

Destination Life Cycle of Goan Beach Shacks

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Keywords: Tourist, beach shacks, destination life cycle, parameters, additive point's scoring technique.

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1. Introduction

Goa, a tiny State of India in terms of land area, is located on India's west coast in the Konkan region. It is bounded by Maharashtra towards its north, Karnataka to its east and south and the Arabian Sea to its west. It has an area of 3702 square kilometers and a shoreline of 105 kilometers. The state has a population of 1458545 as per the 2011 population census. It attracts millions of tourists each year. In fact, during the year 2017, Goa attracted 7746282 tourists including 851048 foreign (Department of Tourism, Government of Goa, Statistics, 2017). Tourists visit the state all throughout the year due to its awesome hot and humid climate and its unique culture with inputs from the Portuguese who ruled the state for more than 400 hundred years. Tourists also visit the state because of its historical temples, architectural churches, spice plantations, forts, cuisines, beach

shacks, and most importantly the hospitable nature of its people. There are forty-two white, sandy and sparkling beaches in Goa which are characteristically different and are preferred by the tourists (**Department of Tourism, Government of Goa, 2017**).

Goa has one of the best tourism infrastructure facilities in the country to support the increasing number of tourists flocking to the state every year. It has one international airport at Dabolim where a number of international flights, including charter flights, land with foreign tourists every year. It also has a well-developed sea-port at Mormugao where cruise ships from foreign countries arrive with foreign tourists every year. Besides this, the state has a well-developed road and rail network connecting it to each and every corner of the country.

Another basic infrastructure facility tourist's need while on a tour is food and accommodation. The state offers diverse accommodation to the tourists, depending upon their budget, along with a variety of cuisines. Tourists in Goa depending upon their taste, preference, and budget can stay in hotels, resorts, cottages, guest houses, villas, and lodges. However, most of the guest houses, resorts, villas, and hotels in Goa are located at a distance from the beaches and are costly. Also, some tourists find it difficult to get decent accommodation in hotels, especially during the peak tourist season, due to the increasing number of tourist arrivals in the state. Therefore, as an alternative to hotels and guest houses, Goa offers the tourists' beach shacks which are located in close proximity to the beach and provide delicious, economical, and home-cooked food along with beverages. Shacks also provide reasonable accommodation to the tourists since the year 2010-11.

2. Meaning of Shack

The oxford dictionary meaning of a shack is "a small cabin or house or shanty that is crudely built and furnished". The simple dictionary meaning of a shack is "a small, poorly built room or a roughly built hut or cabin which can be used as a space for shelter". A shack is a simple house or a dwelling where a person can live with his family until his permanent residence is ready. In several countries around the world and also in some states in India, shacks are permanent restaurants providing food and accommodation to travellers throughout the year. Similar shacks exist in countries such as Australia, Canada, France, Maldives, Mexico, Sri Lanka, and the U.S.A. In India, such shacks exist in the States of Assam, Gujarat, Himachal Pradesh, Kerala, Maharashtra, Orissa, and Tamil Nadu and in the union territories of Andaman and Nicobar Islands and Kashmir. However, in the State of Goa, shacks are unique and have a completely different meaning.

According to the Department of Tourism, Government of Goa Beach Shack Policy 2016-19 a Shack is defined as "a seasonal structure, erected on the seashore, within a distance of zero to five hundred meters from the high tide line of the sea, using locally available eco-friendly materials and serving food and beverages".

Shacks in Goa are mostly erected by the coastal people belonging to the fisherman communities, toddy-tappers, and small traders. They provide them with employment, income, and improve their standard of living (**Sathish et al., 2018**). Shacks also contribute to the State Government exchequer in the form of fees and taxes each year. Further, about five percent of the state's population directly depends on the shack business for a living (**Sathish et al., 2018**).

