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## Study on Goa, with Its Tourism and Event Contribution

*Dr. Ajay Bhardwaj<sup>1</sup>, Kratika Kukreja<sup>2</sup>*

1 Assistant Professor, Dept. of Management, Parul University, Vadodara (Gujarat)

2 Student, Dept. Of Management, Parul University, Vadodara (Gujarat)

### **Introduction**

In the mentioned chapter the products would be covered for Goa Tourism, Products of Sunburn, and Products of Percept as well.

### **Goa**

The magical land of Goa is a land of celebrations and festivities. Snuggled in the Konkan Coast Belt, It has a long coastline of approx 100 kilometers. Goa is primarily known for its beautiful beaches which are engrossed with oscillating palm trees and an astonishing nightlife. It is a wonderful place embraced by joy & happiness only. However, apart from beaches there is much more in Goa. It is such a destination that combines the charm of the old world fashion with exoticism of the new age. And this is the reason why Goa has always been visited by a huge number of national and international tourists each year. Goa is one such captivating tourist destination in India which has something to offer to every enthusiast traveler coming here, nevertheless of budget and varying travel habits. It is also a popular honeymoon destination. The real beauty of Goa lies in its beautiful beaches, places of worship and world heritage architecture. It also has bountiful flora and fauna, owing to its location on the Western Ghat Range and it is classified as a biodiversity hotspot.

### **Culture**

Goa stands out all across the globe for its legacy of the Portuguese colonial regime of more than 450 years and heritage. The Portuguese came in GOA in the year of 1510 AD, attracted by exotic East and the promise of lucrative spice routes. Its traditional culture has been primarily crafted by the Hindu and Catholic population. Bestowed with better connectivity by airways, railways and roadways, there has been inrush of people from all neighboring states that has shaped variant cultures. People across the country have now come and settled here.

### **Beaches in Goa**

Despite being the smallest state in India, Goa is synonymous to many captivating things that are best showcase of a life without stress and worries. The multitude of beaches in Goa offer a range of activities such as beautiful walks along the palm fringed shores sprawled with unique shells and intriguing boat rides. There are range of beach huts where tourist can stay in and restaurants in which one can taste local and delicious sea food. There are numerous beaches in the Goa but the beach that is perfect for you will fully depend upon the kind of experience you want to have. Some of the popular beaches of Goa can be named as Arambol, Agonda, Anjuna and Vagator, Calangute, Candolim, Cavelossim, Colva, Dona Paula - a popular beach. Palolem, Sinquerem, Bogomolo - a beautiful and serene beach near Vasco Da Gama.

### **Tourism in Goa**

Tourism activity is generally promoted on the coastal areas of Goa. This picturesque state is a destination of choice for Indian and foreign tourist, especially Britons and Russian travelers. Goa stands 6th among the top ten Nightlife cities in the world in National Geographic Travel. A water sport is the prime attraction of the state. Popular beaches such as Baga and Calangute offer jet-skiing, parasailing, banana boat rides, water scooter rides, and much more. Patnem beach in Palolem stood third in CNN Travel's top twenty Beaches in Asia.

### **Established Historical Sites and Neighbourhoods**

Goa has two popular World Heritage Sites namely the Bom Jesus Basilica and Churches and Convents of Old Goa. The Basilica is the showcase of

mortal remains of St. Francis Xavier, honored by many Catholics as the patron saint of Goa. Sanctuary of Saint Joseph Vaz in Sancoale is one of the popular attractions for tourists. There are various forts in Goa such as Tiracol, Chapora, Corjuem, Aguada, Reis Magos, Nanus, Mormugao, Fort Gaspar Dias and Cabo de Rama.

### **Dance and Music of Goa**

Dekhnni, Fugdi, Corridinho, Mando, Dulpod and Fado are some of the famous traditional Goan art form. Goan Catholics are mainly fond of social gathering and Tiatr. Music and dance is integral part of every Goan home as their culture is high influenced by Portuguese history. There is a popular saying that "Goans are born with music and sport".

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### **Literature review**

After research being conducted on Goa there has been multiple reason appeared behind the successful tourism in the state. Based on the study by UK essays it has been mentioned that Goa being the smallest state of area in India has been contributed highest as compared to any state in the country (<https://www.ukessays.com/essays/tourism/case-study-of-go-a-tourism-essay.php>). However, it has been still thought prudent to particularly say that tourism is the primary business of Goa, hence there has been a approach made to hotel and event industry as well for opinions and views as it will also create destination image and its impact.

Dr.S.B.Patkar (2004), in his presentation on 'Impact of Tourism on Goan Agriculture and Environment claims that Goa is in the 'Developing Stage', and cautioned that later it will lead to stagnation and decline. In his words, 'In the long run local people involved in tourism industry will have to face competition with large business houses dealing in tourism products, and if stagnation or decline occurs then local people will suffer, as switching back to agriculture will be difficult.

ASSESSMENT OF GOA'S TOURISM INDUSTRY 141AveCleto, Rodrigues Tensing (1994). With the guests at the local's doorsteps, it meant demand in terms of food, accommodation, medicines, music, and drugs. Farmers, Toddy tappers, fishermen and the residents in general had new opportunities knocking at their doorsteps. Invariably, their involvement in the tourist's activities was inevitable. In fact State Bank of India opened its branch in the state, at Calangute. Tourism once injected in the system implied development of infrastructure, facilities being provided by government, and with time big industrial houses, star hotels and other stakeholders gradually started taking interest in it.

