APPENDIX

Appendix I - Questionnaire Answers
Appendix II - MBT Composed Interview
Appendix III - MBT Results
A. Pilot Study “Benchmarking Heritage & Tourism”
Questionnaire results: World Heritage management

### Orientation of the overall survey: What should the sustainable management of the World Heritage look like?

Note: In all scales, 10 represents the best appraisal (= ideal situation) and 1 the worst (= completely insufficient)

**Respondents:** World Heritage management

Counter-check: Authority at a higher level (person, reports), possibly recruited external stakeholder (principle: no less than one counter-check, in critical points multiple counter-check/ exception: objective questions such as the reason for World Heritage status)

### Information on the interview partner


**Date/place:** 1.Old Goa 12/10/2015     2. Panjim,Goa 23/10/2015  3.4/6/2016 Panaji 4. Panaji,Goa

**Institution:**


**Telephone:** 1.-  2. 08322223353 3. Do 4.

**Email:** 1.--  2.domrit16@gmail.com 3.archbpgoa@gmail.com 4. jclararod@yahoo.com,
### Representative of the institution:
1. --- 2. -

Title / first name / name: Fr Valeriano Vaz

### Position at the institution:

### B Basic information on the World Heritage (governance – management level)

#### 1. World heritage status

1.1. Type of World Heritage Site (nature/culture/mixed)

1. Culture 2. Mixed 3. .. Old Goa is a national heritage site with 14 National monuments to be protected/preserved. Seven of the more important ones have been inscribed by UNESCO in their World Heritage List. The site is under the Government of India (GOI) and is managed by the Archaeological Society of India (ASI) in consultation with the State Government and Archdiocese of Goa and Daman as principal stakeholders.

1.2. Classification (i-xii)

1. Churches and Convents of Goa (Criteria i,iv,vi)

2. --

Reason for World Heritage status:

--3. The monuments under reference represent a unique 16th/17th century Portuguese colonial style. The site and its surrounds are of religious (and now) of tourism importance.

1.3. Protection (legal safeguarding, differentiated according to reason for World Heritage status)

1. Duel ownership ASI and Archdiocese of Goa and Daman

2.-- 3. The Site and its Monuments are protected /preserved under the Central Government Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010 – as updated from the earlier 1958 Act. The government agency responsible for the site is as stated above, the ASI (since 1968). The UNESCO inscription came in 1978.

#### 2. Management plan for the World Heritage Site

2.1 Is there a management plan?

2.2. If yes, since when?
1. However the boundaries of all monuments is defined 2. - 3. 2013 (not yet finalized)

2.3. Who was involved in its development?
1. --
2. UNESCO Commission 2.- 3. No
4. Regional authorities 2. Yes 3. Yes (through consultations)
5. Representatives from the tourism sector: 2. Yes 3. Yes (through consultations)

2.4. What important representatives have not been involved, as things stand today?
1. --
2. To a certain extent, the church as an institution.
3. The NMA Draft Management Plan is to be processed for public objections/suggestions under the Goa Town and Country Planning Act 1974. For this draft Plan would be part of the Panchayat plan for Se – Old Goa Panchayat. The ASI site is excluded from this process.
4. Local bodies like the panchayat

2.5. Is the management plan being implemented?
1. -- 2. Yes 3. Yes, Until final approval. All proposed developments outside the ASI site require to be cleared by the NMA.

2.6. If yes: What is the status of implementation (since when, contents and status)?
1. -- 2. Satisfactorily implemented since the foundation. However, it is more organised by the passage of time.
3. Guarded development is permitted by the NMA on the basis of the draft Plan.

2.7. How is the progress of implementation assessed (controlling, monitoring)?
1. -- 2. Generally speaking, there has been a lot of progress. Implementation involves basically protection of Heritage where of course supervision, vigilance etc. come into play.
3. The progress is regulated by the NMA who has no jurisdiction in the ASI regulated site, wherein the UNESCO inscripted monuments are located.

2.8. If there is no management plan: What is the basis to work from?
1. -- 2. To recruit/appoint suitable persons who would carry out the management responsibly and efficiently.
3. We do not know of any management plan for the ASI site. Upgrading of infrastructure, services and facilities around monuments within the ASI site are done through negotiations with the State Government/Stakeholders.
2.9. Content-related work and status of implementation?

3. On an as and when/where required basis.

2.10. How is the progress of work assessed (controlling, monitoring)?

1. By the satisfaction of the general public and by the valuable opinions of especially those who have inclination for Heritage.

3. For the ASI site – Progress is assessed /controlled/monitored by the ASI who are required to recognize the Archdiocese of Goa and Daman as a major stakeholder (owner of the religious monuments) through an agreement, which is not yet in place.