3. Origin of Beach Shacks

During the early sixties, when foreign tourists, backpackers, or hippies from the western countries first started arriving in Goa and spending time along the beaches, hotels and guest houses did not exist anywhere in Goa (**Fernandes et al., 2016**). The local villagers such as fishermen, toddy-tappers and small traders living in the coastal areas of the state gave them shelter, shared meals with them and showed them the important places in the state. These foreign tourists preferred to live with the locals, where they could share meals, absorb their lifestyles, learn their culture and then move on to other uninhabited beaches as adventurous travellers. Soon this hospitality of the coastal communities made Goa an attractive tourist destination all over the world.

In the seventies, the number of international tourists visiting Goa increased substantially. Therefore, some villagers from the coastal areas, belonging to the fishermen communities and toddy-tappers, to earn extra income, set up tea, soft drinks, and fresh juice stalls along with small eateries on the beach. They did this by erecting a few small huts or sheds with a table and a few chairs every year as the tourist's season came around. Therefore, small temporary restaurants, popularly called as beach shacks, made up of thatched palm leaves and bamboos, selling local food emerged in Goa's coastal villages.

Later, in the eighties, the number of shacks on Goa's coastline increased significantly because most of the tourists used to patronize them due to the lower prices and convenient location. But, to maintain discipline on the beach and to have control over the shack numbers in each village, the State Government in collaboration with the Department of Tourism started regulating this business by framing certain rules and regulations. These rules were updated regularly depending upon the needs and requirements of the shack business and in the year 1997-98, they were formally transformed into a Beach Shack Policy.

4. Review of Literature

A tourist destination, resort, or a product undergoes a series of cycles during its lifespan and the Destination Life Cycle (DLC) concept explains how such stuff has developed over time and the successive stages it passes through (**Cooper, 2011**). A substantial extent of research has already been conducted over the world on the concept of Destination Life Cycle. Moreover, various models have emerged so far explaining how destinations develop over time and the successive stages it undergoes during its lifespan.

In 1963 **Walter Christaller** a German geographer clarifies that destinations go through a three-stage cycle of Discovery, Growth, and Decline. In 1972, **George Victor Doxey** observed that destinations go through a four-stage cycle of Euphoria where visitors are welcome, Apathy in which visitors are taken for granted, Annoyance or Saturation Stage in which the maximum capacity of visitors is reached, and Antagonism or Decline Stage where the visitor's numbers come down. In 1973, **Stanley Plog** proposed a Destination Life Cycle model by classifying tourists into three categories. The Allocentric who are self-confident, adventurous, curious and outgoing; the Midcentric are less adventurous and look out for comforts; and the Psychocentrics are non-adventurous and prefer familiar destinations. He further said that the allocentric tourists first discover a destination, then it experiences growth due to the continuous arrival of allocentric and later mid-centric tourists but as the visitors profile shifts to psycho-centric there's enter the decline stage.

In 1980, **Richard W. Butler** a geographer observed that tourism destinations are delicate and need to be managed efficiently so that they are always within the limits of their carrying capacities. He then proposed a theory in the year 1980 based on the ideas of Christaller, Doxey, and Plog, which is related to the development of tourism. Butler's tourism theory is similar to the 1950 marketing concept of the Product Life Cycle. The product life cycle theory has four stages of Inception, Growth, Maturity, and Decline. Butler in his model applied the Product Life Cycle theory to tourist destinations and observed that most tourist resorts and destinations go through an S-shaped six-stage model called the 'Tourism Area Life Cycle Model' (TALC). He further said that tourism resorts mostly start on a small scale and keep on expanding later till stagnation occurs.

Butler's TALC model is based on a single variable that is the number of tourist arrivals and its growth and has six stages. It starts with the Exploration Stage where adventurous tourists start visiting a destination with no facilities for the public. In the Involvement Stage, there is limited interaction between the local population and the developing tourism industry, which lead to the provision of only basic facilities. The Development Stage is where additional facilities for tourists are developed resulting in an increase in the number of tourists. In the Consolidation Stage, the number of tourists' increases and more people depend on tourism for a living. The Stagnation Stage is where tourism is at its peak and the maximum limit has been reached. In the Decline or Rejuvenation Stage, the visitors' numbers fall and new strategies are formulated to increase the tourist numbers.

