



A STUDY OF TOURISM IMPACT ON SMALL BUSINESSMAN IN OLD GOA CITY

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ABSTRACT

Whenever we think about the Goa, the main theme comes into the mind is the that of Beaches, Temples and churches, waterfalls. Goa is a full package of tourist destination. tourism industry in Goa is a major engine for the development of Goan Economy. The National Tourism Policy has been created a benchmark effect in the Indian history. This policy created multiplier effect in the field of employment generation, economic development. Unlike Kerala Goa is the only state, where beaches are the main point of the tourism industry. Because of this reason Goa is known as the 'beach country of India'. The development of hospitality and good infrastructure, Goa has been able to attract more number of International Tourist. At the same time Goa has been seen as the global icon in the Tourism map of the world. For the relaxation purpose Goa has been seen as heaven.



KEY WORDS: Tourism, destination, multiplier, employment, International Tourist.

TOURISM IN GOA

INTRODUCTION:

Whenever we think about the Goa, the main theme comes into the mind is the that of Beaches, Temples and churches, waterfalls. Goa is a full package of tourist destination. tourism industry in Goa is a major engine for the development of Goan Economy. The National Tourism Policy has been created a benchmark effect in the Indian history. This policy created multiplier effect in the field of employment generation, economic development. Unlike Kerala Goa is the only state, where beaches are the main point of the tourism industry. Because of this reason Goa is known as the 'beach country of India'. The development of hospitality and good infrastructure, Goa has been able to attract more number of International Tourist. At the same time Goa has been seen as the global icon in the Tourism map of the world. For the relaxation purpose Goa has been seen as heaven.

Goa is situated on the Malabar Coast gifted with sandy beaches and a tropical climate. One more attraction for tourist in Goa is the Western Ghats. Goa is confined by the state of Maharashtra on the north and Karnataka on the east and south, and finally Arabian Sea on the west. The total areas of goa are 3,702 square Kilometer. Mandovi and zuary are the two main rivers of Goa. Goa has two district i.e. North Goa and South Goa.

The present study is based on the North Goa District. The North Goa district consist of six talukas namely, Pernem, Bardez, Bicholim, Tiswadi, Sattari and Ponda.

REVIEW OF LITERATURE:

1. Rhonda Koster (2005); has been studied on "Indicators of Community Economic Development through Mural-Based Tourism" focused on Community participation for Tourism Development. According to the

Researchers, those communities where murals were developed as a part of an explicit Economic Development strategy, the process was more formalized and the outcome measured more quantitatively, including the numbers of visitor's employment and business created. The Researcher stressed more importance on the development of the rural places for the Community Economic Development and Tourism

2. Pablo Juan, Cardenas Gracia (2015), analyzed on "Tourism and Economic Development: Analysis of Geographic Features and Infrastructure Provision" and stated that Tourism is a tool for Economic development. Tourism has been improved socio-economic condition of the host countries. But in the recent years, a critical school of thoughts has emerged the question on the universal validity for Tourism as development tool. This research has been made attempt to give solution for this question. In this sense, since the scientific literature has shown the importance of geography and infrastructure development for Tourism Development.
3. Kristo (2014) made study on "Evaluating the Tourism-Led Economic Growth Hypothesis in a Developing Country: The Case of Albania". In this the Researcher states the impact of Tourism on Economic Growth for Albania using an error correction mechanism approach. The Researcher compares fluctuations in total economic contribution of the travel and tourism. The Researcher also linked this with the real effective exchange rate with changes in real GDP growth rate. Generally speaking, the results found in this study support the hypothesized conviction that tourism development supports higher GDP growth ratios.
4. Yoel Mansfeld (2004), in their study made on, "Options for Viable Economic Development through Tourism among the non-oil Arab Countries: The Egyptian Case" analyzed that Tourism Development in Arab countries have to certain Economic Sectors that strong competitive advantage with other markets. This study focus on two points and those are; a) Egypt has undergone most of the continuing Arab-Israeli conflict from economic point of view and b) in Arabian countries Egypt has highest Tourism potential. The outcome of this clearly shows that Tourism is very well fit with Egypt's conversion into an economically well-developed non-oil country.
5. Souza Amorim (2013), studied on, "Discussion on the Influence of Public Policy Related to Economic Solidarity Developments Related to Tourism in Corumbá-MS", that solidarity economy is one of the important factor behind Tourism Development. It generates and improves quality life and can be directly linked to the place. The purpose of this study is to propose a series of issues regarding the formulation of public policies that influenced the solidarity economy in Corumba MS.

