

Opportunity & Challenges before the Wild Life Tourism in Goa State

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Abstract. Goa is best known as a tourist Paradise, both in India and abroad, lavishly gifted by nature for its scenic beauty and virgin beaches. Goa is visited by number of tourists each year and this number is growing every year. The onset of tourism on a large scale in Goa has produced pressures on both society and the environment. Government should frame the policies to spread the tourist to the other region of Goa giving them the best alternative options to minimize the pressure on beach belt. The Government of Goa is now facilitating the diversification of tourism product from traditional 'leisure tourism' to 'green tourism'. The present research paper highlights to know the problems for tourism development in the wildlife regions of Goa and prospects of wildlife tourism. The paper highlights that if Wildlife tourism is properly promoted the burden on the beaches and subsequent problems that arise will be minimized and that the state should offer alternative attractions to tourist and earn substantial revenue besides giving a fillip to the economy of hinterland areas.

Keywords: Green Tourism, Protected Areas, Biodiversity, Wildlife Tourism, Hinterland

1. Introduction

The global trade of tourism is continuously rising and presently it generating \$2.5 trillion annual revenue which amounts to 5.5 percent of the worlds gross domestic product and 6 percent of the total volume of trade of the world. Today Tourism has emerged as one of the world's largest industries and fastest growing sector of the world economy. Tourism today presents an unparalleled challenge to the economics of the developing world. Wildlife tourism is still a niche segment but one that is fast evolving in India and recording double digit growth and has the potential to turn into mainstream tourism in India in the near future. Instead of being seen as a small niche market wildlife tourism is a sizeable market with the potential for significant economic growth opportunities. Wildlife based tourism in the country has recorded a growth in the last few years and is emerging as one of the favorite destination for foreign tourist.

Goa is a small tiny emerald land on the West Coast of India This tiny state has carved out its own niche in the competitive world of Travel and Tourism. Over the past couple of decades Goa has rapidly gained worldwide recognition as a tourist spot and has the distinction of being the most sought after destination, having ranked among the top ten in the millennium year. Goa's wildlife tourism can be broadly defined as rich reservoirs of biodiversity with a bewildering range of plants and animal's life in the midst of rich vegetation which constituted into Wildlife protected areas to conserve the unique biological diversity of the region.

2. Statement of the Problem

Tourism is a major economic activity in Goa. It has made substantial contribution to the economic development of the state in terms of employment generation. Studies now show that the impact of mass tourism is pressuring. As tourism is growing at a high rate, it tends to place a great stress on the diverse habitats and these will be destroyed or damage the flora and the fauna of the state. Sustainable tourism is especially important for a small state like Goa since the influx of both Indian and foreign tourists are increasing every year. A shift to wildlife tourism may be necessary or more advisable for a better and continuous tourism activity which would benefit both the state as well as the tourists. Therefore, the need of the hour is to study the deficiencies and suggest the measures for improvement of wild life tourism.

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3. Objectives

- To study the growth and development of wildlife tourist in Goa.
- To study the role of wildlife tourism in Goa and its impact on tourism.
- To identify the problems faced by domestic and foreign tourists in Wildlife tourism in Goa.
- To study the Weaknesses and Opportunities of Wildlife tourism in Goa.

4. Hypothesis

- **H0:** There is a significant difference of Satisfaction level of domestic and international tourist.
- **H0:** There is a significant difference between the preferences given by the domestic and international tourist.

5. Research Design

For accomplishing the objectives of the study, both Primary and Secondary data was necessary to be collected. The primary data was based on personal survey of a predetermined sample size of 500 respondent comprising of 420 domestic tourists and 80 foreign tourists. Since Goa is divided into two districts, North Goa and South Goa, the number of respondent to be selected from each district was decided using quota sampling, accordingly 250 respondents each from North and South Goa were selected of which 210 were domestic tourist and 40 were international tourist. For the sake of convenience and to expedite the work the respondents were selected from North Goa and South Goa using random sampling technique. The secondary data was collected from published sources comprising of journals, magazines, newspapers and websites and also research dissertation available in various libraries, archives and Tourism facts and figures were also procured from Tourism Department

6. Empirical Study

Table 1: Table showing the weaknesses of Wildlife Tourism in Goa

Factor	Domestic	International
Inaccessible	137	10
	53.73%	16.67%
Laid back attitude of authorities	254	59
	99.61%	98.33%
Poor Infrastructural facilities at the Sanctuaries	241	48
	94.51%	80%
Transport	175	47
	68.63%	78.33%
Seasonal nature	17	30
	6.67%	50%
Untrained Guides	16	5
	6.27%	8.33%
Inadequate information about wild life activities	207	55
	81.18%	91.66%

Source: Field Survey

With regards to weakness of Wildlife tourism in Goa, of the 255 Domestic tourists, 99.61% stated laid back attitude of authorities while 94.51% stated poor infrastructure facilities at the Sanctuaries. Out of the 60 International tourists 98.33% stated laid back attitude of authorities while 91.66% stated inadequate information about Wildlife activities.

