

# **GLOBALISATION INFLUENCE ON HEALTH TOURISM IN GOA**

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**Introduction:** The integration of Economies is made possible by technology, Communication networks, internet access, growth of economic cooperation (EU, NAFTA, etc.), movement to free trade etc. lead to the new revolution called globalisation. With the influx of globalisation escort to massive increase in the trade relations between the countries which further led to increased choice of the consumers, Greater potential for growth, Increase international economies of scale, Greater employment opportunities thus trade has led to massive increases in wealth for many countries.

Globalisation made a greater impact in the trade of tourism. Tourism is the most visible turn of phrase of globalization, as it involves the greater flows of goods, services, and people. Tourism one of the world's largest rewarding and transnational economic activities, it ranks among the top export industries for countries. Share of tourism in international trade is drastically increasing in importance. As a fact of reality trade in tourism services has been concentrated mainly in the developed countries and relatively low in the developing economies of the world though rising significantly.

With the breeze of Globalization opened new opportunities for tourism development. With the developments in transportation, electronic technology and communication facilitated the growth in tourism industry; tourism industry has diversified itself in many new emerging facets like sports tourism, health tourism, medical tourism, agro tourism and so on.

**Need For Research:** As globalization has brought about several changes in all the spheres of the economy like agriculture, industry tourism etc.. Tourism industry is a co influx of all the economic and its related activities, it is essential to study the impact of globalization on tourism industry.

**Scope of Study:** This study is crammed to the constructive impacts of globalization on tourism industry. The study area is confined to the State of Goa.

**Objectives:**

To study the impact of globalisation on tourism

To study the emergence of health and medical tourism in Goa due to globalisation

**Methodology:** Type of Data – The study used both primary and secondary data. The primary data was collected from the respondents selected for the study and secondary data is collected from tourism Dept., health Dept., transport Dept. and other Govt offices tourism documents, journals, etc.

Tools used: SPSS

**Significance of study:**

1. The findings of this study will help the Government to take some concrete measures to reduce the negative impacts of globalisation on Tourism industry.
2. This study will bring to light several aspects of tourism industry particularly health and medical tourism in Goa.

**Hypotheses:**

1. Due to globalisation the tourism industry in Goa has developed rapidly.
2. After globalisation Goa has witnessed rise in hospitals and health care centres thereby increasing the number of tourists for health and medical treatments especially foreign tourists.

**Globalisation:** Globalisation is a process through which the diverse world is unified into a single society.. The rapid industrial development, opening up of economies and the rapid progress of science and technology has

reduced the world into a global village. However, the economists have used the term globalization since 1980's, but the concept became popular only in the latter half of 1980's and 90's. The formation of General Agreement on Tariffs and Trade (GATT), International Monetary Fund and the concept of free trade has boosted globalization. The Globalisation ideology is based on the idea that more and more production and consumption of output alone is a substantial and major source of human happiness. Globalisation denotes an economic process of integrating country's economy with the world economy, through free enterprise and free trade. (Satyanarayana 2007).

**India and Globalisation:** The Indian economy witnessed major changes in the 90's. The new economic reform also known as Liberalization, Privatizations and Globalization (LPG model). The main aim was the rapid growth of Indian economy and to make it globally competitive. The period of economic transition had major impact on the economic development in all the major sectors. The Indian economy was in major crisis in 1991 when foreign currency reserves went down to \$1 billion and inflation was as high as 17%. Fiscal deficit was also high and NRI's were not interested in investing in India. Thus India was compelled to globalise the economy.

**Globalisation Factors Responsible for Growth of Tourism:** The basic causes for steady growth of tourism are economic, social and technological in nature. Rising per capita income, leading to higher purchasing power and an increase in discretionary incomes have made tourism accessible to a large majority of people.

In developed countries of the world due to rising standard of living, majority of people can afford holidays of both longer as well as of shorter duration.

