



“Wildlife Tourism As An Alternative For Sustainable Tourism In Goa”

Dr. Mrs. Yasmin Z. Shaikh^{1*}

^{1*} Associate Professor, Department of Commerce, St. Xavier's College, Mapusa – Goa - India 403507
e-mail: yasmin_sxc@rediffmail.com

***Corresponding Author: Dr. Mrs. Yasmin Z. Shaikh**

^{1*} Associate Professor, Department of Commerce, St. Xavier's College, Mapusa – Goa - India 403507
e-mail: yasmin_sxc@rediffmail.com

Abstract:

Goa a small tiny emerald land on the West Coast of India. It is best known as a tourist paradise, both in India and abroad lavishly gifted by nature for its scenic beauty and virgin beaches. Tourism in Goa is essentially Mass Tourism or rather Beach tourism. As tourism developed in Goa, the pressure on the local resources increases, gradually the danger of saturation arises and then begins the decline of physical and social environment. Goa being a small State, large tourist movement is not suited for the region.

If Alternative tourism options are promoted the burden on the beaches and subsequent problems that arise could be minimized and that the state could still offer alternative attractions to tourist and still earn substantial revenue besides giving a fillip to the economy of hinterland areas. Goa boast of an extremely diverse range of landscapes, geographical features, flora and fauna. These spots can be encouraged in order to scatter the visitor's around Goa's rich biodiversity of flora and fauna. Hence 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 suggest measures to promote wild life tourism. Sustainable tourism is especially important for a small state like Goa since the influx of both Indian and foreign tourists are increasing every year. This paper explores wildlife tourism as alternative for sustainable tourism in Goa

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Keywords: Alternative tourism, wildlife tourism, sustainable tourism, Goa.

I INTRODUCTION

Goa, a small tiny emerald land on the West Coast of India has carved out its own niche in the competitive world of Travel and Tourism.. Tourism is a major economic activity in Goa. 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. However, Goa's great cultural heritage and other types of potential tourism have remained underexplored by mainstream tourism. This overemphasis on beach tourism has led to the neglect of other alternative tourism avenues that can diversify the state's tourism offering. Goa needs to diversify its offering and open alternative areas of Tourism. This would reduce the environmental pressure on the coastline and help sustain long term growth in the tourism sector whilst offering meaningful travel experience to visitors. Each type of alternative tourism is a way to give

a denomination to a new market niches for different experience. As the tourists spread to different areas of Goa, it will reduce the load on beaches and as a results ecological balance of the region will be maintained. Wildlife tourism is still a niche segment but one that is fast evolving and has the potential to turn into mainstream tourism 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.

In Goa, we find some very beautiful and exotic species of wildlife. A diverse range of coloured birds mesmerize the visitors with their enchanting beauty and their unbelievable variety of sounds. A Wildlife tourist visiting Goa can enjoy a number of activities in the Wildlife areas and Sanctuaries by paying nominal fees. They can engage in Wildlife activities in the form of dolphin cruises, crocodile cruises, Jungle Safari, Bird Watching Wildlife Photography, Eco-Tourism, Angling Butterfly sighting and many more. Goa has five wildlife sanctuaries, one wildlife national park and one bird sanctuary. Goa has a variety of flora and fauna which could be used to attract tourists to these places. Goa also has two beautiful lakes at Mayem and Carambolim where migratory birds are sighted in large numbers.

Table 1 Wildlife Sanctuaries and National Park

No	Name of the Sanctuary	Sq.km	Taluka	Which Part
1	Mollem National Park	107	Sanguem	South Goa
2	Bhagwan Mahavir Wildlife Sanctuary	133	Sanguem	South Goa
3	Cotigao Wildlife Sanctuary	86	Canacona	South Goa
4	Bondla Wildlife Sanctuary	8	Ponda	North Goa
5	Dr. Salim Ali Bird Sanctuary	1.8	Tiswadi	North Goa
6	Mhadei Wildlife Sanctuary	208.48	Sattari	North Goa
7	Netravali Wildlife Sanctuary	211.05	Sanguem	South Goa
Total		755.31		

Source: www.goaforest.com

The Forest Department has taken initiative to promote Wildlife and Eco tourism in Goa to enable people to see and appreciate the rich biodiversity and scenic beauty of the forests in the state. The Department of Tourism provides infrastructural facilities such as constructions/ improvements of roads in tourist circuits, access roads to tourist spots, provision of lighting arrangements, sanitation facilities at different places of tourist importance. The Department of Tourism has to take initiative to diversify and develop new Wildlife tourism product, such as the setting up of state of the art, marine aquarium and parks.

