

# SOCIO-ECONOMIC BENEFITS OF GOAN BEACH SHACKS TO THE TOURISTS – AN EMPIRICAL STUDY

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## Abstract

Goa, a tiny State of India in terms of land area and having a population of 14.59 lakhs as per the 2011 census, attracts millions of tourists every year. Tourists are attracted towards the State mainly to visit its beautiful beaches although Goa has a lot more to offer to the tourists. The inflow of tourists provide employment, income, demand for local products and a higher standard of living to the people of Goa. A substantial percentage of Goans totally depend on tourism to earn their livelihood. The development of tourism Industry in the State, over a period of time has led to the emergence of new allied products and one of them is the beach shacks. Beach shacks are temporary restaurants located on the beach serving mostly Goan food and beverages to the increasing number of tourists every year. A few of them also provide accommodation to the tourists, close to the beach.

The present paper is based on a pilot study conducted during the month of April and May 2016. This is a quantitative study based on a random sample of 32 tourists including 17 foreign. The data was personally collected by preparing and serving a structured questionnaire to the tourists visiting shacks. Statistical tools used are: ANOVA and Multiple Regression Analysis. The results suggest that, beach shacks offer socio-economic benefits to the tourists in the form of lower prices, value for money, clean and hygienic, provide reasonable accommodation, and are located close to the beach. Tourists also visit shacks to experience the delicious local Goan food.

**Key words:** Shacks, Tourists, beach, Socio-economic benefits

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## I. INTRODUCTION

Goa, a tiny State of India in terms of land area and having a population of 14.59 lakhs as per the 2011 census, attracts millions of tourists every year. Tourists, both domestic as well as foreign, visit Goa for its beautiful beaches, unique mix of Indian and Portuguese culture, architectural churches, temples, waterfalls and wildlife sanctuaries, although Goa has a lot more to offer to the tourists. The inflow of tourists provides employment, income, a demand for local products, and a higher standard of living to many Goans (Noronha, 1999 & Diniz et al, 2014). According to D'Silva et al (1998) "seven percent of the Goans totally depend on tourism to earn their livelihood".

Tourism originated in Goa during the sixties with the arrival of Western Hippies (backpackers) followed by the charter tourists in 1987 and the domestic tourists in the nineties (www.goa-tours-india.com, 2015). The development of tourism Industry in the State over a period of time has led to the emergence and growth of many new allied products and one of them is beach shacks. Beach shacks originated in the mid twentieth century are like restaurants, located on the beach serving mostly Goan food and beverages to the increasing number of tourists every year. Some of them also provide seasonal and temporary accommodation to the tourists close to the beach. Shacks are erected within zero to five hundred meters from the high tide line of the sea by using locally available eco-friendly materials and are open every year for business from 1<sup>st</sup> October to 31<sup>st</sup> May. However, it is mandatory for them to dismantle the shacks by 10<sup>th</sup> of June every year due to the inclement weather conditions and the seasonal erosion of the sea (Noronha et al, 2003 & Dias, 2016).

Beach shacks are licensed by the State government through the Department of Tourism every year. However, from the year 2013, the State government has introduced a three year licensing policy for shacks with a condition that, they have to be dismantled every year before the onset of monsoon and re-erected in October. Shacks are allotted to the Goan unemployed individuals by following a lottery system because the number of applicants always exceeds the number of shacks to be allotted. Shacks have to follow all the rules and regulations as laid down in the Beach Shack Policy of the State government from time to time and any violation in following the rules would invite strict penal action from the government including cancellation of the shack license. The Department of Tourism of the State regularly monitors and supervises the functioning of beach shacks in Goa.

The number of shacks that come up on the Goan beaches keeps on increasing every year mostly because tourists prefer patronizing the shacks rather than the starred hotels (Noronha, 1999). Shacks are very popular among the tourists both domestic as well as foreign. As a matter of fact, a large number of foreign tourists book their holidays to Goa only after it is confirmed that the shack allocation process for the year has been completed (Sathish et al, 2016).

## II. REVIEW OF LITERATURE

A systematic literature survey has been performed in order to find out the research gap, research problem and to define the scope of the present study.

