations has now become a reality. The technological developments in transport have made it possible for millions of people to travel to faraway places.

The marketing methods like the package tour and holiday trips complete with all arrangements like transport, accommodation, sightseeing and selling these on a large scale to intending public have brought down significantly by the average cost per tour which is much below the cost of the trip arranged individually. Opening of new travel destinations particularly in developing countries, creation of new facilities to receive bigger inflow of tourists and increasing tourism promoting efforts by tourist service enterprises have further pushed up the tourist inflows, Governments have been engaged in large and colourful advertising campaign in magazines, newspapers and in televisions. To attract large number of tourists.

**Emergence of Tourism Industry in Goa:** Tourism caught the imagination of the people in the world in the 1980s and Goa, due to its natural beauty coupled with the charming Portuguese influence and culture, became a favourite destination for hordes of tourists from all over the world. Goa, also known as the "Rome of the East", is famous for tourism world-wide. Tourism is the mainstay of the Goa's economy and is the main contributor to the exchequer. Besides tourism, mining, farming and fishing are the other important occupations of the people. The Government of Goa has already declared tourism as an industry with effect from 01-04-2000. The master plan for the tourism development has been prepared by the state and the Tourism Policy of the state has already been framed. (Tourist statistics 2006-07, Department of Tourism, Goa). It appears that the number of tourists descending upon Goa is stretching the limits of what can be handled by the state's infrastructure. It is a small state, measuring around 140 km from North to South and just 65 Km from East to West. In many cases, the burden of tourism has started creating a lot of problems for the locals. Most tourists visit Goa primarily for beach tourism; and although Goa is famous for many other touristic places of interests like its old and artistic temples and churches etc.

**The following are the factors promoting tourism in Goa:** Goa, a tiny emerald land on the west coast of India, with its natural and scenic beauty, abundant

greenery, active beaches, temples and churches with its distinctive style of architecture, colourful lively feasts and festivals and above all the hospitable people with a rich cultural heritage has an ideal tourist profile.

Goa has been ranked as No 4 on the list of 10 best exotic places to take an extended holiday (International travel website TripAtlas.com). Goa is a hot holiday spot for Indian and south Asian vacationers and is best known for its beaches, festival, and its ancient temples. It was once a Portuguese colony and thus offers an eclectic mix of both east and west.

The tourist's traffic in Goa registered a phenomenal growth from 2 lakhs tourists in 1975 which shot up to 25.97lakhs in 2007. Goa's income from tourism in terms of foreign exchange has gone up from Rs. 32.64 crores in 1986-87 to Rs. 750 crores in 2004-05. In the state, about 25% of its population earns their livelihood directly and indirectly from tourism activities.

Conscious of preservation and conservation of environment, ecology and architecture, the state Government has decided that no construction or development shall be permitted on the sandy

stretches within 200 meters of high tide line in general. Further, such development is subject to the restrictions laid down by the Government of India under the Environmental Protection Act and Regulations.

**Hypotheses Verification: Due to Globalisation the tourism industry in Goa has developed rapidly:** The development in the tourism can be established with increase in the infrastructure development for the industry and number of global tourists arrived in the state. Rapid growth can be determined by the rate at which the development took place and comparing it with the pre-globalization era.

The key parameters depicting development of tourism industry are.

Other than the number of the tourists arrived in the state development can be described by the increase in number of hotels, casinos, shacks.

Facilities for the tourists - Hotels, Casinos, Shacks, Roads

Growth of these facilities since globalisation are analysed to come to the conclusion regarding the development of the tourism industry

**Table 1 Parameters used to determine development of tourism Industry due to Globalisation**

Year	No. Of Tourists Arrived	No Of Hotels In Goa	No Of All Goa Buses	No. Of Casinos	No. Of Shacks
1998	1228259	1605	2	01	150
1999	1244128	1688	3	02	158
2000	1268513	1756	6	00	197
2001	1380313	1833	4	00	166
2002	1596941	1893	23	00	227
2003	2039497	1933	21	01	242
2004	2448959	2027	32	01	281
2005	2302146	2156	26	00	223
2006	2479068	2233	38	03	259
2007	2597443	2322	57	00	256
2008	2371539	2444	87	08	256
2009	2503703	2531	72	01	287
2010	2642805	2641	84	01	329

**Source:** Statistical Year books published by Directorate of Planning, Statistics and Evaluation Goa.

**Hypothesis - 1:** Increase in number of hotels registered is related to the increase in the number of tourists arrived in the state.

