ANALYSIS OF THE SOCIO-ECONOMIC CONTRIBUTION OF BEACH SHACKS IN GOA – AN EMPIRICAL STUDY WITH REFERENCE TO STAKEHOLDERS

Thesis submitted to

Goa University

For the Award of the Degree of

DOCTOR OF PHILOSOPHY

In

COMMERCE

By

Helic Mario Barretto

Associate Professor, Department of Commerce,

Rosary College of Commerce & Arts, Navelim, Salcete, Goa.

Under the Guidance of

Prof. R. Antony Sathish Benadict

Head – P.G. Department of Commerce & Research,

Govt. College of Arts, Science and Commerce, Quepem, Goa.

July 2020

DECLARATION

I, **Helic Mario Barretto** hereby declare that the thesis titled "Analysis of the Socio-Economic Contribution of Beach Shacks in Goa – An Empirical Study with Reference to Stakeholders" is the bonafide record of original research work done by me during the period from 2015 to 2019. This study is carried out under the guidance and supervision of **Prof. R. Antony Sathish Benadict,** Head, P.G. Department of Commerce and Research, Government College of Arts, Science & Commerce, Quepem – Goa and that the same has not been previously formed the basis for the award of any degree, diploma or any certificate or similar title of Goa University or any other Universities. I have duly acknowledged all the sources used by me in the preparation of this thesis.

Place: Taleigao

Date: 31.07.2020

Helic Mario Barretto

Associate Professor in Commerce,

Rosary College of Commerce & Arts,

Navelim, Salcete, Goa.

CERTIFICATE

This is to certify that the thesis titled **"Analysis of the Socio-Economic Contribution of Beach Shacks in Goa – An Empirical Study with Reference to Stakeholders"** for the award of Ph.D. Degree in Commerce, is a bonafide record of the original research work done by **Shri Helic Mario Barretto,** during the period of study under my guidance and supervision and the same has not been previously formed the basis for the award of any degree, diploma, certificate, associateship, fellowship or similar title to the candidate of Goa University or any other Universities.

Place: Taleigao

Date: 31.07.2020

Prof. R. Antony Sathish Benadict

(Guide)

H.O.D. – P.G. Department of Commerce & Research,

Government College of Arts, Science & Commerce,

Quepem, Goa.

DEDICATION

This thesis titled "Analysis of the Socio-Economic Contribution of Beach Shacks in Goa – An Empirical Study with Reference to Stakeholders" is fondly dedicated to my parents, Late Mr. Henrico Barretto and Late Mrs. Jacqueline Rebello e Barretto, who have inspired me in achieving higher academic endeavors during their lifetime. This inspiration enabled me to work hard in all my assignments and also complete my Ph.D. thesis.

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere appreciation and gratitude to all the people who have contributed towards the completion of this Ph.D. thesis.

First and foremost I would like to express gratitude to my research guide Prof. R. Antony Sathish Benadict for his guidance, wholehearted cooperation, support, and patience. In fact, it was he who motivated me to work on this topic and was keen to offer specific suggestions whenever needed. I also thank him for giving ample time for the successful completion of the work. I have great regard for Prof. Sathish for setting a high standard of excellence for himself and his students at the research center Government College of Arts, Science and Commerce, Quepem, Goa.

I am immensely grateful to the members of the DRC committee Prof. Y. V. Reddy, former Registrar of Goa University and current faculty at the Goa Business School, Goa University and Prof. Purva Hedge Dessai, Faculty at the Goa Business School, Goa University, for their valuable advice, guidance, encouragement and wholehearted support during the course of my doctoral study. Their enlightening suggestions gave the right direction to my research work.

I am very thankful to the Management of the Diocesan Society of Education (DSE) for granting me the necessary permission to pursue my Ph.D.

I thank in a very special way my former Principal and current Administrator of Rosary College Prof. Rev. Simão R. Diniz for his constant encouragement and wholehearted support throughout my research work.

I would like to acknowledge and thank Mr. Cruz Cardozo, President of Shack Owners' Welfare Society, Goa and Mr. Darmesh Sangalini, President, All Goa Private Property Shack/Huts Owners' Association for their assistance and support in data collection. I am also grateful to all the shack owners, tourists and the members of the local community for their diligent replies to my questionnaires and sharing valuable information pertaining to the shack business in the State of Goa.

I sincerely thank Mr. Menino Fernandes, Ex-Director of Tourism, the Assistant Directors of Tourism, Mr. Gracies Flor, Mr. Kale B., and Mr. Arvind B. Khutkar and the entire staff of the Department of Tourism, Government of Goa, Panjim for their wholehearted cooperation and providing the necessary information.

My sincere thanks go to Prof. Harif Khannapuri, former faculty at S. S. Dempo College of Commerce & Economics, Cujira and current faculty at the Goa Business School, Goa University Dr. Vishal Chari, former Assistant Professor, Damodar College, Margao, Dr. Ravikumar B., Associate Professor, Vellore Institute of Technology (VIT), Vellore, Tamil Nadu, Dr. Suraj Kushe Shekar, Assistant Professor, VIT, Vellore, Tamil Nadu, Dr. Durga Y. Prasad, Nodal Officer, Goa Election Commission, Panjim, and Dr. Kalyash Gokhale, former Assistant Professor, Chowgule (Autonomous) College, Margao, for their valuable advice and suggestions.

I take this opportunity to thank my research colleagues at the Research Centre, Government College of Arts, Science and Commerce, Quepem namely Dr. Rajendra Kumbharjuvenkar, Dr. P. A. Patil, Dr. Sohani Pai Vaidya, Dr. Atmaram Tarpe, and Asst. Prof. Narendra Gaonkar for their valuable suggestions and continuous encouragement.

I am very thankful to my colleagues from Rosary College of Commerce & Arts, Navelim, Asst. Prof. Sasha S. Pereira and Asst. Prof. Melisa Fernandes for their meticulous language refinement.

I thank in a very special way Mr. Mariston Dias, former System Administrator, Rosary College of Commerce and Arts, Navelim, Salcete, Goa for his assistance whenever required.

A special word of appreciation to my wife Rosita Costa e Barretto and my children Mr. Nikeel Barretto and Mr. Hubert Nihal Barretto for their encouragement, support, sacrifices and being extremely tolerant to let me pursue the research work.

I thank the Almighty God for giving me good health and providing me guidance, patience, and blessings throughout this academic journey.

May God bless all the people who have helped me in some way or the other in completing this Ph.D. thesis.

Date: 31.07.2020 Helic Mario Barretto

CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABBREVIATIONS USED

AGFI	-----	Adjusted Goodness of Fit Index
ANOVA	-----	Analysis of Variance
AVR	-----	Average Variance Extracted
CFA	-----	Confirmatory Factor Analysis
CFI	-----	Comparative Fit Index
CR	-----	Composite Reliability
CR	-----	Critical Ratio
CRZ	-----	Coastal Regulation Zone
CS	-----	Convenience Services
CV	-----	Critical Value
DF	-----	Degree of Freedom
DLC	-----	Destination Life Cycle
EDM	-----	Electronic Dance Music
EFA	-----	Exploratory Factor Analysis
ESA	-----	Ecologically Sensitive Areas
FS	-----	Frill Services
GCZMA	-----	Goa Coastal Zone Management Authority
GFI	-----	Goodness of Fit Index
GSDP	-----	Gross State Domestic Product
GSPCB	-----	Goa State Pollution Control Board
IFI	-----	Incremental Fit Index
JB Test	-----	Jarque-Bera Test

KMO	-----	Kaiser-Mayer-Olkin
KNP	-----	Kaziranga National Park
LS	-----	Leisure Services
MANOVA	-----	Multivariate Analysis of Variance
MCDM	-----	Multiple Criteria Decision Making
MOEF	-----	Ministry for Environment and Forest
MRA	-----	Multiple Regression Analysis
NCSCM	-----	National Centre for Sustainable Coastal Management
NDZ	-----	No-Development-Zone
NFI	-----	Normed Fit Index
NGO	-----	Non-Governmental Organizations
NOC	-----	No Objection Certificate
PCFI	-----	Parsimony Comparative Fit Index
PNFI	-----	Parsimony Normed Fit Index
PS	-----	Personalized Services
P-Value	-----	Calculated Probability
PWD	-----	Public Works Department
RFI	-----	Relative Fit Index
RMR	-----	Root Mean Square Residuals
RMSEA	-----	Root Mean Square Error of Approximation
SD	-----	Standard Deviation
SE	-----	Standard Error
SEM	----	Structural Equation Model

SERVQUAL	--	Service Quality
SIDS	-----	Small Island Developing States
SOWS	-----	Shack Owners Welfare Society
SW	-----	Shapiro-Wilk
TALC	-----	Tourism Area Life Cycle
TLI	-----	Trucker Lewis Index
TOPSIS	-----	Technique for Order Preferences by Similarity to Ideal Solution
VIF	-----	Variance Inflation Factor
WOM	-----	Word-Of-Mouth

CHAPTER – I

INTRODUCTION TO BEACH SHACKS

1.1 Introduction

Tourism originated several centuries ago across the globe. In the 6th century, the opening of a historic antiquities museum in Babylon attracted several tourists. The Egyptians and the Greeks used to have a lot of religious festivals attracting numerous devotees annually. However, during this period the tourism infrastructure in the form of roads, railways, hotels, restaurants, guest houses, and other related things did not exist anywhere in the world. People mostly use to travel on foot or by boats and were confined to small geographical regions. During the 5th to the 14th century, travel almost disappeared across the world due to the fall of the Roman Empire. In the 16th century, slowly, tourism was revived when merchants started to trade beyond the geographical boundaries of the countries. In Western Europe, tourism began in the 17th century where only the rich and the upper classes can afford to travel. Later, due to the industrial revolution, which began in Britain and soon spread the world over, the income of the people increased, as such, more people started travelling for leisure across the world. In the year 2017, the international tourist arrivals across the globe have reached a total of 1,322 million, as per the United Nations World Travel Organisation statistics.

In India, tourism started in the form of religious pilgrimages. Later, people started travelling to witness and experience the various monuments and forts in different parts of the country. In the eighties, due to the announcement of a National Policy on Tourism by the Central Government, tourism in India got a boost. Today, tourism is one of the major service industries in India. Every state in the country is unique. It has something to offer to the tourists. Also, the various state governments in our country are presently promoting their respective states on a massive scale both at the national as well as at the international arenas to attract tourists each year. In the year 2017, the total number of foreign tourist arrivals in India has reached 10.04 million, whereas, the number of domestic tourist arrivals in India has reached 1,652 million **(Indian Tourism Statistics, 2018).** Goa is one of the states in the country that attracts a massive number of tourists every year.

Goa, a tiny State of India in terms of land area, is located on India's west coast in the Konkan region. It is bound by Maharashtra to its north, Karnataka to its south and east and the Arabian Sea to its west. Spread over an area of 3702 square kilometers, the state has a population of 1458545, as per the 2011 population census. It has a vast coastline of 125 kilometers and a shoreline of 105 kilometers, out of which 83 kilometers comprises beautiful, clean and white sandy beaches of varying lengths and shapes. The state has an amazing hot and humid climate all through the year. Goa, a beautiful natural place, nature's gift to all, has a unique Portuguese-influenced culture and has all the ingredients to make the state a tourist paradise. Tourists are seen visiting Goa throughout the year. However, the most excellent time to visit the state is from October to May, December to February being the peak tourist season. Further, for those who enjoy the rains can visit during the monsoon from June to September.

Goa is one in all the fastest-growing states within the country. The Gross State Domestic Product (GSDP) of Goa at current prices increased at a compounded annual growth rate of 12.59 percent from 2005-06 to 2015-16 and 15.60 percent during the year 2016-17" **(Goa State Report 2017).** It had the highest per capita Gross State Domestic Product (GSDP) in India of US$ 5,200 during the year 2016-17 as per the Goa State Report, 2017. The industries that are responsible for attaining a high growth rate in the state are tourism, mining, pharmaceuticals and information technology **(Goa State Report 2017).** However, during the years 2013-14 to 2016-17, tourism has been one of the leading contributors to the State's economy **(Confederation of Indian Industry – Goa, 2017).** Also, the contribution from the service sector during the year 2017, which includes tourism, was the highest at 46.67 percent to the State's GSDP **(Goa State Report 2017).** Tourism in Goa is concentrated mostly in its coastal areas, whereas, the mountainous landscape on its eastern side is being developed for eco-tourism.

The tourism industry cannot exist in isolation anywhere in the world **(McKercher, 2010)**. It requires constant support and backing from the local communities, other allied industries and an equal contribution as well as assistance from the government. The tourism industry in Goa is receiving continuous support from the State Government through the Department of Tourism and is equally assisted by other allied industries like

Construction, Transport, Hotel, Banking, and Finance. The highly developed education sector in the state along with the high literacy rate of 87.4 percent, as per the 2011 Census, provides the required manpower to all these industries including tourism, thereby contributing to the faster growth and development of the state. Another factor responsible for the growth of tourism in Goa is the increasing number of tourists arriving in the State each year. During the year 2017, Goa attracted 7746282 tourists as compared to 6330744 in the year 2016, showing an increase of 22.36 percent, whereas, the numbers of foreign tourist arrivals in the State during the same period has shown an increase of 25.03 percent from 680683 to 851048 **(Department of Tourism - Government of Goa, Statistics, 2017).** Every year Goa receives about 12 percent of the total foreign tourists that visit India **(Goa Economy – Business in India, 2017).**

The table given below indicates the number of domestic and international tourist arrivals in the State of Goa along with the trend percentages during the period from 1997 to 2017.

Table No. 1.1: Trend Percentage of Domestic and International Tourist Arrivals in Goa During the Period from 1997 to 2017.

Year	Domestic Tourists		International Tourists	
	Tourist arrivals	Trend percentage (Base Year 1997)	Tourist arrivals	Trend percentage (Base Year 1997)
1997	928925	100	261673	100
1998	953212	103	275047	105
1999	960114	103	284298	109
2000	976804	105	291709	112
2001	1120242	121	260071	99
2002	1325296	143	271645	104
2003	1725140	186	314357	120
2004	2085729	225	363230	139
2005	1965343	212	336803	129
2006	2098654	226	380414	145
2007	2208986	238	388457	149

Cont…

2008	2020416	218	351123	134
2009	2127063	229	376640	144
2010	2201752	237	441053	169
2011	2225002	240	445935	170
2012	2337499	252	450530	172
2013	2629151	283	492322	188
2014	3544634	382	513592	196
2015	4756422	512	541480	207
2016	5650061	608	680683	260
2017	6895234	742	851048	325

Source: Department of Tourism – Government of Goa, Statistics.

In Table 1.1 it is observed that the number of domestic tourist arrivals in the state has increased over the last twenty-one years by 642 percent, whereas, the number of foreign tourist arrivals in the state during the same period has shown an increase of 225 percent. This indicates that a large number of tourists, irrespective of their nationalities, prefer to visit the state every year.

Tourists visit Goa mostly for its beaches **(Dayanand, 2004)** and to enjoy the pleasant weather throughout the year. There are forty-two clean, fabulous and white sandy beaches in Goa which are characteristically different and are preferred by the tourists **(Department of Tourism, Government of Goa, 2017).** Tourists also visit Goa because of the water-sports facilities, dams, lakes, rivers, museums, forts, spice plantations, wildlife sanctuaries, world-famous churches, architectural temples, cuisines and most importantly the hospitable nature of its people. During the monsoon, tourists visit the state mostly to enjoy the green countryside and waterfalls. Goa has a unique culture with inputs from the Portuguese who ruled the state for more than 400 hundred years and this indo-Portuguese culture also attracts tourists, especially from Europe.

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 known as the Goa International Airport where a number of

international flights land with foreign tourists each year. The state also receives a large number of international charter flights from Europe with foreign tourists during each tourist season. During the year 2016-17, Goa received 988 charter flights with 232679 tourists **(Government of Goa, Department of Tourism - Statistics – 2017).** For the convenience of foreign tourists, the State offers an E-visa on arrival facility. Presently, E-visas are being offered at the Dabolim international airport to the tourists from 162 countries.

The State also has a well-developed and centrally located sea-port at Mormugao where cruise ships from foreign countries arrive with foreign tourists every year. During the year 2016-17, forty cruise ships arrived in Goa, bringing in thousands of rich and high spending foreign tourists **(Government of Goa, Department of Tourism – Statistics – 2017).** Besides this, the State has a well-developed rail and road network connecting it to each and every corner of the country, which encourages a large number of domestic tourists to visit the State throughout the year.

Another basic infrastructure facility tourist's need while on a tour is accommodation. Goa offers its tourists various kinds of accommodation as per their budget, some of which provide their patrons with food as well. Tourists in Goa can stay in hotels, guest houses, villas, apartments, flats, cottages, resorts, and lodges. Tourists, depending upon their taste, preference, and budget can either book a simple and comfortable room at a guest house or a hotel or they can opt for a large, spacious and luxurious room or suite in a five-star hotel in Goa.

However, most of the hotels and guest houses in Goa are located at a distance from the beaches and are costly. Also, some tourists find it difficult to get reasonable accommodation in hotels, especially during the peak 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 close to the beach and provide delicious, cheap and home-cooked food along with beverages. Further, to satisfy the accommodation needs of the tourists during the peak season, shacks located on private properties at a few specified locations in Goa have been allowed to provide

reasonable accommodation to the tourists since the year 2010-11 by the Department of Tourism.

Accordingly, shacks located on private properties at Agonda, Anjuna, Arambol, Aswem, Baga, Betalbatim, Calangute, Candolim, Morjim, Palolem, Patnem, and Vagator beaches provide accommodation to tourists by erecting temporary rooms, huts, and cottages around their shacks with permission from the Department of Tourism and the Goa Coastal Zone Management Authority (GCZMA). They are also required to get a No Objection Certificate (NOC) from the local Panchayat or the Municipality for this purpose.

1.2 Meaning of Shack

A shack is a hut, cabin, shanty, room or any similar enclosed structure for the use of a particular person. 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". It is a simple house or a dwelling where a person can live with his family until his permanent residence is ready. The Collins English dictionary meaning of a shack is "a small and simple hut made from pieces of metal, tin, wood or other temporary materials". In Australian English, the term 'Shack' refers to "a tiny holiday home with limited amenities", in reference to the fact that it might not contain running water or power. The oxford dictionary meaning of a shack is "a small cabin or house or shanty that is crudely built and furnished."

In many countries around the world and in a few states in India, "Shacks are permanent restaurants providing food and accommodation to travellers throughout the year". In India, such shacks exist in the states of Assam, Gujarat, Himachal Pradesh, Kerala, Maharashtra, Orissa, and Tamil Nadu. Similar shacks also exist in many countries around the world like Australia, Canada, England, France, Germany, Holland, Maldives, Sri Lanka, and the U.S.A. However, in the state of Goa, shacks are unique and have a completely different meaning. The term 'Shack' normally refers to a temporary structure located on the beach or close to it.

Shacks in Goa offer many services to their guests at reasonable rates. They include fresh seafood, mouthwatering Goan delicacies, chilled drinks, live Goan music and an unparalleled view of the Arabian Sea. They also offer on the beaches sun-beds, beach umbrellas, chairs and provision for night parties **(Naik, 2016).** In addition to all this, they provide useful information to the tourists about the happenings in the locality. From the extreme north to the south of Goa, shacks are temporary structures that come up on the beach in the month of October and remain there until the end of May catering to the tourist population. Beach shacks in Goa are unique and even though most of them serve a multi-cuisine menu, their specialty, invariably, is Goan seafood. Tourists can also watch the setting sun and the magical wonders of the evening sky just before sunset from the shacks which leaves many spellbound. Shacks are becoming popular among tourists, both domestic and foreign, as it is here that one can enjoy the beautiful coast of Goa. Some of the locals even prefer to go to a shack occasionally for a drink or for a meal and enjoy the cool sea breeze along with family and friends. Shacks are the soul of tourism, the reason why people still come to Goa **(Herald Goa, April 28, 2016).**

Beach shacks in Goa are seasonal and temporary and therefore incur huge expenses each year because these structures have to be erected and dismantled at the beginning as well as at the end of the tourist season. To minimize these costs, the Union Ministry for Environment and Forest (MOEF) in April 2016, has permitted shacks and huts located on private properties, between 200 to 500 meters from the high tide line of the sea, to retain their structures even during the off-season from June to September, provided they remain non-operational during the off-season **(Mascarenhas, 2017).** However, shacks located on public properties are not allowed to retain their structures during the off-season because they are located on the beach within zero to 200 meters from the high tide line of the sea and the structures, as per the rules and regulations, are not strong enough to face the rough weather and turbulent seas of the monsoon months.

1.3 Definition of Shack

Frederick Noronha, (2003), has defined a beach shack as "a temporary restaurant, located on the beach, during the tourist season, catering mainly the tourists".

According to **Ballavva T. Naik, (2016),** a shack is defined as "a temporary structure, located on the beach, just above the high tide line of the sea and serving food and beverages".

Antonio Mascarenhas, (2017), has defined a beach shack as "a temporary structure, located on the dry beach, sea-ward of the dune and with a setback of three meters from the vegetation line".

As per 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 also provide accommodation to tourists, near the beach, by erecting beach huts/rooms around their main structures on private properties, with permission from the local Panchayat, Goa Coastal Zone Management Authority (GCZMA), and the Department of Tourism since the year 2010-11.

1.4 Characteristics of Beach Shacks in Goa

Beach shacks are located on private as well as on public properties in Goa and they have the following unique characteristics.

a) Temporary and Seasonal

Shacks in Goa are permitted to conduct business every year only during the tourist season which starts from the month of October and continues till May. At the end of the season, these structures have to be dismantled and the materials used in their erection should be disposed of without causing any damage to the environment. Shacks also have to function as per the rules and regulations framed by the State Government and specified in its 'Beach Shack Policy'.

b) Located on the Beach

Beach shacks in Goa are located within zero to five hundred meters from the high tide line of the sea both on private as well as on public properties. Shacks are also located within two hundred meters from the river bed at a few places in Goa.

c) Serve Goan Food and Beverages

The specialty of a shack is the availability of mouth-watering Goan delicacies. Every shack in Goa serves local Goan food to the tourists. However, when there is a demand, they also serve other cuisines like North Indian, South Indian, Spanish, Russian, French, Continental and other foreign cuisines as per the needs, requirements, preferences and tastes of the tourists.

d) Erected by Using Locally Available Eco-friendly Materials

Shacks being temporary in nature are erected using locally available eco-friendly materials like bamboos, wooden poles, thatched palm leaves or thatched bamboo mat roofing. Materials like plastic, steel, cement, concrete, and bricks cannot be used in the erection of shacks as per the State Government's 'Beach Shack Policy of 2016-19'.

e) Provide Accommodation

A large number of shacks located on private properties in Goa provide accommodation to tourists close to the beach, by offering rooms, beach huts, and cottages. However, these accommodations are seasonal and are available only during the tourist season in the state.

f) Shacks are Regulated, Monitored and Controlled by the State Government

Beach shacks in Goa have to follow all the rules and regulations framed by the Department of Tourism on behalf of the State Government. These rules are specified by the State Government in its 'Beach Shack Policy' every year and any violation of these rules results in incurring heavy fines for these shacks and could even lead to the cancellation of the shack's license.

1.5 Functions of Beach Shacks

The major functions of the Goan beach shacks are as follows:

a) To provide shade to tourists from the scorching sun near to the beach.
b) To provide changing rooms near the beach where the tourists can change into and out of swimming costumes.
c) To provide beach beds and beach umbrellas to the tourists.
d) To provide fresh and mouthwatering Goan food to the tourists near the beach.

e) To provide on-demand a variety of foreign cuisines to the tourists like Chinese, Continental, English, French, Italian, Mexican, Russian, and Spanish.
f) Shacks provide on-demand a variety of Indian cuisines to the tourists such as South Indian, North Indian, Punjabi, Gujarati, and Rajasthani.
g) To provide beverages on demand to the tourists.
h) To entertain the tourists with Goan, Indian, and foreign music on request through their music systems.
i) To meet the accommodation needs of the tourists. In fact, most of the shacks located on private properties provide accommodation to the tourists near the beach at reasonable rates.
j) To arrange an on-demand transport facility to the tourists for sightseeing, for pick-up and drop at the airport, at the railway station as well as at the bus stand.
k) To arrange for the conversion of foreign currency into domestic currency at reasonable rates for foreign tourists.

1.6 Suitability of Beach Shacks in Goa

Beach shacks are suitable for the state of Goa because of the following reasons.

a) Easy to erect and dismantle

Beach shacks are erected by using locally available eco-friendly materials and they remain in operation during the tourist season after which they have to be dismantled. Therefore, they don't cause much harm to the natural environment.

b) They are temporary

As per the Beach Shack Policy of the State Government, shacks are temporary restaurants located on the beach during the tourist season from September to May.

c) Make use of the local resources

Shacks make good and efficient use of the locally available resources like bamboos, palm leaves, and coconut leaves.

d) Provide reasonable accommodation to the tourists near the beach

Shacks provide simple and comfortable accommodation to the tourists near the beach. The tourists can book a room or a hut at the shacks and stay close to the beach during their vacation or stay in Goa.

e) Provide quality food and drinks

Shacks provide quality food and drinks to the tourists near the beach so that the tourists need not waste their time to go to hotels, which are located away from the beaches, to have food or for a drink.

f) Promote entrepreneurship

Shacks are allotted only to the Goan unemployed people living in the coastal areas of the state. This helps to promote entrepreneurship among the Goan youth.

g) Provide employment

Shacks provide employment opportunities to the shack owner's family. They also offer employment to a large number of people in the state.

h) Provide revenue to the State Government

Shacks contribute to the State Government exchequer in the form of various taxes every year.

1.7 Origin of Beach Shacks

The origin of beach shacks has been arranged in a particular sequence as to the origin of beach shacks in the world, in India and in Goa.

1.7.1 Origin of Beach Shacks in the World

Shacks originated centuries ago when the shepherds, climbers, and backpackers in order to take refuge from the adverse weather conditions constructed temporary huts or shacks. These shacks were made up of various local materials such as wood, grass, stone, palm leaves, branches, or mud by using techniques passed on by the ancestors. In the

nineteenth century, the mountaineers, skiers, and miners in Europe, Canada and U.S.A. constructed mountain huts or shacks to take shelter. The agricultural workers in the Amazon jungle use shacks/huts to rest and to store their belongings at plantations. In Australia shacks/huts popularly known as bathing boxes existed since 1862. But, since 1904, due to the beginning of modern leisure recreation, the concept of shacks has changed its meaning from one-room shelters to multiple bedroom structures with internal plumbing and comfortable heating. In Europe, Australia, South Africa, U.S.A. and Maldives, beach shacks made of wood exists at several seaside resorts just above the high tide line. They are used by the guests to change into and out of swimming costumes and to store their belongings. Some of the shacks also serve simple food and hot drinks.

1.7.2 Origin of Beach Shacks in India

In India, shacks or huts existed much before the 18th century where the Toda people of Tamil Nadu use to live in the Nilgiri hills. Shacks/huts were also popular among all the other tribal people living in the country before independence. However, due to tourism, many coastal states in India gave a completely different meaning to this concept of shacks. In India at present, shacks exist near the coastline in various states such as Andaman and Nicobar Island, Kerala, Maharashtra, Orissa, Tamil Nadu, and West Bengal. However, in all the above states, shacks are permanent restaurants located near the beach serving food, drinks and meeting the accommodation needs of the tourists and guests. In the North-East, especially in the hilly areas of Assam, shacks are still used by poor people to live. However, in the State of Goa, shacks are different from the rest of the country.

1.7.3 Origin of Beach Shacks in Goa

During the early sixties, when foreign tourists, backpackers, or hippies from 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)**. During this time 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 which included churches, temples, and forts. These foreign

tourists preferred to live with the locals, where they could share their meals, absorb their lifestyles, learn their culture and then move on to other uninhabited beaches as adventurous travellers. According to **Fernandes (2016),** whenever the local fishermen living in the coastal areas of North and South Goa spotted some foreign tourists on the beach, they used to interact with them and invite them to their hut. Some even used to offer them a room which they had specially erected next to their thatched hut if a situation arose where they needed to accommodate these tourists. Tourists along with the fishermen used to eat the same food cooked by the fishermen's wives because hotels, resorts, guest houses, travel agencies, and other tourism infrastructure did not exist anywhere in Goa at that time. The local fishermen, during their spare time, also used to take these tourists out into the sea for a boat ride or a fishing trip. Soon this hospitality of the coastal communities made Goa an attractive tourist destination all over the world.

In the seventies, some villagers from the coastal areas belonging to the fisherman community and toddy-tappers in Goa, 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, made up of thatched palm leaves and bamboos, selling local food emerged in Goa's coastal villages. Some locals also erected one or two small temporary rooms attached to or next to their houses to cater to the requirements of these tourists. The tourists and the locals mostly interacted on a one to one basis which enabled the locals to understand and meet the needs of the tourists in a better way.

During the eighties, due to mass tourism, the number of tourists arriving in Goa increased substantially which encouraged the locals to add more items to the menus of their temporary restaurants popularly known as 'Beach Shacks'. These restaurants on the beach then started serving locally prepared snacks, seafood, and other Goan delicacies along with beverages and refreshments.

Later in the nineties, due to the promotion of tourism by the State Government, there was a surge in the number of tourist arrivals in Goa which resulted in a higher demand for snacks, refreshments, and Goan food right on the beachfront. The tourists found this

reasonable and convenient as they did not have to move away from the beach to refresh themselves. Many locals in the coastal areas of Goa saw a business opportunity in this situation and erected beach shacks and joined the others in selling Goan food and drinks on the beach to the increasing number of tourists pouring in from different parts of the world and country.

However, to maintain discipline on the beach and to have control over the number of shacks in each village, the local Panchayats and Municipalities started regulating this shack business by charging a nominal fee to provide permission to erect a shack within their jurisdiction. But, most of the Panchayat and municipal members favoured their own villagers to run this business which resulted in confusion and fights among the shack owners. Also, the number of shacks on the popular beaches of Goa increased tremendously due to higher footfalls. Therefore, to avoid congestion on the beaches and to regulate the shack business, the State Government in collaboration with the Department of Tourism came out with a 'Beach Shack Policy' in the year 1997-98. This policy is still in existence today, certainly with few modifications, and requires interested people to file an application to the government for the erection of a particular beach shack. The government then allows the number of shacks as agreed in its tourism policy to be erected for that particular year by a "Draw of Lots".

When the 'Beach Shack Policy' was first implemented in Goa, beach shacks were permitted to serve only food and beverages to tourists. Therefore, the tourists used to live in hotels and guest houses but visited shacks to have their meals. However, in the year 2010-11, the State Government modified the 'Beach Shack Policy' by permitting shacks located on private properties at a few specified places in Goa to provide accommodation to tourists by erecting temporary rooms, huts or cottages during the tourist season. This has been done because often there is a shortage of accommodation in Goa during the tourist season.

In the State of Goa, the tourist season starts in October and continues until the end of May. The period from June to September is the monsoon season in Goa, which is the off-season for the tourism sector. However, Goa receives tourists even during this off-season. The average duration of stay in Goa for foreign and domestic tourists is nine and five

days respectively **(www.goatourism.gov.in/statistics, 2015).** In other words, every tourist irrespective of his or her nationality on an average spends at least five days in Goa.

Table No. 1.2: Number of Tourists Arrivals and Accommodation Availability in Goa from 2009 to 2017

Year	Season	Tourist Arrivals	Rooms Available	Room days available	Average room days (approx.)	Surplus / Deficit in room days
2009	Off Season	359536	22727	2772694	8	3 Surplus
	Season	2144167		5522661	3	2 Deficit
2010	Off Season	376450	24162	2947764	8	3 Surplus
	Season	2268355		5871366	3	2 Deficit
2011	Off Season	380747	25163	3069886	8	3 Surplus
	Season	2290190		6114609	3	2 Deficit
2012	Off Season	405453	26859	3276798	8	3 Surplus
	Season	2382576		6526737	3	2 Deficit
2013	Off Season	515778	29733	3627426	7	2 Surplus
	Season	2605695		7225119	3	2 Deficit
2014	Off Season	628190	34605	4221810	7	2 Surplus
	Season	3430036		8409015	3	2 Deficit
2015	Off Season	766514	37153	4532666	6	1 Surplus
	Season	4531388		9028179	2	3 Deficit
2016	Off Season	1193869	43650	5325300	5	Nil
	Season	5136875		10606950	2	3 Deficit
2017	Off Season	1915622	43650	5325300	3	2 Deficit
	Season	5830660		10606950	2	3 Deficit

Source: Department of Tourism, Government of Goa – Statistics, 2017

As seen in Table 1.2, the state had a surplus of accommodation for tourists during the off-season for the period from 2009 to 2015. However, during the year 2017, the state had inadequate accommodation for tourists even during the off-season. It has to be noted that

the accommodation facilities available in Goa for tourists during the tourist season for all the years mentioned above were insufficient. Therefore, to overcome the deficit, shacks located on private properties in Goa have been permitted by the Department of Tourism to provide accommodation to tourists during the tourist season from the year 2010-11.

1.8 Classification of Shacks

The beach shacks in Goa are classified into the following two categories based on their location and nature.

1.8.1 Classification of Shacks Based on Location

Based on location, beach shacks in Goa are classified into two categories as given below.

a) Shacks on Public Properties

The entire coastline in Goa, up to a distance of two hundred meters from the high tide line of the sea is under the control of the State Government as per the Coastal Regulation Zone (CRZ) rules. Therefore, shacks located within this distance and also on tourism department properties in Goa are called as 'Public Property Shacks.' Such shacks can only be erected after getting permission from the Department of Tourism, Government of Goa and have to operate during the tourist season as per the rules and regulations framed by the State Government and specified in its 'Beach Shack Policy'.

b) Shacks on Private Properties

The shacks on private properties in Goa are located within a distance of two hundred to five hundred meters from the high tide line of the sea on private properties owned by its residents or citizens. They are located on or behind the sand dunes on private lands which fall in the No-Development-Zone (NDZ) where no commercial activity is permitted **(Mascarenhas, 2017).** Most of these shacks provide accommodation to tourists as well as serve food and refreshments. A few shacks located on private properties at Palolem in South Goa and Anjuna, as well as Vagator in North Goa, even conduct business throughout the year. However, it has become mandatory for private shack owners to obtain permission from the Goa Coastal Zone Management Authority to

run their business following an order from the National Green Tribunal since the year 2014.

1.8.2 Classification of Shacks Based on Nature

Based on nature, beach shacks in Goa are further classified into two categories as given below.

a) Regular Shacks

As per the 'Beach Shack Policy of 2016-19', a shack is a temporary structure erected on the seashore within a distance of up to five hundred meters from the high tide line of the sea, serving food and refreshments. The standard size of a regular shack as per the 'Beach Shack Policy of 2016-19' is 12 by 8 meters for category 'B' shacks and 18 by 8 meters for category 'A' shacks with a height of a maximum of 5.5 meters. Each shack is permitted to have a maximum of twenty pairs of sun-beds and ten umbrellas. The basic difference between both the categories of shacks mentioned above is that shacks located in category 'A' have higher footfalls as they are located in the prime areas of their respective villages.

b) Beach Huts/Cottages

Beach huts are small wooden boxes erected above the high tide line of the sea at a height of approximately 5.5 meters from the ground level as per the 'Beach Shack Policy of 2016-19'. The beach huts are mostly situated at Agonda and Palolem in South Goa and Anjuna, Arambol and Vagator in North Goa. Tourists generally use these beach huts as a shelter from the sun or wind, to change into and out of swimming costumes, to safely store personal belongings and for the purpose of living during their holidays in the state.

1.9 Beach Shack Policy in Goa

Beach shack policy is an official document prepared by the Department of Tourism on behalf of the State Government. The policy once approved by the State Government is immediately uploaded on the State Government website for the benefit of all the stakeholders. Beach shack policy contains all the rules and regulations the shack owners

have to follow while conducting the shack business in the state of Goa, during each tourist season.

1.9.1 Origin of the Beach Shack Policy

Beach shacks in Goa originated in the seventies **(Fernandes et al., 2016).** But, the State Government did not have any formal rules and regulations or a shack policy to regulate this business until the year 1997.

In September 1997, a few applications submitted to the State Government by interested applicants for the erection of shacks on public properties, for the tourist season of 1997-98 got rejected without any reason being cited by the government. Immediately, two among these unsuccessful applicants who were into this business for a long time namely Cruz Cardozo from Cavelossim (South Goa) and Dinnath Mahamal from Mandrem (North Goa), disappointed with the process and procedures followed by the government in allotting permission for shacks and also to try and get back their only means of livelihood, approached the civil court for justice. The court accepted their applications.

During the hearing, the court asked the State Government to produce and make transparent all the rules and regulations along with the procedure followed in granting permission for beach shacks during the tourist season of 1997-98. The State Government till then did not have any formal rules or regulations or any policy for the erection of beach shacks. Therefore, on the advice of the court, in December 1997 the State Government hurriedly framed some rules and regulations it had followed in granting permissions for beach shacks for the tourist season of 1997-98. These rules were then incorporated by the government into a policy document called the 'Beach Shack Policy' and the same was made applicable to the then ongoing tourist season of 1997-98.

Therefore, the first 'Beach Shack Policy' of the State Government came into existence during the year 1997-98. Prior to that, shacks were erected in the state only with permission from the local Panchayats or the Municipalities.

The 'Beach Shack Policy' since then has undergone several changes each year depending upon the needs and requirements of the tourism industry and its stakeholders. However, a

large number of shack owners were not happy with the annual beach shack policy of the State Government because they had to make huge investments every year to erect shacks and acquire other capital assets. Also, there was no guarantee that they would get the shack license back for the next tourist season. Therefore, they formally requested the State Government during the year 2012 to make the shack policy applicable for at least three to five years so that they could recover their costs and investments. Finally, during the year 2013-14, the Goa Government accepted the shack owners' proposal and decided to implement a three-year beach shack policy. Hence, the first three-year 'Beach Shack Policy' of the State Government came into existence during the year 2013 and lasted till the year 2016. Subsequently, the 'Beach Shack Policy' of the State Government which is being followed in Goa currently also has been in force for a period of three years from the year 2016-19.

1.9.2 Procedure in Framing the Beach Shack Policy

The Department of Tourism, Government of Goa is fully responsible for framing the 'Beach Shack Policy' in the State. The 'Beach Shack Policy' of the State Government contains in detail all the rules and regulations the stakeholders in the shack business have to follow while running their enterprises. It also specifies the penalties applicable to the stakeholders for the violation of any rules and regulations. Further, the shack policy so framed is also covering the licensing, construction, maintenance, and demolition of temporary shacks erected on public beaches in Goa. It is to be noted that the shack policy of the State Government in principle remains the same as it was during the previous terms except for a few changes which have been made to suit the needs and requirements of the stakeholders and the interested members of the public.

The procedure followed by the State Government and the Department of Tourism in framing the 'Beach Shack Policy' is as follows:

a) The State Government, each year in the month of June, requests all the stakeholders, non-governmental organizations (NGO's) and other government departments associated with the shack business to put forward the problems they

have come across while implementing the shack policy during its previous year or terms and invites suggestions to overcome them.

b) The Department of Tourism then meets various delegations of these stakeholders which include the shack owners to learn about their views and problems and then invites suggestions to overcome these problems while framing the beach shack policy for the new term or year.
c) The government then evaluates all the suggestions received from the various stakeholders and other interested parties.
d) If any of the suggestions of these stakeholders are found to be appropriate then it is immediately incorporated into the new shack policy for the upcoming year or term which has to be approved by the State Cabinet before it can be implemented.

1.9.3 Beach Carrying Capacity

In the year 2016, the Department of Tourism, Government of Goa, had requested the National Centre for Sustainable Coastal Management (NCSCM), Chennai, to conduct a study about the beach carrying capacity in Goa. The beach carrying capacity is defined as, "the optimum number of visitors that can be accommodated in an area with the highest levels of satisfaction for visitors and least negative impacts on the resources**" (Rajan et al., 2013).** The NCSCM had adopted two internationally accepted indicators namely total beach area available and the average footfalls in the study. Further, to determine the carrying capacities for beach shacks, the indicators used were overcrowding, tourist infrastructure, and the area available for tourists and residents. The NCSCM after conducting its study submitted the report to the State Government in September 2017. The State Government required this report to determine the number of shacks to be permitted on various beach stretches during the 2016-17 tourist season and immediately accepted the said report making it applicable to shacks located within a distance of 200 meters from the high tide line of the sea and in the Coastal Regulation Zone (CRZ) areas in Goa.

As per the NCSCM report, the beach capacity has exceeded its limit at Palolem and Agonda in South Goa and at Coco and Vainginim beaches in North Goa. It also made

a strong recommendation to the government not to allow any more shacks on the four beaches in Goa mentioned above. Another major consequence of this report was the numbers of shacks at Ozrant beach were reduced to three shacks from eight, and the shacks from the Baga to Sinquerim coast were reduced to 188 from 196 during the 2016-17 tourist seasons. Further, the State Government decided not to permit any more shacks on the beaches mentioned above in the future.

The NCSCM report further says that of the total beach area in Goa only 33 percent can be used for the erection of shacks. It has also recommended that the size of a shack should be 18 by 8 meters with a buffer zone of five meters between shacks at every beach. The NCSCM has also identified an area of 39.26 square kilometers in the State of Goa as Ecologically Sensitive Areas (ESA) for turtle nesting and another 33 kilometers consisting of mangroves, to be marked as 'No Go' where beach shacks should not be permitted.

The report also reveals that the erection of shacks and cottages or huts on private properties should be permitted to an applicant only if he has at least 100 square meters of land with proper road access and the same should be compulsorily registered with the Department of Tourism.

1.9.4 Procedure in Allotment of Beach Shacks

The procedure followed by the Department of Tourism, Government of Goa in granting permission for beach shacks on public properties is as follows:

a) The Release of a Classified ad in the Local Newspapers

The Department of Tourism in the month of July each year releases an advertisement in all the local newspapers distributed in the state intimating the interested parties from Goa with no means of employment to apply for a shack license within a stipulated time period as mentioned in the advertisement.

b) Collection of Application Forms

The Department of Tourism then collects the application forms submitted by all the applicants at its offices both in North and South Goa. The applications for shacks in

South Goa have to be submitted at the department's office in Margao, whereas, the applications for shacks in North Goa have to be submitted at its Panjim office.

c) The Screening and Segregating the Applications Received

The Department of Tourism then screens the applications received to verify whether they have been filled properly and to check that the application form fees have been paid by all the applicants. The applicants who have not paid the required fees or those applications that are incomplete are rejected. After this step, all the applications which fulfill the criteria mentioned above are segregated based on the various beach stretches where shacks will be permitted to set up during the tourist season.

d) A draw of Lots for each Beach Stretch

Random lots are then drawn on a specified date, at a specified place and in front of all the shack applicants so that transparency is maintained in the process. The lot system is used only if the numbers of shack applications for a particular beach stretch are more than the number of shacks to be allotted at that beach as per the 'Beach Shack Policy'.

e) The Demarcation of the Shack Area by officials of the Department of Tourism, Goa State Pollution Control Board (GSPCB), and the Goa Coastal Zone Management Authority (GCZMA)

Every shack owner who has won the lottery, by the draw of lots, and who is allotted a shack will be given an area of 18 by 8 meters for category 'A' and 12 by 8 meters for category 'B' to erect a shack for the year on the beach for the respective village for which he or she has applied. This area is demarcated by officials from the Tourism Department, in the presence of the shack owner, on all the beach stretches in the State. The shack owner then has to erect the shack and obtain the required licenses from all the other relevant departments like food and drugs, excise, electricity, and water within a maximum period of thirty days from the date of this demarcation. The shack owners also have to maintain a gap of five meters between two shacks on the same beach stretch. If a shack owner fails to erect the shack within this thirty-day period then he will lose the license to run his business for that year.

f) A Second Inspection

Fifteen days from the date of demarcation, a second inspection is conducted jointly by the GSPCB and GCZMA to check whether the structure has been erected at the demarcated place and has a toilet facility and a system to treat kitchen waste as per the 'Beach Shack Policy of 2016-19'. GCZMA also checks for any disturbance or destruction caused to the sand dunes and the vegetation in the nearby areas during the process of erecting these shacks. If it finds any damage to the sand dunes or vegetation near the shack then the shack license is immediately cancelled.

g) The Issuing of a Final No-Objection-Certificate (N.O.C.)

A final N.O.C. will be issued only if a shack has followed all the above steps to the satisfaction of the Department of Tourism. The beach shacks can immediately start their business after getting the final N.O.C. from the Department of Tourism, Government of Goa.

1.10 Marketing Strategies of Shacks in Goa

Beach shacks in Goa follow several unique marketing strategies to attract customers and increase their business every year. These strategies can be listed as follows:

a) Advertisement

A large number of shacks in Goa regularly advertise in local newspapers to spread awareness about the various services they can offer to the tourists. A few well-known shacks even advertise on magazines such as Planet Goa, Goa Today, and Incredible Goa with an intention to increase their business. However, it is the Word-Of-Mouth (WOM) advertisement, propagated by current and past loyal tourists, which brings them new customers and helps their business to grow every year.

b) Personal Contact

All shack owners keep the contact numbers and email IDs of their regular customers including the foreign tourists. Each year just before the start of the tourist season in the state, they contact their regular customers just to inquire about their travel plans for the year. They also use this opportunity to inform their customers about the new

services they have added for the upcoming season and even offer them a discount on early bookings.

c) Safe Deposit Lockers

Most of the shacks located at Calangute, Candolim, and Baga in North Goa and at Agonda and Palolem in South Goa offer a safe storage or locker facility to the tourists at nominal rates which can be used if they decide to go for a swim in the sea. This facility enables the tourists to keep their wallets, mobiles, cameras, purses, gold ornaments and other valuables in the safe custody of the shack owners till they return from their swim.

d) Multiple Language Menus

Every shack owner prints the food and beverage menu card in multiple languages including English, Spanish and Russian for the benefit of the tourists.

e) Communication

All the shack owners, as well as their staff, always communicate with the tourists either in English or in their native language. This enables the tourists, including the foreign nationals, to interact with the staff and to place their orders without any confusion. It also helps shack owners to get additional business every year. It can be noted that a majority of the servers and waiters at the shacks in Goa understand and even speak a few foreign languages like Russian, Spanish, German, Italian, Portuguese and English.

f) Money Exchange Facility

Shacks provide money exchange facilities to foreign tourists who may require these at the shack itself at no extra cost. Sometimes, shacks even accept payments from foreign tourists in universally popular foreign currencies like US Dollars, British Pounds, Euros, and a few other prominent currencies.

1.11 Growth of Beach Shacks in Goa

There has been a tremendous increase in the number of beach shacks in Goa from the moment the first 'Beach Shack Policy' of the State Government came into existence in 1997 till the year 2017. The percentage increase in the number of tourist arrivals in

Goa during the period mentioned above has also gone up substantially as seen in Table 1.3 given below.

Table No. 1.3: Numbers of Beach Shacks in Goa on Public & Private Properties and Tourist Arrivals During the Period from 1997 to 2017.

Year	Shacks				Tourists	
	No. of Shacks on Private Properties	No. of Shacks on Public Properties	Total number of shacks (Public & Private)	Trend % for total No. of shacks (Base Year 1997)	Total number of Tourist arrivals in Goa	Trend % for total number of Tourist (Base Year 1997)
1997	NIL	158	158	100	1190598	100
1998	NIL	158	158	100	1228259	103
1999	NIL	173	173	110	1244412	105
2000	NIL	166	166	105	1268513	107
2001	NIL	227	227	144	1380313	116
2002	NIL	242	242	153	1596941	134
2003	NIL	281	281	178	2039497	171
2004	NIL	223	223	141	2448959	206
2005	NIL	259	259	164	2302146	193
2006	NIL	256	256	162	2479068	208
2007	NIL	252	252	160	2597443	218
2008	NIL	284	284	180	2371539	199
2009	NIL	332	332	210	2503703	210
2010	356	325	681	431	2644805	222
2011	321	323	644	408	2670937	224
2012	295	331	626	396	2788029	234
2013	230	337	567	359	3121473	262
2014	215	352	567	359	4058226	341
2015	171	352	523	331	5297902	445
2016	113	364	477	302	6330744	532
2017	100	345	445	282	7746282	651

Source: Department of Tourism – Government of Goa

As seen in Table 1.3, the number of beach shacks in Goa has increased by 182 percent over the last twenty-one years. Further, the number of tourist arrivals in the state has shown an increase of 551 percent during the same period indicating that there is scope for additional shacks in Goa in the future.

It can also be observed in the above table, that during the last three years, from 2015 to 2017, the number of shacks erected on private properties has shown a decreasing trend. This is because, during the years 2015 to 2017, the Department of Tourism had not permitted shack operators to erect shacks on private properties due to an order from the Coastal Regulation Zone (CRZ), regarding the demolishing of illegal structures erected in violation of CRZ rules. However, despite the CRZ order, a number of shacks were erected on private properties in Goa especially at Agonda, Palolem, Morjim, and Arambol during the above period, bypassing the orders of the Department of Tourism but by obtaining permission from the local village Panchayats, GCZMA, and the excise department. This indicates that a large number of Goans are interested in running the shack business especially on private properties in Goa. But, due to the CRZ order, their numbers have in fact dwindled during the last three years mentioned above. However, in 2018, the Coastal Regulation Zone authorities permitted shacks to carry on business on private properties in Goa once again from January 2018, for the benefit of all the stakeholders in the shack business.

1.12 Problems of Beach Shacks in Goa

Beach shacks in the State of Goa are not free of problems. The main problems of beach shacks are as follows:

a) Conflict with the Locals

Beach shacks at times create problems to the locals as well as to the public by resorting to unethical things such as blocking the traditional paths to the beach, blocking the free movement of public on the beach by erecting additional beach beds and umbrellas, discrimination between Indian and foreign tourists, and blocking the paths for the traditional fishing boats.

b) Lack of Trained Workers

Shacks being seasonal and temporary are unable to pay high salaries to the experienced workers. Therefore, they have to manage their business mostly with the new staff every year. Further, most of the experienced workers working at the shack like cooks, managers and waiters are being poached by the competitors from the hotel industry by paying high salaries and offering better terms.

c) Depend on Migratory Workers

A large number of Goans prefer not to work at the shacks due to the temporary status of the business. Therefore, a large number of the shacks in Goa recruit Non-Goans to work at the shacks at various positions such as cooks, waiters, helpers and managers. These people work at the shacks from September to May and during the offseason, they move on to other tourist places like Shimla, Kashmir and Kulu-Manali.

d) Violation of Rules

Many times, shacks in order to get more business don't follow the rules and regulations specified in the Beach Shack Policy of the State Government. Most of the shacks put extra beds and umbrellas on the beach during the peak tourist season. A few of them located at the prominent places in the state such as Calangute and Baga even operate past midnight during the peak tourist season. At times, they play loud music much beyond the permissible time and limit disturbing people living in the coastal areas of the state.

e) Environmental Pollution

Some of the shacks create environmental pollution by dumping their garbage in the nearby bushes, burning of waste in the open areas near the beach and clearing the nearby areas from the traditional sand dunes.

1.13 Chapter Summary

Beach shacks in Goa are located both on the public as well as on private properties and they function as per the rules and regulations framed by the State Government and specified in its Beach Shack Policy every year. The present chapter includes the meaning, definition, characteristics, functions, and suitability of beach shacks along with its origin in the State of Goa. Further, the procedure followed by the State Government in framing the Beach Shack Policy is stated in the chapter. Shacks follow various marketing strategies to attract tourists and be in business as seen above. Finally, the chapter describes the problems faced by beach shacks in Goa.

1.14 References

1. **International** Tourism Results 2017: the highest in seven years. UNWTO World Tourism Barometer. Retrieved August 11, 2019, from media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years.
2. **Indian** Tourism Statistics 2018. Government of India Ministry of Tourism Market Research Division. Retrieved July 20, 2019, from tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%202018.pdf.
3. **Goa** – Population Census 2011. Retrieved February 14, 2019, from https://www.census.2011.co.in/census/state/goa.html.
4. **Goa** Tourism Report. (2015). About Goa: Tourism, Information, Industries, Economy, Growth, & Geography. Retrieved September 17, 2016, from www.ibef.org/states/goa.aspx.
5. **Goa** Economy on Figures – 2017. Retrieved January 10, 2018, from www.goadpse.gov.in/Goa%20Economy%20in%20Figures%202017.pdf.
6. **Literacy** Rate in India, Census 2011 – Maps of India. Retrieved September 18, 2016, from www.mapsofindia.com/ce- nsus2011/literacy-rate.html.
7. **Goa** State Report November 2017 – SlideShare. Retrieved February 11, 2017, from https://www.slideshare.net/IBEFIndia/goa-state-report-november-2017.
8. **McKercher**, Bob. (2010). Some Fundamental Truths about Tourism: Understanding Tourism's Social and Environmental Impacts. Journal of Sustainable Tourism, 1(1), 6-16. Retrieved September 18, 2016, from www.tandfonline.com/doi/abs/10.1080/09669589309450697.
9. **Department** of Tourism, Government of Goa, India – Statistics. Retrieved April 20, 2015, from www.goatourism.gov.in/statistics.
10. **Dayanand**, M., S. (2004). The Tourism Industry of Goa: Current Status and Future Potential. Retrieved July 21, 1996, from www.internationalcentregoa.com/pdf/Paper_by_Dayanand_MS.pdf.
11. **Shack** – Definition and More from the free Merriam-Webster dictionary. Retrieved January 10, 2015, from www.merriam-webster.com/dictionary/shack.

12. **Shack** definition and meaning. Collins English Dictionary. Retrieved August 10, 2019, from https://www.collinsdictionary.com/dictionary/english/shack.
13. **Shack**: Definition of shack in Oxford dictionary. British & World English. Retrieved January 10, 2015, from www.oxforddictionary.com/definition. english/shack
14. **Shack** Meaning in the Cambridge English Dictionary. Retrieved September 20, 2016, from dictionary.cambridge.org/dictionary/english/ shack.
15. **Shack**: Webster's Revised Unabridged Dictionary (1913). Edited by Noah Porter. Retrieved January 10, 2015, from https://www.google.co.in. Australian English meaning of shack.
16. **Naik**, T., Ballavva. (2016). Tourism and Service Providing in Coastal Goa, India. The International Journal of Humanities & Social Studies, 4(8), 182-185.
17. **Herald** (April, 2016). Shacks allowed to remain standing all year long. Team Herald. Dated April 28, 2016, 1.
18. **Mascarenhas**, Antonio. (2017). Permanent beach shacks: Incitement to erosion of sea front. Herald edit. Goa Edition. Tuesday May 30, 2017, 8.
19. **Beach** Shack Policy 2016-19. Retrieved January 28, 2019, from www.goa.gov.in/wp-content/uploads/2016/12/Beach-Shack-Policy-20162019.pdf.
20. **Noronha**, Frederick. & Kazi, Saltanat. (2003). Beach Shacks in Goa. Publisher: TERI, The Energy Research Institute. Retrieved September 17, 2015, from goanet-news.goanet_narkive.com/zcZGDtPri/Comment-shacks-are-like-restarants -but-need-a-more-long-term-vision.
21. **History** – Pre and Post European settlement to 1930. Brighton Bathing Box Association Inc. 2008. Retrieved July 27, 2019, Archived from the original on November 20, 2008.
22. **Toda** huts: The original homes of the Toda people, an ancient Indian tribe. Retrieved August 11, 2019, from thevintagenews.com/2016/10/18/toda-huts-the-original-homes-of-the-toda-people-an-ancient-indian-tribe.
23. **Fernandes**, Paul. & Naik, Rajtilak. (2016). "Goa's tourism journey began with baby steps". The Times of India, Goa Edition. Dated September 27, 2016, 3.

24. **Rajan**, Brilliant. Varghese, Vincy, Mary. & Pradeepkumar, Anakkathil, Purushothaman. (2013). Beach Carrying Capacity analysis for sustainable Tourism Development in the South West Coast of India. Environmental Research, Engineering and Management, 1 (63), 67-73.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

The review of literature is essential in understanding the work carried on by other researchers in the area to be explored. Its purpose is to avoid duplication of work and it facilitates a new angle of study thereby adding a new dimension to the existing body of knowledge. The literature review is also important because it helps a researcher in identifying the research problem, framing the research objectives, deciding upon the sample size for the research to be conducted and selecting appropriate analytical tools for the study.

This chapter contains a detailed review of the literature in tourism and its related areas. This literature review has been systematically arranged and classified based on studies conducted abroad and in India. A significant number of literature surveys, including seventeen Ph.D. theses, have been included in this chapter. The present chapter also presents the identification of the research problem.

2.2 Review of Literature

An extensive literature survey was carried out in the study area consisting of 143 research papers and 17 Ph.D. Thesis. The review of literature comprises studies conducted in India and abroad relating to the following:

a. The socio-economic contribution of tourism.
b. The Conceptual understanding of the Destination Life Cycle.
c. The Demographic characteristics of the respondents.
d. Tourists' preferences.
e. Factors contributing to tourists' satisfaction.

2.2.1 Relating to the Socio-Economic Contribution of Tourism

The hospitality industry across the globe presents several social as well as economic benefits to the local community, government and other stakeholders in the tourism sector. However, it also has its own share of problems.

Tourism contributes immensely to increase the economic activities as it generates employment and thereby income, improves the standard of living of the residents, develops infrastructure, brings in foreign currency and provides revenue to the Government **(D'Silva, 1998, Andriotis, 2002, Mathew, 2002, Kweka et al., 2003, Diedrich et al., 2009, Roy, 2011, Chavan et al., 2013, Diniz et al., 2014, & Federico, 2015).** Over the years, tourism has grown and diversified. At present, it is one of the fastest-growing service sectors in the world. The present form of tourism across the globe is associated with exploring new destinations **(Huh, 2002, George et al., 2004, Breakey, 2005, Mc Dowell, 2010, Welton, 2012, Ekiz et al., 2014, & Kock et al., 2016),** as well as developing original ideas, concepts and attractions **(Dayanand, 2003 & Yolal et al., 2016).** The beach shacks in Goa has become one such attraction that brings in a number of tourists across nationalities to the state each year, benefiting the stakeholders in the tourism industry.

This part of the literature review includes studies pertaining to the social and economic contribution of tourism and its related areas to the beneficiaries of tourism. All the collected literature in the area of the socio-economic contribution of tourism is classified and presented in this section into studies conducted abroad and in India.

2.2.1.(a) Studies Conducted Abroad

Andriotis, (2002), in a qualitative study conducted by personally interviewing fifty-two owners and managers of small tourism-related ventures and with the help of the chi-square test found that the hospitality industry in Crete, Greece, provides employment to locals and rakes in foreign exchange. However, the contribution of hospitality firms to the development of the local economy is not uniform. Large hospitality firms import managerial employees as well as food and supplies from neighbouring countries, whereas, smaller hospitality firms largely employ family members and purchase all their requirements locally. Therefore, the researcher strongly suggests the promotion of small size hospitality firms on the island of Crete for the progress of the local economy.

Diedrich et al., (2009), stated that tourism has brought in positive as well as negative changes for the locals in five Belizean coastal communities. Revolving around a sample

of 230 respondents and using the Kruskal-Wallis test, t-test, and Mann-Whitney test the researcher realized that tourism provides employment especially for women and it also improves the standard of life for the local people. However, migration, an increase in pollution, crime, and the growing consumption of drugs are the negative effects of tourism faced by the local communities in the region mentioned above.

D'Silva et al., (1998), have evaluated the impact of tourism on the economic development of the State. Using secondary data they realized that tourism contributes immensely to the economic development of Goa as it generates 13.7 percent of the state's Net Domestic Product, 7 percent employment and further 7 percent of the state's tax revenues. Tourists visit Goa due to its unique historical and cultural heritage and the state promotes both upscale as well as economical international and domestic tourism. However, the development of coastal tourism in Goa has been fast and uncontrolled resulting in the loss of biodiversity, the erosion of sand dunes, a decline in the amount of fish being caught and the depletion of groundwater reserves. Therefore, tourism in Goa needs a flawless, precise and well-executed approach in which all the tourism stakeholders must cooperate.

Faulkner et al., (1997), in a descriptive study, express the social impact of tourism on the communities living along the eastern coast of Australia by using Doxey's (1975) 'Irridex' model. Using a random sample of 397 respondents and the chi-square test, the researchers observed that, "local communities pass through a series of reactions as the impacts of evolving tourism industry in their area become more pronounced and later their perceptions change with experiences." Residents who depend on tourism either directly or indirectly are expected to be more accommodating of its impacts as compared to those who are not dependent on tourism. The researchers also realized that tourism contributes to the region's economy in the form of investment, infrastructural development, employment, a better quality of life, cultural enrichment, environmental facilities and the conservation of nature. However, the negative effects of tourism seen in the region are a high cost of living, crime, litter, degradation of the natural environment, noise and traffic congestion. Therefore, contrary to Doxey's model which says that

resident's reactions change over time, the study found that some communities adapt to tourism and develop a mindset that enables them to tolerate and live with its effects.

Federico, (2015), in a descriptive study, conveys that tourism contributes to economic growth, reduces the unemployment rate, improve terms of trade and boosts domestic demand over the medium term in Spain. The study states that the flourishing of tourism also leads to the appreciation of the exchange rate which damages the countries' traditional sectors such as agriculture, energy, and mining. However, as the economy grows and the unemployment rate reduces, the gap between the demand for tradable and non-tradable goods could apply additional pressure on the real exchange rate thereby affecting the economic growth of the country in the long run.

Gnanapala et al., (2016), in a quantitative study, examined the impact of the development of tourism on local communities in the Sigiriya area of Sri Lanka. Based on a convenience sample of 108 families collected through a structured questionnaire from January to April 2015 and using mean and standard deviation the study reveals that tourism makes a significant contribution to the socio-economic development of the local community at Sigiriya. The positive impacts of tourism on the local community include better educational facilities for the younger generation, job opportunities, regional development, new business opportunities and an improvement in infrastructure. However, the negative impacts of tourism are the destruction of the natural environment, lifestyle changes and behavioural changes as a few youngsters have become addicted to alcohol and smoking. Further, the study also reveals that most of the local villagers do not benefit from the development of tourism due to poverty, lack of knowledge and inadequate skills. Hence, the researchers have proposed the formation of 'Community-Based Organizations' with government assistance to implement small tourism projects for the benefit of the local community.

Kweka et al., (2003), realized that tourism has emerged as an option to contribute to the economic growth of the Sub-Saharan African countries. Using Input-Output analysis they observed that tourism has a significant impact on the income and expenditure of the local Tanzanian people. But, this has not translated into any corresponding employment

revenues for them. However, the tourism sector contributes significantly to tax revenues of the Tanzanian Government and brings in foreign exchange for the government.

Mckercher, (2010), in a descriptive study presumes, tourism as an industrial activity as it consumes scarce resources, yields waste by-products and requires specific infrastructure to support it. However, tourism cannot exist in social isolation from the local community. Rather, it is completely dependent on the local communities for its survival. Tourists primarily look for entertainment during their vacation. However, entertainment should comply with the traditions, customs, culture, ethos and environment of the local community. If this happens, the possibility of incurring adverse social and environmental effects is completely reduced. Also, tourism should be integrated with all the activities that occur at the destination so that, it can be sustained for a longer time.

Mrema, (2015), in a descriptive study conducted using a random sample of 75 heads of households and by means of percentages and graphs realized that tourist hotels in the Monduli District of Northern Tanzania contribute to the livelihood of the local communities by spending a part of their income on buying local food products. They also provide employment to the locals, earn foreign exchange for the country and aid in the improvement of social services. Hotels in this area also contribute directly to the socio-economic development of the local community by building classrooms, schools, dispensaries and providing clean water. However, a lack of quality education and improper linkage between hotels and the agricultural sector denies farmers an opportunity to sell directly to the hotels thereby affecting the growth and development of the local communities in Monduli District.

Nayomi et al., (2015), evaluate the socio-economic benefits as well as problems of an eco-friendly hotel to the local community at Dambulla, Sri Lanka. The socio-economic benefits are the development of infrastructure, the creation of new employment opportunities, income generation and an appreciation in the value of local properties. However, the negative impacts are price rise, economic inequalities, long working hours, work stress, and a change in the lifestyle and behaviour of the youth. However, in the long run, the contribution of economic benefits through tourism to the local community is much more than its negative effects.

Pratt, (2015), analyzed the economic impact of tourism on seven "Small Island Developing States" (SIDS) where tourism is considered to be viable and sometimes the only means for economic growth. The findings suggest that the transportation sector is crucial for the future economic development of these states. The tourism income multipliers indicate that tourism generates an enormous amount of economic activity but, the income that finally remains within these states is often small. Therefore, the researcher suggests that the best way to maximize tourism benefits in these SIDS is by taking advantage of the economies of scale.

Saayman et al., (2013), argues that places of pilgrimage around the world attract a large number of followers or devotees often classified as religious tourists and religious tourism is one of the oldest types of tourism across the globe. The study focuses on the economic impact of the Zion Christian Church in Africa and observed that a large number of pilgrims visit this place each year. However, the overall contribution of this event to the economy is relatively small because a majority of the participants are locals, belong to the lower-income category and spend less per pilgrim on an average.

Simpson, (2006), realized that Goa is unable to attract high spending foreign tourists despite receiving a higher number of tourists during the period from 1996 to 2004. He further says that, thirty percent of the total foreign tourists who visit Goa come back every year knowing the cheapest places to stay, eat and drink. Travelogues an international tour operator that has its offices in many European countries advertise Goa as a place where tourists can sustain themselves with twenty pounds per day**.** This controlled spending by foreign tourists has reduced tourism into a less lucrative business proposition in Goa. However, a large number of domestic tourists spending big money also visit the state throughout the year benefitting the state's economy. Therefore, Goa must focus on the high spending foreign tourists and the foreign 'Free of Itinerary Traveller' who spends big, so as to benefit to the maximum from every tourist.

Stylidis et al., (2014), investigate the impact of an economic crisis on the residents' attitude towards tourism development at Kavala, Greece. Based on a random sample of 317 respondents and using Confirmatory Factor Analysis along with Structural Equation Model the results indicate that, during the time of economic crisis, people at Kavala look

at tourism positively because it generates investment, creates infrastructural development, provides employment, opportunities for cultural exchange and improves the standard of living of the people. However, the negative effects of tourism are environmental pollution, higher noise levels, crowding, and traffic problems. Therefore, the residents of Kavala during the periods of economic crisis tend to support tourism development because the benefits derived by the local residents during such a situation are far greater than their cost.

Tsartas, (1992), in a descriptive study, analyzed the social, economic and cultural effects of tourism on two neighboring islands of Greece (Serifos and Ios). The inhabitants of the islands have abandoned their traditional occupations of agriculture, fishing and cattle breeding for more lucrative tourism-dependent businesses like bars and restaurants, hotels and discotheques. Teenagers at this place are engrossed in tourism to such an extent that they don't take part in local feasts, songs, and dances that have affected their culture. However, the social problems created by tourism like drug use, imitating the high standard of living of foreign tourists, family problems and nudism have forced the islanders to change their opinion about tourism in the future.

Welton, (2012), in an exploratory study conducted based on semi-structured, in-depth and personal interviews with key tourism representatives investigates the relationship between climate change and the tourism industry, creates awareness of climate change and identifies the steps taken by stakeholders to overcome the effects of climate change in the island tourist destinations in the Indian Ocean at Sri Lanka, Maldives and Seychelles. The researcher observed that the impact of climate change like increasing temperature, rising sea levels, melting of glaciers and extreme weather events such as floods, hurricanes and typhoons affect tourism that attracts tourists to these island destinations in the Indian Ocean. To overcome the effects of climate change, they have introduced the "Earth Lung Project" and carbon audit in Sri Lanka, pumping the sand back to create beaches in the Maldives and implementing energy-saving activities and carbon reduction plans in Seychelles.

2.2.1.(b) Studies Conducted in India

Chavan et al., (2013), emphasize the manner in which countries around the world probe into tourism-related subjects and market their destinations. Using secondary data they have realized that tourism development in India is in its nascent stage, creating basic infrastructural facilities for the tourists, whereas developed countries look at the psychographic profiles of their tourists. A Psychographic profile includes the study of values, personality, opinions, interests, attitudes, and lifestyles of the tourists.

Das, (2012), attempts to identify the reasons for the decrease in tourist arrivals in Goa during the recessionary period and its impact on Goa's economy. He observed that during the period from 1996 to 2002 and in the year 2008, the percentage increase in tourist arrivals to Goa has shown a decreasing trend compared to the earlier period. Such a decline in the number of tourist arrivals affects the economy of the State which might have its consequences on the Goa State Domestic Product (GSDP). Therefore, to increase tourist arrivals in Goa, diversification of tourism activities is the only solution and the researcher suggests medical tourism, dental tourism and wellness tourism for this purpose.

Desai, (2016), in a descriptive study, emphasizes the importance of keeping the beaches clean for the tourists in the State of Goa. He observed that a lack of sufficient dustbins on the beaches has resulted in a lot of plastic wrappers, broken liquor glass bottles and other dirt being accumulated on the beaches. Therefore, the State Government along with the Panchayats and Municipalities especially along the coast must immediately come together to keep the beaches clean for the residents as well as the tourists. If this issue is not pursued, Goa might lose a substantial number of its foreign tourists to the neighbouring states of Kerala, Karnataka or Tamil Nadu and even to other Asian countries like Sri Lanka, Maldives and Mauritius thereby, affecting its tourism stakeholders substantially.

Diniz et al., (2014), analyzed the benefits and adverse effects of tourism on the psycho-social and economic life of the residents at Cavelossim, Goa. Based on a random sample of 232 household heads and using the chi-square test and Kruskal Wallis test the

researchers observed that, tourism has in fact negatively impacted the psycho-social life of its residents. However, tourism provides several economic benefits to the stakeholders such as employment, increased income, improved infrastructure, and increased tax revenue. According to the study, the adverse effects of tourism are inflation, exorbitant land prices, lower moral values, destruction of the local culture, and extinction of traditional occupations. Therefore, tourism also disturbs the psychological as well as the social well-being of the local community, if not pursued in the right manner.

D'Mello et al., (2015), in a descriptive study, examines the level of impact of personal characteristics and individual benefits of tourism influence the perception as well as support the tourism development in the state. The researchers observed that people who receive higher individual benefits from tourism are more likely to support tourism further. The study also states that educating the local residents about the potential benefits of tourism is necessary in order to obtain their support and increase their involvement in the tourism industry thereby achieving sustainable community development. However, the negative impacts of tourism have created a need for proper planning of tourism in the state.

Gupta et al., (2008), in a descriptive study, analyzed the economic impact of pilgrimage tourism on the economy of Jammu & Kashmir due to pilgrims visiting the Vaishno Devi Shrine. An estimated seven million people visit the shrine every year thereby generating huge employment opportunities for the locals engaged in transport, hotel and restaurant businesses and others engaged in 'Pithoos and Ponywallas' in the Jammu and Katra areas of the state. A number of people living in the neighbouring states also get attracted to this event as it provides them employment, income and a higher standard of living.