The availability of good quality restaurants, accommodation facilities, clean, safe and peaceful environment are the important factors for family leisure travelers to Goa (Ekiz et al, 2014). Tourists perceive restaurants as an important attribute of a tourist destination (Sparks et al, 2003). The number of tourists both domestic and foreign visiting Goa increases every year so also the number of beach shacks mainly because of their lower prices and tastier preparations (Noronha, 1999). There is a significant relationship between the number of domestic tourist arrivals and the number of beach shacks in Goa. In fact, one percent increase in the number of domestic tourist arrivals result in an average increase in the number of beach shacks by three (Sathish et al, 2015). According to Prakash (2013) “the major benefits of beach shacks to the tourists are: they are located on the beach, offering multi-cuisine food, snacks, drinks, rest room and provide important information to the tourist”.

Hotels and restaurants provide quality service to their customers and by doing so they contribute to customer’s satisfaction and sustain customer’s confidence thereby improving their competitive advantage over the business rivals. The quality of service is directly proportional to customer’s satisfaction which then leads to hotel’s profitability and higher employment in the sector (Naseem et al, 2011 & Renuka, 2012). Customer satisfaction leads to higher sales, profitability, customer loyalty, customer retention, and better productivity (Kansal et al, 2015).

Tourist’s positive experience of the services provided and the resources available at the destination results into customer’s intention to revisit the destination and recommend it to others (Corte et al, 2015). According to Song (2012) “high quality service itself does not necessarily guarantee tourist satisfaction or repeat visits as other factors beyond service quality like price may also influence tourist satisfaction”. Customer satisfaction in the hotel industry improves customer loyalty which then increases the positive image of the tourist destination. However, standardization of the services and ignoring specific guest needs will limit the ability of hotels to achieve higher customer satisfaction (Dominici et al, 2010). Customer loyalty is not permanent, it requires continuous investment, so as to retain customers (Kandampully, 2000).

Tourists visiting beach shacks in Goa are highly satisfied with the services provided to them. The factors such as cleanliness, ambience, location, price and quality of food served to the tourists at the shacks in Goa contributes significantly to customer’s satisfaction. Beach shacks thus provide quality service to the customers or tourists which then contribute to customer’s satisfaction (Sathish et al, 2015). However, measuring tourist’s satisfaction with a destination is different from measuring satisfaction at the hotel or restaurant level because satisfaction at the destination level is influenced by various other transactions that occur at the destination such as: environment, crime record, quality of public transport, availability of standard accommodation, availability of low cost of living for the tourists and creative activities available for the tourists (Foster, 2003 & Komain et al, 2014).

### **III. IDENTIFICATION OF THE RESEARCH PROBLEM**

Literature survey throws light to the fact that, no substantial research has been conducted till now on the socio-economic benefits of beach shacks to the tourists and this makes the present study significant. A large number of tourists, both domestic as well as foreign, visit beach shacks in Goa every year. However, no major study has been conducted till now in Goa to find out the social and economic benefits of beach shacks to the tourists and this makes the study important. Therefore, the present paper tries to fill the gap by adding valuable knowledge and new perspectives on the above subject. The paper also offers valuable inputs to academicians, research scholars, tourists, tourism related business community and other stakeholders in their area of informational needs.

### **IV. OBJECTIVES OF THE STUDY**

The main objective of the present study is to find out the socio-economic benefits of Goan beach shacks to the tourists. However, the other specific objectives are as follows:

- 1) To identify the demographic characteristics of tourist visiting beach shacks in Goa.
- 2) To find out the socio-economic benefits of Goan beach shacks to the tourists.

### **V. SCOPE OF THE STUDY**

Goan beach shacks are temporary restaurants, located on the beach both in Government as well as in private properties. They usually cater to the tourist during the tourist season. In this study, an attempt has been made to find out the demographic characteristics of tourists visiting beach shacks in Goa, the purpose of visit and to find out the socio-economic benefits of beach shacks to the tourists.

### **VI. RESEARCH QUESTIONS**

The following research questions emerged from the above objectives:

- 1) What are the demographic characteristics of tourists visiting beach shacks in Goa?
- 2) What are the socio-economic benefits of Goan beach shacks to the tourists?

