

Chapter - IV

Goa Tourism and GTDC

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GOA TOURISM AND GTDC

Certain atmosphere undefinable, yet distinct, giving character to some places and sets them apart from others. In India, Goa is such a place, situated on the western coast, on the narrow strip of land between the sea and the bold escarpments of the Deccan; it is a land of wide sandy beaches, rice fields and lush green palm groves. The climate is warm, the mood gentle and unburied like its undulating countryside. Its scenic surroundings, idyllic charm and indolent place hold a special appeal for those who visit Goa and also those who live there.

Despite its decline and delay from grandeur and glory, a flourishing trading center, a bridge between east and west an opulent city of power and splendor known as GOLDEN GOA to which were attracted merchants from all over the world in search of gold, ivory, pearls, spices and horses. Goa the cradle of Catholicism is still a lovely land worth visiting.

Goa, which was liberated on 19th Dec.1961 along with Daman and Diu from 451 years, Portuguese Colonial Rule became the 25th State of Indian union when it was conferred statehood on 30th May, 1987.

Goa the beautiful land of swaying palms and Golden beaches, the land of Mangoes and the Cashews, the land of software firms and pharmaceutical units, the land sandwiched between the Arabian Sea and Sahayadri Range. The State Goa has been divided into two Districts, North

Goa and South Goa with headquarters at Panjim and Margao, and six divisions comprising 11 Talukas. Goa is a tiny state barely 100 km from North to South and 60 km. from west to east.

For the nature lover there is the exciting flora and fauna kingdom, wildlife and bird Sanctuaries. If you are a history addict, immerse yourself in the forts and monuments that tell the story of an era gone by, Go down the passage of time in the period of the Kadambas, Adil Shah and the Portuguese soak in the divine peace in the famed Bom Jesus Basilico, the sea Cathedral and the Lord Manguesh and Shree Shanta Durga Temple. Explore the fascinating world of ancestral Goa – Sculptures and Stone carving that revive the mystic aura of yester years. The music buff cannot help but dance to the tune of the lilting Goan folk music. And of course, there are many world famous beaches that continue to draw millions of tourist to this adrenaline-pumping there's Para-sailing and Scuba diving too.

GEOGRAPHY:

Location :

Goa is geographically situated between 15° 48'N 14° 53'N latitude and 74°20' E and 73°40' longitude. Though the state has a length of 105 kms. From north to south and it measures 60 kms. In its maximum width west to east, its total area is only 3701 square kilometers. It is administratively divided into two districts and eleven talukas. Goa has 383 villages, 183 village panchayats and 11 municipal councils. The coastal talukas of Bardes, Tiswadi,

Marmagao and Salcete are the most populous talukas accounting for 23 per cent of the total area and about 58 percent of the total population of the state.

Population :

Goa has a population of 1343998 in all. Out of which 685617 are male and 658381 are female.

Margao has a population of 757407 and South Goa 585691.

Mountains :

The Sattari taluka in the northeast region of Goa is amountanous onel it has the mountain peaks of Sonsogod(1186 meters above sea level), Katlanchi Mauli(1126 meters), Vagueri(1085 meters) and Morelengad(1054 meters). The peak of Dudhsagar or Valang(600 meters) is located in the Sanguem taluka. However, the most popular peaks of Goa are Siddnath(440 meters) at Borim in Ponda taluka and Chandranath (370 meters) at Paroda in Salcete taluka. There is a temple conscrated to Lord Chandreshwar at Chandranath and there are a few houses of staff members of the temple.

Rivers :

Of the many rivers and streams that water the land of state, the Tiracol, Mandovi, Zuari, Sal, Talpona, Galgibagh and Chapora. Most of the rivers are navigable and of immense economic importance as ores oars are transported through these rivers to Marmagao port for export.

Boundaries :

In the north, Goa is bounded by Sawantwadi taluka of Sindhudurg district of the state of Maharashtra and in the east and south the territory touches Belgaum and Karwar districts of the state of Karnataka in the west the entire coast is covered by Arabian Sea. Ports and railways :

Lakes and Canals :

Goa has a few lakes, important amongst them being Chimbhel, Karmali, Mayem, Banauli, Kudtari and Kakodem. Earlier to the establishment of the Opa Water Project at Khandepar, the city of Panaji used to receive water supply from Chimbhel lake. Most of the other lakes are used for irrigation purposes. The construction of Salauli dam has given birth to the Salaulim lake.