In the case of more well off members of the society, establishment of recreation homes, cottages, caravans, etc. have become a fashion and status symbol.

The developments in the means of transport, communication and infrastructural facilities are the most important economic factors responsible for growth in tourism.

Modern tourist come from a wider social background varied tastes and ambitions. The impact of the modern technology, especially in aviation field has brought about a completely new meaning to tourism.

Travel to long distant destinations has now become a reality. The technological developments in transport have made it possible for millions of people to travel to faraway places.

The marketing methods like the package tour and holiday trips complete with all arrangements like transport, accommodation, sightseeing and selling these on a large scale to intending public have brought down significantly by the average cost per tour which is much below the cost of the trip arranged individually.

Opening of new travel destinations particularly in developing countries, creation of new facilities to receive bigger inflow of tourists and increasing tourism promoting efforts by tourist service enterprises have further pushed up the tourist inflows,

Governments have been engaged in large and colourful advertising campaign in magazines, newspapers and in televisions. To attract large number of tourists.

**Emergence of Medical and health tourism in Goa:** Goa, a tiny emerald land on the west coast of India, with its natural and scenic beauty, abundant greenery, active beaches, temples and churches with its distinctive style of architecture, colourful lively feasts and festivals and above all the hospitable people with a rich cultural heritage has an ideal tourist profile.

Goa, which has for long attracted tourists for its beaches, churches and temples and exotic cuisine, has an added attraction to offer high class and specialised health care facilities. Over the years, Goa has fine-tuned hospitality into an art, making visitors feel completely at home, away from home. The warm, friendly and helpful nature of the Goan people adds a new dimension to our health services. You receive health care with a smile and an extra special personal touch.

Goa once known as land of sun, sand and sea, is now become the land of sun, sea and surgery. Medical tourism is today a common form of mix leisure, fun and relaxation together with wellness and recuperation. The idea of a health holiday offers one an opportunity to get away from your daily routine and come to a different relaxing ambience In Goa, one can enjoy being close to nature as you receive rejuvenation and cleanup process on all levels , physical, mental and emotional to improve your general well being.

**Health Care in Goa:** Goa's Health Sector has been keeping pace with scientific advance to meet the needs of international tourists. Tourists got wide choice to choose from numerous healthcare packages such as Dentistry, Cardiac care, Cosmetic Surgery, Herbal Health, Yoga, Complete body health profile, Executive health plan, Women's health plan, Hormone profile, Cancer profile, Ayurvedic and Homeopathic, etc.

Apollo hospital in Margao possesses one of the finest teams of international cardiologists and cardiothoracic surgeons for cardiac treatment and surgeries that matches world standards.

**Cosmetic Surgery:** The Cosmetic Surgery Institute has recently tied up with Vintage Hospital to cater to endoscopic cosmetic surgery services, with specialist overseas trained doctors.

**Dentistry:** Dental care in Goa is also excellent. It is noted that though the service is of international standard, it is not expensive as one-eighth of the cost elsewhere in the world.

**Herbal Health:** Ayurvedic Natural Health Centre preserves and promotes medicinal values of various plants that generally grow wildly, but are beneficial to maintain a balance between man and nature.

There are pharmacies in all the towns in Goa as also along the beach belt. These are always well-stocked selling drugs manufactured in India under licence from foreign companies.

The main, well equipped hospitals are in the cities of Panaji, Mapusa, Margao and Vasco-da-Gama. There are also a number of ambulance services run by private, government and charitable institutions available on call.

**Major Hospitals that Provide Medical Facilities and Hotels that Provide Health Facilities for tourists in Goa:** *Apollo hospitals Margao:* Apollo Hospital is the first and only tertiary-care, super-specialty, multi-specialty, hospital in Goa, India. It is a franchisee of Apollo Hospitals Enterprise Ltd., the largest healthcare provider in south-east Asia, which ensures that the services provided are in accordance to the highest Apollo standards.