2.11. How satisfied are you with the implementation of the management plan (interviewees appraisal)?

(Scale from 1 to 10) 1. --- 2. 6 3. Of ASI site 4

3. Tourism and World Heritage

3.1. Is there a tourism concept for the city/region/country, in which the World Heritage Site is adequately embedded? 1. No 2. Yes 3. Yes 4. yes

3.2. If yes: Name and source, and reasons for adequate implementation


3.3. If no: Reason and possible solutions.

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3.4. How satisfied are you with the existing tourism concept? (Scale from 1 to 10) 1. -- 2. 7 3. 5 4. 3

4. Support and type of management for the World Heritage Site
4.1. Is the management of the World Heritage Site an independent institution?
   1. No  2. No  3. Yes The ASI is under the GOI

4.2. Since when?
   ----3. 1968

4.3. How is financial responsibility for the World Heritage Site organised?
   Own financial support / integrated part of support from third party / no support
   3. Own financial support by the GOI

4.3.1. What are the rights/obligations of financial supporters?
   3. To be specified in agreement documents.

4.3.2. How is the support of the World Heritage Site funded (annual budget)?
   1. The World Heritage Site is funded by central government/culture ministry
   2. Funded by the central government through the state government
   3. Annual budget plus other grants
   Note: See also detailed questions in 11 and 12 below.

Note: See also detailed questions in 11 and 12 below

4.4. If no: In what other structure is the World Heritage Site management integrated?
   ----

4.4.1. Funding of World Heritage Site management inside this structure (annual budget?)
   ----3. As per their project proposals processes.
   Note: see also detailed questions in 11 and 12 below
   Note: See also detailed questions in 11 and 12, below

4.5. If yes: How many employees does the World Heritage Site management have (full-time equivalents)?
   ----

4.6. What are qualifications of the management (executives only)?
   3. Archaeologists, archaeological engineers, conservation architects
4.7. What opportunities for training and continued education are made use of?

4.8. Needs and possible solutions for a higher qualification of the management?
1. --- 2. Certainly there is a need for a higher qualification of management, especially among the executives

5. Participation of societal stakeholders

5.1. Do institutionalised participation processes exist for management of the World Heritage Site? (e.g. involvement in the building permit process with the right of veto regarding historical sites, taking seats in commissions)
1. No  2. ---  3. Not applicable

5.2. If yes, which ones?
1. However, the State government of Goa has formed a conservation committee which monitors the new development/buildings in the restricted area of the monuments.
2. ---  3. The major stakeholder is the Archdiocese of Goa. At present the ASI works with it through a consultative process.

5.3. Do other possibilities of participation exist for management of the World Heritage?
1. Yes  2. No
3. Yes through informal arrangements with the State Government and the Archdiocese of Goa and Daman

5.4. Do societal stakeholders have institutional opportunities to influence the work of the World Heritage management (e.g. implementation of the management plan)?
1. Yes  2. No
3. informally at present
4. The church authorities are consulted

5.5. If yes, what?
3. informally at present

5.6. Where do you see possibilities for improvement?
1. An official agreement between GOI/ASI and the Archdiocese of Goa and Daman. Written and oral reminders to this effect have been sent to the ASI sporadically since 1968.
5.7. Appraisal of the current situation? (Scale from 1 to 10)

1 2 3 4 5 6 7 8 9 10

3. Informal

6. Agenda 21 Processes

6.1. What regional Agenda 21 processes have influence on the agenda of the World Heritage Site management?

---

6.2. Who is responsible for Agenda 21 in the region?

----

6.3. What importance does the pursuance of the Agenda 21 objectives have in the region?

(Scale from 1 to 10) 1 2 3 4 5 6 7 8 9 10

7. Public political support (see also 19. Public Appreciation)

How strong is public political support?

1. Nil 2. Quite strong 3. Good

7.1. Institutional support through public organisations (type, local/regional/national)

7.1.1. Appraisal (Scale from 1 to 10) 1.--- 2.6 3.8 local,regional,national

7.2. Support through political parties (work programmes, etc.)

1. Nil 2.yes 3. Not encouraged

7.2.1. Appraisal (Scale from 1 to 10) 1 2 3 4 5 6 7 8 9 10

1.--- 2.6 3.4

7.3. Individual politicians


7.3.1. Appraisal (Scale from 1 to 10) 1.--- 2.5 3.7
7.4. Societal Stakeholders (who and what activity)?
1. Nil   2. ---
3. Mainly Archdiocese of Goa and Daman. Would improve through a written agreement with GOI

7.4.1. Appraisal (Scale from 1 to 10)

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8. Conflict management

8.1. Is there a procedure for the settlement of disputes (defined before disputes arise)?
1. NO   2. Yes   3. No

8.2. If yes, who are the parties involved and what is the procedure?

----- 3. Varied as and when the dispute occurs eg. Location of moveable tourism facilities

9. Networks – Connection to other sectors

9.1. Connection world heritage to education/culture

9.1.1. Description of connections
1. School and college students are involved.
2. ---- 3. Weak at present informal   4. Educational tours etc.