II. RESEARCH METHODOLOGY

For accomplishing the research objective both primary data and secondary data were collected. The primary data was based on personal survey of 500 tourist. The secondary data comprised of mainly published data.

2.1 Objectives of the Study:

- To promote Wildlife tourism as an alternative for sustainable tourism in Goa

2.2 Hypothesis of the Study

The investigations made for the proposed research study is carried out to test the following hypothesis:

- There is no significant difference in preference for beach tourism and wildlife tourism in Goa.

III DATA ANALYSIS AND INTERPRETATION

The primary data collected from Tourists was processed by using appropriate statistical tools and the statistical findings derived from this exercise have been interpreted through an intellectual exercise against the theoretical background for the purpose of drawing conclusions.

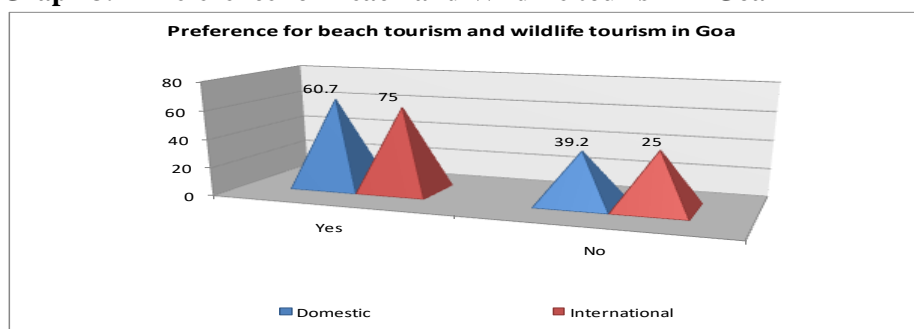
Table 3.1 Preference for Beach and Wildlife tourism in Goa

NATIONALITY	BEACH AND WILDLIFE TOURISM	BEACH TOURISM	TOTAL
Domestic	255	165	420
	60.71%	39.29%	100%
International	60	20	80
	75.00%	25.00%	100%
Total	315	185	500
	63%	37%	100%

Source: Field Survey

The Table 3.1 reveals that, of the 420 Domestic tourists, 60.70% stated that they preferred beach and wildlife tourism in Goa, while 39.40% preferred only beach tourism. Out of the 80 International tourists, 75% stated that they preferred beach and wildlife tourism in Goa, while 25% preferred only beach tourism in Goa. It is evident that, most tourists participated in both beach and wildlife activities in Goa.

Graph 3.1 Preference for Beach and Wildlife tourism in Goa



3.2 TESTING OF HYPOTHESIS

H1: There is significant difference in preference for beach tourism and wildlife tourism in Goa.

Table 3.2 Preference of Tourist to Beach and Wildlife tourism in Goa

TOURIST PREFERENCE	TOTAL	PROPORTION
Beach and Wildlife tourism	315	0.63
Beach Tourism	185	0.37
Total	500	100

Source: Field Survey

In order to test the null hypothesis, the **Z-test for difference** of proportions has been used at 5 percent level of significance.