**Vintage Hospital** - Vintage Hospital is in the heart of picture-perfect, serene Goa, is a fully equipped general hospital set up as per international standards and was started in Goa, in February 2002. It is a hospital equipped with modern facilities to handle all medical and surgical diseases including accidents and emergencies. Vintage Hospital,a super specialty multi-disciplinary hospital provides services equal to the best in the world. Equipped with modern facilities and infrastructure, Vintage has a team of highly dedicated, skilled doctors, nurses and other hospital staff. Vintage is committed to provide the best quality service and value for money.

**Hubert Dental Clinic, Margao:** This clinic has become very famous for dental implants and ceramic veneers. According to many leading suppliers of dental implants, it is probably doing the maximum number of dental implants in India today. Their assessment is based on the fact, that, besides the local and overseas patients (foreigners), it has a lot of patients from different parts of India who come for dental implant treatment all throughout the year.

**Goa Marriott:** Located at the secluded edge of the Miramar Beach, it is the perfect place for a truly relaxing stay. This charming luxury resort is one of the finest five star hotels in Goa for business and for leisure. The Spa has expert masseurs trained in the ancient art of Ayurveda. Experience holistic healing with selection exotic oils. The Gym is equipped with state-of-the-art imported exercising equipment and a professional in house trainer to guide you. The Beauty Parlor ensures that you are well groomed with a host of beauty services. Thus, you can enjoy recreational and health facilities like the Outdoor pool, Full spa, Health club, Whirlpool, Sauna, Tennis, Squash, Beach, Snorkeling, Sailing, Jet skiing and Water-skiing while staying at the Goa Marriott Resort.

**The Leela Palace Kempinski Goa:** The internationally acclaimed Spa at The Leela Kempinski Goa is renowned for its extensive selection of professional Ayurvedic therapies and services. An in-house Ayurveda doctor and an expert team of therapists ensure guests have a genuine, rejuvenating experience. The Shirodhara and Warm Stone Massages are signature therapies of our Spa and are highly recommended for the ultimate in stress-relief and relaxation.

**Park Hyatt, Arossim, Cansaulim:** Park Hyatt Goa Resort and Spa is a world-class facility, set on 45 acres of lush beachfront gardens. The resort hotel is located in the most idyllic area of South Goa in India. Featuring a unique village concept, with extensive spa facilities, Park Hyatt Goa Resort and Spa creates the magic and romance of a luxury boutique hotel while having the amenities and vibrant attractions of a resort.

**Sereno Spa:** It is a complete health and wellness destination, designed to offer holistic treatments with a blend of unique therapies inspired by Ayurvedic and yogic traditions. Sereno Spa promises a transformational experience, integrating ancient traditions with contemporary spa principles of thalasso therapy, aromatherapy and energy healing to help achieve emotional, physical and spiritual wellness goals.

**Traditional Foot Massage:** Famous as a "Warrior Massage", this deep form of manipulation using the therapist's feet helps to unknot deep-seated muscle tension. The firm and rhythmic strokes generate heat and help to rebalance the muscle tone, improving flexibility.

#### Hypotheses Verification:

**Due to Globalisation the Tourism Industry in Goa has Developed Rapidly:** The development in the tourism can be established with increase in the infrastructure development for the industry and number of global tourists arrived in the state. Rapid growth can be determined by the rate at which the development took place and comparing it with the pre-globalization era.

The key parameters depicting development of tourism industry are. Other than the number of the tourists arrived in the state development can be described by the increase in number of hotels, casinos, shacks.