**Null Hypothesis:** Increase in number of hotels registered is not related to the tourists visiting Goa.

**Alternate Hypothesis:** Increase in number of hotels is directly related to the tourists visiting Goa.

Fig 1 Plot for the no of hotels registered in Goa since 1998-2010:



The plot shows that number of hotels registered in Goa during the period of consideration has increased. The trend lines plotted shows the liner increasing trend for number of hotels registered in Goa.

**Regression Analysis:** Regression Analysis was performed using Microsoft Excel and result of the same is as follows:

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.897325202							
R Square	0.805192518							
Adjusted R Square	0.787482747							
Standard Error	154.2208127							
Observations	13							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	1081366.119	1081366.119	45.46600376	3.18773E-05			
Residual	11	261624.6499	23784.05908					
Total	12	1342990.769						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1028.879716	161.890436	6.355407654	5.40423E-05	672.5612688	1385.198163	672.5612688	1385.198163
X Variable 1	0.000524323	7.77598E-05	6.742848341	3.18773E-05	0.000353175	0.000695471	0.000353175	0.000695471

**Interpretation of Regression Analysis:** From the regression output, we observe that;  $b_0 = 1028.879716$

and  $b_1 = 0.000524323$  Thus, the prediction line for these data is;  $Y_1 = 1028.879716 + 0.000524323 X_1$

Where  $Y_1$  = Number of hotels registered in Goa;  
 $X_1$  = Number of the tourists arrived in Goa

**Coefficient Of Determination:** The coefficient of determination ( $r^2$ ) is equal to the regression sum of squares (that is, explained variation) divided by the total sum of squares (that is, total variation).

$$r^2 = SSR / SST = 0.805192518$$

The coefficient of determination measures the proportion of variation in Y that is explained by the independent variable X in the regression model.

$$r^2 = SSR / SST = 0.805192518$$

Therefore, **80.51%** of the variation in no of hotels registered in Goa is explained by the variability in the number of tourists arrived in Goa. This large  $r^2$  indicates a strong positive linear relationship between two variables because the use of a **regression model has reduced the variability in predicting registration of hotels up to 80.51%.**

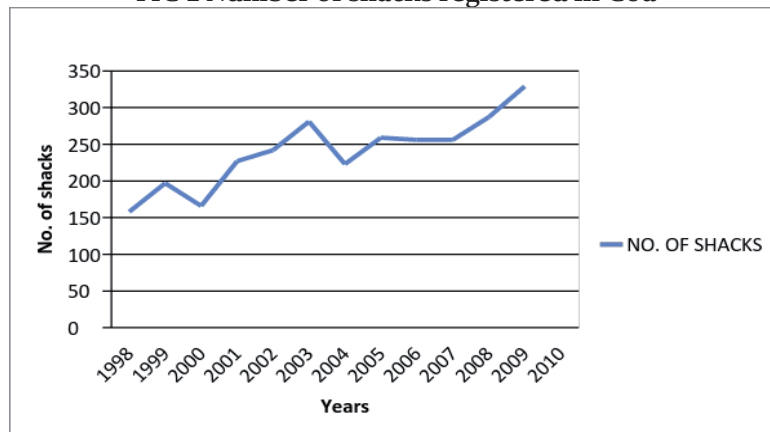
**T-Statistics And P-Statistics Analysis:** Using the 0.05 level of significance, the critical value of t with  $n = 12$  degrees of freedom is 1.7823. Because  $t = 6.742848341 > 1.7823$ , we reject  $H_0$  (Null Hypothesis). Using the p-value, you reject  $H_0$  because the p-value is approximately 0.0000318773033948617 which is significantly lower than 0.05. Hence, we can conclude that there is a significant linear relationship between no. of hotels registered in Goa and the number of tourists arrived.