Goa has presently three canals, viz. the Tivim, Paroda and Salaulim canals. They are not navigable. The first two are essentially used for irrigation purposes, whereas the third is a part of composite project giving water for irrigation as well as potable purposes. It has a total live storage of 227 million cubic meters and provides 160 million liters of drinking water per day for 250 days in the year. It is expected to irrigate an area of 14,366 hectares.

Rainfall:

Goa receives rainfall from South-West monsoon between the months of June to September. The average rain fall in Goa varies between

3000-3500 mm. Monthly rainfall distribution data for past 10 years shows that highest rainfall occurs in the month of July while February is the driest month during most of the years. Few showers occur during winter and pre-monsoon season.

Temperature :

Temperatures in Goa vary from 18 C to 32 C, but during the recent years a little increase in summer temperatures ie. 34 C (May 1997) & 33.3 C (May 1996) has been recorded.

The mean monthly temperature (Average of maximum + minimum value) is highest in summer (May) and lowest in winter (JanFeb.) Moderate tropical weather prevails during rest of the year.

Relative Humidity (Rh) :

As mentioned earlier, Goa's climate is generally humid due to its proximity to the sea. The relative humidity is higher during the months of July to September. During the months of December and January the difference between the RH recorded at 0830 hrs. and 1730 hrs. is quite significant, as winter sets during these months. The weather is therefore, mostly foggy during dawn and at dusk.

Physiography :

Physiographically, Goa can be divided into four divisions. The Eastern hill ranges forming a part of the Western Ghats, occupy the Talukas Sattari in the North, Ponda in central Goa and Canacona and Sanguem

in the South. The central rolling to undulating uplands occupy parts of Pernem, Bicholim, Ponda, Eastern Sanguem and Quepem. This division comprises of valley lands under paddy cultivation. The flood plains of Mandovi and Zuari rivers are in between the coastal plains and rolling uplands in the East and South East. The marshy paddy lands locally terms as ‘Khazan’ are situated in these flood plains. The Coastal plains can be observed in the coastal talukas of Tiswadi, Mormugoa, Bardez and Salcete.

ORIGIN OF NAME :

Early History :

In the opsence of any material evidence and concrete proofs it appears that the contention of some writers that the Mauryas ruled Goa during ancient times is only a legend. Here it is difficult to accept the opinion that Mauryas ruled Goa during the 2nd and 3rd Centuries BC. The historian, Buckingham, in his travelogue, mentioned that Trilochan, the progenitor of Kadamba dynasty, was ruling over Goa till the year A.D. 479 without any hindrance the local historian Prof. Morais opines Kadambas ruled Goa during the 4th Century A.D.

Some writers have mention that Mouryas rule become weak during the 1st century B.C. and Satvahan took control of Goa from the middle of the 3rd century to the 4th century A.D., the history of Goa is not known.

The first written proof of Goa’s history comes from some copper plates found in Shirolem during the 4th Century AD and which are in

Sanskrit language and Brahmi script. According to Prof. Morais, the rule of Vanavasi Kadamba commenced during the 4th century and upto the 10th century. Goa was ruled by dynasties of Vanavasi Kadambas, Chalukyas, Rashtrakut and Shilahar.

During the middle of 6th Century, Chalukyas defeated the Kadambas and they continued to rule Goa upto 753, in which year Dantadurga of Rashtrakut dynasty defeated King Kirtivarma II and established Rashtrakut rule in Goa.

Towards the middle of 8th century Shalihar rule began in Goa as Vassal of Rashtrakut ruled the rashtrakut rule continued in Konkan till the end of the 10th century. Somewhere at this time Guhalldev II established the dynasty of Gomantak Kadamba the Kadambas rule has been considered to a prosperous and progressive period of Goa's history.

Medieval History :

In the 12th century the Kadambas had a conflict with Hoysala. In 13th century the Yadavas of Devagiri turned Kadambas into their vassal and brought Goa under their rule. The Yadavas ruled Goa for 101 years. Malik Kafur who had attacked south also attacked Goa and destroyed Gopakapattan do well as some Hindu Temples. In 1325 Mohammed Tughlak repeated the story. Nawab Jamaluddin attacked Goa Mohammed's rule lasted but at this juncture the Vijaynagar emperors stabilized their hold over Goa. Vijaynagar rule prevailed over a period of hundred years till 1468.