Facilities for the tourists - Hotels, Casinos, Shacks, Roads

Growth of these facilities since globalisation are analysed to come to the conclusion regarding the development of the tourism industry

**Table 1: Parameters Used to Determine Development of Tourism Industry due to Globalisation**

Year	No. of Tourists Arrived	No of Hotels In Goa	No of All Goa Buses	No. of Casinos	No. of Shacks
1998	1228259	1605	2	01	150
1999	1244128	1688	3	02	158
2000	1268513	1756	6	00	197
2001	1380313	1833	4	00	166
2002	1596941	1893	23	00	227
2003	2039497	1933	21	01	242
2004	2448959	2027	32	01	281
2005	2302146	2156	26	00	223
2006	2479068	2233	38	03	259
2007	2597443	2322	57	00	256
2008	2371539	2444	87	08	256
2009	2503703	2531	72	01	287
2010	2642805	2641	84	01	329

**Source:** Statistical Year books published by Directorate of Planning, Statistics and Evaluation Goa

**Hypothesis - 1:** Increase in number of hotels registered is related to the increase in the number of tourists arrived in the state.

**Null Hypothesis:** - Increase in number of hotels registered is not related to the tourists visiting Goa.

**Alternate Hypothesis:** -Increase in number of hotels is directly related to the tourists visiting Goa.



Fig 1: Plot for the no of hotels registered in Goa since 1998-2010

The plot shows that number of hotels registered in Goa during the period of consideration has increased. The trend lines plotted shows the liner increasing trend for number of hotels registered in Goa.

**Regression Analysis:** Regression Analysis was performed using Microsoft Excel and result of the same is as follows:

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.897325202							
R Square	0.805192518							
Adjusted R Square	0.787482747							
Standard Error	154.2208127							
Observations	13							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	1081366.119	1081366.119	45.46600376	3.18773E-05			
Residual	11	261624.6499	23784.05908					
Total	12	1342990.769						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1028.879716	161.890436	6.355407654	5.40423E-05	672.5612688	1385.198163	672.5612688	1385.198163
X Variable 1	0.000524323	7.77598E-05	6.742848341	3.18773E-05	0.000353175	0.000695471	0.000353175	0.000695471

#### Interpretation of Regression Analysis:

From the regression output, we observe that;

$b_0 = 1028.879716$  and  $b_1 = 0.000524323$  Thus, the prediction line for these data is;

$$Y_1 = 1028.879716 + 0.000524323 X_1$$

Where  $Y_1$  = Number of hotels registered in Goa;

$X_1$  = Number of the tourists arrived in Goa

**Coefficient of Determination:** The coefficient of determination ( $r^2$ ) is equal to the regression sum of squares (that is, explained variation) divided by the total sum of squares (that is, total variation).

$$r^2 = \text{SSR} / \text{SST} = 0.805192518$$

The coefficient of determination measures the proportion of variation in  $Y$  that is explained by the independent variable  $X$  in the regression model.

$$r^2 = \text{SSR} / \text{SST} = 0.805192518$$

Therefore, **80.51%** of the variation in no of hotels registered in Goa is explained by the variability in the number of tourists arrived in Goa. This large  $r^2$  indicates a strong positive linear relationship between two variables because the use of a **regression model has reduced the variability in predicting registration of hotels up to 80.51%**.

**T-Statistics and P-Statistics Analysis:** Using the 0.05 level of significance, the critical value of  $t$  with  $n = 12$  degrees of freedom is 1.7823. Because  $t = 6.742848341 > 1.7823$ , we reject  $H_0$  (Null Hypothesis). Using the p-value, you reject  $H_0$  because the p-value is approximately 0.0000318773033948617 which is significantly lower than 0.05. Hence, we can conclude that there is a significant linear relationship between no. of hotels registered in Goa and the number of tourists arrived.

**Verification of Hypotheses:** Thus the hypothesis is accepted in view of the fact that there is rapid growth of tourists visiting Goa in the post liberation and globalisation period. Since 1991 onwards, the arrivals of domestic tourists in Goa rose from 756786 in 1991 to 878487 in 1995, 1120242 in 2001 and further to 2225002 in 2011. Thus there is an exponential growth of domestic tourists in Goa.