Butler's TALC model, although originated in the eighties, is still being used by researchers in various disciplines including social science research. **Petrevska et al.**, (2016), realized that in Macedonia tourism is currently in the Development Stage, but in the future, a decline is possible due to the inadequately developed tourist supply. In 1993, **Benedetto & Bojanic** observed that external factors like fuel shortage caused a temporary decline to the flow of tourists to Florida Cypress Gardens taking them to the Decline Stage of the Destination Life Cycle. **Cooper**, (2011), observed that resorts follow a pattern which most of the other products pass through called as Life-Cycle.

Destinations at times may be in a different stage of its life cycle based on various parameters. **Park**, (2006), observed that the island of Jujun in Seoul, South Korea, has reached the Consolidation Stage of the life cycle based on the number of tourist arrivals and tourism income, Growth Stage for travel agencies, and Stagnation Stage for hotel accommodation. However, it is difficult to determine the life cycle stage of a tourist destination which has a number of attractions because each attraction may be in a different stage of its life cycle. **Rodriguez et al.**, (2008), realized that the island of Canary, Spain, has reached the Stagnation Stage of the Tourism Area Life Cycle Model as it faces problems of overcrowded beaches, decrease in accommodation, traffic jams, and damage to unique scenic areas. **Bamba**, 2018, recognized that the coastal city of Saly, Senegal, is in the Stagnation Stage of the destination life cycle as it faces problems of lower hotel occupancy and coastal erosion. **Uysal et al.**, (2012), observed that destinations undergo structural changes over a period of time affecting the quality of life of the residents with the life cycle stages.

A few destinations around the world at present are in the Maturity Stage of the life cycle and to avoid the Decline Stage at these destinations innovative ideas and quick decisions are necessary. **Andriotis**, (2005), observed that the island of Crete has reached the Maturity Stage of the life cycle and to avoid the Decline Stage there's a need to promote an alternative form of tourism like golf courses and improvement of tourism infrastructure. It is observed that some destinations in the world attract an increasing number of tourists every year and continue to lie in the Growth Stage of the Destination Life Cycle. In 2010, **Smitha** observed that Goa has not reached the Stagnation Stage of the Destination Life Cycle because the number of tourists visiting the state increases every year. However, the State of Goa can't expect to receive an increasing number of tourists forever. In fact, **Menezes**, (2017), observed that tourism in Goa has already crossed the maximum limit with most of the coastline in the Decline Stage. **Kock et al.**, (2016), realized that the knowledge individuals hold about a destination is important in understanding their intentions when they visit a particular destination.

Butler's TALC model though still popular among the researchers is not free of criticism. Its major problem is it is based on tourist numbers, whose continuous growth is difficult to achieve at many tourist destinations around the World. **Breakey**, (2005), said that destinations simply don't follow the S-shaped life-cycle pattern if different data variables are considered and its growth is not a simple and predictable process. **Zmyslony**, (2011), realized that the Destination Life Cycle concept only help to locate in which stage a particular destination lie of the DLC model. In fact, it should have been used to identify the areas of potential risk in the early stages so as to avoid the Decline Stage. Another problem of Butler's TALC model is it cannot be used for prediction purpose. Rather, it only helps in identifying the present stage of the Destination Life Cycle tourism products lies.