In 1469, Mohammed Gavan, an official of Mohammedshah Bahmani attacked Goa on some flimsy ground and took over the territory from Amraji who was a representative of Vijaynagar Kingdom to rule Goa. In 1486, an army chieftain, Bahashur Khilji Adilshah, established Adkilshah in Bijapur and Goa was included in his empire. This did not last long since the Portuguese annexed Goa in 1510. The Mohammeda's rule Goa for a period of 95 years.

Portuguese Adadvent :

The Portuguese era Goa, or the area, which is presently preferred as to Tiswali, in 1510, followed by bardz nd sacelte in 1543. it took them another 180 years to ake ouver Ponda, Sanguem, Keperm and Cana Cona in 1763. The remaining three talukas of Pednem, Bicholim, and Sattari were annexed by the Portuguese in 1788.

Revolts :

During the Portugie regime the had been a few attempts of revolts from the local elements for castro mode the first attempts in 1654 to drive out Portugese and bring Goa under adilshan's rurle. In 1787 another attempt to overthrow the regime was made by the native priest are which came to be known as Pinto's Revolt.

The published material on GOA's history before the advent of Portuguese gives varying dates in respect of rule over Goa by various dynasties. However accepting an element of tolerance in theis regard. It could

be presumed that the following rulers had the territory at their command at various times.

420 to 1314	Kadambas, Mauryas, Chalukyas and Shilahars
1314 to 1367	Mohammedans
1367 to 1469	Vijaynagar
1469 to 1510	Mohammedans
1510 to 1763	Portuguese (Old conquest)
1763 to 1961	Portuguese (New Conquest)

Earlier to 1314 various dynasties such as Kadambas, Mauryas, Chalukyas, Satvahans and Shilahars ruled Goa during different period.

Liberation Movement :

After India become independent in 1947 it was expected that Portuguese would follow suit with the British and wind up their rule in Goa. However, they refused to follow the lead given by the British and French(Pondichery) on the ground that Goa was not a colony but an overseas province of Portugal, since per dictator Salazar's Countetion.

The liberation movement was given the spark by the socialist under Dr. Rammanohar Lohia in June, 1946 through a display of Civil disobedience. On 1954, the portuguese possessions of Dadra and Nagar Haveli& Diu liberated by Goan freedom fighter with the help of the local population. On 19th December, 1961 Goa was liberated by the Indian Army

and Tricolour Play was hoisted on Goa's secretarial. On 20th December, 1963, the first popular minister Mohorashtravadi Gomantak Party was sworn in. The legislative Assembly of Goa passed on 22nd Jan, 1965 a resolution approving Goa's merger with Maharashtra. The Government decided to hold an opinion poll on 16th Jan., 1967 to decide whether Goa should be merged with Maharashtra or remain a Union Territory. The poll decided in favour of the latter alternative. Goa continued to function as Union Territory till 30th May, 1987, when the Government of India granted full fledged statehood to Goa which became the 25th State of the Nation.

Infrastructure :

Transport :

Airport : The only airport in Goa, is located at Dabolim, behind Marmagoa harbour at a distance of 25 km. from Panjim city. This airport has been modernized and handling the air traffic at international level. Goa is connected by Indian Airlines flights from Bombay, Bangalore, Cochin, Delhi, Madras, Mangalore and Trivandrum.

Roads : Goa is connected by good motorable roads with all the major towns in India via the national Highways NH4A, NH17, NH17A.

Railways :

Goa is connected with Bombay, Delhi, Pune, Secunderabad, Tirupati, Via Londa junction on the Miraj-Bangalore metre gauge sector of South Central Railways. Convenient stations are Margo and Vasco.

Transportation system :

In Goa, the transpirations and communication has increased considerably, to meet the growing demand of the commuters, the fleet of Kadmba bus services has improved the transportation system. Private operators from the bulk of public transportation. The other vehicles have also increased in number.

Communication system: The communication system has improved immensely with the advent of satellite has improved immensely with the advent of satellite communication system this has reduced the gap through out India and the world, to a few seconds.

Electricity :

It is the most important element of infrastructure. The main source of electricity supply to Goa is Ramagundam and Karba. The total supply received from these two sectors are 100 MW, and 120 MW, respectively which works at to be 310 MW.

Water supply :

The water supply is another factor responsible for the promotion of tourism. The main source of water supply in Goa are Opa water works, which is catering for South Goa including Ponda, Margao, Vasco as well as Panjim city. The Assnora water works is catering to the needs of North Goa including Bardez Taluka. The Salaulim irrigation project, with 35 MGD capacity has added to Opa division in South. Tilari project is

providing 5 MGD which will be added to North zone. Beside these sources there are tube wells, which supplements the demand.