9.1.2. Appraisal of significance (scale from 1 - 10)
1. --- 2. 8 3. 2 4. 6

9.2. Connections world heritage to tourism
1. Yes   2. Yes   3. Yes

9.2.1. Description of connections
1. Tourists from all the world visit the site   2. --- 3. Could be better

9.2.2. Appraisal of significance (scale from 1 - 10)
1. --- 2. 8 3. 4

9.3. Connection to businesses (retail, services, industry, agriculture)
1. No   2. Yes   3. No   4. Yes

9.3.1. Description of connections
--- 3. Except touristic retail/services   4. Lot of business established in the area

9.3.2. Appraisal of significance (scale from 1 - 10)
1. --- 2. 7 3. 2 4. 6

9.5. Membership of associations and organisations related to World Heritage (national, international)
1. No   2. --- 3. Yes at ASI HQ, New Delhi

9.5.2. Appraisal of significance (scale from 1 - 10)
1. 2 9

9.6. Networking with other World Heritage Sites (national, international)
1. ASI is looking after all World Heritage Sites of culture in India.
2. Yes
3. Yes through ASI HQ Delhi

9.6.2. Appraisal of significance (scale from 1 - 10) 1.--- 2.9

10. Communication concepts

10.1. Does a communication concept exist?

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<th>1. Yes</th>
<th>2. Yes</th>
<th>3. Yes Informal</th>
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10.2. In which media is the communication concept published work - and how does it work in each respective media?
1. Documentaries, brochures, talk shows.
2. In print and electronic media.

10.3. What events are organised (type, audience, frequency)?
1. Public lectures on various topics of ASI
2.--- 3. Occasional meetings of the Church and ASI representatives to understand and discuss issues of common interest.

10.4. How good is the public visibility of the World Heritage?
1. Good  2. Very good

10.5. Is there a logo?
1. Yes  2.--

10.5.1. How is the logo used?
1. On the sign board  2.--  3. --  4. Not heard of the site having a logo

10.6. Appraisal of communication according to own perception (scale from 1 - 10)

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C Economic basis – funding 1. Govt.funding 2.--
### 11. Funding system and support

<table>
<thead>
<tr>
<th>11.1. What financial sources are available?</th>
<th>Total</th>
<th>Long-term (guaranteed until):</th>
<th>Secured by contract (Yes/No)</th>
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<tbody>
<tr>
<td>Governmental</td>
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<td>Private</td>
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<td>Fees</td>
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<td>Research funds</td>
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<td>Other sources of income:</td>
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11.2. Do other forms of support exist (not quantifiable in money, non-pecuniary, institutional)

### 12. Utilisation of funds

<table>
<thead>
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<th>12.1. Budget positions</th>
<th>Total</th>
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<td>Administration</td>
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<td>Management</td>
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<td>Advertising/Communication</td>
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<td>- Investments</td>
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<td>- Operation</td>
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<td>Communication/Exhibitions</td>
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<td>- Investments</td>
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<tr>
<td>Investment in preservation and building works</td>
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<td>Monitoring</td>
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<tr>
<td>Co-operations/tourist offers/guided tours</td>
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<tr>
<td>Research</td>
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<tr>
<td>Duties to third parties (State, community, region)</td>
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</table>
12.2. Special investment in preservation and building works (in the last five years, in progress or intended in the next five years)

<table>
<thead>
<tr>
<th>Type of investment</th>
<th>Total amount</th>
<th>Duration of the investment (from – to)</th>
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12.3. What portion of the value creation of the World Heritage is reinvested in the World Heritage? (Percentage):

12.4. What portion of the value creation of the World Heritage remains in the World Heritage region? (Percentage):

12.5. Do numbers (estimates, studies) regarding the value creation of the World Heritage exist?

### 13. Commercialisation of the World Heritage

<table>
<thead>
<tr>
<th>13.1. How is the World Heritage Site presented commercially?</th>
<th>Turnover per year / profit per year</th>
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<tbody>
<tr>
<td>Type</td>
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<tr>
<td>Own products</td>
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<tr>
<td>1. There is no commercialisation for any world heritage site of ASI</td>
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<tr>
<td>2. --- 4. None</td>
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<tr>
<td>Own merchandising</td>
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<td>4. None</td>
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### 14. Directing visitors

14.1. Are there measures to direct visitors to the Site?

- Yes
- Yes
- Yes

14.2. If yes, description of the type of visitor directions:

1. Direction boards, maps
2. Road maps, guides, transport, literature on directions etc.
4. Signboards are there

14.3. If no, description of reasons why it is not necessary, or reasons why despite necessity there are no visitor directions in place.

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### 15. Frequentation of the World Heritage Site

15.1. How many visitors frequent the World Heritage Site (Number, place, method of recording)?

1. No ticketed monuments for old Goa
2. Exact figures unknown. However visitors frequent all through the year.
15.2. Are admission fees charged (place, amount regular/reduced/locals, frequentation per year)?

1. --- 2. Yes

15.3. How high is the share of visitors from the region (number /percentage / how recorded)?

1. Survey not done for Goa 2.-

16. Employment effects of World Heritage Site

16.1. Is there data regarding the number and types of employment surrounding the World Heritage Site, and present because of the World Heritage Site?