OBJECTIVES:

The objectives of the present paper are as follows;

1. To overview the concept of Tourism in North Goa.
2. To study the present situation of the small businessman in the Old Goa city of North Goa district.
3. To study the impact of Tourism on small scale business in tourism sector in Old Goa city of North Goa district.

METHODOLOGY:

The present paper is based on the primary data. For this purpose, small businessman from Old Goa City from North Goa has been chosen. The sample size for the present paper is 30. These samples are selected in and around the church i.e. Basilica of Bom Jesus. These samples include businessman involve in handicraft, juice centre, cloth merchants, stationary shops and tourist guide. Along with primary data secondary data also used, which includes articles published in different journals.

Brief Profile of North Goa District:

The profile of North Goa District can be studied under following heads;

1. Taluka wise population of North Goa:

Table No. 01
Population of North Goa District

Sr. No.	Talukas	Population
01	Pernem	75747
02	Bardez	237446
03	Bicholim	97955
04	Tiswadi	177219
05	Sattari	63817
06	Ponda	165830

Source: Economic Survey of Goa 2016-17

From the above Table Number 01, the researcher come to the point that, the highest population is in Bardez taluka, followed by Tiswadi taluka. The main reason is that both these talukas are the backbone of North Goa's Economic activities. Another reason is that most of the famous Tourist points are available in these two taluka with reference to the North Goa District. The lowest population is in Sattari taluka. Sattari is very backward taluka in the case of North Goa District.

2. Taluka wise Sex Ratio of North Goa:

Table No. 02
Sex Ratio of North Goa District

Sr. No.	Talukas	Sex Ratio
01	Pernem	966
02	Bardez	980
03	Bicholim	962
04	Tiswadi	966
05	Sattari	959
06	Ponda	940

Source: Economic Survey of Goa 2016-17

The above Table No. 02 indicates taluka wise Sex Ratio of North Goa District. The highest sex ratio is in Bardez taluka and the lowest sex ratio is in Ponda Taluka. If we compare tis sex ratio with the other states, like Bihar, Rajasthan. Uttar Pradesh, than Goa's Condition is much better than these states.

3. Taluka wise Densityof North Goa:

Table No. 03
Density of North Goa District

Sr. No.	Talukas	Density
01	Pernem	301
02	Bardez	899
03	Bicholim	410
04	Tiswadi	830
05	Sattari	130
06	Ponda	566

Source: Economic Survey of Goa 2016-17

The above Table No. 03 clearly shows Taluka wise Density of North Goa District. The highest density is in Bardez taluka i.e. 899 followed by Tiswadi taluka, which is 830. As mentioned earlier that these two talukas are the backbone of the North Goa District, likewise density is also highest in these two talukas. Similarly, the lowest density is in the taluka of Sattari.

4. Taluka wise Agriculture of North Goa:

Table No. 04
Agriculture of North Goa District In tonnes

Sr. No.	Talukas	Paddy	Rice	Ragi
01	Pernem	12427	8286	2.6
02	Bardez	23166	15446	3.3
03	Bicholim	6419	4279	11.1
04	Tiswadi	16364	10909	-
05	Sattari	1891	1261	3.6
06	Ponda	11659	7773	4.2

Source: Economic Survey of Goa 2016-17

The above Table No. 04 depicts Taluka wise Agriculture of North Goa District. Goa's Economy did not depend on the agriculture. It is an allied activity for them. North Goa's Economy mainly depend on the Mining and the Tourism Services. Similarly, Industrial sector is also important sector in the North Goa District. So those who are very poor they involve in the Agriculture sector. Agriculture in North Goa District involves, Paddy, Rice and Ragi cultivation.

5. Literacy Rate of North Goa:

Table No. 05
Literacy Rate of North Goa District

Sr. No.	Category	Literacy Rate (%)
01	Male	93.40
02	Female	85.66
03	Total	89.57

Source: Economic Survey of Goa 2016-17

The above Table No. 05 indicates the Literacy Rate in North Goa District. Since India is a male dominated country, the literacy rate of male is greater than the female. But at present the has been improved. In this situation also male literacy is greater than the female literacy. The total literacy rate of North Goa District is 89.57%. among these male literacies is 93.40% and Female Literacy is 85.66 %.