Kamalakshi, (1996), explored the financial performance of the hotel industry in Kerala, its contribution to employment generation, and it's potential in the promotion of tourism over a period from 1980 to 1994. Using a random sample of 50 hotels, 350 respondents and factor analysis the findings suggest that, the contribution of hotels in providing employment is immense as they provide both direct as well as indirect employment to a large number of people in the state and also have a high employment multiplier effect. Financial the hotels in Kerala are earning a reasonable profit every year. However, a large

number of hotels in Kerala are in the unapproved category (non-star category). In spite of growing financially, there is no notable increase in the number of hotels. The hotels have grown only in terms of bed capacity. This is mainly due to the requirement of massive initial investment and the long gestation period. Therefore, investment in approved (star) category hotels in the state is essential so as to attract high spending and rich foreign tourists.

Leela, (2014), analyzed the impact of tourism on the socio-economic conditions of retailers and street vendors in Kanyakumari and examines the problems faced by retailers and street vendors while doing business during the period from 1998 to 2012. Based on a random sample of 200 retailers and 70 street vendors and using the chi-square test and Kruskal Wallis test the findings suggest that, tourism has considerably improved the socio-economic and living conditions of retailers and street vendors in the Kanyakumari district of Tamil Nadu. It has improved their skill, knowledge, self-confidence, leadership qualities, economic independence, living style and quality of life. Although tourism is seasonal in nature, it contributes significantly to the profitability of retailers and street vendors in Kanyakumari. Further, hard work and knowledge of different languages also contribute to higher profitability and better socio-economic conditions. However, a few retailers are also open to other alternative livelihoods if an opportunity arises.

Mathew, (2002), analyzed the positive economic impacts of tourism to the stakeholders, identifies the problems affecting tourism and the possibilities of extending the seasonality of tourism in Kerala. Based on a stratified random sample of 725 respondents and using ANOVA and multiple regression analysis the findings indicate that the development of tourism has a direct and positive impact on employment, income, creation of infrastructure, development of local industries and balanced regional development which in turn contributes to a higher standard of living and better economic growth. Further, the researcher suggests that the State of Kerala must promote all forms of tourism like ayurvedic tourism, beach tourism, backwaters tourism, domestic tourism, hill stations and pilgrim centers in order to extend the seasonality of tourism for the faster economic development of the state.

Mishra et al., (2014), in a descriptive study, examined the need for promoting and marketing the Indian tourism industry in the global market as it brings in foreign exchange, promotes infrastructural development and opens new employment opportunities for the locals. Further, during the period from 2001 to 2013 India has improved its global ranking in foreign tourist arrivals as it has gone from being in the 51st position to the 41st position. However, during the year 2013, India's contribution to international tourism was only 13.33 percent even though India has a lot to showcase to international tourists. Tourism in India has been facing the problem of not attracting the expected number of foreign visitors despite extensive marketing efforts by the government. Hence, there is a need to intensify the marketing and promotional efforts by the Central Government so as to increase the number of foreign tourist arrivals in India.

Mukherjee, (2017), in a descriptive study, emphasizes the economic benefits of having high-end beach weddings for the local residents on various beaches in the state. He observed that such events provide employment to a large number of people in the state including wedding planners, decorators, caterers and labourers. Such events also provide revenue to the Department of Tourism and to the local Panchayats in the form of fees and taxes. Therefore, banning such events hurts the state's tourism industry.

Mundye, (2017), describes the social impact of the massive investment in the tourism sector in the state of Goa. The construction of resorts, hotels, guesthouses, approach roads to beaches, landscaping and beautification of frontal dunes, erection of shacks and other tourism infrastructural developments close to the beach are collectively responsible for the destruction of sand dunes along Goa's coastline. The sand dunes act as a beach first line of defense against the forces of the ocean like cyclones and tsunamis and only ninety-nine patches of sand dunes still remain intact in Goa.

Naik, (2016), describes the importance of the services provided by beach shacks and the migrant workers to the tourists in North Goa. Shacks in Goa provide tourists with food, beverages, shelter, sun-beds and umbrellas. A large number of migrant workers from the states of Bihar, Jharkhand, Karnataka, Maharashtra and Orissa work at the shacks in Goa and some of their family members which include children sell various items like the sarong, imitation jewellery, stone art, nail art, beachwear, fruits and many more goods on

the beaches to tourists at reasonable rates. However, if the migrants are banned from doing this business on the beach then their family members working at the shacks might resign and go back to their native places creating labour problems for the shack owners. Therefore, the shack owners, migrants and the tourists are all interdependent on one another for the tourism industry to flourish in the State of Goa.

Noronha, (1999), described the impact of the increasing number of tourists on Goa's economy by using secondary data. Over the last ten years, tourism has contributed both positively and negatively to the state's economy. Tourism in Goa has resulted in a sudden increase in coastal land prices, conversion of agricultural and forest land, drug abuse, drug trafficking, prostitution and an escalation in violence. However, on the positive side, tourism has provided employment and increased the income of the locals. It also contributes to the growth of beach shacks in Goa mainly because of their lower prices and tastier preparations. Further, the tourists in the state prefer patronizing shacks rather than starred hotels.

Pandiya et al., (2014), examine the quality of work-life of child labourers working in hotels and restaurants at Silchar town, Assam based on the nature and duration of jobs performed, nourishment, health care and monetary and non-monetary benefits provided to them by their employers. The study revealed that children are put to work in deplorable conditions such as working for over ten hours a day with remuneration of less than rupees five per hour, no access to medicines when required, cleaning tables, floors and utensils, tolerating abuse, work on all the days of the week including Sunday, and rest on tables in the night for less than six hours. Hence, these young children who are made to work in such an environment are likely to face a miserable future.

Rajesh, (2009), analyzed the components of coastal tourism and investigated the economic and environmental impact of coastal tourism over the period from 1996 to 2007 and examined the sustainability aspect of coastal tourism development in Kerala. Based on a random sample of 240 respondents and using ANOVA and t-test the study reveals that coastal tourism provides several economic benefits to the state and to its people like earning foreign currency, the development of infrastructure, employment, an increase in the income of the locals, improves the standard of living, creates a demand for

local products and leads to the appreciation of land value. The environmental benefits of coastal tourism are the protection of the natural environment, a clean industry image, and the preservation of historic buildings. However, the major economic problems of coastal tourism in Kerala are inflation, a low level of local participation, lower wages, leakage of income, seasonality of tourism and uneven development across the state, whereas, the negative environmental impacts are pollution, dumping of garbage, destruction of sand dunes and over-crowding. However, to sustain coastal tourism in the state the researcher suggests the need to protect the natural environment from being exploited.

Roy, (2011), in a descriptive study, identifies the positive and negative benefits of tourism to the people of Goa. The positive benefits are employment generation, a rise in income, earning the precious foreign exchange and its contribution to government coffers in the form of various taxes. However, the negative effects are the loss of mangroves, beach erosion, reduced fish catch, seasonal employment, crimes, prostitution and loss of endangered species. According to this study, the negative impacts of tourism affect the pattern of growth of tourism in Goa. Further, the study states that although Goa strongly depends on tourism, its contribution from this sector to the State Government exchequer is negligible due to leakages of tourism revenue.

Sawant et al., (2013), analyzed the impact of tourism on the socio-cultural life of the local communities namely Dessai, Pagi, Velips and Toddy Tappers in Agonda-Goa. Based on a random sample of 77 respondents and by using ANOVA and T-test the researchers have observed that tourism provides economic benefits to the locals. A considerable number of youth and adults belonging to all the above backward communities and living in Agonda-Goa have either erected their own shacks or work part-time as waiters and cashiers at the shacks in the village during the tourist season. However, they still carry on with their traditional occupations like agriculture, fishing and toddy tapping since tourism is a seasonal activity. It has to be noted that tourism has not created any cultural change in the life of these villagers, because there is limited interaction between the tourists and the locals.

Siddhesha, (2015), in a study, observed that the tourism industry in Goa attracts a large number of child workers from the neighbouring states. Many of them work in the coastal

areas of the state in restaurants and shacks where they face problems that include health hazards. These migrant children are exploited at the workplace as they are forced into strenuous work without any safety measures and health benefits which results in depression, anxiety, stress and psychological problems which leads to a loss of future human resource.

Singla, (2014), analyzed the socio-cultural impacts of tourism on the local community at Jaipur. Using a purposive quota sample of 500 respondents and chi-square test, ANOVA, and factor analysis the researcher observed that, the social and cultural impacts of tourism are never universal. They depend on a variety of socio-cultural and economic factors related to the local areas and local communities. The major socio-cultural benefits of tourism to the local community are the improvement in the quality of life, hospitality towards strangers, language skills and learning about other countries.

Solomon, (2009), in a case study, observed that the highest growth rate of tourism in the State of Goa is a matter of concern due to its harmful socio-economic and cultural impacts. The harmful impacts of tourism observed in Goa are urbanization of coastal villages, environmental degradation, garbage, overcrowding of beaches, abuse of workers, criminalization of tourist hot spots, exploitation of women and children, and the emergence of sex tourism which also has its effect on the social fabric of the Goan society. Therefore, the tourism stakeholders in the state should come together and work for responsible tourism for the benefit of the local community.

Sukthankar, (2011), evaluated the functioning and financial performance of the hotel industry in Goa and identified the issues faced by the industry within the state. During the period from 1998 to 2008, there was a 55 percent increase in the number of hotels, a 67 percent rise in the number of rentable rooms and a 59 percent increase in the number of hotel beds in Goa. The main reasons for the growth of the hotel industry in Goa are the high occupancy rates, availability of cheap labour and increasing profitability. The number of tourist arrivals in the state during the above period has also increased tremendously by 220 percent. However, the growth rate of hotels in category ‘A’ which includes one to five-star hotels was much slower during the above period because these

hotels require huge capital investments, have a long gestation period and are preferred by a handful of tourists.

Sukthankar, (2013), observed that during the period from 2000 to 2012, the domestic and foreign tourist arrivals in Goa has increased by 67 percent. Similarly, the number of hotels, hotel rooms and beds has gone up by 80 percent during the same period. However, between the years 2000 to 2012 the annual compounded growth rate of tourist arrivals in the State was 6.78 percent as against the annual compounded growth rate of 4.07 percent in hotels and 5.02 percent in hotel rooms signifying a tremendous scope for additional investment in the hotel industry in Goa in the future.

Thaker, (2004), examined the existing tourism facilities and problems that come in the way of tourism development in Gujarat-Saurashtra, analyzed the perception of tourist satisfaction and dissatisfaction, and recommended measures to speed up the expansion of tourism within the State. Based on a random sample of 100 respondents and using the chi-square test the researcher observed that, there is significant scope for increasing cultural tours in the Saurashtra region of Gujarat because of its rich cultural heritage. However, the major problem affecting the growth of tourism in Gujarat is the lack of comprehensive, dynamic and long-term planning about tourism by various government departments. There also exists a significant difference in the opinion of domestic and foreign tourists with regard to hotel room tariff and meal charges. The domestic tourists prefer lesser room tariffs as well as cheaper meals, whereas the foreign tourists consider the prevailing rates as reasonable.

Verma, (2015), in a descriptive study, observed that the number of Russian tourists visiting the State of Goa has dropped by half in the year 2015 and during the year 2016 it could further reduce due to the factors like expensive stay, garbage, poor road conditions, delayed licenses for shack operators and the ongoing tussle between rental cabs and taxi operators in the state. The devaluation of the Russian currency 'ruble' has also contributed to the slump in Russian tourists to Goa during the two years mentioned above. Further, he cautions the tourism stakeholders in Goa that Russians are now diverting to other nations like Thailand, Sri Lanka, Vietnam, Cambodia and Japan as these countries offer them quality accommodation at reasonable rates. Another issue

which has been detrimental to the shack business in Goa is that shack owners have to waste precious time every year at the beginning of the tourist season, in getting permission from various departments like excise, Goa State Pollution Control Board (GSPCB), Goa Coastal Zone Management Authority (GCZMA), Panchayats, Electricity Department and so forth which result in the loss of business and lower profits for shack owners. However, consistent positive coverage in the Russian media by shacks and other Goan tourism stakeholders could help boost the arrival of Russian tourists in Goa in the future.

Vijayanand, (2012), in a descriptive study, analyzed the social significance of pilgrimage tourism in Thanjavur-Tamil Nadu and measured its benefits to the local community. The researcher observed that pilgrimage tourism is an important sector in the socio-economic development of a state because it provides employment to a large number of workers, improves the standard of living of the local people, reduces poverty and earns foreign currency. Tourism inflows also have a multiplier effect. Further, the economic impact of religious tourism should not be overlooked although religious institutions in the past have usually attempted to downplay it.

2.2.2 Relating to the Conceptual Understanding of the Destination Life Cycle

A destination, resort or product undergoes a series of cycles during its lifespan and the Destination Life Cycle (DLC) concept explains the way in which such stuff has been developed over time and the successive stages they pass through (Cooper, 2011). A substantial amount of research has already been conducted over the world on the concept of the Destination Life Cycle. Moreover, various models have emerged so far, explaining how a destination develops over time and the successive stages it undergoes during its lifespan. In 1963, **Walter Christaller**, a German geographer, realized that destinations go through a three-stage cycle of Discovery, Growth and Decline. In 1972, **George Victor Doxey** finds that destinations go through a four-stage cycle beginning with 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 number of visitors comes down. In 1973,

Stanley Plog proposed a Destination Life Cycle model which classifies 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 allocentric tourists first discover a destination after which it experiences growth due to the continuous arrival of allocentric visitors and later mid-centric tourists but as the visitors profile shifts to psychocentric it enters 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. Indeed, the relative appeal of a destination would decline if it has exceeded its carrying capacity (Cooper, 2011). **Butler**, in 1980 proposed a theory based on the ideas of **Christaller, Doxey and Plog**, which is related to the development of tourism and was adapted from the 1950 marketing concept of Product Life Cycle. The product life cycle theory has four stages - Inception, Growth, Maturity and Decline.

Butler 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 it 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 leads 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 its maximum limit has been reached. In the Decline or Rejuvenation Stage, the visitors' number fall and new strategies are formulated to increase the tourist numbers.

In this section of the literature analysis, studies pertaining to the area of the Destination Life Cycle are reviewed and classified into studies conducted abroad and in India.

2.2.2.(a) Studies Conducted Abroad

Andriotis, (2005), assessed which stage of the Destination Life Cycle the island of Crete in Greece lies based on secondary data and using the 'Life Cycle Model' proposed by Butler. The study was based on the number of tourist arrivals, availability of hotel beds, and infrastructure. Using percentages, it was observed that the number of tourist arrivals from 1990 till the year 2004 has increased considerably on the island of Crete. Substantial changes have also been noticed in the island's coastal resorts over the years. However, the island lies in the Maturity Stage of the Destination Life Cycle and there is a need to promote an alternative form of tourism by promoting golf courses and an improvement in infrastructure so as to avoid the Decline Stage.

Benedetto et al., (1993), analyzed the effect of strategic and environmental factors on the tourist area life cycle of Florida Cypress Gardens. Strategic developments such as the opening of Fantasy Valley (1965), Walt Disney World (1971) and the Sports Museum (1977) in and around Florida have resulted in a significant increase in the number of tourists visiting Cypress Gardens thereby revitalizing the tourist destination from its Decline Stage. However, environmental or external factors such as fuel shortage often cause a temporary decline in the flow of tourists to the destination.

Breakey, (2005), has investigated the elements that led to the development of three tourism destinations of Noosa, Maroochy, and Caloundra in the State of Queensland, Australia. Using secondary data for the period from 1980 to 1997 the researcher has examined the impact of tourism on the local community by applying Butler's Life Cycle model. The researcher observed that change within a tourist destination can occur any time, in any direction and may not follow a predicted route. Change within a destination can't be explained only based on a few indicators like visitors' spending habits, occupancy levels or the availability of accommodation. Multiple tourism specific data variables and general growth indicators have to be included to understand the change in a tourist area. The destination change usually occurs due to the interaction between preconditions like existing tourism, geographical, social, cultural and political conditions and the internal and external factors (interventions) such as economic, political, social, cultural, natural disasters, investment and events. The researcher further says 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.

Cooper, (2011), in a descriptive study considers resorts as products since they have been developed to satisfy the needs of holidaymakers. Therefore, resorts also follow a pattern which most of the other products pass through, called as 'Life Cycle'. However, resorts are different from other products as they are dynamic and undergo several changes so as to survive in a competitive environment. They would face a decline if no appropriate resources are invested to keep them on par with the tourism market. Also, every resort has a carrying capacity (economic, social-cultural and environmental). If its carrying capacity exceeds, then the resort's relative appeal would decline, which would make it less competitive and would cause a decline in visitations, investments, and development.

Kock et al., (2016), in a qualitative as well as a quantitative study conducted in the urban regions of Denmark and Germany focus on the present guidelines and identify the limitations in understanding tourists' mental representation of the destination. The knowledge individuals hold about a tourist destination is important in understanding their intentions when they visit a particular destination and these mental destination representations are often investigated by applying the Destination Content Model. The researchers focused on three variables: Destination Imagery – An individual's perception and feelings about a destination, Destination Image – Mental representation of a destination and Destination Affect – Awareness of a destination. Using a path model, which is similar to regression analysis, the researchers observed that, Destination Image positively affects behavioral intentions and Destination Imagery positively relate to Destination Image and Destination Affect.

Krendzelak, (2008), analyzed the current tourism situation at Balearic Island, Ibiza and made an effort to find out the Destination Life Cycle stage at which it presently lies, based on the number of tourist arrivals, length of stay, accommodation facilities, the purpose of visit, and profitability. The researcher with the help of graphs observed that the island of Ibiza has reached the Decline Stage of the Destination Life Cycle - because the number of tourists visiting the island has decreased due to the rise in prices. The tourist season at the island is also getting shorter. Earlier, the tourism window was from

May to October but later it is only from June to August due to lower demand brought on by a decline in the number of tourists, affecting investments in the infrastructure sector on the island.

Omar et al., (2014), investigate the life cycle stages the island of Langkawi-Malaysia has gone through over a period from 1986 to 2012 based on the number of tourist arrivals as well as the life cycle stage in which the island presently lies. The researchers have used secondary data and percentages and observed that Langkawi Island has undergone four stages of the tourism life cycle, they are - the Initial Stage, Exploration, Involvement, and Development Stage and it presently lies in the Consolidation Stage. The island has seen numerous characteristics as elucidated by Butler in each stage of its tourism life cycle.

Park, (2006), in a qualitative study analyzes the different stages of Tourist Area Life Cycle (TALC) for various tourism segments within a tourist area and proposes marketing strategies for these various tourism segments, to extend its life cycle at the island of Jeju. The researcher, with the help of percentages and graphs, observed that the island of Jeju has reached different stages of the TALC model with respect to various tourist segments such as the Consolidation Stage for the number of tourist arrivals, tourism income, and industry structure; Growth Stage for travel agencies; and Stagnation Stage for hotel accommodation. The life cycle stages at Jeju Island differ for each foreign market as the number of tourist arrivals from some countries shows an increasing trend, for a few it shows a decreasing trend, whereas for others there is no significant difference. To conclude the researcher says that, 'It is difficult to determine the life cycle stage of a tourist destination having a number of tourist attractions'.

Rodriguez et al., (2008), in a descriptive study observed that Tenerife, the Canary Island of Spain, has reached the Stagnation Stage of the Tourism Area Life Cycle Model as it faces problems like overcrowded beaches, decrease in places of accommodation, traffic jams, damage to unique scenic areas, and problems of security. The researchers also differentiate between the Tourism Area Life Cycle Model and the Teleological Model as the former focuses on the product whereas the latter focuses on the strategy to overcome the limitations of the Life Cycle Model. The study suggests two strategies to move towards sustainability as a means to overcome the maturity and stagnation of tourist

arrivals: the political-legal decisions of the regional government to regulate tourism activity and the decisions to regrade the supply.

Zmyslony, (2011), discusses the operational potential of the Destination Life Cycle with regard to tourism planning and management at Poznan-Poland, based on the number of overnight stays in hotels and the number of hotel beds available during the period from 1950 to 2008. Using a random sample of 67 respondents and the simple logic test the researcher observed that over the years the hotel beds at Poznan has grown by 12 percent but the average overnight stays of tourist have come down from 2 days to 1.8 days due to increasing prices of accommodation and standardization of the tourist offer. However, Poznan is still in the Development Stage with a moderate risk of a decline. The researcher further says that the Destination Life Cycle concept should actually be used to identify the areas of the potential risk to a destination in its early stages so as to avoid the Decline Stage.

2.2.2.(b) Studies Conducted in India

Menezes, (2017), in a descriptive study, observed that the number of tourists visiting the State of Goa has increased tremendously over the years. But these increasing numbers have not resulted in any positive economic benefits to the state. He further says that tourism in Goa has already crossed the maximum limit with most of the coastline is in the Decline Stage. Therefore, the State Government must make suitable changes in its tourism policy and restrict the number of tourists in the future by introducing a tourist tax, special entry permits and annual cap.

Singh, (2011), in a descriptive study, emphasizes the importance of carrying capacity in determining the Life Cycle of a tourism area. The carrying capacity of a tourism product is finite and excessive use of it will lead to a decrease in the number of tourists and the satisfaction level of the visitors. The tourism products cannot expand beyond a particular capacity. The Tourism Area Life Cycle (TALC) also indicates that tourism destinations and products take years to develop and can even be revived from the Decline Stage.

Smitha, (2010), examined the performance of Goa's tourism industry with regard to the Destination Life Cycle Model. The study was quantitative in nature where 600 tourists

including 298 foreign nationals were personally interviewed at random with a close-ended questionnaire. The variables considered in the study were the number of tourists' arrival and the number of days spent in Goa. Using the chi-square test and simple percentages, the researcher observed that, beach-centric tourism in Goa has not yet reached the much-hyped Stagnation Stage because the number of tourists visiting Goa increases every year and the tourists prefer to spend anywhere between six days to a month holidaying in Goa. However, to retain these tourists, she suggests the introduction of a new form of tourism such as 'Village Tourism' as well as the proper planning and structuring of the tourism industry based on the Destination Life Cycle Model.

Smitha, (2013), in an exploratory study conducted during the period from 2009 to 2012, analyzed the suitability of developing 'Village Tourism' in the State of Goa, identified the stage in which Goa's tourism industry lies in the Destination Life Cycle and assessed the entrepreneurial development taking place in Goan villages due to tourism. Based on a random sample of 600 tourists, of which 50 percent were foreign nationals; 650 local entrepreneurs, 50 percent from coastal villages and using the chi-square test, the researcher observed that tourists prefer different forms of tourism and they are aware of the concept of Village Tourism. The researcher strongly recommends the introduction of Village Tourism along with the present form of beach tourism.

2.2.3 Relating to the Demographic Characteristics of the Respondents

The quantifiable attributes of people living in a particular area or visiting a particular place or destination outside their normal environment can be called as demographic characteristics. A study of the demographic characteristics of the respondents in social science research is important because it enables the researcher to make important observations in the context of their demographic personalities. Studies pertaining to demographic characteristics of the respondents are reviewed herewith and arranged into studies conducted abroad and in India.

2.2.3.(a) Studies Conducted Abroad

Birdir, (2015), in a quantitative study, observed that gender, age, marital status, income and occupation are the major socio-demographic variables influencing tourists to visit

Istanbul. The other factors that influence tourists are comfort elements, entertainment, security, economic factors, cultural programmes, environment, natural beauty, communication and transport. Based on a random sample of 508 tourists and using t-test and factor analysis the findings reveal that a majority of the tourists visiting Istanbul are male, below forty years of age, married, belong to the middle-income group and are self-employed. The study has identified and placed the tourists into three market segments based on their characteristics as natural beauty and information seekers, independents and price sensitive's.

Huh, (2002), analyzed the characteristics of 251 respondents who visited heritage destinations in Virginia Historic Triangle-America over a two week period in the month of June 2001. The purpose of the study was to identify the relationship between cultural/heritage destination attributes and the overall satisfaction of tourists, to investigate the differences in the cultural/heritage destination attributes that tourists select depending on their demographic and travel behavior characteristics and to analyze the relationship between cultural/heritage destination attributes and tourists overall satisfaction. Using factor analysis, correlation, multiple regression analysis, MANOVA and ANOVA the results indicate that, there is a strong relationship between cultural/heritage destination attributes and tourists' overall satisfaction.

Lin et al., (2015), analyzed the demographic and socio-economic characteristics of household expenditure on tourism in urban China over a period from 2002 to 2009. The researchers observed that the age profile with regard to total tourism expenditure is hump-shaped as it changes over the course of one's life cycle. It is the highest among people who are in their late forties and early fifties and decreases thereafter. The age profile in relation to income is also hump-shaped resulting in an increase in tourism expenditure with the rise in income. In fact, tourism expenditure is income elastic as it increases due to the rise in income. The age profile of group-tour expenditure is also found to be hump-shaped whereas, that of non-group tour expenditure it is found to be S-shaped wherein, it first declines till the age of fourteen, then increases until forty-five and falls thereafter.

Mc Dowell, (2010), examined the demographic characteristics of 254 first time and regular international tourists visiting Bangkok and observed that there is a significant difference with regard to satisfaction among them. The results revealed that tourists were most satisfied with the beautiful architectural buildings, historical sites, shopping centers and cultural activities. But, the first-timers, as well as the regular international tourists, differ in their opinion on Bangkok as being an amazing place, the hospitality of local residents, quality of goods and services, and safety and security. However, both these groups prefer to revisit Bangkok again and will even recommend it to their family, friends, and colleagues.

2.2.3.(b) Studies Conducted in India

Manickaraj, (2013), analyzed the demographic profile of coastal tourists, examined the factors influencing coastal tourism, evaluated the contribution of coastal tourism towards regional development and identified the problems of coastal tourism in the Gulf of Mannar over the period from 1995 to 2011. Using a random sample of 520 respondents and with the help of percentages, the researcher observed that demographic features such as age, gender, educational status, marital status and size of the family, contribute significantly to the growth of coastal tourism in the Gulf of Mannar (Rameshwaram) whereas, tourists' occupation and religion have no significant effect on its growth. A large number of domestic and foreign tourists visit this coastal place every year either to fulfill religious vows or for pleasure. On average, the domestic tourists spend two days while the foreign tourists spend seven days in the Gulf of Mannar. The inflow of tourists creates enormous direct and indirect employment to the locals, encourages investment in hotels and infrastructure, and earns substantial foreign exchange for the country.

Menezes, (2017), in a descriptive study says that over the years the number of tourists visiting Goa has increased tremendously. The demographic analyses of these tourists show that most of them are domestic, male and have low budgets. These characteristics of the tourists have resulted in an increase in crime, piling of garbage, and environmental, social and cultural problems for the state. Therefore, the State Government must make suitable changes in its tourism policy and restrict the number of domestic tourists in the future by introducing a tourist tax, special entry permits and annual ceiling.

Rajasenan et al., (2012), in a quantitative study, examined the socio-demographic, psychographic and intentions of returning to the destination of tourists visiting eco-tourism destinations in Kerala. Using a random sample of 350 tourists including 175 foreigners and with the help of the Kruskal-Wallis test, factor analysis and regression analysis, the researchers observed that, there is a vast difference in the socio-demographic factors of domestic and international tourists visiting eco-tourism destinations in Kerala. A majority of international tourists visiting eco-tourism destinations are females, highly educated and are below the age of 25 years. The psychographic characteristics of both domestic and foreign tourists reveal that they visit eco-tourism destinations for business, leisure, educational purposes and to enjoy unseen destinations.

Rajesh, (2009), analyzed the demographic characteristics of tourists visiting Kerala. Based on a random sample of 240 respondents and using t-test the study reveals that a majority of the tourists visiting Kerala are middle-aged (31-50 years), highly educated (graduation and above), well-placed professionals, government servants and belong to the middle and higher income bracket (above Rs. 2,00,000). These tourists visit Kerala because of its beaches and backwater tourism.

Sangeeta, (2014), analyzed the socio-economic characteristics of tourists and determined the recreational value by estimating the consumer surplus and examined the price elasticity of demand for a visit to Kaziranga National Park (KNP). Using a stratified random sample of 403 respondents including 350 domestic tourists and the chi-square test the study revealed that most of the domestic tourists visiting KNP were from West Bengal, in groups of two or more, were highly educated, belong to the higher middle-income group, were extremely price-sensitive, and spent an average of Rs. 4682.68 per visit. This expenditure by the tourists at KNP had resulted in a consumer surplus value of Rs. 30.65 million per year based on an average of 65,459 tourist arrivals during the period from 2002 to 2005.

Shahane et al., (2015), analyzed the motives of travellers from Maharashtra to Goa in terms of socio-demographic variables and destination attributes. Using simple percentages the researcher observed that marital status, age, the presence of shacks, resorts, economical hotels and positive reviews offered by friends and family members

act as the motivating factors to visit Goa. However, gender emerged to be the only non-motivating factor for tourists from Maharashtra to visit Goa. They further say that an average Maharashtrian tourist prefers to travel to Goa in his own car, spend an average of three to five days in Goa and squander an average of Rs. 10,000 per person.

Vijay et al., (2017), in a quantitative study, observed that tourists have a positive perception of Goa and they visit Goa to relax, have fun and to enjoy its scenic beauty. Based on a random sample of 370 respondents and using the Friedman Test, Cochran Q-Test, and Kendall's W-Test the researchers identified that, tourists belonging to the age group 49 years and below prefer to revisit the state very often and recommend it to their peers. However, tourists belonging to the age group of 49 years and above prefer to visit the state only once but would like to recommend it to others.

2.2.4 Relating to Tourists' Preferences

Tourist preferences are the general expectation of travellers that encourage them to visit a particular destination, place, hotel, restaurant or a shack. These are basically the likes and dislikes of the tourists that persuade them to buy a product, experience a service or determine the length of stay at a particular place or a destination. Tourists' preferences don't remain static. In fact, they change depending upon the age **(Alen et al., 2014),** price, quality of service provided **(Kandampully et al., 2000, and Naseem et al., 2011),** experience **(Rahman et al., 2014),** tourist attractions **(Dayanand, 2004),** immigration services and hospitality **(Song et al., 2012).** In this part of the chapter, studies related to customer or tourist preferences at a destination have been reviewed and classified into studies conducted abroad and in India.

2.2.4.(a) Studies Conducted Abroad

Alen et al., (2014), have identified the important variables that determine the length of stay of Spanish seniors with an average age of 67.2 years at a destination. The researchers observed that the length of stay at a destination is positively related to age, travel purpose, climate, type of accommodation, group size and type of the trip. It is also related to other activities carried out at the destination like shopping, day trips, sports and

physical activities. However, the length of stay of the seniors shows a negative trend when it crosses a certain age due to health reasons.

Kandampully et al., (2000), realized that the performance of the reception, housekeeping staff, food and beverage department, price and the quality of service provided by hotels motivate tourists to visit Christchurch, Australia. Using a random sample of 109 respondents and multiple regression analysis the researchers observed that the image of the hotel, the performance of the food and beverage department, reception, housekeeping staff, and price led to the satisfaction of customers which in turn led to customer loyalty.

Naseem et al., (2011), realized that tourists prefer to stay in a particular hotel based on the quality of service provided. By taking a random sample of 234 respondents and using correlation and T-test it was observed that the quality of service provided at the reception, guestroom, restaurant, as well as the hygiene, overall cleanliness and other services provided by the waiters and other staff significantly contributed to the satisfaction of hotel guests. The study also states that hotels can sustain customer confidence and competitive edge by providing quality service.

Rahman et al., (2014), in an exploratory study conducted on a random sample of 280 respondents and using exploratory and confirmatory factor analysis realized that tourists experience plays a significant role in the preference of tourists, while service quality plays a strong mediating role with regard to the domestic tourists in Bangladesh.

Song et al., (2012), in a qualitative study conducted by using structural equation model**,** observed that tourists prefer to visit hotels and restaurants at a destination not just based on the quality of service provided but after evaluating other factors beyond service quality like local transportation, tourist attractions, immigration services, hospitality, and price all of which influence their preferences.

Sparks et al., (2003), in a quantitative study conducted based on a random sample of 459 respondents and using regression analysis observed that tourists consider restaurants to be an important attribute of a tourist destination. For some tourists, restaurant act as an important factor while deciding upon a holiday destination because restaurants at a

destination can increase their overall satisfaction levels. The criteria by which tourists select restaurants at a destination is the variety of cuisines offered, price, hygiene and time taken for service. This information can also be used by restaurant managers and destination marketers in promoting their business.

2.2.4.(b) Studies Conducted in India

Dayanand, (2003), in a qualitative study, realized that a small number of tourist attractions in Goa and Portugal have been developed by the owners themselves and these tourist attractions offer the tourist the owner or entrepreneurs own concept of what the destination should offer in terms of attractions due to their own passion for their art and talent. A few attractions have also been developed based on the opinion of other artists who influenced them. Further, a few owners of these tourist attractions have an agreement with tour operators to increase visitations.

Dayanand, (2004), in a qualitative study, observed that tourists prefer to travel and explore different places, people, cultures, traditions and also experience them. This inflow of tourists leads to the development of infrastructure and the creation of more beds across hotels in all categories. However, Goa might find it difficult to get more tourists each year in the future unless it organizes itself for delivering better tourism-related experiences to its visitors.

Ekiz et al., (2014), in their study, highlighted that the availability of good quality restaurants, accommodation facilities, and shopping attractions are found to be very important for families that travel for leisure to Goa. Based on a convenient sample of 258 respondents (foreign tourists) and using multiple regression analysis they observed that, families travelling to Goa prefer a safe, clean and peaceful environment. The price and accessibility of the restaurants were found to have the least significant influence on family travellers' loyalty to Goa.

George et al., (2004), realized that tourists revisit a destination due to their satisfactory experiences during the previous visit, attachment to a destination and propensity to explore new things at a destination. Using a sample of 360 respondents and regression analysis, the researchers observed that, tourists who are attached to a destination not only

revisit but talk positively about the destination to their colleagues, family members, friends and neighbours.

Prakash, (2013), in a descriptive study, based on secondary data, observed that tourists prefer to visit Goa due to the presence of shacks as they are located on the beachfront offering multi-cuisine food, snacks, drinks, restrooms and other relevant facilities to the tourists. The shacks compete with hotels for revenue as they serve fresh food at reasonable prices, provide personalized service, have a bar counter and offer coco-huts to the customers.

Premakumari et al., (2014), analyzed the importance of the internet in attracting tourists to a destination. Using secondary data and with the help of percentages and graphs, they realized that tourists with the help of the internet gather important information about the destination they intend to visit in the future. They also use it to book tickets, accommodation, restaurants, rental cars, and even to plan the entire holiday.

Saji, (2011), in a case study, explores innovative approaches to tourism development and management in ecologically fragile areas. Using secondary data, the researcher observed that, over four lakh tourists including 10 percent foreign nationals visit Periyar Tiger Reserve in Kerala annually. However, instead of looking at the numbers, what is needed is the destination management plan based on local realities. The visitation to environmentally fragile areas during sensitive periods can affect key processes such as breeding and regeneration. Therefore, there is a need to protect environmentally sensitive areas from the negative impact of tourism.

Wilson, (1997), observed that many international tourists have faced some problems on their visit to Goa like the frequent sighting of litter and garbage on the beaches, absence of sanitation and a lack of toilets on the beaches, rising prices of accommodation, traffic congestion and high taxi fares. However, most of these problems have been overlooked by the tourists as is evident from the repeat visitors interacted with during the survey.

2.2.5 Relating to Factors Contributing to Tourists' Satisfaction

Tourists are satisfied when the quality of service provided by hotels, restaurants, tour operators, cabs and all others connected to the tourism industry at a tourist destination meet their ideal expectations **(Dominici et al., 2010, Renuka, 2012, Sabir et al., 2014, and Corte et al., 2015).** Usually, there are a number of factors that are responsible for the satisfaction of tourists such as quality of transport, accommodation, restaurants, entertainment, price, security, the hospitality of the local people, cleanliness **(Corte et al., 2015, and Aara et al., 2018)** good environment, low cost of living, reduced crime rate **(Komain et al., 2014)** location, ambience, and hygiene **(Chatterjee, 2015).** A tourist's satisfaction also depends upon the duration of stay at a destination and accordingly longer the stay higher the satisfaction **(Sara et al., 2015).** However, the factors contributing to tourist satisfaction could change depending upon the person, place, time and the situation.

In this part of the study, literature relating to the factors that contribute to the satisfaction of the tourists are analyzed and arranged as to studies conducted abroad and in India.

2.2.5.(a) Studies Conducted Abroad

Corte et al., (2015), investigate the attributes that contribute to the satisfaction of tourists at Naples, Italy. The researchers have used fourteen tourist satisfaction indicators to measure tourist satisfaction such as easy access to different modes of transport, accommodation, quality of streets and road-signs, restaurants, entertainment, price, tourist information, local transport, security, disabled-friendly infrastructure, the hospitability of the local people, organization of cultural events, cleanliness, and other activities. Using factor analysis, the researchers observed that attributes such as easy access to different modes of transport, accommodation, the quality of restaurants, prices, hospitality, and security strongly contribute to tourists' satisfaction. Also, a tourist's positive experience of the services, products and the resources provided at the destination culminate in the tourists' intention to revisit the destination and increase the probability of him recommending it to others. However, according to the study, tourists visiting Naples are not completely satisfied because the destination doesn't have a clear image, is characterized by criminality and is perceived by tourists as a dirty place.

Curakovic et al., (2012), in a quantitative study, investigated the degree of tourist satisfaction with regard to the hotel services in Novi Sad, Serbia. Based on a random sample of 458 respondents and using simple percentages, it was observed that, tourists are satisfied with respect to the services provided at the reception. However, the quality of service provided at the restaurants and the variety of food and drinks served at these restaurants are being rated at the lowest thereby, affecting tourist satisfaction. Therefore, to improve tourist satisfaction and to increase its market share, continuous measurement of the facilities offered by a hotel is essential. In order to increase profitability, a hotel must also focus on meeting the expectations of its existing customers rather than winning new customers.

Dominici et al., (2010), realized that customer satisfaction in the hotel industry depends upon the quality of service provided which then led to customer loyalty and an increased positive image of the tourist destination. Using the critical incident approach with semi-structured and unstructured interviews with managers and one hundred customers of Hotel Sporting Club of Cefalu, Sicily, Italy it was observed that customers of this hotel were highly satisfied with the entertainment and restaurant services. However, standardization of services, ignoring specific guest needs and non-implementation of 'Customer Relationship Management' limited the hotel's ability to achieve higher customer satisfaction.

Foster, (2003), in a qualitative study, explored the way in which tourist satisfaction has been measured in the Australian tourism industry and how it could be developed further to provide a measure of satisfaction. Measuring a tourist's satisfaction with a destination is different from measuring satisfaction at the enterprise level because satisfaction at the destination level is influenced by various transactions that occur at the destination. The study also proposes to extend satisfaction measurement to that of the destination rather than focusing on the enterprise. However, this is an extremely complicated task at the individual enterprise level but may be worth the effort as destinations compete for market share.

He et al., (2014), analyzed the ethical judgment of hotel guests' malicious negative Word-Of-Mouth (WOM) adverse communication in response to hotel service failure.

People with a high sense of morality are unlikely to react negatively to unfavorable word-of-mouth communication, especially when their moral awareness of their behavior is high. Using the linear regression model with a sample of 128 respondents, the researchers observed that, hotels manage customers' vindictive or negative WOM by raising moral awareness and appeasing anger.

Komain et al., (2014), scrutinized the tourism development policies in Khon Kaen city in Thailand and the satisfaction of tourists who travel there. Using both quantitative and qualitative data, with a sample of 400 respondents and standard deviations the study reveals that the respondents were satisfied with the city as it has a pleasant environment, is crime free, has standard accommodation, and a low cost of living for the tourists. However, the absence of creative activities and lack of public transport in the city make the tourists unhappy. Therefore, the local administration should focus on the development of public transport and introduce more activities for the satisfaction of tourists.

Mendes et al., (2010), analyzed the relationship between tourist satisfaction, tourism experience and destination loyalty based on socio-demographic attributes like age, education and nationality of tourists visiting Algarve in Portugal. Using a quota-based sample of 486 respondents, 75 percent of them foreign nationals, collected through personal interviews, analyzed by applying the chi-square test and structural equation model, the results revealed that tourists visiting Algarve were satisfied with the attributes such as restaurants, landscape, beaches, competence and courtesy, hospitality, and public safety. However, the attributes that need attention are urban planning, parking, traffic signs, terrible quality-price relation, lack of sanitation on the entrance of roads leading to beaches and pollution. It was also observed that younger tourists with fewer educational degrees, although pleased with the tourism experiences, were less likely to return to the destination as it would mean not visiting another destination.

Mohammad, (2014), realizes that tourist satisfaction is an important factor for loyalty as well as repeat visitation. Using a random sample of 615 respondents, regression analysis and ANOVA the study reveals that, international tourists visiting Jordan are satisfied with the support services, transportation, cleanliness, and hospitality but were unhappy with the safety measures. The regression analysis shows a negative relationship between

tourist satisfaction and intention to visit again. The analysis of variance indicates a strong statistical significance between satisfaction, revisitation and recommendation to visit again.

Mukhles, (2013), discovers a significant direct and positive relationship between service quality and tourist satisfaction. Using multiple regression analysis and a sample of 180 respondents, the findings indicate that, destination facilities, accessibility of the destination and its attraction to tourists contribute significantly to the satisfaction of tourists at Petra a historical site in Jordan. He further states that tourists' satisfaction can be enhanced in the future by improving the quality of the facilities being offered at the destination and thus making it more attractive to the tourists.

Sabir et al., (2014), recognize the factors that directly relate to customer satisfaction in the restaurant industry in Pakistan. Using a random sample of 100 respondents, correlation and regression analysis the researchers observed a significant positive relationship between service quality, price and ambience of the restaurant to the satisfaction of the customers. However, restaurants through the improvement of their service quality, controlling prices and creating a favourable and conducive environment for their customers can further improve their satisfaction.

Saleem et al., (2014), observed that the quality of service provided by hotels in Pakistan has a positive and significant effect on customers' satisfaction. Using a random sample of 250 respondents and factor analysis the researchers observed that, service quality has a positive and significant effect on customer loyalty and brand image, as better quality of service will motivate customers to remain loyal to the hotel. Hotels by improving the quality of service can directly increase their customers' satisfaction. Therefore, service quality and customer satisfaction are directly related and together they increase customer loyalty which has a positive impact on the brand image of the hotel.

Sara et al., (2015), in a quantitative study, observed a direct relationship between duration of stay and tourists' satisfaction with regard to the tourists visiting Lisbon. According to the study, the longer the duration of stay in Lisbon, the higher is the satisfaction level among the tourists. It was also observed that the past visitation

experiences, distance from Lisbon in terms of flight hours, age and gender do not affect the satisfaction level of the respondents. The study states that, over the long term, an enhanced tourist satisfaction is important as it could lead to positive future behavioural outcomes like an intention to revisit, increased loyalty and positive word of mouth advertisement.

Tajeddini, (2014), has analyzed the hoteliers' risk proclivity on innovativeness within the Japanese hotel industry. Using a random sample of 115 respondents and multiple regression analysis the researcher observed that innovation led to a higher performance of the hotels. However, the managerial attitude towards change has a significant antecedent effect on innovativeness.

2.2.5.(b) Studies Conducted in India

Aara et al., (2018), have identified the factors determining tourists' satisfaction in the State of Jammu and Kashmir. Using a random sample of 500 respondents, regression analysis and t-test it is observed that the factors contributing to tourists' satisfaction are the availability of transport, accommodation, quality of food, shopping, security, and public services. However, tourists are not satisfied with the rail and aviation services and also the banking infrastructure available in the state.

Chand et al., (2017), analyze the destination based attributes that contribute to the satisfaction of foreign tourists visiting the Golden Triangle (Delhi-Agra-Jaipur) over a period from October 2015 to December 2016. Based on a random sample of 700 Chinese and Japanese tourists visiting the above places and using exploratory factor analysis, multiple regression analysis, and t-tests the researchers observed that the accommodation services, safety and security and destination sightseeing dimensions, contribute significantly to the tourists' satisfaction whereas, knowledge-seeking dimension does not contribute significantly to the same. There is also a statistically significant difference in the perceptions of destination-based attributes among Chinese and Japanese tourists. Chinese tourists were highly satisfied with the religious places, sightseeing, accommodation services, and safety and security whereas, Japanese tourists were more satisfied with the culture, knowledge-seeking, price and basic amenities dimensions

related to their satisfaction. The study basically indicates that both Chinese and Japanese tourists have similar overall satisfaction with regard to destination based attributes in India.

Chatterjee, (2015), has observed a significant and strong correlation between supply chain management and customer satisfaction in fast food outlets in Mumbai. The purpose of the study was to examine the role of supply chain management with regard to the functioning of fast food outlets, to establish customer satisfaction and to find the link between supply chain management and customer satisfaction. Using a convenience-based sample of 318 respondents and Karl Pearson coefficient of correlation and chi-square test, the researcher observed that location, ambience, taste, the speed of service, cleanliness, hygiene and noise level plays a significant role in affecting customer satisfaction in fast food outlets. Further, to improve customer satisfaction, fast food outlets must concentrate on improving the efficiency of the supply chain, location, ambience, taste, variety, and speed of service.

Kansal et al., (2015), have identified several critical factors contributing to value for money, tourist satisfaction, and loyalty. Based on a random sample of 300 foreign tourists, structural equation model, and factor analysis, the researchers observed that value for money was affected by ease of visiting Goa and the level of enjoyment experience offered in Goa. However, the level of enjoyment was found to be highly significant and positively affected the foreign tourists' perception of the value for money and their satisfaction level as compared to the ease of doing business in Goa. Further, tourist satisfaction in the hotel industry leads to higher profitability, increased sales, customer loyalty, customer retention and better productivity of the hotels.

Renuka, (2012), analyzes the services provided by the hotel industry in Thanjavur District of Tamil Nadu, study the service mix of the hotel industry and customers' satisfaction towards hotels and measure service quality of the hotel industry over a period of five years from 2006-07 to 2010-11. Based on a random sample of 302 respondents and using ANOVA, chi-square test, correlation, and SERVQUAL model the researcher observes a strong positive relationship between the quality of service and customers' satisfaction, which then leads to the growth of business and higher employment. The

tourists visiting Thanjavur are highly satisfied with the check-in and check-out procedure of the hotels, clean environment, customer-friendly approach, a variety of food items, price, and hospitality, but are dissatisfied with the restaurant services and the quality of food items. Further, the statistical analysis reveals a significant positive relationship between demographic details and the quality of service provided by hotels.

Varughese, (2013), has identified the troubles faced by houseboat operators in Kerala and the tourists' opinion towards backwater tourism. Using Garrett's ranking table the study shows that parking of houseboats, unhealthy competition, and insufficient government support were the main problems faced by the houseboat operators. The regression analysis shows that a majority of the tourists visiting Kerala are satisfied with the backwater tourism but are dissatisfied with the hygiene and lack of cleanliness of the backwaters.

2.3 Identification of Research Problem

The literature review reveals that a number of studies have been conducted in the area of tourism. However, no substantial research has been found with respect to beach shacks in Goa. The researcher has not come across any concrete doctoral research relating to beach shacks in India and abroad, which makes this study important. Shacks in Goa originated in the mid-twentieth century **(Kazi, et al. 2004);** however, no research of this type has been conducted anywhere in the State of Goa till the commencement of this study.

Shacks provide employment, income, and a higher standard of living to a large number of Goans **(Sawant et al., 2013)** besides bringing revenue to the State Government **(Sathish et al., 2017 & 2018).** They also contribute to the development of infrastructure in the State **(Sawant et al., 2013).** Shacks offer food, beverages, sun-beds and umbrellas close to the beach to the tourists **(Naik, 2016).** However, no significant study has been conducted in the state, so far, to study the socio-economic contribution of beach shacks to the shack owners, tourists, local community and the State Government. This enables the present study to identify the socio-economic contribution of shacks to various stakeholders mentioned above.

Smitha, (2013), has conducted a study on 'Destination Life Cycle of Goa tourism industry' and observed that Goa's beach-centric tourism has not yet reached the Stagnation Stage of the Destination Life Cycle because the number of tourists visiting Goa keeps on increasing every year. The researcher, however has not covered the beach shacks or the stage of the Destination Life Cycle where Goan beach shacks lie. Therefore, the present study is unique and will identify the stage in which Goan beach shacks lie in the Destination Life Cycle, so that, concrete decisions could be taken by the stakeholders to avoid the Decline Stage.

Every year, a large number of domestic as well as international tourists with different demographic characteristics visit beach shacks in Goa. However, the literature review indicates that studies of this nature have not been conducted until now to see the association between types of tourists visiting beach shacks in Goa with their demographic characteristics. Therefore, the present study will try to find the association between types of tourists visiting beach shacks Goa with their demographic characteristics. This would enable shack owners to focus on these categories of the demographic characteristics of tourists, so that, they can be provided with special attention to make them comfortable and satisfied. This classification also makes the study exceptional, as it will enable the stakeholders to focus on the demographic characteristics while promoting beach shacks in India and abroad.

In Goa, beach shacks exist both on private as well as on public properties. However, no substantial research has been conducted so far to study the preferences of tourists with regard to shacks located on private and public properties in Goa. This study will identify the reasons which influence the tourists' preference for shacks located on private and public properties in Goa.

Shacks contribute significantly in attracting tourists to the state each year **(Noronha, 1999, Prakash, 2013, Verma, 2015, and Naik, 2016).** However, the literature review indicates that none of the studies conducted until now have identified the specific factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa. Therefore, the present study attempts to identify the factors contributing to the satisfaction of tourists visiting beach shacks in Goa which makes this study unique.

The study is also important as it will offer valuable inputs to academicians, research scholars, the Department of Tourism, the State Government, shack owners, tourism-related business communities and other stakeholders in areas where they might require reliable information.

2.4 Chapter Summary

A detailed review of the literature in tourism and its related areas has been included in this chapter. The literature review has been methodically arranged and grouped into studies conducted abroad and in India based on the main areas of the study. Further, based on the literature review, the research problems have been identified which has led to the emergence of the present study.

2.5 References

1. **D'Silva**, Emmanuel. Furtado, Jose, I., dos, R. & Russell, Sherry. (1998). Tourism and the Environment–An Introduction. The International Bank for Reconstruction and Development/The Economic Development Institute of the World Bank. Washington, DC, USA. Retrieved May 11, 2016, from siteresources.worldbank.org/WB/Resources/wbi37134.pdf
2. **Andriotis**, Konstantinos. (2002). Scale of Hospitality and local Economic Development – Evidence from Crete. Tourism Management, 23(4), 333-341.
3. **Mathew**, Cyriac. (2002). Tourism Development and its Impact on the Economic Development of Kerala. Ph.D. Thesis in Commerce, Submitted to Mahatma Gandhi University, Kottayam, Kerala.
4. **Kweka**, Josaphat. Morrissey, Oliver. & Blake, Adam. (2003). The Economic Potential of Tourism in Tanzania. Journal of International Development, J. Int. Dev., 15, 335-351.
5. **Diedrich**, Amy. & Garcia-Buades, Esther. (2009). Local perceptions of tourism as indicators of destination decline. Tourism Management, 30, 512-521.
6. **Roy**, Hiranmoy. (2011). Goa Tourism: Myths and Realities. International Journal of Research in Commerce & Management, 2(7), 98-102.
7. **Chavan**, Ramesh, Rajashri. & Bhola, Shankar, Sarang. (2013) World Wide Tourism: A Review. Indian Journal of Marketing, 44(3), 24-34.
8. **Diniz**, R., Simao. Falleiro, P., Savio. & De Barros, M., Maria. (2014). Local Residents Perception of the Psycho-Social and Economic Impact of Tourism in Goa. International Journal of Scientific and Research Publications, 4(11), 1-8.
9. **Federico**, Inchausti-Sintes. (2015). Tourism: Economic growth, employment and Dutch Disease. Annals of Tourism Research, 54, 172-189.
10. **Huh**, Jin. (2002). Tourist Satisfaction with Cultural / Heritage Sites: The Virginia Historic Triangle. Ph.D. Thesis submitted to: Virginia Polytechnic Institute and State University, Blacksburg, Virginia, USA.
11. **George**, P., Babu. & George, P., Bibin. (2004). Past Visits and the Intention to Revisit a Destination: Place attachment as the mediator and novelty seeking as the moderator. The Journal of Tourism Studies, 15(2), 53- 66.

12. **Breakey**, Noreen, Maree. (2005). Tourism Destination Development – Beyond Butler. Ph.D. Thesis submitted to: The University of Queensland. Australia.
13. **Mc Dowall**, Siriporn. (2010). International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. Asia Pacific Journal of Tourism Research, 15(1), 21-42.
14. **Welton**, Rachel. (2012). Coastal tourism: the response of Indian Ocean island tourism destinations to climate change. A Thesis submitted to Nottingham Trent University for the Degree of Doctor of Philosophy, United Kingdom (UK).
15. **Ekiz**, Erdogan. H., Lattimore, & Catheryn, Khoo. (2014). Destination India: Investigating the impact of Goa's attributes on families leisure travel experience. Tourism, 62(2), 165-180.
16. **Kock**, Florian. Josiassen, Alexander. & Assaf. A., George. (2016). Advancing destination image: The destination content model. Annals of Tourism Research, 61, 28-44.
17. **Dayanand**, M., S. (2003). Tourism Attraction Development: A Comparative Study of the Development of Small and Medium Tourism Attractions in Goa and Portugal. Ph.D. Thesis submitted to Goa University, Management Department.
18. **Yolal**, Medet. Gursoy, Dogan. Uysal, Muzaffer. Kim, (Lina), Hyelin. & Karacaoglu, Sila. (2016). Impacts of festivals and events on residents well-being. Annals of Tourism Research, 61, 1-18.
19. **Faulkner**, Bill. & Tideswell, Carmen. (1997). A framework for monitoring community impacts of tourism. Journal of Sustainable Tourism, 5(1), 3-28.
20. **Gnanapala**, W., K., Athula. & Sandaruwani, J., A., R., C. (2016). Socio-economic Impacts of Tourism Development and Their Implications on Local Communities. International Journal of Economics and Business Administration, 2(5), 59-67.
21. **McKercher**, Bob. (2010). Some Fundamental Truths about Tourism: Understanding Tourism's Social and Environmental Impacts. Journal of Sustainable Tourism, 1(1), 6-16.
22. **Mrema**, Abidan, A. (2015). Contribution of tourist hotels in socio-economic development of local communities in Monduli District, Northern Tanzania. Journal of Hospitality and Management and Tourism, 6(6), 71-79.

23. **Nayomi**, Geethika. & Gnanapala, W., K., Athula. (2015). Socio-Economic Impacts on Local Community through Tourism Development with Special Reference to Heritance Kandalama. Tourism, Leisure and Global Change, 2, 57-73.
24. **Pratt**, Stephen. (2015). The economic impact of tourism in Small Island Developing States (SIDS). Annals of Tourism Research, 52, 148-160.
25. **Saayman**, Andrea. Saayman, Melville. & Gyekye, Agyapong. (2013). Perspectives on the Regional Economic Value of a Pilgrimage. International Journal of Tourism Research. Online Library.wiley.com. John Wiley & Sons. Research Article.
26. **Simpson**, David. (2006). Goan tourism benefits questioned. Retrieved January 16, 2017, from www.cabi.org/leisuretourism/news/16063
27. **Stylidis**, Dimitrios. & Terzidou, Matina. (2014). Tourism and the economic crisis in Kavala, Greece. Annals of Tourism Research, 44, 210-226.
28. **Tsartas**, Paris. (1992). Socioeconomic Impacts of Tourism on Two Greek Isles. Annals of Tourism Research, 19, 516-533.
29. **Das**, Dinesh. (2012). Global Meltdown and Tourism Industry in Goa: An Alternative Approach. International Journal of Innovative Research & Development, 1(9), 318-327.
30. **Desai**, Basuri. (2016). Goan beaches, now a dumping ground for garbage. OHeraldo, The Voice of Goa. Tuesday, September 6, 2016, 2. Retrieved September 6, 2016, from: www.heraldgoa.in/Goa/Panjim-around/Goan-beaches-now-a-dumping-ground-for-garbage/105976.html.
31. **D'Mello**, Carmelita. Chang, Ling-Chen. Kamat, Kaustubh. Scaglione, Miriam, Weiermair, Klaus. & Pillai, Bhaskaran, Kizhakanveatil, Subhash. (2015). An Examination of Factors Influencing Residents' Perception of the Impacts of Tourism in Goa. International Journal of Hospitality & Tourism Systems, 8(2), 1-11.
32. **Gupta**, S., K. & Raina, Rajesh. (2008). Economic Impact of Vaishno Devi Pilgrimage: An Analytical Study. International Journal of Hospitality & Tourism Systems, 1(1), 52-64.
33. **Kamalakshi**, M., V. (1996). Hotel Industry in Kerala with special reference to Tourism. Thesis submitted to Cochin University of Science and Technology, Department of Applied Economics, Cochin, Kerala.

34. **Leela**, V. (2014). Tourism and its impact on the Socio Economic Conditions of Retailers and Street Vendors in Kanyakumari. Ph.D. Thesis in Commerce, Submitted to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.
35. **Mishra**, Amitab. & Ojha, Nisha, Kant. (2014). Need of Marketing of India as a Tourist Destination: Evaluation of India's Performance in Tourism. Prabandhan: Indian Journal of Management, 7(8), 45-54.
36. **Mukherjee**, Meghna. (2017). Will beach weddings be banned in Goa. Times of India, Goa Times. Saturday March 11, 2017, 1 & 3.
37. **Mundye**, Rakesh. (2017). Tourism has destroyed Goa's sand dunes. Times of India, Goa, Times City. February 12, 2017, 5.
38. **Naik**, T., Ballavva. (2016). Tourism and Service Providing in Coastal Goa, India. The International Journal of Humanities & Social Studies, 4(8), 182-185.
39. **Noronha**, Frederick. (1999). Ten years later, Goa still uneasy over the impact of tourism. International Journal of Contemporary Hospitality Management, 3, 100-106.
40. **Pandiya**, Kumar, Dinesh. Kumar, Brajesh. & Roy, Rajib. (2014). A Study on the Status of Working Conditions of Child Labourers Employed in Hotels and Restaurants of Silchar Town, Assam. Prabandhan: Indian Journal of Management, 7(11), 21 – 29.
41. **Rajesh**. K. (2009). Coastal Tourism in Kerala: It's Impact on Economy and Environment. Thesis Ph.D. in Economics. Cochin University of Science and Technology, Kerala.
42. **Sawant**, Nandkumar, N. Malkarnekar, Dishant, S. & Gokhale, Kailas, D. (2013). Beach Tourism and its Socio Cultural Impacts – A Study of Perspectives of Rural Community – Agonda, Goa – India. Journal of International Academic Research for Multidisciplinary, 1, 508-520.
43. **Siddhesha**, Sinaishilimkhan. (2015). Problems faced by Child Labour working in Beach Shacks and Hotels across coastal areas of Goa. International Journal of Social Science & Interdisciplinary Research, 4(2), 54-66.

44. **Singla**, Manika. (2014). A Case Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India. Journal of Business Management & Social Sciences Research (JBM&SSR), 3(2), 10-23.
45. **Solomon**, Rajan. (2009). The Challenge and Prospects of Tourism in Goa Today. Article Published by J & B Printers, Bengalure, for Council for Social Justice and Peace, Panjim, 1-87.
46. **Sukthankar**, Sitaram, V. (2011). Performance Evaluation of Hotel Industry in Goa. A Thesis in Commerce submitted to Shivaji University, Kolapur, Maharashtra.
47. **Sukthankar**, Sitaram, V. (2013). A Study on Growth of Hotel Industry in Goa. IOSR Journal of Humanities and Social Sciences (IOSR-JHSS), 11(2), 1-7.
48. **Thaker**, Manisha, Devendrabhai. (2004). Problems and Prospects of Tourism Industry in Gujarat. Thesis PhD. Saurashtra University, Gujarat.
49. **Verma**, Vibha. (2015). Another Bad Year. Herald Review. Retrieved November 29, 2015, from www.heraldgoa.in/Review/ANOTHER-BAD-YEAR/96249.html.
50. **Vijayanand**, S. (2012). Socio-Economic Impacts in Pilgrimage Tourism. International Journal of Multidisciplinary Research, 2(1), 329-343.
51. **Cooper,** Chris. (2011). Tourism Area Life Cycle, Contemporary Tourism Reviews. Published by Good Fellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ. Retrieved August 18, 2016, from https://www.goodfellowpublishers.com/free_ files/Contemporary-Tourism-Review- TALC-fa9aef4da56046336b1eef113debc.pdf
52. **Andriotis**, Konstantinos. (2005). The Tourism Life Cycle an Overview of the Cretan Case. Presented at the International Conference on Tourism Development and Planning, A.T.E.I. Patras. Greece. June 11-12, 2005, 1-11. Retrieved June 30, 2017, from: https://www.researchgate.net /Andriotis/...THE_TOURISM_LIFE_CYCLE_ AN_OVERVIEW_OF_THE_CRETAN_CASE
53. **Benedetto**, di, Anthony, C. & Bojanic, David, C. (1993). Tourism Area Life Cycle Extensions. Annals of Tourism Research, 20, 557-570.
54. **Krendzelak**, Justyna. (2008). Tourism in Ibiza Island and its destination life cycle. MSC Dissertation, University of Nottingham (Unpublished). Access from the University of Nottingham repository: http://eprints. Retrieved July 25, 2017, from nottingham.ac.uk/23412/1/Tourism_in_Ibiza_and_its_destin-ation_life_cycle.pdf

55. **Omar**, Shida, Irwana. Othman, Abdul, Ghapar. & Mohamed, Badaruddin. (2014). The tourism life cycle: an overview of Langkawi Island, Malaysia. International Journal of Culture, Tourism and Hospitality Research, 8(3), 272-299.
56. **Park**, Hyung-Kwan. (2006). A Study on Tourist Area Life Cycle and Marketing Strategy – Case of Jeju Island. Thesis submitted to KDI School of Public Management, for Master of Business Administration. Retrieved September 13, 2016, fromarchives.kdischool.ac.kr/bitstream/11125/935/1/PARK%20Hyung%20Kwan.pdf
57. **Rodriguez**, Juan, Ramon, Oreja. Lopez, Eduardo, Parre. & Estevez, Vanessa, Yanes. (2008). The sustainability of island destinations: Tourism area life cycle and teleological perspectives. The case of Tenerife. Tourism Management, 29, 53-65.
58. **Zmyslony**, Piotr. (2011). Application of the Destination Life Cycle Concept in Managing Urban Tourism: Case of Poznan, Poland. Proceedings of the International Conference on Tourism (ICOT 2011). Tourism in an era of uncertainty, Rhodes Island, Greece, 867-877.
59. **Menezes**, Vivek. (2017). Last Requiem for Goa Tourism?. The Times of India, Goa Edition. Thursday October 5, 2017, 8.
60. **Singh**, Sagar. (2011). The Tourism Area 'Life Cycle' A Clarification. Annals of Tourism Research, 38(3), 1178-1187.
61. **Smitha**, Kamat, Bhandare. (2010). Destination Life Cycle and Assessment – A Study of Goa Tourism Industry. South Asian Journal of Tourism and Heritage, 3(2), 139-148.
62. **Smitha**, Govindas, Bhandare. (2013). Tourism and its impact on rural entrepreneurship in Goa: An empirical study for promoting village tourism in Goa. A thesis submitted to Goa University, in Commerce, Goa.
63. **Birdir**, Sahilli, Sevda. (2015). Segmentation of Tourist Using Demographic and Travel Characteristics: The Case of Istanbul. International Review of Management and Marketing, 5(4), 221-229.
64. **Lin**, Vera, Shanshan. Mao, Rui. & Song, Haiyan. (2015). Tourism expenditure patterns in China. Annals of Tourism Research, 54, 100-117.

65. **Manickaraj**, S. (2013). Coastal Tourism in the Gulf of Mannar – An Economic Analysis. Thesis in Economics submitted to: Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.
66. **Menezes**, Vivek. (2017). Last Requiem for Goa Tourism?. The Times of India, Goa Edition. Thursday October 5, 2017, 8.
67. **Rajasenan**, D. Manaloor, Varghese. & Abraham, George, Bijith. (2012). Tourist Profiles and Characteristics vis-à-vis Market Segmentation of Ecotourism Destinations in Kerala. Journal of Economics and Sustainable Development, 3(4), 134-144.
68. **Sangeeta**, Borthakur, Tamuli. (2014). Economic Valuation of Eco-tourism: A Study of Kaziranga National Park of Assam. Finance India. The Quarterly Journal of Finance, XXVIII (1).
69. **Shahane**, Rasika. & Fernandes, Mayola. (2015). Socio Demographic Characteristics of Tourists from Maharashtra visiting Goa. Atithya: A Journal of Hospitality, 1(1), 47-55.
70. **Vijay**, Nikhil. & Pawaskar, Pinky. (2017). A non parametric analysis of the Perception of Tourists about Goa. Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices, 2(4), 12-24.
71. **Alen**, Elisa. Nicolau, Luis, Juan. Losada, Nieves. & Dominguez, Trinidad. (2014). Determinant factors of senior tourist's length of stay. Annals of Tourism Research, 49, 19-32.
72. **Kandampully**, Jay. & Suhartanto, Dwi. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. International Journal of Contemporary Hospitality Management, 12(6), 346-351.
73. **Naseem**, Afshan. Ejaz, Sadia. & Malik, P., Khusro. (2011). Improvement of Hotel Service Quality: An Empirical Research in Pakistan. International Journal of Multidisciplinary Sciences and Engineering, 2(5), 52-56.
74. **Rahman**, Sabbir, Muhammad. & Abdulla, Bin, Madi. (2014). How Does Experience Impact Domestic Tourists Satisfaction? Testing the Mediating Role of Service Quality. Indian Journal of Marketing, 44(12), 19-31.

75. **Dayanand**, M., S. (2004). The Tourism Industry of Goa: Current Status and Future Potential. Retrieved July 21, 1996, from www.Internationalcentregoa. com/pdf/Paper_by_Dayanand_MS.pdf
76. **Song**, Haiyan. Veen, der, Van, Robert. Li, Gang. & Chen, l., Jason. (2012). The Hong Kong Tourist Satisfaction Index. Annals of Tourism Research, 39(1), 459-479.
77. **Sparks**, Beverley. Bowen, John. & Klag, Stefanie. (2003). Restaurants and the tourist market. International Journal of Contemporary Hospitality Management, 15(1), 6-13.
78. **Ekiz**, Erdogan, H., Lattimore, & Catheryn, Khoo. (2014). Destination India: Investigating the impact of Goa's attributes on families leisure travel experience. Tourism. Original scientific paper, 62(2), 165-180.
79. **George**, P., Babu. & George, P., Bibin. (2004) Past Visits and the Intention to Revisit a Destination: Place attachment as the mediator and novelty seeking as the moderator. The Journal of Tourism Studies, 15(2), 53- 66.
80. **Prakash**, Vinatha, Baby. (2013). Beach Shacks in Goa - Design of a Temporary One-room Living Space. A Fundamental Research Program (FRP). Submitted to M. Des. (Industrial Design), IIT Bombay. Retrieved September 19, 2015, from: www.dsource.in/case-study/frp-beach/pdf/beach-shacks-in-goa.pdf.
81. **Premakumari**, P. Saraswathy, R. & Arvinda, Rajah. (2014). Economic, Social, Environmental and Cultural Impact of Online Tourism in Tamilnadu. Indian Journal of Research, 4(2), 67-72.
82. **Saji**, M., P. (2011). Managing Tourism Programmes in Ecologically Fragile Areas-Learning from an Indian Destination. Indian Journal of Research, 1(2), 1-15.
83. **Wilson**, David. (1997). Paradoxes of Tourism in Goa. Annals of Tourism Research, 24(1), 52-75.
84. **Dominici**, Gandolfo. & Guzzo, Rosa. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily. International Journal of Marketing Studies, 2(2), 3-12.
85. **Renuka**, R. (2012). A Study on the Services of Hotel Industry in Thanjavur District. Ph.D. Thesis in Commerce. Bharathidasan University, Tiruchirapalli, Tamil Nadu.

86. **Sabir**, Raja, Irfan. Ghafoor, Osama. Hafeez, Iqra. Akhtar, Naeem. & Rehman, UR, Asad. (2014). Factors Affecting Customers Satisfaction in Restaurants Industry in Pakistan. International Review of Management and Business Research, 3(2), 869-876.
87. **Corte**, Valentina, Della. Sciarelli, Mauro. Cascella, Clelia, Gaudio. & Giovanna, Del. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples, Italy. Journal of Investment and Management, 4(1-1), 39-50.
88. **Aara**, Ruhi, Refath. & Sofi, Arfat, Ahmad. (2018). What Determines the Tourist Satisfaction? Evidence from Jammu and Kashmir – India. International Journal of Hospitality and Tourism Systems, 11(2), 63-72.
89. **Komain**, Kantawateera. Aree, Naipinit. Thongphon, Promsaka, Na, Sakolnakorn. & Patarapong, Kroeksakul. (2014). The Satisfaction of Tourists and Policy Guidelines for Tourism Development in Khon Kaen, Thailand. Asian Social Science, 10(6), 53-60.
90. **Chatterjee**, Biswanath. (2015). A Study of Fast Foods Outlets – Their Supply Chain Management and Customer Satisfaction. Thesis in Management, submitted to: Shri Jagadishprasad Jhabarmal Tibrewala University, Rajasthan.
91. **Sarra**, Annalina. & Zio, Di, Simone. (2015). A quantitative valuation of tourist experience in Lisbon. Annals of Tourism Research, 53, 1-16.
92. **Curakovic**, Danka. Sikora, Ivana. Garaca, Vuk. Curcic, Nevena. & Vukosav, Svetlana. (2012). The Degree of Consumer Satisfaction with Hotel Services. EBSCO Information Services, 15, 6-11.
93. **Foster**, David. (2003). Measuring Customer Satisfaction in the Tourism Industry. Paper presented at the Third International & Sixth National Research Conference on Quality Management, RMIT University, Melbourne, Australia.
94. **He,** Hongwei. Harris, Lloyd. (2014). Moral disengagement of hotel guest negative WOM: Moral identity centrality, moral awareness, and anger. Annals of Tourism Research, 45, 132-151.
95. **Mendes**, Júlio, da Costa. Do Valle, Patricia, Oom. Guerreiro, Maria, Manuela. & Silva, João, Albino. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. Tourism, 58(2), 111-126.