**Hypothesis - 2:** Increase in number of shacks registered is related to the increase in the number of tourists arrived in the state.

**Null Hypothesis:** Increase in number of shacks registered is not related to the tourists visiting Goa.

**Alternate Hypothesis:** Increase in number of shacks is directly related to the tourists visiting Goa.

**FIG 2 Number of shacks registered in Goa**



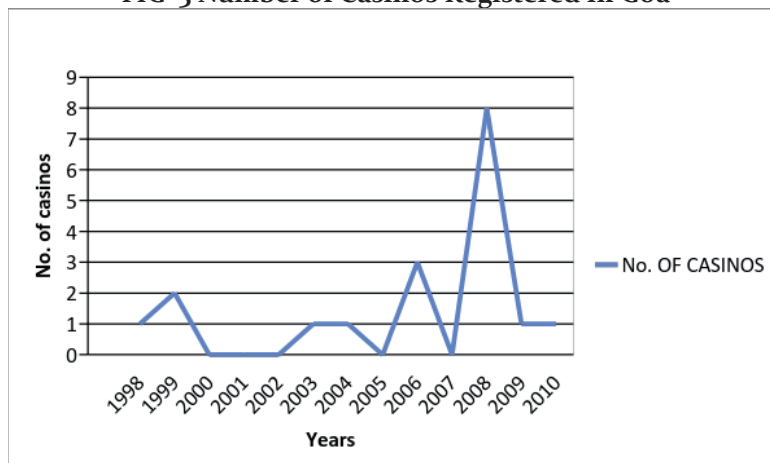
The plot shows that number of shacks registered in Goa during the period of consideration has increased. The trend lines plotted shows the liner increasing trend for number of shacks registered in Goa.

**Hypothesis - 3:** Increase in number of casinos registered is related to the increase in the number of tourists arrived in the state.

**Null Hypothesis:** Increase in number of casinos registered is not related to the tourists visiting Goa.

**Alternate Hypothesis:** Increase in number of casinos is directly related to the tourists visiting Goa.

**FIG 3 Number of Casinos Registered In Goa**



The plot shows that number of casinos registered in Goa during the period of consideration has increased. The trend lines plotted shows the linear variations trend for number of casinos registered in Goa.

The hypotheses are accepted in view of the fact that there is rapid growth of tourists visiting Goa in the post liberation and globalisation period. Since 1991 onwards, the arrivals of domestic tourists in Goa rose from 756786 in 1991 to 878487 in 1995, 1120242 in 2001 and further to 2225002 in 2011. Thus there is an exponential growth of domestic tourists in Goa.

Verification of Hypotheses

Thus the hypothesis is accepted in view of the fact that there is rapid growth of tourists visiting Goa in the post liberation and globalisation period. Since 1991 onwards, the arrivals of domestic tourists in Goa

rose from 756786 in 1991 to 878487 in 1995, 1120242 in 2001 and further to 2225002 in 2011. Thus there is an exponential growth of domestic tourists in Goa.

Similarly the arrivals of foreign tourists rose from 78281 in 1991 to 229218 in 1995, 291 709 in 2000, 336803 in 2005 and further to 445935 in 2011. This high growth of foreign tourist's arrivals indicates the development of tourism in Goa due to globalisation.

In view of the above trend the hypothesis cited above is vindicated and accepted.

**Hypothesis II: Due to tourism development after globalisation, Goa has witnessed many socioeconomic, environmental, law and order related problems:** The following data related to the critical aspects of the tourism industry to access the effects are taken into consideration:

**TABLE: 2 Impact of Globalisation**

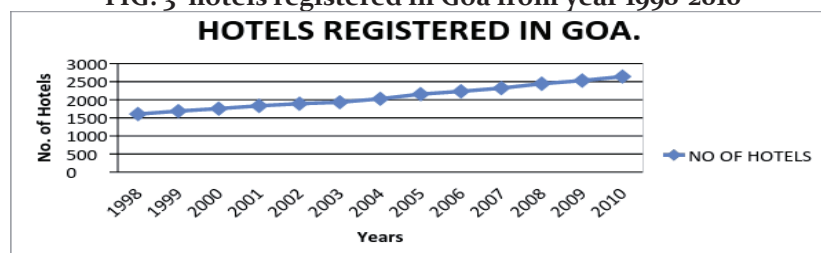
YEAR	NO OF HOTELS REGISTERED IN GOA	NO OF VEHICLES REGISTERED	NO OF COGNIZABLE OFFENCES	HIV CASES REGISTERED
1998	1605	26534	1976	522
1999	1688	25267	2234	750
2000	1756	29869	2245	807
2001	1833	25779	2416	801
2002	1893	27189	2354	999
2003	1933	33106	2243	1016
2004	2027	40050	2176	956
2005	2156	46183	2278	1029
2006	2233	46716	2435	940
2007	2322	49752	2598	1029
2008	2444	44403	2645	954
2009	2531	49435	2712	901
2010	2641	53628	3303	990

For the convenience of analysis and interpretation and to arrive at the conclusion, two positive and two negative aspects which are related to the tourism. We will analyse the positive effect of the globalization (era post 1998) on tourism industry. The no of hotels and tourist vehicles registered in this era are direct measure of the positive effect of globalization

similarly the increase in the HIV cases and no of cognizable offenses registered are considered for the negative impacts on the tourism the criminal cases are a big turn off for the tourists.

The analysis of these factors can be assessed by plotting these factors against the years and finding out the trend.

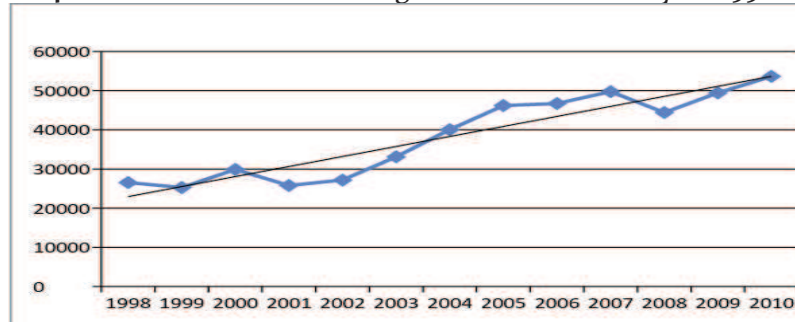
**FIG: 3 hotels registered in Goa from year 1998-2010**



The analysis of the graph clearly shows that no of hotels registered in Goa has been on a steady rise. Increase in the number of hotels is definitely a boon for the tourism industry in terms of the revenue

generation. The infrastructure development for accommodating more number of tourist's inflow into the state has been a remarkable positive effect of the globalization.

**FIG: 4 No. Of tourists vehicles registered in Goa from year 1998-2010**

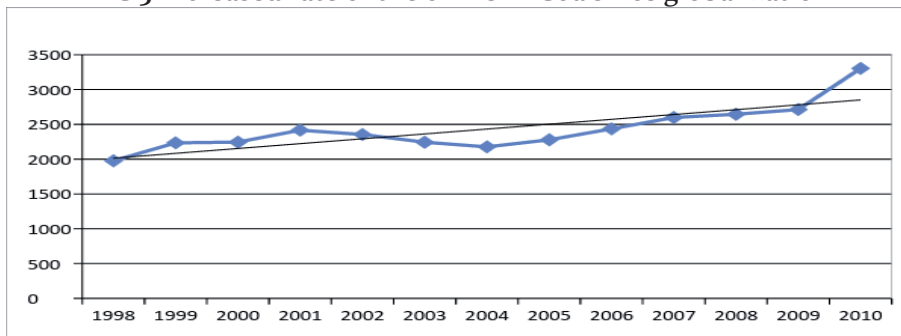


The analysis of the graph clearly shows that no of tourist's vehicles registered in Goa has been on a steady rise post globalization. Increase in the tourist's vehicles is definitely a benefit for the tourism industry which has catered for the increased number

of tourists visiting state. The infrastructure development for accommodating more number of tourist's inflow into the state has been an optimistic effect of the globalization.