Tourist Spot in Old Goa:

There are many Tourist spots in Old Goa. Only few important among them has been taken for the study and these are as follows;

Professed House and Basilica of Bom Jesus: This building was finished in 1585. But after a few years i.e. in 1663, a part of the building was accidentally burnt down and it was rebuilt in 1783. The famous Church Basilica of Bom Jesus is made up of laterite stone. The exterior of this church excluding the façade, was lime plastered. Roof of this church is originally tiled. The most important thing about this church is that, within the church, there are two chaples, a main altar and a sacristy. The main reason behind name of this church

i.e. Basilica of Bom Jesus is that, the meaning of Bom Jesus is 'Good Jesus' or 'infant Jesus'. So this church is dedicated to the 'Good Jesus' or 'infant Jesus'. Here the sacred relics of the body of the St. Francis Xavier are kept. The entire church is full of the paintings of St. Francis Xavier.

The Archeological Museum: The Archeological museum has been established in the year 1964 in the abandoned convent of St. Francis of Assisi. This museum is maintained by the Archeological Survey of India. The important collection in this museum are Brahmanical sculptures, hero-stone and sati-stone of the early and late medieval periods, portraits, coins and currency, revenue and court fee stamp, wooden and bronze sculpture and armoury of the Portuguese period. This Museum was rearranged and reorganized completely in connection with the CHOGM (Commonwealth Heads of Government Meeting) Retreat in Goa in 1982. A long hall lying to the left of the entrance to the Museum was converted into two galleries by laying RCC floor with a newly constructed wide staircase at the extreme west to facilitated access to the first floor.

Se. Cathedral: Se. Cathedral church is the largest church among the group, and it measures 35.36 m high on the façade, 76.2 m long and 55.16 m wide. This Building is also made up of laterite stone, covered with lime plaster.

Analysis of the Study:

Data analysis is the main part of any research study. The analysis is based on the following ground;

1. Nature of Business:

Table No 06
Nature of Business

Nature of Business	No. of Respondents	Percentage
Tourist Guide	02	6.6
Stationary Shop	08	26.6
Cloth Merchant	09	30.00
Handicraft	06	20.00
Juice Centre	05	16.66
Total	30	100

Source: Field Survey

Table No. 06 indicates the nature of business. The researcher has been considered all businessman in and around Old Goa Church. Here researcher has been taken 30 samples from these businessmen. As per the above table large number of respondent belong to cloth merchant i.e. 09 respondents, followed by stationary shop i.e. 08 respondents. The lowest respondents belong to Tourist Guide, who are only 02 respondents.

2. Occupation Connected with Tourism:

Table No 07
Occupation Connected with Tourism

Occupation Connected with Tourism	No. of Respondents	Percentage
Yes	30	100
No	00	00
Total	30	100

Source: Field Survey

The Table No. 07 is related to the occupation of the respondents. The researcher here focussed, whether the present occupation is connected with the tourism or not. All 30 respondents replied that their occupation is connected with tourism.

3. Numbers of Years Engaged in the Business:

Table No 08
Numbers of Years Engaged in the Business

Years of Business	No. of Respondents	Percentage
Freshers	03	10.00
1-5 Years	08	26.66
5-10 Years	10	33.33
More than 10 Years	09	30.00
Total	30	100

Source: Field Survey

The above Table No. 08 shows Numbers of Years engaged in the Business. It is noted from the above table that large number of respondents i.e. 10 respondents involve in this business for around 5-10 years. 09 respondents are doing this business for more than 10 years. Only three respondent's freshers in this business.

4. Reason Behind Choosing the Business

Table No 09
Reason Behind Choosing the Business

Reason Behind Choosing the Business	No. of Respondents	Percentage
More Profitable	03	10.00
More Convenient	05	16.66
Less Risky	15	50.00
More Encouragement from the Govt.	-	-
Better Scope in Future	02	6.66
Other Reason	-	-
Total	30	100

Source: Field Survey

From the above Table No. 09, the researcher came to know the Reason Behind Choosing the Business. Large number of respondents i.e. 15, responded that business in and around tourist spots are less risky compare to other area. Only 02 respondents replied that there are better scope in the future.

5. Monthly Income of the Respondents:

Table No 10
Monthly Income In Rupees

Monthly Income	No. of Respondents	Percentage
Below 5000	-	-
5000-10000	02	6.66
10000-20000	13	43.33
20000-30000	12	40.00

Above 30000	03	10.00
Total	30	100

Source: Field Survey

The above Table No. 10 is Related with the Monthly Income of the respondents. Maximum respondents i.e. 13, replied that their monthly income is between Rs. 10,000-20,000. Only 02 respondents replied that their monthly income is more than Rs. 30,000. This monthly income is not overall income but it the profit of the businessman after their monthly business.