1. The village locals are allowed to put stalls around the parking area throughout the year.
2.--- 4. Unaware of any

16.2. What proportion of local employment does this represent?

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16.3. Information on the quality of jobs

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D Socio-cultural effects

17. Significance of the World Heritage
17.1. How do you assess the relevance of the World Heritage for regional tourism? Free text:

1. The World Heritage Sites include the major seven churches of Goa which differently form part of the most visited site for the domestic tourists.
2. It is very important and should be promoted.
3. Old Goa has been a growing year-round cultural-historical tourist destination for decades. It received a boost after the 1978 UNESCO inscription. Likewise, the additional importance of Old Goa as a seasonal pilgrimage destination also benefitted from the inscription to some extent. 4. It has a lot of tourist potential

(Scale from 1 to -10) 1.--- 2.9 3.4 4.9

17.2. How do you assess the relevance of the World Heritage for the regional economy?

Free text: 1.— 2. World heritage can contribute to the regional economy in a big way.
3. As a supplement to its growing National Heritage significance and the seasonal pilgrimage destination. 4.9

(Scale from 1 to -10) 1.--- 2.8 3.3

17.3. How many tourists visit the place because of the World Heritage?

Figures available (from where)? 1. ---- 2. Both local and foreign tourists. Number unknown
3. Specifically due to the UNESCO inscription, the number is not large. Most tourist maps highlight beach tourism with half day visits to the National Monuments of Old Goa, with the mortal remains of St. Francis Xavier and the World Heritage tag as an important incentive.

Estimation (in percent and absolute numbers) ---

17.4. How many visitors know that there is a World Heritage? Figures

(Survey) or estimation (in percent) -----
3. Presumably nearly 100 per cent
4. Charter tourists plus domestic crowd

18. Educational/cultural opportunities
18.1. Do co-operations with education and cultural institutions exist?

18.2. If yes, which (description):
   3. Regular study tours/excursions are organized by the various educational institutions in the State.
   4. At major events, students are called to manage the visitors

18.3. If no, are there any planned?

18.4. Is there teaching material on the World Heritage Site (description, authorship)?
   1. No  2. Yes but details about description. authorship unknown  3. Yes  4. Yes several books

18.5. Are activities in the area of education available (description, organiser)?
   1. Yes  2. Yes  3. Yes

18.6. Are there publications on the World Heritage (description, publisher)?
   1. Yes  2. Yes  3. Yes

18.7. How do you appraise the quality of the existing educational and cultural activities on offer? (Scale from 1 to 10)
   1. ---  2. 7  3. 5

19. Public Appreciation

19.1. How do you appraise the public's appreciation of the World Heritage? (Scale from 1 to 10)
   1. ---  2. 7  3. 4  4. 4
19.2. Are there existing studies/surveys regarding public appreciation?

1. No  2. ---  3. No idea  4. no

19.2.1. If yes, source and key results

19.3. Are you supported by the public (groups, type, issue)?

1. No  2. Yes  3. Yes. Local groups (particularly from Old Goa have come out in support of the Church whenever some unsolved issues with the ASI came to a head and needed immediate remedial action by the ASI  4. No

19.4. Is there active engagement with the World Heritage (participation in projects, voluntary work)?

1. No  2. Yes  3. No

19.5. Have changes in the regional population’s contact with cultural and natural values been observed since the World Heritage label was awarded?

1. Yes  2. Yes  3. 5  4. Not much

19.6. Does the World Heritage’s authenticity suffer due to the public’s appreciation and/or commercialisation?  Yes  No

Description:  
1. Yes partly  2. Yes  3. No  4. Yes, there is less local participation at secular activities conducted at those venues

19.6.1. Appraisal on a scale of 1-10: 1 = great damage  10 = no damage

1. ---  2. 5  3. 10

20. Threats and preventative measures for the World Heritage (and in the region)

20.1. Description of the World Heritage’s condition (result of WHS monitoring / status/ red list?)

1. All the seven monuments are maintained and preserved throughout the year and necessary conservation work is carried out  2. ----
20.2. Frequency and type of negative events
1. ----  2. Robberies and vandalising
3. Negative interventions in the site (even by the ASI) have decreased after the UNESCO inscription.

20.2.1. Disasters and other unforeseeable events
1. No  2. Yes

20.2.2. Theft/vandalism/destruction and other wilful unforeseeable events
1. No  2. Yes

20.2.3. Forseeable, unintentional damage through frequentation, etc.
1. No  2. Yes

20.2.4. Intentional damage through structural or other interference
1. No  2. ---

20.3. Extent of damage
1. No  2. ---
20.3.1. Sum value of damage per year (averaged over five years)

20.3.2. Breakdown of damage
1. No  2. ---

20.4. Costs and breakdown of protective measures
1. No  2. ---

20.5. Is there a crisis management policy/document? 1. No  2. ----  3. No idea
20.5.1. If yes, type of policy/document

20.5.2. If no, reason.
1. So far, only once in 2004, there was a fire was caused at professed house of Basiica which was managed along with State Govt. Departments. 2.-
20.6. Is there a hazard map or other structured way of recording hazards?
1. No  2.—  3. No idea

20.6.1. If yes, recording method and experience:

1.----  2. 5

20.8. Number of people rescued from distress (at sea/in the mountains etc.) and costs?
1. No   2.—

---

E Setting an agenda

21.1. What problems need to be solved in the next 5 to 10 years?
1. As such there is no structural disintegration of the monuments. However, deforestation of the surrounding area may cause some damage in the next 10 years
2. Ignorance of the importance of the world heritage
3. i) The management plan by the NMA* for the larger identified heritage areas needs to be approved by the Government of India and incorporated in the even larger Development plan for the Se-Old Goa Panchayat under the GTCP Act 74
   ii) For the site under ASI control an agreement needs to be finalized between the ASI and the Archdiocese of Goa and Daman-the principal stakeholder in the area.
   iii) There should be an MOU between the Government of India/UNESCO for greater technical support, transparency and dissemination research in Old Goa.
4. Uncontrolled real estate around the site is a threat. Also, there is a lot of wrong information circulated about these sites. Green cover is to be maintained.