### **VII. HYPOTHESIS**

The following null hypotheses are drawn up to study the research objectives.

H01: Beach shacks don't offer any significant economic benefits to the tourists in Goa.

H02: Beach shacks don't offer any significant social benefits to the tourists in Goa.

H03: Tourists don't face any significant economic problems at the Goan beach shacks.

H04: Tourists don't face any significant social problems due to the Goan beach shacks.

H05: Tourists don't consider any socio-economic benefits while having food at the Goan beach shacks.

H06: Tourists don't receive any significant socio-economic benefits of beach shacks located on government properties in Goa.

H07: Tourists don't receive any significant socio-economic benefits of beach shacks located on private properties in Goa.

## VIII. RESEARCH METHODOLOGY

To achieve the research objectives of this study, a quantitative approach was chosen. The data for the study was collected by using primary as well as secondary sources.

Primary data was collected by personally interviewing thirty two tourists visiting shacks in Goa including seventeen foreign. The tourists were selected at random and were served a well structured questionnaire. The questionnaire used in this study was divided into two parts: The first part consist of questions about the demographic profile of the tourists like name, gender, age, educational qualification, nationality, income bracket, marital status and purpose of visit. The second part consists of questions about the economic and social benefits of beach shacks to the tourists. Likert three point scales were used in collecting responses to the second part of the questionnaire where "1" means disagree and "3" means agree. The period of study was the period of survey which was conducted during the months of April and May 2016. The place of study was the entire State of Goa. Tourists visiting the following beaches like Baga, Batalbatim, Benaulim, Calangute, Colva, Mobor, and Palolem were selected at random and were personally given a questionnaire. The above places were selected because they are very popular among the tourists and together they have about 75 percent of the total number of beach shacks in Goa. Secondary data was collected from the Department of Tourism – Government of Goa, Travel and Tourism Hospitality Journals, and from other related Journals, books, news papers, magazines, and other printed and online materials.

### 8.1 Data Variables

In this paper, there are seven dependent variables as follows: 1) Shacks offer economic benefits to the tourists. 2) Shacks offer social benefits to the tourists. 3) Tourists are facing economic problems at Goan beach shacks. 4) Tourists are facing social problems at the Goan beach shacks. 5) I have food at the beach shacks. 6) I prefer shacks located on government properties. 7) I prefer shacks located on private properties.

The independent variables for the above dependent variables are as follows: First, I visit a shack because of lower food prices, I visit a shack for reasonable accommodation, I can exchange my foreign currency for local currency at a shack on favourable terms, and I get value for money at a shack. Second, I visit a shack for quality food, I get information about the happening in the village at a shack, I go to a shack to spend quality time and to have fun, and I go to a shack to experience local Goan culture. Third, I have been cheated by a shack while exchanging foreign currency, my employers don't reimburse my shack bills, and Shacks don't have a facility of safe-keeping customer's valuables. Fourth, tourists are facing problems at the Goan beach shacks due to the harassment by beggars, problems of garbage on the beach, ogling at the foreign tourists by the domestic tourists, and illegal activities happening on the beach. Fifth, tourists prefer to have

food at the beach shacks because it is tasty, off good quality, cheaper, fresh, and to experience the local Goan food. Sixth, tourists prefer shacks located on government properties because: they charge reasonable price, are clean & hygienic, serve quality food, are located on the beach, provide personalized service, follow rules & regulations, and offer beach beds and umbrellas. Seventh, tourists prefer shacks located on private properties because: they provide reasonable accommodation, privacy, are open for business throughout the day & night, located close to the beach, off personal contact with the owner, same owner operates for years, no restriction of playing loud music, provide personalized service, and there's no formal shack policy.

## IX. RESULTS AND DISCUSSIONS

A reliability test was performed for the questionnaire and the reliability (Cronbach's Alpha) was found to be .774 for 43 items which is considered to be good for further analysis.