96. **Mohammad**, Bashar, Aref, Mohammad, Al-Haj. (2014). Examining Tourist's Satisfaction, Loyalty and Intention to Revisit. International Journal of Management Sciences, 2(6), 260-273.
97. **Mukhles**, Al-Ababneh. (2013). Service Quality and its Impact on Tourist Satisfaction. Interdisciplinary Journal of Contemporary Research in Business, 4(12), 164-177.
98. **Saleem**, Hamad. & Raja, Naintara, Sarfraz. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. IOSR Journal of Business and Management (IOSR-JBM), 16(1), 117-122.
99. **Tajeddini**, Kayhan. (2014). The Effect of Organizational Structure and Hoteliers Risk Proclivity on Innovativeness. Asia-Pacific Journal of Management Research and Innovation, 10(1), 1-12.
100. **Chand**, Mohinder. & Kumar, Sunil. (2017). Investigating Holiday Satisfaction of Chinese and Japanese Tourists Visiting India. International Journal of Hospitality & Tourism System, 10(2), 67-77
101. **Kansal**, Purva. Walia, Sandeep. & Goel, Suriti. (2015). Factors Affecting Perception of Value for Money and Customer Satisfaction for Foreign Tourists in Goa. International Journal of Hospitality & Tourism Systems, 8(2), 93-102.
102. **Varughese**, Ashish. (2013). Problems and Prospects of Backwater Tourism in Kerala with special reference to Alappuzha District. Indian Journal of Marketing, 43, 18-29.
103. **Sathish**, Anthony. & Barretto, Helic, Mario. (2017). Socio-Economic Contribution of Beach Shacks to the Local Community in Goa: An Empirical Study. Indian Journal of Research, 7, 14-27.
104. **Sathish**, Antony. & Barretto, Helic, Mario. (2018). Contribution of Beach Shacks to the Government Exchequer in Goa: An Empirical Study. Indian Journal of Applied Hospitality & Tourism Research, 10,13-21

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Introduction

Research is a process of investigation on a precise subject. It is a methodical attempt on the part of the researcher to contribute original ideas and increase awareness on the subject under study. Research brings out new concepts, methods, terms, and facilitates finding solutions to complicated social, economic, financial, business, medical and other daily life problems. The research methodology is a systematic process of collecting, analyzing, interpreting, and presenting data in a more meaningful way. The data may be analyzed by using statistical tools, financial analytical techniques or both depending upon the need, requirement, suitability, relevance, preference and convenience of the researcher and presented in a descriptive manner, graphically or in any other form.

In this chapter, the research methodology adopted in the study has been described in-depth. The methodology consists of the research objectives, research questions and hypotheses of the study. It also discusses the variables as well as the data analytical tools used in the study. Further, this chapter describes the universe, sampling technique adopted, the sample size and the method used in collecting data from the respondents. The chapter also provides the operational definitions of the important concepts used in the study.

3.2 Research Objectives

The main objective of the present study is to analyze the contribution of beach shacks to the socio-economic development of Goa. However, the precise objectives of the study are as follows:

1) To analyze the socio-economic contribution of beach shacks to the selected stakeholders in Goa.
2) To identify the stage at which the Goan beach shacks lie in the Destination Life Cycle.
3) To study the demographic characteristics of tourists visiting shacks in Goa.
4) To study the tourists' preferences towards shacks located on private and public properties in Goa.

5) To analyze the factors that contribute to the satisfaction of tourists towards Goan beach shacks.

3.3 Research Questions

A research question is a clear and definite statement about the specific issues the researcher is focusing on in the study. It determines the research methodology and guides all the phases of inquiry, analysis and final reporting. The various research questions the researcher is trying to address in the present study have been listed below in the order of the research objectives:

Objective 1: To Analyze the Socio-Economic Contribution of Beach Shacks to the Selected Stakeholders in Goa.

Research Questions

a) What are the economic benefits of shacks to the stakeholders?
b) What economic problems do the stakeholders face due to shacks?
c) What are the social benefits of shacks to the stakeholders?
d) What social problems do the stakeholders face due to shacks?
e) Do the economic benefits of shacks affect the profit of the shack owners?
f) What is the contribution of shacks located on private and public properties to the State Government exchequer during the period from 2012-13 to 2016-17?

Objective 2: To Identify the Stage at which the Goan Beach Shacks Lie in the Destination Life Cycle.

Research Question

a) Which stage of the Destination Life Cycle do Goan beach shacks presently lie?
b) Is the Destination Life Cycle having and Influence over Profits of Shacks in Goa?

Objective 3: To Study the Demographic Characteristics of Tourists Visiting Shacks in Goa.

Research Questions

a) What are the demographic characteristics of tourists visiting beach shacks in the State of Goa?
b) Do the demographic characteristics of tourists differ across the type of tourists?

Objective 4: To Study the Tourists' Preferences towards Shacks Located on Private and Public Properties in Goa.

Research Questions

a) What type of shack do the tourists prefer to stay in Goa based on the selected demographic and travel characteristics?
b) Why do the tourists prefer to visit shacks located on private and public properties across the State of Goa?

Objective 5: To Analyze the Factors that Contribute to the Satisfaction of Tourists towards Goan Beach Shacks.

Research Question

a) What are the factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa?

3.4 Hypotheses of the Study

A hypothesis is a statement, assumption or supposition that has been framed by the researcher at the beginning of the research work to achieve the desired results. A Hypothesis has to be either proved or disproved. A hypothesis for a researcher is a formal research question that he intends to resolve. It is a logical relationship between different variables used in the study. However, a hypothesis should be simple, specific, predictable and empirically testable. There are different hypotheses a researcher can use in the study such as simple hypothesis, research hypothesis, null hypothesis, alternative hypothesis, and complex hypothesis. However, in this study, the researcher has made use of the null hypothesis. The null hypothesis indicates that there is no relationship between the variables used in the study.

The hypotheses used in the study are given below in the order of the objectives as follows:

i. Hypotheses for Objective 1: To Analyze the Socio-Economic Contribution of Beach Shacks to the Selected Stakeholders in Goa

The socio-economic contribution of beach shacks in Goa has been analyzed from the point of view of four stakeholders namely shack owners, tourists, local community and the State Government. The analysis for the first three stakeholders is prepared based on primary data whereas the analysis for the State Government is completed using secondary data. The hypotheses applied to test the socio-economic contribution of beach shacks to the shack owners, tourists, as well as the local community, are given below:

$H0_1$ (a): Economic benefits from shacks do not have a statistically significant relationship with the economic status of shack owners.

$H0_1$ (b): Economic problems from shacks do not have a statistically significant relationship with the economic status of shack owners.

$H0_1$ (c): Social benefits from shacks do not have a statistically significant relationship with the social status of shack owners.

$H0_1$ (d): Social problems from shacks do not have a statistically significant relationship with the social status of shack owners.

$H0_1$ (e): Economic benefits from shacks do not have a statistically significant relationship with the profit of shack owners.

$H0_1$ (f): Factors influencing tourists towards shacks do not contribute significantly towards economic benefits to tourists.

$H0_1$ (g): Factors influencing tourists towards shacks do not contribute significantly towards economic problems to tourists.

$H0_1$ (h): Factors influencing tourists towards shacks do not contribute significantly towards social benefits to tourists.

$H0_1$ (i): Factors influencing tourists towards shacks do not contribute significantly towards social problems to tourists.

$H0_1$ (j): Economic benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (k): Economic problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (l): Social benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (m): Social problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

ii. Hypotheses for Objective 2: To Identify the Stage at which the Goan Beach Shacks Lie in the Destination Life Cycle

The hypotheses used to identify the stage at which the Goan beach shacks lie in the Destination Life Cycle are as follows:

$H0_2$ (a): There is no significant association in the average visits at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (b): There is no significant association in the average employment at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (c): There is no significant association in the average amount spent at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (d): There is no significant association in the average monthly profits of shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (e): There is no significant association in the average monthly operating expenses of shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (f): The destination life cycle stages have no influence over profits of shacks.

iii. Hypotheses for Objective 3: To Study the Demographic Characteristics of Tourists' Visiting Shacks in Goa

The hypotheses utilized to study the demographic and travel characteristics of the tourists visiting beach shacks in the State of Goa and their preferences across type of tourists are as follows:

$H0_3$ (a): There is no significant association of type of tourists with their demographic characteristics.

$H0_3$ (b): There is no significant association of type of tourists with their travel characteristics.

iv. Hypotheses for Objective 4: To Study the Tourists' Preferences towards Shacks Located on Private and Public Properties in Goa

The hypotheses applied to analyze the tourists' preferences towards shacks located on private and public properties in the State of Goa based on demographic characteristics and facilities offered at shacks are given below:

$H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their type, age, occupation, qualification, number of days stay, number of times visited and budget.

$H0_4$ (b): Tourists preferences towards facilities offered do not differ significantly across the shacks located on private and public properties in Goa.

v. Hypothesis for Objective 5: To Analyze the Factors that Contribute to the Satisfaction of Tourists towards Goan Beach Shacks

The hypothesis framed to analyze the factors contributing to the satisfaction of tourists visiting beach shacks in the State of Goa is as follows:

$H0_5$: The services provided by shacks do not contribute significantly to the tourists' satisfaction.

3.5 Research Design and Methodology

A research design is a detailed plan prepared by the researcher to deal with the research questions. It is a blueprint within which the research is conducted. The research methodology includes all the aspects pertaining to the research plan that is to be implemented while conducting research. The research design and methodology adopted in the present study has been specified in detail as follows:

3.5.1 Universe, Sample Size and Justification for the Sample

In the present study, the primary data has been collected from three categories of respondents namely, shack owners, tourists, and the local community. The universe, sample size, and the justification for deciding the sample size for each of the above three categories of the respondents are given below:

i. Shack Owners

Universe

The population of shacks during the survey period as per the Department of Tourism, Government of Goa, (2017) was 450 including 100 shacks located on private properties in the State of Goa and these 450 shacks are considered as the universe for this part of the study.

Sample Size

The researcher has taken a sample size of 250 shacks, out of these 200 shacks are located on public properties and 50 shacks are located on private properties in the State of Goa.

Justification for the Sample Size

According to the formula proposed by **Krejcie V. Robert and Morgan Daryle W., (1970)**, a sample of 208 is adequate for a population of 450 at a confidence level of 95 percent.

The formula proposed by Krejcie V. Robert and Morgan Daryle W. is as follows:

$s = X^2 NP (1-P) \div d^2 (N-1) + X^2 P (1-P)$

Where

s = is the required sample size

X^2 = 3.841 (Chi-square table value for one degree of freedom)

N = is the size of the population

P = is the proportion of the population (usually assumed as .50)

d = is the accuracy degree expressed as a proportion (.05)

Taro Yamane in 1967 has proposed a formula to determine the sample size for researchers. According to the formula, a sample of 212 is required for a population of 450 at a confidence level of 95 percent with a 5 percent margin of error.

The formula proposed by Taro Yamane is as follow:

n = N/ (1+N (e) 2)

Where

n = is the sample size

N = is the population under study, and

e = is the error margin

According to the **sample size calculator available on-line**, the adequate sample size for a population of 450 is 208 with a confidence level of 95 percent and an error margin of 5 percent.

The researcher in this part of the study has taken a sample of 250 shacks which is more than the minimum sample required and therefore the sample size is justified.

ii. Tourists

Universe

The Department of Tourism, Government of Goa, Statistics (2017) indicates that a total of 7746282 tourists had visited the State of Goa during the year 2017 and the same has been considered as the universe for this part of the study.

Sample Size

The researcher has taken a sample size of 400 tourists of which 200 are foreign nationals and 200 are domestic tourists.

Justification for the Sample Size

As per the formula proposed by **Krejcie V. Robert and Morgan Daryle W., (1970)**, a sample of 384 is adequate for a population of 7746282 at a confidence level of 95 percent.

As per the **sample size calculator available on-line**, the adequate sample size for a population of 7746282 is 385 with a confidence level of 95 percent and an error margin of 5 percent.

According to the formula proposed by **Taro Yamane in 1967,** a sample of 400 is required for a population of 7746282 at a confidence level of 95 percent with a 5 percent margin of error.

The literature review indicates that **Thaker, (2004),** in a doctoral study has considered a convenience sample of 100 tourists (respondents). **Rajesh, (2009),** has considered a sample size of 240 tourists, **Huh, (2002),** used a sample size of 251 tourists, **Renuka, (2012),** used a sample size of 302 tourists and **Shenoy, (2005),** did a study with a sample size of 341 tourists.

However, in the present study, the researcher has considered a sample of 400 tourists which includes 200 foreign nationals which is a justified sample size.

iii. Local Community

Beach shacks in the State of Goa lie within a distance of zero to five hundred meters from the high tide line of the sea **(Goa Beach Shack Policy, 2016-19).** Therefore, its stakeholders mostly are the people living in the coastal areas of the state.

Universe

The population for the local community is the total number of households living, working or doing business in the coastal areas of the state where beach shacks exist. However, the

exact number of families living, working or doing business along the coastline in the state of Goa and especially in those areas where beach shacks operate was not available from any of the government or other official records. Hence, the universe for this part of the study could not be determined.

Sample Size

The analysis of the socio-economic contribution of beach shacks to the local community in the State of Goa has been carried out with a sample size of 140 respondents (households).

Justification for the Sample Size

Diedrich et al., (2009), explored the perceptions of local residents and its impact on tourism destination decline in five Belizean coastal communities using a sample size of 100 households. **Thaker, (2004),** in a doctoral study, analyzed the existing tourism facilities and problems that come in the way of tourism development in Gujarat, Saurashtra based on a sample size of 100 households. **Sawant et al., (2013),** analyzed the impact of tourism on the socio-cultural life of the local communities in South Goa using a sample size of 77 households.

In the present study, the researcher has considered a sample size of 140 households which is a justified sample size.

3.5.2 Sources of Data

The present study is empirical in nature and is based on the perceptions of the respondents. Therefore, the researcher has adopted a quantitative approach to collect the data. The quantitative data was collected through a survey method with the help of three structured questionnaires. Data was also collected from secondary sources to achieve the objectives of the study.

The quantitative (primary) data was collected from three categories of respondents namely shack owners, tourists, and the local community with the help of three structured questionnaires. The questionnaires were framed based on the literature survey

undertaken. The questionnaires were personally handed over to the shack owners, tourists, and the household heads (local community) at the place of work, place of business, residence and at the shacks itself.

The source from which the secondary data was gathered includes the Department of Tourism, Government of Goa, tourism-related research journals, reference books, national as well as local newspapers and online materials.

3.5.3 Sampling and Data Collection Techniques

In social science research, it is practically impossible to collect data from the entire universe due to time and financial constraints. As a result, a represented sample is taken from the population of the universe by using the standard sampling methods for the purpose of the analysis.

i. Sampling Method

In the present study, the researcher has used a convenience sampling method for collecting data from all the three categories of respondents namely shack owners, tourists, and the local community.

ii. Data Collection Techniques

Data collection techniques refer to the tools used by the researcher to collect data from the respondents. The tools used usually depend upon the type of study. As this is a quantitative study, the required data was collected by preparing three sets of structured questionnaires one each to the shack owners, tourists, and the local community. Besides this, the data pertaining to the State Government was collected from secondary sources.

The procedure followed in collecting data from the respondents was as follows:

a) Shack Owners

The shack owners were contacted at the place of business, at their convenient time and were served a questionnaire to collect the data. A total of 270 questionnaires were personally distributed among the shack owners. Of these, 250 completely filled questionnaires i.e. 92.59 percent of the questionnaires distributed were returned back and accordingly used in the analysis. The questionnaire used to collect data from the shack

owners was divided into three parts. The first part deal with the personal profile of the respondents, the second, is about the general responses, and the third deals with the socio-economic contribution of beach shacks. To measure the socio-economic contribution of beach shacks to the shack owners, a five-point Likert scale was used where '1' means strongly disagree and '5' means strongly agree.

b) Tourists

The tourists visiting shacks across the State of Goa were personally contacted at the shacks and were requested to fill the questionnaires at the shacks itself, at their convenient time. A total of 450 questionnaires were personally administered to the tourists. Of these, 420 questionnaires have been returned back by the tourists. However, only 400 questionnaires representing 88.89 percent of the total questionnaires distributed could be used in the analysis as the remaining was incomplete and hence rejected. The questionnaire used to collect data from the tourists was divided into two parts. The first part includes the personal and demographic profile of the respondents and the second part deals with the socio-economic contribution of shacks. The socio-economic contribution of shacks to the tourists was measured using a five-point Likert scale where '1' means strongly disagree and '5' means strongly agree.

c) Local Community

The members of the local community (households) living, working or involved in the business in the coastal areas of the state, within a distance of two kilometers from the beach, where beach shacks exist, were served a questionnaire. A total of 175 questionnaires were personally administered to the households. But, only 140 of these questionnaires representing 80 percent could be used in the analysis. Of the remaining, twenty were returned incomplete and fifteen questionnaires were not returned by the respondents. The questionnaire used to collect data from the local community was divided into two parts. The first part contains the personal profile of the respondents and the second, is about the socio-economic contribution of shacks. The socio-economic contribution of shacks to the local community is measured using the five-point Likert scale where '1' means strongly disagree and '5' means strongly agree.

d) State Government

The data pertaining to the revenue collected by the State Government from shacks were collected from the Department of Tourism, Government of Goa as a secondary source of information.

3.5.4 Structure and Validation of the Questionnaire

The questionnaire was structured and validated in the following manner:

1. Structure of the Questionnaire

The questionnaires were framed in simple English Language and all the questions were serially numbered. The types of questions used in the questionnaires are open-ended and closed-ended with suitable scales. The questionnaires were divided into three parts. The first part contains the personal and demographic profile of the respondents, second, it contains the socio-economic profile, and the third contains the open-ended questions.

2. Validation of the Questionnaires

The face validity and content validity of all the three questionnaires used in data collection were accomplished as follows:

a) Face Validity

The face validity of the questionnaires used in collecting data from the respondents namely shack owners, tourists, and the members of the local community was accomplished by getting feedback from ten shack owners including the President of the Shack Owners Welfare Society in Goa (SOWS) Cruz Cardozo (Cavelossim, South Goa) and its Secretary John Lobo (Calangute, North Goa), ten tourists which include six international, and ten household heads representing members of the local community.

The face validity was also completed by getting feedback from the industry representatives, academicians, expert statisticians, and officials from the Department of Tourism, Government of Goa. The industry representatives includes Darmesh Sangalini (President, Private Shack Owners Welfare Society, Goa), and Cruz Cardozo (President, SOWS, Goa). The academicians consulted for the purpose were Harif Khannapuri (Vice Principal, Dempo College, Cujira), Vishal Chari (Damodar College, Margao), and

Nandkumar Mekhot (Business School, Goa University, Taleigao). The statisticians who have approved the questionnaires are Ravikumar B. (Associate Professor, Vellore Institute of Technology, Vellore, Tamil Nadu), Suraj Kushe Shekhar (Assistant Professor, Vellore Institute of Technology, Vellore, Tamil Nadu), Durga Y. Prasad (Nodal Officer, Goa Election Commission, Panjim), and Kalyash Gokhale (Assistant Professor, Chowgule College, Margao). The officials from the Department of Tourism who were consulted in this regard were Sanjeev Gauns Desai (Director of Tourism, Panjim), Gajanan Mahale (Assistant Tourist Officer, Directorate of Tourism, Panjim) and Kale B. (Officer on Special Duty, Directorate of Tourism, Panjim).

b) Content Validity

The content validity was determined based on reliability analysis. The reliability has been measured using Cronbach alpha statistics as given below:

i. Shack Owners

The Cronbach's alpha statistics for the questionnaire to the shack owners were found to be 0.859 for 40 items used in the scale, signifying that the scale used in the study is reliable as the Cronbach's alpha obtained was above the minimum acceptable limit of 0.70 **(Lee Cronbach, 1951).**

ii. Tourists

The Cronbach's alpha statistics for the questionnaire to the tourists were found to be 0.925 for 88 items used in the scale, signifying that the scale used is reliable for further analysis.

iii. Local Community

The Cronbach's alpha statistics for the questionnaire to the local community was found to be 0.731 for 27 items used in the scale, signifying that the scale used is reliable.

3.5.5 Period of Study

The primary data required for the study were collected during the months of October to December 2017. Hence, the period of the survey is considered as the period of the study. The secondary data needed for the study was collected for a period of five years from the year 2012-13 to 2016-17.

3.5.6 Variables Used in the Study

Numerous variables were considered to analyze and interpret each of the above research objectives. The variables used in the study are based on the extensive literature survey undertaken and also through the experience gained in conducting three pilot studies. The variables have been arranged and specified according to the objectives of the study as given below:

Objective 1: To Analyze the Socio-Economic Contribution of Beach Shacks to the Selected Stakeholders in Goa.

The socio-economic contribution of beach shacks to the stakeholders namely, shack owners, tourists, and the local community has been classified and analyzed into economic benefits, economic problems, social benefits, and social problems. With regard to the State Government, only the economic contribution of shacks has been analyzed in the study. The scales used to measure the socio-economic contribution of shacks to the first three stakeholders have been reduced into a smaller number of dimensions (factors) by using the Exploratory Factor Analysis (EFA). Multiple regression analysis is then performed for these factors considered as independent variables.

i) Economic Benefits of Shacks to the Shack Owners

The economic benefits of shacks to the shack owners are measured with a ten items scale. The reliability of the scale was checked by using Cronbach alpha statistics which was found to be 0.795. As a rule of thumb, a Cronbach alpha of 0.70 and above indicates that the scale is reliable. Using EFA, all the ten items used in the scale have been reduced into three dimensions (factors) and named as Financial Stability, Asset Creation and Employment. Financial Stability contains the following six variables, Increases family

wealth, Increases family spending power, Contributes to family income, Makes financially independent, Increases creditworthiness, and Earn surplus. Asset Creation includes the following two variables like the Creation of immovable assets and Creation of movable assets. Employment factor comprises variables as to Providing Employment to Family Members and Self-employment. The dependent variable used in the analysis is Economic Status.

ii) Economic Problems of Shacks to the Shack Owners

The economic problems of shacks to the shack owners are deliberated with an eight items scale. All the items used in the scale have a Cronbach alpha of 0.717. Using EFA, all the eight items have been reduced into two factors and named as Higher Outflows and Government Restrictions. The Higher Outflows factor includes four variables such as Higher taxes, Higher prices, Higher license fees, and Higher salaries and wages. Government Restrictions factor include Timings, use of loud music and number of beach beds; Centralized payment of all fees and taxes; Permission to erect shack; and Changing government policies. The dependent variable used in this part of the analysis is Economic Status.

iii) Social Benefits of Shacks to the Shack Owners

The social benefits of shacks to the shack owners are considered using a ten items scale. All the items used in the scale have a Cronbach alpha of 0.753. Using EFA, all the items have been reduced into two factors and named as Improvement in Lifestyle and Comfort and Convenience. Improvement in Lifestyle factor includes seven variables namely, Afford healthier food and clothing, Improve reading and writing skills, Afford better health care facilities, Communicate fluently in English and Hindi, Celebrate family functions with fun and happiness, Command respect and higher status in society and Sending children to the prominent schools. Comfort and Convenience factor includes three variables, Live in a comfortable house, Communicate in at least one foreign language besides English and Use a car for the family comforts. The dependent variable used in the analysis is Social Status.

iv) Social Problems of Shacks to the Shack Owners

The social problems of shacks to the shack owners are measured with a seven items scale. All the items used in the scale have a Cronbach alpha of 0.733. Using EFA, all the items have been reduced into two factors. The first factor is named External Interference and it includes four variables as, No cooperation from local bodies, Problems from the locals, Has to bribe the local bodies in order to get the work done and Political interference while erecting shack. The second factor is named Negative Publicity and it includes three variables, Lack of trained workers, Locals prefer not to work at a shack and Negative publicity. The dependent variable used in the analysis is Social Status.

v) Factors Contributing towards Economic Benefits of Shacks to the Tourists

The factors contributing towards the economic benefits of shacks to the tourists are deliberated using a ten items scale. All the items used in the scale have a Cronbach alpha of 0.779. Using EFA, all the items have been reduced into two factors. The first factor is named as, Value for Money and it contains five variables as the Lower price of food and drinks, Serve more quantity per serving, Located on the beach and are economically convenient, Get value for money at a shack and Provide cheaper accommodation. The second factor is named Convenience and it includes five variables as the Exchange of currency, Accepts payment in any currency, Arranges sight-seeing tours, Provides various services under one roof and Accepts debit/credit cards. The dependent variable used in the analysis is Economic Benefits.

vi) Factors Contributing towards Economic Problems of Shacks to the Tourists

The factors contributing towards economic problems of shacks to the tourists are considered using a five items scale. All the items used in the scale have a Cronbach alpha of 0.748. Using EFA, the items have been reduced into two factors and named as, Inadequate Facilities and Dishonesty. The Inadequate Facilities include variables as, No proper regulation of prices at shacks, No locker facility and No card swiping machine. The Dishonesty factor includes variables as Employers don't reimburse bills and Cheated while exchanging currency. The dependent variable used in the analysis is Economic Problems.

vii) Factors Contributing towards Social Benefits of Shacks to the Tourists

To determine the factors contributing towards the social benefits of shacks to the tourists a seven items scale was used and all the items used in the scale have a Cronbach alpha of 0.774. Using EFA, all the items used in the scale has been reduced into two factors. The first factor is named Leisure and it includes five variables as, Having fun, Relaxes, Located close to the beach, Spend quality time and Privacy. The second factor is named as, Local Culture and it includes variables as, Gather information about the local Village/place and Experience of local culture. The dependent variable used is Social Benefits.

viii) Factors Contributing towards Social Problems of Shacks to the Tourists

To analyze the factors that contribute towards social problems of shacks to the tourists a nine items scale has been used. All the items used in the scale have a Cronbach alpha of 0.736. Using EFA, all the items have been reduced into two factors. The first factor is named as, Illegalities and it includes four variables as, Irregularities, Problems of drugs and prostitution, Can't freely walk on the beach due to beach beds and umbrellas and Staring at the foreign tourists by domestic tourists. The second factor is named Improper System and it includes variables as, Inadequate parking facilities, Stray dogs and cattle, Harassment by beggars, Garbage on the beach and Harsh attitude of the locals. The dependent variable used is Social Problems.

ix) Economic Benefits of Shacks to the Local Community

The economic benefits of shacks to the local community are considered using a six items scale. All the items used in the scale have a Cronbach alpha of 0.800. Using EFA, the items have been reduced into two factors. The first factor is named Monetary Benefits and it includes five variables, Employment opportunities, Opportunity to earn rental income, Promote subsidiary business, Increase the income of the residents and Contribute to increase in land prices. The second factor is named Local Patronage and it includes one variable, Buying local produce at a better price. The dependent variable used is the Relevance of beach shacks.

x) Economic Problems of Shacks to the Local Community

The economic problems of shacks to the local community in the State of Goa are deliberated using a five items scale. All the items used in the scale have a Cronbach alpha of 0.799. Using EFA, the items have been reduced into two factors. The first factor is named as the High Cost of Living and it includes four variables as, High cost of living, Higher prices of local produce, Increase in land prices and Seasonal employment. The second factor is named as Economic Leakage and includes one variable as, buying of foreign goods instead of local goods. The dependent variable used in the analysis is the Relevance of beach shacks.

xi) Social Benefits of Shacks to the Local Community

The social benefits of shacks to the local community in the State of Goa are measured using a four items scale. All the items used in the scale have a Cronbach alpha of 0.710. By means of EFA, the scale has been reduced into two factors. The first factor is named as Cultural Protection and it includes two variables, Promoting local culture and Environmental protection. The second factor is named, Creation of Infrastructure and it includes variables as, Locals feel secure to visit beach due to shacks and Development of infrastructure. The dependent variable used is the Relevance of beach shacks.

xii) Social Problems of Shacks to the Local Community

A nine items scale was used to compute the social problems of shacks to the local community in the State of Goa. All the items used in the scale have a Cronbach alpha of 0.715. Using EFA, the items have been reduced into two factors and named as Migration and Promote Crime. The migration factor includes five variables as, Crowded beaches, Seasonal migration, Giving up traditional occupations, Increase traffic in Villages and Noise pollution. The Promote Crime factor includes variables as, Environmental pollution, Discrimination between Indian and Foreign tourists, Increase in crime and Cultural clashes. The dependent variable used is the Relevance of beach shacks.

xiii) Socio-economic Contribution of Beach Shacks to the Government of Goa

In this section of the study, the economic contribution of beach shacks to the Government of Goa has been analyzed. The economic contribution of beach shacks to the State Government is revenue generation. The revenue collected by the State Government due to the existence of beach shacks in the State of Goa has been classified into two categories as revenue to the Tourism Department and revenue to Other Government Departments. The sources of revenue to the tourism department considered in this part of the analysis are application form fees, license fees and sun bed fees, whereas, the contribution of shacks to various other government departments has also been analyzed in the study. The government departments that are associated with the beach shacks in the State of Goa and considered in the study are the Fire Department, Food and Drugs, Public Works Department, Electricity, Health, Excise, Pollution Control Board, Commercial Tax, Panchayats and the GCZMA.

Objective 2: To Identify the Stage at which the Goan Beach Shacks Lie in the Destination Life Cycle.

To identify the stage of the Destination Life Cycle beach shacks are in the State of Goa, five parameters (variables) have been used, they are, Average number of tourists visits to beach shacks **(Benedetto et al., 1993, Andriotis 2005, Park 2006, Krendzelak 2008, Rodriguez et al., 2008, & Smitha 2010);** Average number of people employed in beach shacks; Average amount spent by tourists per visit per person to beach shacks **(Breakey 2005 & Park 2006);** Average profits earned by beach shacks per month **(Park 2006 & Krendzelak 2008);** and Average monthly operating expenses of beach shacks.

Objective 3: To Study the Demographic Characteristics of Tourists Visiting Shacks in Goa.

The analysis regarding the demographic characteristics of the tourists visiting shacks in the State of Goa has been divided into two categories as demographic characteristics and travel characteristics.

i) Demographic Characteristics

The demographic characteristics of the tourists visiting beach shacks in the State of Goa that has been considered in this part of the study are gender, educational qualification, age, total budget per person, occupation, religion, marital status, and household income across the type of tourists.

ii) Travel Characteristics

The travel characteristics of the tourists visiting beach shacks in the State of Goa that has been considered in this part of the study are the duration of stay, the amount spent on food and drinks per visit per person, the purpose of visiting Goa, frequency of visit and mode of reservation at the shacks in Goa, across the type of tourists, domestic and international.

Objective 4: To Study the Tourists Preferences towards Shacks Located on Private and Public Properties in Goa

The tourists' preferences for shacks located on private or public properties in the State of Goa have been primarily analyzed based on the following demographic characteristics such as nationality, age, occupation, qualification, the number of days stays, budget per person and number of times visited the state.

The tourists' preferences for shacks are further analyzed based on a thirteen points scale. The reliability of the scale was tested by using Cronbach alpha statistics and it was found to be 0.859. The variables considered in the scale are Comfortable accommodation, Reasonable price, Cleanliness and hygiene, Privacy, Quality of food, Proximity to the beach, Individual attention to the tourists, Entertainment facility, Spacious premises, Locker facilities, Mode of payment, The beach beds and umbrella facility and Safety and security.

Objective 5: To Analyze the Factors that Contribute to the Satisfaction of Tourists towards Goan Beach Shacks

The factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa are analyzed using a twenty-two point scale. The scale used in the analysis has a Cronbach alpha of 0.939 indicating that the scale is reliable. Using EFA, all the twenty-two items used in the scale are grouped into four factors named as Personalized Services, Leisure Services, Frill Services and Convenience Services.

The personalized services factor includes the following eight variables as Respect tourists privacy, Honesty of staff, Quick in solving problems, Provide personalized services, Prompt service, Friendly approach in serving tourists, Serve the menu items all the time and Offer variety in the menu.

The leisure services factor includes the following six variables as Attractive ambience, Located near the beach, Serve quality food and drinks, Charge a reasonable price, Clean and hygienic and Provide beach bed and umbrellas.

The frill services factor includes the following six variables as Can accommodate any family irrespective of its size, Celebrating birthday parties, Provide free Wi-Fi facilities, Free reservation facility for the tourists, Free changing room cum toilet facility and Variety of services under one roof.

The convenience services factor includes two variables as Locker facility and Accept payment using debit/credit cards.

3.5.7 Data Analytical Tools

The data analytical tools used in the study have been classified into three categories as statistical tools, financial analytical tools and tools used to test the normality of data. The data analytical tools used in the analysis are described herein below:

a. Statistical Tools

Statistical tools are used in research so as to get suitable and reliable results **(Ali et al., 2016).** The statistical tools used in the analysis are explained below:

i. Exploratory Factor Analysis (EFA)

A statistical technique used to reduce the dimensions of the scale used in collecting data to a summary of a few factors is called Exploratory Factor Analysis. EFA is used in the first objective (chapter 4) to reduce the dimensions of the scales used to measure the economic benefits, social benefits, economic problems and social problems faced by the shack owners and the local community due to the existence of beach shacks in the State of Goa. It is further used to reduce the dimensions of the factors contributing towards economic benefits, economic problems, social benefits and social problems to the tourists due to shacks in Goa. EFA is also used in the fifth objective (chapter 8) to reduce the dimensions of the scale used to analyze the services provided by beach shacks to the tourists leading to their satisfaction in the State of Goa.

ii. Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis (CFA) is applied in chapter 8 (objective 5) to verify the factors obtained in the Exploratory Factor Analysis named as personalized services, leisure services, frill services, and convenience services along with their constructs significantly contribute to the satisfaction of the tourists visiting beach shacks in the State of Goa.

iii. Multiple Regression Analysis

A statistical technique used in forecasting the value of one dependent variable based on two or more independent variables is called Multiple Regression Analysis. A dependent variable is that which is being tested and measured. A variable whose occurrence is not influenced by any other variable or variables is the independent variable.

In objective one, multiple regression analysis is applied to study the influence of economic benefits and economic problems on the economic status of the shack owners. It is also used to study the influence of social benefits and social problems on the social status of the shack owners. It is further used in the objective to study the impact of economic benefits on the profit of the shack owners.

Multiple regression analysis is also used in objective one to analyze the factors influencing tourists towards shacks that contribute to economic benefits, economic problems, social benefits and social problems to the tourists. In addition to the above, it is used in the objective to study the influence of economic benefits, economic problems, social benefits and social problems on the relevance of beach shacks for the local community in the State of Goa.

The multiple regression analysis is used to test the hypotheses $H0_1$ (a) to $H0_1$ (m).

xiv) Chi-Square Test

The chi-square test is carried out when the data is categorical or nominal. The data set that has got two or more categories and where there is no intrinsic ordering to the categories is called as categorical data. The chi-square test is also used to compare observed data with the expected data as per the specific hypothesis. Further, it is used to determine whether the association between two categorical variables in a sample is likely to reflect a real association between these two variables in the population.

The chi-square test is carried out in objective two (chapter 5) to examine the association in the average visits, employment, the amount spent, monthly profits, and monthly operating expenses of shacks between the life cycle stages in North and South Goa.

It is also applied in objective three (chapter 6) to observe the association between the type of tourists visiting beach shacks in the State of Goa with their demographic characteristics. Further, it is applied in objective three to study the association between the type of tourists and the travel characteristics of the tourists visiting beach shacks in the State of Goa.

The chi-square test is as well applied in objective four (chapter 7) to study the association between the type of shack preferred by the tourists in the State of Goa based on the demographic characteristics such as age, occupation, qualification, the number of days stay, the number of times visited Goa, and budget per person.

In the present study, the chi-square test is applied to test the hypotheses $H0_2$ (a) to $H0_2$ (e), $H0_3$ (a), $H0_3$ (b), and $H0_4$ (a).

xv) Additive Points System Scoring Technique

An "Additive Points Scoring Technique" has been used to identify the Destination Life Cycle stage the beach shacks lie at in the State of Goa during the study period. Five parameters have been considered and based on the Additive Points System scoring technique each of these parameters 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 five parameters is five (one each) then the shack will lie in the Exploration Stage of the Destination Life Cycle. If the total of the scores of the weights for a shack based on all the five parameters is within six to ten then the shack will lie in the Involvement Stage of the Destination Life Cycle. Similarly, if the sum of the scores of the weights for a shack based on all the five parameters is between eleven to fifteen, sixteen to twenty, and twenty-one to twenty-five then the shack will lie in the Development Stage, Consolidation Stage, and Stagnation Stage respectively of the Destination Life Cycle.

Further, based on the above scoring technique and the five parameters considered in the study, the entire sample of 250 shacks has been positioned on the Destination Life Cycle Model for beach shacks in objective two (chapter 5) to determine the stage of the Destination Life Cycle.

xvi) ANOVA

The one-way ANOVA has been used in objective two (chapter 5) to observe the influence of Destination Life Cycle stages on profits of the shacks in the State of Goa. It is applied to test the hypothesis $H0_2$ (f).

xvii) Kruskal-Wallis Test

Kruskal-Wallis test is normally conducted for continuous data that can be measured. The continuous data is quantitative in nature and can take any values within a selected range such as household income, total budget per person, the number of times visited Goa due to shacks, duration of stay, and amount spent on food and drinks per visit per person.

In the present study, the Kruskal-Wallis test is applied in objective three (chapter 6) to study the association between the type of tourists visiting beach shacks in the State of Goa with their demographic characteristics. It is further used to study if there is any association between the type of tourists and the travel characteristics of the tourists visiting beach shacks in Goa.

The Kruskal-Wallis test is applied to test the hypotheses $H0_3$ (a) and $H0_3$ (b).

xviii) Paired Sample t-test

In paired sample t-test, the two mean values of the paired units which are normally distributed are compared. It is a parametric test.

Paired sample t-test is applied in objective four (chapter 7) to study the preferences of the tourists with regard to the facilities offered at shacks located on public and private properties in the State of Goa. It is used to test the hypothesis $H0_4$ (b).

xix) Structural Equation Model (SEM)

Structural Equation Model is used in chapter 8 (objective 5) to explore the structural relationships between the measured variables and the latent constructs. This model enables us to estimate the multiple and interrelated dependence in a single variable. SEM is based on two types of variables known as endogenous and exogenous variables. The endogenous variables are similar to dependent variables and the exogenous variables are similar to independent variables.

In objective five (chapter 8), the SEM model is used to study the relationship between the independent variables namely personalized services, leisure services, frill services and convenience services on tourist satisfaction which is the dependent variable. It is used to test the hypothesis $H0_5$.

b. Financial Analytical Tool

The financial analytical tool used in the analysis is described herein below:

i. Trend Analysis

Trend analysis is applied in objective one (chapter 4) to analyze the revenue collected by the State Government from shacks operating on private as well as on public properties in the State of Goa for a period of five years from 2012-13 to 2016-17 considering the year 2012-13 as the base year.

c. Tools Used to Test the Normality of Data

The tools used to test the normality of data in the study are described below:

i. White Test

The White test is applied in chapter 4 (objective 1) to find the heteroskedasticity of thirty-five, thirty-one and twenty-four items respectively considered to measure the socio-economic contribution of shacks to the shack owners, tourists and the members of the local community, before running multiple regression analysis. In the case of the White test, a p-value > 0.05 indicates that the error variances are homogeneous. It also establishes whether the variance of the errors in a regression model is constant.

ii. Shapiro-Wilk Test

The Shapiro-Wilk test is applied in chapter 4 (objective 1) to study the normality of data considered to measure the socio-economic contribution of shacks to the shack owners, tourists and the members of the local community, before running multiple regression analysis. In the case of the Shapiro-Wilk test, a p-value > 0.05 indicates that errors are normally distributed.

iii. Jarque-Bera (JB) Test

A Jarque-Bera test is a goodness-of-fit test. It is applied to determine whether the data has the skewness and kurtosis to match the normal distribution of the sample. The JB normality test is conducted in objective four (chapter 7) to investigate if the data set used in the objective, to analyze the tourists' preferences for shacks located on government and private properties in the State of Goa, is showing a normal distribution.

iv. Skewness and Kurtosis Test

Skewness and Kurtosis test is applied in objective five (chapter 8) to determine whether the data set used in the objective pertaining to the analysis on the factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa is showing a normal distribution.

3.6 Operational Definitions of the Concepts and Terms Used in the Study

The operational definitions of the important concepts and the precise meaning of the vital terms used in the study are as follows:

i. Shack

A shack is "a seasonal structure, erected on the seashore, within a distance of zero to five hundred meters from the tide line of the ocean, using locally available eco-friendly materials and serving food and beverages". It provides accommodation to the tourists, near the beach, by erecting beach huts/rooms around the shack on private properties with permission from the local Panchayat, Goa Coastal Zone Management Authority (GCZMA), and the Department of Tourism since the year 2010-11. This definition has been framed with the help of the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa.

ii. Beach Huts/Cottages

Beach huts/cottages have been defined by the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa as "temporary seasonal structures, erected on private surveyed properties, within a distance of two to five hundred meters from the high tide line of the sea, using locally available eco-friendly materials like bamboo or wooden poles with a thatched roof and provide reasonable accommodation to the tourists near to the beach".

iii. Economic Benefits

The benefits an individual or a group of individuals derive as a result of an action or a decision that can be quantified in terms of monetary value including the creation of assets is called economic benefits.

iv. Economic Problems

Economic problems are defined as "those complexities an individual or a group of individuals face as a result of an action or a decision and can be quantifiable in terms of monetary value or restrictions from the government".

v. Social Benefits

Those outside actions that have a favourable outcome for an individual or the society are called as social benefits.

vi. Social Problems

Those outside actions which have an unfavourable impact upon the individual or the society are called as social problems.

vii. Economic Status of the Shack Owners

The present economic condition of the shack owner in the society as compared to others in terms of financial stability, asset creation, employment, outflows, and government precincts is called as economic status.

viii. Social Status of the Shack Owners

The present social condition of the shack owner in the society as compared to others in terms of improvement in lifestyle, comfort and convenience, external interference, and public relations is called as social status.

ix. Local Community

The households working or residing permanently or temporarily within a distance of two kilometers from the coastline or the high tide line of the sea and are indirectly connected to the shack business in the state of Goa is defined as the local community. In this study, the concept of the local community doesn't include shack owners, their employees and their families who are directly associated with the shack business.

x. Private Property Shacks

According to the Beach Shack policy 2016-19 of the Department of Tourism, Government of Goa, "Shacks located beyond a distance of 200 meters but within 500 meters from the high tide line of the sea and on private properties in the State of Goa are called as Private Property Shacks. A few of them operate throughout the year".

xi. Public Property Shacks

According to the Beach Shack policy 2016-19 of the Department of Tourism, Government of Goa, "Shacks located within a distance of zero to 200 meters from the high tide line of the sea and on public properties in the State of Goa are called as Public Property Shacks. These shacks are seasonal and temporary structures".

xii. Personalized Services

Personalized services are defined as "the customized services which aim at providing individual attention to the tourists. These services satisfy the needs of the tourists more professionally through healthier and faster communication so that the tourists are satisfied and will revisit the shack in the future".

xiii. Leisure Services

Leisure services are defined as "the provision of recreation and relaxation facilities at the shacks by offering beach beds and umbrellas, comfortable ambience, and better recreation so that the tourists are encouraged and motivated to visit a shack to enjoy these services and feel satisfied after visiting it".

xiv. Frill Services

Frill services are defined as "the additional services offered by the shacks to the tourists at no extra cost to increase tourist satisfaction".

xv. Convenience Services

The services that add value to the shack business and enhance tourist satisfaction like providing locker facilities to tourists who need it and accepting payments through debit/credit cards are called convenience services.

3.7 Scope of the Study

The scope of the study is limited to the state of Goa. The study is conducted over a period of five years from 2015 to 2019. Beach shacks located both on private and public properties in Goa and were in operation during the survey period are considered in the study. The study analyzes the socio-economic contribution of beach shacks to the shack owners, tourists, local community and the State Government. It also identifies the stage in which the beach shacks in Goa lie in the Destination Life Cycle based on the selected five parameters. The study analyzes the tourists' preferences towards shacks located on private and public properties in Goa. It also identifies the factors that contribute to the satisfaction of tourists visiting beach shacks in Goa.

3.8 Significance of the Study

The study analyzes the socio-economic contribution of beach shacks to the shack owners, tourists, local community and the State Government as this aspect of the research has not been explored by the researchers until the commencement of this study. The analysis of the Destination Life Cycle enables the stakeholders to know the stage of the Destination Life Cycle beach shacks lie at present in the State of Goa, so that, they can take appropriate measures in the future to avoid the Decline Stage.

The study examines the demographic characteristics of the tourists visiting beach shacks in the State of Goa along with their travel characteristics and investigates the association between the type of tourists with their demographic and travel characteristics. This association will enable the shack owners to focus on the above demographic and travel characteristics of the tourists to increase their business. It will also help the State Government to promote shacks in those countries from where residents are found to be visiting shacks more often.

In Goa, beach shacks exist both on private as well as on public properties. The present study identifies the preferences of tourists with regard to shacks located on each of the above properties. These preferences could help the State Government to permit additional shacks, if required, in the future in the respective properties. The study also identifies the

various services offered by beach shacks to the tourists that contribute to their satisfaction.

3.9 Chapterization Scheme

The research work in the thesis is presented in the form of nine chapters. A brief description of the chapters has been given below:

Chapter 1: Introduction to Beach Shacks

This chapter commences with a brief introduction about tourism across the globe, India and in Goa. It contains the meaning and definition of a shack, characteristics of beach shacks in Goa, functions and suitability of beach shacks in Goa, origin and classification of shacks. It also contains the beach shack policy in Goa. It covers the marketing strategies of shacks in Goa, the growth of beach shacks in Goa during the period from the year 1997 to 2017 and the problems of beach shacks in Goa.

Chapter 2: Review of Literature

This chapter contains a detailed review of literature in tourism and its related areas which has provided a theoretical background for the study. It also includes the identification of the research problem.

Chapter 3: Research Methodology

The methodology adopted while conducting the present study has been specified in the chapter. The methodology includes the research objectives, research questions, and hypotheses of the study. It also contains the research design and methodology which includes the universe, sample size, justification for the sample, sources of data, sampling and data collection techniques, structure and validation of the questionnaire, period of study, variables used in the study and the data analytical tools.

Chapter 4: Analysis of the Socio-economic Contribution of Beach Shacks to the Selected Stakeholders in Goa

The chapter contains the analysis of the socio-economic contribution of beach shacks to the shack owners, tourists, local community, and the State Government.

Chapter 5: Analysis of the Destination Life Cycle Stage of Goan Beach Shacks

The chapter deals with the identification of the DLC stage beach shacks lie at present in the State of Goa. It also identifies the DLC stage offering the highest profits to the shack owners.

Chapter 6: Analysis of the Characteristics of Tourists Visiting Shacks in Goa

This chapter contains the analysis of the type of tourists with their demographic and travel characteristics.

Chapter 7: Analysis of the Tourists' Preferences towards Shacks Located on Private and Public Properties in Goa

The chapter analyzes the type of shack preferred by tourists' based on demographic characteristics, and the tourists' preferences for shacks located on private and public properties in Goa.

Chapter 8: Analysis of the Factors Contributing to the Satisfaction of Tourists' towards Goan Beach Shacks

The chapter identifies the factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa.

Chapter 9: Research Findings, Conclusions, and Suggestions

This chapter includes the findings of the study, conclusions, suggestions, research contributions and scope for further study.

3.10 Limitations of the Study

The limitations of the study are as follows:

a. Language Problem

The language used for framing the questionnaire was English. Therefore, some international tourists who couldn't speak English and belonging to countries such as Russia, Ukraine, Belarus, and Germany along with the domestic tourists who could speak only their native language could not be included in the sample survey.

b. Financial Data

The financial data used in the study has been collected from the Department of Tourism, Government of Goa, Panaji and the results of the study depend on the authenticity of the data provided by the Department of Tourism, Government of Goa.

c. Decline Stage

The Decline Stage of the Destination Life Cycle for shacks couldn't be measured as the primary data for the study was collected during the 2017-18 tourist season instead of the time series data which is required to measure the Decline Stage of the Destination Life Cycle. However, the time series data pertaining to the parameters used in the study to measure the Destination Life Cycle was not available with the Department of Tourism or with any of the government or other agencies.

d. Personal Bias

It is possible that some personal bias of the respondents may persevere thereby having an influence on the results of the study.

3.11 Chapter Summary

The research methodology adopted in the present study has been specified in this chapter. The study is empirical in nature, based on quantitative data collected from primary sources with the help of three structured questionnaires. The secondary data is also used in the study wherever required. The data was collected through a convenience sampling

method during the period from October to December 2017. The data analytical tools used have been explained in the chapter along with the purpose for which they have been used. Further, the chapter elaborates on the scope and significance of the study.

3.12 References

1. **Department** of Tourism, Government of Goa, India –Tourist Arrivals (Year Wise). Retrieved May 25, 2018, from www.goatourism.gov.in/statistics/2252018
2. **Determining** Sample Size for Research Activities, Robert, V., Krejcie. & Daryle, W., Morgan. Retrieved June 15, 2018, from journals.sagepub.com/doi/abs/10.1177/001316447003000308
3. **How** to Calculate A Reliable Sample Size Using Taro Yamane Method. Retrieved June 15, 2018, from uniprojectmaterials.com/view-blog/how-to-calculate-a-reliable-sample-size-using-taro-yamane -method
4. **How** to determine population and survey sample size? Retrieved June 15, 2018, from www.checkmarket.com/blog/how-to-estimate-your-population-and-survey-sample-size
5. **Hypothesis** and its types – Social Research – StudyandExam. Retrieved May 23, 2018, from www.studyandexam.com/hypothesis.html
6. **Huh**, Jin. (2002). Tourist Satisfaction with Cultural / Heritage Sites: The Virginia Historic Triangle. Thesis Ph.D. submitted to Virginia Polytechnic Institute and State University, Blacksburg, Virginia, USA.
7. **Rajesh**, K. (2009). Coastal Tourism in Kerala: It's Impact on Economy and Environment. Thesis Ph.D. in Economics, Cochin University of Science and Technology.
8. **Renuka**, R. (2012). A Study on the Services of Hotel Industry in Thanjavur District. Ph.D. Thesis in Commerce, Bharathidasan University, Tiruchirapalli.
9. **Sample** Size Calculator – Calculator.net. Retrieved May 24, 2018, from www.calculator.net/sample-size-calculator.html
10. **Shenoy**, Sajna, S. (2005). Food Tourism and the Culinary Tourist. A Thesis in Parks, Recreation and Tourism Management, Submitted to, Clemson University, USA.
11. **Table** Morgan Sample Thesis.docx – Scribd. Retrieved May 24, 2018, from www.scribd.com/doc/180354263/TABLE-MORGAN-SAMPLE-THESIS-docx
12. **Diedrich**, Amy. & Garcia-Buades, Esther. (2009). Local perceptions of tourism as indicators of destination decline. Tourism Management, 30, 512-521.

13. **Thaker**, Manisha, Devendrabhai. (2004). Problems and Prospects of Tourism Industry in Gujarat. Thesis Ph.D. submitted to Saurashtra University, Gujarat.
14. **Sawant**, Nandkumar, N. Malkarnekar, Dishant, S. & Gokhale, Kailas, D. (2013). Beach Tourism and its Socio Cultural Impacts – A Study of Perspectives of Rural Community – Agonda, Goa – India. Journal of International Academic Research for Multidisciplinary, 1(1), 508-520.
15. **Ali**, Zulfiqar. & S., Bala, Bhaskar. (2016). Basic statistical tools in research and data analysis. Indian Journal of Anaesthesia, 60(9), 54-61.

CHAPTER - IV

ANALYSIS OF THE SOCIO-ECONOMIC CONTRIBUTION OF BEACH SHACKS TO THE STAKEHOLDERS IN GOA

4.1 Introduction

Beach shacks contribute significantly to the development of the local economy as they provide both direct as well as indirect employment to several Goans. They also induce the government to invest in creating infrastructure along the coastline in the state. Since shacks are seasonal, a number of people living in the coastal areas of the state work part-time at the shacks and still carry on with their traditional occupations like fishing, agriculture, and toddy-tapping **(Sawant et al., 2013).** Shacks also contribute to the government exchequer in the form of various taxes each year.

In Goa, beach shacks are temporary restaurants, located within a distance of five hundred meters from the high tide line of the sea **(Beach Shack Policy 2016-19).** They serve multi-cuisine menus to the increasing number of tourists every year **(Noronha et al., 2003),** besides providing shelter from the scorching sun **(Naik, 2016).** Shacks are important for the tourists as a large number of them including the foreign, prefer to patronize them due to their tastier preparations **(Noronha, 1999).** Also, a substantial number of foreign tourists book their holidays to Goa only after it is confirmed that the shack allocation process for the season has been completed **(Sathish et al., 2016).**

In this chapter, the researcher has analyzed the social and economic benefits as well as problems of the shacks to the shack owners, tourists and the local community living in the coastal areas of the State using Exploratory Factor Analysis (EFA) and Multiple Regression Analysis (MRA). Also, the chapter deals with the economic benefits of the shack to the Department of Tourism, Government of Goa as well as to other government departments connected to the shack business in the state of Goa, using secondary data. The analysis in this chapter is sub-divided into economic benefits, economic problems, social benefits and social problems of shacks to the shack owners and the local community. It also includes the factors contributing towards economic benefits, economic problems, social benefits and social problems of shacks to the tourists besides the economic contribution of shacks to the State Government.

4.2 Normality and Heteroskedasticity

It is always essential to first find out the normality and heteroskedasticity of all the data items used in the study before running multiple regression analysis. Accordingly, the normality and heteroskedasticity of thirty-five, thirty-one and twenty-four items respectively used to measure the socio-economic contribution of shacks to the shack owners, tourists and the local community has been prepared and given below. The assumption of Normality and Heteroskedasticity is that the regression errors (error terms) are normal and homoskedastic. However, other assumptions are as follows:

a) The error terms should be normally distributed.
b) The error terms should have equal variances.
c) There should be linearity between the error terms.

In the present chapter, normality has been checked by using the Shapiro-Wilk test and Heteroskedasticity by using the White test. The white test is also used for testing equality of variances in error terms. In the case of the White test, a p-value > 0.05 indicates that the error variances are homogeneous. The white test also establishes whether the variance of the errors in a regression model is constant. In the case of the Shapiro-Wilk test, a p-value > 0.05 indicates that errors are normally distributed. However, before conducting the above two tests, all the outliers along with the odd observations have been omitted.

Table No. 4.1: Normality and Heteroskedasticity Test Results

Socio-Economic Benefits	Shack owners		Tourist		Local Community	
	White test	Shapiro-Wilk test	White test	Shapiro-Wilk test	White test	Shapiro-Wilk test
Economic Benefits	Chisq(2) = 5.85, p = 0.053	SW=0.991, p = 0.1325	Chisq(2) = 1.17, p = 0.557	SW=0.996, p = 0.363	Chisq(2) = 4.64, p = 0.098	SW=0.989, p = 0.424
Economic Problems	Chisq(2) = 5.41, p = 0.0675	SW=0.995, p = 0.599	Chisq(2) = 2.34, p = 0.310	SW=0.993, p = 0.056	Chisq(2) = 5.64, p = 0.059	SW=0.982, p = 0.0977
Social Benefits	Chisq(2) = 3.067, p = 0.213	SW=0.989, p = 0.056	Chisq(2) = 3.51, p = 0.173	SW=0.993, p = 0.066	Chisq(2) = 1.116, p = 0.572	SW=0.980, p = 0.062
Social Problems	Chisq(2) = 0.247, p = 0.884	SW=0.993, p = 0.317	Chisq(2) = 3.51, p = 0.173	SW=0.997, p = 0.589	Chisq(2) = 5.952, p = 0.051	SW=0.985, p = 0.1374

Source: Computed from Primary Data

The results of the White test and the Shapiro-Wilk test are shown in Table 4.1 and it is observed that the data pertaining to the shack owners, tourists, as well as the local community with regard to the economic benefits, economic problems, social benefits, and the social problems, consisting of a total 90 variables, is normally distributed and the error variances are homogeneous because the p-values for all the variables are found to be insignificant at 5 percent level of significance ($p > 0.05$).

However, since this is social science research based on the perceptions of the respondents and the outcome of the research will not be used for any form of predictions in the future, one may not get perfect normality of data for all the variables considered in the study. According to **Lumley et al., (2009),** t-test and linear regression can be used even if the data is not normally distributed in case of sufficiently large samples ($N > 200$) related to public health and social science researches. But, as a matter of fact, the results of the White test and the Shapiro-Wilk test as seen in the above table indicates that the data is perfectly normal and the error variances are homogeneous. Accordingly, the researcher has used Exploratory Factor Analysis (EFA) and Multiple Regression Analysis to analyze the socio-economic contribution of beach shacks to the stakeholders such as the shack owners, tourists and the local community in the State of Goa.

4.3 Analysis of the Socio-economic Contribution of Beach Shacks to the Shack Owners

The socio-economic contribution of beach shacks to the shack owners has been analyzed by following certain sequence as, the profile of the shack owners, hypothesis, economic benefits, economic problems, social benefits, and social problems of shacks to the shack owners. The relationship between the economic benefits of shacks to the shack owners along with the profit earned by the shack owners is also analyzed in this section.

4.3.1 Profile of Shack Owners

A brief description of the sample collected from the shack owners, in the study, with reference to their demographic characteristics and personal attributes is given below:

Table No. 4.2: Shack Owners Profile

Sr. No	Particulars	Frequency	Percentage
1.	**Gender**		
	Male	217	86.8%
	Female	33	13.2%
2.	**District**		
	North	155	62%
	South	95	38%
3.	**Marital Status**		
	Single	22	8.8%
	Married	225	90%
	Widowed	3	1.2%
4.	**Age**		
	25 to 34 years	23	9.2%
	35 to 44 years	102	40.8%
	45 to 54 years	92	36.8%
	55 to 64 years	24	9.6%
	Above 64 years	9	3.6%
5.	**Educational Qualification**		
	Below SSC	42	16.8%
	SSC	108	43.2%
	HSSC	38	15.2%
	Graduation	59	23.6%
	Post-Graduation	2	0.8%
	Hotel Management Course	1	0.4%
6.	**Location**		
	Public Property	200	80%

Cont…

	Private Property	50	20%
7.	**Mode of doing shack business in Public Property (Total 200)**		
	Ownership basis	182	91%
	Lease/Rental basis	18	9%
8.	**Mode of doing shack business in Private Property (Total 50)**		
	Ownership basis	40	80%
	Lease/Rental basis	10	20%
9.	**Number of years in shack business**		
	Less than 6 years	2	0.8%
	6 to 10 years	79	31.6%
	11 to 15 years	53	21.2%
	16 to 20 years	47	18.8%
	21 to 25 years	33	13.2%
	Above 25 years	36	14.4%
10.	**Number of months running shack business every year**		
	Six months	138	55.2%
	Nine months	112	44.8%
11.	**Reason for in shack business**		
	Owned land at beach side	24	9.6%
	Had experience in Hotel Industry	71	28.4%
	It is seasonal	42	16.8%
	Continuing with family business	51	20.4%
	Requires less investment	5	2%
	No other option (Unemployed)	57	22.8%
12.	**Profession before starting shack business**		
	Unemployed	125	50%

Cont…

	Fishing	41	16.4%
	Toddy Tapper	4	1.6%
	Seaman	2	0.8%
	Private Service	66	26.4%
	Working in Foreign Country	10	4%
	Other Profession	2	0.8%
13.	**Amount spend on labour in erecting a shack**		
	Less than Rs. 25,000	5	2%
	Rs. 25,000 to below Rs. 50,000	111	44.4%
	Rs. 50,000 to below Rs. 75,000	37	14.8%
	Rs. 75,000 to below 1,00,000	36	14.4%
	Rs. 1,00,000 and above	61	24.4%
14.	**Amount spend on Labour in dismantling a shack**		
	Less than Rs. 25,000	141	56.4%
	Rs. 25,000 to below Rs. 50,000	55	22%
	Rs. 50,000 to below Rs. 75,000	20	8%
	Rs. 75,000 to below 1,00,000	5	2%
	Rs. 1,00,000 and above	29	11.6%
15.	**Capital amount Invested in shack business (Public Properties total 200)**		
	Rs. 2.5 lakhs to below Rs. 5 lakhs	17	8.5%
	Rs. 5 lakhs to below Rs. 7.5 lakhs	113	56.5%
	Rs. 7.5 lakhs to below Rs. 10 lakhs	46	23%
	Rs. 10 lakhs to below Rs. 12.5 lakhs	17	8.5%
	Rs. 12.5 lakhs and above	7	3.5%
16.	**Capital amount Invested in shack business (Private Properties total 50)**		
	Rs. 2.5 lakhs to below Rs. 5 lakhs	Nil	Nil

Cont…

	Rs. 5 lakhs to below Rs. 7.5 lakhs	6	12%
	Rs. 7.5 lakhs to below Rs. 10 lakhs	3	6%
	Rs. 10 lakhs to below Rs. 12.5 lakhs	8	16%
	Rs. 12.5 lakhs and above	33	66%
17.	**Investment of borrowed capital**		
	Yes	118	47.2%
	No	132	52.8%
18.	**Source of borrowing**		
	Nationalized Banks	47	39.8%
	Cooperative Banks	4	3.4%
	Money Lenders	3	2.6%
	Family & Friends	64	54.2%
19.	**Average monthly profits (Public Properties)**		
	Below Rs. 10,000	2	1%
	Rs. 10,000 to below Rs. 25,000	27	13.5%
	Rs. 25,000 to below Rs. 50,000	36	18%
	Rs. 50,000 to below Rs. 75,000	45	22.5%
	Rs. 75,000 to below Rs. 1,00,000	41	20.5%
	Rs. 1,00,000 and above	49	24.5%
20.	**Average monthly profits (Private Properties)**		
	Below Rs. 10,000	Nil	Nil
	Rs. 10,000 to below Rs. 25,000	1	2%
	Rs. 25,000 to below Rs. 50,000	2	4%
	Rs. 50,000 to below Rs. 75,000	14	28%
	Rs. 75,000 to below Rs. 1,00,000	10	20%
	Rs. 1,00,000 and above	23	46%

Source: Compiled from Primary Data

Table 4.2 indicates that, of the total respondents, 86.8 percent are males and the rest females. 62 percent of the respondents, considered in the study, are from the North District and the remaining 38 percent are from the South District of Goa. The reason for

selecting a higher sample from the North District is because two-thirds of the total shacks in the State of Goa are located over here **(Department of Tourism, Government of Goa).**

90 percent of the respondents are married, 1.2 percent widowed and the rest are single. 40.8 percent of the respondents belong to the 35 to 44 years age group, 36.8 percent 45 to 54 years age group, 13.2 percent above 54 years of age and the rest are below 34 years of age. As far as the educational qualification is concerned, 43.2 percent have studied till SSC, 23.6 percent graduates, 16.8 percent below SSC, 15.2 percent HSSC and among the others, two respondents were postgraduates and another one had done a hotel management course before entering the shack business. 80 percent of the total respondents are doing shack business on public properties and among them 91 percent on ownership basis and the remaining 9 percent on lease business. Among the private property shacks, 20 percent operate on a lease basis.

31.6 percent of the respondents are involved in the shack business for a period between 6 to 10 years, 21.2 percent between 11 to 15 years, 46.4 percent over 15 years and the remaining 0.8 percent for five years. A majority of 55.2 percent of the respondents operate the shack business for six months and the rest for nine months of the year. 28.4 percent of the respondents have entered the shack business because they had experience working in the hotel industry, 22.8 percent had no other option, 20.4 percent have continued with their family business, 16.8 percent are in the business because it is seasonal, 9.6 percent owned land at the beachside and the remaining 2 percent because it requires less investment. Before starting the shack business, 50 percent of the respondents were unemployed, 26.4 percent were employed in the private sector, 16.4 percent were fisherman, 4 percent were working in a foreign country, 1.6 percent were toddy-tappers, and 0.8 percent each were seaman and those belonging to other professions respectively.

A majority of 44.4 percent of the respondents spent Rs. 25,000 to below Rs. 50,000 on labour in erecting a shack each year, 29.2 percent spent Rs. 50,000 to below Rs. 1,00,000, 24.4 percent over rupees one lakh and the rest 2 percent spent below Rs. 25,000. However, in dismantling a shack at the end of the season, 56.4 percent spent below Rs. 25,000, 22 percent spent Rs. 25,000 to below Rs. 50,000 and the rest spent above Rs.

50,000 each year. As far as the capital investment in the shack business is concerned, 56.5 percent of the respondents involved in the shack business on public properties had invested between Rs. 5,00,000 to below Rs. 7,50,000 whereas, 66 percent of the respondents who engage in the shack business on private properties had invested above Rs. 12,50,000. A majority of 52.8 percent of the respondents had invested their own money in this business and the rest have borrowed from various sources and among them, 54.2 percent from family and friends, 39.8 percent from nationalized banks, 3.4 percent from cooperative banks and the remaining 2.6 percent from money lenders. As far as the profitability of the shack business is concerned, 61 percent of the respondents in business on public properties earn an average monthly profit of Rs. 25,000 to below Rs. one lakh whereas, 46 percent of the respondents doing business on private properties earn an average monthly profit of above rupees one lakh.

4.3.2 Hypotheses

The following hypotheses are framed and tested to study this part of the objective.

$H0_1$ (a): Economic benefits from shacks do not have a statistically significant relationship with the economic status of shack owners.

$H0_1$ (b): Economic problems from shacks do not have a statistically significant relationship with the economic status of shack owners.

$H0_1$ (c): Social benefits from shacks do not have a statistically significant relationship with the social status of shack owners.

$H0_1$ (d): Social problems from shacks do not have a statistically significant relationship with the social status of shack owners.

$H0_1$ (e): Economic benefits from shacks do not have a statistically significant relationship with the profit of shack owners.

4.3.3 Economic Benefits of Shacks to the Shack Owners

The economic benefits of shacks to the shack owners are measured with the help of a ten-item scale. Using Exploratory Factor Analysis, all the ten items used in the analysis have been reduced into three factors named as Financial Stability, Asset Creation, and Employment. Multiple regression analysis is performed for these three factors which are considered as independent variables and Economic Status as the dependent variable so as to find out which of these three factors significantly contribute to the economic status of the shack owners.

Table No. 4.3: Exploratory Factor Analysis for Economic Benefits of Shacks to the Shack Owners

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Financial Stability		4.657	39.708	39.708
Increases family wealth	.843			
Increases family spending power	.825			
Contributes to family income	.822			
Make financially independent	.798			
Increases credit worthiness	.796			
Earn Surplus	.656			
2) Assets Creation		1.206	16.771	56.479
Creation of immovable assets	.810			
Creation of movable assets	.773			
3) Employment		1.036	12.499	68.978
Provide employment to family members	.776			
Self-employment	.671			

Source: Computed from Primary Data

The reliability of the scale used in the analysis has been tested by using Cronbach alpha statistics and it was found to be 0.795 which is considered to be good and acceptable for

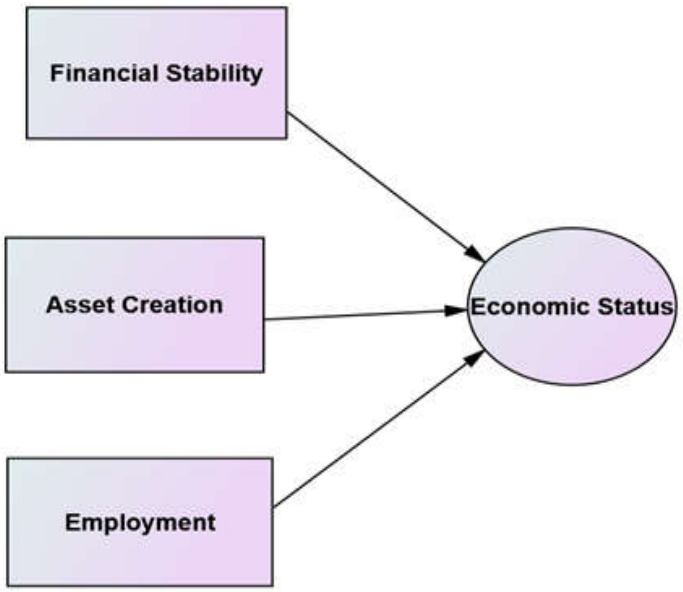
further analysis. According to **Lee**, a Cronbach's alpha of at least 0.70 is required for further analysis.

A Varimax Rotation was conducted on the data in Table 4.3 which has resulted in three dimensions of economic benefits. The Financial Stability factor explains about 39.708 percent of the variance, Asset Creation factor explains about 16.771 percent and the Employment factor explains about 12.499 percent of the variance respectively. Further, all these three factors explain about 68.978 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.870, chi-square value is 1150.956, DF 45 and the P-value < 0.001.

$H0_1$ (a): Economic benefits from shacks do not have a statistically significant relationship with the economic status of shack owners.

Figure No. 4.1: Contribution of Economic Benefits of Shacks to the Economic Status of Shack Owners



Source: Drawn from Table No. 4.3

Figure 4.1 is the proposed model designed to test the relationship of Financial Stability, Asset Creation and Employment with Economic Status of the shack owners.

Table No. 4.4: Result of Multiple Regression Analysis for the Economic Benefits of Shacks to the Economic Status of Shack Owners

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	4.804	.017	278.544	.000
Financial Stability	.382	.017	22.125	.000
Asset Creation	.075	.017	4.355	.000
Employment	.072	.017	4.163	.000
R Square .681, Adjusted R Square .677, Durbin Watson 1.891, P-value < 0.001				
Dependent Variable: Economic Status				

Source: Computed from Primary Data

The results of multiple regression analysis shown in Table 4.4 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.681 and the adjusted R square is 0.677. Therefore, the model explains 67.7 percent of the variance. The Durbin-Watson statistic of 1.891 is within the acceptable range which indicates that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the economic benefits from shacks have a statistically significant relationship with the economic status of shack owners.

The economic benefits that contribute to the economic status of the shack owners are financial stability, creation of assets, and employment as the p-values of all these three variables are found to be significant at 5 percent level of significance ($P < 0.05$). However, financial stability is contributing more towards the economic status of the shack owners.

The model is also significant at a 5 percent significance level.

Hence, $H0_1$ (a): Economic benefits from shacks do not have a statistically significant relationship with the economic status of shack owners is rejected.

4.3.4 Economic Problems of Shacks to the Shack Owners

The economic problems of shacks to the shack owners are determined with the help of an eight-item scale. The reliability of the scale is determined using Cronbach alpha which was found to be 0.717. Using Exploratory Factor Analysis, all the eight items used in the analysis have been reduced into two factors named Higher Outflows and Government Restrictions. Multiple regression analysis is then applied for these two factors which are considered as independent variables and Economic Status as the dependent variable.