It clearly indicates that, 99.61% Domestic tourists and 98.33% International tourists stated laid back attitude of authorities as a major weakness of Wildlife in Goa. It is evident that, majority of tourists stated laid back attitude of authorities as a major weakness of Wildlife tourism in Goa.

Table 2: Table showing the satisfaction level of domestic and international tourist about the wildlife tourism

Nationality	Excellent	Good	Average	Below Average	Poor	Total
Domestic	25	193	30	5	1	255
	9.80%	75.69%	11.76%	1.96%	0.39%	100%
International	5	51	3	1	1	60
	8.33%	85.00%	5.00%	1.67%	1.67%	100%
Total	30	244	33	6	2	315
	9.52%	77.46%	10.48%	1.90%	0.63%	100%

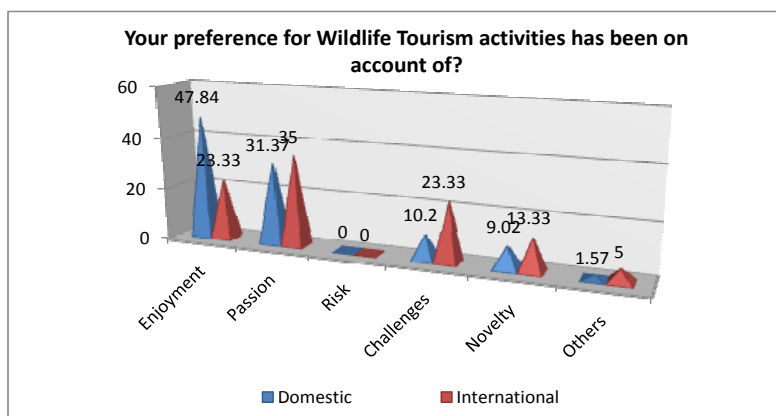
Source: Field Survey

The Table No. 4 reveals that, out of the 255 Domestic tourists, 75.69% rated their level of satisfaction after participation in Wildlife activities as good while 11.76% rated level of satisfaction as average. Out of the 60 International tourists, 85.00% rated their level of satisfaction as good while 8.33% as excellent.

Table 3: Table showing preferences for Wildlife activities of domestic and International tourist.

Nationality	Enjoyment	Passion	Risk	Challenges	Novelty	Others	Total
Domestic	122	79	1	26	23	4	255
	47.84%	31.37%	0.39%	10.20%	9.02%	1.57%	100%
International	14	20	1	14	8	3	60
	23.33%	35.00%	1.67%	23.33%	13.33%	5.00%	100%
Total	136	100	02	40	31	7	315
	43.17%	31.75%	0.63%	12.70%	9.84%	2.22%	100%

Source: Field Survey



The Table No.5 reveals that, out of 255 Domestic tourists, 47.84% participated in Wildlife activities on account of enjoyment while 31.37% stated passion. Out of the 60 International, 35% stated passion while 23.33% stated enjoyment and challenges.

It clearly reveals that, 47.84% Domestic tourists preference for Wildlife tourism activities has been on account of enjoyment, while 35% International tourists preference has been on account of passion. It is evident that, Domestic tourists preference for Wildlife tourism activities is influenced by enjoyment, while International tourists stated it is passion.

7. Testing of Hypothesis

The null hypothesis is set up to see that there is no contradiction between the believed result and the sample result. The object of the test is to see whether the null hypotheses should be rejected or accepted. For the present research paper chie square test is used to test the hypothesis.

- **H0: There is a significant difference between Satisfaction level of domestic and international tourist.**

For four degree of freedom at 5% level of significance, the table value is 9.488. The calculated value of χ^2 (3.9696972) which is less than the table value hence the hypotheses is accepted. Therefore, it is concluded that there is a significant difference between the satisfaction level of domestic and international tourist about the wildlife tourism.

- **H0: There is a significant difference between the preferences given by the domestic and international tourist.**

For four degree of freedom at 5% level of significance, the table value is 9.488. The calculated value of χ^2 (18.18898) is much greater than the table value and hence the hypotheses stands rejected. Therefore, it may be concluded that there is no significant difference between the preferences given by the domestic and international tourist for the wildlife activities.

8. Conclusion

It can be concluded that lack of proper training and inadequate transport facilities are the major problems faced in Wildlife activities. This problems need to be sorted out for the development of Wildlife tourism. The Governments of Goa and Forest Department have to arrange transportation to visitors to the Sanctuaries. Special packages during off season should be provided. Guide service should be upgraded. The threats to Wildlife tourism can be sorted out by the Government of Goa. There are plenty of opportunities for development of Wildlife tourism considering Goa's rich bio-diversity. However the serious involvement of government in association with the organized sectors can enhance the richness of tourism. It is a form of alternative tourism which aims to achieve economic gains through natural resource reservation.

9. References

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