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. prtesti 315 0.63 185 0.37
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Two-sample test of proportions

x: Number of obs = 315

y: Number of obs = 185

Variable	Mean	Std. Err.	z	P> z	[95% Conf. Interval]
x	.63	.0272029			.5766832 .6833168
y	.37	.0354965			.3004282 .4395718
diff	.26	.0447214			.1723477 .3476523
	under Ho:	.0462082	5.63	0.000	

diff = prop(x) - prop(y)

z = 5.6267

Ho: diff = 0

Ha: diff < 0

Ha: diff != 0

Ha: diff > 0

Pr(Z < z) = 1.0000

Pr(|Z| < |z|) = 0.0000

Pr(Z > z) = 0.0000

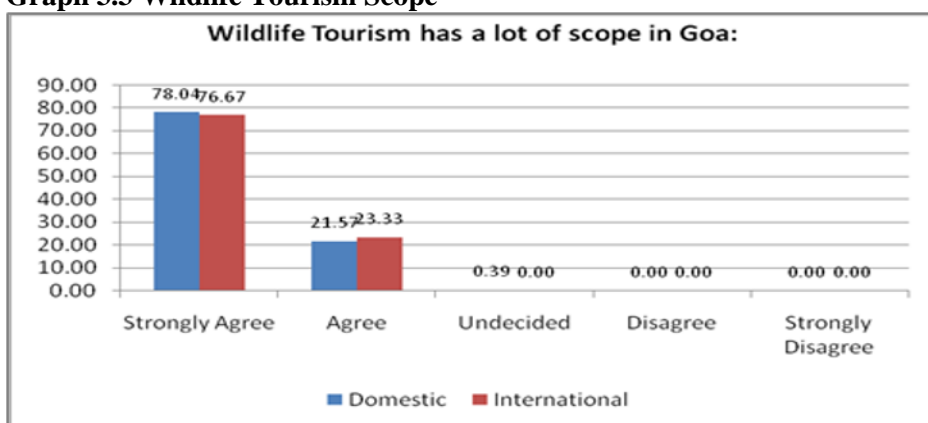
From the above table showing Z-test results, the null hypothesis of no difference in preference has been rejected at 5 % level of significance and the alternative has been accepted. Also it is clear that the proportion of tourists preferring wild life tourism is greater than that of beach tourism.

Table 3.3 Wildlife Tourism Scope

NATIONALITY	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE	TOTAL
Domestic	199	55	1	0	0	255
	78.04%	21.57%	0.39%	0.00%	0.00%	100%
International	46	14	0	0	0	60
	76.67%	23.33%	0.00%	0.00%	0.00%	100%
Total/Average	245	69	1	0	0	315
	77.78%	21.90%	0.32%	0.00%	0.00%	100%

Source: Field Survey

The Table 3.3 reveals that, of the 255 Domestic tourists, 78.04% strongly agree that Wildlife tourism has a lot of scope in Goa while 21.57% agreed. Out of the 60 International tourists, 76.67% strongly agree that Wildlife tourism has a lot of scope in Goa while 23.33% agreed. It is evident that, 78.04% Domestic tourists and 76.67% International tourists strongly agree that Wildlife tourism has a lot of scope in Goa.

Graph 3.3 Wildlife Tourism Scope

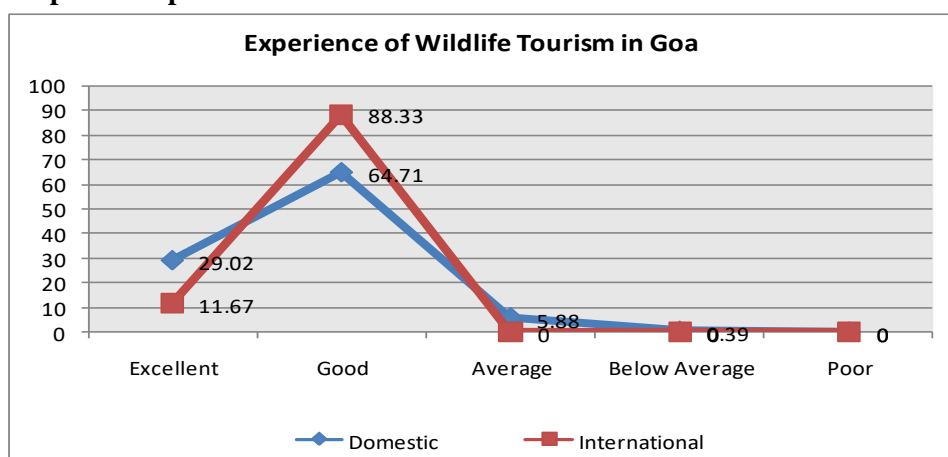
It is evident that, 78.04% Domestic tourists and 76.67% International tourists strongly agree that Wildlife tourism has a lot of scope in Goa.