**Law and order related problems in Goa after globalization:**

**FIG 5 Increased rate of the crime in Goa since globalization**

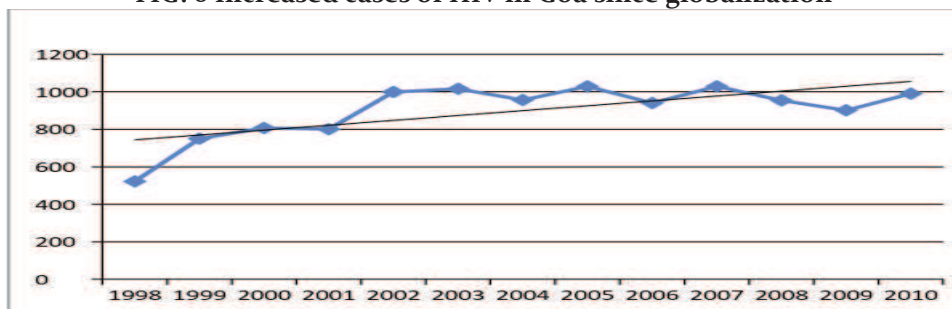


The crime against tourists, women and children has been a serious turn off for the tourism industry. The cognizable offences registered in goa have been on a steady rise. Cases like Scarlett Johnson has brought a bad name to the state and affected tourist inflow significantly. The graph plotted for the cognizable

offences registered in goa over last fourteen years show an increasing trend. Goa is generally known for the peace and strict implementation of the law and order. But with the globalization the peaceful state which has tourism at its backbone of economy is fighting with increased rate of crime.

**Socio economic related problems in Goa after globalization:**

**FIG: 6 Increased cases of HIV in Goa since globalization**



HIV is a serious threat to the growth of the nation and has been an issue of serious concern for the

entire world. Analysis of the data shows that there has been a consistent increase in the number of cases

of HIV cases registered in Goa. This phenomenon has affected the state's perception about the health and disease administration badly. Tourists would always be interested to visit a place which is free of serious threat to the health. The state administration needs to give adequate attention towards the implementation of awareness programme to fight the menace of HIV.

#### Verification of Hypotheses

Due to tourism development after globalisation Goa has witnessed many socioeconomic, environmental, law and order related problems

The hypothesis relates to many changes witnessed by tourism industry in Goa such as socio-economic environmental, law and order and other related problems due to globalisation.

The study has revealed some major changes in the tourism industry in Goa due to globalisation. They include socio-demographic factors, consumer behaviour, technological changes, human resource development and changes in the areas of ecotourism, adventure tourism, and cultural tourism. Socio-demographic changes are reflected in the emergence of resorts and casinos, package holiday tours have become more common in Goa. Women work participation has increased. Changes in consumer behaviour are manifested in the tourists becoming more demanding and more knowledgeable due to spread of information. Technological changes in the civil aviation sector and information technology have been another area of change in tourism due to globalisation. E-ticketing, internet, smart cards

loyalty schemes, on line booking, use of global distribution system are the new style of tourism to meet the new demands of tourism in Goa, new human resource training institutions for hotel management etc. have come up. Eco tourism, adventure tourism and cultural tourism have made their presence in Goa due to globalisation. They include parasailing, yachting, jet stay, scuba diving etc. Thus the hypothesis that due to globalisation the tourism industry in Goa has witnessed many changes has been vindicated by the research findings, hence the hypothesis is accepted.

**Conclusion:** Tourism industry in Goa enjoy bright prospects as the state possess Rich cultural heritage and tourist spots which offer a diversity of attractions and places of historical and archaeological importance. The tourism sector is an important foreign exchange earner and its employment potential is vast. Employment in tourism has a multiplier effect with its linkages to many other sectors like agriculture, handicrafts, construction, industry, etc. so also tourism helps in nation building activities and serves as a potent, positive force to stimulate economic development. As tourism industry is one of the leading industries the world over where majority of the world economies depend on this industry so this industry acquires the highest status in the Goa's economy and is considered as the backbone of Goa's Economy, as quite substantial number of Goa's population is depending directly or indirectly on this industry for their livelihood. The importance of which one cannot ignore

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