The above literature survey indicates that tourist destinations and products can be placed in a particular stage of the Destination Life Cycle based on some parameters. Also, a destination may be in a different stage of the life cycle based on each parameter as the island of Jeju (**Park**, 2006). The various parameters generally used by researchers in their studies on the Destination Life Cycle are number of tourists visiting a destination (**Benedetto**, 1993, **Andriotis**, 2005, **Breakey**, 2005, **Park**, 2006, **Zhong**, 2007, **Krendzelak**, 2008, **Rodriguez**, 2008, **Smitha**, 2010, **Omar**, 2014, **Petrevska**, & **Kreiner**, 2016, & **Bamba**, 2018), visitors spending habits, and occupancy levels (**Breakey**, 2005 & **Park**, 2006), number of overnight stays in hotels (**Krendzelak**, 2008, **Smitha**, 2010, **Zmyslony**, 2011, & **Bamba**, 2018), number of hotel beds available

(Krendzelak, 2008, Zmyslony, 2011, & Bamba, 2018) and tourism income (Park, 2006, & Krendzelak, 2008).

5. Scope of the Study

The scope of the study is limited to the state of Goa. The study is spread over a period of five years from the year 2014 till the year 2019. The study is based on the perceptions of the respondents which were collected through structured questionnaires over a period of from October 2018 to May 2019. Beach shacks located both on private as well as on public properties in the state of Goa and were in operation during the survey period are considered in the study.

6. Objectives of the Study

The main objective of the study is to identify the stage of the Destination Life Cycle beach shacks lies at present in the State of Goa. However, the other objectives of the study are as follows:

- (1) To identify the stage of the Destination Life Cycle beach shacks lies both in North as well as in South Goa based on each of the parameter selected.
- (2) To identify the stage of the Destination Life Cycle beach shacks lies at present in the State of Goa based on all the five parameters considered in the study.

7. Parameters Considered

The researcher has considered the following five parameters based on an extensive literature survey conducted over a period from 1993 to 2018.

- (1) The average number of tourists visits to beach shacks.
- (2) The average number of people employed in beach shack.
- (3) The average amount spent by tourists per visit to beach shacks.
- (4) The average monthly profits earned by beach shacks.
- (5) The average monthly operating expenses of beach shacks.

8. Hypotheses

The following hypotheses have been framed and tested to study the above objectives.

H₀₁: There is no significant association in the average visits at shacks between the life cycle stages in North and South Goa.

H₀₂: There is no significant association in the average employment at shacks between the life cycle stages in North and South Goa.

H₀₃: There is no significant association in the average amount spent at shacks between the life cycle stages in North and South Goa.

H₀₄: There is no significant association in the average monthly profits of shacks between the life cycle stages in North and South Goa.

H₀₅: There is no significant association in the average monthly operating expenses of shacks between the life cycle stages in North and South Goa.

9. Research Methodology

The study is quantitative in nature, based on a random sample of 250 respondents (shacks) from a population of 450 (Department of Tourism, Government of Goa, Statistics, 2017). The sample distribution consists of 195/305 from North Goa and 95/145 from South Goa. The data was collected during the month of October 2018 to May 2019 with the help of a structured questionnaire. The questionnaire was divided into two parts.

The first part relates to the personal profile of the respondents and the second part deal with the parameters used to measure the Destination Life Cycle for beach shacks. The reliability of the questionnaire was achieved by using Cronbach’s alpha statistics which was found to be 0.859 and is considered to be good and reliable (Lee Cronbach, 1951). The analytical tools used are crosstab, chi-square test, Additive Point’s scoring technique, and conceptual graph. The financial analytical tool of percentages has also been used in the analysis.

To identify the Destination Life Cycle stage beach shacks in the State of Goa lie based on all the five parameters considered in the study, an Additive Points Scoring Technique has been used. As per the Additive Points Scoring Technique each of the five parameters used in the study has been given point’s values or weights from number one to number five. If the total of the scores of the weights for a shack based on all the parameters is five (one each) then it will lie in the Exploration Stage of the Destination Life Cycle. Similarly, if the total score of the weights for a shack is between six to ten, eleven to fifteen, sixteen to twenty, and twenty-one to twenty-five then it will lie in the Involvement Stage, Development Stage, Consolidation Stage, and Stagnation Stage respectively of the Destination Life Cycle.