Table No. 4.5: Exploratory Factor Analysis for Economic Problems of Shacks to the Shack Owners

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Higher Outflows		3.854	38.018	38.018
Higher taxes	.910			
Higher prices	.849			
Higher license fees	.772			
Higher salaries & wages	.739			
2) Government Restrictions		1.331	26.799	64.817
Timings, use of loud music and number of beach beds	.857			
Centralized payment of all fees and taxes	.706			
Permissions to erect shack	.672			
Changing government policies	.546			

Source: Computed from Primary Data

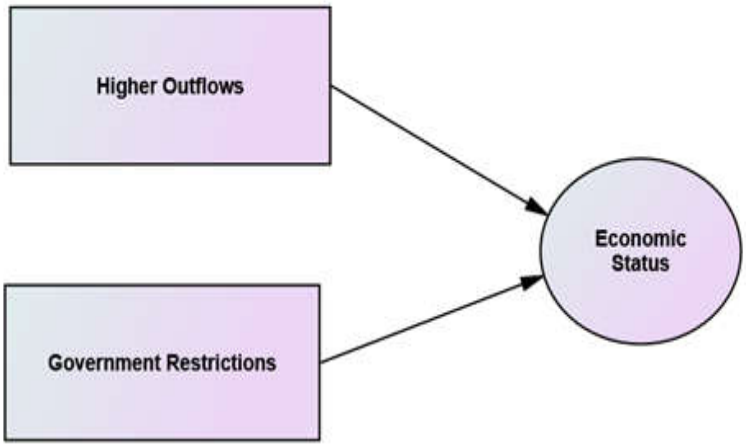
The Higher Outflows factor explains about 38.018 percent of the variance and Government Restrictions factor explains about 26.799 percent of the variance

respectively. Further, both these factors together explain about 64.817 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.790, chi-square value is 927.476, DF 28 and the P-value < 0.001.

$H0_1$ (b): Economic problems from shacks do not have a statistically significant relationship with the economic status of shack owners.

Figure No. 4.2: Contribution of Economic Problems of Shacks to the Economic Status of Shack Owners



Source: Drawn from Table No. 4.5

Figure 4.2 is the proposed model designed to test the relationship of Higher Outflows and Government Restrictions with Economic Status of shack owners.

Table No. 4.6: Result of Multiple Regression Analysis for the Economic Problems of Shacks to the Economic Status of Shack Owners

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	1.084	.011	98.675	.000
Higher Outflows	-.191	.011	-17.369	.000
Government Restrictions	-.164	.011	-14.882	.000
R Square .679, Adjusted R Square .677, Durbin Watson 1.771, P-value < 0.001				
Dependent Variable: Economic Status				

Source: Computed from Primary Data

The results of multiple regression analysis revealed in Table 4.6 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.679 and the adjusted R square is 0.677. Therefore, the model explains 67.7 percent of the variance. The Durbin-Watson statistic of 1.771 is within the acceptable range which signifies that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the economic problems from shacks have a statistically significant relationship with the economic status of shack owners.

The economic problems that affect the economic status of shack owners are Higher Outflows and Government Restrictions as the p-values of the two variables are found to be significant at 5 percent level of significance ($P < 0.05$). In fact, the economic problems have an inverse relationship with the economic status indicating that higher the economic problems, like higher outflows and government restrictions, lower will be the economic status of the shack owners in the State of Goa. However, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (b): Economic problems from shacks do not have a statistically significant relationship with the economic status of shack owners is rejected.

4.3.5 Social Benefits of Shacks to the Shack Owners

The social benefits of shacks to the shack owners are determined with the help of a ten-item scale and the reliability of the scale was tested by using Cronbach alpha which was found to be 0.753. Using Exploratory Factor Analysis, all the ten items used in the analysis have been reduced into two factors named Improvement in Lifestyle, and Comfort and Convenience. Multiple regression analysis is then performed for these two factors which are considered as independent variables and Social Status as the dependent variable.

Table No. 4.7: Exploratory Factor Analysis for Social Benefits of Shacks to the Shack Owners

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Improvement in Lifestyle		4.517	41.508	41.508
Afford healthier food and clothing	.853			
Improve reading and writing skills	.833			
Afford better health care facilities	.787			
Communicate fluently in English and Hindi	.737			
Celebrate family functions with fun & happiness	.698			
Command respect and higher status in society	.690			
Sending my children to the prominent schools	.562			
2) Comfort and Convenience		1.351	17.167	58.675
Live in a comfortable house.	.761			
Communicate in at least one foreign language besides English.	.724			
Use car for family comforts.	.690			

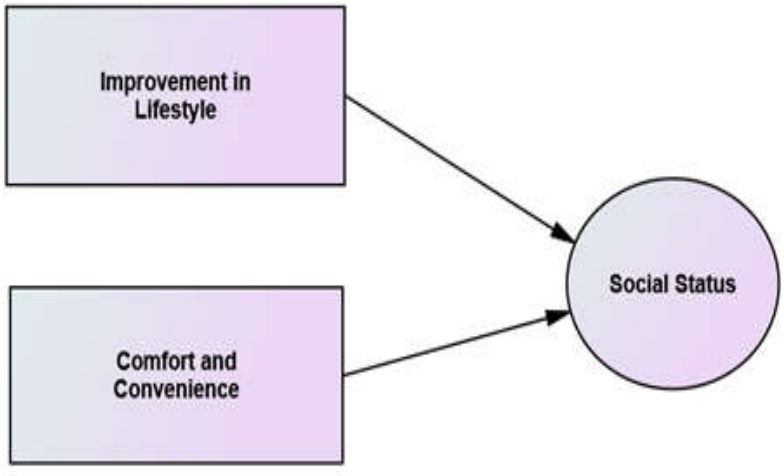
Source: Computed from Primary Data

The Improvement in Lifestyle factor explains about 41.508 percent of the variance and Comfort and Convenience factor explains about 17.167 percent of the variance respectively. Further, both these factors together explain about 58.675 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.829, chi-square value is 1074.364, DF 45 and the P-value < 0.001.

$H0_1$ (c): Social benefits from shacks do not have a statistically significant relationship with the social status of shack owners.

Figure No. 4.3: Social Benefits of Shacks to the Social Status of Shack Owners



Source: Drawn from Table No. 4.7

Figure 4.3 is the proposed model designed to test the relationship of Improvement in Lifestyle and Comfort and Convenience with Social Status of the shack owners.

Table No. 4.8: Result of Multiple Regression Analysis for the Social Benefits of Shacks to the Social Status of Shack Owners

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	4.872	.014	349.589	.000
Improvement in lifestyle	.316	.014	22.617	.000
Comfort and convenience	.066	.014	4.701	.000
R Square .684, Adjusted R Square .681, Durbin Watson 1.787, P-value < 0.001				
Dependent Variable: Social Status				

Source: Computed from Primary Data

The results of multiple regression analysis exhibits in Table 4.8 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.684. The adjusted R square is 0.681 which indicates that the model explains 68.1 percent of the variance. The Durbin-Watson statistic of 1.787 signifies that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the social benefits from shacks have a statistically significant relationship with the social status of shack owners.

The social benefits that contribute to the social status of the shack owners are the Improvement in Lifestyle, and Comfort and Convenience as the p-values of the two variables are found to be significant at a significance level of 5 percent ($P < 0.05$). However, improvement in lifestyle is contributing more towards social status.

Further, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (c): Social benefits from shacks do not have a statistically significant relationship with the social status of shack owners is rejected.

4.3.6 Social Problems of Shacks to the Shack Owners

The social problems of shacks to the shack owners are determined with the help of a seven-item scale. The reliability of the scale is determined using Cronbach alpha which was found to be 0.733. Using Exploratory Factor Analysis, all the seven items used in the analysis have been reduced into two factors named External Interference and Negative Publicity. Multiple regression analysis has been performed for these two factors which are considered as independent variables and Social Status as the dependent variable.

Table No. 4.9: Exploratory Factor Analysis for Social Problems of Shacks to the Shack Owners

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) External Interference		2.970	42.394	42.394
No cooperation from local bodies	.875			
Problems from locals	.869			
Bribe local bodies to get the work done	.861			
Political interference while erecting a shack	.804			
2) Negative Publicity		1.730	24.746	67.140
Lack of trained workers	.837			
Locals prefer not to work at a shack	.753			
Negative publicity	.678			

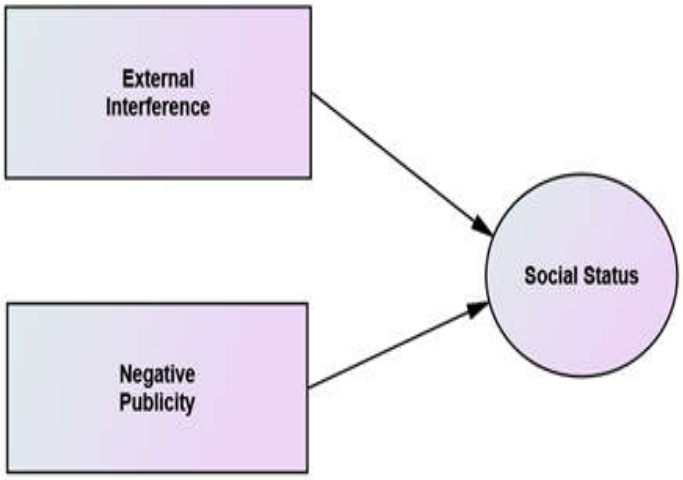
Source: Computed from Primary Data

The External Interference factor explains about 42.394 percent of the variance and the Negative Publicity factor explains about 24.746 percent of the variance respectively. Further, both these factors together explain about 67.140 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.743, chi-square value is 655.054, DF 21 and the P-value < 0.001.

$H0_1$ (d): Social problems from shacks do not have a statistically significant relationship with the social status of shack owners.

Figure No. 4.4: Social Problems of Shacks to the Social Status of Shack Owners



Source: Drawn from Table No. 4.9

Figure 4.4 is the proposed model designed to test the relationship of External Interference and Negative Publicity with Social Status of the shack owners.

Table No. 4.10: Result of Multiple Regression Analysis for the Social Problems of Shacks to the Social Status of Shack Owners

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	1.720	.041	42.370	.000
External Interference	-.362	.041	-8.904	.000
Negative Publicity	-.335	.041	-8.241	.000
R Square .373, Adjusted R Square .368, Durbin Watson 1.923, P-value < 0.001				
Dependent Variable: Social Status				

Source: Computed from Primary Data

The results of multiple regression analysis shown in Table 4.10 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.373. The adjusted R square is 0.368 which indicates that the model explains 36.8 percent of the variance. The Durbin-Watson statistic of 1.923 is within the acceptable limits indicating that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the social problems from shacks have a statistically significant relationship with the social status of shack owners.

The social problems that affect the social status of the shack owners are external interference and negative publicity as the p-values of the two variables are found to be significant at a 5 percent significance level ($P < 0.05$). In fact, the social problems have an inverse relationship with the social status indicating that higher the social problems, like external interference and negative publicity, lower will be the social status of the shack owners in the State of Goa.

However, the model is significant at a 5 percent significance level.

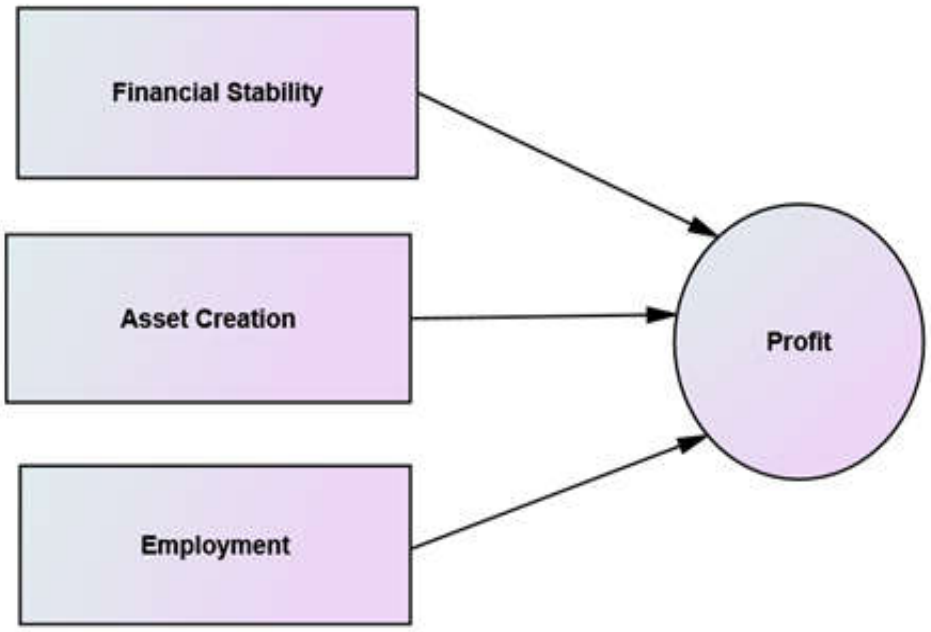
Hence, $H0_1$ (d): Social problems from shacks do not have a statistically significant relationship with the social status of shack owners is rejected.

4.3.7 Economic Benefits of Shacks to the Shack Owners and Profit Earned by them

The relationship between the economic benefits of shacks to shack owners' namely financial stability, asset creation, and employment and the profit earned by shack owners in the State of Goa is ascertained in this analysis.

$H0_1$ (e): Economic benefits from shacks do not have a statistically significant relationship with the profit of shack owners.

Figure No. 4.5: Economic Benefits of Shacks to the Shack Owners and Profit Earned by Shacks



Source: Drawn from Table No. 4.3

Figure 4.5 is the proposed model designed to test the relationship of Financial Stability, Asset Creation, and Employment with Profit of the shack owners.

Table No. 4.11: Result of Multiple Regression Analysis for the Economic Benefits of Shacks to the Shack Owners and Profit Earned by Shacks

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	79852.000	3045.445	26.220	.000
Financial Stability	7584.674	3051.555	2.486	.014
Asset Creation	10797.060	3051.555	3.538	.000
Employment	-145.942	3051.555	-.048	.962
R Square .071, Adjusted R Square .059, Durbin Watson 1.541, P-value < 0.001				
Dependent Variable: Profit				

Source: Computed from Primary Data

The R square value in Table 4.11 is 0.071. The adjusted R square is 0.059. Therefore, the model explains 5.9 percent of the variance. The results of multiple regression analysis shown in the above table are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The Durbin-Watson statistic of 1.541 indicates that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the economic benefits from shacks have a statistically significant relationship with the profit of the shack owners.

The above regression table further indicates that the profits of the shack owners increases due to the economic benefits of shacks namely financial stability and asset creation as the p-values of these two variables are found to be significant at a 5 percent level of significance ($p < 0.05$). In fact, the profit of the shack owners increases more due to asset creation. However, the profit of the shack owners doesn't increase due to a rise in employment as its p-value is not significant at a 5 percent level of significance. In fact, employment has a negative relationship with the profit of shack owners which signifies that higher the number of people employed at a shack, lower will be the profit of the shack owners in the State of Goa.

However, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (e): Economic benefits from shacks do not have a statistically significant relationship with the profit of shack owners is rejected.

4.4 Analysis of the Socio-economic Contribution of Beach Shacks to the Tourists

The socio-economic contribution of beach shacks to the tourists has been analyzed by following certain sequence as, the profile of the tourists, hypotheses, economic benefits, economic problems, social benefits, and social problems of shacks to the tourists.

4.4.1 Tourists Profile

A brief description of the sample collected from the tourists in the study with reference to their demographic characteristics, travel preferences and personal attributes are given below:

Table No. 4.12: Profile of the Tourists

Sr. No.	Particulars	Frequency	Percentage
1.	**Gender**		
	Male	246	61.5%
	Female	154	38.5%
2.	**Type of Tourists**		
	Domestic	200	50%
	International	200	50%
3.	**Age**		
	Below 20 years	5	1.25%
	20 - 29 years	130	32.5%

Cont…

	30 - 39 years	103	25.75%
	40 – 49 years	40	10%
	50 – 59 years	56	14%
	60 – 69 years	45	11.25%
	70 years and above	21	5.25%
4.	**Marital status**		
	Single	157	39.25%
	Married	227	56.75%
	Divorced	16	4%
5.	**Educational Qualification**		
	Up to SSC	27	6.75%
	Above SSC but below Graduation	41	10.25%
	Graduate	184	46%
	Post-Graduate	102	25.5%
	Professional or Ph.D.	46	11.5%
6.	**Occupation**		
	Student	24	6%
	Service	105	26.25%
	Businessman	40	10%
	Professional	148	37%
	Housewife	11	2.75%
	Retired	67	16.75%
	Others	5	1.25%
7.	**Religion**		
	Christianity	157	39.25%
	Hinduism	170	42.5%
	Islam	15	3.75%
	Jews	7	1.75%
	Sikhs	6	1.5%

Cont…

	Others	45	11.25%
8.	**Purpose of visiting the State**		
	Leisure	290	72.5%
	Adventure	74	18.5%
	Business	14	3.5%
	Honeymoon	15	3.75%
	Pilgrimage	4	1%
	Conference & Seminars	2	0.5%
	Others	1	0.25%
9.	**Total household income**		
	Up to $5,000 or Rs. 3,50,000	36	9%
	Between $5,001 to 10,000 or Rs. 3,50,001 to 7,00,000	57	14.25%
	Between $10,001 to 15,000 or Rs. 7,00,001 to 10,50,000	62	15.5%
	Between $ 15,001 to 20,000 or Rs. 10,50,001 to 14,00,000	69	17.25%
	Between $ 20,001 to 25,000 or Rs. 14,00,001 to 17,50,000	30	7.5%
	Above $25,000 or Rs. 17,50,000	146	36.5%
10.	**Total budget per person**		
	Less than Rs. 10,000	39	9.75%
	Rs. 10,000 to less than Rs. 20,000	87	21.75%
	Rs. 20,000 to less than Rs. 30,000	80	20%
	Rs. 30,000 to less than Rs. 40,000	42	10.5%
	Rs. 40,000 to less than Rs. 50,000	36	9%
	Rs. 50,000 and above	116	29%
11.	**Number of days stay**		
	Up to 2 days	23	5.75%

Cont…

	3 – 4 days	132	33%
	5 – 6 days	59	14.75%
	7 – 8 days	24	6%
	9 – 10 days	18	4.5%
	More than 10 days	144	36%
12.	**Source of Information about shacks in Goa**		
	Word-of-Mouth (WOM)	195	48.75%
	Family	17	4.25%
	Friends & Relatives	114	28.5%
	Internet	67	16.75%
	Print Media	5	1.25%
	Agents	2	0.5%
13.	**Shack as a Reason to Visit Goa**		
	Yes	176	44%
	No	224	56%
14.	**Recommend shacks to Others**		
	Yes	378	94.5%
	No	22	5.5%
15.	**Mode of Reservation**		
	Telephone / Mobile phone	20	5%
	Internet / E-mail	75	18.75%
	Agent	10	2.5%
	No reservation / Walk-in	295	73.75%

Source: Compiled from Primary Data

In Table 4.12 it is observed that 61.5 percent of the respondents are male and the rest female. 50 percent of the respondents are international tourists and the remaining are domestic tourists. 58.25 percent of the respondents belong to the 20 to 39 years age groups, 24 percent belong to the 40 to 59 years age groups, 16.5 percent belong to the above sixty years of age, and the rest 1.25 percent belong to below twenty years of age

respectively. With regard to the marital status, 56.75 percent are married, 39.25 percent are single and the rest divorced. 46 percent of the respondents are graduates, 25.5 percent are post-graduates, 11.5 percent are professionals, 6.75 percent have studied up to SSC, and the rest 10.25 percent are undergraduates. As far as the occupation is concerned, 37 percent are professionals, 26.25 percent belong to the service sector, 16.75 percent have retired from service, 10 percent businessman, 6 percent students, 2.75 percent housewives, and the remaining 1.25 percent belongs to other occupations. 42.5 percent of the respondents belong to the Hindu faith, 39.25 percent Christians, 3.75 percent belong to Islam, 1.75 percent Jews, 1.5 percent Sikhs and the remaining belong to other religions.

A majority of 72.5 percent of the respondents visits the state for leisure, 18.5 percent for adventure, 3.75 percent for the honeymoon, 3.5 percent for business, and the rest 1.75 percent visit the state for a pilgrimage, attending conferences, and for other reasons. With regard to the total household income per year, 36.5 percent of the respondents have a household income above Rs. 17,50,000, and 32.75 percent have a household income above Rs. 7,00,000 but up to Rs. 14,00,000.

Of the total respondents, 29 percent have a budget per person per trip during their visit to the state of Rs. 50,000 and above, 21.75 percent between Rs. 10,000 to less than Rs. 20,000, 39.5 percent between Rs. 20,000 to less than Rs. 50,000 and the remaining 9.75 percent have a budget per person below Rs. 10,000. A majority of 36 percent of the respondents spends more than ten days in the state of Goa, 33 percent spend between 3 to 4 days, 25.25 percent spend between 5 to 10 days, and the rest 5.75 percent spend up to two days in the state. A huge percentage of 48.75 of the respondents came to know about the Goan beach shacks through ‘Word of Mouth’ advertisement, 28.5 percent from friends and relatives, 16.75 percent from the internet, 4.25 percent from family members, and the remaining 1.75 percent from print media and agents. 44 percent of the respondents had come to Goa because of the beach shacks. Further, a majority of 94.5 percent of the respondents have decided to recommend Goan beach shacks to their family, friends, neighbours, and others. Regarding the mode of reservation at the shacks, it is observed that a large number of 73.75 percent of the respondents just walk-in at a

shack without any prior reservations and the remaining 26.25 percent enter a shack after booking by using the internet, phone call or through agents.

4.4.2 Hypotheses

The following hypotheses are framed and tested to study this section of the objective.

$H0_1$ (f): Factors influencing tourists towards shacks do not contribute significantly towards economic benefits to tourists.

$H0_1$ (g): Factors influencing tourists towards shacks do not contribute significantly towards economic problems to tourists.

$H0_1$ (h): Factors influencing tourists towards shacks do not contribute significantly towards social benefits to tourists.

$H0_1$ (i): Factors influencing tourists towards shacks do not contribute significantly towards social problems to tourists.

4.4.3 Factors Contributing towards Economic Benefits of Shacks to Tourists

A ten-item scale is used to determine the factors contributing towards the economic benefits of shacks to the tourists. The reliability of the scale is tested by using Cronbach alpha statistics and it was found to be 0.779 which is acceptable for further analysis. To reduce the dimensions of the scale Exploratory Factor Analysis is used. All the ten items used in the analysis have been reduced into two factors named as Value for Money and Convenience. Multiple regression analysis has been performed for these two factors which are considered as independent variables and Economic Benefits as the dependent variable so as to find out which of these two independent variables significantly contribute to the dependent variable.

Table No. 4.13: Exploratory Factor Analysis for the Factors Contributing towards Economic Benefits of Shacks to Tourists

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Value for Money		3.419	26.495	26.495
Lower price of Food and drinks	.853			
Serve more quantity per serving	.800			
Located on the beach and are economically convenient	.783			
Get value for money at a shack	.626			
Provide cheaper accommodation	.510			
2) Convenience		1.662	24.314	50.810
Exchange of currency	.768			
Accept payment in any currency	.717			
Arrange sight-seeing tours	.680			
Provide various services under one roof	.556			
Accept Debit / Credit Cards	.512			

Source: Computed from Primary Data

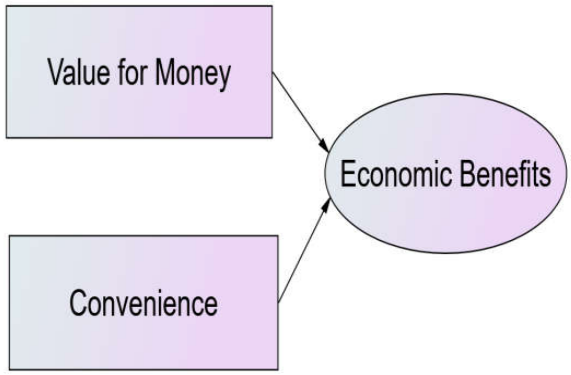
A Varimax Rotation was conducted on the data in Table 4.13 which has resulted in two dimensions of the factors.

The Value for Money factor explains about 26.495 percent of the variance with a factor loading of five variables ranging from 0.853 to 0.510. The Convenience factor explains about 24.314 percent of the variance with a factor loading of the remaining five variables ranging from 0.768 to 0.512. Together, both factors explain about 50.810 percent of the variance in the data.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.801, chi-square value is 1018.917, DF 45 and the P-value < 0.001.

$H0_1$ (f): Factors influencing tourists towards shacks do not contribute significantly towards economic benefits to tourists.

Figure No. 4.6: Factors Contributing towards Economic Benefits of Shacks to Tourists



Source: Drawn from Table No. 4.13

Figure 4.6 is the proposed model designed to test the relationship of Value for Money and Convenience with Economic Benefits to tourists.

Table No. 4.14: Result of Multiple Regression Analysis for the Factors Contributing towards Economic Benefits of Shacks to Tourists

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	3.818	.033	114.992	.000
Value for Money	.564	.033	16.958	.000
Convenience	.245	.033	7.361	.000
R Square .463, Adjusted R Square .460, Durbin Watson 1.854, P-value < 0.001				
Dependent Variable: Economic Benefits				

Source: Computed from Primary Data

In Table 4.14 the R square value is 0.463. A higher R^2 signifies a better model fit. The multiple regression analysis results are acceptable at a 5 percent level of significance ($p < 0.05$). The adjusted R square value of 0.460 indicates that the model explains 46 percent of the variance. The Durbin-Watson statistic of 1.854 is within the acceptable limits of between 1.5 to below 2.5 which signifies that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the factors influencing tourists towards shacks have a statistically significant relationship with economic benefits to tourists.

The factors that influence tourists towards shacks in the State of Goa are Value for money and Convenience as the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). The, value for money is contributing more towards the economic benefits to tourists.

Further, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (f): Factors influencing tourists towards shacks do not contribute significantly towards economic benefits to tourists is rejected.

4.4.4 Factors Contributing towards Economic Problems of Shacks to Tourists

The factors contributing towards economic problems of shacks to the tourists are determined with the help of a five-item scale. The reliability of the scale is tested by using Cronbach alpha and it was found to be 0.748 signifying the scale is reliable. To reduce the dimensions of the scale used in the analysis Exploratory Factor Analysis is used. All the five items used in the analysis have been reduced into two factors named as the Inadequate Facilities and Dishonesty. Multiple regression analysis has been performed for these two factors which are considered as independent variables and economic problems as the dependent variable.

Table No. 4.15: Exploratory Factor Analysis for the Factors Contributing towards Economic Problems of Shacks to Tourists

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Inadequate Facilities		2.414	47.453	47.453
No proper regulation of prices at shacks	.889			
No locker facility	.849			
No card swiping machines	.812			
2) Dishonesty		1.139	23.599	71.052
Employers don't reimburse bills	.874			
Cheated while exchanging currency	.640			

Source: Computed from Primary Data

In Table 4.15 it is observed that no proper regulation of prices at shacks (.889), no locker facility (.849) and no card swiping machines (.812) have significant and positive loading on Inadequate Facilities factor. The employers don't reimburse bills (.874) and cheated while exchanging currency (.640) have significant and positive loading on the Dishonesty factor. Further, the Inadequate Facilities factor explains about 47.453 percent

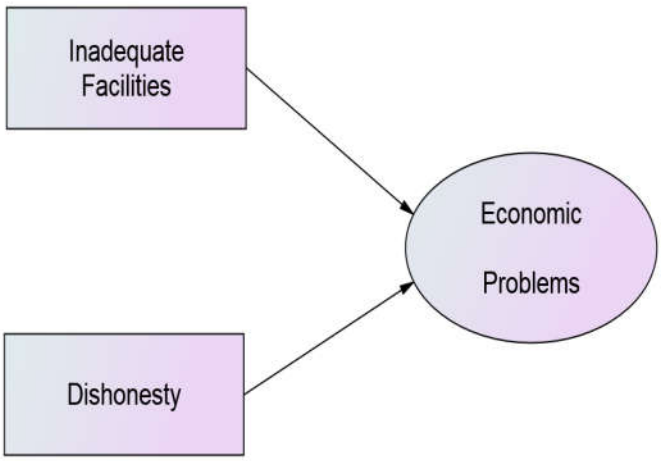
of the variance and the Dishonesty factor explains about 23.599 percent of the variance. Together they explain about 71.052 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.720, chi-square value is 538.803, DF 10 and the P-value < 0.001.

Multiple regression analysis has been performed for these two factors which are considered as independent variables and economic problems as the dependent variable.

$H0_1$ (g): Factors influencing tourists towards shacks do not contribute significantly towards economic problems to tourists.

Figure No. 4.7: Factors Contributing towards Economic Problems of Shacks to Tourists



Source: Drawn from Table No. 4.15

Figure 4.7 is the proposed model designed to test the relationship of Inadequate Facilities and Dishonesty with Economic Problems to tourists.

Table No. 4.16: Result of Multiple Regression Analysis for the Factors Contributing towards Economic Problems of Shacks to Tourists

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	3.850	.040	95.974	.000
Inadequate Facilities	.527	.040	13.128	.000
Dishonesty	.432	.040	10.759	.000
R Square .421, Adjusted R Square .418, Durbin Watson 1.727, P-value < 0.001				
Dependent Variable: Economic Problems				

Source: Computed from Primary Data

In Table 4.16 the R square value is 0.421. The multiple regression analysis results are acceptable at a 5 percent level of significance ($p < 0.05$). The adjusted R square value of 0.418 indicates that the model explains 41.8 percent of the variance. The Durbin-Watson statistic of 1.727 indicates that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the factors influencing tourists towards shacks have a statistically significant relationship with economic problems to tourists.

The factors that cause economic problems to the tourists visiting shacks in the state of Goa are Inadequate facilities and Dishonesty (with money matters) as the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). In fact, inadequate facilities are contributing more towards economic problems.

Further, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (g): Factors influencing tourists towards shacks do not contribute significantly towards economic problems to tourists is rejected.

4.4.5 Factors Contributing towards Social Benefits of Shacks to Tourists

A seven-item scale is used to determine the factors contributing towards the social benefits of shacks to the tourists in the state of Goa. The reliability of the scale is tested by using Cronbach alpha and it was found to be 0.774. Exploratory Factor Analysis is used to reduce the dimensions of the scale. All the seven items used in the analysis have been reduced into two factors named as Leisure and Local Culture. Multiple regression analysis has been carried out for these two factors which are considered as independent variables and social benefits as the dependent variable.

Table No. 4.17: Exploratory Factor Analysis for the Factors Contributing towards Social Benefits of Shacks to Tourists

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Leisure		3.497	45.296	45.296
Have fun	.871			
Relax	.869			
Located close to the beach	.813			
Spend quality time	.809			
Privacy	.556			
2) Local Culture		1.261	22.671	67.967
Gather information about the local Village / Place	.825			
Experience of local Culture	.816			

Source: Computed from Primary Data

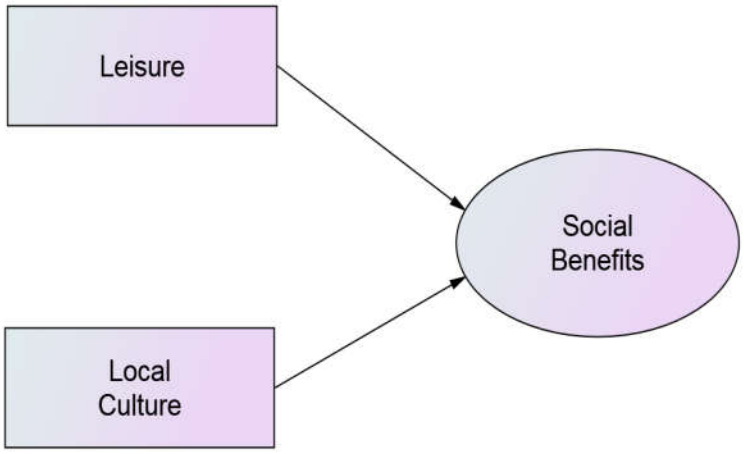
The Leisure factor explains about 45.296 percent of the variance with a factor loading of five variables ranging from 0.871 to 0.556. The Local Culture factor explains about 22.671 percent of the variance with a factor loading of two variables ranging from 0.825 to 0.816. Together, both factors explain about 67.967 percent of the variance in the data.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.824, chi-square value is 1152.751, DF 21 and the P-value < 0.001.

Multiple regression analysis has been performed for these two factors which are considered as independent variables and social benefits as the dependent variable.

$H0_1$ (h): Factors influencing tourists towards shacks do not contribute significantly towards social benefits to tourists.

Figure No. 4.8: Factors contributing towards Social Benefits of Shacks to Tourists



Source: Drawn from Table No. 4.17

Figure 4.8 is the proposed model designed to test the relationship between Leisure and Local Culture with Social Benefits to Tourists.

Table No. 4.18: Result of Multiple Regression Analysis for the Factors Contributing towards Social Benefits of Shacks to Tourists

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	4.048	.038	105.687	.000
Leisure	.461	.038	12.030	.000
Local Culture	.362	.038	9.441	.000
R Square .371, Adjusted R Square .368, Durbin Watson 1.858, P-value < 0.001				
Dependent Variable: Social Benefits				

Source: Computed from Primary Data

The multiple regression analysis results displayed in Table 4.18 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). A high R^2 indicates a good model fit. In the above table, the R square value is 0.371. The adjusted R square value is 0.368. Therefore, the model explains 36.8 percent of the variance. The Durbin-Watson statistic of 1.858 is within the acceptable limits which indicate that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the factors influencing tourists towards shacks have a statistically significant relationship with the social benefits of shacks to tourists.

The Leisure and Local Culture are the two factors that influence tourists towards the shacks providing social benefits to the tourists as the p-values of the two variables are found to be significant at a 5 percent significance level ($P < 0.05$). However, the leisure factor contributes more towards social benefits.

Also, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (h): Factors influencing tourists towards shacks do not contribute significantly towards social benefits to tourists is rejected.

4.4.6 Factors Contributing towards Social Problems of Shacks to Tourists

The factors contributing towards social problems of shacks to the tourists are determined with the help of a nine-item scale. The reliability of the scale is tested by using Cronbach alpha and it was found to 0.736. Exploratory Factor Analysis is then used to reduce the dimensions of the scale. All the nine items used in the analysis have been reduced into two factors named Illegalities and Improper System. Multiple regression analysis has been applied for these two factors which are considered as independent variables and social problems as the dependent variable.

Table No. 4.19: Exploratory Factor Analysis for the Factors Contributing towards Social Problems of Shacks to Tourists

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Illegalities		3.015	30.868	30.868
Irregularities	.890			
Problems of drugs & prostitution	.859			
Can't freely walk on the beach due to beach beds & umbrellas	.692			
Staring at the foreign tourists by domestic tourists	.636			
2) Improper System		2.319	28.400	59.268
Inadequate parking facilities	.765			
Stray dogs and cattle	.753			
Harassment by beggars	.724			
Garbage on the beach	.629			
Harsh attitude of the locals	.622			

Source: Computed from Primary Data

In Table 4.19 it is observed that irregularities (.890), problems of drug and prostitution (.859), can't freely walk on the beach due to beach beds and umbrellas (.692) and staring

at the foreign tourists by domestic tourists (.636) have a significant and positive loading on Illegalities factor. Inadequate parking facilities (.765), stray dog and cattle (.753), harassment by beggars (.724), garbage on the beach (.629) and harsh attitude of the locals (.622) have a significant and positive loading on Improper System factor.

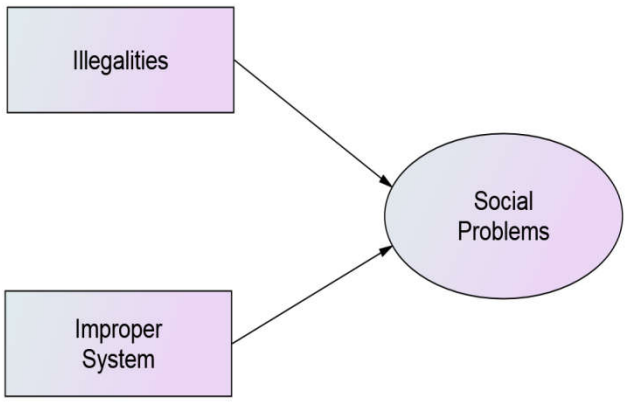
The Illegalities factor explains about 30.868 percent of the variance and the Improper System factor explains about 28.400 percent of the variance. Together both the factors explain about 59.268 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.741, chi-square value is 1286.405, DF 36 and the P-value < 0.001.

Multiple regression analysis has been performed for these two factors which are considered as independent variables and social problems as the dependent variable.

$H0_1$ (i): Factors influencing tourists towards shacks do not contribute significantly towards social problems to tourists.

Figure No. 4.9: Factors Contributing towards Social Problems of Shacks to Tourists



Source: Drawn from Table No. 4.19

Figure 4.9 is the proposed model designed to test the relationship of Illegalities and Improper System with Social Problems to Tourists.

Table No. 4.20: Result of Multiple Regression Analysis for the Factors Contributing towards Social Problems of Shacks to Tourists

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	3.520	.048	73.232	.000
Illegalities	.260	.048	5.393	.000
Improper System	.668	.048	13.881	.000
R Square .358, Adjusted R Square .355, Durbin Watson 1.665, P-value < 0.001				
Dependent Variable: Social Problems				

Source: Computed from Primary Data

In Table 4.20 the R square value is 0.358. A high R^2 is an indication of a better model fit. The results of multiple regression analysis in the above table are acceptable at a 5 percent level of significance ($p < 0.05$). The adjusted R square value is 0.355. Therefore, the model explains 35.5 percent of the variance. The Durbin-Watson statistic of 1.665 indicates that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the factors influencing tourists towards shacks have a statistically significant relationship with social problems of shacks to tourists.

The factors that cause social problems to the tourists visiting shacks in the State of Goa are Illegalities and Improper System of functioning as the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). In fact, the improper system of functioning is contributing more towards social problems.

But, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (i): Factors influencing tourists towards shacks do not contribute significantly towards social problems to tourists is rejected.

4.5 Analysis of the Socio-economic Contribution of Beach Shacks to the Local Community

The analysis of the socio-economic contribution of beach shacks to the local community is arranged by following certain steps as, the profile of the local community, hypotheses, economic benefits, economic problems, social benefits, and social problems of shacks to the local community in the State of Goa.

4.5.1. Local Community Profile

A brief description of the sample collected from the local community living, working or doing business, within a distance of two kilometers from the beach (coastline/high tide line of the sea) in the State of Goa where beach shacks exist, have been given below with respect to their demographic characteristics and personal attributes.

Table No. 4.21: Profile of the Local Community

Sr. No.	Particulars	Frequency	Percentage
1.	**Gender**		
	Male	126	90%
	Female	14	10%
2.	**District**		
	North	59	42.1%
	South	81	57.9%
3.	**Distance from the house to the coastline**		

Cont…

	Up to 1 Km	92	65.7%
	Between 1 – 2 Kms	10	7.1%
	Between 2 – 3 Kms	4	2.9%
	Between 3 – 4 Kms	5	3.6%
	Between 4 – 5 Kms	3	2.1%
	Above 5 Kms	26	18.6%
4.	**Age**		
	Less than 20 years	5	3.6%
	20 – 29 years	30	21.4%
	30 – 39 years	31	22.1%
	40 – 49 years	39	27.9%
	50 – 59 years	25	17.9%
	60 years and above	10	7.1%
5.	**Profession**		
	Business	52	37.1%
	Government Service	2	1.4%
	Private Service	34	24.3%
	Fishing	13	9.3%
	Tourist Taxi Driver	22	15.7%
	Motor Cycle Pilot	4	2.9%
	Retired	4	2.9%
	Rickshaw Driver	9	6.4%
6.	**Number of years living in Goa**		
	Up to 5 years	4	2.9%
	6 – 10 years	4	2.9%
	11 – 15 years	3	2.1%
	16 – 20 years	7	5%
	21 – 25 years	7	5%
	Above 25 years	115	82.1%

Cont…

7.	**Type of accommodation**		
	Own House	126	90%
	Rented House	14	10%
8.	**Educational Qualification**		
	Below SSC	38	27.1%
	SSC	38	27.1%
	Higher Secondary (HSSC)	29	20.7%
	Graduation	33	23.6%
	Others – Ph.D.	2	1.5%
9.	**Average Monthly Family Income**		
	Less than Rs. 20,000	56	40%
	Rs. 20,000 to less than Rs. 40,000	40	28.6%
	Rs. 40,000 to less than Rs. 60,000	10	7.1%
	Rs. 60,000 to less than Rs. 80,000	5	3.6%
	Rs. 80,000 to less than Rs. 1,00,000	14	10%
	Above Rs. 1,00,000	15	10.7%
10.	**Average monthly income earned due to shack business**		
	Less than Rs. 5,000	83	59.3%
	Rs. 5,000 to less than Rs. 10,000	31	22.1%
	Rs. 10,000 to less than Rs. 15,000	10	7.1%
	Rs. 15,000 to less than Rs. 20,000	5	3.6%
	Rs. 20,000 to less than Rs. 25,000	3	2.2%
	Above Rs. 25,000	8	5.7%

Source: Compiled from Primary Data

It is observed in Table 4.21 that, 90 percent of the respondents are male and the rest female. 57.9 percent of the respondents live or work in the South District and the rest in the North District of Goa. Of the total respondents, 72.8 percent live within a distance of up to 2 kilometers from the coastline, 8.6 percent within a distance of 2 to 5 kilometers, and the remaining 18.6 percent live beyond 5 kilometers from the coastline. 50 percent of

the respondents belong to the 30 to 49 years age groups, and 25 percent each belong to up to 29 years and above 49 years of age groups respectively. With regard to the profession, 37.1 percent of the respondents are businessman, 24.3 percent are in private service, 15.7 percent are tourist taxi drivers, 9.3 percent are fisherman, 6.4 percent are rickshaw drivers, and the remaining 7.2 percent includes motorcycle pilots, people retired from service, and government servants respectively.

82.1 percent of the respondents are living in Goa for more than 25 years, 10 percent between 16 to 25 years, 5 percent between 6 to 15 years and the rest 2.9 percent for up to five years. Of the total respondents, 90 percent are living in their own house. As far as the educational qualification of the respondents is concerned, 27.1 percent each have studied below SSC and up to SSC respectively, 20.7 percent HSSC, 23.6 percent graduates, and the remaining 1.5 percent has other qualifications including Ph.D. 40 percent of the respondents has an average monthly family income of below Rs. 20,000, 28.6 percent from Rs. 20,000 to less than Rs. 40,000 and the remaining 31.4 percent has an average monthly family income of above Rs. 40,000. It is also observed in the above table that, beach shacks make a significant contribution to the average monthly income earned by the respondents as 59.3 percent of them earn below Rs. 5,000 and the remaining 40.7 percent earn above Rs. 5,000 per month due to the shack business.

4.5.2 Hypotheses

The following hypotheses are framed and tested to study this part of the objective.

$H0_1$ (j): Economic benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (k): Economic problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (l): Social benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

$H0_1$ (m): Social problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

4.5.3 Economic Benefits of Shacks to the Local Community

The economic benefits of shacks to the local community are determined using a six-item scale. The reliability of the scale has been measured by using Cronbach alpha and it was found to be 0.800 which signifies that the scale used in the analysis is reliable. Using Exploratory Factor Analysis, all the six items used in the analysis has been reduced into two factors named as Monetary Benefits and Local Patronage. Multiple regression analysis has been performed for these two factors which are considered as independent variables and relevance of beach shacks as the dependent variable.

Table No. 4.22: Exploratory Factor Analysis for Economic Benefits of Shacks to the Local Community

Variables	Loadings	Eigen Values	% of variance	Cumulative %
1) **Monetary Benefits**		3.212	51.836	51.836
Employment opportunities	.872			
Opportunity to earn rental income	.856			
Promote subsidiary business	.848			
Increase income of the residents	.682			
Contribute to increase in land prices	.622			
2) **Local Patronage**		1.050	19.198	71.034
Buy local produce at better price	.968			

Source: Computed from Primary Data

A Varimax Rotation was conducted on the data in Table 4.22 which has resulted in two factors named as Monetary Benefits and Local Patronage.

The variables that were loaded on the Monetary Benefits factor are employment opportunities, opportunity to earn rental income, promote subsidiary business, increase the income of the residents and contribute to increase in land price and all these variables have a loading ranging from 0.872 to 0.622. Buy local produce at a better price is the only factor with a loading of 0.968 that has been loaded on the Local Patronage factor. The Monetary Benefits factor explains about 51.836 percent of the variance and the

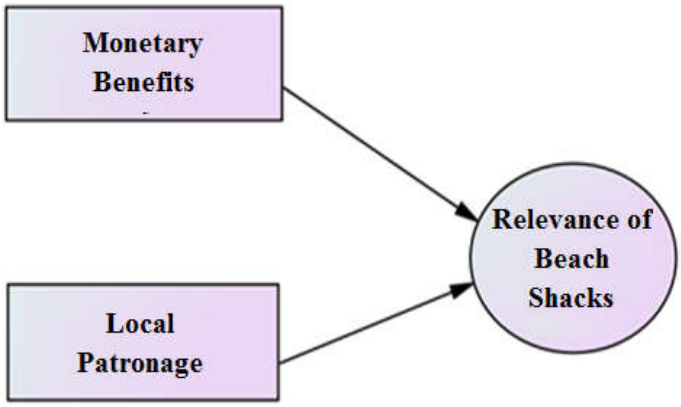
Local Patronage factor explains about 19.198 percent of the variance. Together they explain 71.034 percent of the variance.

Normally under exploratory factor analysis, each dimension should have a loading of a minimum of two factors. However, in the above analysis under local patronage, only one-factor loading has come and still, it has been considered in the study based on the importance of the factor. Also, according to **Field, (2000),** if the total variance explained in exploratory factor analysis is between 70 to 80 percent then even a factor with single loading could be retained.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.863, chi-square value is 370.179, DF 15 and the P-value < 0.001.

$H0_1$ (j): Economic benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

Figure No. 4.10: Economic Benefits of Shacks to the Local Community and the Relevance of Beach Shacks



Source: Drawn from Table No. 4.22

Figure 4.10 is the proposed model designed to test the relationship between Monetary Benefits and Local Patronage with Relevance of Beach Shacks to the local community.

Table No. 4.23: Result of Multiple Regression Analysis for the Economic Benefits of Shacks to the Local Community and the Relevance of Beach Shacks

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	4.893	.024	204.255	.000
Monetary Benefits	.298	.024	12.389	.000
Local Patronage	.122	.024	5.059	.000
R Square .567, Adjusted R Square .560, Durbin Watson 2.013, P-value < 0.001				
Dependent Variable: Relevance of Beach Shacks				

Source: Computed from Primary Data

Table 4.23 depicts the result of multiple regression analysis which is acceptable at a 5 percent level of significance ($p < 0.05$). The R^2 value is 0.567. The adjusted R square value is 0.560 which indicates that the model explains 56 percent of the variance. The Durbin-Watson statistic of 2.013 is within the acceptable limits which signify that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the economic benefits from shacks have a statistically significant relationship with the relevance of beach shacks to the local community.

The economic benefits of shacks to the local community are classified into Monetary Benefits and Local Patronage and the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). The monetary benefits contribute more towards the relevance of beach shacks to the local community in the State of Goa. Further, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (j): Economic benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community is rejected.

4.5.4 Economic Problems of Shacks to the Local Community

A five-item scale is used to determine the economic problems faced by the local community due to the existence of beach shacks in the State of Goa. The reliability of the scale is tested by using Cronbach alpha and it was found to be 0.799. Exploratory Factor Analysis is used to reduce the dimensions of the scale. All the five items used in the analysis have been reduced into two factors named as the High Cost of Living and Economic Leakage. Multiple regression analysis has been applied for these two factors which are considered as independent variables and relevance of beach shacks as the dependent variable.

Table No. 4.24: Exploratory Factor Analysis for Economic Problems Faced by the Local Community Due to Shacks

Variable	Loadings	Eigen Values	% of Variance	Cumulative %
1) High Cost of Living		2.538	48.699	48.699
High cost of living	.888			
Higher prices of local produce	.871			
Increase in land prices	.801			
Seasonal Employment	.614			
2) Economic Leakage		1.060	23.259	71.957
Buying foreign goods instead of local	.946			

Source: Computed from Primary Data

The High Cost of Living factor explains about 48.699 percent of the variance and the Economic Leakage factor explains about 23.259 percent of the variance. Further, the combinations of two explain about 71.957 percent of the variance.

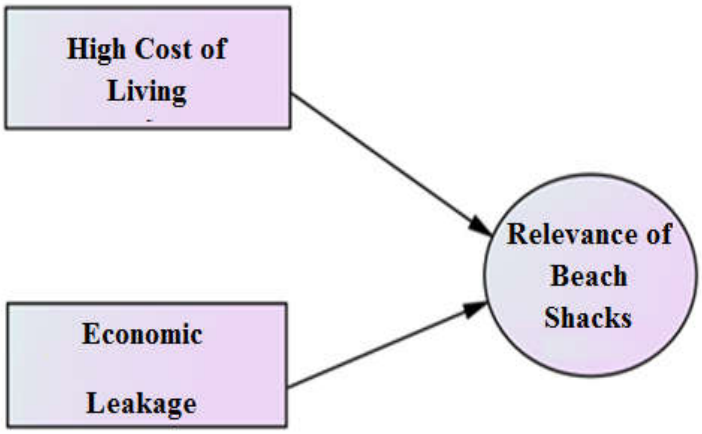
Normally under exploratory factor analysis, each dimension should have a loading of a minimum of two factors. However, in the above analysis under economic leakage, only one-factor loading has come and based on its importance in the study it has been

considered for further analysis. Also, according to **Field, (2000),** if the total variance explained in exploratory factor analysis is between 70 to 80 percent then even a factor with a single loading could be retained.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.753, chi-square value is 216.363, DF 10 and the P-value < 0.001.

$H0_1$ (k): Economic problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

Figure No. 4.11: Economic Problems Faced by the Local Community Due to Shacks and the Relevance of Beach Shacks



Source: Drawn from Table No. 4.24

Figure 4.11 is the proposed model designed to test the relationship of the High Cost of Living and Economic Leakage with Relevance of Beach Shacks to the local community.

Table No. 4.25: Result of Multiple Regression Analysis for the Economic Problems Faced by the Local Community Due to Shacks and the Relevance of Beach Shacks

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	1.436	.051	28.421	.000
High Cost of Living	-.468	.051	-9.237	.000
Economic Leakage	-.224	.051	-4.423	.000
R Square .434, Adjusted R Square .425, Durbin Watson 1.517, P-value < 0.001				
Dependent Variable: Relevance of Beach Shacks				

Source: Computed from Primary Data

The results of multiple regression analysis exhibits in Table 4.25 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.434. A high R^2 signifies a good model fit. The adjusted R square is 0.425 which indicates that the model explains 42.5 percent of the variance. The Durbin-Watson statistic of 1.517 is within the acceptable limits indicating that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the economic problems from shacks have a statistically significant relationship with the relevance of beach shacks to the local community.

The economic problems that affect the relevance of beach shacks to the local community in the State of Goa are the High Cost of Living and Economic Leakage as the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). The high cost of living factor has an inverse relationship with the relevance of beach shacks indicating that the cost of living in Goa actually comes down due to beach shacks. Similarly, economic leakage is also inversely related to the relevance of beach shacks to the local community.

But, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (k): Economic problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community is rejected.

4.5.5 Social Benefits of Shacks to the Local Community

A four-item scale has been used to measure the social benefits of shacks to the local community in the State of Goa. The reliability of the scale is tested by using Cronbach alpha which was found to be 0.710 indicating that the scale is reliable. Using Exploratory Factor Analysis, all the four items used in the analysis have been reduced into two factors named Cultural Protection and Creation of Infrastructure. Multiple regression analysis has been carried out for these two factors which are considered as independent variables and relevance of beach shacks as the dependent variable.

Table No. 4.26: Exploratory Factor Analysis for Social Benefits of Shacks to the Local Community

Variables	Loadings	Eigen values	% of Variance	Cumulative %
1) Cultural Protection		2.403	30.292	30.292
Promoting local culture	.870			
Environmental protection	.671			
2) Creation of Infrastructure		1.018	30.226	60.518
Locals feel secure to visit beach due to shacks	.745			
Development of infrastructure	.701			

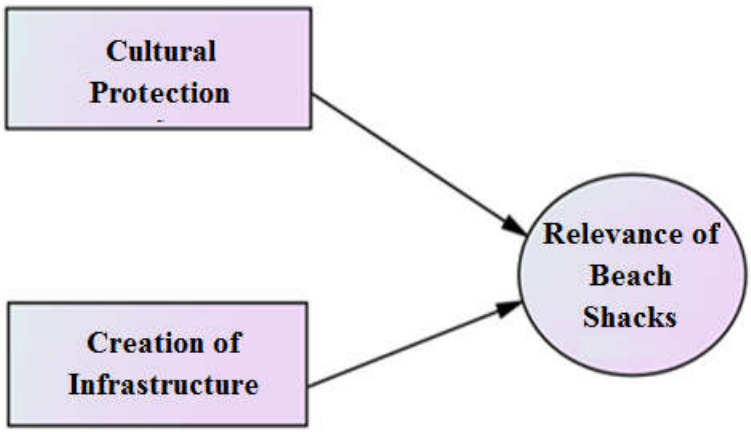
Source: Computed from Primary Data

The cultural protection factor explains about 30.292 percent of the variance and it has a loading of two variables with loadings varies from 0.870 to 0.671. The creation of infrastructure factor explains about 30.226 percent of the variance with the next two variables loaded on it with loadings varies from 0.745 to 0.701. Further, both together explain about 60.518 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.749, chi-square value is 17.170, DF 6 and the P-value < 0.009.

$H0_1$ (l): Social benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

Figure No. 4.12: Social Benefits of Shacks to the Local Community and the Relevance of Beach Shacks



Source: Drawn from Table No. 4.26

Figure 4.12 is the proposed model designed to test the relationship of Cultural Protection and Creation of Infrastructure with Relevance of Beach Shacks to the local community.

Table No. 4.27: Result of Multiple Regression Analysis for the Social Benefits of Shacks to the Local Community and the Relevance of Beach Shacks

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	4.607	.045	101.486	.000
Cultural Protection	.072	.046	1.579	.117
Creation of Infrastructure	.308	.046	6.750	.000
R Square .260, Adjusted R Square .249, Durbin Watson 1.659, P-value < 0.001				
Dependent Variable: Relevance of Beach Shacks				

Source: Computed from Primary Data

Table 4.27 displays the result of multiple regression analysis and they are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.260 and the adjusted R square is 0.249. Therefore, the model explains 24.9 percent of the variance. The Durbin-Watson statistic of 1.659 indicates that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the social benefits from shacks have a statistically significant relationship with the relevance of beach shacks to the local community.

The social benefit that contributes to the relevance of beach shacks to the local community in the state of Goa is the creation of infrastructure as the p-value of this variable is found to be significant at a 5 percent level of significance ($P < 0.05$). However, cultural protection does not contribute significantly as its p-value is not statistically significant at a 5 percent significance level. This also means that the perception of the local community suggests that, shacks are not protecting the local Goan culture. However, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (l): Social benefits from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community is rejected.

4.5.6 Social Problems of Shacks to the Local Community

A nine-item scale is used to determine the social problems faced by the local community due to the existence of beach shacks in the State of Goa. The reliability of the scale is tested by using Cronbach alpha and it was found to be 0.715 signifying that the scale used is reliable for further analysis. Using Exploratory Factor Analysis, all the nine items used in the analysis has been reduced into two factors named as Migration and Promote Crime. Multiple regression analysis has been performed for these two factors which are considered as independent variables and relevance of beach shacks as the dependent variable.

Table No. 4.28: Exploratory Factor Analysis for Social Problems Faced by the Local Community Due to Shacks

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Migration		3.493	31.880	31.880
Crowded beaches	.888			
Seasonal migration	.844			
Giving up traditional Occupations	.656			
Increase traffic in Villages	.613			
Noise Pollution	.606			
2) Promote Crime		1.656	25.338	57.217
Environmental pollution	.809			
Discrimination between Indian and Foreign tourists	.784			
Increase crime rate	.783			
Cultural clashes	.524			

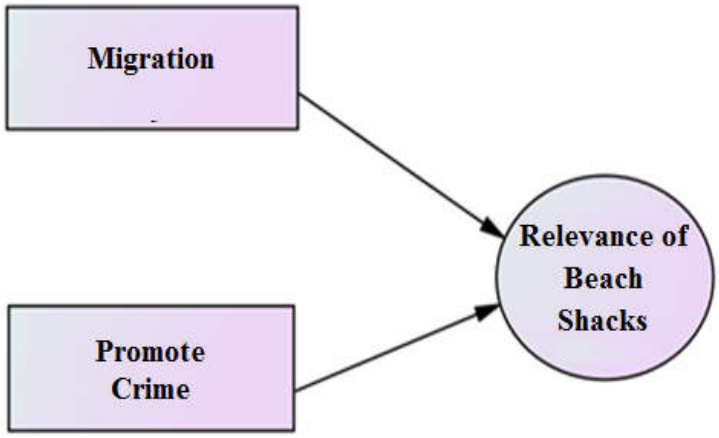
Source: Computed from Primary Data

The Migration factor explains about 31.880 percent of the variance and Promote Crime factor explains about 25.338 percent of the variance. Further, the combination of two explains about 57.217 percent of the variance.

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.744, chi-square value is 462.544, DF 36 and the P-value < 0.001.

$H0_1$ (m): Social problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community.

Figure No. 4.13: Social Problems Faced by the Local Community Due to Shacks and the Relevance of Beach Shacks



Source: Drawn from Table No. 4.28

Figure 4.13 is the proposed model designed to test the relationship of Migration and Promote Crime with the Relevance of Beach Shacks to the local community.

Table No. 4.29: Result of Multiple Regression Analysis for the Social Problems Faced by the Local Community Due to Shacks and the Relevance of Beach Shacks

Independent Variables	Unstandardized Coefficients		t-test	P-value
	B	Std. Error		
(Constant)	1.293	.029	44.392	.000
Migration	-.572	.029	-19.573	.000
Promote Crime	-.153	.029	-5.218	.000
R Square .750, Adjusted R Square .746, Durbin Watson 2.229, P-value < 0.001				
Dependent Variable: Relevance of Beach Shacks				

Source: Computed from Primary Data

The results of multiple regression analyses shown in Table 4.29 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.750. The adjusted R square is 0.746 which indicates that the model explains 74.6 percent of the variance. The Durbin-Watson statistic of 2.229 which is within the acceptable limits indicates that there is no autocorrelation in the sample. Durbin-Watson test statistic values in the range of 1.5 to 2.5 are relatively normal **(Field, 2009).** The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the social problems from shacks have a statistically significant relationship with the relevance of beach shacks to the local community in the State of Goa.

The social problems that have an effect on the relevance of beach shacks to the local community in the State of Goa are Migration and Promote Crime as the p-values of the two variables are found to be significant at a 5 percent level of significance ($P < 0.05$). The Migration factor has an inverse relationship with the relevance of beach shacks indicating that the migration to Goa has actually come down due to the existence of beach shacks. This is mainly because a large number of the people working at the shacks migrate to Goa from other States during the tourist season and once the season ends in Goa, some of them go back to their native places to rest and others move on to places such as Shimla, Kulu-Manali, Kashmir, or Leh-Ladakh to work there in hotels and restaurants as the tourist season at all these hill stations starts in the month of May and

ends in September every year. Once the tourist season at the above places ends they again come back to Goa to work in the shacks. Further, Promote Crime factor is also inversely related to the relevance of beach shacks indicating that higher the crime rate, lower will be the relevance of beach shacks to the local community in the State of Goa. However, the model is significant at a 5 percent significance level.

Hence, $H0_1$ (m): Social problems from shacks do not have a statistically significant relationship with the relevance of beach shacks to the local community is rejected.

4.6 Analysis of the Socio-economic Contribution of Beach Shacks to the State Government

Beach shacks in the State of Goa contribute significantly to the government exchequer in the form of various taxes. They also contribute considerably to the revenue generation efforts of several State Government departments. But, they don't make any significant social contribution to the State Government which could be expressed in monetary terms.

The analysis pertaining to the economic contribution of beach shacks to the State Government is based on secondary data, which was collected from the Department of Tourism, Government of Goa, for a period of five years from 2012-13 to 2016-17.

The financial analytical tools used in this section of the objective are trend analysis and percentages. Also, pie-charts have been used to present the data. The analysis pertaining to the socio-economic contribution of beach shacks to the State Government, Department of Tourism has been classified into three categories as revenue collected from shacks operating on public properties, private properties and total revenue collected from shacks.

The revenue collected from shacks operating on public properties as well as on private properties has been further classified and analyzed using trend analysis and percentage analysis of total revenue collected, absolute and percentage increase or decrease in the revenue collected and total revenue collected by the State Government from such shacks. Finally, the total revenue collected from shacks has been compared with the total revenue of the Department of Tourism during the above five years, so as to find out its significance to the Department of Tourism in the State of Goa.

4.6.1 Revenue Collected by the State Government from Shacks Operating on Public Properties

The revenue collected by the State Government from shacks operating on public properties in the State of Goa has been classified into two categories as revenue to the department of tourism and to other government departments.

The analysis has been completed by using the trend analysis keeping the 2012-13 year's data as the base.

Table No. 4.30: Trend Analysis Showing the Revenue Collected by the State Government from Shacks Operating on Public Properties During the Period from 2012-13 to 2016-17

Sr. No	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	% Change over the base year 2012-13				
							2012-13 %	2013-14 %	2014-15 %	2015-16 %	2016-17 %
	Number of Shacks:										
	Category A	225	233	273	282	260	100	103.56	121.33	125.33	115.56
	Category B	104	104	104	104	104	100	100	100	100	100
	Total	329	337	377	386	364	100	102.43	114.59	117.33	110.64
A.	**Revenue to Tourism Department**										
1.	Application Form fees	9,87,000	30,33,000	2,40,000	27,000	32,76,000	100	307.3	24.32	2.74	331.92

Cont…

2.	License Fees:										
	Category A	101,25,000	116,50,000	150,15,000	169,20,000	156,00,000	100	115.06	148.30	167.11	154.07
	Category B	31,20,000	36,40,000	41,60,000	46,80,000	46,80,000	100	116.67	133.33	150	150
	Total (A + B)	132,45,000	152,90,000	191,75,000	216,00,000	202,80,000	100	115.44	144.77	163.08	153.11
3.	Sun Bed Fees	32,90,000	23,30,000	27,30,000	28,20,000	26,00,000	100	70.82	82.98	85.71	79.03
	Total Revenue to Tourism Department (A)	**175,22,000**	**206,53,000**	**221,45,000**	**244,47,000**	**261,56,000**	**100**	**117.87**	**126.38**	**139.52**	**149.28**
B.	**Revenue to Other Government Departments**										
4.	Fire Dept. Fees	1,64,500	1,68,500	1,88,500	1,93,000	1,82,500	100	102.43	114.59	117.33	110.94
5.	Food & Drugs Fees	49,350	1,01,100	1,13,100	1,15,800	1,82,000	100	204.86	229.18	234.65	368.79
6.	PWD Water Connection Fees	3,29,000	3,37,000	3,77,000	3,86,000	4,36,800	100	102.43	114.59	117.33	132.77
7.	Electricity Department Fees	98,700	1,01,100	1,13,100	1,15,800	1,41,960	100	102.43	114.59	117.33	143.83

Cont…

8.	Health Department NOC Fees	98,700	1,01,100	1,13,100	1,15,800	1,09,200	100	102.43	114.59	117.33	110.64
9.	Excise License Fees	26,32,000	26,96,000	30,16,000	30,88,000	50,96,000	100	102.43	114.59	117.33	193.62
10.	Goa Air Pollution Board Fees	3,94,800	4,04,400	4,52,400	4,63,200	5,46,000	100	102.43	114.59	117.33	138.30
11.	Commercial Tax	49,35,000	84,25,000	94,25,000	96,50,000	91,00,000	100	170.72	190.98	195.54	184.40
12.	Panchayat Trade License Fees	16,45,000	16,85,000	18,85,000	19,30,000	18,20,000	100	102.43	114.59	117.33	110.64
	Total Revenue to Other Govt. Departments (B)	**1,03,47,050**	**1,40,19,200**	**1,56,83,200**	**1,60,57,600**	**1,76,14,460**	**100**	**135.49**	**151.57**	**155.19**	**170.24**
	Gross Total Revenue (A & B)	**2,78,69,050**	**3,46,72,200**	**3,78,28,200**	**4,05,04,600**	**4,37,70,460**	**100**	**124.41**	**135.74**	**145.34**	**157.06**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

Table 4.30 shows that the gross total revenue collected by the State Government from shacks operating on public properties has shown an increasing trend over the period from 2012-13 to 2016-17. Further, the gross total revenue collected by the State Government from these shacks have been classified into two categories as revenue to the Tourism Department and revenue to other government departments. Both these revenues have shown an increasing trend during the above period. However, the percentage increase in the total revenue collected by other government departments from shacks during the five year period is much higher than that of the tourism department. The sources of revenue to the department of tourism from these shacks are application form fees, license fees, and sun bed fees. The various State Government departments and local bodies that collect revenue from beach shacks are the fire department, food and drugs, PWD, electricity, health, excise, pollution control board, commercial tax and Panchayats.

The revenue collected by the department of tourism in the form of application form fees was high during the years 2013-14 and 2016-17. This is mainly due to the compulsory payment of the entire three years application form fees in advance by all the applicants in the first year of the three year beach shack policies 2013-16 and 2016-19. However, the application form fee collected by the department of tourism during the years 2014-15 and 2015-16 is substantially lower because they have just come from the additional shacks permitted by the State Government during the respective years.

It is also observed that the amount of license fee collected from category ‘A’ shacks is directly proportional to the shack numbers. However, the amount of license fee collected from category ‘B’ shacks during the years 2013-14 to 2015-16, has increased constantly due to the increase in fees per shack during these respective years. Further, the revenue earned from sun-bed fees was the highest during the base year 2012-13 after which it has shown a decreasing trend.

The total revenue collected by other government departments from shacks has shown an increasing trend over the five year period from 2012-13 to 2016-17. The major beneficiary among all these departments is the food and drugs department, as its revenue during the above period has shown a significant positive trend. Further, the revenue earned by most of the other government departments from shacks during the year 2015-

16 was the highest due to the increase in shack numbers. In fact, during the year 2015-16, the government has permitted the highest number of shacks in the State of Goa and the revenue collected from shacks is directly proportional to the shack numbers.

It is also observed that the number of shacks permitted by the State Government in Goa on public properties has shown an increasing trend from the year 2013-14 till the year 2015-16. However, during the year 2016-17, their numbers have gone down mainly due to the introduction of the new Beach Shack Policy 2016-19 whereby, the government has decided to restrict their numbers based on the beach carrying capacity report.

Table No. 4.31: Percentage Analysis of Total Revenue Collected by the State Government from Shacks Operating on Public Properties During the Period from 2012-13 to 2016-17

Sr. No.	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	Total revenue collected from each source during 2012-13 to 2016-17 Rs.	Percentage contribution of each source to gross total revenue during 2012-13 to 2016-17 %
	Number of Shacks:							
	Category A	225	233	273	282	260	---------	---------
	Category B	104	104	104	104	104	---------	---------
	Total	329	337	377	386	364	---------	---------
A.	**Revenue to Tourism Department**							
1.	Application Form fees	9,87,000	30,33,000	2,40,000	27,000	32,76,000	75,63,000	4.10%

Cont…

2.	License Fees: Category A Category B Total (A + B)	 101,25,000 31,20,000 132,45,000	 116,50,000 36,40,000 152,90,000	 150,15,000 41,60,000 191,75,000	 169,20,000 46,80,000 216,00,000	 156,00,000 46,80,000 202,80,000	 6,93,10,000 2,02,80,000 8,95,90,000	 37.54% 10.98% 48.52%
3.	Sun Bed Fees	32,90,000	23,30,000	27,30,000	28,20,000	26,00,000	1,37,70,000	7.45%
	Total Revenue to Tourism Department (A)	**175,22,000**	**206,53,000**	**221,45,000**	**244,47,000**	**261,56,000**	**11,09,23,000**	**60.07%**
B.	**Revenue to Other Government Departments**							
4.	Fire Dept. Fees	1,64,500	1,68,500	1,88,500	1,93,000	1,82,500	8,97,000	0.49%
5.	Food & Drugs Fees	49,350	1,01,100	1,13,100	1,15,800	1,82,000	5,61,350	0.30%
6.	PWD Water Connection Fees	3,29,000	3,37,000	3,77,000	3,86,000	4,36,800	18,65,800	1.01%
7.	Electricity Department Fees	98,700	1,01,100	1,13,100	1,15,800	1,41,960	5,70,660	0.31%
8.	Health Department NOC Fees	98,700	1,01,100	1,13,100	1,15,800	1,09,200	5,37,900	0.29%

Cont…

9.	Excise License Fees	26,32,000	26,96,000	30,16,000	30,88,000	50,96,000	1,65,28,000	8.95%
10.	Goa Air pollution Board Fees	3,94,800	4,04,400	4,52,400	4,63,200	5,46,000	22,60,800	1.22%
11.	Commercial Tax	49,35,000	84,25,000	94,25,000	96,50,000	91,00,000	4,15,35,000	22.50%
12.	Panchayat Trade License Fees	16,45,000	16,85,000	18,85,000	19,30,000	18,20,000	89,65,000	4.86%
	Total Revenue to Other Govt. Departments (B)	**1,03,47,050**	**1,40,19,200**	**1,56,83,200**	**1,60,57,600**	**1,76,14,460**	**7,37,21,510**	**39.93%**
	Gross Total Revenue (A & B)	**2,78,69,050**	**3,46,72,200**	**3,78,28,200**	**4,05,04,600**	**4,37,70,460**	**18,46,44,510**	**100%**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

In Table 4.31 it is observed that, of the gross total revenue collected by the State Government from shacks operating on public properties during the period from 2012-13 to 2016-17, the Department of Tourism has collected 60.07 percent and the balance 39.93 percent has been the collection of all other government departments connected to the shack business in the State of Goa.

The contribution of the various sources of revenue to the Department of Tourism from these shacks during the above period are license fees 48.52 percent, sun bed fees 7.45 percent and application form fees 4.1 percent. As far as, the contribution to other government departments is concerned, the commercial tax department has collected the most at 22.50 percent, excise department 8.95 percent, Panchayats 4.86 percent, and all the other government departments altogether have collected total revenue of 3.62 percent.

Although, the percentage contribution from shacks by all the other government departments to the State Government exchequer is negligible, still, it is quite significant because it adds to the revenue generation efforts of all these departments.