Accommodation :

Accommodation facilities on the places where the tourist stop and become guests and ultimately, it is a place where the tourist spend most of their leisure time. During the stay the planned budget of the tourist being spent. It is seen from statistical data that the arrival of both domestic as well as foreign tourist in the state is on the rise. This naturally has given impetus for the establishment of hotels, -lodging, boarding houses and motels. Taking these aspects into account, planning for healthy accommodation is of vital importance in order to achieve success of tourism industry. Some of the main hotels in Goa are cidade development Goa, Hotel Renaissance, Five Seasons, Park Plaza etc.

Sports and Entertainment :

Scuba diving : Is an experience that should not be missed, Head out down from Siquerim to grand island where a trip under the suny blue will have your rubbing noses with fist whose names you've never heard off and see colors you can't describe you will be satisfied that the dormant treasure hunter is you, while you explore old ship wrecks and see the wonder of living cold.

Game Fishing ;

Goa is blessed with a 105 km long coastline whose beauty is matched only by wealth of life that the sea supports. Fishing is a very important entertainment and people feel delighted when they catch fish of different sizes and colours.

Crocodile Dundee:

The crocodile trip starts in traditional canoes through the backwaters, proceeding along the beautiful mangrove fringed banks of the Zuari river into the Cumbarjua canal. The boat ride also affords a picturesque view of the local fishing villages. Once one enters the canal where the Indian mugger crocodiles reside in plenty, you can see the reptiles basking in the sun on the banks of the canal. Besides the crocodile a variety of migrant birds like eagles, cranes, kingfisher, and wild fowls can be spotted; it's really a great fun.

Chasing the waves :

In north Goa there's the Taj Holiday Villages water sports facilities which offer scuba diving, parasailing, angling, bump ski, disc rides and boat cruises to Arambol. Tiraco, Old Goa and

GOA TOURISM DEVELOPMENT CORPORATION LIMITED

INTRODUCTION :

Although Goa joined the National mainstream 14 years after India's independence when the country was in the midst of the IIIrd Five Year Plan, yet because of the positive tourism profile that it had, Goa has made a mark as an ideal tourist destination both for domestic as well as International tourists. From a small beginning, the tourist traffic to Goa has increased by leaps and bounds and today, it almost corresponds to the population of this tiny State.

The main accent of development of tourism upto the VIIth Five Year Plan was on providing tourists facilities and services to middle and low income group tourists as they constitute a major segment of tourist traffic. In furtherance of this objective, Government gave the lead to the private sector in providing accommodation as well as sightseeing tours for tourists. Today, the public sector accounts for 1,348 beds in both middle and low income group categories while it has a full fledged transport wing for conducting sightseeing tours and also launch cruises.

It was also found that the commercial activity of the Directorate of Tourism has to be run on commercial lines and for this purpose, it needed flexibility in its working. The Government, therefore, decided to set-up the Goa Tourism Development Corporation Limited which was incorporated as a Public Limited Company under the under the

provisions of the Indian Companies Act. 1956, on 30th March, 1982. There is a Board of Directors of 12 members, consisting of 7 members, are Government nominees, remaining of share holders. With the inception of tourism corporation, a clear cut division has emerged as far as the activities within the tourism sector are concerned. Whereas the Department of Tourism has been entrusted with the responsibility of planning and providing the tourist infrastructure and basic facilities, publicity, statutory functions under the Tourist Trade Act, etc. the commercial aspects of the tourism industry, like providing accommodation, sightseeing, cruises, souvenirs, packages etc. have been entrusted to the Corporation. The activities of the Corporation can be broadly categorized as :

- (1) Accommodation
- (2) Sight Seeing,
- (3) Cruises
- (4) Souvenirs and
- (5) Special Packages

ACCOMMODATION :

As mentioned earlier, Government took the lead in providing accommodation facilities. The properties were later on transferred to the Corporation, in phascs. In 1982, GTDC made a modest beginning with 92 rooms and 224 beds. Today, they have 14 properties like Panaji, Margao, Mapusa, Vasco, Calangate, Colva, Parmagudi, Mollem, Mayem,

Terekhol, Patto, Miramar Beach Resort, Old Goa and Calangute (Annexe). These 14 properties have in all 558 rooms with 1348 beds. The Corporation fixed also by the private entrepreneurs. There are today in Goa 350 hotels and resorts big and small, and around 1,200 paying guesthouses.