Similarly the arrivals of foreign tourists rose from 78281 in 1991 to 229218 in 1995, 291709 in 2000, 336803 in 2005 and further to 445935 in 2011. This high growth of foreign tourist's arrivals indicates the development of tourism in Goa due to globalisation.

In view of the above trend the hypothesis cited above is vindicated and accepted.

**Hypothesis II:** After Globalisation, Goa has witnessed rise in hospitals and health care centres thereby increasing the number of tourists for health care and medical treatments specially foreign tourists.

**Table 2: Medical and Health Services**

Items Medical and Health Services	Units	At the time of attaining statehood 1987-88	2013-14	2014-15
<b>1. Government Hospitals</b>				
<b>2. Private Hospitals</b>	No.	31	41*	41*
<b>3. Beds in Govt. Hospitals</b>	"	82	121(P)	123(P)
<b>4. Beds in Private Hospitals</b>	"	2,371	3,160	3,118
<b>5. Health Centers:</b>	"	1,312	2,732(P)	2,796(P)
<b>a. Community Health Centre's</b>	"	3	4	4
<b>b. Primary Health Centre's</b>	"	14	21	21
<b>c. Urban Health Centre's</b>	"	5	5	5
<b>d. Rural Medical Dispensaries</b>	"	29	31	31
<b>e. Sub Centre's</b>	"	166	207	207
<b>f. Dental Clinics</b>	"	17	28	28
<b>g. Medical Dispensary</b>	"	-	1	1
<b>9. Doctor population ratio</b>	"	1:882	1:716	1:795
<b>10. Bed population ratio</b>	"	1:316 *:	1:266	1:273

\* State and Central Government Hospitals and all PHCs with/without beds. P- Provisional

**Source:** Directorate of planning and statistics Goa

**Analysis:** the above table shows the growth in the medical and health services in the state of Goa from the pre globalisation period to globalisation period . there has been an increase in Govt. hospitals from 31 in 1987-88 to 41 in 2014-15. Similarly there is an increase in private hospitals from 82 in 1987-88 to 123 in 2014-15. So also the doctor patient ratio has changed from 1:882 in 1987-88 to 1:795 in 2014-15.thus witnessing a great change in the globalisation period.

**Facilities Provided by the Government to Promote Health Tourism in Goa:** Medical tourists and international aspirants can now get cosmetic surgery packages in Goa at low cost. Cosmetic surgery packages at Goa not only offers you beauty enhancement procedures like face lift surgery, tummy tuck surgery, nose job, body lift surgery and thigh lift surgery including laser liposuction surgery at a less cost but also provides you health recovery physically and mentally by providing you extensive holiday tours and holiday vacations.

Through the process of globalization, Government of Goa opened doors to world renowned hospitals to work in Goa in collaboration with the local entrepreneurs.

**Infrastructure:** Creating better national and international accessibility, world class infra-structural travel and transport connectivity, telecom, internet and other allied services, co-ordination with the various agencies involved in the tourism and travel trade to ensure smoother functioning of the industry are also top priority.

**Subsidies:** In Goa, some private hospitals agreed to provide services to poor people for no costs and in turn received government subsidies in the form of land, tax breaks and medical equipment.

**Medical Visa:** With the introduction of the medical visa, it is now easier than before to travel to Goa. If the patient's treatment requires an extension, the medical visa can be extended without any problem.

#### **Medical Tourism Policy:**

**Medical Tourism:** *Need surgery* India is considered to be the leading country in the promotion of medical tourism. It has now moved into a new area of "medical outsourcing" where subcontractors provide services to the overburdened medical care systems in western countries. According to India's National Health Policy, the treatment of international patients is a legal "export" and is deemed "eligible for all fiscal incentives extended to export earnings." As per Indian government and private sector studies, medical tourism is thought to be able to bring in US \$1 billion and \$2 billion into the country. The reports say that the rate of medical tourism is growing by as much as 30% a year. Reasons as to why tourists visit Goa for medical and health treatments.