Table No. 4.32: Absolute and Percentage of Increase or Decrease in the Revenue Collected by the State Government from Shacks Operating on Public Properties During the Period from 2012-13 to 2016-17

Sr. No.	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	Absolute increase or decrease in revenue earned over five years Rs.	Percentage increase or decrease in revenue earned over five years %
	Number of Shacks:							
	Category A	225	233	273	282	260	35	15.56%
	Category B	104	104	104	104	104	---	-------
	Total	329	337	377	386	364	35	10.64%
A.	**Revenue to Tourism Department**							
1.	Application Form Fees	9,87,000	30,33,000	2,40,000	27,000	32,76,000	22,89,000	231.92%
2.	License Fees:							
	Category A	101,25,000	116,50,000	150,15,000	169,20,000	156,00,000	54,75,000	54.07%
	Category B	31,20,000	36,40,000	41,60,000	46,80,000	46,80,000	15,60,000	50%
	Total (A + B)	132,45,000	152,90,000	191,75,000	216,00,000	202,80,000	70,35,000	53.11%

Cont…

3.	Sun Bed Fees	32,90,000	23,30,000	27,30,000	28,20,000	26,00,000	(6,90,000)	(20.97%)
	Total Revenue to Tourism Department (A)	**175,22,000**	**206,53,000**	**221,45,000**	**244,47,000**	**261,56,000**	**86,34,000**	**49.28%**
B.	**Revenue to Other Government Departments**							
4.	Fire Dept. Fees	1,64,500	1,68,500	1,88,500	1,93,000	1,82,500	18,000	10.94%
5.	Food & Drugs Fees	49,350	1,01,100	1,13,100	1,15,800	1,82,000	1,32,650	268.79%
6.	PWD Water Connection Fees	3,29,000	3,37,000	3,77,000	3,86,000	4,36,800	1,07,800	32.77%
7.	Electricity Department Fees	98,700	1,01,100	1,13,100	1,15,800	1,41,960	43,260	43.83%
8.	Health Department NOC Fees	98,700	1,01,100	1,13,100	1,15,800	1,09,200	10,500	10.64%
9.	Excise License Fees	26,32,000	26,96,000	30,16,000	30,88,000	50,96,000	24,64,000	93.62%

Cont…

10.	Goa Air Pollution Board Fees	3,94,800	4,04,400	4,52,400	4,63,200	5,46,000	1,51,200	38.30%
11.	Commercial Tax	49,35,000	84,25,000	94,25,000	96,50,000	91,00,000	41,65,000	84.40%
12.	Panchayat Trade License Fees	16,45,000	16,85,000	18,85,000	19,30,000	18,20,000	1,75,000	10.64%
	Total Revenue to Other Govt. Departments (B)	**1,03,47,050**	**1,40,19,200**	**1,56,83,200**	**1,60,57,600**	**1,76,14,460**	**72,67,410**	**70.24%**
	Gross Total Revenue (A & B)	**2,78,69,050**	**3,46,72,200**	**3,78,28,200**	**4,05,04,600**	**4,37,70,460**	**1,59,01,410**	**57.06%**

Source: Computed from the data collected from the Department of Tourism, Government of Goa and from the Beach shack Policy of the State Government for the period from 2013-16 and 2016-19.

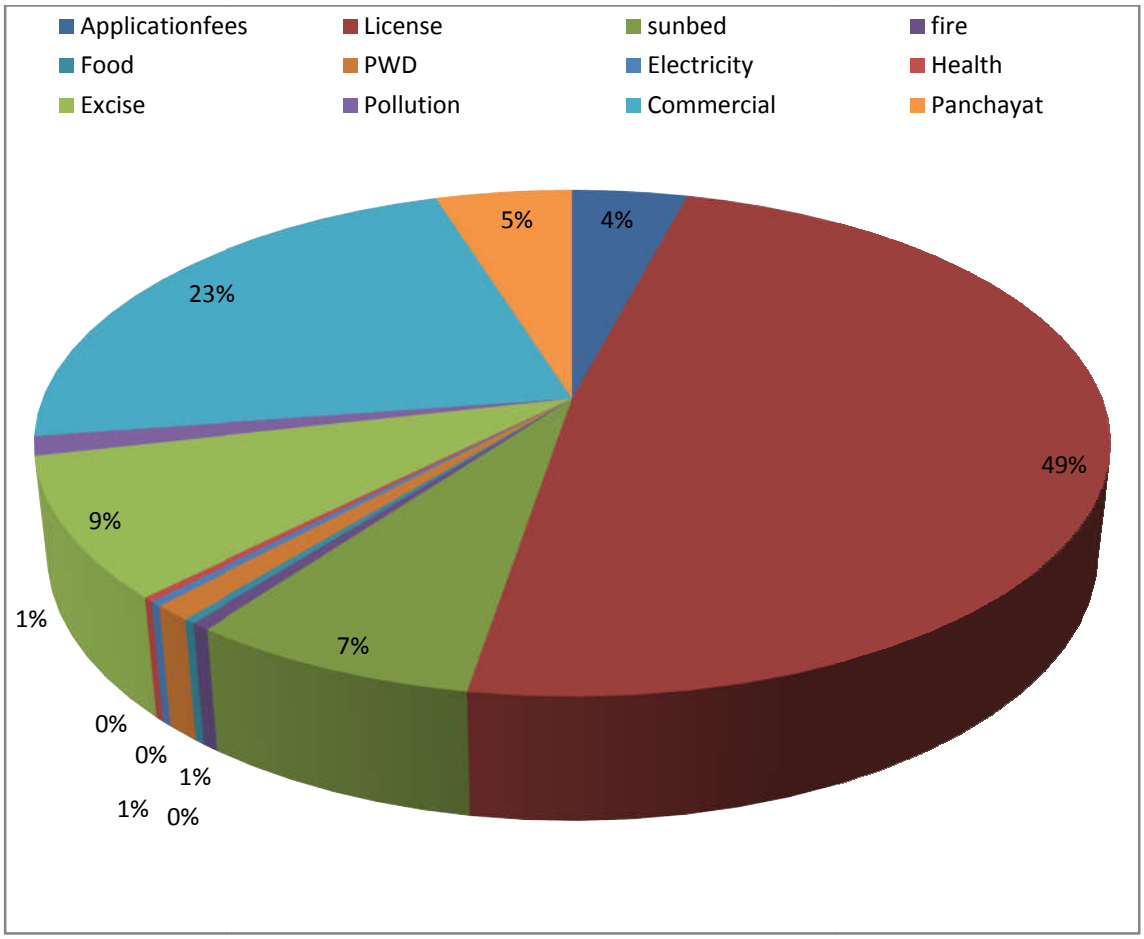
Table 4.32 shows that during the period from 2012-13 to 2016-17; the gross total revenue collected by the State Government from shacks operating on public properties has increased significantly by 57.06 percent. Also, the revenue collected by the Department of Tourism from these shacks during the above period has increased by 49.28 percent and that by the other government departments by 70.24 percent.

The Tourism Department's collection from application form fees has shown a tremendous increase of 231.92 percent during the period under study. Further, the revenue collected from license fees has increased by 53.11 percent. However, there has been a decrease of 20.97 percent in the revenue collected by the tourism department from sun-bed fees during the period under study indicating that the number of shacks applying for permission to put sun-beds has decreased over the years.

Also, there has been a tremendous increase in the revenues collected by all other government departments from shacks located on public properties during the period from 2012-13 to 2016-17. In fact, the food and drugs department's revenue from these shacks has increased the most by 268.79 percent. The fire department's revenue has increased by 10.94 percent, PWD by 32.77 percent, electricity department's revenue by 43.83 percent, health department by 10.64 percent, excise revenue by 93.62 percent, Goa air pollution control board by 38.30 percent, commercial tax by 84.40 percent, and Panchayats revenue from trade license fees by 10.64 percent signifying the importance of beach shacks to all these departments.

It is also observed that the number of shacks permitted by the Department of Tourism across Goa in Category 'A' has increased marginally by 15.56 percent whereas; their numbers in Category 'B' have remained constant every year during the above period.

Figure No. 4.14: Total Revenue Collected by the State Government from Shacks Operating on Public Properties During the Period from 2012-13 to 2016-17 in Percentage Terms



Source: Drawn from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

The above pie chart shows the percentage contribution of each source of revenue to the total revenue collected from shacks located on public properties during the period from 2012-13 to 2016-17. It is observed in the above pie-chart that the contribution from license fees is the highest at 49 percent, application form fees are 4 percent, sun bed license fees are 7 percent, fire department fees are 1 percent, excise department revenue is 9 percent, commercial tax department revenue is 23 percent, village panchayats earn 5 percent, and the remaining 2 percent are the earnings of food and drugs, PWD, pollution control board, electricity, and health departments.

4.6.2 Revenue Collected by the State Government from Shacks Operating on Private Properties

The revenue collected by the State Government from shacks operating on private properties in the State of Goa has been classified into two categories as revenue to the department of tourism and to other government departments.

This analysis has been completed by using the trend analysis keeping the 2012-13 year's data as the base.

Table No. 4.33: Trend Analysis Showing the Revenue Collected by the State Government from Shacks Operating on Private Properties During the Period from 2012-13 to 2016-17

Sr. No.	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	% Change over the base year 2012-13				
							2012-13 %	2013-14 %	2014-15 %	2015-16 %	2016-17 %
	Number of Shacks	**286**	**120**	**08**	**171**	**113**	**100**	**41.96**	**2.80**	**59.79**	**39.51**
A.	**Revenue to Tourism Department**										
1.	License Fees	45,98,500	19,57,800	1,98,125	NIL	NIL	100	42.57	4.31	-	-
2.	Sun Bed Fees	14,30,000	6,00,000	40,000	NIL	NIL	100	41.96	2.80	-	-
	Total Revenue to Tourism Department (A)	**60,28,500**	**25,57,800**	**2,38,125**	**NIL**	**NIL**	100	42.43	3.95	-	-

Cont…

	Total Revenue to Tourism Department (A)	**60,28,500**	**25,57,800**	**2,38,125**	**NIL**	**NIL**	100	42.43	3.95	-	-
B.	**Revenue to Other Government Departments**										
3.	Fire Department Fees	10,95,380	4,59,600	30,640	6,54,930	4,32,790	100	41.96	2.80	59.79	39.51
4.	Health Dept. NOC Fees	1,43,000	60,000	4,000	85,500	56,500	100	41.96	2.98	59.79	39.51
5.	Excise License Fees	28,60,000	12,00,000	80,000	17,10,000	11,30,000	100	41.96	2.80	59.79	39.51
6.	GCZMA Fees										
	a) Restaurants	NIL	NIL	80,000	17,10,000	11,30,000	-	-	-	-	-
	b) Rooms	NIL	NIL	80,000	17,10,000	11,30,000	-	-	-	-	-
	Total	NIL	NIL	1,60,000	34,20,000	22,60,000					
7.	Panchayat / Municipality NOC Restaurant Fees	30,03,000	12,60,000	84,000	17,95,500	11,86,500	100	41.96	2.80	59.79	39.51

Cont…

8.	Panchayat / Municipality Garbage Collection Fees	1,43,000	60,000	4,000	85,500	56,500	100	41.96	2.80	59.79	39.51
	Total Revenue to Other Government Departments (B)	**72,44,380**	**30,39,600**	**3,62,640**	**77,51,430**	**51,22,290**	**100**	**41.96**	**5**	**107**	**71**
	Gross Total Revenue (A & B)	**132,72,880**	**55,97,400**	**6,00,765**	**77,51,430**	**51,22,290**	**100**	**42.17**	**4.53**	**58.40**	**38.59**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

Table 4.33 shows that the gross total revenue collected by the State Government from shacks operating on private properties during the period from 2012-13 to 2014-15, has shown a decreasing trend due to a drastic fall in the shack numbers. However, during the year 2015-16, it has increased substantially due to the increase in the number of shacks. This indicates that the revenue collected by the State Government from shacks operating on private properties in Goa is directly proportional to the shack numbers.

In fact, the department of tourism has not permitted shack operators to erect shacks on private properties during the last three years, 2014-15 to 2016-17, due to an order from the Coastal Regulation Zone (CRZ) regarding the demolishing of illegal structures erected in violation of CRZ rules. However, in spite of the CRZ order, numbers of shacks were erected on private properties at Agonda and Palolem in the South and Morjim and Arambol in the North during the above period bypassing the department of tourism order, but by taking permission from the local village Panchayats, Goa Coastal Zone Management Authority (GCZMA) and the excise department. Therefore, due to the CRZ order, the Department of Tourism has lost substantial revenue from private shacks, during the last three years, 2014-15 to 2016-17, in the form of license fees and sun-bed fees. But, the GCZMA, on the other hand, has earned significant revenue from these shacks during the above three years in the form of restaurant and room license fees.

Further, this decline in shack numbers is responsible for the decrease in the revenue collected from shacks by the department of tourism as well as by all other government departments connected to the shack business in the State of Goa, as indicated by the above trend analysis.

Table No. 4.34: Percentage Analysis of Total Revenue Collected by the State Government from Shacks Operating on Private Properties During the Period from 2012-13 to 2016-17

Sr. No.	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	Total revenue collected from each source during 2012-13 to 2016-17 Rs.	Percentage contribution of each source to gross total revenue during 2012-13 to 2016-17 %
	Number of Shacks	**286**	**120**	**08**	**171**	**113**	**------**	**-------**
A.	**Revenue to Tourism Department**							
1.	License Fees	45,98,500	19,57,800	1,98,125	NIL	NIL	67,54,425	20.88%
2.	Sun Bed Fees	14,30,000	6,00,000	40,000	NIL	NIL	20,70,000	6.4%
	Total Revenue to Tourism Department (A)	**60,28,500**	**25,57,800**	**2,38,125**	**NIL**	**NIL**	**88,24,425**	**27.28%**
B.	**Revenue to Other Government Departments**							
3.	Fire Department Fees	10,95,380	4,59,600	30,640	6,54,930	4,32,790	26,73,340	8.26%

Cont…

4.	Health Dept. NOC Fees	1,43,000	60,000	4,000	85,500	56,500	3,49,000	1.08%
5.	Excise License Fees	28,60,000	12,00,000	80,000	17,10,000	11,30,000	69,80,000	21.58%
6.	GCZMA Fees							
	a) Restaurants	NIL	NIL	80,000	17,10,000	11,30,000	29,20,000	9.03%
	b) Rooms	NIL	NIL	80,000	17,10,000	11,30,000	29,20,000	9.03%
	Total	NIL	NIL	1,60,000	34,20,000	22,60,000	58,40,000	18.06%
7.	Panchayat / Municipality NOC Restaurant Fees	30,03,000	12,60,000	84,000	17,95,500	11,86,500	73,29,000	22.66%
8.	Panchayat / Municipality Garbage Collection Fees	1,43,000	60,000	4,000	85,500	56,500	3,49,000	1.08%
	Total Revenue to Other Government Departments (B)	**72,44,380**	**30,39,600**	**3,62,640**	**77,51,430**	**51,22,290**	**2,35,20,340**	**72.72%**
	Gross Total Revenue (A & B)	**132,72,880**	**55,97,400**	**6,00,765**	**77,51,430**	**51,22,290**	**3,23,44,765**	**100%**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

Table 4.34 shows that of the gross total revenue collected by the State Government from shacks operating on private properties during the period from 2012-13 to 2016-17, the contribution of the department of tourism was 27.28 percent, whereas, all the other government departments connected to the shack business in the state of Goa had collected a massive 72.72 percent. This indicates that beach shacks play a significant role in the revenue collection efforts of the government departments in the State of Goa.

The contribution of the various sources of revenue to the department of tourism from these shacks during the above period were license fees 20.88 percent and sun bed fees 6.4 percent.

As far as the other government departments are concerned, the fire department's share was 8.26 percent; the health department 1.08 percent, excise department 21.58 percent, Goa Coastal Zone Management Authority (GCZMA) 18.06 percent and panchayats had collected 23.74 percent respectively.

Table No. 4.35: Absolute and Percentage of Increase or Decrease in the Revenue Collected by the State Government from Shacks Operating on Private Properties During the Period from 2012-13 to 2016-17

Sr. No.	Particulars	2012-13 Rs.	2013-14 Rs.	2014-15 Rs.	2015-16 Rs.	2016-17 Rs.	Absolute increase or decrease in revenue earned over five years Rs.	Percentage increase or decrease in revenue earned over five years %
	Number of Shacks	**286**	**120**	**08**	**171**	**113**	**(173)**	**(60.49%)**
A.	**Revenue to Tourism Department**							
1.	License Fees	45,98,500	19,57,800	1,98,125	NIL	NIL	(45,98,500)	(100%)
2.	Sun Bed Fees	14,30,000	6,00,000	40,000	NIL	NIL	(14,30,000)	(100%)
	Total Revenue to Tourism Department (A)	**60,28,500**	**25,57,800**	**2,38,125**	**NIL**	**NIL**	**(60,28,500)**	**(100%)**
B.	**Revenue to Other Government Departments**							
3.	Fire Department Fees	10,95,380	4,59,600	30,640	6,54,930	4,32,790	(6,62,590)	(60.49%)
4.	Health Dept. NOC Fees	1,43,000	60,000	4,000	85,500	56,500	(86,500)	(60.49%)
5.	Excise License Fees	28,60,000	12,00,000	80,000	17,10,000	11,30,000	(17,30,000)	(60.49%)

Cont…

6.	GCZMA Fees							
	a) Restaurants	NIL	NIL	80,000	17,10,000	11,30,000	11,30,000	--------
	b) Rooms	NIL	NIL	80,000	17,10,000	11,30,000	11,30,000	--------
	Total	NIL	NIL	1,60,000	34,20,000	22,60,000	22,60,000	--------
7.	Panchayat / Municipality NOC Restaurant Fees	30,03,000	12,60,000	84,000	17,95,500	11,86,500	(18,16,500)	(60.49%)
8.	Panchayat / Municipality Garbage Collection Fees	1,43,000	60,000	4,000	85,500	56,500	(86,500)	(60.49%)
	Total Revenue to Other Government Departments (B)	**72,44,380**	**30,39,600**	**3,62,640**	**77,51,430**	**51,22,290**	**(21,22,090)**	**(29.29%)**
	Gross Total Revenue (A & B)	**132,72,880**	**55,97,400**	**6,00,765**	**77,51,430**	**51,22,290**	**(81,50,590)**	**(61.41%)**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

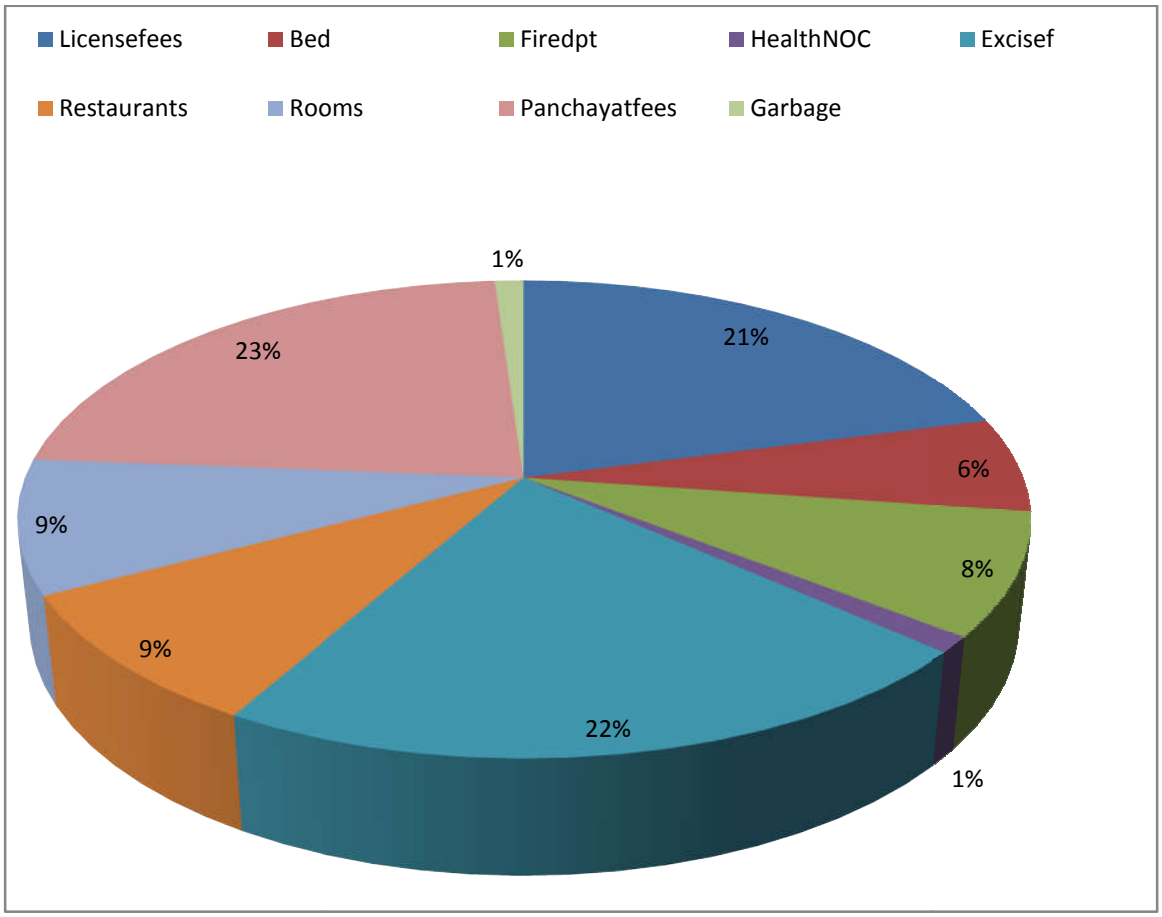
In Table 4.35 it is observed that the gross total revenue collected by the State Government from shacks operating on private properties during the period from 2012-13 to 2016-17, has gone down significantly by 61.41 percent.

Also, the total revenue collected by the department of tourism from shacks located on private properties during the above period has gone down drastically by 100 percent due to an order from the CRZ not allowing any shacks in Goa, on private properties, during the last two years, 2015 -16 and 2016-17.

Moreover, the total revenue collected by all other government departments connected to the private property shacks in Goa has gone down by 29.29 percent.

In fact, the revenue collected by the fire department, health, excise, and Panchayats each has gone down by a massive 60.49 percent during the above period.

Figure No. 4.15: Total Revenue Collected by the State Government from Shacks Operating on Private Properties During the Period from 2012-13 to 2016-17 in Percentage Terms



Source: Drawn from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

The above pie-chart presents the percentage of revenue from various sources to the total revenue collected by the Department of Tourism, State Government from shacks operating on private properties in Goa during the period from 2012-13 to 2016-17. It is observed in the above pie-chart that, the contribution from license fees is 21 percent, sun-bed fees 6 percent, fire department fees 8 percent, health department No-Objection-Certificate charges are 1 percent, excise license fees 22%, restaurant fees and room tax are 9 percent each, village panchayats fees are 23 percent and local garbage collection fees are 1 percent.

4.6.3 Contribution from Shacks to the Total Revenue Earned by the Department of Tourism

In this particular analysis, the total contribution from beach shacks to the total revenue earned by the department of tourism in the State of Goa is ascertained so as to find out the importance of this source to the State Government over the five year period from the year 2012-13 to 2016-17.

Table No. 4.36: Contribution from Shacks to the Total Revenue Earned by the Department of Tourism Over a Period from 2012-13 to 2016-17

Year	Total Revenue	Percentage increase / decrease in Total Revenue %	Revenue from Shacks (License Fees, Application Form Fees & Sun-bed Fees)	Percentage increase / decrease in revenue from shacks %	Revenue from shacks to the total revenue %
2012-13	3,18,00,000	100%	2,35,50,500	100%	74.06%
2013-14	5,81,00,000	182.70%	2,32,10,800	98.56%	39.95%
2014-15	11,78,00,000	370.44%	2,23,83,125	95.04%	19%
2015-16	6,73,00,000	211.64%	2,44,47,000	103.81%	36.33%
2016-17	3,58,00,000	112.58%	2,61,56,000	111.06%	73.06%
Total	**31,08,00,000**	**---**	**11,97,47,425**	**---**	**38.53%**

Source: Computed from the data collected from the Department of Tourism – Government of Goa and from the Beach Shack Policy of the State Government for the period from 2013-16 and 2016-19.

In Table 4.36 it is observed that the contribution from shacks to the total revenue earned by the Department of Tourism was 38.53 percent over the period from 2012-13 to 2016-17. This contribution is significant depending on the nature and type of the shack business in the State of Goa. However, while calculating the revenue earned from shacks,

license fees, application form fees and sun-bed fees are considered as these three sources of revenue go into the coffers of the Department of Tourism.

The total revenue earned by the Department of Tourism over the period from 2012-13 to 2016-17 has increased by 12.58 percent whereas, its revenue from shacks during the same period has increased by 11.06 percent signifying that the department's earnings from other sources during the above period has almost remained stagnant or are just around 1.52 percent to be precise.

Further, the total revenue earned by the Department of Tourism during the year 2014-15 is exceptionally higher due to the inclusion of rupees four crores as non-recurring income in the form of sale of a scrap of the grounded ship River Princess of the Sinquerim coast **(Chari, 2017).** In addition to the above, the revenue earned by the Department of Tourism during the years 2013-14 to 2015-16 includes rupees two crores per year in the form of fees collected from the organizers of the two Electronic Dance Music (EDM) festivals in the State of Goa **(Department of Tourism, Government of Goa, 2017).** The State Government collect rupees one crore as the fee for organizing an EDM festival anywhere in the State, during the year's 2013-14 to 2016-17.

If all such non-recurring incomes are excluded from the total revenues of the department of tourism for the respective years then the revenue earned by the department of tourism during the above five years will be almost equal to the revenue earned from shacks for these respective years signifying the importance of shacks to the Department of Tourism in the State of Goa.

4.7 Chapter Summary

The socio-economic contribution of beach shacks to the shack owners and the local community is analyzed into economic benefits, economic problems, social benefits, and social problems using Exploratory Factor Analysis (EFA) and Multiple Regression Analysis (MRA). Further, the factors contributing towards economic benefits, economic problems, social benefits and social problems of shacks to the tourists are also analyzed using EFA and MRA. However, the economic contribution of shacks to the Department of Tourism in the State of Goa is analyzed using trend analysis and percentages. It is

observed in the study that, the gross total revenue collected by the State Government from shacks operating on public properties has shown an increasing trend over the period from 2012-13 to 2016-17. However, with regard to the private property shacks, the revenue collected by the State Government has shown a decreasing trend over the same period due to a drastic fall in the shack numbers during each of these years. The contribution from shacks to the total revenue collected by the Department of Tourism during the years from 2012-13 to 2016-17 was 38.53 percent. Although beach shacks are temporary structures erected on the seashore, they have made a considerable contribution to the Department of Tourism in terms of the revenue collected from shacks during the study period.

4.8 References

1. **Sawant,** Nandkumar, N. Malkarnekar, Dishant, S. & Gokhale, Kailas, D. (2013). Beach Tourism and its Socio Cultural Impacts – A Study of Perspectives of Rural Community – Agonda, Goa – India. Journal of International Academic Research for Multidisciplinary, 1(1), 508-520.
2. **Beach** Shack Policy 2016-19. Retrieved January 28, 2019, from www.oa.gov.in/wp-content/uploads/2016/12/Beach-Shack-Policy-2016-2019. pdf.
3. **Noronha**, Frederick. & Kazi, Saltanat. (2003) Beach Shacks in Goa. Publisher: TERI, The Energy Research Institute. Retrieved September 17, 2015, from: goanet-news.goanet_narkive.com/zcZGDtPri/Comment-shacks-are-like-restaurants-but-need-a-more-long-term-vision.
4. **Naik**, T., Ballavva. (2016). Tourism and Service Providing in Coastal Goa, India. The International Journal of Humanities & Social Studies, 4(8), 182-185.
5. **Noronha**, Frederick. (1999). Ten years later, Goa still uneasy over the impact of tourism. International Journal of Contemporary Hospitality Management, 3(1), 100-106.
6. **Sathish**, Anthony. & Barretto, Helic, Mario. (2016). Contribution of Beach Shacks to the Socio-Economic Development of Goa: Case Study Analysis. Indian Journal of Applied Hospitality & Tourism Research, 8, 67-74.
7. **Lumley**, Thomas. Diehr, Paula. Emerson, Scott. & Chen, Lu. (2009). The Importance of Normality Assumption in Large Public Health Data Sets. Annual Review of Public Health, 23, 151-169.
8. **Lee,** J., Cronbach. (1970). Essential of Psychological Testing. Harper & Row. 161.
9. **Field**, P., Andy. (2000). Discovering Statistics using SPSS for Windows. London – Thousand Oaks. New Delhi. Sage Publications.
10. **Chari**, Purnanand. (2017). Candolim – Goacom – Goa – India – Information. Retrieved July 18, 2018, from www.goacom.com/candolim.
11. **Department** of Tourism, Government of Goa, India – Statistics. Retrieved April 20, 2015, from www.goatourism.gov.in/statistics.

CHAPTER - V

ANALYSIS OF THE DESTINATION LIFE CYCLE

STAGE OF GOAN BEACH SHACKS

5.1 Introduction

Each and every resort, hotel, restaurant, destination, as well as a product undergoes a series of cycles during its lifetime and the Destination Life Cycle concept basically explains how it has developed over time and the successive stages it passes through. A considerable extent of research has already been conducted across the world on the concept of the Destination Life Cycle. Also, various models have emerged to explain the process of destination life cycle developments over a period and the successive stages it undergoes during its lifespan.

In **1963, Walter Christaller,** a German geographer observed that destination develops and changes over time. He said that destinations go through a three-stage cycle of Discovery, Growth, and Decline. **George Victor Doxey, in 1972,** stated that destinations go through a four-stage cycle of Euphoria where visitors are welcomed, Apathy in which visitors are taken for granted, Annoyance or Saturation Stage where the maximum capacity of visitors is reached, and Antagonism or Decline Stage in which visitors number come down. In **1973, Stanley Plog** proposed a Destination Life Cycle model which classifies tourists into three categories. The Allocentric who are self-confident, adventurous, curious and outgoing; the Mid-centric 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 psychocentric, there's enter the decline stage. He also relates the rise and fall of a destination to the psychology of tourists.

In **1980, Richard W. Butler,** a geographer, observed that tourism products are delicate and should be handled in such a way that they are always within the limits of their carrying capacities. People generally don't like over-commercialized and congested resorts and destinations. **Butler** then in 1980 proposed a theory based on the ideas of **Christaller, Doxey, and Plog,** which is related to the development of tourism and was adapted from the 1950 marketing concept of Product Life Cycle. The Product Life Cycle Theory has four stages of Inception, Growth, Maturity, and Decline. **Butler** 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 till stagnation occurs.

Butler's TALC Model is based on a single variable about 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 leads to the provision of only basic facilities. The **Development Stage** is where additional facilities for the tourists are developing which results in an increase in the number of tourists. In the **Consolidation Stage**, the number of tourist increases and more people is depending on tourism for a living. The **Stagnation Stage** is where tourism is at its peak and maximum capacity has been reached. In the **Decline or Rejuvenation Stage**, the number of visitors' declines and new strategies are formulated to increase the tourist numbers.

Butler's Tourism Area Life Cycle Model has been cited by many researchers in the world from various disciplines including social science and is popular even today. In **1993, Benedetto et al.,** observed that external factors like fuel shortage caused a temporary decline in the flow of tourists to Florida Cypress Gardens taking them to the decline stage of the destination life cycle. **Cooper in 2011** observed that resorts follow a pattern which most of the other products pass through called Life-Cycle. **Park, (2006),** observed that the island of Jeju in Seoul, South Korea has reached different stages of the TALC with respect to various segments such as Consolidation Stage 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 with a number of tourist attractions because each attraction may be in a different stage of its life cycle.

Rodriguez et al., (2008), noticed that the island of Canary in Spain has reached the stagnation stage of the Tourism Area Life Cycle Model as it faces problems like overcrowded beaches, decrease in accommodation, traffic jams and damage to unique scenic areas. **Andriotis, (2005),** observed that the island of Crete has reached the

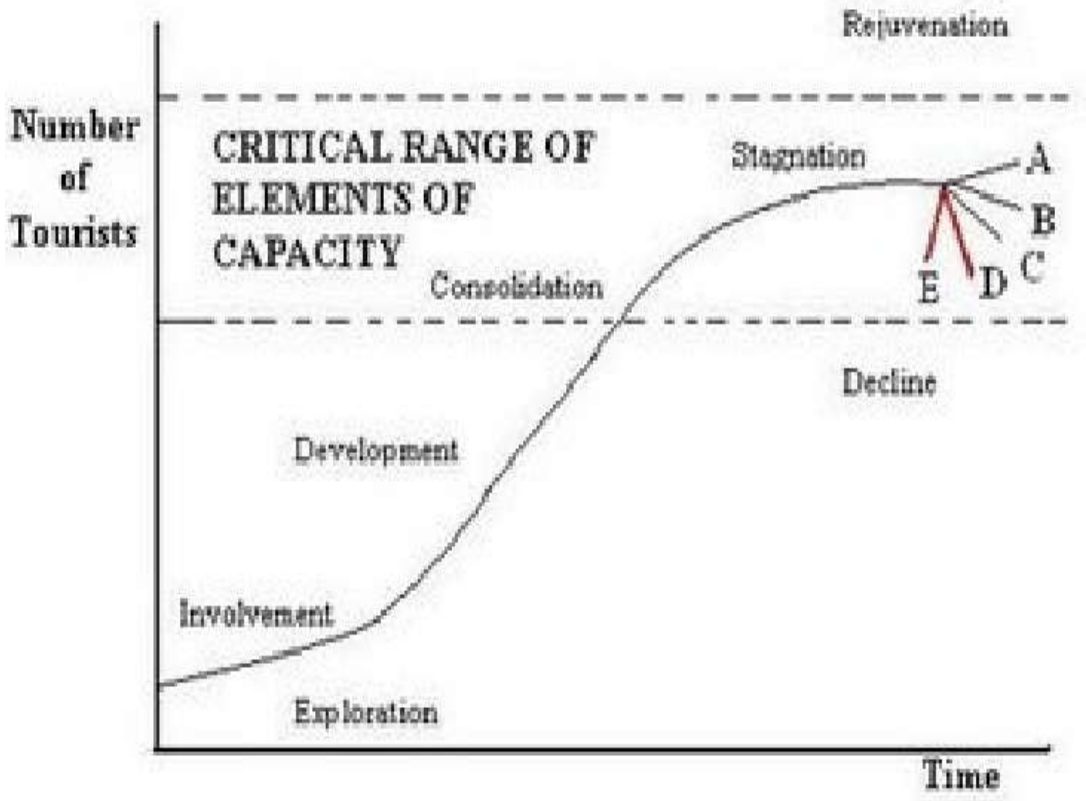
maturity stage of the life cycle model and to avoid the decline stage there is a need to promote an alternative form of tourism like golf courses and improvement of tourism infrastructure.

In **2010, Smitha** applied the concept of Destination Life Cycle to Goa as a tourist destination and observed that Goa has not reached the Stagnation Stage of the Destination Life Cycle because the number of tourists visiting Goa increases every year. However, her study was based on secondary data where she had considered two variables as tourist numbers and the average time spent by the tourists in the State of Goa.

Butler's TALC model, although originated in the eighties, is popular even today. However, its main criticism is, it is based on the number of tourist arrivals, whose continuous growth at present is difficult to achieve at many tourist destinations around the World. Also, Butler's model has been criticized by researchers as **Breakey, in 2005** concludes 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),** observed that the Destination Life Cycle concept only help us to find out in which stage a particular destination lies in the DLC model, rather, it should have been used to identify the areas of potential risk in the early stages so as to avoid the decline stage.

The stages of Butler's TALC model are shown in the figure given below for better understanding.

Figure No. 5.1: Butler's TALC Model



Source: Images for Butlers TALC Model

In all the studies mentioned above, it is observed that tourist destinations can be placed in a particular stage of the Destination Life Cycle based on some parameters or variables. Also, a destination may be in a different stage of the life cycle based on each parameter selected as the island of Jeju. The various parameters generally used by the researchers in their studies on the Destination Life Cycle are the number of tourists visiting a destination **(Benedetto et al., 1993, Andriotis, 2005, Breakey, 2005, Park, 2006, Zhong et al., 2007, Krendzelak, 2008, Rodriguez et al., 2008, Smitha, 2010, & Omar et al., 2014),** visitors spending habits and occupancy levels **(Breakey, 2005, & Park, 2006),** number of overnight stays in hotels **(Krendzelak, 2008, Smitha, 2010, & Zmyslony, 2011),** number of hotel beds available **(Krendzelak, 2008, & Zmyslony, 2011)** and tourism income **(Park, 2006, & Krendzelak, 2008).**

In this chapter, the researcher attempts to identify the present stage the beach shacks in Goa lies in the Destination Life Cycle (DLC). For this purpose, the researcher has considered five parameters and used the chi-square test and Additive Point's System Scoring Technique in the analysis. The analysis in this chapter comprises of an introduction, the concept of Destination Life Cycle, stages of the DLC for beach shacks in Goa, parameters of the DLC for beach shacks, hypotheses, analysis and interpretation of the DLC stage of beach shacks, DLC based on all five parameters and Scoring Technique, DLC offering the highest average profit to the shack owners, and the chapter summary.

5.2 Stages of the Destination Life Cycle (DLC) for Beach Shacks in Goa

The TALC model proposed by Butler has been adopted in this area of the study so as to find out the present stage of the Destination Life Cycle beach shacks lies in the State of Goa. However, the researcher in this study has relied on the primary data collected from the shack owners, during the months of October to December 2017 through a structured questionnaire. The primary data was collected based on the selected five parameters, as the secondary data pertaining to these parameters such as an average number of tourists visiting a shack per day, an average number of people employed at a shack per year, average amount spent by tourists per visit per day at a shack, average monthly profits of a shack, and average monthly operating expenses of a shack was not available with the Department of Tourism as well as with the State Government.

The six stages of the TALC Model proposed by Butler and adopted in this part of the study to identify the destination life cycle stage for beach shacks in the State of Goa have been clearly defined with reference to the study as follows:

1) Exploration Stage

In the exploration stage, the local people observe an increase in the number of tourists visiting a particular beach and in order to cater to these tourists they erect a shack in that area of the beach. This stage of a beach shack begins from the time the shack is erected. In this stage, shacks have a few visitations of up to 20 tourists per day, since a large number of tourists visiting the state are unaware of this new shack and place. Shacks here

offer to the tourists only basic facilities like food and drinks and employ an average of up to five people, incurring an average monthly operating expenditure below Rs. 40,000 and earning an average monthly profit below Rs. 10,000. Tourists in this stage squander an average amount of less than Rs. 500 per visit per person at the shack as only the basic facilities are being offered to them.

2) Involvement Stage

In this stage, beach shacks attract tourists by doing some advertising activities as per their budget. Shacks here offer several additional facilities to the tourists like Indian cuisines, beach beds and beach umbrellas, resulting in an increase in visitation between twenty-one to forty tourists per day on an average. These increasing numbers of tourists create additional job opportunities for the local people. Shacks here employ on an average from six to ten people, incurring an average monthly operating expenditure from Rs. 40,000 to less than Rs. 80,000 and earn an average profit from Rs. 10,000 to below Rs. 25,000 per month. Tourists in this stage squander an average amount from Rs. 500 to less than Rs. 1,000 per visit per person at the shack as more facilities are being offered to them as compared to the previous stage.

3) Development Stage

In the development stage, tourists share their experiences with others like colleagues, friends, family and neighbours resulting in an increase in visitation at a shack. Shacks here offer various additional services to tourists like free Wi-Fi facility, beach beds, beach umbrellas, locker facility, changing room, toilet, shower bath and a variety of menus. These additional facilities bring in more number of tourists to a shack. In this stage, shacks receive on an average from forty-one to one hundred tourists per day, spending an average amount from Rs. 1,000 to less than Rs. 2,500 per visit per person. To cater to these increasing numbers of tourists, they employ on an average from eleven to twenty-five people, incurring an average monthly operating expenditure from Rs. 80,000 to less than Rs. 1,50,000 and earn an average profit from Rs. 25,000 to less than Rs. 1,00,000 per month.

4) Consolidation Stage

In this stage, shacks have become a major part of the tourism industry as the average number of tourists visiting a shack increases from one hundred and one to one hundred and nineteen per day including repeat tourists. To cater to these increasing number of tourists, shacks employ on an average from twenty-six to twenty-nine people, incurring an average monthly operating expense of above Rs. 1,50,000 to below Rs. 2,00,000. In the consolidation stage, shacks continue to offer to the tourists all those services as offered in the growth stage with improvements wherever possible to the satisfaction of the tourists. Also, shacks here have become a way of life for many tourists and they continue to enjoy their hospitality. In this stage, the average amounts spent by the tourists per visit per person increase from Rs. 2,500 to below Rs. 3,000 and shacks earn an average monthly profit between Rs. 1,00,000 to below Rs. 1,50,000.

5) Stagnation Stage

In the stagnation stage, shacks receive on an average of one hundred and twenty tourists per day and there is more formalization of services and itineraries. All the facilities provided by shacks are fully utilized and the quality of services provided by them reduces as they find it difficult to manage such a big number. These increasing numbers of tourists also cause problems for the people living in the coastal areas of the state who are not directly connected to tourism because of cultural differences, infrastructural problems, inflation, crowded beaches, and noise pollution. The average amount spent by a tourist per visit per day at the shack in this stage is equal to Rs. 3,000. Also, shacks here provide employment to an average of thirty people incurring an average monthly operating expenditure of Rs. 2,00,000 and earning an average monthly profit of Rs. 1,50,000.

6) Decline / Rejuvenation Stage

In the decline stage, the numbers of visitors to shacks fall in absolute numbers as tourists' expectations keep on increasing and shacks are unable to meet most of them. Also in this stage, the regular high spending tourists are replaced by day-trippers and low spending tourists as the regular high spenders move on to other attractive destinations elsewhere.

Therefore, to overcome this phase, shacks should rejuvenate, introduce more services and develop new strategies to increase visitation and be in business.

However, the present study has not considered the Decline Stage of the Destination Life Cycle because the primary data on which the study has been based was collected during a period of three months and data beyond this period, relating to the five parameters adopted in the study was unavailable. Also, three months data is found to be insufficient to measure the decline stage as it requires periodic data pertaining to beach shacks in the State of Goa **(Benedetto et al., 1993, Andriotis, 2005, Breakey, 2005, Park, 2006, Zhong et al., 2007, Krendzelak, 2008, Rodriguez et al., 2008, Smitha, 2010, & Omar et al., 2014).** The periodic data pertaining to beach shacks in the State of Goa was not available either with the Department of Tourism, the State Government or with any other State agencies.

5.3 Parameters of the DLC for Beach Shacks

Tourism destinations, as well as tourism products, are dynamic in nature as they pass through several stages during their lifetime and these stages can be measured with the help of some parameters or variables. The researcher has identified five parameters to study the Destination Life Cycle for beach shacks in the State of Goa based on the extensive literature survey conducted and these parameters have been mentioned below:

a) The average number of tourist visits to beach shacks. **(Benedetto et al., 1993, Andriotis, 2005, Park, 2006, Krendzelak, 2008, Rodriguez et al., 2008 & Smitha, 2010).**
b) The average number of people employed in beach shacks.
c) The average amount spent by tourists per visit to beach shacks **(Breakey, 2005, & Park, 2006).**
d) The average profits earned by beach shacks per month **(Park, 2006, & Krendzelak, 2008).**
e) The average monthly operating expenses of beach shacks.

5.4 Hypotheses

The following hypotheses have been framed and tested to study this objective.

$H0_2$ (a): There is no significant association in the average visits at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (b): There is no significant association in the average employment at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (c): There is no significant association in the average amount spent at shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (d): There is no significant association in the average monthly profits of shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (e): There is no significant association in the average monthly operating expenses of shacks between the destination life cycle stages in North and South Goa.

$H0_2$ (f): The destination life cycle stages have no influence over profits of shacks.

5.5 Analysis and Interpretation of the DLC Stage of Goan Beach Shacks

The Destination Life Cycle stage Goan beach shacks presently lie in North as well as in South Goa and also in the entire state based on the five parameters adopted in the study has been computed by using crosstab and chi-square test.

5.5.1 Analysis of the DLC on the basis of the Average Number of Tourists Visiting a Shack per Day

The stage in which the Goan beach shacks lie in the Destination Life Cycle on the basis of the average number of tourists visiting a shack per day is computed by using the chi-square test. For the purpose of analysis, shacks in the entire State of Goa have been divided into two zones as North and South. In each of the two zones, the percentage of the shacks that lie in each stage of the destination life cycle based on the average number of tourist visits has been ascertained by using the crosstab and chi-square test as observed herewith.

The hypothesis that has been used in the analysis is as follows:

$H0_2$ (a): There is no significant association in the average visits at shacks between the destination life cycle stages in North and South Goa.

Table No. 5.1: 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: χ^2 (3) = 12.497, p < .05, (p =.006), CV = 7.815					

Source: Computed from Primary Data

It is observed in Table 5.1 that, a maximum of 73.6 percent of the shacks in Goa receive 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.

Further, 4.2 percent and 18.1 percent of the shacks in South and North Goa lie in the Involvement Stage of the Destination Life Cycle as they receive an average of 21 to 40 tourists per day, 1.1 percent and 1.9 percent of the shacks in South and North Goa lie in the Consolidation Stage of the Destination Life Cycle as they receive an average of 101 to 119 tourists per day, and 16.8 percent and 9 percent of the shacks in South and North Goa lie in the Stagnation Stage of the Destination Life Cycle as they receive on an

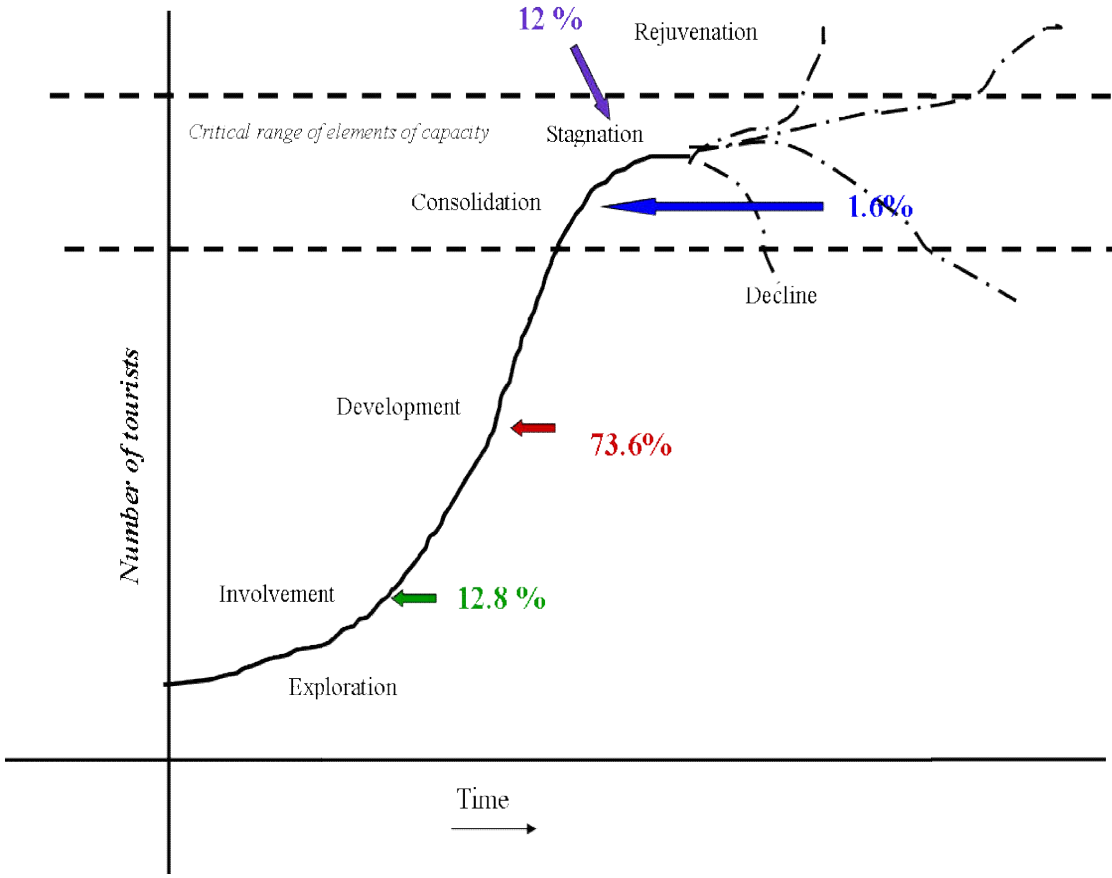
average 120 tourists per day. However, the researcher has not found any of the shacks in the state of Goa lying in the Exploration Stage of the DLC based on the average number of tourist visits.

The chi-square test was carried out to measure the association in average visits at shacks and the destination life cycle stages in North and South Goa and the results obtained were as follows:

The chi-square value was found to be 12.497 with 3 degrees of freedom which is higher than the critical value of 7.815 at a significance level of 5 percent ($p < 0.05$).

Hence, $H0_2$ (a): There is no significant association in the average visits at shacks between the destination life cycle stages in North and South Goa is rejected.

Figure No. 5.2: Average Number of Tourists Visiting a Shack Per Day & DLC Stage



Source: Drawn from Primary Data

Using Butler's TALC Model, the findings of beach shacks in the State of Goa as shown in Table 5.1 are plotted in the above figure and it is observed that a majority of 73.6 percent of the selected shacks in the State of Goa lie in the Development Stage of the Destination Life Cycle based on the average number of tourists visiting a shack per day. Further, 12.8 percent lies in the Involvement Stage, 1.6 percent Consolidation Stage and 12 percent lie in the Stagnation Stage of the Destination Life Cycle based on the above parameter. However, none of the shacks in the State of Goa were found to be in the Exploration Stage of the destination life cycle based on this parameter.

It is also observed in the above figure that, a majority of 86.4 percent of the selected shacks have not crossed the Development Stage of the Destination Life Cycle indicating that beach shacks can still accommodate additional tourists in the future without requiring any further capital investments in the business.

5.5.2 Analysis of the DLC on the basis of the Average Number of People Employed at a Shack per Year

The Destination Life Cycle stage on the basis of the average number of people employed at a shack per year is computed by using the chi-square test. For the purpose of the analysis, the shacks in the entire State of Goa have been divided into two zones as North and South. In each of the two zones, the percentage of the shacks that lie in each stage of the destination life cycle based on the average employment at shacks has been ascertained by using the crosstab as observed herewith.

The hypothesis that has framed and tested in the analysis is as follows:

$H0_2$ (b): There is no significant association in the average employment at shacks between the destination the life cycle stages in North and South Goa.

Table No. 5.2: Cross-tabulation on the Location Zone, the Average Number of People Employed at a Shack per year and Destination Life Cycle

Location Zone	Average number of people employed at a shack per year & 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: χ^2 (4) = 11.235, p < .05, (p =.024), CV = 9.488						

Source: Computed from Primary Data

Table 5.2 shows that majority of 45.2 percent of the shacks in Goa employ on 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.

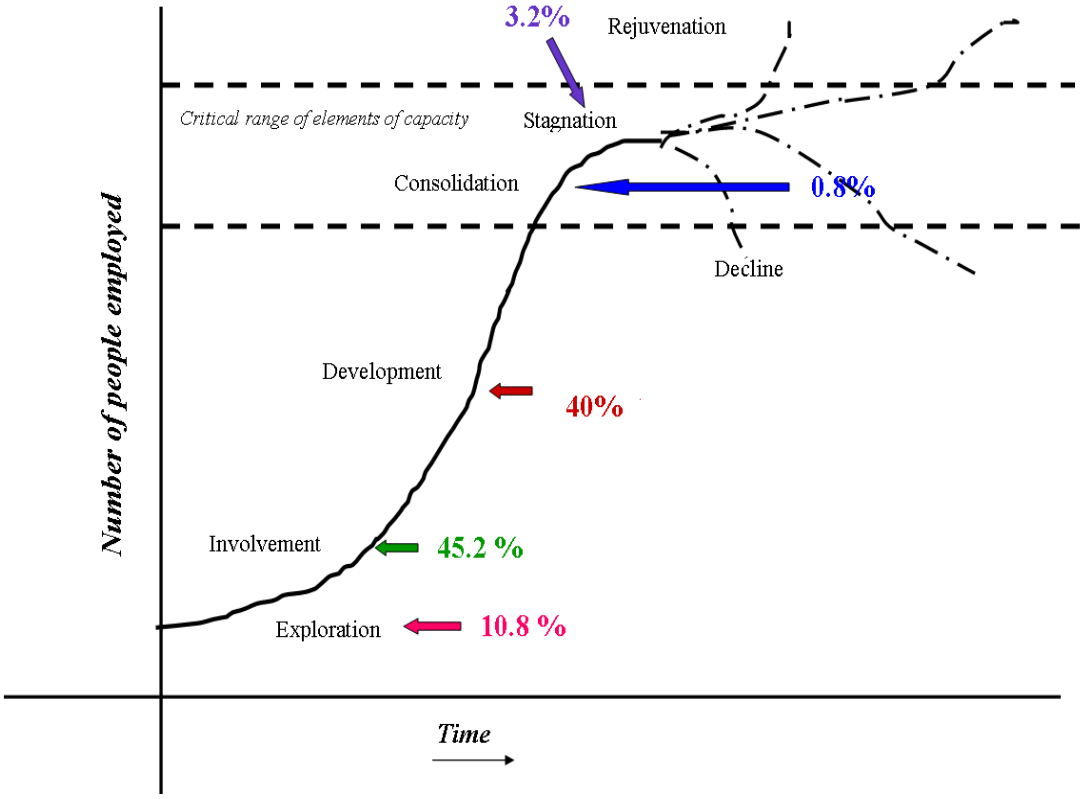
As noted above, 4.2 percent and 14.8 percent of the shacks in South and North Goa lie in the Exploration Stage, 44.2 percent and 37.4 percent of the shacks in South and North Goa lie in the Development Stage, 1.3 percent of the shacks in North Goa lie in the Consolidation Stage whereas in South Goa none of the shacks are found to be in the Consolidation Stage, and 1.1 percent and 4.5 percent of the shacks in South and North Goa lie in the Stagnation Stage of the Destination Life Cycle based on the average number of people employed.

The chi-square test was carried out to see the association in the average number of people employed at a shack and the destination life cycle stages in North and South Goa and the results obtained were as follows:

The chi-square value was found to be 11.235 with 4 degrees of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$).

Hence, $H0_2$ (b): There is no significant association in the average employment at shacks between the destination life cycle stages in North and South Goa is rejected.

Figure No. 5.3: Average Number of People Employed at a Shack Per Year & DLC Stage



Source: Drawn from Primary Data

Using Butler's TALC Model, the findings of Table 5.2 for the State of Goa are shown in the above figure and it is observed that a majority of 45.2 percent of the selected shacks lie in the Involvement Stage of the Destination Life Cycle based on the average number of people employed at a shack per year. Also, 10.8 percent of the shacks lie in the Exploration Stage, 40 percent in the Development Stage, 0.8 percent Consolidation Stage and 3.2 percent lie in the Stagnation Stage of the Destination Life Cycle based on the above parameter. Further, a total of 96 percent of the selected shacks have not crossed the

development stage of the Destination Life Cycle based on the average number of people employed indicating that there is scope for additional employment at the shacks in the future.

5.5.3 Analysis of the DLC on the basis of the Average Amount Spent by Tourists per Visit, per Person at a Shack

On the basis of the average amount spent by tourists per visit, per day, per person at a shack in the State of Goa, the stage of the Destination Life Cycle for beach shacks is computed. The statistical tool of the chi-square test has been used for the purpose and shacks in the entire State of Goa have been divided into two zones as North and South. In each of the two zones, the percentage of the shacks that lie in each stage of the Destination Life Cycle based on the average amount spent at shacks by the tourists has been ascertained by using the crosstab as observed herewith.

The hypothesis that has been used in the analysis is as follows:

$H0_2$ (c): There is no significant association in the average amount spent at shacks between the destination life cycle stages in North and South Goa.

Table No. 5.3: Cross-tabulation on the Location Zone, Average Amount Spent by Tourists per Visit, per Person and Destination Life Cycle Stages

Location Zone	**Average amount spent by tourists per visit, per person at a shack & DLC Stages**					**Total**
	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%)

Cont…

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: χ^2 (4) = 13.186, p < .05, (p =.010), CV = 9.488						

Source: Computed from Primary Data

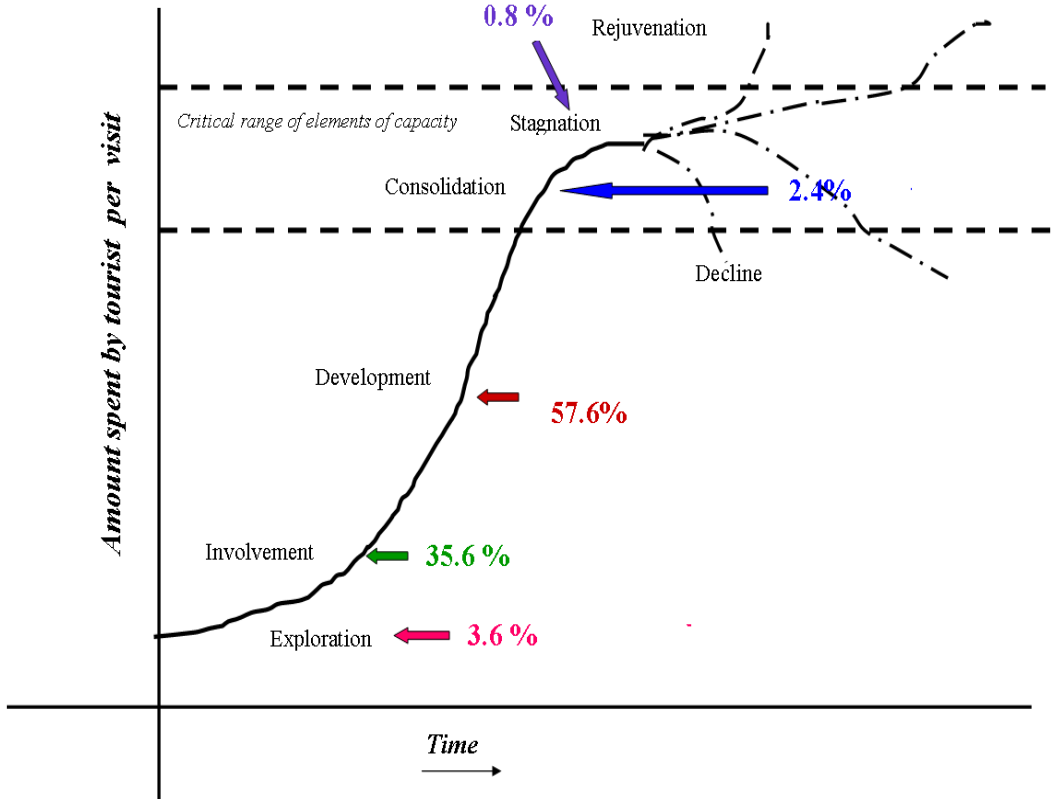
Table 5.3 shows that 57.6 percent of the tourists visiting shacks in the State of Goa spent an average amount from Rs. 1,000 to less than Rs. 2,500 per visit, per day, per person at a shack. Also, 63.2 percent and 54.2 percent of the tourists visiting shacks in South and North Goa respectively spent 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.

Further, based on the average amount spent by tourists per visit, per day, per person at the shack in the State of Goa, 2.1 percent and 4.5 percent of the shacks in South and North Goa respectively lie in the Exploration Stage, 27.4 percent and 40.6 percent lie in the Involvement Stage, 5.3 percent and 0.6 percent lie in the Consolidation Stage, and 2.1 percent of the shacks in South Goa lie in the Stagnation Stage whereas none of the shacks in North Goa are found to be in the Stagnation Stage of the Destination Life Cycle.

A chi-square test was carried out and the chi-square value was found to be 13.186 with 4 degrees of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$).

Hence, $H0_2$ (c): There is no significant association in the average amount spent at shacks between the destination life cycle stages in North and South Goa is rejected.

Figure No. 5.4: Average Amount Spent by Tourists per Visit per Person at a Shack & DLC Stage



Source: Drawn from Primary Data

Using Butler's TALC Model the findings obtained in Table 5.3 with respect to beach shacks in Goa are shown in the above figure. It is observed that a majority of 57.6 percent of the selected shacks in the State of Goa presently lie in the Development Stage of the Destination Life Cycle based on the average amount spent by tourists per visit, per person at a shack in Goa. Further, 3.6 percent lies in the Exploration Stage, 35.6 percent Involvement Stage, 2.4 percent Consolidation Stage and the remaining 0.8 percent lie in the Stagnation Stage of the Destination Life Cycle based on the above parameter. It is also observed that a total of 96.8 percent of the selected shacks have not crossed the Development Stage of the Destination Life Cycle based on the average amount spent by tourists per visit, per day, per person at a shack.

5.5.4 Analysis of the DLC based on the Average Monthly Profits of a Shack

The Destination Life Cycle stage based on the average monthly profits earned by a shack is computed by using the chi-square test. For the purpose of the analysis, shacks in the entire State of Goa have been divided into two zones as North and South. In each of the two zones, the percentage of the shacks that lie in each stage of the Destination Life Cycle based on the average monthly profits of shacks has been ascertained by using the crosstab as observed herewith.

The hypothesis that has been framed and tested for the purpose is as follows:

$H0_2$ (d): There is no significant association in the average monthly profits of shacks between the destination life cycle stages in North and South Goa.

Table No. 5.4: 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: χ^2 (4) =18.972, p < .05, (p =.001), CV = 9.488						

Source: Computed from Primary Data

Table 5.4 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

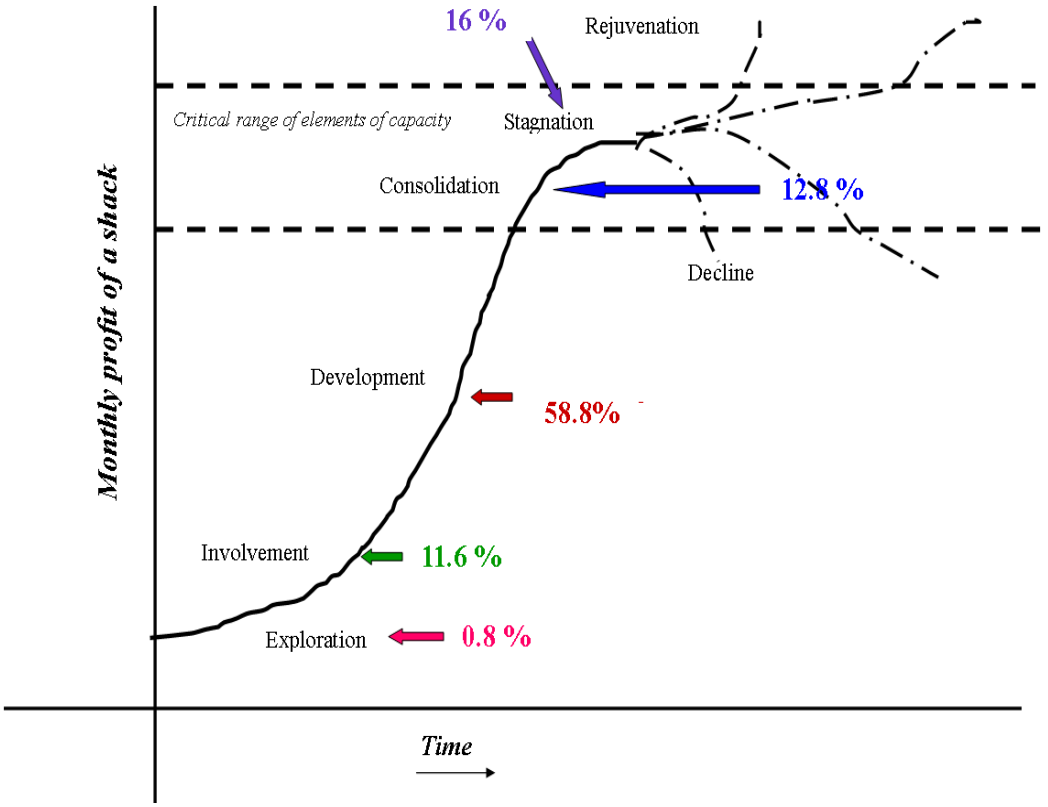
Rs. 1,00,000 per month. Therefore, on the basis of the **average monthly profit earned,** shacks in Goa lies in the **Development Stage** of the Destination Life Cycle.

Further, 1.3 percent of the shacks in North Goa lie in the Exploration Stage whereas none of the shacks in South Goa are found to be in this particular stage. 3.2 percent and 16.8 percent of the shacks in South and North Goa lie in the Involvement Stage, 13.7 percent and 12.3 percent of the shacks lie in the Consolidation Stage, and 25.3 percent and 10.3 percent of the shacks lie in the Stagnation Stage of the Destination Life Cycle based on the average monthly profits earned by a shack.

The chi-square value was found to be 18.972 with 4 degrees of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$).

Hence, $H0_2$ (d): There is no significant association in the average monthly profits of shacks between the destination life cycle stages in North and South Goa is rejected.

Figure No. 5.5: Average Monthly Profits of a Shack & DLC Stage



Source: Drawn from Primary Data

Using Butler's TALC Model the findings obtained in Table 5.4 with respect to beach shacks in the State of Goa are shown in the above figure. It is observed that a majority of 58.8 percent of the selected shacks in the State of Goa lie in the Development Stage of the Destination Life Cycle based on the average monthly profit earned by a shack. Further, 0.8 percent of the shacks lie in the Exploration Stage, 11.6 percent Involvement Stage, 12.8 percent Consolidation Stage and 16 percent lie in the Stagnation Stage of the Destination Life Cycle based on the above parameter. It is also observed in the above figure that a total of 71.2 percent of the selected shacks have not crossed the Development Stage of the Destination Life Cycle based on the average monthly profits earned.

5.5.5 Analysis of the DLC based on the Average Monthly Operating Expenses of a Shack

The Destination Life Cycle stage based on the average monthly operating expenses of a shack is computed by using the chi-square test. For the purpose of the analysis, shacks in the entire State of Goa have been divided into two zones as North and South. In each of the two zones, the percentage of the shacks that lie in each stage of the Destination Life Cycle based on the average monthly operating expenses of a shack has been ascertained by using the crosstab as observed herewith.

The hypothesis that has been framed and tested for the purpose is as follows:

$H0_2$ (e): There is no significant association in the average monthly operating expenses of shacks between the destination life cycle stages in North and South Goa.

Table No. 5.5: 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 stages					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: χ^2 (4) = 8.925, p < .05, (p =.063), CV = 9.488						

Source: Computed from Primary Data

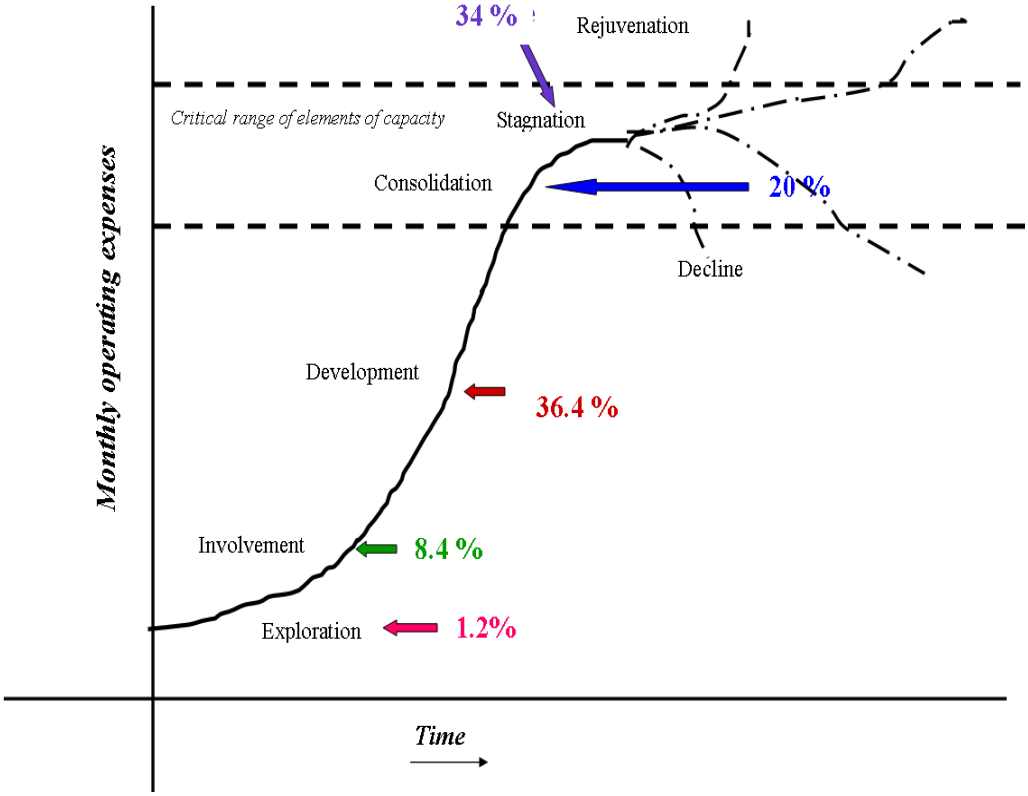
Table 5.5 shows that 36.4 percent of the shacks in the State of Goa spent an average of Rs. 80,000 to below Rs. 1,50,000 towards operating a shack per month. Also, 42.1 percent and 32.9 percent of the shacks in South and North Goa respectively incur an average monthly operating expenditure from Rs. 80,000 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.

Moreover, 1.9 percent of the shacks in North Goa lie in the Exploration Stage whereas none of the shacks in South Goa are found to be in this stage, 3.2 percent and 11.6 percent of the shacks in South and North Goa lie in the Involvement Stage, 17.9 percent and 21.3 percent of the shacks in South and North Goa lie in the Consolidation Stage, and 36.8 percent and 32.3 percent of the shacks in South and North Goa lie in the Stagnation Stage of the Destination Life Cycle based on the average monthly operating expenses of a shack.

A chi-square test was carried out and the chi-square value was found to be 8.925 with 4 degrees of freedom which is lower than the critical value of 9.488 at a significant level of 5 percent ($p > 0.05$).

Hence, $H0_2$ (e): There is no significant association in the average monthly operating expenses of shacks between the destination life cycle stages in North and South Goa is accepted.

Figure No. 5.6: Average Monthly Operating Expenses of a Shack & DLC Stage



Source: Drawn from Primary Data

Using Butler's TALC Model the findings obtained in Table 5.5 with respect to beach shacks in the State of Goa are shown in the above figure. It is observed that a majority of 36.4 percent of the selected shacks in the State of Goa lie in the Development Stage of the Destination Life Cycle based on the average monthly operating expenses incurred. Further, 1.2 percent of the shacks lie in the Exploration Stage, 8.4 percent Involvement Stage, 20 percent Consolidation Stage and 34 percent lie in the Stagnation Stage of the Destination Life based on the above parameter. It is also observed in the above figure that

a total of 54 percent of the selected shacks have already crossed the Development Stage of the Destination Life Cycle based on the average monthly operating expenses incurred by a shack. Hence, to avoid the Decline Stage, shacks must control their daily operating expenses through proper planning and by minimizing their daily wastages.