### 9.1 Demographic profile of the respondents

The demographic profile of the respondents is: 69 percent of the respondents were males and the remaining 31 percent were females. 50 percent of the respondents were married and have visited the State along with their families. 69 percent of the respondents belong to the 20 – 40 years age group, 25 percent belong to 41 – 60 years age group, while 3 percent each belong to the extremes of below twenty years and above sixty years age groups respectively. Of the total respondents, 38 percent were graduates, 28 percent post-graduates, 16 percent professionals, another 16 percent have studied up to SSC and the remaining 2 percent were diploma holders. 31 percent of the respondents work in private sector, 22 percent businessman, 16 percent students, 10 percent have retired, 6 percent work for the government sector and the remaining 15 percent were professionals including musicians, singers and doctors. 53 percent of the respondents were foreign tourists and among them, 53 percent came from Europe, 29 percent Americans, 12 percent Australians and the remaining 6 percent belong to other Asian countries. 57 percent of the total respondents were repeat visitors, who have visited the State at least once in the past. 56 percent of the respondents came to know about the Goan beach shacks through the “Word of Mouth advertisement” from their friends who had visited the State in the past, whereas 25 percent came to know about the shacks through the internet, 3 percent through agents and the remaining from other sources like girl-friends, parents, or colleagues.

34 percent of the respondents visiting Goa have an annual household income of up to rupees six lakhs, 32 percent have between rupees six to twelve lakhs, 9 percent between rupees twelve to eighteen lakhs, 3 percent between rupees eighteen to twenty-four lakhs, and the remaining 22 percent have a household income above rupees twenty-four lakhs. 22 percent of the respondents spend up to three days in Goa, 44 percent spend between three to six days, 9 percent spend between six to nine days, and the remaining 25 percent spend more than nine days in Goa respectively. Majority of the respondents, in fact, 81 percent of them visit Goa for leisure, 13 percent for adventure, and the remaining 6 percent for business purpose. 88 percent of the respondents visit the State on their own, whereas the remaining 12 percent take help of either the local or foreign travel agents to visit the state. 63 percent of the respondents don't do any reservation at the shacks in Goa, they simply “Walk-In” at the shack, occupy the available table

and enjoy their meals and drinks, whereas the remaining 37 percent respondents are very systematic as they visit a shack only after reserving a table in advance and they use the internet, phone or take help of the local agent for the purpose.

## 9.2 Socio-economic benefits of shacks to the tourists

**Table No. 1: Economic benefits of Goan beach shacks to the tourists**

*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.730	.532	.463	.488	7.679	.000

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.675	.594		-1.136	.266
I visit a shack because of lower food prices	.413	.144	.442	2.867	.008
I visit a shack for reasonable accommodation	.162	.148	.165	1.097	.282
I can exchange my foreign currency for local currency at a shack on favourable terms	-.061	.177	-.052	-.344	.733
I get value for money at a shack	.695	.179	.570	3.876	.001

*DV: Shacks offer economic benefits to the tourists*

*Source: Computed from Primary Data*

Table 1 above shows the result of Multiple Regression Analysis and the results are found to be acceptable at 95% level of significance ( $p < 0.05$ ). The R square value is .532 and the adjusted R square is .463. Therefore, the model explains 46.3 percent of the variance. The p-value is also significant at 0.001. Hence the null hypothesis H01 “Beach shacks don’t offer any significant economic benefits to the tourists in Goa” is not accepted. This also means that, beach shacks offers significant economic benefits to the tourists in Goa.

The standardized co-efficients of the independent variables indicate that, economic benefits such as ‘lower food prices and value for money’ motivates tourists to visit beach shacks in Goa as the co-efficient value of these two variables is found to be significant at 95% level of significance ( $p < 0.05$ ).

**Table No. 2: Social benefits of beach shacks to the tourists**  
*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.596	.355	.260	.476	3.720	.015

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.471	.738		.637	.529
I visit a shack for quality food	.096	.142	.114	.671	.508
I get information about the happening in the village at shack	.111	.146	.129	.760	.454
I go to a shack to spend quality time and have fun	.374	.274	.285	1.366	.183
I go to experience local Goan culture at a shack	.254	.163	.308	1.561	.130

*DV: Shacks offer social benefits to the tourists*

*Source: Computed from Primary Data*

Table 2 shows the results of multiple regression analysis and the results are found to be acceptable at 95% level of significance ( $p < 0.05$ ). The R square value of .355 indicates that there is a relationship among the independent variables and the model is found to be acceptable. Hence, the null hypothesis H02 “Beach shacks don’t offer any significant social benefits to the tourists in Goa” is not accepted. This also means that, beach shacks offers significant social benefits to the tourists in Goa.