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### **Demand determination of the Industry**

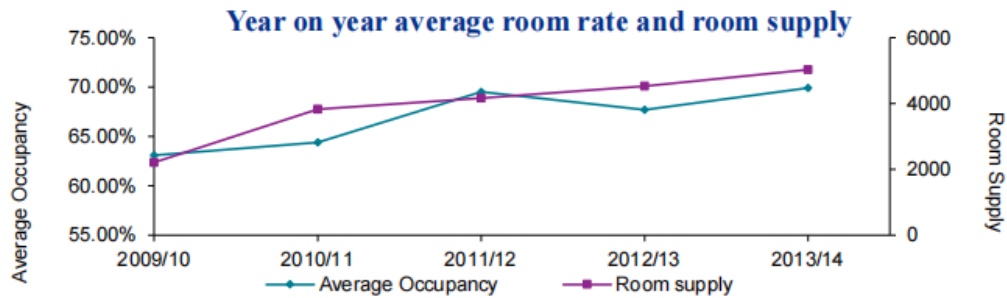
Goa, a tiny emerald on the west coast of India, with its natural Scenic beauty, abundant greenery, attractive beaches, historical temples and churches, colourful feasts and festivals, and above all warm and hospitable people with a rich cultural milieu, has today emerged as an ideal tourist destination worldwide.

Ensnconced on the slopes of the Western Ghats, Goa is bounded on the North by Sindhudurg District of Maharashtra, on the East by Belgaum and on the South by Karwar Districts of Karnataka, and on the West by the Arabian Sea.

Spread over an area of 3702 Sq. Kms., and a maximum altitude of 1022 metres from the sea level, Goahasatropical climate with a maximum rainfall of 130 to 140 inches between June and September. The population of Goa is around 1.4 Million.

Goa was liberated on 19th December 1961 along with overland pockets of Daman & Diu from 451 years Portuguese Colonial Rule, marking the culmination of the efforts of scores of Freedom Fighters, both Hindus and Christians, some of whom even laid down their lives in the struggle for freedom and was initially administered as a Union Territory. Goa later became the 25th State of the Indian Union when it was conferred Statehood on 30th May 1987.

## Room Rate and Room Supply



## Increasing number of Tourist Every Year

Year	Domestic	Foreign	Total	Percentage
2012	2337499	450530	2788029	4.38
2013	2629151	492322	3121473	11.96
2014	3544634	513592	4058226	30.01
2015	4756422	541480	5297902	30.55
2016	5650061	680683	6330744	19.50
2017	6895234	890459	7785693	22.98
2018	7081559	933841	8015400	2.95
2019	7127287	937113	8064400	0.61
2020 (Till August) (P)	876358	282022	1158380	

P = Provisional A

## Growth, Evolution and demand in this Industry

Tourism as an activity or as a phenomenon has been existing since the olden days. The quest travel often quoted as the “travel bug” is a part of human psyche. A result of this psyche is the birth and growth of the all-encompassing “tourism industry”. Goa has long been identified as a major tourism destination in India and the world over. The “flower children” of the 1960’s ended up at the pristine and virgin beaches of Goa thus giving the first indications of what was to become of Goa as a tourist destination. Last year i.e., 2004-05 season witnessed a tourist inflow of the magnitude of 2.4 million (Tourism Statistics: Govt. Of Goa) which included more than 300,000 international tourists and 2,100,000 domestic tourists. These figures are being seen in the last few years with the growth in the immediate past three years being in the range of 9% to 27%. This kind of phenomenal growth in a short span is certainly not without its share of issues as far as tourism is concerned. Growth is an essential part of life and tourism industry is no exception. However, planning for growth is a prudent activity if one desires to harness its full potential. Goa in itself is a place which is famous for its tourism because of its wide variety of places to visit, beaches, history, night life, youth attractions. However, to increase this to its highest level and

keeping these attractions only in mind Sunburn has been made born here. Below there is rough figures showing the increasing number of fans for Sunburn on a yearly basis which ultimately proves the demand of the tourism in Goa

### **Sunburn**

Hosted by *Mr.Shailendra Singh*

*Sunburn* has a power to make social difference to music. It socially unites people.” This is the line Singh had used during a press conference in 2007

Sunburn Festival is one of the biggest commercial electronic dance music festivals in Asia and is held in Goa. From its inception in 2007 until about 2015, the Sunburn venue was in Vagator Beach, but in 2016 Sunburn Festival moved to Pune. Finally, it made its way back to Goa again in 2019.

The Sunburn Festival experience is equivalent to a carnival with great music, curated gourmet experiences, and endless shopping stalls. Spread over three days, it is unlike any other music festival and is a once-in-a-lifetime experience. It is one of the biggest music festivals globally, and it happens in one of the most beautiful corners of this country. If you are a music lover and attending music festivals is your thing, the Sunburn Festival is an event you should not miss.

### **Boosting the economy-**

Goa Tourism Minister ManoharAjaonkar thanked the people for making the Sunburn festival a huge success which led to the state “being put on the global music tourism map.”

“I am glad that the Sunburn Festival has successfully once again put Goa on the global music tourism. I am also very happy to see the contribution the festival has made towards the economy of the state via the tourism and hospitality sectors.

Thanking the people of the state for their contribution towards the event, he said, Sunburn festival has truly brought back the positivity amongst our people and provided the much-needed boost for the quality tourism in Goa once again. I wholeheartedly thanked the people of the Goa for their contribution in making the event a grand success.”

The Minister said that he had made all efforts towards enhancing the image of the state and making it a leading international destination of choice for the people across the world.

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