**Language:** Goa offers language advantage - a foreign patient would surely prefer a place where English, Portuguese and other European languages are spoken. Also, it is believed that the facilities in Goa are more suited for International patients.

**Infrastructure:** Goa government is trying to increase its infrastructure to better suit the needs of patients coming to Goa for treatments such as heart surgery, knee replacement, other orthopedic treatments, cosmetic surgery, eye care, dental treatment or any other treatment for that matter. This is one of the primary fields which Goa intends to explore during the coming years.

Goa's healthcare industry is already growing drastically. The area has shown such potential that Goa is poised to become a major health destination.

**Medical Visa:** Medical visa is made available to the tourist who wants to travel for medical purpose. With the introduction of the medical visa, it will now be easier than ever to travel to India. If treatment requires an extension, the medical visa can be extended without any problem.

**Prospects of Health Tourism in Goa:** Tourism industry in Goa enjoys bright prospects as the state possesses rich cultural heritage and tourist spots which offer a diversity of attractions and places of historical and archaeological importance. The tourism sector is an important foreign exchange earner and its employment potential is vast. Employment in tourism has a multiplier effect with its linkages to many other sectors like agriculture like agriculture, handicrafts, construction industry, etc. so also tourism helps in nation building activities and serves as a potent, positive force to stimulate economic development, improve ecology and foster national integration through mutual understanding.

To facilitate the medical tourism industry and to achieve the targets, to foster its growth, the Ministry of tourism in collaboration with the Ministry of health has to evaluate the opportunities in the industry and formulate a policy for accrediting healthcare institutions in the state. The programme should classify health service providers on the basis of infrastructure and quality of services offered. It is expected to standardize procedures and facilitate foreign patients in selecting the best hospitals.

Hospitals in the state should take advantage of the booming medical tourism industry by investing largely in acquiring equipments, size and skills.

To provide for brighter prospects for the industry, the hospitals can also acquire international accreditation, integrate traditional and clinical treatments and offer end-to-end value added services by tying up with tour operators, airline carriers and hotel companies. Hospitals can also allow foreign patients to pay through credit and ensure proper support services to foreign patients after they return to their native countries.

The Government of Goa can also reinforce its support through quick visa processing, improved flight connectivity and infrastructure development.

Health tourism in Goa has a bright future if it is planned systematically. The Goa tourism department in collaboration with the Goa Medical College

**Benefits of Tourism to Goa:**

*Economic / Financial benefits*

- a) Foreign revenue earnings
- b) Funds rise from taxes, etc.
- c) Attraction of external/foreign investments for local infrastructure/services in the field of Medical infrastructure and Hotels/Resorts providing Health facilities like Ayurveda and Spa.
- d) Diversification of local employment and income
- e) Service sector employment opportunities
- f) Support employment opportunities: e.g. Agriculture, Fisheries, Handicrafts, Cottage industries
- g) Development of export markets for local products, foods, etc.

**Conclusion:** Having already popularized the campaign plans to attract tourists to Goa 365 days of the year. The year round 'Go-Goa' campaign as well as the development in the state infrastructure in the field of medicine, hospitality transport and communication has attracted a large number of foreign tourists which yields rich dividends.

Tourism industry cannot be promoted unless tourist infrastructure is vastly developed. The infrastructure consists of adequate hotel accommodation of all categories, communication and transport facilities of all types; entertainment of all varieties etc. Tourism should be diversified from the traditional site seeing tours centered around on places of cultural tourism interest to more rapidly growing medical tourism. There is also a need for stepping up private sector investment in tourism and related sectors.

Along with the other fronts of tourism, medical front is needed to be improved in terms of accreditation of hospitals and medical colleges, infrastructure, and standardization to be more competent. The government machinery should be committed to give a boost to the health tourism in Goa whereby it will improve the economic status of the whole state. The required resources are available but the only need is to tap and plug it in. For this a systematic and organized approach is needed.