Table No. 5.6: Summary of Destination Life Cycle Analysis

Sr. No.	Parameter	Actual Stage of DLC & Percentage	Chi-Square Test Value	Critical Value (CV)	df	Sig.	Decision on Null Hypothesis
a)	Average number of tourists visiting a shack per day	**Development** South – 77.9% North – 71% State – 73.6%	12.497	7.815	3	0.006	**$H0_2$(a)** **Rejected**
b)	Average number of people employed at a shack	**Involvement** South – 50.5% North – 41.9% State – 45.2%	11.235	9.488	4	0.024	**$H0_2$(b)** **Rejected**
c)	Average amount spent by tourists per visit, per person at a shack	**Development** South – 63.2% North – 54.2% State - 57.6%	13.186	9.488	4	0.010	**$H0_2$(c)** **Rejected**
d)	Average monthly profits of a shack	**Development** South – 57.9% North – 59.4% State – 58.8%	18.972	9.488	4	0.001	**$H0_2$(d)** **Rejected**
e)	Average monthly operating expenses of a shack	**Development** South – 42.1% North – 32.9% State – 36.4%	8.925	9.488	4	0.063	**$H0_2$(e)** **Accepted**

Source: Compiled from Table No. 5.2 to 5.6

As seen in Table 5.6, beach shacks in Goa lie in different stages of the TALC model with respect to the various parameters adopted in the study. Accordingly, beach shacks in the State of Goa lie in the Development Stage of the Destination Life Cycle based on the average number of tourists visiting a shack per day, the average amount spent by tourists per visit per person at a shack, average monthly profits of a shack, and average monthly operating expenses of a shack and are in the Involvement Stage based on the average number of people employed at a shack.

5.6 Destination Life Cycle Based on all Five Parameters and Scoring Technique

Researchers in the world have developed a number of scoring techniques that could be used for various purposes depending upon the need and requirements of the study. One of the earliest known scoring techniques called the 'Multiple Criteria Decision Making' was developed by **Benjamin Franklin** somewhere in the 18th Century. Accordingly, he used to write on one side of a paper all the arguments which were in support of a decision and on the other side he wrote those which were against the decision. He then analyzed the arguments and strike out those that were relative and of equal importance. Finally, he took up the side of the paper that had the most un-struck arguments. The Multiple Criteria Decision Making (MCDM) method was later used by negotiators to give scores based on their individual preferences for the negotiation offers on some key elements as per the simple additive scoring method **(Wachowicz et al., 2012).**

Hwang and Yoon, in 1981, has developed a Technique for Order Preferences by Similarity to Ideal Solution (TOPSIS). It is a 'multi-criteria decision analysis method' used for isolated decision problems. This method was used for compensatory aggregation where it compares a number of options and gives weights for each option by normalizing the scores for each option and then calculates the arithmetical distance between each alternative and the ideal alternative.

Fagin et al., (2000), have developed a "Scoring Rule" based on the average scores allotted to each argument. If the scores allotted to each object are binary numbers then as per the scoring rule an average of the scores allotted has to be considered. However, if an

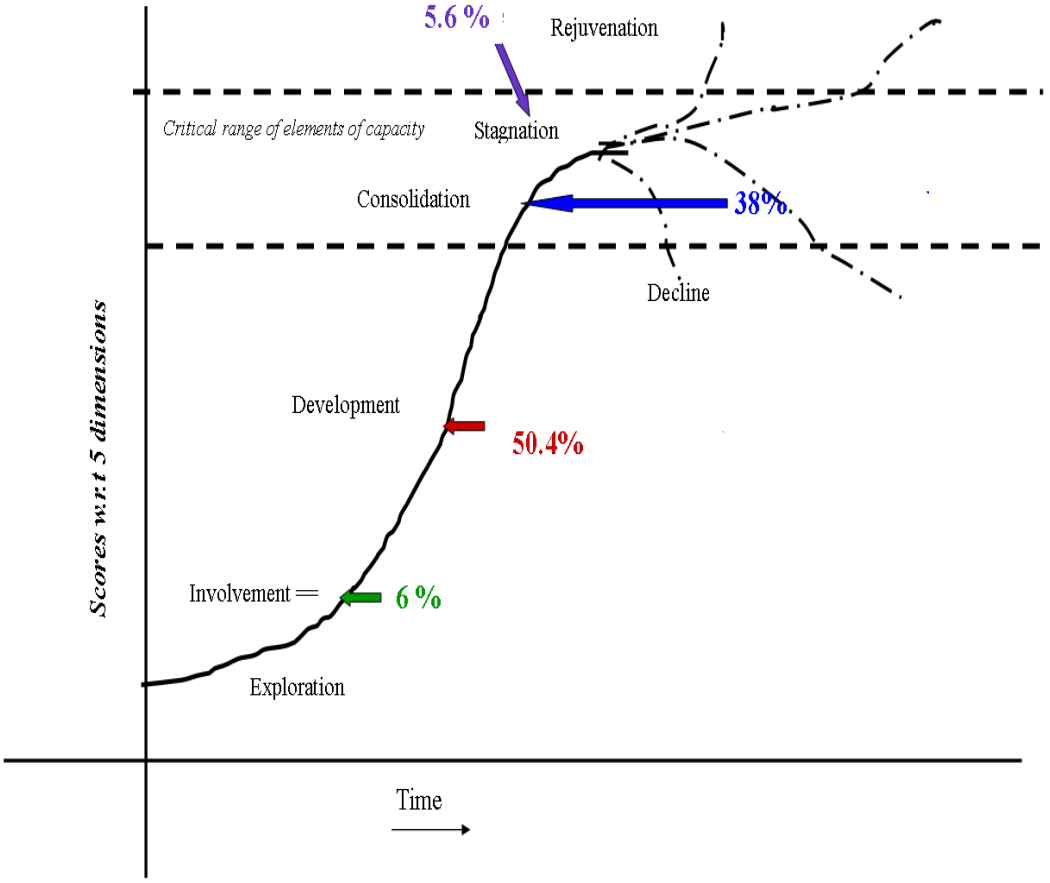
object is assigned multiple scores based on different attributes by multiple judges then to arrive at the final score as per the 'scoring Rule' the highest and the lowest scores have to be dropped and the remaining scores have to be summed up and then multiplied by the difficulty level.

Austin et al., (2016), have developed a "Points-based risk-scoring system" which enables the physicians in collecting patients' case history and other critical evidence necessary for clinical decision making without using computers or any other electronic devices. This technique is still being used by physicians to access the patient risk based on various risk factors and by giving point scores to each of these risk factors.

In the present study, an "Additive Points Scoring Technique" has been used by the researcher for the purpose of identifying the present stage of the Destination Life Cycle of Goan beach shacks. The Additive Points scoring Technique is similar to the MCDM method developed by **Benjamin Franklin**. The researcher has considered five parameters and based on the scoring technique each of these parameters has been given point values or weights from number one to number five. If the sum of the scores of the weights for a shack based on all the parameters adopted in the study is five (one each) then the shack will lie in the Exploration Stage of the Destination Life Cycle. Similarly, if the sum of the scores of the weights for a shack based on all the five parameters is between twenty-one and twenty-five then the shack will lie in the Stagnation Stage of the Destination Life Cycle and so on.

Shacks having a score from six to a maximum of ten will be placed in the Involvement Stage. Shacks with a score from eleven to a maximum of fifteen will be positioned in the Development Stage. Shacks having a score from sixteen to a maximum twenty will be placed in the Consolidation Stage. Finally, shacks having a score from twenty-one to maximum twenty-five will be positioned in the Stagnation Stage of the Destination Life Cycle. Therefore, the designed scoring technique will have a minimum score of 5 and a maximum score of 25 for each shack.

Figure No. 5.7: Stage of Destination Life Cycle for Beach Shacks in Goa With Respect to All the Five Dimensions/Parameters



Source: Drawn from Primary Data

Butler's TALC model is based on the number of tourists' arrivals. But, in the present study, the researcher has considered five parameters and used the 'Additive Points Scoring Technique' to determine the present stage of the Destination Life Cycle for beach shacks in Goa.

As seen in Figure 5.7, the beach shacks in the State of Goa presently lie 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, it is observed in the above figure that 6 percent of the selected shacks lie in the Involvement Stage, 38 percent lies in the Consolidation Stage, and 5.6 percent lie

in the Stagnation Stage of the Destination Life Cycle. However, none of the shacks were found to be in the Exploration Stage (initial stage) of the Destination Life Cycle based on the five parameters considered in the study.

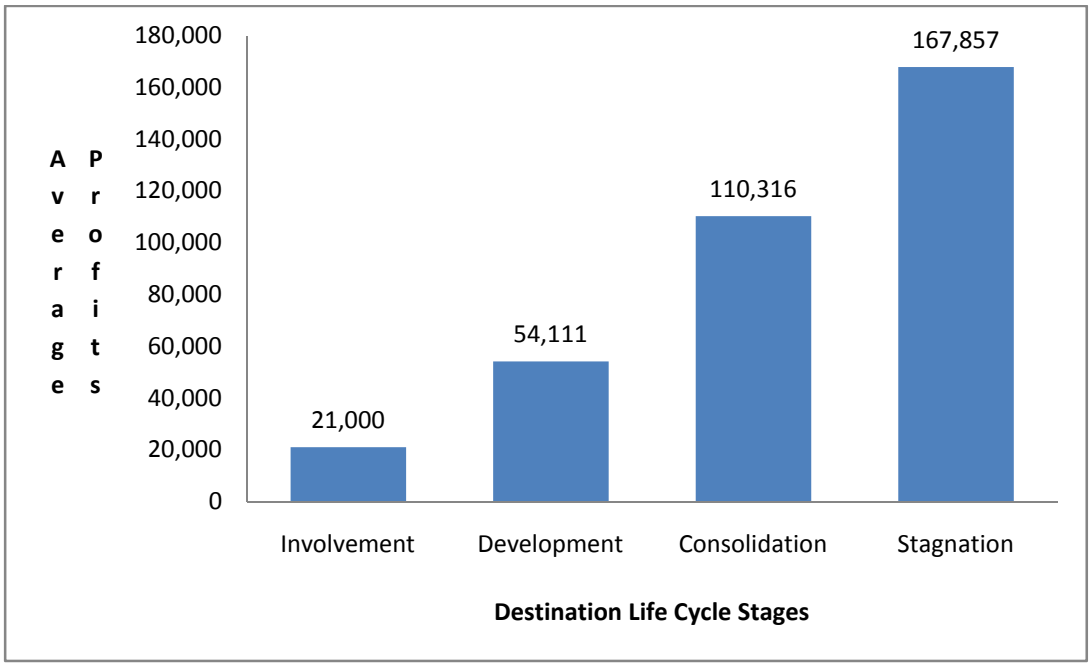
Further, 56.4 percent of the selected shacks have not crossed the Development Stage of the destination life cycle indicating that the majority of the shacks in the State of Goa have an average footfall of 41 to 100 tourists per day, employ from 11 to 25 people, spent from Rs. 80,000 to below Rs. 1,50,000 towards operating the shack business, and earn an average profit of Rs. 25,000 to below Rs. 1,00,000 per month. It is also observed that tourists on average spent on food and drinks an amount of Rs. 1,000 to below Rs. 2,500 per person per visit at the shack in Goa.

However, it is noted that 43.6 percent of the shacks have already crossed the Development Stage of the Destination Life Cycle and are moving towards the Decline Stage of the destination life cycle. But to avoid the Decline Stage and to increase visitations, they should introduce additional services for the benefit of the tourists.

5.7 Analysis of the DLC Stage Offering Highest Average Profits to the Shack Owners

The figure given below depicts the stage of the Destination Life Cycle that offers the highest average profits to the shack owners in the State of Goa.

Figure No. 5.8: Average Profits and Destination Life Cycle Stages



Source: Drawn from Primary Data

As seen in Figure 5.8, beach shacks in the State of Goa earn the highest average profits in the Stagnation Stage of the Destination Life Cycle, as in this stage they earn an average profit of Rs. 1,67,857 per month which is much higher than the profit earned in any of the other stages of the Destination Life Cycle. This indicates that the Stagnation Stage of the Destination Life Cycle provides better financial stability and asset creation to the shack owners.

Moreover, beach shacks earn an average profit of Rs. 1,10,316 per month in the Consolidation Stage, Rs. 54,111 per month in the Development Stage, and Rs. 21,000 per month in the Involvement Stage of the Destination Life Cycle. It also means that the average profits of shacks lying in the Exploration Stage of the Destination Life Cycle should be far below Rs. 21,000 per month. However, none of the shacks were found to be in the Exploration Stage of the Destination Life Cycle indicating that all the shacks in the state are earning an average profit of above Rs. 21,000 per month as seen in figure 5.8 above.

5.8 Destination Life Cycle Stages and Profit of Shacks

The analysis of the Destination Life Cycle stages and the profit of shacks have been completed below by using One-way ANOVA.

The hypothesis that has been framed and tested for the purpose is as follows:

$H0_2$ (f): The destination life cycle stages have no influence over profits of shacks.

Table No. 5.7: Analysis of Destination Life Cycle Stages and Profit of Shacks

Destination Life Cycle Stages	N	Mean	SD	F-test Statistics
Involvement	15	21000	5411.63	F(3,246)= 96.344, P= 0.001
Development	126	54111.11	22295.19	
Consolidation	95	110315.79	46829.31	
Stagnation	14	167857.14	31666.18	
Total	250	79852	49647.49	

Source: Drawn from Primary Data

The results obtained in Table 5.7 indicate that a maximum number of shacks in the State of Goa are in the Development Stage of the Destination Life Cycle during the study period followed by the Consolidation Stage, Involvement Stage and Stagnation Stage. The shacks that have reached the Stagnation Stage of the Destination Life Cycle are earning the highest average profit of Rs. 1,67,857 per month. Further, a total of 126 shacks has reached the Development Stage of the Destination Life Cycle and are earning an average monthly profit of Rs. 54,111. In the Consolidation Stage, there are 95 shacks each earning an average monthly profit of Rs. 1,10,316 and the remaining 15 shacks are in the Involvement Stage of the Destination Life Cycle each earning an average monthly profit of Rs. 21,000 per month.

The F-statistics in the above table indicates that the profit of shacks in the State of Goa differs significantly across the various stages of the Destination Life Cycle as the p-value is found to be significant at a 5 percent level of significance ($p < 0.05$).

Hence, $H0_2$ (f): The destination life cycle stages have no influence over profits of shacks is rejected.

5.9 Chapter Summary

In this chapter, an attempt is being made to identify the stage at which beach shacks in Goa lies on the Destination Life Cycle based on the five selected parameters. The parameters used in the study are the average number of tourists visiting a shack per day, the average number of people employed at a shack per year, the average amount spent by tourists per visit per person at a shack, the average monthly profits of a shack and the average monthly operating expenses of a shack. For this purpose of the analysis, the chi-square test, TALC Model, ANOVA, and Additive Points Scoring Technique has been used.

The study reveals that beach shacks in Goa lie in the Development Stage of the DLC based on the average number of tourists visiting a shack per day, the average amount spent by tourists per visit per person at a shack, the average monthly profits of a shack and the average monthly operating expenses of a shack. However, they lie in the Involvement Stage of the DLC based on the average number of people employed at a shack. Among the various stages of the DLC, it was found that the Stagnation Stage offers the highest average profit per month to the shack owners in the State of Goa.

5.10 References

1. **Christaller**, W. (1963). Some Considerations of tourism location in Europe: the peripheral regions – underdeveloped countries – recreation areas. Regional Science Association Papers, 12, 95-105.
2. **Doxey**, George, Victor. (1975). A Causation Theory of Visitor-Resident Irritants: Methodology and Research Inferences. Paper presented at the Sixth Annual Conference of Impact of Tourism on Travel Research Association, San Diego, CA, USA. September 1975, 195-198.
3. **Plog**, Stanley. (1974). Why Destination Area Rise and Fall in Popularity. The Cornell Hotel and Restaurant Administration Quarterly, 14(4), 55-58.
4. **Butler**, R. (1980). The concept of a tourist Area Cycle of Evolution: Implication for Management of Resources. Canadian Geographer, 24(1), 5-20.
5. **Breakey**, Noreen, Maree. (2005). Tourism Destination Development – Beyond Butler. Ph.D. Thesis submitted to The University of Queensland. Australia.
6. **Zmyslony**, Piotr. (2011). Application of the Destination Life Cycle Concept in Managing Urban Tourism: Case of Poznan, Poland. Proceedings of the International Conference on Tourism (ICOT 2011). Tourism in an era of uncertainty, Rhodes Island, Greece, 867-877.
7. **Images** for butlers TALC model. Retrieved August 24, 2018, from www.google.com/search?q=butler+TALC+model+graph&tbm=isch&tbo=u&source=univ&sa=X&ved=2ahUKEwjlieesh4bdAhUIR48KHea5DkwQsAR6BAgGEA
8. **Benedetto**, di, Anthony, C. & Bojanic, David, C. (1993). Tourism Area Life Cycle Extensions. Annals of Tourism Research, 20, 557-570.
9. **Cooper**, Chris. (2011). Tourism Area Life Cycle, Contemporary Tourism Reviews. Published by Good Fellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ. Retrieved August 18, 2016, from http://www.goodfellowpublishers.com/free_files/Contemporary-Tourism_Review_ TALC-fa9aef4da56046336b1eef4ef113debd.pdf. p. 1-4.
10. **Park**, Hyung-Kwan. (2006). A Study on Tourist Area Life Cycle and Marketing Strategy – Case of Jeju Island. Thesis submitted to: KDI School of Public Management, for Master of Business Administration. Retrieved September 13,

2016, from: archives.kdischool.ac.kr/bitstream/1125/935/1/PARK%20Hyung%20Kwan.pdf.

11. **Rodriguez**, Juan, Ramon, Oreja. Lopez, Eduardo, Parre. & Estevez, Vanessa, Yanes. (2008). The sustainability of island destinations: Tourism area life cycle and teleological perspectives. The case of Tenerife. Tourism Management, 29, 53-65.
12. **Andriotis**, Konstantinos. (2005). The Tourism Life Cycle an Overview of the Cretan Case. Presented at the International Conference on Tourism Development and Planning, A.T.E.I. Patras. Greece. June 11-12, 2005 Retrieved June 30, 2017, from: https://www.researchgate.net/Andriotis/...THE_TOURISM_LIFE_CYCLE_AN_OVERVIEW_OF_THE_CRETAN_CASE, 1-11.
13. **Smitha**, Kamat, Bhandare. (2010). Destination Life Cycle and Assessment – A Study of Goa Tourism Industry. South Asian Journal of Tourism and Heritage, 3(2), 139-148.
14. **Zhong**, Linsheng. & Xiang, Baohui. (2007). Tourism development and the tourism area life-cycle model: A case study of Zhangjiajie National Forest Park, China. Tourism Management, 29(5), 841-856.
15. **Krendzelak**, Justyna. (2008). Tourism in Ibiza Island and its destination life cycle. MSC Dissertation, University of Nottingham (Unpublished). Access from the University of Nottingham repository. Retrieved July 25, 2017, from:http://eprints.nottingham.ac.uk/23412/1/Tourism_in_Ibiza_an-d_its_destination_life_cycle.pdf.
16. **Omar**, Shida, Irwana. Othman, Abdul, Ghapar. & Mohamed, Badaruddin. (2014). The tourism life cycle: an overview of Langkawi Island, Malaysia. International Journal of Culture, Tourism and Hospitality Research, 8(3), 272-299.
17. **International** Society on MCDM Multiple Criteria Decision Making. Short MCDM History. Retrieved March 4, 2019, from https://www.mcdmsociety.org/content/short-mcdm-hsitory-0
18. **Wachowica**, Tomasz. Brzostowski, Jakub. & Roszkowka, Ewa. (2012). Reference Points –Based Methods in Supporting the Evaluation of Negotiation

Offers. Operations Research and Decisions, 4(1), 121-137. Retrieved November 15, 2018, from orduser.pwr.wroc.pl /Download File. aspx?aid=1046

19. **Hwang**, C., L. & Yoon, K. (1981). Multiple Attribute Decision Making, Methods and Applications. Springer-Verlag. Berlin.
20. **Fagin**, Ronald. & Wimmers, Edward, L. (2000). A formula for incorporating weights into scoring rules. Theoretical Computer Science, 23(9), 309-338.
21. **Austin**, C., Peter. Lee, S., Douglas. D'Agostino, Ralph, B. & Fine, Jason, P. (2016). Developing points-based risk-scoring systems in the presence of competing risks. Wiley Statistics in Medicine. Online publication, 35(22), 4056-4072.

CHAPTER – VI

ANALYSIS OF THE CHARACTERISTICS OF

TOURISTS VISITING SHACKS IN GOA

6.1 Introduction

Demographic characteristics are the quantifiable attributes of people living in a particular locality or visiting a particular area. Every business organization should know the different demographics of its customers to be successful and must identify the trends or changes that take place in those characteristics over a period of time. Usually, customers buying habits and spending pattern differs with regard to age, gender, income, qualification, religion, marital status and the like.

With regard to beach shacks, demographic characteristics are the quantifiable attributes of tourists visiting beach shacks in Goa. Accordingly, a number of such characteristics can be identified and researched depending upon the need, requirements, and objectives of the study. The extensive literature survey indicates that the most common demographic characteristics of the respondents that have been considered in social science research are age, gender, educational qualification, income, **(Rajasenan et al., 2012, Sangeeta, 2014, & Shenoy, 2005),** occupation, religion, marital status **(Birdir, 2015, Leela, 2014, Manickaraj, 2013, Smitha, 2010, & Rajesh, 2009),** nationality and budget **(Menezes, 2017, & Rajasenan et al., 2012).** However, some additional demographic characteristics of the respondents could be considered, explored or researched depending upon the need, importance, requirement and the objectives of the study.

In the present area of study, the demographic characteristics of the tourists along with their travel characteristics have been analyzed by using the chi-square test as well as the Kruskal-Wallis test as the data items contain both nominal as well as continuous variables. The demographic characteristics of the tourists that have been analyzed in this chapter are gender, educational qualification, age, income, budget, occupation, religion, and marital status across the type of tourists, such as domestic and international. Further, the travel characteristics of the tourists that have been evaluated here are the duration of stay, amount spent on food and drinks per visit per person, the purpose of visit, the number of times visited, and mode of reservation at the shack in Goa across the type of tourists.

The literature survey indicates that several researchers in social science such as **Chatterjee, 2015, Leela, 2014, Renuka, 2012, Shenoy, 2005, and Smitha, 2010,** have used the chi-square test to analyze the demographic characteristics of the respondents in their studies. **Rajasenan et al., 2012,** has used the Kruskal-Wallis test to analyze the demographic characteristics of the respondents. However, none of the researchers have used both the chi-square test and the Kruskal-Wallis test to analyze the demographic characteristics of the respondents in their studies. Therefore, to analyze the demographic characteristics of the respondents visiting beach shacks in the State of Goa and their travel characteristics, the chi-square tests, as well as the Kruskal-Wallis test, are being used to test the hypotheses in this chapter.

6.2 Hypotheses

To analyze the demographic characteristics of the tourists visiting beach shacks in the State of Goa and their travel characteristics the following hypotheses have been framed and tested in this chapter.

$H0_3$ (a): There is no significant association of type of tourists with their demographic characteristics.

$H0_3$ (b): There is no significant association of type of tourists with their travel characteristics.

6.3 Analysis of Type of Tourists with their Demographic Characteristics

The demographic characteristics of the tourists visiting beach shacks in the State of Goa have been analyzed across its types, so as to see if there is any association between them. The financial analytical tool of percentages has been used to interpret the results of the crosstabs in all the analyses. The demographic characteristics of the tourists that have been considered are gender, educational qualification, age, income (annual household income), budget (per person), occupation, religion, and marital status.

The hypothesis that has been framed and tested to study the demographic characteristics of the tourists visiting beach shacks in the State of Goa is as follows:

$H0_3$ (a): There is no significant association of type of tourists with their demographic characteristics.

Table No. 6.1: Association between Type of Tourists with their Demographic Characteristics

Sr. No.	Demographic Characteristics of the Tourists		Type of Tourists		Total	Chi-square test result	Kruskal-Wallis test result	
			Domestic	International			Sig.	Decision on Null Hypotheses
1.	Gender	Male	146 **(73)**	100 **(50)**	246 (61.5)	χ^2 (1)= 22.342, p<.05, (p=.001), CV=3.841	.000	Rejected
		Female	54 (27)	100 (50)	154 (38.5)			
		Total	200 (100)	200 (100)	400 (100)			
2.	Educational Qualification	Up to SSC	8 (4)	19 (9.5)	27 (6.8)	χ^2 (4)= 32.713, p<.05, (p=.001), CV=9.488	.000	Rejected
		Above SSC but below Graduation	15 (7.5)	26 (13)	41 (10.2)			
		Graduate	**101 (50.5)**	**83 (41.5)**	184 (46)			
		Post-Graduate	**66 (33)**	**36 (18)**	102 (25.5)			

Cont…

		Professional or Ph.D.	**10 (5)**	**36 (18)**	46 (11.5)			
		Total	200 (100)	200 (100)	400 (100)			
3.	Age	<20 Years	3 (1.5)	2 (1)	5 (1.3)	χ^2 (6)= 163.682, p<.05, (p=.001), CV=12.592	.000	Rejected
		20 – 29 Years	**103 (51.5)**	27 (13.5)	130 (32.5)			
		30 – 39 Years	**73 (36.5)**	30 (15)	103 (25.8)			
		40 – 49 Years	14 (7)	26 (13)	40 (10)			
		50 – 59 Years	7 (3.5)	**49 (24.5)**	56 (14)			
		60 - 69 Years	0 ---	**45 (22.5)**	45 (11.2)			
		70 years & above	0 ---	**21 (10.5)**	21 (5.2)			
		Total	200 (100)	200 (100)	400 (100)			
4.	Total house-hold income per annum	Up to $5,000 or Rs. 3.5 L	26 (13)	10 (5)	36 (9)	χ^2 (5)= 129.123, p<.05, (p=.001), CV=11.070	.000	Rejected
		$5,001 to $ 10,000 or >Rs. 3.5 L to Rs. 7 L	**51 (25.5)**	6 (3)	57 (14.3)			
		$10,001 to $15,000 or >Rs. 7 L to 10.5 L	**44 (22)**	18 (9)	62 (15.5)			

Cont…

		\$15,001 to \$20,000 or >Rs. 10.5 L to Rs. 14 L	**43** **(21.5)**	26 (13)	**69** **(17.2)**			
		\$20,001 to \$ 25,000 or >Rs. 14 L to Rs. 17.5 L	14 (7)	16 (8)	**30** **(7.5)**			
		>\$25,000 or > Rs. 17.5 L	22 (11)	124 (62)	**146** **(36.5)**			
		Total	200 (100)	200 (100)	400 (100)			
5.	Budget per person	< Rs. 10,000	36 (18)	3 (1.5)	39 (9.75)	χ^2 (5)= 187.067, p<.05, (p=.001), CV=11.070	.000	Rejected
		Rs. 10,000 to < Rs. 20,000	**73** **(36.5)**	14 (7)	87 (21.75)			
		Rs. 20,000 to < Rs. 30,000	**52** **(26)**	28 (14)	80 (20)			
		Rs. 30,000 to < Rs. 40,000	26 (13)	16 (8)	42 (10.5)			
		Rs. 40,000 to < Rs 50,000	9 (4.5)	**27** **(13.5)**	36 (9)			
		Rs. 50,000 & above	4 (2)	**112** **(56)**	116 (29)			
		Total	200 (100)	200 (100)	400 (100)			
6.	Occupation	Student	18 (9)	6 (3)	24 (6)			

Cont…

		Service	**87 (43.5)**	18 (9)	105 (26.2)	χ^2 (5)= 121.623, p<.05, (p=.001), CV=12.592	.000	Rejected
		Businessman	**22 (11)**	18 (9)	40 (10)			
		Professional	**66 (33)**	**82 (41)**	148 (37)			
		Housewife	6 (3)	5 (2.5)	11 (2.8)			
		Retired	1 (0.5)	**66 (33)**	67 (16.8)			
		Others	0 ---	5 (2.5)	5 (1.2)			
		Total	200 (100)	200 (100)	400 (100)			
7.	Religion	Christian	9 (4.5)	**148 (74)**	157 (39.2)	χ^2 (5)= 315.490, p<.05, (p=.001), CV=11.070	.000	Rejected
		Hindu	**165 (82.5)**	5 (2.5)	170 (42.5)			
		Islam	13 (6.5)	2 (1)	15 (3.8)			
		Jews	1 (0.5)	6 (3)	7 (1.8)			
		Sikhs	6 (3)	0 ---	6 (1.5)			
		Others	6 (3)	**39 (19.5)**	45 (11.2)			
		Total	200 (100)	200 (100)	400 (100)			
8.	Marital Status	Single	**84 (42)**	**73 (36.5)**	157 (39.25)			

Cont…

		Married	**115 (57.5)**	**112 (56)**	227 (56.75)	χ^2 (2)= 13.060, p<.05, (p=.001), CV=5.991	.000	Rejected
		Divorced	1 (0.5)	15 (7.5)	16 (4)			
		Total	200 (100)	200 (100)	400 (100)			

Note: Figures in parenthesis represent percentages.

The exchange rate of $ considered in the study is 1$ = Rs. 70.

Source: Computed from Primary Data

The results obtained in Table 6.1 are analyzed below for each of the above selected demographic characteristics of the tourists visiting beach shacks in the State of Goa across the type of tourists.

6.3.1 Analysis of Type of Tourists with their Gender

Of the selected domestic tourists visiting shacks in Goa, 73 percent are male whereas, among the selected international tourists, the percentage of male visiting shacks in Goa is fifty. However, of the total selected tourists visiting shacks in Goa, 61.5 percent are male while the percentage of the female visiting shacks is 38.5.

The chi-square test was carried out to see the association between the type of tourists visiting shacks in Goa with their gender and the results obtained were as follows:

The chi-square value was found to be 22.342 with 1 degree of freedom which is higher than the critical value of 3.841 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also performed to see the association between the type of tourists visiting shacks in Goa with their gender and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their gender indicate that $H0_3$ (a): There is no significant association of type of tourists with their gender is rejected.

6.3.2 Analysis of Type of Tourists with their Educational Qualification

Among the selected domestic tourists visiting shacks in Goa, 50.5 percent are graduates, 33 percent postgraduates, 11.5 percent below graduates and 5 percent are professionals. However, 41.5 percent of the selected international tourists visiting shacks in Goa are graduates, 22.5 percent below graduates and 18 percent each are postgraduates and professionals respectively.

Further, of the total selected tourists visiting shacks in Goa, 46 percent are graduates, 25.5 percent postgraduates, 17 percent are below graduates and the remaining 11.5 percent are professionals. This means that the majority of the selected tourists visiting shacks in the State of Goa across its types are highly educated.

The chi-square test was carried out to study the relationship between the type of tourists visiting shacks in Goa with their educational qualification and the chi-square value was found to be 32.713 with 4 degrees of freedom which is higher than the critical value of 9.488 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also conducted to study the relationship between the type of tourists visiting shacks in Goa with their educational qualification and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their educational qualification indicate that $H0_3$ (a): There is no significant association of type of tourists with their educational qualification is rejected.

6.3.3 Analysis of Type of Tourists with their Age

Of the selected domestic tourists visiting shacks in Goa, 51.5 percent belong to 20 to 29 years age category, 36.5 percent belong to 30 to 39 years age category, 10.5 percent are 40 years and above categories and the remaining 1.5 percent belong to below 20 years of age. However, 70.5 percent of the selected international tourists visiting shacks in Goa belong to 40 years and above categories, 15 percent belong to 30 to 39 years of age, 13.5 percent are 20 to 29 years of age and the remaining 1 percent are below 20 years of age.

Further, 32.5 percent of the total selected tourists visiting shacks in Goa belong to 20 to 29 years of age, 25.8 percent belong to 30 to 39 years of age, 40.4 percent belong to 40 years of age and above categories and the remaining 1.3 percent belong to below 20 years of age.

The chi-square test was carried out to observe the relationship between the type of tourists visiting shacks in Goa with their age and it is observed that the chi-square value was found to be 163.682 with 6 degrees of freedom which is higher than the critical value of 12.592 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also performed to observe the relationship between the type of tourists visiting shacks in Goa with their age and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their age indicate that $H0_3$ (a): There is no significant association of type of tourists with their age is rejected.

6.3.4 Analysis of Type of Tourists with their Annual Household Income

A majority of 69 percent of the selected domestic tourists visiting shacks in Goa has an annual household income between Rs. 3.5 lakh to Rs. 14 lakh, 7 percent has an annual household income above Rs. 14 lakh but below Rs. 17.5 lakhs, 11 percent has annual income above Rs. 17.5 lakhs and the remaining 13 percent has an annual household income below Rs. 3.5 lakhs. Whereas, 62 percent of the selected international tourists visiting shacks in Goa has an annual household income above Rs. 17.5 lakh.

Of the total selected tourists, 47 percent have an annual household income between Rs. 3.5 to Rs. 14 lakh, 36.5 percent has an annual household income above Rs. 17.5 lakh, 7.5 percent has an annual income between Rs. 14 to Rs. 17.5 lakh and the remaining 9 percent have an annual household income below Rs. 3.5 lakh.

The chi-square test was carried out to examine the relationship between the type of tourists visiting shacks in Goa with their annual household income and the chi-square

value was found to be 129.123 with 5 degrees of freedom which is higher than the critical value of 11.070 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also applied to examine the relationship between the type of tourists visiting shacks in Goa with their annual household income and it was observed that there is a significant difference between the two as the p-value is significant at a significance level of 5 percent ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their annual household income indicate that $H0_3$ (a): There is no significant association of type of tourists with their annual household income is rejected.

6.3.5 Analysis of Type of Tourists with their Budget per Person per trip

A total of 36.5 percent of the selected domestic tourists visiting shacks in Goa has a budget per person per trip between Rs. 10,000 to below Rs. 20,000; 26 percent has a budget between Rs. 20,000 to below Rs. 30,000; 19.5 percent has a budget per person per trip above Rs. 30,000 and the remaining 18 percent has a budget per person per trip below Rs. 10,000. But, 56 percent of the selected international tourists visiting shacks in Goa have a budget per person per trip of above Rs. 50,000 and 13.5 percent have a budget per person per trip between Rs. 40,000 to below Rs. 50,000 during their visit to the State. This signifies that the selected international tourists spend more money during their stay in Goa as compared to the selected domestic tourists.

The chi-square test was carried out to see the relationship between the type of tourists visiting shacks in Goa with their budget per person per trip. The chi-square value was found to be 187.067 with 5 degrees of freedom which is higher than the critical value of 11.070 at a significant level of 5 percent ($p < 0.05$). The Kruskal-Wallis test was also applied to see the above relationship and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their budget per person per trip indicate that $H0_3$ (a): There is no significant association of type of tourists with their budget per person per trip is rejected.

6.3.6 Analysis of Type of Tourists with their Occupation

It is observed that, among the selected domestic tourists visiting shacks in Goa, 43.5 percent belong to the service sector, 33 percent are professionals, 11 percent businessman, 9 percent students and the rest 3.5 percent belong to other professions. But, among the selected international tourists visiting shacks in Goa, 41 percent are professionals, 33 percent have retired from service, 9 percent each belongs to the service sector and businessman respectively and the remaining 8 percent belong to other professions including student and housewife. Therefore, it would be appropriate based on the above data that shacks in Goa attract tourists belonging to diverse professions irrespective of their types.

The chi-square test was carried out to study the relationship between the type of tourists visiting shacks in Goa with their occupation. The chi-square value was found to be 121.623 with 6 degrees of freedom which is higher than the critical value of 12.592 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also used to study the relationship between the type of tourists visiting shacks in Goa with their occupation and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their occupation indicate that $H0_3$ (a): There is no significant association of type of tourists with their occupation is rejected.

6.3.7 Analysis of Type of Tourists with their Religion

Among the selected domestic tourists visiting shacks in Goa, 82.5 percent are Hindus; while among the selected international tourists, 74 percent are Christians and 19.5 percent belong to other religions and amongst them majority are atheists. Also, tourists belonging

to Islam, Jews and Sikhs religion visit beach shacks in Goa, but their percentages are extremely low as seen above.

The chi-square test, as well as the Kruskal-Wallis test, was carried out to observe the relationship between the type of tourists visiting shacks in Goa with their religion. The chi-square value was found to be 315.490 with 5 degrees of freedom which is higher than the critical value of 11.070 at a significant level of 5 percent ($p < 0.05$). The Kruskal-Wallis test results indicate a significant difference between the two variables as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their religion indicate that $H0_3$ (a): There is no significant association of type of tourists with their religion is rejected.

6.3.8 Analysis of Type of Tourists with their Marital Status

Out of the selected domestic tourists visiting shacks in Goa, 57.5 percent are married and 42 percent are single. However, 56 percent of the selected international tourists visiting shacks in Goa are married and 36.5 percent are single.

The chi-square test was carried out to examine the relationship between the type of tourists visiting shacks in Goa with their marital status and the chi-square value was found to be 13.060 with 2 degrees of freedom which is higher than the critical value of 5.991 at a significant level of 5 percent ($p < 0.05$). The Kruskal-Wallis test was also performed to examine the relationship between the two variables and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists visiting shacks in Goa with their marital status indicate that $H0_3$ (a): There is no significant association of type of tourists with their marital status is rejected.

Hence, it can be concluded that $H0_3$ (a): There is no significant association of type of tourists with their demographic characteristics such as gender, educational qualification, age, income, budget, occupation, religion, and marital status is rejected as the p-values for each of the above demographic characteristics are found to be significant ($p < 0.05$) at a 5 percent level of significance.

6.4 Analysis of Type of tourists with their Travel Characteristics

The travel characteristics of the tourist visiting beach shacks in the State of Goa have been analyzed across the type of tourists, domestic and international, so as to observe if there exists any association between them.

The statistical tools used for the purpose are the chi-square test and the Kruskal-Wallis test. The financial analytical tool of percentages has been used to interpret the results of the crosstabs in all the analyses.

The travel characteristics of the tourists that have been analyzed are, the duration of stay, amount spent on food and drinks per visit per person at the shack, the purpose of visiting Goa, frequency of respondents visit, and mode of reservation used at the shack in Goa across the type of tourists.

The hypothesis that has been framed and tested to analyze the travel characteristics of the tourists' visiting beach shacks in the State of Goa across its types is as follows:

$H0_3$ (b): There is no significant association of type of tourists with their travel characteristics.

Table No. 6.2: Association between Type of Tourists with their Travel Characteristics

Sr. No	Travel Characteristics of Tourists		Type of Tourists		Total	Chi-square test result	Kruskal-Wallis test result	
			Domestic	International			Sig.	Decision on Null Hypotheses
1.	Duration of Stay	Up to 2 days	22 (11)	1 (0.5)	23 (5.8)	χ^2 (5)= 277.532, p<.05, (p=.001), CV=11.070	.000	Rejected
		3 – 4 days	118 (59)	14 (7)	132 (33)			
		5 – 6 days	49 (25.5)	10 (5)	59 (14.8)			
		7 – 8 days	7 (3.5)	17 (8.5)	24 (6)			
		9 – 10 days	1 (0.5)	17 (8.5)	18 (4.5)			
		> 10 days	3 (1.5)	141 (70.5)	144 (36)			
		Total	200 (100)	200 (100)	400 (100)			
2.	Amount spent on food and drinks per visit per person	<Rs. 500	21 (10.5)	31 (15.5)	52 (13)	χ^2 (5)= 9.092, p>.05, (p=.106), CV=11.070	.106	Accepted
		Rs. 500 to <Rs. 1,000	95 (47.5)	103 (51.5)	198 (49.5)			
		Rs. 1,000 to <Rs. 1,500	62 (31)	38 (19)	100 (25)			
		Rs. 1,500 to <Rs. 2,000	8 (4)	12 (6)	20 (5)			
		Rs. 2,000 to <Rs 2,500	8 (4)	8 (4)	16 (4)			
		Rs. 2,500 & above	6 (3)	8 (4)	14 (3.5)			

Cont…

		Total	200 (100)	200 (100)	400 (100)			
3.	Purpose of Visiting Goa	Leisure	124 (62)	166 (83)	290 (72.5)	χ^2 (6)= 29.770, p<.05, (p=.001), CV=12.592	.000	Rejected
		Adventure	50 (25)	24 (12)	74 (18.5)			
		Business	8 (4)	6 (3)	14 (3.5)			
		Honeymoon	14 (7)	1 (0.5)	15 (3.75)			
		Pilgrimage	2 (1)	2 (1)	4 (1)			
		Conferences & Seminars	2 (1)	0 ---	2 (0.5)			
		Others	0 ---	1 (0.5)	2 (0.25)			
		Total	200 (100)	200 (100)	400 (100)			
4.	Frequency of Tourists visit to Goa	Zero	47 (23.5)	61 (30.5)	108 (27)	χ^2 (6)= 34.885, p<.05, (p=.001), CV=12.592	.000	Rejected
		One	24 (12)	16 (8)	40 (10)			
		Two	34 (17)	8 (4)	42 (10.5)			
		Three	20 (10)	8 (4)	28 (7)			
		Four	10 (5)	13 (6.5)	23 (5.75)			
		Five	9 (4.5)	4 (2)	13 (3.25)			

Cont…

		>five times	56 (28)	90 (45)	146 (36.5)			
		Total	200 (100)	200 (100)	400 (100)			
5.	Mode of reservation at the Shacks in Goa	Telephone / Mobile Phone	16 (8)	4 (2)	20 (5)	χ^2 (3)= 10.498, p<.05, (p=.001), CV=7.815	.015	Rejected
		Internet / E-Mail	32 (16)	43 (21.5)	75 (18.75)			
		Agent	7 (3.5)	3 (1.5)	10 (2.5)			
		No reservation / Walk-in	145 (72.5)	150 (75)	295 (73.75)			
		Total	200 (100)	200 (100)	400 (100)			

Note: Figures in parenthesis represent percentages.

Source: Computed from Primary Data

The results obtained in Table 6.2 are explained below for the type of tourists visiting beach shacks in the State of Goa with their travel characteristics.

6.4.1 Analysis of Type of Tourists with their Duration of Stay

Of the selected domestic tourists visiting shacks in Goa, 59 percent spend between 3 to 4 days and 25.5 percent spend between 5 to 6 days in the State of Goa. Whereas 70.5 percent of the selected international tourists visiting shacks spend more than ten days and another 8.5 percent each, spend between 7 to 8 and 9 to 10 days respectively in the State of Goa.

Further, on the basis of the simple average method, by taking the highest number from the range to work out the average days spent by the tourists in the State of Goa, as shown

herewith, (Domestic = 4 + 6 = 10 ÷ 2 = 5), (International = 8 + 10 + 10 = 28 ÷ 3 = 9 approx.). It is realized that the selected domestic tourists spend an average of five days in Goa as compared to nine days by international tourists. Hence, shacks in Goa normally prefer international tourists because they spend more days in Goa, during their trip or vacation to the state.

The chi-square test was carried out to study the relationship between the type of tourists with their duration of stay in Goa and the results obtained were as follows:

The chi-square value was found to be 277.532 with 5 degrees of freedom which is higher than the critical value of 11.070 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also conducted to observe the relationship between the type of tourists with their duration of stay in Goa and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists with their duration of stay in Goa indicate that $H0_3$ (b): There is no significant association of type of tourists with their duration of stay in Goa is rejected.

6.4.2 Analysis of Type of Tourists with their Amount Spent on Food and Drinks per Visit per Person

A majority of 47.5 percent and 51.5 percent respectively of the selected domestic and international tourists visiting shacks in the State of Goa spent between Rs. 500 to less than Rs. 1,000 per visit per person at a shack. Another 31 and 19 percent respectively of the selected domestic and international tourists, spent between Rs. 1,000 to less than Rs. 1,500 per visit per person at a shack in Goa. Further, 11 percent and 14 percent of the selected domestic and international tourists respectively spent above Rs. 1,500 per visit per person at a shack in Goa.

Of the total selected tourists, 49.5 percent spent between Rs. 500 to below Rs. 1,000, 37.5 percent spent above Rs. 1,000 and the remaining 13 percent spent below Rs. 500 per person per visit on food and drinks at the shacks in the State of Goa.

The chi-square test, as well as the Kruskal-Wallis test, was carried out to study the relationship between the type of tourists with their amount spent on food and drinks per visit per person at the shacks in Goa. The chi-square value was found to be 9.092 with 5 degrees of freedom which is lower than the critical value of 11.070 at a significant level of 5 percent ($p > 0.05$). The Kruskal-Wallis test results also indicate that there is no significant difference between the two because the p-value is not significant at a 5 percent level of significance ($p > 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists with their amount spent on food and drinks per visit per person at the shacks in Goa indicate that $H0_3$ (b): There is no significant association of type of tourists with their amount spent on food and drinks per visit per person is accepted.

6.4.3 Analysis of Type of tourists with their Purpose of Visiting Goa

A total of 62 percent of the selected domestic tourists visiting shacks visit the state for leisure, 25 percent for adventure, 7 percent for the honeymoon, 4 percent for business and the rest 2 percent for other reasons like a pilgrimage, attending seminars and conferences. However, among the selected international tourists visiting shacks in Goa, 83 percent visit the state for leisure, 12 percent for adventure, 3 percent for business and the remaining 2 percent for pilgrimage, honeymoon, and for other reasons.

Of the total selected tourists, 72.5 percent visit the state for leisure, 18.5 percent for adventure, 3.75 percent for the honeymoon, and the remaining 5.25 for other reasons like business, a pilgrimage, and attending conferences and seminars.

The chi-square test was carried out to study the relationship between the type of tourists with their purpose of visiting Goa and the chi-square value was found to be 29.770 with 6 degrees of freedom which is higher than the critical value of 12.592 at a significant level of 5 percent ($p < 0.05$). The Kruskal-Wallis test was also conducted and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists with their purpose of visiting Goa indicate that $H0_3$ (b): There is no significant association of type of tourists with their purpose of visiting Goa is rejected.

6.4.4 Analysis of Type of Tourists with their Frequency of Visiting Goa Due to Shacks

By and large, 45 percent and 28 percent respectively of the selected international and domestic tourists had visited Goa more than five times in the past due to the shacks. Another, 24.5 percent and 48.5 percent of the selected international and domestic tourists had visited Goa between one to five times in the past due to shacks. This signifies that, over the years, beach shacks in Goa have been attracting tourists in enormous numbers across its types.

The chi-square test was carried out to examine the relationship between the type of tourists with their frequency of visiting Goa in the past due to shacks and the results obtained were as follows:

The chi-square value was found to be 34.885 with 6 degrees of freedom which is higher than the critical value of 12.592 at a significant level of 5 percent ($p < 0.05$).

The Kruskal-Wallis test was also applied to examine the relationship between the type of tourists with their frequency of visiting Goa in the past due to shacks and it was observed that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists with their frequency of visiting Goa in the past due to shacks indicate that $H0_3$ (b): There is no significant association of type of tourists with their frequency of visiting Goa due to shacks is rejected.

6.4.5 Analysis of Type of Tourists with their Mode of Reservation at the Shacks

A majority of 72.5 percent and 75 percent respectively of the selected domestic and international tourists visiting shacks in the State of Goa do not reserve any table for them

at the shacks, but they just walk-in at the shacks to have their meals and drinks. However, the remaining 27.5 percent and 25 percent respectively of the selected domestic and international tourists are methodical and walk-in at the shacks only after reserving a table for them and they do so by using the internet (18.5 percent), phone (5 percent), or take help of an agent (2.5 percent).

The chi-square test, as well as the Kruskal-Wallis test, was carried out to study the relationship between the type of tourists with their mode of doing reservation at the shacks in Goa. It is observed that the chi-square value was found to be 10.498 with 3 degrees of freedom which is higher than the critical value of 7.815 at a significant level of 5 percent ($p < 0.05$). The Kruskal-Wallis test results indicate that there is a significant difference between the two as the p-value is significant at a 5 percent level of significance ($p < 0.05$).

Therefore, the results of both the above tests with regard to the type of tourists with their mode of doing reservation at the shacks in the State of Goa indicate that $H0_3$ (b): There is no significant association of type of tourists with their mode of doing reservation at the shacks in Goa is rejected.

Hence, it can be concluded that the hypothesis $H0_3$ (b): There is no significant association of type of tourists with their travel characteristics such as the amount spent on food and drinks per visit per person is accepted as its p-value is found to be insignificant ($p > 0.05$) at a 5 percent level of significance.

However, the hypothesis $H0_3$ (b): There is no significant association of type of tourists with their travel characteristics such as the duration of stay, purpose of visit, frequency of visit, and mode of reservation at the shacks of the respondent in Goa is rejected as its p-values for each of the above travel characteristics are found to be significant ($p < 0.05$) at a 5 percent level of significance.

6.5 Chapter Summary

The present chapter analyzes the demographic characteristics and the travel characteristics of the tourists visiting beach shacks in the State of Goa. It is observed that tourists across gender, age, income, occupation, religion, marital status, budget, and with diverse qualifications visit beach shacks in the State of Goa across its types. The travel characteristics of the tourists visiting beach shacks in Goa across its types, domestic and international, differ with regard to the duration of stay, the purpose of visit, frequency of visit and mode of reservation at the shacks in Goa. However, with regard to the amount spent on food and drinks per visit, per person at the shack in Goa, it doesn't differ across the type of tourists.

6.6 References

1. **Rajasenan**, D., Manaloor, Varghese. & Abraham, George, Bijith. (2012). Tourist Profiles and Characteristics vis-à-vis Market Segmentation of Ecotourism Destinations in Kerala. Journal of Economics and Sustainable Development, 3(14), 134-144.
2. **Sangeeta**, Borthakur, Tamuli. (2014). Economic Valuation of Eco-tourism: A Study of Kaziranga National Park of Assam. Finance India, Vol. XXVIII (1), 205-211.
3. **Shenoy**, Sajna, S. (2005). Food Tourism and the Culinary Tourist. A Thesis in Parks, Recreation and Tourism Management. Submitted to, Clemson University, USA.
4. **Birdir**, Sahilli, Sevda. (2015). Segmentation of Tourist Using Demographic and Travel Characteristics: The Case of Istanbul. International Review of Management and Marketing, Vol. 5(4), 221-229.
5. **Leela**, V. (2014). Tourism and its impact on the Socio Economic Conditions of Retailers and Street Vendors in Kanyakumari. Ph.D. Thesis in Commerce, Submitted to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.
6. **Manickaraj**, S. (2013). Coastal Tourism in the Gulf of Mannar – An Economic Analysis. Thesis in Economics submitted to: Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.
7. **Smitha**, Kamat, Bhandare. (2010). Destination Life Cycle and Assessment – A Study of Goa Tourism Industry. South Asian Journal of Tourism and Heritage, 3(2), 139-148.
8. **Rajesh**, K. (2009). Coastal Tourism in Kerala: It's Impact on Economy and Environment. Thesis Ph.D. in Economics. Cochin University of Science and Technology.
9. **Menezes**, Vivek. (2017). Last Requiem for Goa Tourism?. The Times of India, Goa Edition. Thursday, October 5, 2017, 8.
10. **Chatterjee**, Biswanath. (2015). A Study of Fast Foods Outlets – Their Supply Chain Management and Customer Satisfaction. Thesis in Management, submitted to: Shri Jagadishprasad Jhabarmal Tibrewala University, Rajasthan.

11.Renuka, R. (2012). A Study on the Services of Hotel Industry in Thanjavur District. Ph.D. Thesis in Commerce submitted to Bharathidasan University, Tiruchirapalli.

CHAPTER – VII

ANALYSIS OF THE TOURISTS' PREFERENCES TOWARDS SHACKS LOCATED ON PRIVATE AND PUBLIC PROPERTIES IN GOA

7.1 Introduction

Every business, irrespective of the product they produce or the service they offer should first understand the preferences of the customers because it is the customer who determines the success of a business firm. There are many ways of understanding customer preferences and the most convenient one is by collecting customer feedback. Each business today should obtain proper feedback from its customers with regard to their likes, dislikes, taste and preferences pertaining to the product being sold or the service rendered. The feedback should be collected honestly at the point of sale or later by using appropriate technologies like email, phone call or a message. Later, based on the feedback received, instant corrective action needs to be taken for the success of the organization. The beach shacks in the State of Goa have adopted the above technology in collecting feedback from the customers and they also take immediate proactive steps to retain the customers based on the feedback received. Also, most of the shacks in the State of Goa are managed by the owners themselves resulting in personal interaction with the customers which then leads to prompt decisions.

The preferences of the tourists as customers don't remain static. In fact, they change over a period of time due to various factors. The preferences of the tourists with regard to beach shacks may vary from time to time depending upon a number of factors such as the past experience, personal relations with the shack owner, quality of service provided, quality of food served, staff's ability to communicate in a foreign language, educational qualifications, and cultural as well as the social background of the tourists. Therefore, any improvement in the above factors may well create a significant positive change in the preferences of the tourists.

In the present chapter, the researcher analyzes the type of shack preferred by the tourists based on their demographic and travel characteristics. The demographic characteristics considered are the type of tourists, age, occupation, educational qualification, and budget whereas, the travel characteristics considered are the number of days stay and the number of times visited the state. The chi-square test is used in the analysis to examine the association between the type of shack preferred by the tourists and the above-selected characteristics. Further, the preferences of the tourists for shacks located on private and

public properties in the State of Goa based on the facilities offered to the tourists have been analyzed in this chapter by using the paired sample t-test.

7.2 Hypotheses

To analyze the type of shack preferred by the tourists based on the selected demographic characteristics and their travel characteristics, the following hypotheses have been framed and tested:

$H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their type, age, occupation, qualification, number of days stay, number of times visited and budget.

$H0_4$ (b): Tourists preferences towards facilities offered do not differ significantly across the shacks located on private and public properties in Goa.

7.3 Analysis of the Type of Shack Preferred by Tourists Based on Demographic and Travel Characteristics

The preferences of the tourists for shacks located on public, private and both public as well as on private properties in the State of Goa based on the type of tourists, age, occupation, qualification, number of days stay, number of times visited and budget has been analyzed herewith. The purpose of the analysis is to observe if there's exist any association in the type of shack preferred by the tourists based on the above characteristics. The statistical tool used for the purpose is the chi-square test. Also, percentages as a financial tool have been used in interpreting the results of the analysis.

The hypothesis that has been framed and tested to study the type of shack preferred by the tourists based on the selected demographic and travel characteristics is as follows:

$H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their type, age, occupation, qualification, number of days stay, number of times visited and budget.

Table No. 7.1: Association between the Type of Shack Preferred by Tourists Based on Demographic and Travel Characteristics

Sr. No	Demographic and Travel Characteristics of the Tourists		Type of Shack Preferred			Total	Chi-square test result	Decision on Null Hypotheses
			Public	Private	Both			
1.	Type of Tourists	Domestic	16 (8)	89 (44.5)	95 (47.5)	200 (100)	χ^2 (2) = 22.496, p < .05, (p =.001), CV = 5.991	Rejected
		International	43 (21.5)	100 (50)	57 (28.5)	200 (100)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		
2.	Age	< 20 years	1 (0.25)	3 (0.75)	1 (0.25)	5 (1.25)	χ^2 (12) = 24.601, p < .05, (p =.017), CV = 21.026	Rejected
		20 – 29 years	11 (2.75)	61 (15.25)	58 (14.5)	130 (32.5)		
		30 – 39 years	10 (2.5)	51 (12.75)	42 (10.5)	103 (25.75)		
		40 – 49 years	6 (1.5)	21 (5.25)	13 (3.25)	40 (10)		
		50 – 59 years	15 (3.75)	21 (5.25)	20 (5)	56 (14)		
		60 – 69 years	9 (2.25)	25 (6.25)	11 (2.75)	45 (11.25)		
		70 years & above	7 (1.75)	7 (1.75)	7 (1.75)	21 (5.25)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		

Cont…

3.	Occupation	Student	2 (0.5)	13 (3.25)	9 (2.25)	24 (6)	χ^2 (12) = 27.634, $p < .05$, (p =.006), CV = 21.026	Rejected
		Service	10 (2.5)	48 (12)	47 (11.75)	105 (26.25)		
		Businessman	6 (1.5)	14 (3.5)	20 (5)	40 (10)		
		Professional	21 (5.25)	81 (20.25)	46 (11.5)	148 (37)		
		Housewife	0 ---	4 (1)	7 (1.75)	11 (2.75)		
		Retired	18 (4.5)	29 (7.25)	20 (5)	67 (16.75)		
		Others	2 (0.5)	0 ----	3 (0.75)	5 (1.25)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		
4.	Educational Qualification	Up to SSC	10 (2.5)	10 (2.5)	7 1.75%	27 (6.75%	χ^2 (8) = 20.399, $p < .05$, (p =.009), CV = 15.507	Rejected
		Above SSC but below Graduation	11 (2.75)	16 (4)	14 (3.5)	41 (10.25)		
		Graduate	22 (5.5)	87 (21.75)	75 (18.75)	184 (46)		
		Post-Graduate	12 (3)	49 (12.25)	41 (10.25)	102 (25.5)		
		Professional or Ph.D.	4 (1)	27 (6.75)	15 (3.75)	46 (11.5)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		

Cont…

5.	Number of days stay	Up to 2 days	1 (0.25)	13 (3.25)	9 (2.25)	23 (5.75)	χ^2 (10) = 30.524, p < .005, (p =.001), CV = 18.307	Rejected
		3 – 4 days	10 (2.5)	63 (15.75)	59 (14.75)	132 (33)		
		5 – 6 days	5 (1.25)	23 (5.75)	31 (7.75)	59 (14.75)		
		7 – 8 days	4 (1)	10 (2.5)	10 (2.5)	24 (6)		
		9 -10 days	3 (0.75)	10 (2.5)	5 (1.25)	18 (4.5)		
		>10 days	36 (9)	70 (17.5)	38 (9.5)	144 (36)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		
6.	Number of times visited Goa due to shacks	Zero	14 (3.5)	68 (17)	26 (6.5)	108 (27)	χ^2 (12) = 33.404, p < .005, (p =.001), CV= 21.026	Rejected
		One	2 (0.5)	17 (4.25)	21 (5.25)	40 (10)		
		Two	2 (0.5)	16 (4)	24 (6)	42 (10.5)		
		Three	4 (1)	14 (3.5)	10 (2.5)	28 (7)		
		Four	5 (1.25)	10 (2.5)	8 (2)	23 (5.75)		
		Five	1 (0.25)	4 (1)	8 (2)	13 (3.25)		
		>Five	31 (7.75)	60 (15)	55 (13.75)	146 (36.5)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		

Cont…

7.	Budget per person	< Rs. 10,000	4 (1)	23 (5.75)	12 (3)	39 (9.75)	χ^2 (10) = 26.021, p < .005, (p =.004), CV = 18.307	Rejected
		Rs. 10,000 to < Rs. 20,000	4 (1)	44 (11)	39 (9.75)	87 (21.75)		
		Rs. 20,000 to < Rs. 30,000	12 (3)	35 (8.75)	33 (8.25)	80 (20)		
		Rs 30,000 to < Rs. 40,000	3 (0.75)	17 (4.25)	22 (5.5)	42 (10.5)		
		Rs. 40,000 to < Rs. 50,000	7 (1.75)	16 (4)	13 (3.25)	36 (9)		
		Rs. 50,000 & above	29 (7.25)	54 (13.5)	33 (8.25)	116 (29)		
		Total	59 (14.75)	189 (47.25)	152 (38)	400 (100)		

Note: Figures in parenthesis represent percentages.

Source: Computed from Primary Data

The results obtained in Table 7.1 are analyzed below for the type of shack preferred by the tourists in the State of Goa with their selected demographics and travel characteristics.

7.3.1 Analysis of Association between Type of Shack Preferred and the Type of Tourists

Among the selected domestic tourists visiting shacks in Goa, 47.5 percent choose both public as well as private property shacks, 44.5 percent prefer private property shacks and the remaining 8 percent enjoy public property shacks. However, 50 percent of the selected international tourists choose private property shacks, 28.5 percent enjoy both and the remaining 21.5 percent prefer public property shacks. Further, of the total selected tourists 47.25 percent like private property shacks, 38 percent prefer both, and the remaining 14.75 percent choose public property shacks. This signifies that shacks irrespective of its location are preferred by the tourists in the State of Goa.

The chi-square test was carried out to identify the association between the type of shack preferred by the tourists in the State of Goa and the type of tourists and the results obtained were as follows:

The chi-square value was found to be 22.496 with 2 degrees of freedom which is higher than the critical value of 5.991 at a significant level of 5 percent ($p < 0.05$).

Therefore, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their type is rejected.

7.3.2 Analysis of Association between Type of Shack Preferred and the Age of the Respondents

A majority of the selected tourists across all age groups first prefer private property shacks followed by both and finally the public property shacks in the State of Goa. However, tourists belonging to the age group of 70 years and above prefer any shack irrespective of its location.

The chi-square test was carried out to ascertain the association between the type of shack preferred by the tourists in the State of Goa and the age of the respondents and the results obtained were as follows:

The chi-square value was found to be 24.601 with 12 degrees of freedom which is higher than the critical value of 21.026 at a significant level of 5 percent ($p < 0.05$).

Thus, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their age is rejected.

7.3.3 Analysis of Association between Type of Shack Preferred and the Occupation of the Respondents

Among the total respondents, a majority belonging to the student's category, service sector, professionals, and those who have retired from service prefer private property shacks in the State of Goa. However, a large number of the selected tourists belonging to the professions such as business, housewives, and other occupation category choose both public as well as private property shacks in the state.

The chi-square test was carried out to identify the association between the type of shack preferred by the tourists in the State of Goa and the occupation of the respondents. It is observed that the chi-square value was found to be 27.634 with 12 degrees of freedom which is higher than the critical value of 21.026 at a significant level of 5 percent ($p < 0.05$).

As a result, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their occupation is rejected.

7.3.4 Analysis of Association between Type of Shack Preferred and the Educational Qualification of the Respondent

With regard to the educational qualification, a majority of the respondents with various educational qualifications first choose private property shacks followed by both and then the public property shacks in the State of Goa. This indicates that the tourists irrespective of their educational background mostly prefer private property shacks in the State of Goa.

The chi-square test was carried out to examine the association between the type of shack preferred by the tourists in the State of Goa and their educational qualification and the results obtained were as follows:

The chi-square value was found to be 20.399 with 8 degrees of freedom which is higher than the critical value of 15.507 at a significant level of 5 percent ($p < 0.05$).

Hence, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their qualification is rejected.

7.3.5 Analysis of Association between Type of Shack Preferred and the Number of Day's Stay of the Respondents

A majority of the selected tourists spending between 5 to 6 days in the State of Goa prefers both public as well as private property shacks. Further, a large number of the selected tourists spending less than five days along with the tourists who spend more than six days in the state choose private property shacks followed by both and finally, the

public property shacks. It is also observed that the majority of the tourists visiting the State of Goa prefer private property shacks for a tiny as well as an extended holiday.

The chi-square test was carried out to study the association between the type of shack preferred by the tourists in the State of Goa and the number of days stays of the respondents in Goa. The results obtained indicate that the chi-square value was found to be 30.524 with 10 degrees of freedom which is higher than the critical value of 18.307 at a significant level of 5 percent ($p < 0.05$).

Accordingly, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their number of days stay is rejected.

7.3.6 Analysis of Association between Type of Shack Preferred and the Number of Times Visited

With regard to the number of times respondents had visited the State of Goa in the past due to shacks; it is been observed that a majority of the first time visitors along with those who had visited the state between three, four and more than five times in the past choose private property shacks. Whereas, most of the selected tourists who had visited the state between one, two and five times prefer both private as well as public property shacks in Goa.

The chi-square test was carried out to find out the association between the type of shack preferred by the tourists in the State of Goa and the numbers of times the respondents had visited the state in the past due to shacks and the results obtained were as follows:

The chi-square value was found to be 33.404 with 12 degrees of freedom which is higher than the critical value of 21.026 at a significant level of 5 percent ($p < 0.05$).

Therefore, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on the number of times visited the state is rejected.

7.3.7 Analysis of Association between Type of Shack Preferred and the Budget per Person

A majority of the selected tourists having a budget allocation between Rs. 30,000 to less than Rs. 40,000 per person, per trip, choose both public as well as private property shacks

in the State of Goa. However, a large number of selected tourists having a budget allocation of less than Rs. 30,000 and also above Rs. 40,000 per person, per trip prefer private property shacks in the state.

The chi-square test was carried out to see the association between the type of shack preferred by the tourists in the State of Goa and the budget allocation per person, per trip and the results obtained were as follows:

The chi-square value was found to be 26.021 with 10 degrees of freedom which is higher than the critical value of 18.307 at a significant level of 5 percent ($p < 0.05$).

Hence, $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their budget per person is rejected.

Thus, it can be concluded that $H0_4$ (a): There is no significant association in the type of shack preferred by the tourists based on their type, age, occupation, qualification, number of days stay, number of times visited and budget is rejected at a significant level of 5 percent ($p < 0.05$).

7.4 Analysis of the Tourists' Preferences for Shacks

Before going for the analysis of the tourists' preferences for shacks located on private and public properties in the State of Goa, a normality test was first conducted to determine whether the data set used in this particular analysis is showing a normal distribution. The results of the normality test are seen below.

7. 4.1 JB Normality Test

The Jarque-Bera (JB) normality test was conducted to find out whether the data set used in the analysis on the tourists' preferences for shacks located on public and private properties in the State of Goa based on the facilities offered is showing a normal distribution. The JB test is a goodness-of-fit test used to determine whether the data set used in the analysis have the skewness and kurtosis to match the normal distribution of the sample. The Jarque-Bera statistics test has been conducted for 26 items used in this part of the analysis and the results of the JB normality test statistics are given below.

However, before administering the above test, all the outliers along with the odd observations have been omitted.

Table No. 7.2: Jarque-Bera Normality Test Results

Variables	Public Property Shacks				Private Property Shacks			
	Skewness	Kurtosis	JB Statistics	Conclusion	Skewness	Kurtosis	JB Statistics	Conclusion
Comfortable Accommodation	0.25	2.78	4.973	Normal	0.22	2.46	8.226	Normal
Reasonable Price	0.15	2.54	5.107	Normal	0.15	2.37	8.240	Normal
Cleanliness & Hygiene	0.05	3.08	0.262	Normal	0.33	3.23	8.373	Normal
Privacy	0.12	2.77	1.885	Normal	0.09	2.96	0.510	Normal
Quality of Food	0.21	3.01	2.915	Normal	0.08	3.18	0.978	Normal
Proximity to Beach	0.34	3.31	9.104	Normal	0.16	3.01	1.694	Normal
Individual Attention to the Tourists	0.23	3.17	3.876	Normal	0.05	3.48	5.884	Normal
Entertainment Facility	0.05	3.07	0.221	Normal	0.35	3.18	8.707	Normal
Spacious Premises	0.36	3.04	8.741	Normal	0.28	2.62	7.508	Normal
Locker facilities	0.14	2.33	8.835	Normal	0.03	2.33	7.516	Normal
Mode of Payment	0.36	2.88	8.986	Normal	0.08	2.5	4.4.59	Normal
Beach Beds and Umbrella Facilities	0.10	2.67	2.487	Normal	0.29	3.36	7.766	Normal
Safety & Security	0.19	3.14	2.712	Normal	0.25	3.25	5.208	Normal

Source: Computed from Primary Data

The results of the above Jarque-Bera (JB) normality test statistics as shown in Table 7.2 indicate that the data pertaining to the preference of shacks located on private and public properties in the State of Goa by the selected tourists was normally distributed since the JB test statistics results for all the variables are within the acceptable range of less than 9.21 at a significance level of 10 percent. Further, the critical table values for JB test statistics are 5.99 at a 5 percent significance level and 9.21 at a 10 percent level of significance. Also, for a normal distribution, the skewness should be zero and kurtosis should be 3 **(Jushan et al., 2005).** However, in the case of a large sample size (N > 200) skewness near to zero and kurtosis near to three are also acceptable for a normal distribution **(Jushan et al., 2005).** Accordingly, as seen in the above table the skewness for all the variables used in this part of the analysis is near to zero and the kurtosis also for all the variables is near to three. Therefore, the data used for this particular analysis is showing a normal distribution. Hence, a parametric test of the 'Paired sample t-test" was used to test the hypothesis $H0_4$ (b).

7.4.2 Analysis of the Tourists' Preferences for Shacks Located on Private and Public Properties in Goa

In Goa, beach shacks lie both on private as well as on public properties and the tourists are seen patronizing the shacks irrespective of its location. However, the preferences of the tourists for shacks depend upon the facilities offered by them. Therefore, to study the preferences of the tourists for shacks located on private and public properties in the State of Goa a 26 point scale has been designed and used. The reliability of the scale has been tested using Cronbach's alpha statistics. The Cronbach's alpha (reliability) was found to be 0.924 which is considered to be good and acceptable for further analysis. The statistical tool used in the analysis is the paired sample t-test.

The hypothesis that has been framed and tested in the analysis is:

$H0_4$ (b): Tourists preferences towards facilities offered do not differ significantly across the shacks located on private and public properties in Goa.

Table No. 7.3: Paired Sample t-test Results

Sr. No	Item	Public Property Shacks		Private Property Shacks		Paired Differences		Test Statistics
		Mean	SD	Mean	SD	Mean	SD	
1	Comfortable Accommodation	1.933	1.013	4.673	0.617	-2.740	1.283	t stat= -42.707 df = 399, p value = .000
2	Reasonable Price	4.270	0.911	4.145	1.080	0.125	0.892	t stat= 2.801 df = 399, p value =.005
3	Cleanliness and Hygienic	4.313	0.823	4.435	0.798	-0.123	0.685	t stat= -3.579 df = 399, p value = .000
4	Privacy	4.270	0.836	4.438	0.747	-0.168	0.671	t stat= -4.991 df = 399, p value = .000
5	Quality of Food	4.425	0.739	4.433	0.739	-0.008	0.677	t stat=-0.222 df = 399 p value =.825
6	Proximity to Beach	4.680	0.560	4.710	0.521	-0.030	0.570	t stat=-1.053 df = 399, p value = .293
7	Individual attention to the Tourists	4.353	0.745	4.458	0.685	-0.105	0.620	t stat=-3.385 df = 399 p value =.001
8	Entertainment Facility	3.843	0.916	4.033	0.888	-0.190	0.772	t stat=-4.925 df = 399, p value = .001
9	Spacious Premises	3.948	0.844	4.240	0.839	-0.293	0.818	t stat=-7.154 df = 399 p value = .000
10	Locker Facilities	3.843	1.063	4.225	1.062	-0.383	1.155	t stat=-6.622 df = 399, p value = .000
11	Mode of Payment	3.723	1.122	4.195	1.063	-0.473	1.182	t stat=-7.993 df = 399, p value = .000

Cont...