Table 3.4 Experience of Wildlife tourism

NATIONALITY	EXCELLENT	GOOD	AVERAGE	BELOW AVERAGE	POOR	TOTAL
Domestic	74	165	15	1	0	255
	29.02%	64.71%	5.88%	0.39%	0.00%	100%
International	7	53	0	0	0	60
	11.67%	88.33%	0.00%	0.00%	0.00%	100%
Total/Average	81	218	15	1	0	315
	25.71%	69.21%	4.76%	0.32%	0.00%	100%

Source: Field Survey

The Table 3.4 reveals that, of the 255 Domestic tourists, 64.71% rated their experience of Wildlife tourism in Goa has good while 29.02% rated as excellent. Out of the 60 International tourists, 88.33% rated their experience of Wildlife tourism in Goa has good while 11.67% rated as excellent.

Graph 3.4 Experience of Wildlife tourism

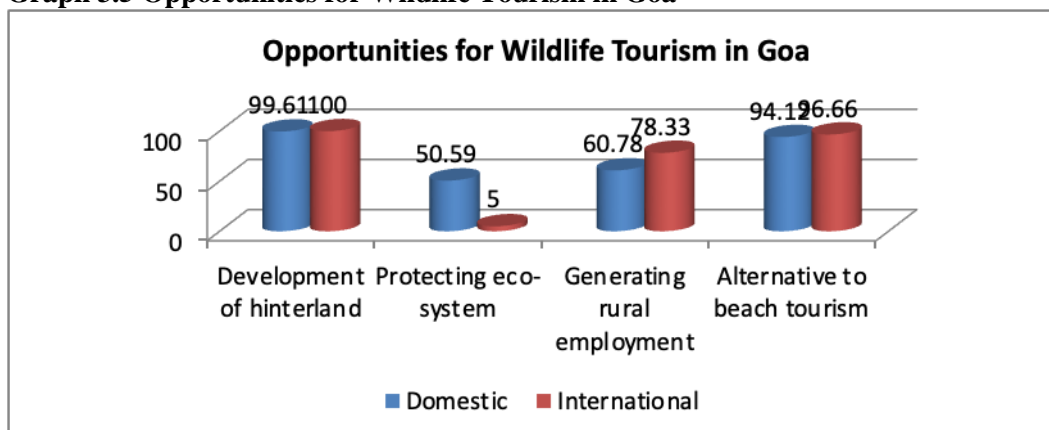
It clearly indicates that, 64.71% Domestic tourists and 88.33% International tourists have rated their experience of Wildlife tourism in Goa as good. It is evident that, both Domestic tourists and International tourists rated their experience of Wildlife tourism in Goa as good.

Table 3.5 Opportunities for Wildlife Tourism in Goa

FACTOR	DOMESTIC	INTERNATIONAL
Development of hinterland	254	60
	99.61%	100%
Protecting eco-system	129	3
	50.59%	5%
Generating rural employment	155	47
	60.78%	78.33%
Alternative to beach tourism	240	58
	94.12%	96.66%

Source: Field Survey

The Table 3.5 reveals that, with regards to opportunities for Wildlife tourism in Goa, of the 255 Domestic tourists, 99.61% stated development of hinterland while 94.12% stated alternative to beach tourism. Out of 60 International tourists, 100% stated development of hinterland tourism while 96.66% stated alternative to beach tourism.

Graph 3.5 Opportunities for Wildlife Tourism in Goa

It clearly depicts that, 99.61% Domestic tourists and 100% International tourists have stated development of hinterland as an opportunity for Wildlife tourism in Goa. It is evident that, development of hinterland is a major opportunity available for Wildlife tourism in Goa.