The standardized co-efficients of the independent variables indicate that, none of the social benefits as mentioned above significantly contributes tourists to visit beach shacks in Goa as the coefficient values of all the above variables are found not to be significant at 95% level of significance.



**Table No. 3: Economic problems faced by tourists at Goan beach shacks**  
*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.386	.149	.058	.477	1.635	.204

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.839	.301		2.786	.009
I have been cheated at a shack while exchanging foreign currency	.295	.177	.316	1.607	.119
My employers don't reimburse my shack bills	.042	.134	-.059	-.309	.760
Shacks don't have a facility of safe keeping customers valuables	.120	.125	.177	.962	.344

*DV: Tourists are facing economic problems at the Goan beach shacks*

*Source: Computed from Primary Data*

Table 3 shows the results of multiple regression analysis and the results are found to be not acceptable at 95% level of significance ( $p > 0.05$ ). The R square value of .149 indicates that there is a very limited relationship among the independent variables. Hence the null hypothesis H03 "Tourists don't face any significant economic problems at the Goan beach shacks" is accepted.

**Table No. 4: Social problems faced by tourists due to Goan beach shacks***Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.690	.477	.399	.394	6.150	.001

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.311	.261		1.271	.215
Harassment by beggars	.044	.111	.065	.397	.694
Problem of garbage on the beach	-.031	.091	-.050	-.0345	.733
Ogling of foreign tourists by the local tourists	.061	.097	.095	.629	.535
Illegal activities happening on the beach due to the beach shacks	.652	.160	.630	4.073	.000

*Tourists are facing social problems at the Goan beach shacks*

*Source: Compiled from Primary Data*

Table 4 shows the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ( $p < 0.05$ ). The R square value of .477 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H04 "Tourists don't face any significant social problems due to the Goan beach shacks" is not accepted. This also means that, tourists are facing social problems due to the Goan beach shacks.

The standardized co-efficients of the independent variables indicate that, tourists are facing social problems at the Goan beach shacks due to the illegal activities happening on the beach due to the shacks as the coefficient value of this variable is found to be significant at 95% level of significant ( $p < 0.05$ ).

**Table No. 5: Socio-economic benefits to the tourists regarding food**  
*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.714	.510	.416	.399	5.416	.002

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.133	.572		.232	.818
I have food at a shack because it is tasty	.111	.234	.116	.475	.639
I have food at a shack because it is of good quality	.168	.244	.183	.689	.497
I have food at a shack because it is cheaper	.146	.115	.180	1.274	.214
I have food at a shack because it is fresh	-.023	.166	-.025	-.140	.890
I have food at a shack so as to experience local food	.571	.166	.536	3.431	.002

*DV: Tourists have food at the beach shacks*

*Source: Computed from Primary Data*

Table 5 shows the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ( $P < 0.05$ ). The R square value of .510 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence the null hypothesis  $H_0$  "Tourists don't consider any socio-economic benefits while having food at the Goan beach shacks" is not accepted. This also means that, tourists consider socio-economic benefits while having food at the beach shacks in Goa.

The standardized coefficients of the independent variables indicate that, tourists have food at the beach shacks so as to experience the delicious and tasty local Goan food as the coefficient value of this variable is found to be significant at 95% level of significance ( $p < 0.05$ ).

**Table No. 6: Socio-economic benefits of Beach Shacks located on Government Properties**  
*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.771	.595	.477	.477	5.040	.001

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.434	.520		.833	.413
Charge reasonable price	-.119	.138	-.128	-.860	.398
Clean and Hygienic	1.087	.278	.934	3.908	.001
Serve quality food	-.385	.355	-.327	-1.086	.288
Located on the beach	.156	.328	.124	.476	.638
Personalized service to the customers	.074	.263	.063	.282	.780
Follow rules & regulations	.052	.198	.045	.265	.793
Offer beach beds and umbrellas	-.102	.173	-.094	-.589	.561

*DV: Tourists prefer shacks located on government properties in Goa*

*Source: Computed from Primary Data*

Table 6 gives the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ( $p < 0.05$ ). The R square value of .595 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H<sub>06</sub> "Tourists don't receive any significant socio-economic benefits of beach shacks located on government properties in Goa" is not accepted. This also means that, tourists receive socio-economic benefits of shacks located on government properties in Goa.