10. Significance of the Study

The study is important as it analyzes the stage of the Destination Life Cycle beach shacks lies at present in the coastal State of Goa. The findings will motivate the shack owners to take precautionary measures in the future to avoid the Decline Stage. It will also encourage the shack owners to provide additional and innovative services to the customers to increase footfalls in the future. The study will also compel the State Government to protect this business for the overall growth of tourism in the state. Further, the model could be used by researchers in identifying the current stage of the Destination Life Cycle tourism products, tourist attractions, and tourism destinations lie around the world.

11. Analysis and Results

The State of Goa is divided into two zones, North and South. The analysis is presented in two stages. **In the first stage**, the Destination Life Cycle stage beach shacks lie in South as well as in North Goa is ascertained based on each of the five parameters considered in the study. The statistical tools used for the purpose are crosstab and chi-square test. **In the second stage**, the Destination Life Cycle stage beach shacks lie in the State of Goa based on all the five parameters considered in the study is ascertained by using the Additive Points Scoring Technique and conceptual graph.

11.1. Analysis of the Average Number of Tourists Visiting a Shack per Day

H0₁: There is no significant association in the average visits at shacks between the life cycle stages in North and South Goa.

Table 1: Cross-tabulation on the Location Zone, Average Number of Tourists Visiting a Shack per Day and Destination Life Cycle

Location Zone	Average number of tourists visiting a shack per day & DLC Stages				Total
	21 – 40 Involvement	41 – 100 Development	101 - 119 Consolidation	=120 Stagnation	
North	28 (18.1%)	110 (71%)	3 (1.9%)	14 (9%)	155 (62%)
South	4 (4.2%)	74 (77.9%)	1 (1.1%)	16 (16.8%)	95 (38%)
Total	32	184	4	30	250
Percentage	(12.8%)	(73.6%)	(1.6%)	(12%)	(100%)

Chi-Square Test Value: $\chi^2 (3) = 12.497, p < .05, (p = .006), CV = 7.815$

Source: Computed from Primary Data

It is observed in Table 1 that a maximum of 73.6 percent of the shacks in Goa receives an average between 41 to 100 tourists per day. Also, 77.9 percent and 71 percent of the shacks in South and North Goa respectively receive an average between 41 to 100 tourists per day. Therefore, on the basis of the average number of tourists visiting a shack per day, beach shacks in Goa lie in the Development Stage of the Destination Life Cycle.

The chi-square test was conducted in the above analysis and the chi-square test value was found to be 12.497 with 3 degree of freedom which is higher than the critical value of 7.815 at a significance level of 5 percent ($p < 0.05$). Hence H_{01} is not accepted.

11.2. Analysis of the Average Number of People Employed at a Shack per Year

H₀₂: There is no significant association in the average employment at shacks between the life cycle stages in North and South Goa.

Table 2: Cross-tabulation on the Location Zone, the Average Number of People Employed at a Shack and Destination Life Cycle

Location Zone	Average amount spent by tourists per visit, per person at a shack & DLC Stages					Total
	Up to 5 Exploration	6 – 10 Involvement	11 – 25 Development	26 - <30 Consolidation	=30 Stagnation	
North	23 (14.8%)	65 (41.9%)	58 (37.4%)	2 (1.3%)	7 (4.5%)	155 (62%)
South	4 (4.2%)	48 (50.5%)	42 (44.2%)	---	1 (1.1%)	95 (38%)
Total	27	113	100	2	8	
Percentage	(10.8%)	(45.2%)	(40%)	(0.8%)	(3.2%)	(100%)

Chi-Square Test Value: $\chi^2 (4) = 11.235, p < .05, (p = .024), CV = 9.488$

Source: Computed from Primary Data

Table 2 shows that a majority of 45.2 percent of the shacks in Goa employ an average from 6 to 10 people per year. Also, 50.5 percent and 41.9 percent of the shacks in South and North Goa respectively employ an average from six to ten people each year. Therefore, on the basis of the average number of people employed, beach shacks in Goa lie in the Involvement Stage of the Destination Life Cycle.