These 350 hotels and resorts account for about 20,000 Beds and the other guest houses about 6,000 beds. The Corporation in its 14 properties accounts for 1,348 beds which is about 5% of the total bed strength in the State.

Goa Tourism primarily caters to the needs of the middle and lower income group tourists. With this end in view, the room and bed tariff in their Hotel Establishments are not increased beyond a reasonable limit, lest Goa become an over-expensive proposition for the budget tourists. The average cost per bed is around Rs.200 per day. The tariff has been kept low so that a budget tourist by spending Rs.2000/- meet the cost of accommodation, food, sightseeing, cruises, etc. for a period of 3 days and lead a decent holiday. Though the Government sector was conceived for providing accommodation to lower and middle income group tourists and visitors, it was found that the middle class tourists have achieved purchasing power for higher class accommodation. In view of this, a conscious policy of value addition to their properties is being undertaken.

During the year 99-2000, 34 rooms were upgraded in 2 properties at Margoa and Calangute and these upgraded rooms are selling

easily. During the year 2000-01 the Corporation has decided to upgrade another 28 rooms at Yatri Niwas/Miramar Beach Resort. The lounge, restaurant, shopping arcade will also be given a face lift at Calangute.

The Corporation has completed the task of construction of a Beach Resort at Calangute, in place of Old Tourist Dormitory, has been completed with 19 rooms, a Restaurant and few shops and this property has already been put into market. This project and upgradation of rooms in existing properties have been partly financed by Government of India and partly by the Corporation. The Corporation has a 48 room's accommodation complex at the famous Old Goa, which houses the World Heritage Monuments. The Old Goa Hotel caters to pilgrims and also to tourists alighting by the Konkan Railway Railhead at Karmali which is only 1/5 km. away from the complex. Sensing the need to be part of the main stream and in order to fall in line with the latest policy of the Government of India towards privatization, the Goa Tourism Development Corporation has also privatized one of its 14 properties, namely, the Terekhol Fort Tourist Rest House, which has 10 rooms with 26 beds. This property has been leased for a period of 7 years in the first instance. It will not be out of point to mention here that though the Government of India has come out with the idea of privatization recently, the Government of Goa and the Goa Tourism Development Corporation had privatized F&B section of all the properties from the inception.

ROAD FACILITIES :

The Corporation has 11 coaches which account for 300 number of seats. They are mini-coaches, luxury coaches, A.C. coaches, etc. During the current year from the Road Transport, the Corporation has collected Rs.65.45 lakhs. Their coaches have been used for sightseeing tours, hire to private operators, hire to hotels, travel agents, etc. There are plans to acquire two more mini-coaches this year.

WATER TRANSPORT FACILITIES:

The Corporation runs three launches know as Radhika, Malvika and Santa Monica. Their cruises have become very popular and a part of the itinerary with any tourists, whether he stays in a Five Star category hotel or otherwise. Of course, some private operators have started their cruises but they have been able to stand upto the competition. During the year 1999-2000, the Corporation has collected Rs.63.66 lakhs and earned a gross profit of Rs. 29.52 lakhs. The GTDC has returned back the two smaller launches viz. M.V. Radhika and M.V. Malvika to the Director of Tourism, as there are no takers for these launches and their maintenance cost is increasing day by day.

SOURVENIRS :

The Corporation found that lakhs of tourists visiting this place had nothing to carry with them as a souvenir of Goa. In view of this, the Corporation started selling souvenirs like The-shirts, shorts, candles, books, maps. Etc. all these items carry the Corporation's logo. Unfortunately the local

handicrafts are yet to get the encouragement they require. What they produce in Goa today are brass items, clay items and shell items. All these items are being sold by Handicrafts Corporation of Goa and therefore instead of Goa Tourism Development Corporation selling these items, they have decided to help the Handicraft Corporation in establishing their emporia in our properties at Panaji, Margao, Mapusa, Calangute, Vasco etc. by charging them very nominal rent.

PACKAGES TOURS:

Since 1994-95, the Corporation started selling packages through the agents in Bombay, Calcutta, Delhi etc. These packages include accommodation, sightseeing, river cruises, gift items, transfers etc.