The following data related to the critical aspects of the tourism industry to access the effects are taken into consideration:

**Table: Impact of Globalisation**

Year	No of Hotels Registered In Goa	No of Vehicles Registered
1998	1605	26534
1999	1688	25267
2000	1756	29869
2001	1833	25779
2002	1893	27189
2003	1933	33106
2004	2027	40050
2005	2156	46183
2006	2233	46716
2007	2322	49752
2008	2444	44403
2009	2531	49435
2010	2641	53628

The analysis of these factors can be assessed by plotting these factors against the years and finding out the trend.



Fig 3: Hotels Registered in Goa from Year 1998-2010

The analysis of the graph clearly shows that no of hotels registered in Goa has been on a steady rise. Increase in the number of hotels is definitely a boon for the tourism industry in terms of the revenue generation. The infrastructure development for accommodating more number of tourist's inflow into the state has been a remarkable positive effect of the globalization.

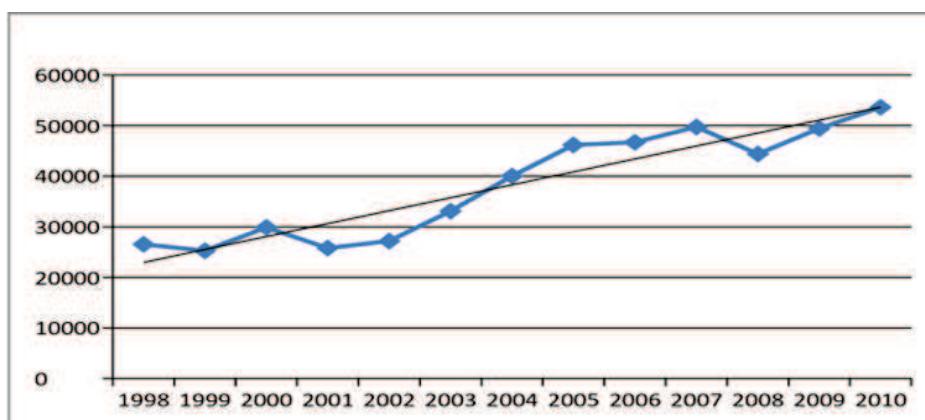


Fig 4: No. of Tourists Vehicles Registered in Goa from Year 1998-2010

The analysis of the graph clearly shows that no of tourist's vehicles registered in Goa has been on a steady rise post globalization. Increase in the tourist's vehicles is definitely a benefit for the tourism industry which has catered for the increased number of tourists visiting state. The infrastructure development for accommodating more number of tourist's inflow into the state has been an optimistic effect of the globalization.

**Verification of Hypotheses:** Due to tourism development after globalisation Goa has witnessed a tremendous increase in the health care and medical facilities in the state of Goa.

The hypothesis relates to many changes witnessed by tourism industry in Goa such as increase in the health care facilities by the hotel industry in Goa. Thus the hypothesis state that due to globalisation the tourism industry in Goa has witnessed many changes in the health and medical field has been vindicated by the research findings, hence the hypothesis is accepted.

**Conclusion:** Tourism industry in Goa enjoy bright prospects as the state possess Rich cultural heritage and tourist spots which offer a diversity of attractions and places of historical and archaeological importance. The tourism sector is an important foreign exchange earner and its employment potential is vast. Employment in tourism has a multiplier effect with its linkages to many other sectors like agriculture, handicrafts, construction, industry, etc. so also tourism helps in nation building activities and serves as a potent, positive force to stimulate economic development. As tourism industry is one of the leading industries the world over

where majority of the world economies depend on this industry so this industry acquires the highest status in the Goa's economy and is considered as the backbone of Goa's Economy, as quite substantial number of Goa's population is depending directly or indirectly on this industry for their livelihood. The importance of which one cannot ignore.

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