**“National Monuments Authority (NMA) under the Ministry of Culture, Govt. of India has been setup as per provisions of The Ancient Monuments and Archaeological Sites and Remains AMASR (Amendment and Validation) Act, 2010 which was enacted in March, 2010. Several functions have been assigned to the NMA for the protection and preservation of monuments and sites through management of the prohibited and regulated area around the centrally protected monuments. One amongst these responsibilities of NMA is also to consider grant of permissions to applicants for construction related activity in the prohibited and regulated area” http://www.nma.gov.in:8080/#_**

21.2. What forms of monitoring are suitable for keeping track of progress?
1. The developments in the nearby area may be curtailed by not giving permissions for new building projects.
2. Frequent and regular means of awareness of the World Heritage and its importance by means of seminars, workshops etc.
3. Monitoring is to be done by the NMA or ASI (Archaeological Survey of India) as the case may be through transparent Plans for easier support by the Government of Goa and by the Archdiocese of Goa and Daman
4. Locals, church, conservationists should be consulted in decision making

21.3. What societal stakeholders are to be involved in solving the problem(s)?
1. Those already involved are village panchayats, State Govt. Departments and heritage lovers
2. The Archdiocese of Goa and Daman, the Se-Old Goa Gram Sabha and Heritage NGO’s
3. Tourist guides should be imparted proper training with authentic information, More locals can be recruited for this.

Overall assessment by interviewer

General appraisal

Vaz states that the number of tourists that visit the area specifically due to the UNESCO WHS inscription are not many. However, most tourist maps do highlight beach tourism with half day visits to the WHS of Old Goa, with the mortal remains of St. Francis Xavier and the WH tag serving as important incentives.

According to Vaz, the WHS of Old Goa is managed by the Archaeological Society of India (ASI) in consultation with the State Government and Archdiocese of Goa and Daman who he claims are the principal stakeholders.

When asked about the existence of a management plan, both Taher and Rodriguez answered in the negative. Only Dias answered positively, while Vaz states that a Preliminary Management Plan was created in 2013 but has not yet been finalized. Vaz clarifies that the NMA Draft Management Plan is to be processed for public objections/suggestions under the Goa Town and Country Planning Act 1974. This draft Plan would be then become a part of the Panchayat plan for the Se – Old Goa Panchayat. Involved in its development were national authorities such
as the NMA (National Monuments Authority), Regional authorities, representatives from the tourism sector and representatives of civil society through consultations. Among the important representatives that have not been involved till date are the church to a certain extent (according to Dias) as well as local bodies such as the panchayat (according to Rodriguez). Both Dias and Vaz agree that the management plan is being implemented, although any proposed developments outside the ASI site need to be cleared by the NMA. Furthermore, Vaz claims that careful development is permitted by the NMA on the basis of the draft Plan.

Dias, Vaz and Rodriguez agree that there is teaching material available on the WHS. Taher, Dias and Vaz are also in agreement with regards to activities in the area of education as well as the availability of publications on WH.

Highlights/specific information

Vaz highlights the religious as well as the touristic importance of the WHS and its surroundings. All the experts are in agreement that the WH has a great relevance for regional tourism. Taher states that the WHS is one of the most visited sites for the domestic tourists while Dias feels that it is very important and must be promoted. Rodriguez agrees that the WHS has lots of tourist potential. Vaz clarifies that the WHS of Old Goa has been a growing year-round cultural-historical tourist destination for decades and that it got a boost after the 1978 UNESCO inscription. Also, its additional importance as a seasonal pilgrimage destination also benefitted from the inscription to a certain extent. Dias and Vaz also agree that the WH can contribute to the regional economy in a big way.

Good practice

Interestingly, all but Taher are in agreement that there indeed does exist a tourism concept for the city/region/country, in which the WHS is located. Vaz states that the Goa state department of tourism and its parastatal –the Goa Tourism Development Authority are responsible for its adequate implementation. Satisfaction with the existing tourism concept however differs with
Dias ranking it as 7, Vaz as 5 and Rodriguez as only 3 out of a possible 10 points. Thus, the tourism concept for the region can only be seen as good practice in a limited sense.