Table 3.6 Measures to develop Wildlife Tourism in Goa

MEASURES	DOMESTIC	INTERNATIONAL
Improvement in infrastructure at Sanctuaries	248	57
	97.25%	93.33%
Professional Guides at the Sanctuaries	29	38
	11.37%	63.33%
Proper security and safety measures at the Sanctuaries	120	50
	47.06%	83.33%
Promote off season Wildlife activities	180	44
	70.59%	73.33%
Proper organization & management of Wildlife sanctuaries	77	20
	30.20%	33.33%
Set up State Board for Wildlife Tourism	178	47
	69.80%	78.33%
Transport facilities to Wildlife Sanctuaries	232	47
	90.98%	78.33%
Organize Wildlife activity festivals, contests etc.	48	31
	18.82%	51.67%
Aggressive advertising & promotion of Wildlife activities	207	39
	81.18%	65%
Eco- friendly accommodation facilities at Sanctuaries	68	24
	26.67%	40%
Beautification and landscaping of Wildlife Sanctuaries	179	37
	70.20%	61.66%
Install CCTVs at Sanctuaries	45	4
	17.65%	6.67%
Co-ordination between Forest Dept. , Dept. of Tourism and State Government for developing Wildlife	248	54
	97.25%	90%

Source: Field Survey

The Table 3.6 reveals that, with regards to measures to develop Wildlife tourism in Goa, of the 255 Domestic tourists, 97.25% stated improvement of infrastructure and coordination between Forest Department, Department of Tourism and State Government for developing Wildlife tourism while 90.98% stated transport facilities to Wildlife Sanctuaries. Out of the 60 International tourists, 93.33% stated improvement in infrastructure at Sanctuaries while 90% stated coordination between Forest Department, Department of Tourism and State Government for developing Wildlife tourism.

It clearly indicates that 97.25% Domestic tourists and 93.33% International tourists have suggested improvement in infrastructure at the Sanctuaries as a measure to develop Wildlife tourism in Goa. It is evident that majority of the tourist have suggested improvement in infrastructure at the Sanctuaries as a measure to develop Wildlife tourism in Goa.

IV FINDINGS

- i. Most tourists participated in both beach and wildlife activities in Goa. (Graph 3.1)
- ii. Proportion of tourists preferring wild life tourism is greater than that of beach tourism. (Hypothesis Testing Table 3.2)
- iii. 78.04% Domestic tourists and 76.67% International tourists strongly agree that Wildlife tourism has a lot of scope in Goa (Graph 3.3)
- iv. Both Domestic tourists and International tourists rated their experience of Wildlife tourism in Goa as good (Graph 3.4)
- v. Development of hinterland is a major opportunity available for Wildlife tourism in Goa. (Graph 3.5)
- vi. Majority of the tourist have suggested improvement in infrastructure at the Sanctuaries as a measure to develop Wildlife tourism in Goa. (Graph 3.6)

V SUGGESTIONS

- i. The tourist flow from beaches should be diverted to non beaches by promotion of emerging patterns of tourism.
- ii. The tourism industry in Goa has mainly concentrated on beach tourism and neglected other forms of tourism to a large extent. There is need to diversify the areas of tourism, like farm and Wildlife tourism which have the potential for future growth and development.
- iii. Wild life Tourism can bring many economic and social benefits, particularly in rural forest area. However, wild life. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.
- iv. The Wildlife Sanctuaries and National Park need to be integrated as an integral part of the Goa tourism product and priority needs to be given to the preparation of site and visitor management plans for the parks.
- v. Organize safari tour/Eco-tourism at Wildlife Sanctuaries. Specially designed glass fitted vehicle could also be used in monsoon/off season period to attract tourists.
- vi. Co-ordination between Forest Department, Department of Tourism, Travel and Tour Operators and State Government can help in developing and proper management and promotion of Wildlife tourism in Goa.

VI CONCLUSION

Wild life tourism is perceived as a fastest growing segment with an immense business opportunity for Goa. The enchanting geographical landscape and range of eco system leaves a lasting impression on the tourist visiting Goa's hinterland. There are various places of wild life interest that can serve as tourist attractions; however, most places are untapped. There is a need to create increased awareness of Wild life tourism in Goa to widen the base of tourist arrivals on one hand and sustain growth on the other hand. There is a need for a paradigm shift in the patterns of tourism and wild life tourism is an equally good option for Alternative Tourism

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