The chi-square test value was found to be 11.235 with 4 degree of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$). Hence H_{02} is not accepted.

11.3. Analysis of the Average Amount Spent by Tourists per Visit, per Person at a Shack

H₀₃: There is no significant association in the average amount spent at shacks between the life cycle stages in North and South Goa.

Table 3: Cross-tabulation on the Location Zone, Average Amount Spent by Tourists per Visit per Person and Destination Life Cycle Stages

Location	Average amount spent by tourists per visit, per person at a shack & DLC Stages	Total
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Zone	Less than Rs. 500 Exploration	Rs. 500 to less than Rs. 1,000 Involvement	Rs. 1,000 to less than Rs. 2,500 Development	Rs. 2,500 to less than Rs. 3,000 Consolidation	=Rs. 3,000 Stagnation	
North	7 (4.5%)	63 (40.6%)	84 (54.2%)	1 (0.6%)	---	155 (62%)
South	2 (2.1%)	26 (27.4%)	60 (63.2%)	5 (5.3%)	2 (2.1%)	95 (38%)
Total	9	89	144	6	2	250
Percentage	(3.6%)	(35.6%)	(57.6%)	(2.4%)	(0.8%)	(100%)
Chi-Square Test Value: $\chi^2 (4) = 13.186, p < .05, (p = .010), CV = 9.488$						

Source: Computed from Primary Data

Table 3 shows that 57.6 percent of the tourists visiting shacks in the State of Goa spent an average amount from Rs. 1,000 to less than Rs. 2,500 per visit, per person at a shack. Also, 63.2 percent and 54.2 percent of the tourists visiting shacks in South and North Goa respectively spent an average from Rs. 1,000 to less than Rs. 2,500 per visit, per person at a shack. Therefore, on the basis of the average amount spent by tourists, beach shacks in Goa lie in the Development Stage of the Destination Life Cycle.

The chi-square test was conducted and its value was found to be 13.186 with 4 degree of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$). Hence H_0_3 is not accepted.

11.4. Analysis of the Average Monthly Profits of a Shack

H0₄: There is no significant association in the average monthly profits of shacks between the life cycle stages in North and South Goa.

Table 4: Cross-tabulation on the Location Zone, Average Monthly Profits and Destination Life Cycle Stages

Location Zone	Average monthly profits of a shack & DLC Stages					Total
	Below Rs. 10,000 Exploration	Rs. 10,000 to below Rs. 25,000 Involvement	Rs. 25,000 to below Rs. 1,00,000 Development	Rs. 1,00,000 to below Rs. 1,50,000 Consolidation	= Rs. 1,50,000 Stagnation	
North	2 (1.3%)	26 (16.8%)	92 (59.4%)	19 (12.3%)	16 (10.3%)	155 (62%)
South	---	3 (3.2%)	55 (57.9%)	13 (13.7%)	24 (25.3%)	95 (38%)
Total	2	29	147	32	40	250
Percentage	(0.8%)	(11.6%)	(58.8%)	(12.8%)	(16%)	(100%)
Chi-Square Test Value: $\chi^2 (4) = 18.972, p < .05, (p = .001), CV = 9.488$						

Source: Computed from Primary Data

Table 4 shows that 58.8 percent of the shacks in Goa earn an average monthly profit from Rs. 25,000 to below Rs. 1,00,000. Also, 57.9 percent and 59.4 percent of the shacks in South and North Goa respectively earn an average profit from Rs. 25,000 to less than Rs. 1,00,000 per month. Therefore, on the basis of the average monthly profit earned, shacks in Goa lies in the Development Stage of the Destination Life Cycle.

The chi-square test value was found to be 18.972 with 4 degree of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$). Hence H_0_4 is not accepted.