12	Beach Beds and Umbrella Facilities	4.638	0.606	4.653	0.598	-0.015	0.645	t stat=-0.465 df = 399, p value = .642
13	Safety & Security	4.305	0.754	4.428	0.756	-0.123	0.815	t stat=-3.006 df = 399, p value = .003

Source: Computed from Primary Data

In Table 7.3 it is observed that there is a statistically significant difference in the preferences of tourists about the facilities offered at shacks located on public and private properties in the State of Goa.

The preferences of tourists differ significantly with respect to the following facilities such as comfortable accommodation, reasonable price, cleanliness and hygiene, privacy, individual attention to the tourists, entertainment facility, spacious premises, locker facilities, mode of payment, and safety and security as the p-values for all these variables are found to be significant at a 5 percent level of significance ($p < 0.05$).

However, the tourist's preferences for shacks with regard to the following facilities such as quality of food, proximity to the beach, and beach beds and umbrella facilities do not differ significantly as its p-values are not significant at a 5 percent level of significance ($p > 0.05$).

Further, the mean values for the various facilities offered at shacks located on public and private properties in the State of Goa differ significantly as explained below:

1) Comfortable Accommodation

The mean values for the facility of providing comfortable accommodation at shacks located on private and public properties are 4.673 and 1.933 and both the mean values differ significantly since $p < 0.01$. This signifies that the beach shacks located on private properties provide comfortable accommodation to the tourists in the State of Goa.

2) Reasonable Price

The mean values for the facility of charging a reasonable price at shacks located on public and private properties are 4.270 and 4.145 and both the mean values differ

significantly since $p < 0.01$. This signifies that shacks located on public properties charge a reasonable price as compared to their counterparts located on private properties in the State of Goa.

3) Cleanliness and Hygiene

The mean values for the facility of maintaining cleanliness and hygiene at shacks located on private and public properties are 4.435 and 4.313, and both the mean values differ significantly since $p < 0.01$. This indicates that the shacks located on private properties are clean and hygienic as compared to the public property shacks.

4) Privacy

The mean values for the facility of providing privacy to the tourists at shacks located on private and public properties are 4.438 and 4.270 and both the values differ significantly since $p < 0.01$. This signifies that the tourists visiting shacks located on private properties enjoy privacy as compared to the public property shacks.

5) Quality of Food Served

The mean values for the facility of quality of food served at the shacks located on private and public properties are 4.433 and 4.425 and both the values do not differ significantly since $p > 0.05$. This indicates that shacks irrespective of its location serve quality food to the tourists in the State of Goa.

6) Proximity to Beach

The mean values for the facility of proximity to the beach for shacks located on private and public properties are 4.710 and 4.680 and both the values do not differ significantly since $p > 0.05$. This signifies that beach shacks in the State of Goa are located near to the beach irrespective of its location on private or public properties.

7) Individual Attention to the Tourists

The mean values for the facility of providing individual attention to the tourists at shacks located on private and public properties are 4.458 and 4.353 and both the values differ significantly since $p < 0.01$. This signifies that the shacks located on private properties are better off in providing individual attention to the tourists as compared to their counterparts located on public properties. Also, public property shacks are located near to

the beach, which is usually crowded, and hence it becomes difficult for them to provide individual attention to the tourists all the time.

8) Entertainment Facility

The mean values for the facility of providing entertainment to the tourists at the shacks located on private and public properties are 4.033 and 3.843 and both the values differ significantly since $p < 0.01$. This indicates that shacks located on private properties provide extra entertainment to the tourists as compared to the public property shacks.

9) Spacious Premises

The mean values for the facility of providing spacious premises to the tourists at the shacks located on private and public properties are $M = 4.240$ and $M = 3.948$ and both the values differ significantly since $p < 0.01$. This indicates that shacks located on private properties are more spacious as compared to the public property shacks.

10) Locker Facilities

The mean values for the facility of providing lockers to the tourists at the shacks located on private and public properties are 4.225 and 3.843 and both the values differ significantly since $p < 0.01$. This proves that shacks located on private properties provide locker facility to the tourists where they can keep their valuables while having a bath, sightseeing, shopping, and having meals in the restaurant, whereas, most of the shacks located on public properties do not provide such a facility to the tourists.

11) Mode of Payment

The mean values for the facility of the mode of payment at the shacks located on private and public properties are 4.195 and 3.723 and both the values differ significantly since $p < 0.01$. This means that shacks located on private properties accept payment from the tourists in cash as well as through debit/credit cards whereas, most of the shacks located on public properties operate only for a few months from November to March and due to that they mostly don't invest in the card swiping machines.

12) Beach Beds and Umbrella Facilities

The mean values for the facility of offering beach beds and umbrella to the tourists by shacks located on private and public properties in the State of Goa are 4.653 and 4.638

and both the values do not differ significantly since $p > 0.05$. This indicates that beach shacks irrespective of its location in the State of Goa offer beach beds and beach umbrella facilities to the tourists.

13) Safety and Security

The mean values for the facility of providing safety and security to the tourists at the shacks located on private and public properties in the State of Goa are 4.428 and 4.305 and both the values differ significantly since $p < 0.01$. This signifies that the tourists visiting shacks located on private properties feel safe and secure as they can hire a room at these shacks and lock their belongings while sunbathing, sea bathing, sightseeing and having food and drinks at the restaurant whereas, the public property shacks do not offer such a facility. Also, the public property shacks are located on the beach and it is very risky for the tourists to visit these shacks late during the night as there is no police patrol or security on the beach at such odd hours in the State of Goa.

The mean values indicate that higher the mean value, higher is the preference of the tourists, for the respective category of shacks based on the particular facility offered. Accordingly, tourists prefer public property shacks because they charge a reasonable price as its mean value is higher and also the p-value is significant at a 5 percent level of significance ($P < 0.05$).

However, tourists in the State of Goa prefer private property shacks because they provide comfortable accommodation, clean and hygienic, provide privacy, give individual attention to the tourists, provide entertainment facility, have spacious premises, provide locker facilities, accept payment through debit or credit cards, and for safety and security as the mean values for all these facilities is higher and also the p-values are significant at 5 percent level of significance ($p < 0.05$).

But, the preferences of the tourists with regard to shacks located on public and private properties in the State of Goa do not differ significantly based on the following facilities such as quality of food, proximity to the beach, and beach beds and umbrella facilities as the p-values for these variables are found to be insignificant at a 5 percent level of significance ($P > 0.05$).

However, the overall results of the paired sample t-test are significant at a significance level of 5 percent.

Hence, $H0_4$ (b): Tourists preferences towards facilities offered do not differ significantly across the shacks located on private and public properties in Goa is accepted with reference to the quality of food, proximity to the beach, and offer beach beds and umbrella facilities at a significant level of 5 percent.

However, $H0_4$ (b): Tourists preferences towards facilities offered do not differ significantly across the shacks located on private and public properties in Goa is rejected with reference to comfortable accommodation, reasonable price, cleanliness and hygiene, privacy, individual attention to the tourists, entertainment facility, spacious premises, locker facilities, mode of payment, and safety and security at a significant level of 5 percent.

7.5 Chapter Summary

The aim of this chapter is to analyze the tourists' preferences towards shacks located on private and public properties in the State of Goa. The analysis is divided into two parts. The first part deals with, the type of shack preferred by the tourists based on their type, age, occupation, qualification, number of days stay, number of times visited, and budget per person. It is observed that a majority of the respondents prefer private property shacks followed by both private as well as public property and finally the public property shacks in the State of Goa, based on the above demographics and travel characteristics.

The next part of the analysis deal with the tourists' preferences for shacks located on public and private properties in the State of Goa based on a 26 points scale. It is observed that the tourists prefer public property shacks because they charge a reasonable price whereas, tourists prefer private property shacks because they provide comfortable accommodation, cleanliness and hygiene, privacy, individual attention to tourists, entertainment facility, spacious premises, locker facilities, mode of payment, and safety and security.

7.6 References

1. **Jushan,** BAI. & Serena, NG. (2005). Tests for Skewness, Kurtosis, and Normality for Time Series Data. Journal of Business & Economics Statistics, 23(1), 49-60.

CHAPTER - VIII

ANALYSIS OF THE FACTORS CONTRIBUTING TO THE SATISFACTION OF TOURISTS TOWARDS GOAN BEACH SHACKS

8.1 Introduction

Customer satisfaction is the process of judging whether the products manufactured or the services rendered by the business have met the general expectations of their customers. Customer satisfaction is directly related to the quality of service provided **(Dominici et al., 2010, Mukhles, 2013, Renuka, 2012, Sabir et al., 2014, & Saleem et al., 2014).** Therefore, any improvement in the quality of the product produced or the service rendered will definitely improve the satisfaction levels of the customers.

A satisfied customer will not only visit the shack again but will also recommend it to his family, neighbours, friends, relatives, colleagues, and others who are in contact with him".

The present chapter deals with the factors or services that contribute to the satisfaction of the tourists towards Goan beach shacks. A 22 points scale was developed for the purpose. The content validity of the scale was tested based on Cronbach's alpha statistic. All the 22 items used in the study have a Cronbach's alpha of 0.939, signifying that the scale is reliable. The statistical tool used for the purpose is Exploratory Factor Analysis (EFA) for 50 percent of the sample including 100 foreign tourists. Using EFA, all the 22 items used in the scale were reduced into four factors or dimensions named as personalized services, leisure services, frill services, and convenience services. The Confirmatory Factor Analysis (CFA) is then used for the remaining 50 percent of the sample along with the Structural Equation Model to find out which of these factors significantly contribute to the satisfaction of tourists visiting beach shacks in the State of Goa.

8.2 Steps to Improve Customer Satisfaction

Customer satisfaction towards beach shacks in the State of Goa may perhaps be improved in the future. The study has identified six steps a shack owner has to take to enhance the satisfaction of his customers as follows:

1. **Interact Personally with the Customers**

Every shack owner must courteously interact with his customers every day so as to find out whether they are satisfied with the ambiance, quality of food and drinks served, price

and the general hospitality offered to them during their visit to the shack. Normally, a customer finds it easier to talk directly to the owner rather than expressing his feelings in writing or discussing them over the phone or through email.

2. Be Friendly and Approachable

It is important to greet the customers with a smile, guide them to a table and make them feel comfortable at the shack. Also, introduce them to the waiter who will serve them their requested meals and drinks and respond to their calls immediately.

3. Have a Well-Defined Customer Service Policy

Every shack must put in writing at the counter or at a prominent place in the shack as well as on the menu cards the maximum time they will take to serve their customers once their orders are placed and must always serve them within the specified time.

4. Attention to Detail

To make the customer feel important, wanted and valued, the shack owner must send birthday, anniversary and seasons wishes to their regular customers and must also inquire about their travel plans for the year. If possible, inform the regular customers about the new stuff being introduced at the shack during the present tourist season.

5. Going Out of the Way to Help Customers

This not only helps in improving the relationship with the customer but it also results in customer retention and even encourages repeat visits in the future.

6. Fulfill all the Promises Made

Every shack owner has to fulfill all the promises made by him to his customers because breaching promises will not only disappoint his customer but may even compel him to avoid visiting the same shack again in the future.

8.3 Hypotheses

To analyze the factors that contribute to the satisfaction of tourists visiting beach shacks in the State of Goa, the hypothesis that has been framed and tested is as follows:

$H0_5$: The services provided by shacks do not contribute significantly to the tourists' satisfaction.

8.4 Analysis of the Factors Contributing to Tourists' Satisfaction

The analyses of the factors contributing to the tourists' satisfaction are measured with the help of a 22 items scale. However, a normality test was first conducted for the data set used to measure the factors/services contributing to the satisfaction of tourists visiting beach shacks in the State of Goa and the results of the normality test are as follows:

8.4.1 Normality Test

A normality test was conducted for 22 items used on the scale for this part of the study. However, before conducting the normality test, all the outliers along with the odd observations have been omitted.

Table No. 8.1: Skewness and Kurtosis Normality Test Results

Variables	Skewness	Critical Ratio	Kurtosis	Critical Ratio
Tourist Satisfaction	-1.033	1.047	0.877	1.047
CS1 – Provide locker facility	-0.181	1.177	-0.892	1.177
CS2 – Accept payment using debit/credit cards	-0.398	1.208	-0.657	1.208
LS1 – Attractive ambience	-1.229	1.315	1.037	1.315
LS2 – Located near the beach	-1.505	1.543	0.800	1.543
LS3 – Serve quality food and drinks	-1.169	1.300	1.436	1.300
LS4 – Charge reasonable price	-0.933	1.147	0.551	1.147

Cont…

LS5 – Clean and hygienic	-0.797	1.586	0.060	1.586
LS6 – Provide beach beds and umbrellas	-1.459	0.095	1.401	0.095
FS1 – Can accommodate any family	-0.017	1.374	-0.794	1.374
FS2 – Celebrating birthday parties	-0.238	1.785	-0.651	1.785
FS3 – Provide free Wi-Fi facility	-1.000	1.344	0.178	1.344
FS4 – Free reservation facility for tourists	-0.400	1.402	-0.810	1.402
FS5 – Free changing room cum toilet facility	-0.919	1.658	0.508	1.658
FS6 – Variety of services under one roof	-0.510	1.323	-0.508	1.323
PS1 – Respect tourists privacy	-1.021	1.375	0.662	1.375
PS2 – Honesty of staff	-0.909	1.401	0.349	1.401
PS3 – Quick in solving problems	-0.839	1.392	0.248	1.392
PS4 – Provide personalized services	-0.769	1.828	0.105	1.828
PS5 – Prompt service	-1.043	1.939	1.160	1.939
PS6 – Friendly approach in serving tourists	-0.909	1.841	1.001	1.841
PS7 – Serve the menu items all the time	-0.800	1.141	0.051	1.141
PS8 – Offer variety in the menu	-0.875	1.559	0.358	1.458
Multivariate			147.53	18.53

Source: Computed from Primary Data

Table 8.1 indicates the result of the normality test conducted by using skewness and kurtosis to determine whether the data set used in this part of the analysis has a normal distribution. Normally, the value of either of the two, skewness and kurtosis, if not close

to zero then the data set is considered to be not normally distributed. Further, the acceptable limit for skewness and kurtosis values should be between -1 to 1 **(Joanes, and Gill, 1998)** and the critical ratio should be below 1.96.

It is observed in the above normality test table that either the skewness or kurtosis values for all the variables used are close to zero or near one. Also, the critical ratio for all the variables used is below the acceptable limit of < 1.96 (critical ratio < 1.96).

Therefore, it can be concluded that the data set used for this part of the study has a normal distribution and accordingly Exploratory Factor Analysis (EFA) has been used followed by a Structural Equation Model (SEM).

8.4.2 Analysis of the Services Provided by Beach Shacks to the Tourists

The services provided by beach shacks to the tourists are determined with the help of a 22 items scale. The content validity of the instrument is tested based on Cronbach's alpha statistic. The 22 items used in the study have a Cronbach's alpha of 0.939, signifying a very good fit. Exploratory Factor Analysis is then performed so as to reduce the dimensions of these factors.

The results of the Exploratory Factor Analysis are given below:

Table No. 8.2: Exploratory Factor Analysis

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1) Personalized Services (PS)		**10.297**	**46.806**	**46.806**
Respect tourists privacy	.792			
Honesty of staff	.774			
Quick in solving problems	.756			
Provide personalized services	.754			
Prompt service	.752			
Friendly approach in serving tourists	.713			

Cont…

Serve the menu items at all time	.676			
Offer variety in the menu	.518			
2) Leisure Services (LS)		**1.821**	**8.275**	**55.081**
Attractive ambience	.828			
Located near the beach	.727			
Serve quality food and drinks	.706			
Charge reasonable price	.631			
Clean and hygienic	.579			
Provide beach beds and umbrellas	.561			
3) Frill services (FS)		**1.244**	**5.654**	**60.735**
Can accommodate any family	.698			
Celebrating birthday parties	.689			
Provide free Wi-Fi facilities	.640			
Free reservation facility for tourists	.607			
Free changing room cum toilet facility	.542			
Variety of services under one roof	.511			
4) Convenience Services (CS)		**1.235**	**5.614**	**66.349**
Provide locker facility	.802			
Accept payment using debit/credit cards	.756			

Source: Computed from Primary Data

The dimension reduction with the help of Exploratory Factor Analysis, using 50 percent of the sample including 100 foreign tourists, as per Table 8.2 has resulted in four dimensions of the services. These are named as Personalized Services (PS), Leisure Services (LS), Frill Services (FS), and Convenience Services (CS).

The personalized services factor explains about 46.806 percent of the variance, leisure services factor elucidate 8.275 percent, frill services factor illustrate 5.654 percent and the convenience services factor discloses about 5.614 percent of the variance respectively. Further, all these four factors namely PS, LS, FS, and CS altogether explain about 66.349 percent of the variance.

Also, the factor loadings for all the variables loaded under the four factors namely PS, LS, FS, and CS is found to be greater than 0.50 which is necessary for Structural Equation Modeling **(Fornell and Larcker., 1981).**

The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.917; the chi-square value is 2882.225, DF 231 and the p-value < 0.001.

The services provided by beach shacks to the tourists were further tested by using Structural Equation Modeling for the next 50 percent of the sample including100 foreign tourists. But, before that, a Multicollinearity test was performed for the four factors.

8.4.3 Multicollinearity Test

A Multicollinearity test was performed to find out if the data set used in the SEM model is showing high intercorrelations among the predictor variables.

Table No. 8.3: Variance Inflation Factor (VIF)

Particulars	Tolerance level	VIF
PS – Personalized Services	0.22	3.67
LS – Leisure Services	0.28	3.57
FS – Frill Services	0.26	3.84
CS – Convenience Services	0.38	2.60

Source: Computed from Primary Data

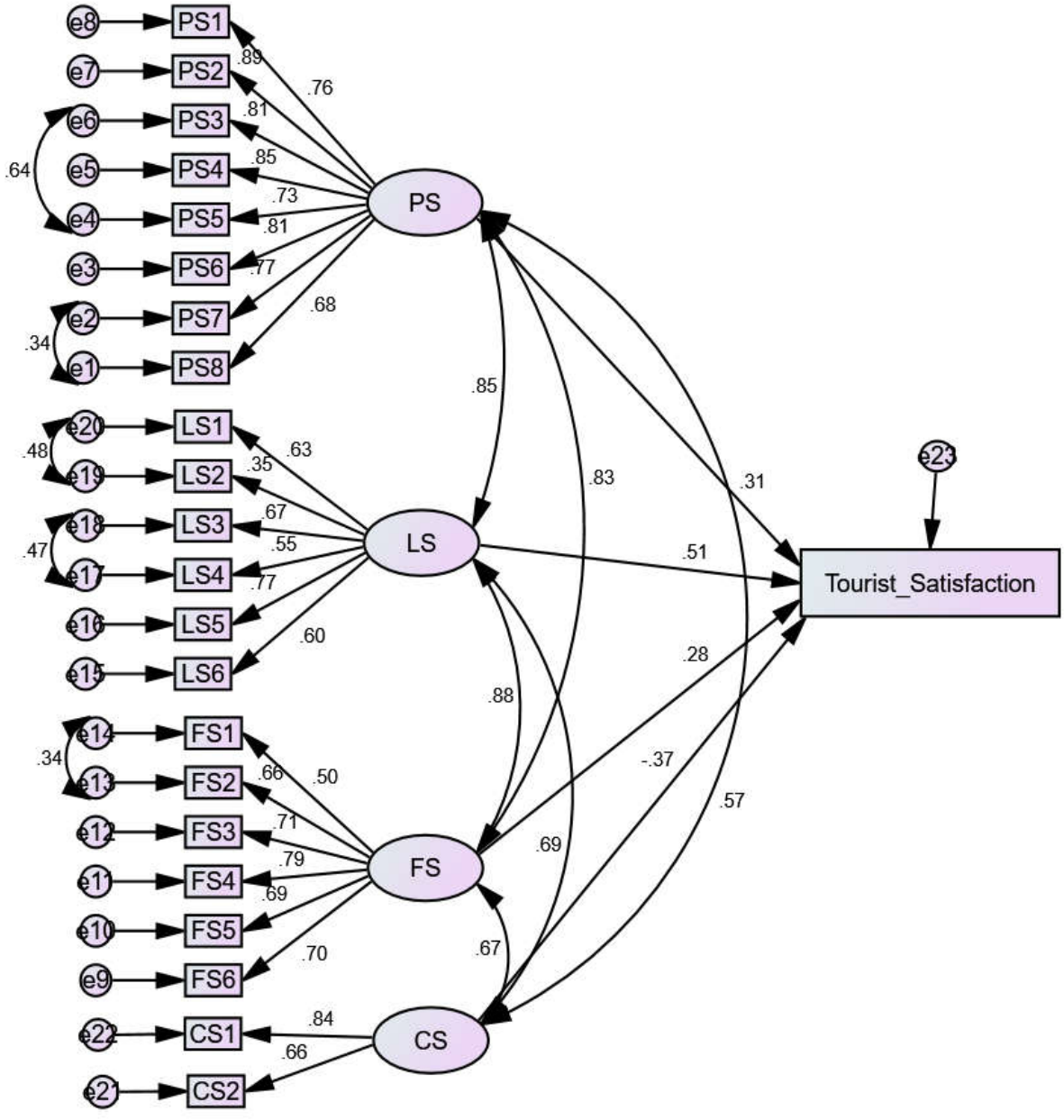
According to **Hair et al., 1995,** there is Multicollinearity when the VIF value exceeds 4.0. **Ringle et al., 2015,** has indicated that the maximum acceptable level of VIF is below 5.

In Table 8.3 it is observed that the value of all four VIF's (PS 3.67, LS 3.57, FS 3.84, and CS 2.60) are less than 4.0 indicating that in the proposed model all predictor (independent) variables are not correlated. This indicates that in the proposed model there is an absence of Multicollinearity.

8.4.4 Structural Equation Model

The relationship of the above services, specifically personalized services, leisure services, frill services, and convenience services, to the satisfaction of the tourists visiting beach shacks in the State of Goa, has been analyzed below by preparing a Structural Equation Model (SEM).

Figure No. 8.1: Structural Equation Model (SEM) Analyzing the Relationship of Services Provided by Beach Shacks and its Contribution towards Tourist Satisfaction



Source: Drawn from Primary Data

PS- Personalized services, PS1- Respect tourists privacy, **PS2-** Honesty of staff, **PS3-** Quick in solving problems, **PS4-** Provide personalized services, **PS5-** Prompt service, **PS6-** Friendly approach in serving tourists, **PS7-** Serve the menu items all the time, **PS8-** Offer variety in the menu, **LS- Leisure services, LS1-** Attractive ambience, **LS2-** Located near the beach, **LS3-** Serve quality food and drinks, **LS4-** Charge reasonable price, **LS5-** Clean and hygienic, **LS6-** Provide beach beds and umbrellas, **FS- Frill Services, FS1-** Can accommodate any family, **FS2-** Celebrating birthday parties, **FS3-** Provide free Wi-Fi facilities, **FS4-** Free reservation facility for tourists, **FS5-** Free changing room cum toilet facility, **FS6-** Variety of services under one roof, **CS- Convenience Services, CS1-** Provide locker facility, **CS2-** Accept payments using debit/credit cards.

8.4.5 Model Fit Summary - Analyzing the Relationship between Services Provided by Beach Shacks and Tourist Satisfaction

The model fit summary of SEM results with respect to the services provided by beach shacks to the tourists and the goodness-of-fit indices for the structural model are given below in Table 8.4 and Table 8.5 respectively.

Table No. 8.4: Model Fit Summary with Regards to the Services Provided by Beach Shacks and Tourist Satisfaction

X^2 (Chi-Square)	DF	P-value	Normed X^2 (X^2/DF)	GFI	AGFI	RMR	NFI	RFI	IFI	TLI	CFI	RMSEA
447.527	216	0.000	1.979	0.847	0.805	0.042	0.863	0.840	0.927	0.914	0.927	0.070

Source: Computed from Primary Data

Table No. 8.5: The Goodness-of-Fit Indices for Structural Model (Hooper et al., 2008, & Hu and Bentler., 1999)

The Goodness of Fit Indices	Accepted Value	Model Value
Absolute Fit Measures		
X^2 (Chi-Square)	A low X^2 is better	447.527
D.F – Degree of Freedom	**----**	216
P-value	< 0.05	0.000
Normed X^2 (Chi-Square) $[X^2/df]$	< 3	**1.979**
GFI – Goodness of Fit Index	> 0.90	0.847
RMSEA – Root Mean Square Error of Approximation	< 0.08	0.070
RMR – Root Mean Square Residuals	< 0.05	0.042
Incremental Fit Measures		
AGFI – Adjusted Goodness of Fit Index	> 0.80	**0.805**
NFI – Normed Fit Index	≥ 0.95	0.863
CFI – Comparative Fit Index	> 0.90	**0.927**
IFI – Incremental Fit Index	> 0.90	**0.927**
RFI – Relative Fit Index	> 0.90	0.840
TLI – Trucker Lewis Index	> 0.95	0.914
(Any three values out of the six Incremental Fit Measures should be good)		
Parsimony Fit Measures		
PCFI – Parsimony Comparative of Fit Index	> 0.50	**0.789**
PNFI – Parsimony Normed Fit Index	> 0.50	**0.735**

Source: Computed from Primary Data

The purpose of the SEM model is to study the tourist satisfaction at the shacks in the State of Goa and how it is influenced by the latten variables such as PS – Personalized Services, LS – Leisure Services, FS – Frill Services and CS – Convenience Services.

The Parsimonious fit indices such as PCFI 0.789, and PNFI 0.735 have shown a good model fit. The minimum value of the Parsimony Comparative of Fit Index should be >

0.50 for a good model fit **(Mulaik, 1989).** In the above model, a PCFI value of 0.789 indicates a good model fit.

The absolute fit measures like Normed X^2 1.979, GFI 0.847, RMSEA 0.070, and RMR 0.042 have also shown a good fit. Further, the incremental fit measures like AGFI 0.805, NFI 0.863, CFI 0.927, IFI 0.927, RFI 0.840, and TLI 0.914, have shown an acceptable fit of the proposed SEM model.

In fact, among the following six incremental fit measures like AGFI, NFI, CFI, IFI, RFI, and TLI any three values have to be significant for a good model fit. Therefore, in the above model three of the six values such as AGFI 0.805 (accepted value > 0.80), CFI 0.927 (accepted value > 0.90), and IFI 0.927 (accepted value > 0.90) are showing better than the accepted values. Also, the values of NFI, RFI, and TLI are each > 0.80. Therefore, it can be concluded that the model has an acceptable fit as recommended by **Hooper et al., 2008, & Hu and Bentler, 1999**.

Further, the chi-square value was found to be 447.527 with 216 degrees of freedom which is higher than the critical value of 251.286 at a significant level of 5 percent ($p < 0.05$). The P-value is significant at 5 percent level of significance ($P < 0.001$).

Hence, $H0_5$: The services provided by shacks do not contribute significantly to the tourists' satisfaction is rejected. This indicates that the services provided by shacks significantly contribute to the satisfaction of the tourists'.

8.4.6 Summary of Factor Loadings, AVR, and CR of the CFA Model

The summary of factor loadings, average variance extracted, and composite reliability of the confirmatory factor analysis model analyzing the parameters of tourists' satisfaction towards beach shacks in the State of Goa is given below:

Table No. 8.6: Summary of Factor Loadings, AVE and CR of CFA Model analyzing the Parameters of Tourists' Satisfaction towards Beach Shacks

Construct	Variables	Factor Loadings (> 0.50)	Average Variance Extracted (AVE) (> 0.50)	Composite Reliability (CR) (> 0.60)
Personalized Services	**PS1** – Respect tourists privacy	0.765	0.62	0.93
	PS2 – Honesty of staff	0.887		
	PS3 – Quick in solving problems	0.810		
	PS4 - Provide personalized services	0.854		
	PS5 – Prompt service	0.730		
	PS6- Friendly approach in serving tourists	0.808		
	PS7- Serve the menu items all the time	0.771		
	PS8- Offer variety in the menu	0.677		
Leisure Services	**LS1**- Attractive ambience	0.629	0.60	0.77
	LS2- Located near the beach	0.530		
	LS3- Serve quality food and drinks	0.666		
	LS4- Charge reasonable price	0.546		
	LS5- Clean and Hygienic	0.774		
	LS6- Provide beach beds & umbrellas	0.605		

Cont...

Frill Services	**FS1**- Can accommodate any family	0.504	0.67	0.83
	FS2- Celebrating birthday parties	0.656		
	FS3- Provide free Wi-Fi facilities	0.712		
	FS4- Free reservation facility for tourists	0.787		
	FS5- Free changing room cum toilet facility	0.688		
	FS6- Variety of services under one roof	0.695		
Convenience Services	**CS1**-- Provide locker facility	0.841	0.75	0.72
	CS2- Accept payments using debit / credit cards	0.657		

Source: Computed from Primary Data

The factor loading for each variable should be above 0.50 **(Hair et al., 2010).** In Table 8.6 it is observed that all the twenty-two variables used in the SEM model have a factor loading of above 0.50.

The average variance extracted for each construct should be above 0.50 **(Fornell, and Larcker, 1981)**. As observed in the above table, the average variance extracted for each of the four constructs namely Personalized Services (0.62), Leisure Services (0.60), Frill Services (0.67), and Convenience Services (0.75), is above the minimum acceptable threshold limit of 0.50.

The composite reliability for each construct should be above 0.60 **(Fornell, and Larker, 1981).** The composite reliability obtained for each of the above four constructs namely Personalized Services (0.93), Leisure Services (0.77), Frill Services (0.83), and Convenience Services (0.72), is above the minimum acceptable limit of 0.60. Therefore, the above model accomplishes all the above three basic requirements.

8.4.7 Regression Weights and Correlations

The regression weights and the correlations of latent variables with tourist satisfaction along with the unstandardized estimate, its standard error, the critical ratio and the probability values are given below:

Table No. 8.7: Regression Weights and Correlations With Regards to the Services Provided by Beach Shacks and Tourist Satisfaction

Variable	Path	Variable	Estimate β	S.E.	C.R.	P
Tourist Satisfaction	<---	PS	0.414	0.184	2.250	**0.024**
Tourist Satisfaction	<---	LS	0.887	0.395	2.246	**0.025**
Tourist Satisfaction	<---	FS	0.471	0.296	1.591	0.112
Tourist Satisfaction	<---	CS	0.354	0.098	3.612	***
Correlation Study						
Variable	Path	Variable	Estimate β	S.E.	C.R.	P
PS	<-->	LS	0.195	0.032	6.094	***
FS	<-->	LS	0.159	0.031	5.129	***
FS	<-->	CS	0.222	0.049	4.531	***
LS	<-->	CS	0.224	0.045	4.978	***
PS	<-->	FS	0.192	0.037	5.189	***
PS	<-->	CS	0.239	0.050	4.780	***

Source: Computed from Primary Data (* means significant at 1 percent)**

Table 8.7 shows the Unstandardized Estimate (Estimate or β coefficient), it's Standard Error (SE), the Critical Ratio (CR) which is obtained by dividing the estimate by standard error and the probability value (p-value).

It is observed in the above table that Tourist Satisfaction and Personalized Services (PS) have a β coefficient of 0.414 and p-value = 0.024 which is significant at the 5 percent significance level, indicating that Personalized Services (PS) significantly influence tourist satisfaction.

Tourist satisfaction and Leisure Services (LS) have a β coefficient of 0.887 and p-value = 0.025 which is significant at the 5 percent significance level, signifying that Leisure Services (LS) significantly influence tourist satisfaction.

Tourist satisfaction and Frill Services (FS) have a β coefficient of 0.471 and p-value = 0.112 which is not significant at the 5 percent significance level, stipulating that Frill Services (FS) does not significantly influence tourists satisfaction.

Tourist satisfaction and Convenience Services (CS) have a β coefficient of 0.354 and p-value = 0.000 which is significant at the 5 percent significance level, indicating that Convenience Services (CS) significantly influence tourist satisfaction.

The correlation table indicates that Leisure Services (LS) and Personalized Services (PS) have a β coefficient of 0.195 and p-value = .000 which is significant at the 5 percent level of significance. This indicates that there is a significant correlation between LS and PS.

Leisure Services (LS) and Frill Services (FS) as per the above correlation table have a β coefficient of 0.159 and p-value = .000 which is significant at the 5 percent level of significance. This means that there is a significant correlation between LS and FS.

The correlation table indicates that Convenience Services (CS) and Frill Services (FS) have a β coefficient of 0.222 and p-value = .000 which is significant at the 5 percent level of significance. This suggests that there is a significant correlation between CS and FS.

Convenience Services (CS) and Leisure Services (LS) as per the above correlation table have a β coefficient of 0.224 and p-value = .000 which is significant at the 5 percent level of significance. This signifies that there is a significant correlation between CS and LS.

The correlation table signifies that Frill Services (FS) and Personalized Services (PS) have a β coefficient of 0.192 and p-value = .000 which is significant at the 5 percent level of significance. This specifies that there is a significant correlation between FS and PS.

Convenience Services (CS) and Personalized Services (PS) as per the above correlation table have a β coefficient of 0.239 and p-value = .000 which is significant at the 5 percent level of significance. This indicates that there is a significant correlation between CS and PS.

Finally, it can be concluded that there is a significant correlation between Leisure Services (LS), Personalized Services (PS), Frill Services (FS), and Convenience Services (CS) as the p-values of all the six possible pairs (PS – LS, FS – LS, FS – CS, LS – CS, PS – FS, and PS – CS) are significant at a 5 percent level of significance ($p < 0.001$).

8.4.8 Explanation of SEM Variables With Regards to the Services Provided by Beach Shacks and Tourist Satisfaction

The variables used in the SEM model are theoretically explained along with the actual findings as given below:

8.4.8.1 Chi-square (X^2) Test

A chi-square test is a goodness of fit test used to determine the relationship between the observed values of the variables and the expected values of the variables. A low chi-square value indicates a good model fit **(Barrett, 2007).** However, when the sample size is over 200 ($N > 200$), it is difficult to get a non-significant chi-square value **(Newsom, 2018).** In the above model, the chi-square value was found to be 447.527 with 216 degrees of freedom which is higher than the critical value of 251.286 at a significant level of 5 percent ($p < 0.05$).

8.4.8.2 Normed Chi-square (X^2/DF)

The Normed chi-square value should be $[X^2/df]$ **< 3** for a good model fit **(Hu and Bentler., 1999 and Hooper et al., 2008).** In the above model, the Normed chi-square value of **1.979** indicates a good model fit.

8.4.8.3 The Goodness-of-Fit Statistic (GFI)

The Goodness-of-fit statistic ranges from 0 to 1. A GFI value of **> 0.90** is recommended as a cut-off point for a good model fit **(Hu and Bentler., 1999 and Hooper et al., 2008).** But, the GFI value obtained in the model is **0.847** which is close to 0.90 signifying a reasonably fine model fit.

8.4.8.4 Adjusted Goodness of Fit Index (AGFI)

As a rule of thumb, the Adjusted Goodness of Fit Index should be **> 0.80** for a good model fit **(Hu and Bentler., 1999 and Hooper et al., 2008).** The actual AGFI value obtained in the model is **0.805** indicating a good model fit.

8.4.8.5 Root Mean Square Residual (RMR)

The Root Mean Square Residual values of **below 0.05** are considered to be adequate **(Hu and Bentler., 1999 and Hooper et al., 2008).** The RMR value of **0.042** in the above model indicates a good model fit.

8.4.8.6 Root Mean Square Error of Approximation (RMSEA)

The Root Mean Square Error of Approximation values should be **< 0.80** for a good model fit **(MacCallum, 1996).** The RMSEA value obtained in the model is **0.070** signifying a good model fit.

8.4.8.7 Comparative Fit Index (CFI)

The cut-off values for the Comparative Fit Index should be **> 0.90 (Hu and Bentler., 1999).** In the above model, a CFI value of **0.927** indicates a good model fit.

8.4.8.8 Incremental Fit Index (IFI)

The minimum value of the Incremental Fit Index should be **> 0.90** for a good model fit **(Hu and Bentler., 1999 and Hooper et al., 2008).** The actual IFI value of **0.927** in the model indicates a good model fit.

8.4.8.9 Normed Fit Index (NFI)

The minimum value of the Normed Fit Index should be **≥ 0.95** for a good model fit **(Hu and Bentler., 1999).** In the above model, the NFI value of **0.863** shows a reasonably fine model fit.

8.4.8.10 Relative Fit Index (RFI)

The minimum value of the Relative Fit Index should be **> 0.90** for a good model fit **(Hu and Bentler., 1999 and Hooper et al., 2008).** The above model-fit summary shows an RFI value of **0.840** which indicates a reasonably acceptable model fit.

8.4.8.11 Parsimony Comparative of Fit Index (PCFI)

The minimum value of the Parsimony Comparative of Fit Index should be **> 0.50** for a good model fit **(Mulaik, 1989).** In the present model, a PCFI value of **0.789** indicates a good model fit.

8.4.8.12 Parsimony Normed Fit Index (PNFI)

The minimum value of the Parsimony Normed Fit Index should be **> 0.50** for a good model fit **(Mulaik, 1989).** The actual PNFI value of **0.735** in the model indicates a good model fit.

8.5 Chapter Summary

The aim of the chapter is to analyze the factors that contribute to the satisfaction of tourists towards Goan beach shacks. A 22 points scale was specially designed for the purpose. The statistical tools used were Exploratory Factor Analysis (EFA) followed by the Confirmatory Factor Analysis (CFA). EFA was used for 50 percent of the sample, including 100 foreign tourists, to reduce the dimensions of the factors used in the scale. CFA was then used for the remaining 50 percent of the sample along with the Structural Equation Model (SEM).

It is observed that the Personalized Services, Leisure Services, and Convenience Services significantly contribute to the satisfaction of the tourists visiting beach shacks in the State of Goa. However, the Frill Services do not contribute significantly to the satisfaction of the tourists as its p-value is not significant at a significance level of 5 percent. Further, the model fit indices like Normed X^2 1.979, RMSEA 0.070, RMR 0.042, PCFI 0.789, PNFI 0.735, CFI 0.927, IFI 0.927, and AGFI 0.805 are all showing an acceptable fit. Also, the p-value is significant at a 5 percent level of significance resulting in rejecting the hypothesis $H0_5$. It also means that the services provided by beach shacks to the tourists in the State of Goa significantly contribute to their satisfaction.

8.6 References

1. **Dominici**, Gandolfo. & Guzzo, Rosa. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily. International Journal of Marketing Studies, 2(2), 3-12.
2. **Mukhles**, Al-Ababneh. (2013). Service Quality and its Impact on Tourist Satisfaction. Interdisciplinary Journal of Contemporary Research in Business, 4(12), 164-177.
3. **Renuka**, R. (2012). A Study on the Services of Hotel Industry in Thanjavur District. Ph.D. Thesis in Commerce submitted to Bharathidasan University, Tiruchirapalli, Tamil Nadu.
4. **Sabir**, Raja, Irfan. Ghafoor, Osama. Hafeez, Iqra. Akhtar, Naeem. & Rehman, UR, Asad. (2014). Factors Affecting Customers Satisfaction in Restaurants Industry in Pakistan. International Review of Management and Business Research, 3(2), 869-876.
5. **Hair**, J., F. Black, W., C. Rabin, B., J. & Anderson, R., E. (2010). Multivariate data analysis. 7th ed. Englewood Cliffs, NJ: Prentice Hall.
6. **Fornell**, Claes. & Larcker, David, F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1), 39-50.
7. **Hair**, J., F. Jr., Anderson, R., E. Tatham, R., L. & Black, W., C. (1995). Multivariate Data Analysis. (3rd ed). New York: Macmillan.
8. **Ringle**, Christian, M. Wende, Sven. & Becker, Jan-Michael. (2015). SmartPLS 3. Bõnningstedt:SmartPLS. Retrieved June 1, 2019, from: http://www.smartpls.com.
9. **Saleem**, Hamad. & Raja, Naintara, Sarfraz. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. IOSR Journal of Business and Management, 16(1), 117-122.
10. **Joanes**, D., N. and C., A., Gill. (1998). Comparing Measures of Sample Skewness and Kurtosis. The Statistician, 47(1), 183-189.
11. **Mulaik**, S., A. (1989). Evaluation of Goodness-of-fit Indices for Structural Equation Models. Psychological Bulletin, 105(3), 430-435.

12. **Barrett**, P. (2007). Structural Equation Modelling: Adjudging Model Fit. Personality and Individual Differences, 42(5), 815-824.
13. **Newsom**, J. (2018). Structural Equation Modelling. Spring. Psy. 523-623. Retrieved November 12, 2018, from web.pdx.edu/˜newsomj/semclass/ho_fit.pdf
14. **Hu**, L., T. & Bentler, P., M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. Structure Equation Modeling, 6(1), 1-55.
15. **Hooper**, D. Coughlan, J. & Mullen, M., R. (2008). Structural Equation Modelling: Guidelines for Determining Model Fit. The Electronic Journal of Business Research Methods, 6(1), 53-60.
16. **MacCallum**, R., C. (1996). Power Analysis and Determination of Sample Size for Covariance Structure Modeling. Psychological Methods, 1(2), 130-149.

CHAPTER – IX

FINDINGS, CONCLUSIONS

AND

SUGGESTIONS

9.1 Introduction

Goa with its vast and beautiful coastline attracts millions of tourists all throughout the year. However, most of the tourists visit the State only during the tourist season which extends from the month of September to May. Tourists visit the state to experience the world-famous churches, beautiful temples, plantations, lakes, museums, dams, casinos, cuisines, and shacks **(D'Silva et al., 1998).**

A large number of tourists, both domestic as well as international also prefer to visit the state to experience the hospitable nature of the local people. In order to cater to the taste buds of the tourists, there are many hotels and restaurants in the State of Goa **(Sukthankar, 2011 & 2013).** However, they are all located away from the beaches thereby giving an opportunity to the local people living in the coastal areas of the state to erect temporary structures close to the beach serving food and refreshments. These structures popularly known as beach shacks are erected during the tourist season every year with permission from the Department of Tourism, Government of Goa.

The state also offers various kinds of accommodation to the tourists depending upon their budgets. During the peak tourist season, however, which stretches from the month of November to February, tourists don't get decent accommodation in Goa **(Sathish et al., 2016).** Therefore, to satisfy the accommodation needs of the tourists during the peak tourist season, shacks located on private properties are allowed to provide temporary accommodation to the tourists in close proximity to the beach at some specified places in the State of Goa.

Shacks make a significant contribution to the economy of the state. They provide employment to the locals and give them entrepreneurial opportunities. They also contribute to the government exchequer in the form of taxes every year. It is in this context the present research is undertaken to find out the socio-economic contribution of beach shacks to the selected stakeholders in Goa. The stakeholders considered in the study are shack owners, tourists, the local community, and the

State Government. The present study is also focused on identifying the stage at which Goan beach shacks lie on the 'Destination Life Cycle'.

9.2 Findings of the Study

The findings of the study are presented herewith in line with the objectives.

9.2.1 Findings of Objective 1: To Analyze the Socio-Economic Contribution of Beach Shacks to the Selected Stakeholders in Goa

- The findings signify that the economic benefits of shacks to the shack owners in the State of Goa are classified into financial stability, asset creation, and employment. Using Multiple Regression Analysis, it is observed that all these economic benefits significantly contribute to the economic status of the shack owners as their p-values are found to be significant at a 5 percent level of significance ($p < 0.05$). It is further realized that financial stability contributes more to the economic status of shack owners. (Please see Chapter 4, Table 4.3 and 4.4).

- The economic problems of shacks to the shack owners in the State of Goa are classified into higher outflows and government restrictions. By means of Multiple Regression Analysis, it is observed that both these economic problems affect the economic status of the shack owners in the State of Goa as the p-values of the two variables are found to be significant at a 5 percent significance level ($p < 0.05$). In fact, the economic problems have an inverse relationship with the economic status of the shack owners indicating that higher the economic problems, lower will be the economic status of the shack owners in the State of Goa. (Please see Chapter 4, Table 4.5 and 4.6).

- The social benefits of shacks to the shack owners in the State of Goa are categorized into improvement in lifestyle and comfort and convenience. Further, it is observed that both these social benefits significantly contribute to the social status of the shack owners in the State of Goa as the p-values of the two variables

are found to be significant at a 5 percent significance level ($p < 0.05$) using Multiple Regression analysis. However, the improvement in lifestyle contributes more towards the social benefits of shacks to the shack owners. (Please see Chapter 4, Table 4.7 and 4.8).

- The social problems that affect the social status of the shack owners in the State of Goa are external interference and negative publicity as the p-values of these variables are found to be significant at a 5 percent level of significance ($p < 0.05$) using Multiple Regression Analysis. Further, the social problems are inversely related to the social status of the shack owners indicating that higher the social problems, lower will be the social status of the shack owners in the State of Goa. (Please see Chapter 4, Table 4.9 and 4.10).

- It is observed in the study that the profits of the shack owners in the State of Goa increase due to the economic benefits of shacks namely financial stability and asset creation as the p-values of the variables are found to be significant at a 5 percent level of significance ($p < 0.05$) using Multiple Regression Analysis. However, the profit of the shack owners doesn't increase due to an increase in employment at the shacks as its p-value is not significant at the cut-off level of 5 percent. In fact, employment has a negative relationship with the profit earned by the shack owners signifying that higher the employment at the shacks, the lower will be the profit of the shack owners in the State of Goa. (Please see Chapter 4, Table 4.11).

- The findings signify that value for money and convenience are the factors that influence tourists towards the shacks in the State of Goa contributing towards economic benefits to tourists as the p-values of the two variables are found to be significant at a 5 percent significance level $p < 0.05$). Further, the value for money factor contributes more towards economic benefits to tourists. (Please see Chapter 4, Table 4.14).

- The factors that cause economic problems to the tourists visiting shacks in the State of Goa are inadequate facilities and dishonesty (with money matters) as the p-values of the two factors are found to be significant at the 5 percent level of significance ($p < 0.05$) using Multiple Regression Analysis. The inadequate facilities factor contributes more towards economic problems to tourists. (Please see Chapter 4, Table 4.16).

- Leisure and local culture are the two factors that influence tourists towards the shacks in the State of Goa contributing towards social benefits to tourists as the p-values of the variables are found to be significant at a 5 percent level of significance ($p < 0.05$). However, the leisure factor contributes more towards social benefits to tourists. (Please see Chapter 4, Table 4.18).

- The factors that cause social problems to the tourists visiting shacks in the State of Goa are illegalities and the improper system of functioning as their p-values are found to be significant at the 5 percent significance level ($p < 0.05$). However, the improper system of functioning contributes more towards the social problems to tourists. (Please see Chapter 4, Table 4.20).

- The findings signify that the economic benefits of shacks such as monetary benefits and local patronage significantly contribute to the relevance of beach shacks to the local community in the State of Goa as their p-values are found to be significant at a 5 percent level ($p < 0.05$). The monetary benefits contribute more towards the relevance of beach shacks to the local community in the State of Goa. (Please see Chapter 4, Table 4.23).

- The economic problems of shacks that have an effect on the relevance of beach shacks to the local community in the State of Goa are categorized into the high cost of living and economic leakage as their p-values are found to be significant at a 5 percent level ($p < 0.05$). Further, the economic problems are inversely related to the relevance of beach shacks to the local community indicating that higher the

economic problems, lower will be the relevance of beach shacks to the local community in the State of Goa. (Please see Chapter 4, Table 4.25).

- The social benefits of shacks such as the creation of infrastructure have a statistically significant relationship with the relevance of beach shacks to the local community in the State of Goa as its p-value is found to be significant at a 5 percent significance level $p < 0.05$). However, cultural protection as a social benefit of shacks does not contribute significantly to the relevance of beach shacks to the local community, as its p-value is not significant at a 5 percent level ($p > 0.05$). (Please see Chapter 4, Table 4.27).

- The social problems faced by the local community due to shacks in the State of Goa are classified into migration and promotion of crime and they have a statistically significant relationship with the relevance of beach shacks to the local community in Goa as its p-values are found to be significant at a 5 percent level ($p < 0.05$). However, migration and promotion of crime are inversely related to the relevance of beach shacks indicating that higher the social problems, lower will be the relevance of beach shacks to the local community in the State of Goa. (Please see Chapter 4, Table 4.29).

- The shacks located on public properties have made a significant and positive economic contribution to the State Government revenues over the selected period from 2012-13 to 2016-17 as its revenue during the above period has gone up by 49.28 percent. (Please see Chapter 4, Table 4.30).

- Among the various sources of revenue collected by the Tourism Department from shacks located on public properties during the study period from 2012-13 to 2016-17, the contribution from license fees is the highest at 48.52 percent, whereas, the contribution of the commercial tax department to the total revenue collected by all the other government departments associated with the shack business in the State

of Goa is the highest at 22.50 percent during the above period. (Please see Chapter 4, Table 4.31).

- The number of shacks erected on public properties in Goa during the selected five years period from 2012-13 to 2016-17 has gone up by 10.64 percent. But, the revenue collected by the Tourism Department from shacks has gone up by 49.28 percent and by all the other selected government departments associated with shacks by 70.24 percent during the above period. This indicates that shacks make a significant contribution to the revenues earned by other government departments depending on the shack business in the State of Goa. (Please see Chapter 4, Table 4.32).

- The private property shacks have made a significant economic contribution to the State Government revenues over the selected five years period from 2012-13 to 2016-17. However, their numbers have gone down substantially by 60.49 percent during the above period due to an order from the Coastal Regulation Zone which refused to sanction shacks in Goa located on private properties, during the period from 2015-16 and 2016-17. This has resulted in a 61.41 percent decrease in the revenues collected by the State Government from such shacks during the above period. (Please see Chapter 4, Table 4.33).

- The major source of revenue to the Tourism Department from private property shacks during the period from 2012-13 to 2016-17 is the license fees contributing 20.88 percent. Among the other selected government departments depending on such shacks, the Panchayats and Municipalities have earned the highest revenues in the form of fees at 23.74 percent followed by the excise department at 21.58 percent during the study period. (Please see Chapter 4, Table 4.34).

- It is observed that there has been a decline in the total revenues collected by the tourism department from private property shacks by 100 percent during the period from 2012-13 to 2016-17 and by all the other selected government departments

connected to the private property shacks in the State of Goa by 29.29 percent. This is due to an order from the Coastal Regulation Zone not allowing shacks in Goa in private properties during the years 2015-16 and 2016-17. (Please see Chapter 4, Table 4.35).

- Beach shacks in the State of Goa have contributed 38.53 percent to the total revenue earned by the Department of Tourism over the period from 2012-13 to 2016-17. (Please see Chapter 4, Table 4.36).

- The total revenue earned by the Department of Tourism during the period from 2012-13 to 2016-17 has gone up by 12.58 percent and its revenue from shacks alone has increased by 11.06 percent during the above period signifying the importance of shack business to the Department of Tourism in the State of Goa. (Please see Chapter 4, Table 4.36).

9.2.2 Findings of Objective 2: To Identify the Stage at which the Goan Beach Shacks Lie in the Destination Life Cycle

- The findings suggest that a majority of 77.9 percent and 71 percent respectively of the selected shacks in South and North Goa during the period of study lie in the Development Stage based on the average number of tourists that visit a shack per day. Further, 4.2 percent and 18.1 percent of the shacks in South and North Goa lie in the Involvement Stage, 1.1 percent and 1.9 percent of the shacks in South and North Goa lie in the Consolidation Stage and 16.8 percent and 9 percent of the shacks in South and North Goa lie in the Stagnation Stage of the Destination Life Cycle (DLC) based on this parameter. (Please see Chapter 5, Table 5.1).

- As per the average number of tourists that visit a shack per day a majority of 73.6 percent of the selected shacks in the State of Goa during the study period lie in the Development Stage, 12.8 percent lies in the Involvement Stage, 1.6 percent lies in

the Consolidation Stage, and the remaining 12 percent of the shacks lie in the Stagnation Stage of the DLC. (Please see Chapter 5, Figure 5.2).

- Based on the average number of people employed at a shack in the State of Goa, 50.5 percent and 41.9 percent of the selected shacks in South and North Goa during the period of study lie in the Involvement Stage of the DLC. Further, 4.2 percent and 14.8 percent of the shacks in South and North Goa lie in the Exploration Stage, 44.2 percent and 37.4 percent of shacks in South and North Goa lie in the Development Stage, 1.3 percent of the shacks in North Goa lies in the Consolidation Stage and 1.1 percent and 4.5 percent of the shacks in South and North Goa lie in the Stagnation Stage of the DLC. However, none of the shacks in South Goa are found to be in the Consolidation Stage of the DLC based on the average number of people employed at a shack during the study period. (Please see Chapter 5, Table 5.2).

- Based on the average number of people employed at a shack in Goa a majority of 45.2 percent of the selected shacks in Goa during the study period lies in the Involvement Stage, 10.8 percent lies in the Exploration Stage, 40 percent lies in the Development Stage, 0.8 percent lies in the Consolidation Stage and the remaining 3.2 percent lies in the Stagnation Stage of the DLC. (Please see Chapter 5, Figure 5.3).

- With regard to the average amount spent by tourists per visit, per person at a shack in the State of Goa, it is observed that 63.2 percent and 54.2 percent of the selected shacks in South and North Goa during the study period lie in the Development Stage of the DLC. At the same time, 2.1 percent and 4.5 percent of the shacks in South and North Goa lie in the Exploration Stage, 27.4 percent and 40.6 percent of the shacks in South and North Goa lie in the Involvement Stage, 5.3 percent and 0.6 percent of the shacks in South and North Goa lie in the Consolidation Stage and the remaining 2.1 percent shacks in South Goa lie in the Stagnation Stage of the DLC. However, none of the shacks in North Goa are

found to be in the Stagnation Stage of the DLC based on the above parameter. (Please see Chapter 5, Table 5.3).

- The findings indicate that 57.6 percent of the selected shacks in Goa lies in the Development Stage, 3.6 percent lies in the Exploration Stage, 35.6 percent lies in the Involvement Stage, 2.4 percent lies in the Consolidation Stage, and the remaining 0.8 percent lies in the Stagnation Stage of the DLC during the period of study based on the average amount spent by tourists per visit, per person at the shack in the State of Goa. (Please see Chapter 5, Figure 5.4).

- As per the average monthly profits earned by a shack, 57.9 percent and 59.4 percent of the selected shacks in South and North Goa during the study period lie in the Development Stage of the DLC. Further, 1.3 percent of the shacks in North Goa lies in the Exploration Stage, 3.2 percent and 16.8 percent of the shacks in South and North Goa lie in the Involvement Stage, 13.7 percent and 12.3 percent of the shacks in South and North Goa lie in the Consolidation Stage, and 25.3 percent and 10.3 percent of the shacks in South and North Goa lie in the Stagnation Stage of the DLC. However, none of the shacks in South Goa are found to be in the Exploration Stage of the Destination Life Cycle based on the average monthly profits earned by a shack. (Please see Chapter 5, Table 5.4).

- A majority of 58.8 percent of the selected shacks during the study period lies in the Development Stage, 0.8 percent lies in the Exploration Stage, 11.6 percent lies in the Involvement Stage, 12.8 percent lies in the Consolidation Stage, and 16 percent lies in the Stagnation Stage of the DLC based on the average monthly profits earned by a shack in the State of Goa. (Please see Chapter 5, Figure 5.5).

- Based on the average monthly operating expenses of a shack, 42.1 percent and 32.9 percent of the selected shacks in South and North Goa during the study period lie in the Development Stage of the DLC. In addition to the above, 1.9 percent of the shacks in North Goa lie in the Exploration Stage, 3.2 percent and

11.6 percent of the shacks in South and North Goa lie in the Involvement Stage, 17.9 percent and 21.3 percent of the shacks in South and North Goa lie in the Consolidation Stage, and 36.8 percent and 32.3 percent of the shacks in South and North Goa lie in the Stagnation Stage. However, none of the shacks are found to be in the Exploration Stage of the DLC based on the average monthly operating expenses of a shack. (Please see Chapter 5, Table 5.5).

- As per the average monthly operating expenses of a shack, 36.4 percent lies in the Development Stage, 1.2 percent lies in Exploration Stage, 8.4 percent lies in the Involvement Stage, 20 percent lies in the Consolidation Stage, and the remaining 34 percent lies in the Stagnation Stage of the DLC in the State of Goa. (Please see Chapter 5, Figure 5.6).

- The Destination Life Cycle stage that the selected beach shacks in Goa lie at, based on all the five parameters adopted in the study is computed by using the "Additive Points Scoring Technique". It is observed that a majority of 50.4 percent of the shacks in the State of Goa presently lie in the Development Stage of the DLC. Further, 38 percent of the shacks lie in the Consolidation Stage, 5.6 percent of the shacks lie in the Stagnation Stage and the remaining 6 percent of the shacks lie in the Involvement Stage of the DLC. However, none of the selected shacks were found to be lying in the Exploration Stage of the DLC. (Please see Chapter 5, Figure 5.7).

- The findings further indicate that beach shacks in the State of Goa earn the highest profit in the Stagnation Stage of the DLC. In fact, in the stagnation stage shacks earn a maximum average monthly profit of Rs. 1, 67,857 which is comparatively higher than the profits earned in each of the other stages. This also means that in the Stagnation Stage of the DLC there is better financial stability and asset creation for the shack owners in the State of Goa. (Please see Chapter 5, Figure 5.8).

- The findings indicate that the profit of shacks differs significantly across the stages of the Destination Life Cycle in the State of Goa. Of the total shacks considered in the study, 14 shacks consisting of 5.6 percent lie in the Stagnation Stage of the DLC earning the highest profit of Rs. 1,67,857 per month. However, a majority of 126 shacks representing 50.4 percent lie in the Development Stage of the DLC earning an average monthly profit of Rs. 54,111. Further, 95 shacks forming 38 percent lie in the Consolidation Stage earning an average monthly profit of Rs. 1,10,316 and the remaining 15 shacks consisting of 6 percent lie in the Involvement Stage of the DLC earning an average monthly profit of Rs. 21,000. (Please see Chapter 5, Table 5.7).

9.2.3 Findings of Objective 3: To Study the Demographic Characteristics of Tourists Visiting Shacks in Goa

- The findings indicate that there is a significant association of type of tourists with their demographic characteristics such as gender, educational qualification, age, household income, budget, occupation, religion, and marital status as the p-values of all the above demographic characteristics is found to be significant at a 5 percent level of significance ($p < 0.05$) using the chi-square test and Kruskal-Wallis test. (Please see Chapter 6, Table 6.1).

- The findings signify that a majority of the selected domestic tourists visiting beach shacks in the State of Goa are male, highly educated (graduates and above), married, belong to the service sector, below 29 years of age, have a household income ranging from Rs. 3.5 to 10.5 lakhs per annum, have a budget allocation per person between Rs. 10,000 to Rs. 20,000 and spend between 3 to 4 days in the State of Goa. Whereas a majority of the selected international tourists visiting beach shacks in the State of Goa are highly educated, professionals, married, over 50 years of age, have a household income over Rs. 17.5 lakhs per annum, have a budget allocation per person above Rs. 50,000 per trip, and spend more than ten days in the State of Goa. (Please see Chapter 6, Table 6.1 and 6.2).

- The findings suggest that there is no significant association of type of tourists with their amount spent on food and drinks, per visit, per person at the shack in the State of Goa as the p-value is not significant at the 5 percent level of significance ($p > 0.05$) using the chi-square test as well as the Kruskal-Wallis test. However, it is observed that there is a significant association of type of tourists with their other travel characteristics such as duration of stay, the purpose of visit, frequency of visit and mode of reservation at the shack in Goa as the p-values of all these variables are found to be significant at a 5 percent level of significance ($p < 0.05$) using both the chi-square test and Kruskal-Wallis test. (Please see Chapter 6, Table 6.2).

- It is observed that 59 percent of the selected domestic tourists visiting shacks spend between 3 to 4 days and 25.5 percent spend between 5 to 6 days in the State of Goa. Among the selected international tourists visiting shacks in the State of Goa, 70.5 percent spend more than ten days and 8.5 percent each spend between 7 to 8 days and 9 to 10 days respectively. Therefore, on the basis of the simple average method, the selected domestic tourists and the international tourists visiting shacks spend an average of five and nine days respectively in the State of Goa. (Please see Chapter 6, Table 6.2, and Sr. No. 1).

- The results indicate that a majority of 47.5 percent and 51.5 percent respectively of the selected domestic, as well as the international tourists, spend between Rs 500 to less than Rs. 1,000 per visit per person on food and drinks at the shacks in the State of Goa. (Please see Chapter 6, Table 6.2, and Sr. No. 2).

- It is observed that 28 percent of the selected domestic tourists had visited the State more than five times and 48.5 percent had visited between one to five times in the past due to shacks. Among the selected international tourists, 45 percent had visited more than five times and 24.5 percent had visited the State between one to five times in the past because of shacks. This indicates that beach shacks have been attracting massive numbers of tourists over the years and the majority of

them are repeat tourists. Hence beach shacks should be protected for the benefit of tourism in the State of Goa. (Please see Chapter 6, Table 6.2, and Sr. No. 4).

- It is realized that 72.5 percent and 75 percent of the selected domestic and international tourists prefer to just walk-in at a shack to have their meals and drinks. However, the remaining respondents are particular and visit a shack only after booking a table at the shack and they do so by using the internet/e-mail, telephone, or with the help of an agent. (Please see Chapter 6, Table 6.2, and Sr. No. 5).

9.2.4 Findings of Objective 4: To Study the Tourists Preferences towards Shacks Located on Private and Public Properties in Goa

- The findings indicate that there is a significant association between the type of shack preferred by the tourists in the State of Goa based on their type, age, occupation, qualification, number of days stay, number of times visited and budget as the p-values of all these demographic and travel characteristics are found to be significant at the 5 percent level of significance ($p < 0.05$) using the chi-square test. (Please see Chapter 7, Table 7.1).

- It is observed that 47.5 percent of the selected domestic tourists prefer both private as well as public property shacks in the State of Goa, 44.5 percent prefer private property shacks and the remaining 8 percent prefer public property shacks. However, among the selected international tourists, 50 percent prefer private property shacks, 28.5 percent prefer both and the remaining 21.5 percent prefer public property shacks in the State of Goa. (Please see Chapter 7, Table 7.1 and Sr. No. 1).

- The findings indicate that of the selected tourists a majority belonging to the age groups of below 70 years prefer private property shacks in the State of Goa. However, tourists belonging to the 70 years and above category also visit shacks

in the State of Goa but are indifferent about its location. (Please see Chapter 7, Table 7.1 and Sr. No. 2).

- The findings indicate that a majority of the selected tourists belonging to the student's category, service sector, professionals and those who have retired from service prefer private property shacks in the State of Goa. (Please see Chapter 7, Table 7.1 and Sr. No. 3).

- The findings suggest that a majority of the selected tourists irrespective of their educational qualifications prefer private property shacks in the State of Goa. (Please see Chapter 7, Table 7.1 and Sr. No. 4).

- The findings indicate that a majority of the selected tourists who spend between 5 to 6 days in the State of Goa prefer both public and private property shacks. However, most of the respondents who spend less than 5 days and above 6 days in the State of Goa prefer private property shacks. (Please see Chapter 7, Table 7.1 and Sr. No. 5).

- A large number of the selected tourists who had visited the state between one to two times in the past prefer both public and private property shacks, whereas, most of the selected respondents who had visited the state more than two times in the past prefer private property shacks in the State of Goa. (Please see Chapter 7, Table 7.1 and Sr. No. 6).

- Most of the selected tourists having a budget allocation between Rs. 30,000 to below Rs. 40,000 during the trip prefer both private and public property shacks, whereas, a majority of the selected respondents with various other amounts of budgets per person, per trip, prefer private property shacks in the State of Goa. (Please see Chapter 7, Table 7.1 and Sr. No. 7).

- The findings signify that the selected tourists prefer public property shacks in the State of Goa because they charge a reasonable price to the tourists as its mean value is higher and the p-value is significant at a 5 percent level of significance ($p < 0.05$) using the paired sample t-test. (Please see Chapter 7, Table 7.3 and Sr. No. 2).

- The findings suggest that the selected tourists prefer private property shacks in the State of Goa because they provide comfortable accommodation, are clean and hygiene, offer privacy, provide individual attention to the tourists, have entertainment facilities, are spacious, provide locker facilities, accept payment through debit or credit cards and have better safety and security measures in place. Further, the mean values for all the above preferences of the tourists with regard to the private property shacks are found to be higher and also their p-values are significant at a 5 percent significance level ($p < 0.05$) using the paired sample t-test. (Please see Chapter 7, Table 7.3).

- The findings further suggest that the preferences of the selected tourists with regard to shacks located on public and private properties in the State of Goa do not differ significantly with respect to the quality of food, proximity to the beach, and availability of beach beds and umbrella facilities as the p-values of all these preferences are found to insignificant at a 5 percent level of significance ($p > 0.05$) using the paired sample t-test. (Please see Chapter 7, Table 7.3).

9.2.5 Findings of Objective 5: To Analyze the Factors that Contribute to the Satisfaction of Tourists towards Goan Beach Shacks

- The findings clarify that the factors that contribute to the satisfaction of the selected tourists towards Goan beach shacks have been categorized into four dimensions using Exploratory Factor Analysis (for 50 percent of the sample including 100 international tourists) as Personalized Services (PS), Leisure Services (LS), Frill Services (FS), and Convenience Services (CS). The personalized services factor explains about 46.806 percent of the variance, leisure

services factor illustrates 8.275 percent, frill services factor elucidate 5.654 percent and convenience services factor clarifies about 5.614 percent of the variance respectively. All these services together explain about 66.349 percent of the variance. (Please see Chapter 8, Table 8.2).

- The findings of the SEM model indicate that the Parsimonious fit indices such as PCFI 0.789, and PNFI 0.735, the absolute fit measures like Normed X^2 1.979, GFI 0.847, RMSEA 0.070, and RMR 0.042, along with the incremental fit measures like AGFI 0.805, NFI 0.863, CFI 0.927, IFI 0.927, RFI 0.840, and TLI 0.914 have all shown an acceptable model fit. (Please see Chapter 8, Table 8.5).

- The findings signify that the personalized services, leisure services, and convenience services significantly influence tourist satisfaction as its p-values are found to be significant at a 5 percent level of significance ($p < 0.05$). However, the frill services do not influence tourist satisfaction significantly as its p-value is not significant at a 5 percent level of significance ($p > 0.05$). (Please see Chapter 8, Table 8.7).

- It is observed in the study that there is a significant correlation between Leisure Services (LS), Personalized Services (PS), Frill Services (FS) and Convenience Services (CS) as the p-values of all the six possible pairs such as PS – LS, FS – LS, FS – CS, LS – CS, PS – FS and PS – CS is significant at a 5 percent level of significance ($p < 0.001$). (Please see Chapter 8, Table 8.7).

9.3 Conclusions

The shack business in the State of Goa is being dominated by males, belonging to the 35 to 54 years age brackets and with an educational qualification up to the higher secondary level. Most of the selected shacks in the state are being operated on an ownership basis. However, a few of the selected shacks located at the prominent places such as Baga, Benaulim, Calangute, Candolim, and Morjim are being operated

on a lease or rental basis, which is against the rules specified in the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa.

The study reveals that public property shacks need comparatively lower capital investment than the private property shacks in the State of Goa. In fact, 65 percent of the selected shacks located on public properties in Goa have invested a capital amount below Rs. 7.5 lakhs whereas, 66 percent of the selected shacks located on private properties have invested a capital amount of above Rs. 12.5 lakhs. Further, the gestation period for the shack business in the State of Goa is up to two years. These findings of the study are in accordance with the results of the earlier studies conducted **(Fernandes et al., 2011, Sawant et al., 2013, and Godinho, 2018).**

Beach shacks offer several socio-economic benefits to the shack owners, tourists and the local community in the State of Goa. They also make a significant economic contribution to the Department of Tourism, Government of Goa.

The benefits of shacks to the shack owners are classified into economic and social. The economic benefits of shacks to shack owners are financial stability, asset creation and employment and all these benefits significantly contribute to the economic status of the shack owners. The social benefits of shacks to the shack owners are an improvement in lifestyle and comfort and convenience, and both these benefits significantly contribute to the social status of the shack owners. These findings of the study confirm the results of the earlier studies carried out by **(Noronha, 1999, Dayanand, 2004, Simpson, 2006, Roy, 2011, Prakash, 2013, Sawant et al., 2013, Diniz et al, 2014, Naik, 2016, Mukherjee, 2017, and Vijay et al., 2017).** The shack owners carry on the business with the intention to earn a profit. It is observed in the study that the profit of the shack owners in the State of Goa is significantly influenced by financial stability and asset creation. However, asset creation contributes more towards the profit of the shack owners.

The shack owners do face some problems due to the shack business and they are classified into economic problems and social problems. The economic problems faced by the shack owners in the State of Goa are higher outflows in the form of taxes

and government restrictions**.** The social problems faced by the shack owners are external interference and negative publicity. The study reveals that the economic problems are inversely related to the economic status of the shack owners whereas the social problems are inversely related to the social status of the shack owners. The above findings to a certain extent coincide with the previous studies exploring the problems faced by shack owners in Goa **(Wilson, 1997, Diniz et al., 2014, Shahane et al., 2015, Menezes, 2017, and Sathish et al., 2017 and 2018).**

In the State of Goa, tourists visit shacks because they provide them with economic as well as social benefits. The economic benefits of shacks to the tourists are value for money and convenience whereas leisure and local culture are the social benefits of shacks to the tourists in Goa. These results are similar to the available literature on the benefits of shacks to the tourists (**Ekiz et al., 2014, Kansal et al., 2015, and Shahane et al., 2015).** The tourists do come across some problems when they visit shacks in the State of Goa and they are classified into economic and social. The study reveals that the economic problems faced by the tourists in Goa due to shacks are inadequate facilities and dishonesty with money matters whereas, the social problems faced by tourists due to shacks are illegalities and improper systems of functioning. However, in spite of the above problems tourists continue to visit shacks in Goa.

Shacks are also beneficial to the local community in the State of Goa as they provide them both economic as well as social benefits. The economic benefits of shacks to the local community are classified into monetary benefits and local patronage and they significantly contribute to the relevance of beach shacks for the local community in the State of Goa. The social benefit of shacks to the local community is the creation of infrastructure and it significantly contributes to the relevance of beach shacks for the local community in the State of Goa. The conclusions are identical to the results of the previous similar studies conducted **(Noronha, 1999, Roy, 2011, and Sawant et al., 2013).**

The local community in the State of Goa faces some problems due to the shacks and they are classified into economic and social. The economic problems faced by the local community due to shacks in Goa are the high cost of living and economic

leakage whereas the social problems faced by the local community due to shacks in Goa are migration and promotion of crime. In fact, both the economic and social problems are inversely related to the relevance of beach shacks to the local community. These findings contradict the results of the previous similar studies conducted **(Rajesh, 2009, Solomon, 2009, Roy, 2011, Menezes 2017, and Mundye, 2017).**

The economic benefit of shacks to the State Government is revenue generation **(Diniz et al., 2014, Sathish et al., 2017 and 2018)**. During the study period from 2012-13 to 2016-17, the gross total revenue collected by the Department of Tourism from shacks located on public properties has gone up by 57.06 percent. However, with regard to private property shacks, it has decreased by 61.41 percent due to a drastic fall in the number of shacks during the above period. It is also observed that the revenue collected by all other government departments from shacks located on public properties have increased by 70.24 percent during the above period. This signifies that beach shacks make a significant contribution to the revenue generation efforts of all the departments connected to the shack business in the State of Goa and hence they should be protected and allowed to grow in the State.