When asked about a communication concept for the WHS of Goa, Taher, Dias and Vaz all confirmed the existence of such a concept, although Vaz clarified that it is only informal in nature. The concept is communicated in a variety of media that include print and electronic media, documentaries, brochures and talk shows etc. There are also a number of events that take place including public lectures on various topics of ASI (according to Taher) as well as occasional meetings of the Church and ASI representatives to understand and discuss issues of common interest (according to Vaz). Taher rates the public visibility of the WH as Good while Dias rates it as Very Good. Taher also confirms the presence of a logo that is used on the sign board, although others such as Rodriguez are unaware of the site having a logo.

Other good practices include measures to direct visitors to the Site (as agreed by all the experts). These measures include direction/ signboards, road maps, literature on directions etc.

**Biggest problems**

However, interestingly Vaz claims that the ASI site (WHS) is excluded from this process with the progress of the Draft Management Plan regulated by the NMA who has no jurisdiction in the ASI regulated site (wherein the UNESCO inscribed monuments are situated). Vaz also claims that ‘they’ (meaning the Church authorities) are unaware of any management plan for the ASI site. Upgrading of infrastructure, services and facilities around monuments within the ASI site take place through negotiations with the State Government/ Stakeholders. For the ASI site, progress is assessed /controlled/monitored by the ASI who are required to recognize the Archdiocese of Goa and Daman as a major stakeholder (as owners of the religious monuments) through an agreement, which is till date not in place. This is a major problem/weakness.
Another major problem is the fact that none of the experts confirm the existence of institutionalised participation processes for management of the WHS. Taher states that the State Government of Goa has formed a conservation committee which monitors the new development/buildings in the restricted area of the monuments while Vaz concurs, stating that the major stakeholder is the Archdiocese of Goa with whom the ASI works at present via a consultative process that is the result of an informal arrangement between the State Government and the Archdiocese of Goa and Daman. Vaz also states that societal stakeholders have opportunities to influence the work of the WH management (e.g. implementation of the management plan) only in an informal capacity. Although informal consultations are a step in the right direction, the lack of a formal institutionalised participation process can be classified as a major weakness. As Vaz suggests, there is a need to have an official and formal written agreement between GOI/ASI and the Archdiocese of Goa and Daman, which has not yet come to fruition despite written and oral reminders to this effect that have been sent to the ASI sporadically since 1968 (as claimed by Vaz).

As with the institutionalised participation processes, all the experts except Vaz confirm the existence of a connection between WH and education/culture. All the experts including Vaz agree that co-operations with education and cultural institutions do exist. Taher cites the example of the involvement of school and college students while Rodriguez names educational tours as an example. Vaz also gives thee example of regular study tours/excursions are organized by the various educational institutions in the State while Rodriguez explains that students help manage the visitors during major events. However, Vaz criticizes that this connection between WH and education/culture is currently very weak and only takes place in an informal manner.

A major weakness is the lack of information/knowledge by the experts regarding the number of visitors frequenting the WHS. This is largely due to the fact that there are no ticketed monuments for the WHS of Old Goa and that no survey has been conducted for Goa (as explained by Taher). Also unavailable/unknown are the share of visitors from the region
(number/percentage), data regarding the number and types of employment surrounding the WHS, the proportion of local employment that this represents as well as information on the quality of jobs.

When asked about the problems that need to be solved in the next 5 to 10 years, Taher and Rodriguez highlight the damage that deforestation of the surrounding area may cause in the next 10 years. Rodriguez highlights the uncontrolled real estate development around the site as a threat and calls for green cover to be maintained while Taher suggests that the developments in the area be curtailed by not giving permissions for new building projects. Taher however believes that the structural disintegration of the monuments does not pose a threat in the coming decade. Dias highlights the ignorance of the importance of the WH as a major weakness/threat. In the coming decade, Vaz calls for the management plan by the NMA to be approved by the Government of India and incorporated in the even larger Development plan for the Se-Old Goa Panchayat. In addition, for the WHS monuments under ASI control, an agreement is needed between the ASI and the Archdiocese of Goa and Daman as the principal stakeholder in the area. Vaz also highlights the need for an MOU between the Government of India and UNESCO for greater technical support, transparency and dissemination research in Old Goa.

When asked about the forms of monitoring suitable for keeping track of progress, Dias suggests frequent seminars, workshops etc. that will help increase awareness of the importance of WH while Vaz believes that monitoring can be done by the NMA or ASI (Archaeological Survey of India) on the basis of a transparent Management Plan that involves the participation of both the Government of Goa and the Archdiocese of Goa and Daman.

When asked which societal stakeholders should be involved in solving the problem(s) at the WHS, Taher states that the village panchayats, State Govt. Departments and heritage lovers are already involved while Vaz believes that the Archdiocese of Goa and Daman, the local Se-Old Goa Gram Sabha/Panchayat and Heritage NGOs should be involved. Rodriguez calls for tourist
guides to be imparted proper training by providing them with authentic information and that locals can be recruited/involved in this. She also feels that locals, the church and conservationists should be consulted in the decision-making and monitoring process. This makes Rodriguez the only expert to clearly call for public participation and involvement in the decision-making and monitoring process.
B. Pilot Study “Benchmarking Heritage & Tourism”
Questionnaire results: World Heritage region

<table>
<thead>
<tr>
<th>Pilot Study “Benchmarking Heritage &amp; Tourism”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaire: World Heritage region</td>
</tr>
</tbody>
</table>