11.5. Analysis of the Average Monthly Operating Expenses of a Shack

H0₅: There is no significant association in the average monthly operating expenses of shacks between the life cycle stages in North and South Goa.

Table 5: Cross-tabulation on the Location Zone, Average Monthly Operating Expenses of a Shack and Destination Life Cycle

Location Zone	Average monthly operating expenses of a shack & DLC					Total
	Below Rs. 40,000 Exploration	Rs. 40,000 to below Rs. 80,000 Involvement	Rs. 80,000 to below Rs. 1,50,000 Development	Rs. 1,50,000 to below Rs. 2,00,000 Consolidation	= Rs. 2,00,000 Stagnation	
North	3 (1.9%)	18 (11.6%)	51 (32.9%)	33 (21.3%)	50 (32.3%)	155 (62%)
South	-----	3 (3.2%)	40 (42.1%)	17 (17.9%)	35 (36.8%)	95 (38%)
Total	3	21	91	50	85	250
Percentage	(1.2%)	(8.4%)	(36.4%)	(20%)	(34%)	(100%)

Chi-Square Test Value: $\chi^2 (4) = 8.925, p < .05, (p = .063), CV = 9.488$

Source: Computed from Primary Data

Table 5 shows that 36.4 percent of the shacks in the State of Goa spent an average monthly amount from Rs. 80,000 to below Rs. 1,50,000 towards operating a shack. Also, 42.1 percent and 32.9 percent of the shacks in South and North Goa respectively incur an average monthly operating expenditure from Rs. 80,000 to below Rs.1,50,000 to conduct shack business in the state. Therefore, on the basis of the average monthly operating expenses, shacks in Goa lie in the Development Stage of the Destination Life Cycle.

The chi-square test value was found to be 8.925 with 4 degree of freedom which is lower than the critical value of 9.488 at a significant level of 5 percent ($p > 0.05$). Hence H0₂ (e) is accepted.

12. Destination Life Cycle Based on all Five Parameters

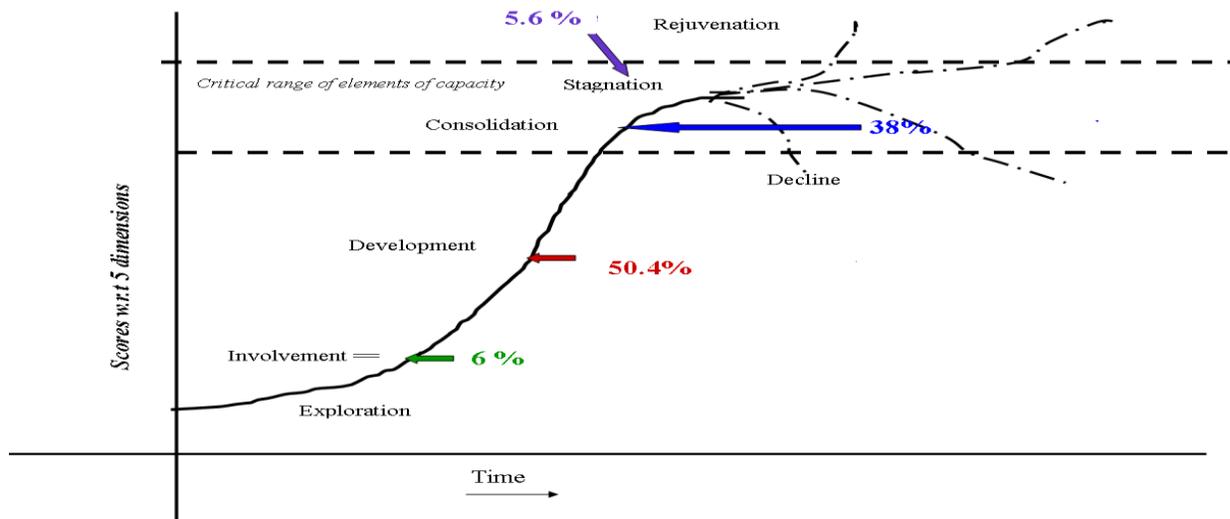


Figure 1: Stage of Destination Life Cycle for Beach Shacks in Goa With Respect to All the Five Parameters