The beach shacks in the State of Goa lie in the Development Stage of the DLC based on the average number of tourists visiting a shack per day; the average amount spent by tourists per visit, per person at a shack; average monthly profits of a shack; and average monthly operating expenses of a shack. However, they lie in the Involvement Stage of the DLC based on the average number of people employed at a shack. Further, by using the 'Additive Points Scoring Technique' and after considering all the five parameters, it was realized that a majority of 50.4 percent of the selected shacks in the State of Goa lie in the Development Stage of the DLC. It is also observed that in the near future, the risk for beach shacks in moving towards the Decline Stage is very low as 56.4 percent of the selected shacks have not crossed the Development Stage of the DLC.

The beach shacks in Goa are earning the highest average monthly profit in the Stagnation Stage of the DLC. Presently, 5.6 percent of the total shacks considered in

the study are found to be in the Stagnation Stage. However, a majority of 50.4 percent of the shacks are in the Development Stage earning an average monthly profit of Rs. 54,111. Whereas, 38 percent of the shacks are found to be in the Consolidation Stage earning an average monthly profit of Rs. 1,10,316. This proves that beach shacks in Goa are earning a substantial amount of profit every year.

The study reveals that on average the domestic and the international tourists spend five and nine days respectively in the State of Goa and they visit the State for various reasons. The most prominent reasons include leisure (72.5%), adventure (18.5%) and honeymoon (3.75%). Further, it is realized that a large number of tourists visiting Goa, irrespective of its type, spend an amount ranging from Rs. 500 to below 1,000 per person, per visit at the shack.

In Goa, tourists prefer shacks irrespective of their location on private or public properties because they provide quality food, are located close to the beach, and provide beach beds and umbrellas to the tourists. Further, the services provided by shacks to the tourists in the State of Goa significantly contribute to their satisfaction.

9.4 Suggestions

The suggestions listed below are based on the research findings and the observations during the course of the research study. The suggestions that have been recommended for the improvement of the shack business in the State of Goa are presented in-line with the objectives of the study and they are as follows:

9.4.1 Suggestions based on the analysis of Objective 1 - To Analyze the Socio-Economic Contribution of Beach Shacks to the Selected Stakeholders in Goa

- To improve their economic status, the shack owners should increase their investment in movable and immovable assets. Also, the reduction of taxes and license fees for the shack business will contribute positively towards the enhancement of economic status of the shack owners in the State of Goa.

- It is observed in the study that employment has a negative influence over the profit of the shack owners; therefore, the shack owners should make optimum use of its human capital so as to maximize profits in the future.

- The shack owners should improve upon the convenience services provided by them to the tourists. They should offer the facility of exchanging currency at reasonable rates, should accept payment in any currency, arrange sight-seeing tours for the tourists' atleast within the state, should invest in the card swiping machines and must accept payment through debit or credit cards.

- To overcome the social problems faced by the tourists due to shacks in the State of Goa the shack owners should focus on cleanliness and must not resort to any illegal activities. They must keep the place around the shacks clean, free of garbage and litter. Every shack must compulsorily put up at least one signboard at a prominent place inside their shacks warning tourists not to throw any garbage, litter, plastic, glass bottles, and other waste on the beach and into the sea. Further, an environmental orientation should be conducted for the shack owners by the Department of Tourism every year, possibly at the beginning of the tourist season whereby they should be trained on how to dispose of garbage, get their sewerage tanks cleaned regularly, explained the effects of releasing sewerage water into the sea or river, and provide information on the other precautions they should take to protect the environment. The state government must create adequate parking facilities for the tourists near the beach and must impound stray cattle and dogs loitering on the beach causing problems to the tourists. Further, the State Government must deploy adequate police personal on to the beach to overcome any illegalities taking place.

- To make the shacks relevant to the local community in Goa the shacks owners should make use of the local produce, promote local culture, protect the environment, and should not allow any illegal activities happening in their

vicinity. Further, they should not discriminate between domestic and foreign tourists.

- The majority of the Goan people prefer not to work at the shacks because they provide temporary and seasonal employment. However, instead of remaining unemployed, the locals should take up jobs at the shacks, thereby improving their socio-economic status. Also, the shack owners should encourage local people to organize Goan folklore music and the traditional Goan dances atleast once in a week at the shacks. These events not only help in preserving and promoting Goan culture and tradition but would also enable the local community to display their talents, provide a reasonable income, and bring them closer to the shacks.

- The shack owners must strictly follow all the rules and regulations as mentioned in the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa. They should not lease or rent their shacks to others as this will throw away the genuine shack owners from the shack business. The Department of Tourism with its own initiative should form a committee of experts, academicians and stakeholders to do away with the sub-leasing of shacks so that this business remains with the original Goan allottees. In fact, the stakeholders should immediately report the sub-leasing of shacks in their respective areas to the Department of Tourism. Moreover, to discourage sub-leasing, the licenses of the original shack allottees who have sub-leased their shacks should be cancelled and they should be banned from applying for a fresh shack license anytime in the future.

- The 'Beach Shack Policy' of the State Government should have a common cut-off date for shacks to start a business with all the required permissions being issued before that date. The cut-off date should be around 15th September so that shacks are ready to welcome the tourists on the commencement of the tourist season in Goa. Also, a single-window clearance system should be introduced for shacks wherein, the shack owners should be asked to submit their files for the

'Permission to Operate' with all the required documents at the beginning of June. Even the total amount of fees should be collected at the time of submitting the file. The government should then route the file to all the required departments for necessary permissions so that shacks can be erected at the beginning of the new tourist season, without any delay. As a matter of fact, a shack requires permission from a total of sixteen departments each year, so it is vital that this process begins early.

- The application form fee for erecting a beach shack has been increased regularly by the government over the years and presently it has reached Rs. 9,000 for a three year period. However, for the benefit of the Goan unemployed youth who applies for a shack license, the application form fees need to be reduced.

- The shack owners invest a substantial amount of money in the shack business at the beginning of the tourist season. Banks don't provide business loans to shacks due to their temporary status resulting in shack owners taking personal loans from financial institutions at high-interest rates. Therefore, the State Government should allow the State Cooperative Banks in Goa, to provide business loans to shacks probably at a concessional rate of interest. Further, the shack business should be given the status of an "Industry" as it will help the shack owners in getting business loans from the financial institutions in the state.

- As per the Beach Shack Policy 2016-19 of the Department of Tourism, Government of Goa, a shack is allowed to put up ten umbrellas and ten pairs of beach beds which can be increased by another five pairs on request. However, there has to be a provision in the 'Beach Shack Policy' permitting for additional beach beds. Accordingly, shacks (shack owners) interested in putting up additional beach beds should be allowed to do so by paying an extra fee subject to a maximum limit of twenty-five pairs per shack. All these beds should be kept in front of the shacks, within five to fifteen meters from its outer boundary and without disturbing access to the beach for tourists and the general public. This

provision will help the Department of Tourism to earn additional revenue from shacks. At the same time, it will help the State Government to regulate and control the installation of illegal beach beds and umbrellas on the coast.

- The shack owners should insure their business against any possible future losses caused by fire, natural calamities, or any other unforeseen circumstances. In fact, the State Government should introduce a 'Disaster Risk Insurance Policy' for beach shacks and the issue of No-Objection-Certificate (NOC) from the fire department should be linked to it.

9.4.2 Suggestions based on the analysis of Objective 2 - To Identify the Stage at which the Goan Beach Shacks Lie in the Destination Life Cycle

- It is observed in the study that 50.4 percent of the selected shacks in the State of Goa are in the Development Stage of the Destination Life Cycle based on the five parameters selected in the study and 43.6 percent have already crossed the Development Stage. However, to avoid the decline stage shacks must control their daily operating expenses, increase sales revenue and maximize profits. Expenses could be controlled through proper accounting and budgeting. To increase sales revenue and profits, shacks should offer additional facilities to the customers like free Wi-Fi, pick-up and drop services, live music atleast in the evenings, and exchange of currency on favourable terms for the foreign tourists, certainly with the required permissions from the government.

9.4.3 Suggestions based on the analysis of Objective 3 - To Study the Demographic Characteristics of Tourists Visiting Shacks in Goa

- A majority of 57.5 percent of the selected international tourists visiting beach shacks in the State of Goa are over fifty years of age. Therefore, to attract the young and middle-aged international tourists, beach shacks must offer a variety of food and drinks, add more international cuisines, provide better toilets and

washrooms, and keep the shacks and their surroundings clean and hygienic. The State Government on its part should promote tourism aggressively across the world and in particular in those countries which have higher footfalls.

9.4.4 Suggestions based on the analysis of Objective 4 - To Study the Tourists Preferences Towards Shacks Located on Private and Public Properties in Goa

- It is realized that the shacks located on private properties do not charge a reasonable price to the tourists in the State of Goa. In fact, most of the selected shacks located on private properties charge different prices for similar items served at the shacks. Therefore, the State Government needs to regulate the prices of the food items and drinks served at these shacks and the shack owners should focus on increasing the footfalls which will holistically add to their profits.

- Tourists in Goa prefer private property shacks because of cleanliness and hygiene, privacy, individual attention to tourists, entertainment facilities, spacious premises, locker facilities, accept payment through debit/credit cards, and better safety and security measures in place. Therefore, public property shacks, in order to attract additional tourists and increase their turnover and profits must keep their premises clean and hygienic. They should ask their staff to wear a proper uniform and carry an identity card. The shack owner must give individual attention to every tourist and should personally and promptly solve any of their grievances. They must provide locker facilities to the tourists who need these at no extra cost so that the tourists can deposit their valuables like mobiles, wrist-watches, wallets, cameras, and jewellery while going for a swim or bath in the sea. Further, the public property shacks must invest in card swiping machines and accept payments through debit or credit cards as these facilities are convenient for the tourists especially when they are travelling and holidaying.

9.4.5 Suggestions based on the analysis of Objective 5 - To Analyze the Factors that Contribute to the Satisfaction of Tourists towards Goan Beach Shacks

- Tourists visiting beach shacks in the State of Goa are highly satisfied with the personalized services, leisure services, and convenience services. The shack owners should focus on improving these services wherever possible in order to improve the satisfaction of the tourists.

- The personalized services could be improved by giving proper training to the staff and by appointing employees with adequate skills and experience for a particular job.

- The leisure services could be enhanced by offering a variety of food and drinks, at a reasonable price, and by improving cleanliness and hygiene at the shacks.

- The convenience services could be improved by providing free locker facilities to the tourists and by accepting payments using debit or credit cards. In fact, all the shack owners must invest in the card swiping machines for the convenience of the tourists.

- The frill services don't contribute significantly to the satisfaction of the individual tourist because they focus on a larger group. Therefore, the shack owners must offer these services "only on demand" for the benefit of the tourists who are in need of them.

9.5 Research Contributions

The present study contributes significantly to the existing body of knowledge. It examines the socio-economic contribution of beach shacks to the selected stakeholders in the State of Goa.

The study recognized that the socio-economic contribution of beach shacks significantly contribute to the economic and the social status of the shack owners in the State of Goa. It denotes that the profit of the shack owners in Goa increases due to the economic benefits of shacks namely financial stability and asset creation. The study signifies that the tourists visit shacks in Goa because of economic and social benefits. Further, it specifies that the beach shacks benefit the local community in Goa both economically as well as socially.

The study points out that the percentage increase in the total revenue earned by the Department of Tourism from all the possible sources is nearly equaled to its percentage increase in revenue from shacks over a period from 2012-13 to 2016-17.

The study confirms the results of the existing study that indicates that tourism products and destinations have reached different stages of the Destination Life Cycle with respect to various parameters. These results are similar to the results obtained in the earlier study **(Park, 2006).** The study indicates that beach shacks in the State of Goa earn the highest profit in the stagnation stage of the Destination Life Cycle.

The results of the study contribute to identify the demographic characteristics of tourists visiting beach shacks in the State of Goa. It also specifies the reasons with regard to the tourists' preference for shacks located on public and private properties in Goa.

In addition, the study contributes to the existing literature by identifying the steps to improve customer satisfaction at the beach shacks. It also pinpoints the factors that contribute to the satisfaction of the tourists visiting beach shacks in the State of Goa.

The study can be used by academicians, research scholars, the Department of Tourism, shack owners, tourists, and the members of the local community in their areas of specific information needs.

9.6 Scope for Further Research

1. Beach shacks in the State of Goa are located both on private as well as on public properties. Therefore, a comparative study may be undertaken to find out the socio-economic contribution of beach shacks to the stakeholders based on their location.

2. A comparative study to analyze the socio-economic contribution of shacks located on the beach and on the hill stations in the country may be undertaken.

3. A study on the Life Cycle of beach shacks in Goa could be undertaken in the future by considering the time-series data.

4. The Destination Life Cycle concept could be simulated by other researchers to study the DLC of other tourism products and destinations.

5. A study could be undertaken in the State of Goa to analyze the impact of beach shacks on the coastal environment.

6. A comprehensive study could be undertaken on the role played by the Department of Tourism in the State of Goa with regard to the shack business.

7. A comprehensive study could be undertaken in other States of India where beach shacks exist, so as to explore whether similar socio-economic benefits and problems to stakeholders exists or not.

9.7 References

1. **D'Silva**, Emmanuel. Furtado, Jose, I., dos, R. & Russell, Sherry. (1998). Tourism and the Environment–An Introduction. The International Bank for Reconstruction and Development/The Economic Development Institute of the World Bank. Washington, DC, USA. Retrieved May 11, 2016, from siteresources.worldbank.org/WB/Resources/wbi37134.pdf
2. **Sukthankar**, Sitaram, V. (2011). Performance Evaluation of Hotel Industry in Goa. A Thesis in Commerce submitted to Shivaji University, Kolapur, Maharashtra.
3. **Sukthankar**, Sitaram, V. (2013). A Study on Growth of Hotel Industry in Goa. IOSR Journal of Humanities and Social Sciences (IOSR-JHSS), 11(2), 1-7.
4. **Sathish**, Antony. & Barretto, Helic, Mario. (2016). Contribution of Beach Shacks to the Socio-Economic Development of Goa – Case Study Analysis. Indian Journal of Applied Hospitality & Tourism Research, 2(1), 43-50.
5. **Beach** Shack Policy 2016-19. Retrieved January 28, 2019, from www.oa.gov.in/wp-content/uploads/2016/12/Beach-Shack-Policy-2016-2019.pdf.
6. **Fernandes**, Krish. & Pereira, Andrew. (2011). No license? Buy a beach shack for Rs. 3 lakh. Retrieved October 11, 2019, from times of India.indiatimes.com /city/goa/No-license-Buy-a-beach-shack-for-rs-3lakh/article/show/11139252.cms
7. **Sawant**, Nandkumar, N. Malkarnekar, Dishant, S. & Gokhale, Kailas, D. (2013). Beach Tourism and its Socio Cultural Impacts – A Study of Perspectives of Rural Community – Agonda, Goa – India. Journal of International Academic Research for Multidisciplinary, 1, 508-520.
8. **Godinho**, Jacinto. (2018). How much investment is needed to start a restaurant at a beach in Goa? Retrieved October 11, 2019, from quora.com/How-much-investment-is-needed-to-start-a-restaurant-at-a-beach-in-Goa.
9. **Noronha**, Frederick. (1999). Ten years later, Goa still uneasy over the impact of tourism. International Journal of Contemporary Hospitality Management, 3, 100-106.

10. **Dayanand**, M., S. (2004). The Tourism Industry of Goa: Current Status and Future Potential. Retrieved July 21, 1996, from www.Internationalcentregoa. com/pdf/Paper_by_Dayanand_MS.pdf
11. **Simpson**, David. (2006). Goan tourism benefits questioned. Retrieved January 16, 2017, from www.cabi.org/leisuretourism/news/16063
12. **Roy**, Hiranmoy. (2011). Goa Tourism: Myths and Realities. International Journal of Research in Commerce & Management, 2(7), 98-102.
13. **Prakash**, Vinatha, Baby. (2013). Beach Shacks in Goa - Design of a Temporary One-room Living Space. A Fundamental Research Program (FRP). Submitted to M. Des. (Industrial Design), IIT Bombay. Retrieved September 19, 2015, from: www.dsource.in/case-study/frp-beach/pdf/beach-shacks-in-goa.pdf.
14. **Diniz**, R., Simao. Falleiro, P., Savio. & De Barros, M., Maria. (2014). Local Residents Perception of the Psycho-Social and Economic Impact of Tourism in Goa. International Journal of Scientific and Research Publications, 4(11), 1-8.
15. **Naik**, T., Ballavva. (2016). Tourism and Service Providing in Coastal Goa, India. The International Journal of Humanities & Social Studies, 4(8), 182-185.
16. **Mukherjee**, Meghna. (2017). Will beach weddings be banned in Goa. Times of India. Goa Times. Saturday March 11, 2017, 1 & 3.
17. **Vijay**, Nikhil. & Pawaskar, Pinky. (2017). A non-parametric analysis of the Perception of Tourists about Goa. Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices, 2(4), 12-24.
18. **Wilson**, David. (1997). Paradoxes of Tourism in Goa. Annals of Tourism Research, 24(1), 52-75.
19. **Shahane**, Rasika. & Fernandes, Mayola. (2015). Socio Demographic Characteristics of Tourists from Maharashtra visiting Goa. Atithya: A Journal of Hospitality, 1(1), 47-55.
20. **Menezes**, Vivek. (2017). Last Requiem for Goa Tourism?. The Times of India, Goa Edition. Thursday, October 5, 2017, 8.

21. **Sathish**, Anthony. & Barretto, Helic, Mario. (2017). Socio-Economic Contribution of Beach Shacks to the Local Community in Goa: An Empirical Study. Indian Journal of Research, 7, 14-27.
22. **Sathish**, Antony. & Barretto, Helic, Mario. (2018). Contribution of Beach Shacks to the Government Exchequer in Goa: An Empirical Study. Indian Journal of Applied Hospitality & Tourism Research, 10,13-21
23. **Ekiz**, Erdogan, H. Lattimore, & Catheryn, Khoo. (2014). Destination India: Investigating the impact of Goa's attributes on families leisure travel experience. Tourism, 62(2), 165-180.
24. **Kansal**, Purva. Walia, Sandeep. & Goel, Suriti. (2015). Factors Affecting Perception of Value for Money and Customer Satisfaction for Foreign Tourists in Goa. International Journal of Hospitality & Tourism Systems, 8(2), 93-102.
25. **Rajesh**, K. (2009). Coastal Tourism in Kerala: It's Impact on Economy and Environment. Thesis Ph.D. in Economics. Cochin University of Science and Technology, Kerala.
26. **Solomon**, Rajan. (2009). The Challenge and Prospects of Tourism in Goa Today. Article Published by J & B Printers, Bengalure, for Council for Social Justice and Peace, Panjim, 1-87.
27. **Mundye**, Rakesh. (2017). Tourism has destroyed Goa's sand dunes. Times of India, Goa, Times City, February 12, 2017, 5.
28. **Park**, Hyung-Kwan. (2006). A Study on Tourist Area Life Cycle and Marketing Strategy – Case of Jeju Island. Thesis submitted to: KDI School of Public Management, for Master of Business Administration. Retrieved September 13, 2016, from archives.kdischool.ac.kr/bitstream/11125/935/1/PARK%20Hyung%20Kwan.pdf.

BIBLIOGRAPHY

Aara, Ruhi, Refath. & Sofi, Arfat, Ahmad. (2018). What Determines the Tourist Satisfaction? Evidence from Jammu and Kashmir – India. International Journal of Hospitality and Tourism Systems, 11(2), 63-72.

Alen, Elisa. Nicolau, Luis, Juan. Losada, Nieves. & Dominguez, Trinidad. (2014). Determinant factors of senior tourist's length of stay. Annals of Tourism Research, 49, 19-32.

Ali, Zulfiqar. & S., Bala, Bhaskar. (2016). Basic statistical tools in research and data analysis. Indian Journal of Anaesthesia, 60(9), 54-61.

Andriotis, Konstantinos. (2002). Scale of Hospitality and local Economic Development – Evidence from Crete. Tourism Management, 23(4), 333-341.

Andriotis, Konstantinos. (2005). The Tourism Life Cycle an Overview of the Cretan Case. Presented at the International Conference on Tourism Development and Planning, A.T.E.I. Patras. Greece. June 11-12, 2005. 1-11. Retrieved June 30, 2017, from: https://www.researchgate.net/Andriotis/...THE_TOURISM_LIFE_CYCLE_AN_OVERVIEW_OF_THE_CRETAN_CASE

Austin, C., Peter. Lee, S., Douglas. D'Agostino, Ralph. B. & Fine, Jason, P. (2016). Developing points-based risk-scoring systems in the presence of competing risks. Wiley Statistics in Medicine. Online publication, 35(22), 4056-4072.

Barrett, P. (2007). Structural Equation Modelling: Adjudging Model Fit. Personality and Individual Differences, 42(5), 815-824.

Beach Shack Policy 2016-19. Retrieved January 28, 2019, from www.oa.gov.in/wp-content/uploads/2016/12/Beach-Shack-Policy-2016-2019.pdf.

Benedetto, di, Anthony, C. & Bojanic, David, C. (1993). Tourism Area Life Cycle Extensions. Annals of Tourism Research, 20, 557-570.

Birdir, Sahilli, Sevda. (2015). Segmentation of Tourist Using Demographic and Travel Characteristics: The Case of Istanbul. International Review of Management and Marketing, 5(4), 221-229.

Breakey, Noreen, Maree. (2005). Tourism Destination Development – Beyond Butler. Ph.D. Thesis submitted to: The University of Queensland. Australia.

Butler, R. (1980). The concept of a tourist Area Cycle of Evolution: Implication for Management of Resources. Canadian Geographer, 24(1), 5-20.

Chand, Mohinder. & Kumar, Sunil. (2017). Investigating Holiday Satisfaction of Chinese and Japanese Tourists Visiting India. International Journal of Hospitality & Tourism System, 10(2), 67-77

Chari, Purnanand. (2017). Candolim – Goacom – Goa – India – Information. Retrieved July 18, 2018, from www.goacom.com/candolim.

Chatterjee, Biswanath. (2015). A Study of Fast Foods Outlets – Their Supply Chain Management and Customer Satisfaction. Thesis in Management, submitted to: Shri Jagadishprasad Jhabarmal Tibrewala University, Rajasthan.

Chavan, Ramesh, Rajashri. & Bhola, Shankar, Sarang. (2013) World Wide Tourism: A Review. Indian Journal of Marketing, 44(3), 24-34.

Christaller, W. (1963). Some Considerations of tourism location in Europe: the peripheral regions – underdeveloped countries – recreation areas. Regional Science Association Papers, 12, 95-105.

Cooper, Chris. (2011). Tourism Area Life Cycle, Contemporary Tourism Reviews. Published by Good Fellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ. Retrieved August 18, 2016, from https://www.goodfellowpublishers.com/free_files/Contemporary-Tourism-Revie w- TALC-fa9aef4da56046336b1eef113debc.pdf

Corte, Valentina, Della. Sciarelli, Mauro. Cascella, Clelia, Gaudio. & Giovanna, Del. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples, Italy. Journal of Investment and Management, 4(1-1), 39-50.

Curakovic, Danka. Sikora, Ivana. Garaca, Vuk. Curcic, Nevena. & Vukosav, Svetlana. (2012). The Degree of Consumer Satisfaction with Hotel Services. EBSCO Information Services, 15, 6-11.

Das, Dinesh. (2012). Global Meltdown and Tourism Industry in Goa: An Alternative Approach. International Journal of Innovative Research & Development, 1(9), 318-327.

Dayanand, M., S. (2003). Tourism Attraction Development: A Comparative Study of the Development of Small and Medium Tourism Attractions in Goa and Portugal. Ph.D. Thesis submitted to Goa University, under the guidance of: A. Sreekumar. Management Department, Goa University.

Dayanand, M., S. (2004). The Tourism Industry of Goa: Current Status and Future Potential. Retrieved July 21, 1996, from www.Internationalcentregoa. com/pdf/Paper_by_Dayanand_MS.pdf

Department of Tourism, Government of Goa, India – Statistics. Retrieved April 20, 2015, from www.goatourism.gov.in/statistics.

Department of Tourism, Government of Goa, India –Tourist Arrivals (Year Wise). Retrieved May 25, 2018, from www.goatourism.gov.in/statistics/2252018

Desai, Basuri. (2016). Goan beaches, now a dumping ground for garbage. OHeraldo, The Voice of Goa. Tuesday, September 6, 2016, 2. Retrieved September 6, 2016, from: www.heraldgoa.in/Goa/Panjim-around/Goan-beaches-now-a-dumping-ground-for-garbag e/105976.html.

Determining Sample Size for Research Activities, Robert, V., Krejcie. & Daryle, W., Morgan. Retrieved June 15, 2018, from journals.sagepub.com/doi/abs/10.1177/001316447003000308

Diedrich, Amy. & Garcia-Buades, Esther. (2009). Local perceptions of tourism as indicators of destination decline. Tourism Management, 30, 512-521.

Diniz, R., Simao. Falleiro. P., Savio. & De Barros, M., Maria. (2014). Local Residents Perception of the Psycho-Social and Economic Impact of Tourism in Goa. International Journal of Scientific and Research Publications, 4(11), 1-8.

D'Mello, Carmelita. Chang, Ling-Chen. Kamat, Kaustubh. Scaglione, Miriam, Weiermair, Klaus. & Pillai, Bhaskaran, Kizhakanveatil, Subhash. (2015). An

Examination of Factors Influencing Residents' Perception of the Impacts of Tourism in Goa. International Journal of Hospitality & Tourism Systems, 8(2), 1-11.

Dominici, Gandolfo. & Guzzo, Rosa. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily. International Journal of Marketing Studies, 2(2), 3-12.

Doxey, George, Victor. (1975). A Causation Theory of Visitor-Resident Irritants: Methodology and Research Inferences. Paper presented at the Sixth Annual Conference of Impact of Tourism on Travel Research Association, San Diego, CA, USA. September 1975, 195-198.

D'Silva, Emmanuel. Furtado, Jose, I., dos, R. & Russell, Sherry. (1998). Tourism and the Environment–An Introduction. The International Bank for Reconstruction and Development/The Economic Development Institute of the World Bank. Washington, DC, USA. Retrieved May 11, 2016, from siteresources.worldbank.org/WB/Resources/wbi37134.pdf

Ekiz, Erdogan. H., Lattimore. & Catheryn, Khoo. (2014). Destination India: Investigating the impact of Goa's attributes on families leisure travel experience. Tourism, 62(2), 165-180.

Fagin, Ronald. & Wimmers, Edward, L. (2000). A formula for incorporating weights into scoring rules. Theoretical Computer Science, 23(9), 309-338.

Faulkner, Bill. & Tideswell, Carmen. (1997). A framework for monitoring community impacts of tourism. Journal of Sustainable Tourism, 5(1), 3-28.

Federico, Inchausti-Sintes. (2015). Tourism: Economic growth, employment and Dutch Disease. Annals of Tourism Research, 54, 172-189.

Fernandes, Krish. & Pereira, Andrew. (2011). No license? Buy a beach shack for Rs. 3 lakh. Retrieved October 11, 2019, from times of India.indiatimes.com/city/goa/No-license-Buy-a-beach-shack-for-rs-3-lakh/articlesshow/11139251.cms

Fernandes, Paul. & Naik, Rajtilak. (2016). "Goa's tourism journey began with baby steps". The Times of India, Goa Edition. Dated September 27, 2016, 3.

Field, P., Andy. (2000). Discovering Statistics using SPSS for Windows. London – Thousand Oaks. New Delhi. Sage Publications.

Fornell, Claes. and Larcker, David, F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1), 39-50.

Foster, David. (2003). Measuring Customer Satisfaction in the Tourism Industry. Paper presented at the Third International & Sixth National Research Conference on Quality Management, RMIT University, Melbourne, Australia.

George, P., Babu. & George, P., Bibin. (2004) Past Visits and the Intention to Revisit a Destination: Place attachment as the mediator and novelty seeking as the moderator. The Journal of Tourism Studies, 15(2), 53- 66.

Gnanapala, W., K., Athula. & Sandaruwani, J., A., R., C. (2016). Socio-economic Impacts of Tourism Development and Their Implications on Local Communities. International Journal of Economics and Business Administration, 2(5), 59-67.

Goa Economy on Figures – 2017. Retrieved January 10, 2018, from www.goadpse.gov.in/Goa%20Economy%20in%20Figures%202017.pdf.

Goa – Population Census 2011. Retrieved February 14, 2019, from https://www.census.2011.co.in/census/state/goa.html.

Goa State Report November 2017 – SlideShare. Retrieved February 11, 2017, from https://www.slideshare.net/IBEFIndia/goa-state-report-november-2017.

Goa Tourism Report. (2015). About Goa: Tourism, Information, Industries, Economy, Growth, & Geography. Retrieved September 17, 2016, from www.ibef.org/states/goa.aspx.

Godinho, Jacinto. (2018). How much investment is needed to start a restaurant at a beach in Goa? Retrieved October 11, 2019, from quora.com/How-much-investment-is-needed-to-start-a-restaurant-at-a-beach-in-Goa.

Gupta, S., K. & Raina, Rajesh. (2008). Economic Impact of Vaishno Devi Pilgrimage: An Analytical Study. International Journal of Hospitality & Tourism Systems, 1(1), 52-64.

Hair, J., F. Black, W., C. Rabin, B., J. & Anderson, R., E. (2010). Multivariate data analysis. 7th ed. Englewood Cliffs, NJ: Prentice Hall.

Hair, J., F. Jr., Anderson, R., E. Tatham, R., L. & Black, W., C. (1995). Multivariate Data Analysis. (3rd ed). New York: Macmillan.

He, Hongwei. & Harris, Lloyd. (2014). Moral disengagement of hotel guest negative WOM: Moral identity centrality, moral awareness, and anger. Annals of Tourism Research, 45, 132-151.

Herald (April, 2016). Shacks allowed to remain standing all year long. Team Herald. Dated April 28, 2016, 1.

"History – Pre and Post European settlement to 1930". Brighton Bathing Box Association Inc. 2008. Retrieved July 27, 2019, Archived from the original on November 20, 2008.

Hooper, D. Coughlan, J. & Mullen, M., R. (2008). Structural Equation Modelling: Guidelines for Determining Model Fit. The Electronic Journal of Business Research Methods, 6(1), 53-60.

How to Calculate A Reliable Sample Size Using Taro Yamane Method. Retrieved June 15, 2018, from uniprojectmaterials.com/view-blog/how-to-calculate-a-reliable-sample-size-using-taro-yamane –method

How to determine population and survey sample size? Retrieved June 15, 2018, from www.checkmarket.com/blog/how-to-estimate-your-population-and-survey-sample-size

Hu, L., T. & Bentler, P., M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. Structure Equation Modeling, 6(1), 1-55.

Huh, Jin. (2002). Tourist Satisfaction with Cultural / Heritage Sites: The Virginia Historic Triangle. Guide: Muzaffer Uysal. Ph.D. Thesis submitted to: Virginia Polytechnic Institute and State University, Blacksburg, Virginia, USA.

Hwang C., L. & Yoon, K. (1981). Multiple Attribute Decision Making, Methods and Applications. Springer-Verlag. Berlin.

Hypothesis and its types – Social Research – StudyandExam. Retrieved May 23, 2018, from www.studyandexam.com/hypothesis.html

Images for butlers TALC model. Retrieved August 24, 2018, from www.google.com/search?q=butler+TALC+model+graph&tbm=isch&tbo=u&source=univ&sa=X&ved=2ahUKEwjlieesh4bdAhUIR48KHea5DkwQsAR6BAgGEA

Indian Tourism Statistics 2018. Government of India Ministry of Tourism Market Research Division. Retrieved July 20, 2019, from tourism.gov.in/sites/default/files/Other/India%20Tourism%20Statistics%202018.pdf.

International Society on MCDM Multiple Criteria Decision Making. Short MCDM History. Retrieved March 4, 2019, from https://www. mcdmsociety.org/content/short-mcdm-hsitory-0

International Tourism Results: the highest in seven years. (2017). UNWTO World Tourism Barometer. Retrieved August 11, 2019, from media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years.

Joanes, D., N. & Gill, C., A. (1998). Comparing Measures of Sample Skewness and Kurtosis. The Statistician, 47(1), 183-189.

Jushan, BAI. & Serena, NG. (2005). Tests for Skewness, Kurtosis, and Normality for Time Series Data. Journal of Business & Economics Statistics, 23(1), 49-60.

Kamalakshi, M., V. (1996). Hotel Industry in Kerala with special reference to Tourism. Thesis submitted to Cochin University of Science and Technology, Department of Applied Economics, Cochin, Kerala.

Kandampully, Jay. & Suhartanto, Dwi. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. International Journal of Contemporary Hospitality Management, 12(6), 346-351.

Kansal, Purva. Walia, Sandeep. & Goel, Suriti. (2015). Factors Affecting Perception of Value for Money and Customer Satisfaction for Foreign Tourists in Goa. International Journal of Hospitality & Tourism Systems, 8(2), 93-102.

Kock, Florian. Josiassen, Alexander. & Assaf, A., George. (2016). Advancing destination image: The destination content model. Annals of Tourism Research, 61, 28-44.

Komain, Kantawateera. Aree, Naipinit. Thongphon, Promsaka, Na, Sakolnakorn. & Patarapong, Kroeksakul. (2014). The Satisfaction of Tourists and Policy Guidelines for Tourism Development in Khon Kaen, Thailand. Asian Social Science, 10(6), 53-60.

Krendzelak, Justyna. (2008). Tourism in Ibiza Island and its destination life cycle. MSC Dissertation, University of Nottingham (Unpublished). Access from the University of Nottingham repository:http://eprints. Retrieved July 25, 2017, from nottingham.ac.uk/23412/1/Tourism_in_Ibiza_and_its_destin-ation_life_cycle.pdf

Kweka, Josaphat. Morrissey, Oliver. & Blake, Adam. (2003). The Economic Potential of Tourism in Tanzania. Journal of International Development, J. Int. Dev, 15, 335-351.

Lee, J., Cronbach. (1951). Essential of Psychological Testing. New York: Harper & Row. Retrieved March 29, 2019, from onlinelibrary.wiley.com/doi/abs/10.1002/sec.3730350432.

Leela, V. (2014). Tourism and its impact on the Socio Economic Conditions of Retailers and Street Vendors in Kanyakumari. Ph.D. Thesis in Commerce, Submitted to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.

Lin, Vera, Shanshan. Mao, Rui. & Song, Haiyan. (2015). Tourism expenditure patterns in China. Annals of Tourism Research, 54, 100-117.

Literacy Rate in India, Census 2011 – Maps of India. Retrieved September 18, 2016, from www.mapsofindia.com/ce- nsus2011/literacy-rate.html.

Lumley, Thomas. Diehr, Paula. Emerson, Scott. & Chen, Lu. (2009). The Importance of Normality Assumption in Large Public Health Data Sets. Annual Review of Public Health, 23, 151-169.

MacCallum, R. C. (1996). Power Analysis and Determination of Sample Size for Covariance Structure Modeling. Psychological Methods, 1(2), 130-149.

Manickaraj, S. (2013). Coastal Tourism in the Gulf of Mannar – An Economic Analysis. Thesis in Economics submitted to: Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu.

Mascarenhas, Antonio. (2017). Permanent beach shacks: Incitement to erosion of sea front. Herald edit. Goa Edition. Tuesday May 30, 2017, 8.

Mathew, Cyriac. (2002). Tourism Development and its Impact on the Economic Development of Kerala. Ph.D. Thesis in Commerce, Submitted to Mahatma Gandhi University, Kottayam, Kerala.

Mc Dowall, Siriporn. (2010). International Tourist Satisfaction and Destination Loyalty: Bangkok, Thailand. Asia Pacific Journal of Tourism Research, 15(1), 21-42.

McKercher, Bob. (2010). Some Fundamental Truths about Tourism: Understanding Tourism's Social and Environmental Impacts. Journal of Sustainable Tourism, 1(1), 6-16.

Mendes, Júlio, da Costa. Do Valle, Patricia, Oom. Guerreiro, Maria, Manuela. & Silva, João, Albino. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. Tourism, 58(2), 111-126.

Menezes, Vivek. (2017). Last Requiem for Goa Tourism?. The Times of India, Goa Edition. Thursday, October 5, 2017, 8.

Mishra, Amitab. & Ojha, Nisha, Kant. (2014). Need of Marketing of India as a Tourist Destination: Evaluation of India's Performance in Tourism. Prabandhan: Indian Journal of Management, 7(8), 45-54.

Mohammad, Bashar, Aref, Mohammad, Al-Haj. (2014). Examining Tourist's Satisfaction, Loyalty and Intention to Revisit. International Journal of Management Sciences, 2(6), 260-273.

Mrema, Abidan, A. (2015). Contribution of tourist hotels in socio-economic development of local communities in Monduli District, Northern Tanzania. Journal of Hospitality and Management and Tourism, 6(6), 71-79.

Mukherjee, Meghna. (2017). Will beach weddings be banned in Goa. Times of India. Goa Times. Saturday March 11, 2017, 1 & 3.

Mukhles, Al-Ababneh. (2013). Service Quality and its Impact on Tourist Satisfaction. Interdisciplinary Journal of Contemporary Research in Business, 4(12), 164-177.

Mulaik, S., A. (1989). Evaluation of Goodness-of-fit Indices for Structural Equation Models. Psychological Bulletin, 105(3), 430-435.

Mundye, Rakesh. (2017). Tourism has destroyed Goa's sand dunes. Times of India, Goa. Times City. February 12, 2017, 5.

Naik, T., Ballavva. (2016). Tourism and Service Providing in Coastal Goa, India. The International Journal of Humanities & Social Studies, 4(8), 182-185.

Naseem, Afshan. Ejaz, Sadia. & Malik, P., Khusro. (2011). Improvement of Hotel Service Quality: An Empirical Research in Pakistan. International Journal of Multidisciplinary Sciences and Engineering, 2(5), 52-56.

Newsom, J. (2018). Structural Equation Modelling. Spring. Psy. 523-623. Retrieved November 12, 2018, from web.pdx.edu/˜newsomj/semclass/ho_fit.pdf

Nayomi, Geethika. & Gnanapala, W., K., Athula. (2015). Socio-Economic Impacts on Local Community through Tourism Development with Special Reference to Heritance Kandalama. Tourism, Leisure and Global Change, 2, 57-73.

Noronha, Frederick. (1999). Ten years later, Goa still uneasy over the impact of tourism. International Journal of Contemporary Hospitality Management, 3, 100-106.

Noronha, Frederick. & Kazi, Saltanat. (2003) “Beach Shacks in Goa”. Publisher: TERI, The Energy Research Institute. Retrieved September 17, 2015, from goanet-news.goanet_narkive.com/zcZGDtPri/Comment-shacks-are-like-restaurants-but-need-a-more-long-term-vision.

Omar, Shida, Irwana. Othman, Abdul, Ghapar. & Mohamed, Badaruddin. (2014). The tourism life cycle: an overview of Langkawi Island, Malaysia. International Journal of Culture, Tourism and Hospitality Research, 8(3), 272-299.

Pandiya, Kumar, Dinesh. Kumar, Brajesh. & Roy, Rajib. (2014). A Study on the Status of Working Conditions of Child Labourers Employed in Hotels and Restaurants of Silchar Town, Assam. Prabandhan: Indian Journal of Management, 7(11), 21 – 29.

Park, Hyung-Kwan. (2006). A Study on Tourist Area Life Cycle and Marketing Strategy – Case of Jeju Island. Thesis submitted to: KDI School of Public Management, for Master of Business Administration. Retrieved September 13, 2016, from archives.kdischool.ac.kr/ bitstream/ 11125/935/ 1/ PARK %20 Hyung%20Kwan.pdf.

Plog, Stanley. (1974). Why Destination Area Rise and Fall in Popularity. The Cornell Hotel and Restaurant Administration Quarterly, 14(4), 55-58.

Prakash, Vinatha, Baby. (2013). Beach Shacks in Goa - Design of a Temporary One-room Living Space. A Fundamental Research Program (FRP). Submitted to M. Des. (Industrial Design), IIT Bombay. Retrieved September 19, 2015, from: www.dsource.in/case-study/frp-beach/pdf/beach-shacks-in-goa.pdf.

Pratt, Stephen. (2015). The economic impact of tourism in Small Island Developing States (SIDS). Annals of Tourism Research, 52, 148-160.

Premakumari, P. Saraswathy, R. & Arvinda, Rajah. (2014). Economic, Social, Environmental and Cultural Impact of Online Tourism in Tamilnadu. Indian Journal of Research, 4(2), 67-72.

Rahman, Sabbir, Muhammad. & Abdulla, Bin, Madi. (2014). How Does Experience Impact Domestic Tourists Satisfaction? Testing the Mediating Role of Service Quality. Indian Journal of Marketing, 44(12), 19-31.

Rajan, Brilliant. Varghese, Vincy, Mary. & Pradeepkumar, Anakkathil, Purushothaman. (2013). Beach Carrying Capacity analysis for sustainable Tourism Development in the South West Coast of India. Environmental Research, Engineering and Management, 1 (63), 67-73.

Rajasenan, D. Manaloor, Varghese. & Abraham, George, Bijith. (2012). Tourist Profiles and Characteristics vis-à-vis Market Segmentation of Ecotourism Destinations in Kerala. Journal of Economics and Sustainable Development, 3(4), 134-144.

Rajesh, K. (2009). Coastal Tourism in Kerala: It's Impact on Economy and Environment. Thesis Ph.D. in Economics. Cochin University of Science and Technology, Kerala.

Renuka, R. (2012). A Study on the Services of Hotel Industry in Thanjavur District. Ph.D. Thesis in Commerce. Bharathidasan University, Tiruchirapalli, Tamil Nadu.

Ringle, Christian, M. Wende, Sven, & Becker, Jan-Michael. (2015). SmartPLS 3. Bõnningstedt:SmartPLs. Retrieved June 1, 2019, from: http://www.smartpls.com.

Rodriguez, Juan, Ramon, Oreja. Lopez, Eduardo, Parre. & Estevez, Vanessa, Yanes. (2008). The sustainability of island destinations: Tourism area life cycle and teleological perspectives. The case of Tenerife. Tourism Management, 29, 53-65.

Roy, Hiranmoy. (2011). Goa Tourism: Myths and Realities. International Journal of Research in Commerce & Management, 2(7), 98-102.

Saayman, Andrea. Saayman, Melville. & Gyekye, Agyapong. (2013). Perspectives on the Regional Economic Value of a Pilgrimage. International Journal of Tourism Research. Online Library.wiley.com. John Wiley & Sons. Research Article.

Sabir, Raja, Irfan. Ghafoor, Osama. Hafeez, Iqra. Akhtar, Naeem. & Rehman, UR, Asad. (2014). Factors Affecting Customers Satisfaction in Restaurants Industry in Pakistan. International Review of Management and Business Research, 3(2), 869-876.

Saleem, Hamad. & Raja, Naintara, Sarfraz. (2014). The Impact of Service Quality on Customer Satisfaction, Customer Loyalty and Brand Image: Evidence from Hotel Industry of Pakistan. IOSR Journal of Business and Management (IOSR-JBM), 16(1), 117-122.

Sample Size Calculator – Calculator.net. Retrieved May 24, 2018, from www.calculator.net/sample-size-calculator.html

Sangeeta, Borthakur, Tamuli. (2014). Economic Valuation of Eco-tourism: A Study of Kaziranga National Park of Assam. Finance India. The Quarterly Journal of Finance, XXVIII (1).

Sarra, Annalina. & Zio, Di, Simone. (2015). A quantitative valuation of tourist experience in Lisbon. Annals of Tourism Research, 53, 1-16.

Sathish, Anthony. & Barretto, Helic, Mario. (2016). Contribution of Beach Shacks to the Socio-Economic Development of Goa: Case Study Analysis. Indian Journal of Applied Hospitality & Tourism Research, 8, 67-74.

Sathish, Anthony. & Barretto, Helic, Mario. (2017). Socio-Economic Contribution of Beach Shacks to the Local Community in Goa: An Empirical Study. Indian Journal of Research, 7, 14-27.

Sathish, Antony. & Barretto, Helic, Mario. (2018). Contribution of Beach Shacks to the Government Exchequer in Goa: An Empirical Study. Indian Journal of Applied Hospitality & Tourism Research, 10, 13-21

Sawant, Nandkumar, N. Malkarnekar, Dishant, S. & Gokhale, Kailas, D. (2013). Beach Tourism and its Socio Cultural Impacts – A Study of Perspectives of Rural Community – Agonda, Goa – India. Journal of International Academic Research for Multidisciplinary, 1, 508-520.

Shack definition and meaning. Collins English Dictionary. Retrieved August 10, 2019, from https://www.collinsdictionary.com/dictionary/english/shack.

Shack – Definition and More from the free Merriam-Webster dictionary. Retrieved January 10, 2015, from www.merriam-webster.com/dictionary/shack.

Shack: Definition of shack in Oxford dictionary. British & World English. Retrieved January 10, 2015, from www.oxforddictionary.com/definition. english/shack

Shack Meaning in the Cambridge English Dictionary. Retrieved September 20, 2016, from dictionary.cambridge.org/dictionary/english/ shack.

Shack: Webster's Revised Unabridged Dictionary (1913). Edited by Noah Porter. Retrieved January 10, 2015, from https://www.google.co.in. Australian English meaning of shack.

Shahane, Rasika. & Fernandes, Mayola. (2015). Socio Demographic Characteristics of Tourists from Maharashtra visiting Goa. Atithya: A Journal of Hospitality, 1(1), 47-55.

Shenoy, Sajna, S. (2005). "Food Tourism and the Culinary Tourist". A Thesis in Parks, Recreation and Tourism Management. Submitted to, Clemson University, USA.

Siddhesha, Sinaishilimkhan. (2015). Problems faced by Child Labour working in Beach Shacks and Hotels across coastal areas of Goa. International Journal of Social Science & Interdisciplinary Research, 4(2), 54-66.

Simpson, David. (2006). Goan tourism benefits questioned. Retrieved January 16, 2017, from www.cabi.org/leisuretourism/news/16063

Singh, Sagar. (2011). The Tourism Area 'Life Cycle' A Clarification. Annals of Tourism Research, 38(3), 1178-1187.

Singla, Manika. (2014). A Case Study on Socio-cultural Impacts of Tourism in the city of Jaipur, Rajasthan: India. Journal of Business Management & Social Sciences Research (JBM&SSR), 3(2), 10-23.

Smitha, Kamat, Bhandare. (2010). Destination Life Cycle and Assessment – A Study of Goa Tourism Industry. South Asian Journal of Tourism and Heritage, 3(2), 139-148.

Smitha, Govindas, Bhandare. (2013). Tourism and its impact on rural entrepreneurship in Goa: An empirical study for promoting village tourism in Goa. A thesis submitted to Goa University, in Commerce, Goa.

Solomon, Rajan. (2009). The Challenge and Prospects of Tourism in Goa Today. Article Published by J & B Printers, Bengalure, for Council for Social Justice and Peace, Panjim, 1-87.

Song, Haiyan. Veen, der, Van, Robert. Li, Gang. & Chen, l., Jason. (2012). The Hong Kong Tourist Satisfaction Index. Annals of Tourism Research, 39(1), 459-479.

Sparks, Beverley. Bowen, John. & Klag, Stefanie. (2003). Restaurants and the tourist market. International Journal of Contemporary Hospitality Management, 15(1), 6-13.

Stylidis, Dimitrios. & Terzidou, Matina. (2014). Tourism and the economic crisis in Kavala, Greece. Annals of Tourism Research, 44, 210-226.

Sukthankar, Sitaram, V. (2011). Performance Evaluation of Hotel Industry in Goa. A Thesis in Commerce submitted to Shivaji University, Kolapur, Maharashtra.

Sukthankar, Sitaram, V. (2013). A Study on Growth of Hotel Industry in Goa. IOSR Journal of Humanities and Social Sciences (IOSR-JHSS), 11(2), 1-7.

Table Morgan Sample Thesis.docx – Scribd. Retrieved May 24, 2018, from www.scribd.com/doc/180354263/TABLE-MORGAN-SAMPLE-THESIS-docx

Tajeddini, Kayhan. (2014). The Effect of Organizational Structure and Hoteliers Risk Proclivity on Innovativeness. Asia-Pacific Journal of Management Research and Innovation, 10(1), 1-12.

Thaker, Manisha, Devendrabhai. (2004). Problems and Prospects of Tourism Industry in Gujarat. Thesis PhD. Saurashtra University, Gujarat.

Toda huts: The original homes of the Toda people, an ancient Indian tribe. Retrieved August 11, 2019, from thevintagenews.com/2016/10/18/toda-huts-the-original-homes-of-the-toda-people-an-ancient-indian-tribe.

Tsartas, Paris. (1992). Socioeconomic Impacts of Tourism on Two Greek Isles. Annals of Tourism Research, 19, 516-533.

Varughese, Ashish. (2013). Problems and Prospects of Backwater Tourism in Kerala with special reference to Alappuzha District. Indian Journal of Marketing, 43, 18-29.

Verma, Vibha. (2015). Another Bad Year. Herald Review. Retrieved November 29, 2015, from www.heraldgoa.in/Review/ANOTHER-BAD-YEAR/96249.html.

Vijay, Nikhil. & Pawaskar, Pinky. (2017). A non parametric analysis of the Perception of Tourists about Goa. Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices, 2(4), 12-24.

Vijayanand, S. (2012). Socio-Economic Impacts in Pilgrimage Tourism. International Journal of Multidisciplinary Research, 2(1), 329-343.

Wachowica, Tomasz. Brzostowski, Jakub. & Roszkowka, Ewa. (2012). Reference Points –Based Methods in Supporting the Evaluation of Negotiation Offers. Operations Research and Decisions, 4(1), 121-137. Retrieved November 15, 2018, from orduser.pwr.wroc.pl /Download File. aspx?aid=1046

Welton, Rachel. (2012). Coastal tourism: the response of Indian Ocean island tourism destinations to climate change. A Thesis submitted to Nottingham Trent University for the Degree of Doctor of Philosophy, United Kingdom (UK).

Wilson, David. (1997). Paradoxes of Tourism in Goa. Annals of Tourism Research, 24(1), 52-75.

Yolal, Medet. Gursoy, Dogan. Uysal, Muzaffer. Kim, (Lina), Hyelin. & Karacaoglu, Sila. (2016). Impacts of festivals and events on residents well-being. Annals of Tourism Research, 61, 1-18.

Zhong, Linsheng. & Xiang, Baohui. (2007). Tourism development and the tourism area life-cycle model: A case study of Zhangjiajie National Forest Park, China. Tourism Management, 29(5), 841-856.

Zmyslony, Piotr. (2011). Application of the Destination Life Cycle Concept in Managing Urban Tourism: Case of Poznan, Poland. Proceedings of the International Conference on Tourism (ICOT 2011). Tourism in an era of uncertainty, Rhodes Island, Greece, 867-877.

QUESTIONNAIRE

a) SHACK OWNERS

Part I: Personal Profile

1) Name of the Shack: _____

2) Name of the Shack Owner: _____

3) Owner's Contact Number (Optional): _____

4) Place of Location: a) North b) South

5) Gender: a) Male b) Female c) Others

6) Marital status: a) Single b) Married c) Widowed

7) Educational qualification: (tick the appropriate option)

a) Below SSC b) SSC c) HSSC d) Graduation

e) Post-Graduation f) Hotel Management Course g) Others _____

8) Age

a) Below 25 years b) 25 to 34 years c) 35 to 44 years

d) 45 to 54 years e) 55 to 64 years e) Above 64 years

9) Are you doing the shack business on:

a) Ownership Basis. b) Lease / Rental Basis.

10) Is this shack located on?

a) Public/Government property b) Private property

11) Are you from?

a) Goa b) Outside Goa but within India c) Foreign National

12) For how many years are you doing the Shack business?

a) Less than 6 years b) 6 – 10 Years c) 11 – 15 Years

d) 16 - 20 Years e) 21 - 25 years f) More than 25 years

13) How many months do you run the shack business every year?

a) Three Months b) Six Months

c) Nine Months d) Twelve Months

14) How did you land up in shack business?

a) Owned land at beach side b) Had experience in hotel industry

c) It is seasonal d) Continuing with family business

e) Requires less investment f) No other option (Unemployed)

15) What was your profession before starting the Shack business?

a) Unemployed b) Fishing c) Toddy Tapper

d) Seaman e) Private Service f) Working in Foreign Country

g) Other Profession, please specify _____

16) Besides the shack owner, how many additional members of the shack owner's family are dependent on shack business?

a) Nil b) One c) Two d) Three

e) Four f) More than Four

Part II: General Responses

17) Amounts spent on labour in erecting a shack at the beginning of the tourist season.

a) Less than Rs. 25,000 b) Rs. 25,000 to below Rs. 50,000

c) Rs. 50,000 to below Rs. 75,000 d) Rs. 75,000 to below Rs. 1,00,000

e) Rs. 1,00,000 and above.

18) Amounts spent on labour in dismantling a shack at the end of the tourist season.

a) Less than Rs. 25,000 b) Rs. 25,000 to below Rs. 50,000

c) Rs. 50,000 to below Rs. 75,000 d) Rs. 75,000 to below Rs. 1,00,000

e) Rs. 1,00,000 and above.

19) What is the total cost of putting up a shack?

a) Less than Rs. 1,00,000 b) Rs. 1,00,000 to below Rs. 2,00,000

c) Rs. 2,00,000 to below Rs. 3,00,000 d) Rs. 3,00,000 to below Rs. 4,00,000

e) Rs. 4,00,000 to below Rs. 5,00,000. f) Rs. 5,00,000 and above.

20) What is the total capital amount invested by you in this shack business?

a) Less than Rs. 2.5 lakh b) Rs. 2.5 lakh to below Rs. 5 lakh

c) Rs. 5 lakh to below Rs. 7.5 lakh d) Rs. 7.5 lakh to below Rs. 10 lakh

e) Rs. 10 lakh to below Rs. 12.5 lakh f) Rs. 12.5 lakh and above.

21) Did you ever borrow money to invest in shack business?

a) Yes b) No

22) If yes, from where did you borrow money to invest in shack business?

a) Nationalized Banks b) Private Banks c) Co-operative Banks

d) Money Lenders e) Family & Friends f) Neighbours

23) The interest rate per annum at which you have borrowed money to invest in shack business.

a) Nil b) 1% to 10% c) 11% to 13%

d) 14% to 16% e) Above 16%

24) Approximate average monthly operating (running) expenses of the shack.

a) Below Rs. 40,000 b) Rs. 40,000 to below Rs. 80,000

c) Rs. 80,000 to below Rs.1,50,000 d) Rs. 1,50,000 to below Rs. 2,00,000

e) Rs. 2,00,000.

25) What mode of payment do you follow while paying to your employees?

a) Cash _____ %

b) Credit to bank account _____ %

26) Approximate average monthly net profits of the shack business.

a) Below Rs. 10,000 b) Rs. 10,000 to below Rs. 25,000

c) Rs. 25,000 to below Rs. 50,000 d) Rs. 50,000 to below Rs. 75,000

e) Rs. 75,000 to below Rs. 1,00,000 f) Rs. 1,00,000 to below Rs. 1,50,000

g) Rs. 1,50,000.

27) Number of workers presently working at this shack.

a) Up to 5 b) 6 to 10 c) 11 to 15

d) 16 to 20 e) 21 to 25 f) 25 to below30 g) Exactly 30

28) Number of workers from Goa presently working at this shack.

a) Nil b) 1 to 2 c) 3 to 4

d) 5 to 6 e) 7 to 8 f) More than 8

29) Average number of foreign tourists visiting the shack per day.

a) Up to 20 b) 21 - 40 c) 41 - 60 d) 61- 80

e) 81 - 100 e) 101 -119 g) More than 119

30) Average amount spend by a foreign tourist per visit on food/meals and drinks at this shack.

a) Less than Rs. 500 b) Rs. 500 to less than Rs. 1,000

c) Rs. 1,000 to less than Rs. 1,500 d) Rs. 1,500 to less than Rs. 2,000

e) 2,000 to less than Rs. 2,500 f) Rs. 2,500 to less than Rs. 3,000

g) Rs. 3,000 and above.

31) Are the foreign tourists pay in:

a) Indian Currency b) Foreign Currency c) Both

d) International Debit / Credit Cards

32) Average number of domestic tourists visiting the shack per day.

a) Up to 20 b) 21 – 40 c) 41 - 60 d) 61 - 80

e) 81 – 100 f) 100 – 119 g) More than 119

33) Average amount spend by a domestic tourist per visit on food/meals and drinks at this shack.

a) Less than Rs. 500
b) Rs. 500 to less than Rs. 1,000
c) Rs. 1,000 to less than Rs. 1,500
d) Rs. 1,500 to less than Rs. 2,000
e) 2,000 to less than Rs. 2,500
f) Rs. 2,500 to less than 3,000
g) Rs. 3,000 and above

34) How does the domestic tourist pay their bills every day?

a) Cash _____ %

b) Card Swiping _____ %

35) What type of job do you perform during the off-season?

a) Fishing
b) Agriculture
c) Private Job
d) Act as a Broker for buying & selling property
e) Take rest
f) Any other

36) The average occupancy ratio of the shack in Goa over the last five years is (2012-13 to 2016-17):

a) Increasing
b) Decreasing
c) No Change

Part III: Socio-Economic Contribution of Beach Shacks

37) A Shack offers the following **economic benefits** to the shack owner? (Please tick appropriate option)

Sr. No.	Economic Benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Self-employment					
b)	Provide employment to family members					
c)	Earn surplus					
d)	Contributes to family income					
e)	Increases family wealth					
f)	Increases family spending power					
g)	Make Financially independent					
h)	Creation of movable assets					
i)	Creation of immovable assets					
j)	Increases credit worthiness					

38) A Shack offers **economic status** to the shack owner? (Please tick appropriate option)

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

39) A shack business faces **economic problems** in Goa because? (Please tick the appropriate option)

Sr. No	Economic Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Higher salaries & wages					
b.	Higher license fees					
c.	Higher taxes					
d.	Changing government policies					
e.	Higher prices					
f.	Centralized payment of all fees and taxes					
g.	Permissions to erect shack					
h.	Timings, use of loud music and number of beach beds.					

40) A Shack offers **social status** to the shack owners? (Please tick appropriate option)

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

41) A shack offers the following **social benefits** to the shack owner?

Sr. No.	Social benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Command respect and higher status in society					
b)	Live in a comfortable house					
c)	Use car for family comforts					
d)	Sending my children to the prominent schools					
e)	Afford better health care facilities					
f)	Afford healthier food and clothing					
g)	Improve reading and writing skills					
h)	Communicate fluently in English and Hindi					
i)	Communicate in at least one foreign language besides English					
j)	Celebrate family functions with fun & happiness					
k)	A shack offers social status to the shack owner					

42) A shack business faces **social problems** in Goa because? (Pleas tick the appropriate option)

Sr. No.	Social Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Lack of trained workers					
b.	Locals prefer not to work at a shack					
c.	No cooperation from local bodies					
d.	Political interference while erecting a shack					
e.	Negative publicity					
f.	Problems from locals					
g.	Bribe local bodies to get the work done					

43) What precautions do you take to ensure that your shack don't harm the environment?

_____

44) How do you dispose the waste generated by your shack each day?

_____

45) Any other suggestions for the betterment of shack business in Goa.

_____

b) TOURISTS

Part I: Personal Profile

1) Name of the respondent: _____

2) Gender: a) Male b) Female c) Others

3) Type of Tourists: a) Domestic - State _____
b) International - Country _____

4) Present Occupation:
a) Student b) Service c) Businessman
d) Professional e) Housewife f) Retired
g) Others _____

5) Educational Qualification:
a) Up to SSC b) Above SSC but below Graduation
c) Graduate d) Post-Graduate e) Professional or Ph.D

6) Age:
a) Below 20 years b) 20 -29 years c) 30 – 39 years
d) 40 - 49 years e) 50– 59 years f) 60 – 69 years
g) 70 years and above

7) Marital Status: a) Single b) Married c) Divorced

8) Which faith/religion do you belong to?
a) Christianity b) Hinduism c) Islam d) Jews
e) Sikhs f) Others _____

9) What is the purpose of visiting Goa?
a) Leisure b) Adventure c) Business
d) Honeymoon e) Pilgrimage f) Conferences & Seminars
g) Others _____

10) Are you visiting Goa for the first time? a) Yes b) No

11) If No, how many times in the past have you visited the State of Goa?

a) One b) Two c) Three

d) Four e) Five f) More than five times.

12) Total Household Income per annum / per year: (Please tick any one option whichever is applicable) **(Exchange rate of one Dollar is taken at Rs. 70)**

Sr. No.	In Dollar Terms $	In Rupees Rs.
a.	Up to $ 5,000	Up to Rs. 3,50,000
b.	Between $ 5,001 to 10,000	Between Rs. 3,50,001 to 7,00,000
c.	Between $ 10,001 to 15,000	Between Rs. 7,00,001 to 10,50,000
d.	Between $ 15,001 to 20,000	Between Rs. 10,50,001 to 14,00,000
e.	Between $ 20,001 to 25,000	Between Rs. 14,00,001 to 17,50,000
f.	Above $ 25,000	Above Rs. 17,50,000

13) Total budget per person during the present visit to Goa:

a)Less than Rs. 10,000 b) Rs. 10,000 to less than Rs. 20,000

c) Rs. 20,000 to less than Rs. 30,000 d) Rs. 30,000 to less than Rs. 40,000

e) Rs. 40,000 to less than Rs. 50,000 f) Rs. 50,000 and above

14) Are you travelling with:

a) Family b) Friends c) As a Group d) Alone

15) How many days have you planned to stay in Goa during the present visit?

a) Up to 2 days b) 3 - 4 days c) 5 - 6 days

d) 7 - 8 days e) 9 - 10 days f) More than 10 days

16) How did you book your current holiday to Goa?

a) Through local tour operator b) Through foreign tour operator

c) No booking

17) How do you know about the Goan Beach Shacks?

a) Word Of Mouth (WOM) b) Family c) Friends & Relatives

d) Internet e) Print Media f) Agents

18) How did you do your reservation at the shack?

a) Telephone / Mobile Phone b) Internet / E-Mail

c) Agent d) No reservation / Walk-in

19) Amounts spend per visit per person by you at a shack on food and drinks on an average.

a) Less than Rs. 500 b) Rs. 500 to less than Rs. 1,000

c) Rs. 1,000 to less than Rs. 1,500 d) Rs. 1,500 to less than Rs. 2,000

e) Rs. 2,000 to less than Rs. 2,500 f) 2,500 and above

20) Did you come to Goa because of beach shacks?

a) Yes b) No

21) Will you recommend beach shacks in Goa to your Family, Neighbours, Friends, and/or others?

a) Yes b) No

22) What is your opinion about the beach shacks in Goa?

a) Not Developed b) Moderated Developed

c) Developing d) Highly Developed

e) Not Highly Developed

Part II: Socio-economic Benefits of Shacks

23) The factors influencing tourists towards the shacks contributing to **economic benefits** for tourists are:

Sr. No	Economic Benefits	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
a.	Lower price of Food and Drinks					
b.	Serve more quantity per serving					
c.	Located on the beach and are economically convenient					
d.	Provide cheaper accommodation					
e.	Accept payment in any currency					
f.	Accept Debit / Credit Cards					
g.	Exchange of currency					
h.	Get value for money at a shack (Can extend the holidays within the same budget)					
i.	Arranges sight-seeing tours					
j.	Provide various services under one roof					

24) A shack offer **economic benefits** to the tourists in the State of Goa.

a) Strongly Agree b) Agree c) Neutral

d) Disagree e) Strongly Disagree

25) The factors influencing tourists towards the shacks resulting in **economic problems** to tourists are:

Sr. No	Economic Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Employers don't reimburse bills					
b.	No locker facility					
c.	No proper regulation of prices at shacks					
d.	No card swiping machines					
e.	Cheated while exchanging currency					

26) Tourists face **economic problems** due to shacks in the State of Goa.

a) Strongly Agree b) Agree c) Neutral

d) Disagree e) Strongly Disagree

27) The factors influencing tourists towards the shacks contributing to **social benefits** to tourists are:

Sr. No.	Social Benefits	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Experience of local culture					
b.	Spend quality time					
c.	Have fun					
d.	Relax					
e.	Located close to the beach					
f.	Privacy					
g.	Gather information about the local Village/place					

28) A shack offers **social benefits** to tourists in the State of Goa.

a) Strongly Agree b) Agree c) Neutral

d) Disagree e) Strongly Disagree

29) The factors influencing tourists towards the shacks resulting in **social problems** to tourists are:

Sr. No.	**Social Problems**	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
a)	Harassment by beggars					
b)	Garbage on the beach					
c)	Harsh attitude of the locals					
d)	Inadequate parking facilities					
e)	Stray dogs and cattle					
f)	Staring at the foreign tourists by domestic tourists					
g)	Can't freely walk on the beach due to beach beds & umbrellas					
h)	Irregularities					
i)	Problems of drugs & prostitution.					
j)	Tourists face social problems due to shacks					

30) Tourists face **social problems** due to shacks in the State of Goa.

a) Strongly Agree b) Agree c) Neutral

d) Disagree e) Strongly Disagree

31) Did you stay at a shack located on?

a) Public Property

b) Private Property

c) Both public & private properties

32) I(tourist) prefer shacks located in the following properties because of:

(SA – Strongly Agree; A – Agree; N – Neutral; D – Disagree, and SD – Strongly Disagree)

Sr. No	**Preference**	**Public Property**					**Private property**				
		SA	**A**	**N**	**D**	**SD**	**SA**	**A**	**N**	**D**	**SD**
a)	Comfortable accommodation										
b)	Reasonable price										
c)	Cleanliness and hygienic										
d)	Privacy										
e)	Quality of food										
f)	Proximity to beach										
g)	Individual attention to the tourists										
h)	Entertainment facility										
i)	Spacious premises										
j)	Locker facilities										
k)	Mode of payment										
l)	Beach beds and umbrella facilities										
m)	Safety & security										

33) What are your views about the following services provided by beach shacks in Goa to the tourists?

Sr. No	Services	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a)	Located near the beach					
b)	Attractive ambience					
c)	Clean and hygiene					
d)	Serve quality food & drinks					
e)	Charge reasonable price					
f)	Accept payment using debit/credit cards					
g)	Offer variety in the menu					
h)	Serve the menu items all the time					
i)	Prompt service					
j)	Quick in solving problems					
k)	Honesty of staff					
l)	Friendly approach in serving tourists					
m)	Provide personalized services					
n)	Respect tourists privacy					
o)	Provide locker facility					
p)	Provide beach beds and umbrellas					
q)	Provide free Wi-Fi facilities					
r)	Free reservation facility for tourists					
s)	Can accommodate any family					
t)	Free changing room cum toilet facility					
u)	Celebrating birthday parties					
v)	Variety of services under one roof					

34) Why will you recommend beach shacks in Goa to others?

_____

_____

35) Why will you **not** recommend beach shacks in Goa to others?

_____

_____

36) Suggestions you would like to offer for the improvement of beach shacks in Goa.

_____

_____

37) Do you have any success story / Personal story to highlight the importance of Beach Shacks in Goa?

_____

_____

c) LOCAL COMMUNITY

Part – I: Personal Profile

1) Name of the Respondent: _____

2) Gender:

a) Male b) Female c) Others

3) Age:

a) Less than 20 years b) 20 to 29 years c) 30 to 39 years

d) 40 to 49 years e) 50 to 59 years f) 60 years and above

4) Which Profession do you belong to?

a) Business b) Government Service c) Private Service

d) Agriculture e) Fishing f) Tourist Taxi Driver

g) Motor Cycle Pilot h) Retired

5) Number of years living/residing in Goa.

a) Up to 5 years b) 6 – 10 years c) 11 – 15 years

d) 16 – 20 years e) 21 – 25 years f) More than 25 years

6) Educational Qualification.

a) Below SSC b) SSC c) Higher Secondary

d) Graduation e) Post-Graduation f) Others, Ph.D.

7) Are you staying:

a) In your own house

b) In a rented house

8) Are you or your family directly or indirectly connected to tourism related business in Goa?

a) Yes

b) No

9) What is the distance from your house to the beach?

a) Up to 1 km
b) Between 1 – 2 kms
c) Between 2 – 3 kms
d) Between 3 – 4 kms
e) Between 4 – 5 kms
f) Above 5 kms

10) What is your average monthly family income from all sources?

a) Less than Rs. 20,000
b) Rs. 20,000 to less than Rs. 40,000
c) Rs. 40,000 to less than Rs. 60,000
d) Rs. 60,000 to less than Rs. 80,000
e) Rs. 80,000 to less than Rs.1,00,000
f) Rs. 1,00,000 and above

11) What is the average monthly income earned by you due to shack business during the current year?

a) Less than Rs. 5,000
b) Rs. 5,000 to less than Rs. 10,000
c) Rs. 10,000 to less than Rs. 15,000
d) Rs. 15,000 to less than Rs. 20,000
e) Rs. 20,000 to less than Rs. 25,000
f) Rs. 25,000 and above

12) Beach shacks are **Relevant to the Local Community** in the State of Goa.

a) Strongly Agree
b) Agree
c) Neutral
d) Disagree
e) Strongly Disagree

Part – II: Socio-Economic Benefits of Beach Shacks

13) Beach shacks provide the following **economic benefits** to the local community in the State of Goa:

Sr. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Employment opportunities					
b.	Promotes subsidiary business					
c.	Increase income of the residents					
d.	Buy local produce at better price					
e.	Contribute to increase in land prices					
f.	Opportunity to earn rental income					

14) The following are the **economic problems** faced by the local community due to beach shacks in the State of Goa:

Sr. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Seasonal employment					
b.	Higher prices of local produce					
c.	High cost of living					
d.	Increase in land prices					
e.	Buying foreign goods instead of local					

15) Beach shacks provide the following **social benefits** to the local community in the State of Goa:

Sr. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Promoting local culture					
b.	Development of infrastructure					
c.	Environmental protection					
d.	Locals feel secure to visit beach due to shacks					

16) The following are the **social problems** faced by the local community due to beach shacks in the State of Goa:

Sr. No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a.	Environmental pollution					
b.	Seasonal migration					
c.	Giving up traditional occupations					
d.	Discrimination between Indian and Foreign tourists					
e.	Cultural clashes					
f.	Increase traffic in Villages					
g.	Crowded beaches					
h.	Noise pollution					
i.	Increase crime rate					