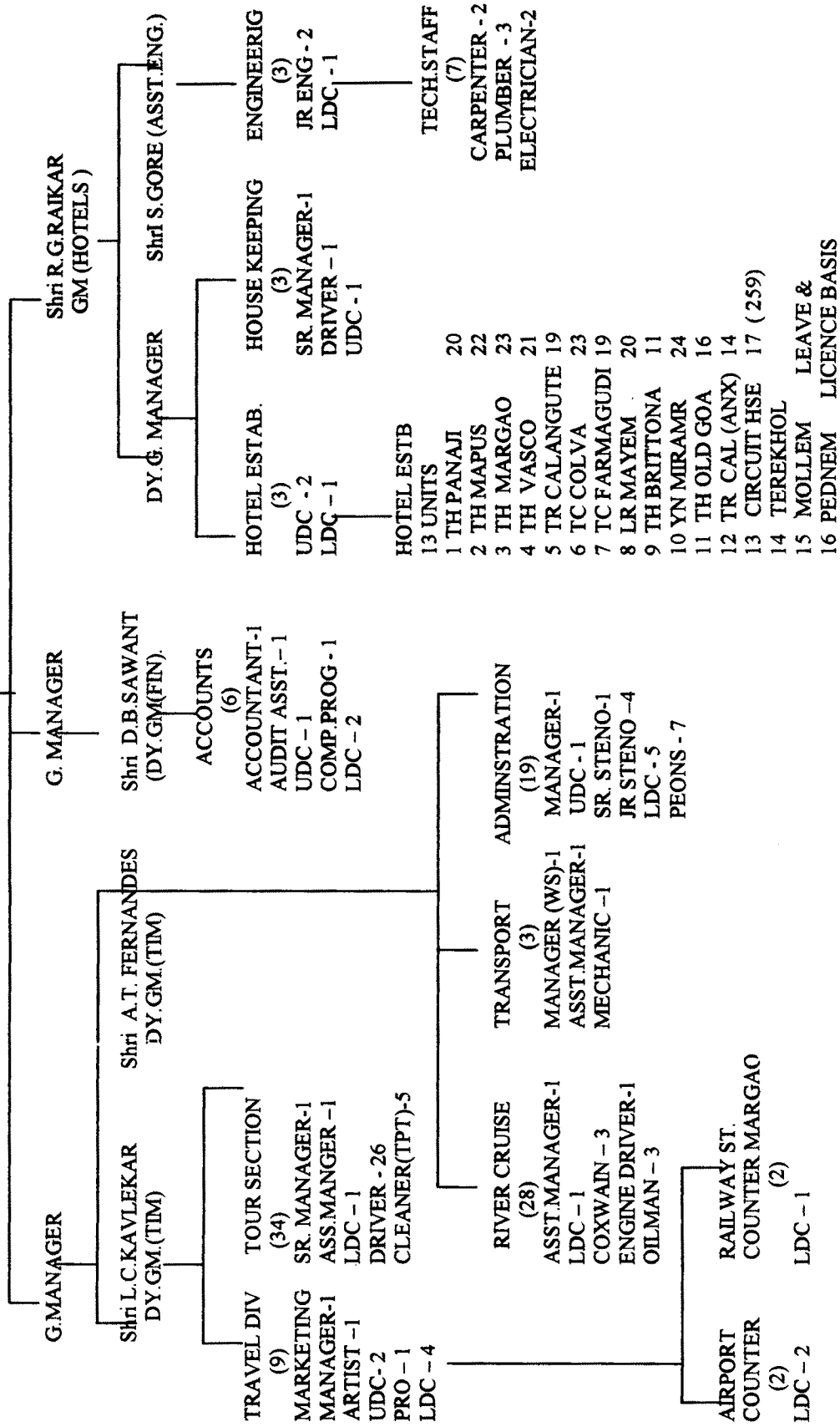
GENERAL :

GTDC accounts for the year 1999-2000 were presented to the Board. The turnover has touched Rs.695.99 lakhs. This is a vindication of their policy. The Corporation wants not only to survive but also thrive along with the private sector. They expect that by the end of the next year, they will attain our targeted turnover of Rs.725 lakhs.

Another salient feature is the Reserves built by the Corporation. As on 31.3.2000, Fixed Deposits were Rs.51.00 lakhs and the accumulated Reserves and Surplus were Rs.87.61 lakhs.

The Corporation had launched a scheme of creating infrastructure in order to supplement Government's efforts. A tube well is sunk

Shri P.K. SHETYE



in Mollem and Transformers have been commissioned at Vasco, Panji and Colva. During the current year they propose to have transformers at Miramar.