Source: Drawn from Primary Data

As seen in Figure 1, beach shacks presently lies in the Development Stage of the Destination Life Cycle based on all the five parameters considered in the study as 50.4 percent of the selected shacks are found to be in this stage. Further, 6 percent lies in the Involvement Stage, 38 percent lies in the Consolidation Stage, and the remaining 5.6 percent lies in the Stagnation Stage of the Destination Life Cycle. However, none of the selected shacks were found to be in the Exploration Stage of the Destination Life Cycle based on all the five parameters considered in the study.

13. Conclusions

Beach shacks in the State of Goa presently lie in the Development Stage of the Destination Life Cycle based on the average number of tourist visits, the average amount spent by tourists per visit and per person at a shack, average profits per month, and average monthly operating expenses of a shack. However, they lie in the Involvement Stage of the Destination Life Cycle based on the average number of people employed at the shacks. The study also confirms the result of the earlier study which indicates that tourism products and destinations have reached different stages of the Destination Life Cycle with respect to various parameters (Park, 2006).

An 'Additive Points Scoring Technique' has been used in the study based on the scoring techniques proposed by Hwang, & Yoon, 1981, Fagin, & Wimmers, 2000, Wachowicz, Brzostowski, & Roszkowka, 2012, and Austin, Lee, & D'Agostino, 2016, to identify the present stage of the Destination Life Cycle beach shacks lie in the State of Goa based on all the five parameters considered in the study. Accordingly, it is observed that beach shacks presently lie in the Development Stage of the Destination Life Cycle as majorities of 50.5 percent of the total shacks were found to be in this stage.

Further, the study indicates that beach shacks in the State of Goa can accommodate additional tourists, as on an average 70.3 percent of the shacks receive between 40 to 100 tourists per day. These increasing numbers will create further employment in the sector contributing to a better standard of living for the people in the state. However, it is observed that the tourists presently spend a lower amount at the shacks in Goa. In fact, they spend an average amount below Rs. 1,000 per person, per visit. Therefore, the tourists should be encouraged to spend more per visit, per person at the shacks and the shack owners should offer additional services for this purpose. The researcher has proposed the following services shack owners should offer to their customers to increase business such as organize sightseeing tours within the state, booking rail and flight tickets, introduce pick-up and drop facility, and exchanging currency at favourable rates. Shacks should also control their daily operating expenses through proper planning and by minimizing wastages to increase profits.

14. Managerial Implications

The findings of the study indicate that beach shacks presently lie in the Development Stage of the Destination Life Cycle. This makes the stakeholders in the tourism sector cautious as they need to take precautionary measures to avoid the decline stage in the future. Further, to avoid the decline stage shacks have to focus on increasing the footfalls, motivate tourists to spend extra time and money at the shack, must innovate and add extra services for the benefit of the tourists, and need to control their daily operating expenses. The State Government should protect the shack business, must issue permissions on time, and promote shacks, both nationally as well as internationally, at its tourism road-shows and events, so as to increase footfalls.

15. Limitations and Further Research

The study suffers from a few limitations. In the present study, the decline stage has been ignored because to measure the decline stage time series data is required. Further, it is quite possible that some personal bias of the respondents may persevere. In this study, the opinion of the residents living in the coastal areas of the state has not been considered with regard to the shack business. In fact, higher tourist numbers put pressure on the existing infrastructure, affecting the lives of the local residents. Therefore, all the above observations require an in-depth analysis.

A study on the Destination Life Cycle could be undertaken in the future by considering the time series data so that all the six stages of the Destination Life Cycle Model proposed by Butler could be considered. The study could also be simulated in the future for other destinations and tourism products in Goa, India and also around the world by considering related and appropriate parameters.

16. References

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