



## TOURISM AND ECONOMIC DEVELOPMENT: A COMPARATIVE STUDY OF VIJAYAPURA AND NORTH GOA DISTRICT

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### ABSTRACT :

From ancient period India is famous for its culture, heritage and at the same time India is known for tourism. Tourists are attracted towards India only because of its natural beauty, historical places, arts and crafts. India can always boast of its rich cultural heritage. Travel and tourism in India is an integral part of Indian tradition and culture. In ancient times travel was primarily for pilgrimage as the holy place dotting the country attracted people from different parts of the world. People also travel to participate in large scale feast, fairs and festivals in different parts of country. In such a background cultural tradition was developed where **Atithi Devo Bhava** (the guest is god) and **Vasudhaiva Kutumbhakam** (the world is one family) became by wards of Indian social behavior.



**KEYWORDS :** Tourism, pilgrimage, Vasudhaiva, Atithi, heritage.

### INTRODUCTION:

From ancient period India is famous for its culture, heritage and at the same time India is known for tourism. Tourists are attracted towards India only because of its natural beauty, historical places, arts and crafts. India can always boast of its rich cultural heritage. Travel and tourism in India is an integral part of Indian tradition and culture. In ancient times travel was primarily for pilgrimage as the holy place dotting the country attracted people from different parts of the world. People also travel to participate in large scale feast, fairs and festivals in different parts of country. In such a background cultural tradition was developed where **Atithi Devo Bhava** (the guest is god) and **Vasudhaiva Kutumbhakam** (the world is one family) became by wards of Indian social behavior.

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 Zuari are the two main rivers of Goa. Goa has two districts i.e. North Goa and South Goa.

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

Vijayapura district is one of the richest districts in the state from historical, traditional and legendary point of view. The evidences found here reveal that it was an inhabited place since the Stone Age. Many places of this district have legendary history. The history of this district is divided into four periods, from the Chalukya acquisition of Badami till the Muslim invasion.

There are many famous tourist spots in Vijayapura district. It includes **Gol Gumbaz, Ibrahim Raja. Bara Kaman, Upli Bridge, Taj Bawdi, Jod Gumbaz, Alimatti Dam, and famous Basaveshwara temple.** These entire tourist spots contribute some or the other way in the economic development of Vijayapura district.

### OBJECTIVES:

The objectives of the present paper are as follows;

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

### METHODOLOGY:

The present paper is based on the primary data. For this purpose, small businessmen from Old Goa City from North Goa and Vijayapura city of Vijayapura District has been chosen. The sample size for the present paper is 30 for both the places. These samples are selected in and around the church i.e. Basilica of Bom Jesus and Gol Gumbaz and Bara Kaman in Vijayapura. These samples include businessmen involved 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.

### 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 chapels, 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.

### Tourist Spots in Vijayapura:

The tourist destinations in Vijayapura city are as follows;

**Gol Gumbaz:** Dominating in the sky line of Vijayapura city for miles around, is the Gol Gumbaz, hailed as “one of the finest structural triumphs of the Indian builders”. It was built by Muhammad Adil Shah, the seventh ruler of the Adil Shahi Dynasty, between 1626-1656, as a mausoleum for himself, it boast of the second largest dome in the world, after St. Peter’s at Rome. On a raised platform in the center of the hall are the replica tomb of Muhammad Adil Shah and his family, enclosed by a wooden railing. The actual tomb lies in a crypt below.

**Archeological Museum:** located in the building in front of Gol Gumbaz, the museum houses art from the Chalukyan to Adil Shahi period.

**Bara Kaman:** Bara Kaman is in the center of the city, and to the north-west of the citadel, is a large square building, roofless and with unfinished arches in dark basalt. This tomb of Adil Shah II (1656-72). Probably begun on his accession to the throne in 1656 and intended to rival Gol Gumbaz, the tomb of his father, Muhammad Adil Shah. The building was conceived on a magnificent scale but was destined never to be completed. The whole structure with the lofty basement would, if it had been completed, have been a most graceful monument in Vijayapura. Though exposed for nearly 300 years to the rigors of climate, the arches of this roofless monuments are well preserved, a fact, which speaks much for the excellent materials used. The building is one of the most striking ruins in the city. The building is well maintained with a beautiful garden around the monument. This building was actually called as **Ali Adil Shah II’s Tomb**, but it is called as **BARA KAMAN** by the people.

**Ibrahim Roza:** On the western outskirts of the city, lies this exquisite group of buildings containing the twin edifices of the sepulcher of Ibrahim Adil Shah and a mosque. Adorned by slender minarets at each corner, of the utmost elegance and delicacy, fine stone filigree and decorative work. The Ibrahim Roza is rated as one of the most beautifully proportionate Islamic monuments in India and an inspiration for the Taj Mahal. The mosque is also beautiful edifice with five grand arches, ornamented with four graceful minarets, approached by a path through formal garden.

**Mehtar Mahal:** It is an ornamental gateway, leading to a mosque and garden. Mehtar Mahal is a small, beautiful monument built by Ibrahim Adil Shah II.

**Anand Mahal:** Anand Mahal was built by Ibrahim Adil Shah II. This is a two storied palace, with an open front platform, reached at both ends by a broad flight of steps.

**Jod Gumbaz:** The twin domes of the Jod Gumbaz, built on an evaluation by Aurangzeb are tomb of Khan Muhammad who betrayed the Sultan and Khawaskhan, who betrayed Sikandar during the time of Ali-11.

**Jumma Masjid:** This mosque was built by Ali Adil Shah-I (1558-1580). It is a suitable place for worship for the ever increasing population of the city. The mosque is finely proportionate. The flooring of the prayer hall is marked with 2250 musallahs, defined by black borders, each large enough for one worshiper. The central mihrab on the western wall is covered with lines from the Holy Qur’an etched in exquisitely gilled calligraphy.