GOA TOURISM POLICY :

1. BACKGROUND :

Tourism is essentially an expression of a natural instinct for learning, experience, education and entertainment. The motivating factors for tourism includes social, religious, business interests and quest for knowledge. The economic implications of this phenomenon are wide-ranging and capable of influencing the development process. Tourism contributes positively to reconciling environment protection, economic development and fight against poverty by creating wealth through economic movement and foreign exchange earnings, contribution to government revenue, spread of economic and social benefits to under developed areas, income and job creation, raised living standards and preservation and conservation of natural and cultural environment. The increasingly recognized human, social, economic and cultural values of tourism need focused attention.

2. WORLD SCENARIO AND INDIA'S POSITION :

Modern advanced means of communication have resulted in massive movement of people throughout the world, drawing them closer, thereby enhancing understanding and appreciation of diverse cultures, backgrounds and life styles. Tourism has emerged as the fastest growing industry. It is estimated that world tourist arrivals in 1999 were 664.4 million

and the world travel receipts in 2000 were approximately 475 billion US \$ which accounts for 11% of the world's GDP. India accounted 0.41% of the tourist arrivals (2.7 million) and around 0.66% of the travel receipts (Rs.3009 million US \$). Tourism sector in India is currently the third largest foreign exchange earner after textiles and software. Our vast country has a rich kaleidoscope of natural attractions like mountains, beaches, wild life, rivers, lakes and man made attractions like historical monuments, forts, palaces and havelis. Unity in diversity is unique features of our Indian culture and the same is visible through out the length and breath of this country.

3. POLICY OF OBJECTIVE

The objectives of tourism for development are :

Tourism in Goa has assumed the role of major economic activity having direct and indirect correlation with all other sectors.

1. It becomes a unifying force nationally and internationally fostering better understanding and friendship.
2. To imparts direction and opportunity to the youth of the State through inbound, outbound and domestic tourism to understand the geographical and cultural diversity of nature and regions as well as diverse aspirations and view points so as to bring about greater national integration.
3. To offers opportunities to the youth not only for employment but also for taking up activities of nation building and character like sports, adventure and the like.

4. To bring socio-economic benefits to the community and the state, in terms of faster economic growth, enhanced employment opportunity, higher income generation, foreign exchange earnings, balanced development of backward areas, higher tax revenue to the state and optimizes human resource development.
5. To create a positive force for the preservation and enrichment of our cultural heritage, and development.
6. To become a major avenue for the people of the state to observe, feel and admire its magnificent attractions and achievements including natural beauty, geographical and cultural diversities, heritage, arts and crafts, industries and scientific progress.
7. Above all, tourism should be able to project the quintessence of our culture so as to give our people a sense of unity and identity, and resulting in broadening of their intellectual, emotional and cultural horizons and a sense of belonging of pride to the national and international traveler.

4. APPROACH AND STRATEGY :

While retaining the traditional image of Goa as a prime beach destination, diversification and value addition of the tourism product would be speeded up. New areas such as eco-tourism, hinterland development (villages), cultural heritage tourism. Business tourism adventure tourism and Indigenous Health Care System would be encouraged. The private sector

would be encouraged to play a leading role in the development of tourism in the state.

5. POLICY PROPOSALS :

The basic Government policy would be to raise the quality of the infrastructure, which is a foundation for the sustainable growth of tourism and is crucial for accelerated benefits to the people of the state.

Accordingly, Government would endeavor to provide :-

1. Encouragement to existing private initiatives through an appropriate package of fiscal and friendly taxation measures.
2. Investor friendly environment for new private initiatives through a combination of prompt processes and progressive fiscal and taxation policies.
3. Develop tourism as a non invasive instrument of revitalization, conservation and growth.
4. A balanced tourism development as a part of the overall Area Development Strategy.
5. Public infrastructure facilities including local planning and zoning arrangements.
6. Entrust regulatory measures to ensure social, cultural and environmental sustainability.
7. Ensure that the type and scale of tourism development is compatible with the environment and social cultural milieu for the area.

8. Ensure that the local community is involved and the benefits of tourism accrue to them.
9. Ensure availability of trained manpower primarily form amongst the local population.
10. Undertake research, prepare Master Plans, formulate marketing strategies and organize domestic and overseas promotion and marketing jointly with the industry.
11. Ensure regulation of indigenous tourism related Health Care System.
12. Measures to ensure promotion, facilitation and regulation of Tourist Trade.