**Orientation of the overall survey:**

**How much does the region contribute to the sustainable development?**

Note: In all scales, 10 represents the best appraisal (= ideal situation) and 1 the worst (= completely insufficient)

**Respondents:** Responsible person in the regional administration
Counter-check: NGOs, journalists, Representative for “sustainable development” in the government (regional administration or higher authority as well)

**A Information on the interview partner**

|------------------------------------------------------------------------------------------------|

<table>
<thead>
<tr>
<th>Institution:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: 1. Tourism Department, 2. Goa for Giving 3. Retreat and style India, Pvt Ltd 4. Goa for giving</td>
</tr>
</tbody>
</table>

| Address: 1. Paryatan Bhavan, Pato, Panjim, Goa 2. Gonsalves Mansion, Campal, Panjim, Goa |

| Telephone: 1.8805250935 2.9822487818 3. 0832-2420604 4. 9158927022 |

| Email: 1. 2.info@goaforgiving.org 3.wendelrodricks@gmail.com, 4.cicletica@gmail.com, |
### B Basic data, governance

#### 1. Regional strategy for sustainable regional development

1.1. Is there as strategy/concept in the region which aims at creating sustainable regional development?

1. Yes 2. NO 3. There must be but I am unaware 4. Not aware of

1.1.1. If yes, since when in force:

1. Since long time 2.- 3.- 4.-

1.1.2. Implemented by: 1. Tourism/Forest Departments 2.- 3.- 4.-

1.1.3. Description of contents (focal points): 1. Development of tourism infrastructure in hinterland for sustainable tourism. Talukas covered: Sangrum, Canacona, Quepem, Sattari etc

2.- 3.- 4.-

1.1.4. Status of the implementation and commitment:

1. Detailed project report has been prepared. NOC (No Objection Certificate) from the concerned Department is being obtained. Projects will be taken up in phases. Work likely to start from next year.

2.- 3.- 4.-

1.2. How is the World Heritage embedded in the regional development, esp. the sustainable regional development.

- 

1.3. How is sustainable tourism embedded in the regional development, esp. the sustainable regional development? (see also above – World Heritage: political support)

-
1.4. Appraisal of the quality and the degree of implementation of efforts aiming at a sustainable regional development (interviewees appraisal). (Scale from 1 to 10)
1. 5  2.-  3.-  3  4.-

<table>
<thead>
<tr>
<th>2. Utilisation of land and space</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1. Is there binding town and country planning/zoning?</td>
</tr>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.1.1. On what levels is the town and country planning binding?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town and country planning for region</td>
</tr>
<tr>
<td>Town and country planning for communities</td>
</tr>
<tr>
<td>Development and zoning plans for communities</td>
</tr>
<tr>
<td>Development planning for region</td>
</tr>
<tr>
<td>Development planning for communities</td>
</tr>
<tr>
<td>Infrastructure obligation in the region</td>
</tr>
<tr>
<td>Infrastructure obligation in communities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2.1.2. What is the level of compliance with town and country planning regulations? (Scale from 1 to 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 5  2. 3  3.4  4. 3</td>
</tr>
</tbody>
</table>

Notes/examples 1. Areas are shown under different zones F.A.R. is also fixed as per village Panchayat status
2. -  3. -  4.-

<table>
<thead>
<tr>
<th>2.2. Do measures of town and country planning foster the protection and preservation of the World Heritage?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes  2. It should but illegalities continue at the panchayat level 3. Yes  4. Yes to a certain extent it does</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Laws on the protection of nature and cultural heritage</th>
</tr>
</thead>
</table>
### 3.1. Are there laws on the protection of nature and cultural heritage in force?
1. Yes 2. Yes 3. Yes 4. -

### 3.2. Protection of nature: How high is the share of protected areas (in percent/absolute numbers)?
1. Low 2. Very Low 4. -

### 3.3. Protection of cultural heritage: How high is the share of protected buildings/monuments (in percent/absolute numbers)?
1. 1.80% 2. Low 3. 40% 4.20%

### 3.4. Is there an inventory on the protected assets (natural/cultural)?

3.4.1. If yes, what are the noticeable effects of keeping an inventory?
1. Old buildings are preserved and maintained 2. - 3. Some heritage buildings are being maintained 4. -

### 3.5. Appraisal of the quality and the degree of implementation of the protection of nature and cultural heritage. (Scale from 1 to 10)
1. 1.5 2. 3 3.4 4.2

### 4. Cultural mission statement/Leitbild

4.1. Is there a cultural mission statement on a regional level?
1. - 2. No 3. No 4. No

On a community level?