**Malik-E-Maidan:** The Serzi Buruz or Lion Tower is one of the bastions of the fort in the lower of the two raised circular platforms, meant for cannons, lies at 55 ton cannon is one of the largest medieval cannons in India is the Malik-E-Maidan. It was cast in 1549, in Ahmednagar at the order of Burhan Nizam Shah-I for his son-in-law Adil Shah. Cast on 1 of gun metal, the muzzle is shaped as the head of the lion devouring an elephant. The surface is adorned with inscription in Arabic and Persian. The “Monarch” is said to have belched forth destruction at the Battle of Talikota in 1565.

**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 01**  
**Nature of Business**

Nature of Business	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Tourist Guide	02	6.6	02	6.66
Stationary Shop	08	26.6	20	66.66
Cloth Merchant	09	30.00	-	-
Handicraft	06	20.00	-	-
Juice Centre	05	16.66	08	26.66
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

Table No. 01 indicates the nature of business. The researcher has been considered all businessman in and around Old Goa Church i.e. Basillica Of Bom Jesus and Gol Gombaj and Bara Kaman in Vijayapura. Here researcher has been taken 30 samples from both the side. 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 in case if Old Goa. Similarly with reference to the Vijayapura district, the highest despondence are belong to stationary shop i.e. 20 respondents, followed by juice centre.

**2. Occupation Connected with Tourism:**

**Table No 02**  
**Occupation Connected with Tourism**

Occupation Connected with Tourism	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Yes	30	100	30	30
No	00	00	00	00
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

The Table No. 02 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 from both the side i.e. 30 from Vijayapura and 30 from Old Goa has been replied that their occupation is connected with tourism.

### 3. Numbers of Years Engaged in the Business:

**Table No 03**  
**Numbers of Years Engaged in the Business**

Years of Business	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Freshers	03	10.00	06	20.00
1-5 Years	08	26.66	10	33.33
5-10 Years	10	33.33	12	40.00
More than 10 Years	09	30.00	02	6.66
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

The above Table No. 03 shows Numbers of Years engaged in the Business. It is noted from the above table that large number of respondents with reference to the old Goa 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 fresher's in this business. At the same time in case of Vijayapura district large number of respondents i.e. 12 are engaged in this business for 5-10 years followed by 10 respondents who r doing this business for 1-5 years.

### 4. Reason Behind Choosing the Business

**Table No 04**  
**Reason Behind Choosing the Business**

Reason Behind Choosing the Business	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
More Profitable	03	10.00	02	6.66
More Convenient	05	16.66	02	6.66
Less Risky	15	50.00	20	66.66
More Encouragement from the Govt.	-	-	-	-
Better Scope in Future	02	6.66	06	20.00
Other Reason	-	-	-	-
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

From the above Table No. 04, 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 is better scope in the future in case of Old Goa City. Similarly in case of Vijayapura maximum i.e. 20 respondents told the reason for choosing this occupation as less risky.

## 5. Monthly Income of the Respondents:

**Table No 05**  
**Monthly Income**  
**In Rupees**

Monthly Income	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Below 5000	-	-	-	-
5000-10000	02	6.66	10	33.33
10000-20000	13	43.33	10	33.33
20000-30000	12	40.00	06	20.00
Above 30000	03	10.00	04	13.33
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

The above Table No. 05 is related with the Monthly Income of the respondents. In old Goa city 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. With reference to the Vijayapura the maximum income level is very low i.e. above Rs. 30,000 income respondents are only 04 and average income level in Vijayapura is Rs. 5,000-10,000 and Rs.10,000 to 20,000.

## 6. Impact of Demonetization

**Table No 06**  
**Impact of Demonetization**

Impact of Demonetization	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Positive Impact	00	00	00	00
Negative Impact	30	100	30	100
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

The above Table No. 06 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. With this respect in both the cases places all 60 i.e. (30+30) respondents replied that there was a negative impact of demonetization on these small businessmen. The researcher finds that all respondent's business has been suffer from the severe loss after implementing the demonetization in the country.



## 7. Investment for Business:

**Table No 07**  
**Investment for Business**

Investment for Business	No. of Respondents in Old Goa	Percentage	No. of Respondents in Vijayapura	Percentage
Nil	02	6.66	02	6.66
Less than 50,000	16	53.33	23	76.66
50,000-1,00,000	09	30.00	05	6.66
More than 1,00,000	03	10.00	-	-
<b>Total</b>	<b>30</b>	<b>100</b>	<b>30</b>	<b>100</b>

Source: Field Survey

From the above table No.07 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. With this regards, in Vijayapura maximum respondents i.e. 23 has been invested for their business less than Rs. 50,000.

### MAJOR FINDINGS:

Following are the major findings of this paper;

1. All 60 i.e. (30+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 in Old Goa and in Vijayapura 12 respondents are involve in this business for around 5-10 years
3. Large number of respondents i.e. 15, responded that business in and around tourist spots are less risky compare to other area in Old Goa and in Vijayapura, 20 responded that business in and around tourist spots are less risky compare to other area .
4. In Old Goa maximum respondents i.e. 13, replied that their monthly income is between Rs. 10,000-20,000 and in vijayapura 10 respondents responded that their monthly income is Rs. 5,000 -10,000 followed by 10 Respondents monthly income in Rs. 10,000 to 20,000.
5. All 60 i.e. 30 from Old Goa and 30 from vijayapura respondents replied that there was a negative impact of demonetization on these small businessmen.
6. In case of Old Goa 16 respondents has been replied that they have been invested less than Rs. 50,000 and in Vijayapura, 23 respondents replied that they have invested less than Rs. 50,000 for their business.

### 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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