6. Employment Generation from the Business:

Table No 11
Employment Generation from the Business

Employment Generation	No. of Respondents	Percentage
None	12	40.00
1-5	10	33.33
5-10	03	10.00
More than 10	05	16.66
Total	30	100

Source: Field Survey

The above table No. 11 indicates the Employment Generation from the Business. Large number of respondents i.e. 12 respondents replied that they are doing their business by own. 10 respondents responded that they have been generated employment in the range of 1-5. Lowest respondents i.e. 03 replied that they have generated employment in the range of 5-10.

7. Salary for the Staff:

Table No 12
Salary for the Staff In Rupees

Salary for the Staff	No. of Respondents	Percentage
5000	01	3.33
5000-7000	05	16.66
7000-9000	20	66.66
More than 9000	04	13.33
Total	30	100

Source: Field Survey

The above Table No. 11 shows the salary for the staff which was paid by the small businessman near Old Goa Church. Lowest salary Paid for the staff is only Rs. 5,000. The highest salary for the staff is in the range if Rs. 9,000 and above. From the above table it is clear that large number of respondents means 20 respondents are paying salary for their staff is from Rs. 7,000 to Rs. 9,000.

8. Impact of Demonetization

Table No 13
Impact of Demonetization

Impact of Demonetization	No. of Respondents	Percentage
Positive Impact	00	00
Negative Impact	30	100
Total	30	100

Source: Field Survey

The above Table No. 13 indicates the impact of demonetization on small businessman. It is almost one and half year of implementation of Demonetization in India. Demonetization was implemented by the present Modi Government. November 8, 2016 is the unforgettable day in the Indian history. Modi government has implemented a major change by demonetizing the high value currency note of Rs. 500 and Rs. 1000 denomination. The Modi Government given the deadline up to 30 December to exchange these notes by the people. All 30 respondents replied that there was a negative impact of demonetization on these small businessmen. The researcher founds that all respondent's business has been suffer from the severe loss after implementing the demonetization in the country.

9. Investment for Business:

Table No 14
Investment for Business

Investment for Business	No. of Respondents	Percentage
Nil	02	6.66
Less than 50,000	16	53.33
50,000-1,00,000	09	30.00
More than 1,00,000	03	10.00
Total	30	100

Source: Field Survey

From the above table No.09 the researcher comes to know the investment which is made by the small businessman for their business in and around Old Goa Church. Here investment means initial investment for starting the business. The study focussed on the small businessman, so the investment is also low compare to the big businessman. As per the field work maximum respondents, that is 16 respondents has been replied that they have been invested less than Rs. 50,000. Only three respondents have been invested more than Rs.1,00,000. Two respondents did not invest in their business. The reason behind this is that both of them belong to the Tourist Guide.

MAJOR FINDINGS:

Following are the major findings of this paper;

1. All 30 respondents replied that their occupation is connected with tourism.
2. large number of respondents i.e. 10 respondents involve in this business for around 5-10 years.
3. 09 respondents are doing this business for more than 10 years.
4. Large number of respondents i.e. 15, responded that business in and around tourist spots are less risky compare to other area.
5. Maximum respondents i.e. 13, replied that their monthly income is between Rs. 10,000-20,000.

6. Large number of respondents i.e. 12 respondents replied that they are doing their business by own.
7. 10 respondents responded that they have been generated employment in the range of 1-5.
8. 20 respondents are paying salary for their staff is from Rs. 7,000 to Rs. 9,000.
9. All 30 respondents replied that there was a negative impact of demonetization on these small businessmen.
10. 16 respondents has been replied that they have been invested less than Rs. 50,000.

SUGGESTION:

On the basis of above findings, following suggestion has been given by the researcher,

1. There is a lack of government support for the small businessman, so the government should frame policies and programme for the development of these businessman.
2. Most of the businessman do their business on roadside area, so the government should provide a separate area for these businessmen. So that the traffic on the roadside will reduce to some extent.
3. Demonetization has created a very bad impact on these businessmen, so the government should take care while implementing such kind of policy.

CONCLUSION:

Tourism is very famous concept in today's modern world. Everybody wants to travel to the beautiful places at least once in their life time. In such case Old Goa Church i.e. Church of Basillica Of Bom Jesus is just like a heaven for the tourist. This Church is not only famous in Goa or in India. But it is more famous in the Asian Continent. Because of this reason small business has been generated in this area. These businesses are the means of survival for them. At the same time, the small businessman, to some extent become successful for providing employment opportunity through their business.

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