The standardized coefficients of the independent variables indicate that, the socio-economic benefit of 'clean and hygienic' enable tourists to prefer shacks located on government properties as the coefficient value of this independent variable is found to be significant at 95% level of significance ( $p < 0.05$ ).

**Table No. 7: Socio-economic benefits of Beach Shacks located in Private Properties**  
*Multiple Regression Analysis*

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.721	.520	.324	.415	2.647	.030

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.182	.749		-.243	.810
Provide reasonable accommodation	.474	.189	.462	2.511	.020
Privacy	-.011	.157	-.015	-.067	.947
Open throughout the day & night	-.281	.256	-.254	-1.098	.284
Located close to the beach	.504	.228	.440	2.208	.038
Personal contact with the owner	-.187	.139	-.257	-1.347	.192
Same owner operates for long time	.005	.197	.007	.028	.978
No restrictions of playing loud music	-.009	.267	-.013	-.032	.974
Provide personalized service	.278	.256	.309	1.085	.289
No formal shack policy	.216	.211	.254	1.024	.317

*DV: Tourists prefer shacks located on private properties in Goa*

*Source: Computed from Primary Data*

Table 7 gives the result of the multiple regression analysis and the results are found to be acceptable at 95% level of significance ( $p < 0.05$ ). The R square value of .520 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H07 “Tourists don’t receive significant socio-economic benefits of beach shacks located on private properties in Goa” is not accepted. This also means that, tourists receive socio-economic benefits of shacks located on private properties in Goa.

The standard coefficients of the independent variables indicate that, the socio-economic benefits of ‘providing reasonable accommodation and nearness to the beach’ enables tourists to prefer

shacks located on private properties as the coefficient values to these two independent variables are found to be significant at 95% level of significance ( $p < 0.05$ ).

## X. CONCLUSION

The study indicates that, tourists belonging to all age groups, gender, profession, nationalities, different educational background, and belonging to different income groups visit shacks in Goa. Tourists visit Goa for different purposes like leisure, adventure, business, sports, and pilgrimage. On an average a tourist spends between three to nine days in Goa. However a few of them do spend more than nine days in the State. Tourists consider Goa as a safe place as 88 percent of the respondents have visited the State on their own without any assistance from either the domestic or international travel agents. Also, 57 percent of the respondents were repeat visitors as they had visited the State at least once in the past.

The research paper has seven null hypotheses and all of them with the exception of one “Tourists don’t face any significant economic problems at the Goan beach shacks” are not accepted at 95% level of significance ( $p < 0.05$ ).

Goan beach shacks plays an important role in promoting tourism in the State as a large number of tourists spend quality time at a shack and also have their meals and drinks at a shack. Beach shacks also offer the following economic and social benefits to the tourists in Goa such as: they are located close to the beach, charge lower prices, are clean and hygienic, and provide value for money. Tourists visiting beach shacks in Goa don’t face any tangible economic problems but they do face social problems due to the illegal activities happening on the beach due to the beach shacks. Surprisingly the illegal activities that take place on the beach don’t keep the tourists away from visiting shacks for leisure and from having their meals and drinks at the shacks. Also, a large number of tourists prefer visiting shacks so as to experience the local delicious food as the coefficient value of this variable is found to be significant at 95% level of significance ( $p < 0.05$ ).

In Goa, beach shacks are located both on government as well as on private properties and the tourists prefer them due to their socio-economic benefits. Shacks located on government properties are preferred by the tourists because they are clean and hygienic whereas tourists prefer shacks located on private properties because they provide reasonable accommodation and are located close to the beach as the coefficient values of these three variables are found to be significant at 95% level of significance.

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