6. ROEL OF PRIVATE SECTOR (SAMBANDH)

In the initial stages Government had to come forward and build basic infrastructure, as at the time, the private sector was reluctant to come forward, on account of low returns. Now, the situation has changed and therefore the Government will concentrate on upgradation of the infrastructure only. Goa has a high density road network and a four lane expressway under construction from Verna Industrial Estate to the port town of Mormugoa. Goa has a high density a comfortable power situation drawing 349 MW in addition to 48 MW generation in the private sector. By the end of 2005, 500 MW of power would be available against a total projected demand of 322 MW. Against a total projected demand of 338 MLD of water by 2011, the total availability by 2005 would be 650 MLD, however, Government

would extend al necessary assistance and facilities required by the private sector for development of tourism in the State. Areas like accommodation facilities, restaurants, entertainment facilities, shopping complexes have been identified for private sector participation.

7. ADOPTION OF NEW TECHNOLOGY (SUVIDHA)

Major thrust of the Government would be on fast and modern methods of publicity and promotion. An ambitious programme would be launched to connect the Central and State Agencies, members of Travel Trade & Airlines for dissemination of information and exchange of knowledge. Some of the important areas which would receive special attention are :-

1. Computerization of offices with up-to-date information
2. Provision of INTERNET & E-MAIL
3. Development of CD-ROM
4. Installation of TOUCH SCREEN of international standard and VRS at important centers
5. Installation of Handy Audio Reach Kit (HARK)
6. REMOTE PRESENCE SYSTEM at importance Monuments (like the one recently installed at QUTAB MINAR AT DELHI)
7. Roadshows abroad using sophisticated technological marketing tools.

8. FALL OUTS/NEGATIVE EFFECTS

The Tourism industry, from time to time has born the brunt of negative publicity. Government would actively contain such negative fall out through proactive publicity with the co-operation and assistance of the media, general public, travel trade and Indian missions abroad. In other words, all concerned would be proactively involved in the process of tourism promotion and state building.

9. FINANCES

1. It would be the responsibility of the state to provide adequate finance for the development of tourism while the Government of India would provide funds for the Centrally Sponsored Schemes.
2. State contribution would be generated through friendly taxation and fiscal policies. Funds would not be a constraint for upgradation of infrastructure and for tourism promotion.

10. ACTION PLAN (SWAGAT, SANRACHNA)

1. In order to achieve the desired objectives, the structural organisation of the tourism set-up would be further strengthened and toned up. Processes and procedures would be simplified. Co-operation and assistance of Central Government and other agencies would be taken. The hospitality industry, people of the stage and other like-minded organizations would be actively involved in the developmental process.

2. In addition, the following measures would be taken within a definite time frame to achieve the objectives set out in this policy.
3. Strengthening of statistical machinery, reporting systems and development of a comprehensive data base to quantify and evaluate the socio-economic benefits of tourism.
4. Identification of potential tourist destinations for integrated development, formulation of appropriate marketing strategies and monitoring of progress of implementation and impact of programmes through development of a Management Information System (MIS)
5. Organization of workshops and seminars on tourism to educate and imbibe a positive tourism culture amongst staff, planners and the general public.
6. Focusing special attention on the development of Eco-tourism cultural heritage tourism and adventure tourism.
7. Launching entrepreneurship development and self-employment schemes to involve the educated un-employment schemes to involve the educated un-employed youth in providing various tourist facilities and services thereby creating employment opportunities.
8. Identifying potential markets and adopting focused marketing strategies based on research to make promotional and marketing efforts cost effective and well-directed.

9. Strengthening of human resource development institutions and improving the standards of training in private institutions through accreditation.
10. Creating awareness about Goan traditions and hospitality through local bodies, N.G.O's & Youth organizations.
11. Improving the efficacy of tourist facilitation services by co-ordinating with all concerned agencies, adopting information technology and imparting training to customs and immigration officials, taxi drivers, porters, tourist guides, etc.
12. Encouraging the private sector to create infrastructural facilities by providing suitable fiscal and other incentives specially for paying guest accommodation, Heritage hotels leisure and marine tourism.
13. Encouraging involvement of N.G.O's like INTACH and other Heritage societies by providing them support, assistance and making use of their expertise for development of tourism.
14. Providing assistance and facilitation to Indian as well as foreign investors for setting up special tourism projects by streamlining the Project clearance mechanism and placing it on the fast track.

15. Imposing regulatory measures on developers, operators, tourists and local communities under the existing laws and rules to ensure social, cultural and environmental sustainability of tourism projects.
16. Setting up of a Tourism Promotion Board to review the policy from time to time and supervise the overall operations of the tourism sector in the state.