4.1.1. If yes, description of the cultural mission statement:

4.2. If yes, is the cultural mission statement being implemented?
1. - 2. No 3. No 4. No
4.2.1. If yes, description (including the degree of implementation):

4.3. Are there development plans, an organisation for the implementation and/or funding instruments and budgets?
1. Forts are being maintained and renovated by Director of Archives  2. There are but Goa is beset with illegalities  3. Director of Archives  4. -

5. Regional economy

5.1. What economic branches are of significance in the region (name branches and percentage weighting)?
1. Hotel industry, business activities like touring taxis, shopping complex, travel agencies  
2. -- 3. Hotels, casinos, travel agencies. 4. --

5.2. Is tourism (or another economic branch) of outstanding importance in the region?

5.3. Are the economic sectors tightly interconnected with each other?
1. Yes 2. -- 3. Yes  4. No
5.3.1. If yes, which economic sectors and a description of their interconnection
1. Hotel industry, air travel, road travel etc.  2. ---- 3. Hotels, tours, travels  4. --

5.4. Do any economic sectors endanger the protection and preservation of the World Heritage?
1. No  2. Yes  3. Yes  4. -

5.5. Do any economic sectors endanger the development or the image of tourism?


If yes, description:
1. -
2. Raping of beaches and heritage areas due to callousness
3. Illegal shacks, stalls, overcrowded polluted vehicles
4. The tourism sector itself by having onshore casinos. We do not need casinos to promote Goa

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</table>

6. Research economic cycles and tourism/World Heritage

6.1. Are regional economic cycles promoted (like producer-consumer chains)?


6.1.1. If yes, description:
1. Tourism is promoted in national and international markets to attract tourists round the year
2. ---  3. Tourism fairs and advertisements  4. ---

6.2. Is the regional economy specifically promoted in the area of tourism and the World Heritage.


6.2.1. If yes, description:
1. Infrastructure in the form of parking, shopping complex provided in the area of tourism
2. Feebly without any strategy.  3. Tourist guides, advertisements

C. Regional Culture

7. Significance of Language

7.1 Is the original local language (own language or dialect) used in everyday life?


If yes, name the language/dialect

7.2 Where is the Language/dialect spoken frequently spoken in office, home etc.

1. Yes  2. ---
3. Yes  4. Yes
### Primary school
- Yes
- Yes daily always
- Yes daily often
- Yes seldom

### Secondary schools
- Yes
- daily occasionally
- Yes daily often
- No

### Universities
- 1.
- 2.seldom
- 3.seldom
- 4.no

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>--Regional newspapers/magazines</td>
<td>1.-2.-3.Y 4.Y</td>
</tr>
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<td></td>
<td>--------------</td>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Local radio stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes 2. No 3. Yes</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Local TV stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes 2. No 3. Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes 2. No 3. No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other publications:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes No Seldom daily occasionally daily often daily mainly daily always</td>
</tr>
</tbody>
</table>

#### 7.3. Number of regional publications

<table>
<thead>
<tr>
<th>Type of publication</th>
<th>Number / circulation/listeners/viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily newspapers</td>
<td>1.- 2.Nil 3. 2 4.1</td>
</tr>
<tr>
<td>Weekly/monthly papers</td>
<td>1.- 2.nil 3.- 4.1</td>
</tr>
<tr>
<td>Magazines</td>
<td>1.- 2.few 3.few 4.none</td>
</tr>
<tr>
<td>Books</td>
<td>Number per year--</td>
</tr>
</tbody>
</table>
### Internet sites with strong regional focus

<table>
<thead>
<tr>
<th></th>
<th>1.- few</th>
<th>2. none</th>
<th>3. few</th>
</tr>
</thead>
</table>

### Radio stations

<table>
<thead>
<tr>
<th></th>
<th>1.- few</th>
<th>2. few</th>
</tr>
</thead>
</table>

### TV stations

<table>
<thead>
<tr>
<th></th>
<th>1.- 2. some programmes</th>
<th>3. some programs</th>
<th>4. allGoan TV stations(regional programs)</th>
</tr>
</thead>
</table>

### Notes:

#### 7.4. Have there been noticeable changes in recent years?

1. Yes  
2. Yes  
3. Yes  
4. Yes

#### 7.4.1. If yes, description:

1. Public desires to go for English and Hindi newspaper tv channels etc.  
2. Lesser and lesser use of the local language  
3. As more and more of outsiders travel and settle in Goa and more Goan youth leave the state for greener pastures, more English, Hindi and other regional languages are used  
4. People, especially the youth, have been shying away from speaking our local language, which is a sad thing.

#### 7.5. Appraisal of the situation (Scale from 1 to 10)

1. 6  
2. 3  
3. 4  
4. 4

### 8. Restaurants

#### 8.1. Total number of restaurants in the region?

1. There are a number of restaurants  
2. Would not know  
3. Not known  
4. Approx. 25

#### 8.2. Number of restaurants in traditional style?

1. few  
2. 20%  
3. 30%  
4. Approx 5

#### Comments to the architecture/furniture of restaurants

1. In new style  
2. Haphazard  
3. Some traditionally decorated but most random  
4. --

#### 8.3. What is the prevailing traditional food (type and share overall)?

1. Rice with Fish Curry  
2. 20%  
3. Sea food, chicken, beef and pork goan dishes like Caffreal, Xacuti about 30%  
4. Rice and fish curry and few other items
### 9. Regional products

**9.1. What regional products are offered (food, craftwork, etc.)?**

1. Goan food, handicrafts, caju feni  
2. Handicrafts, Food  
3. Goan food: fresh and packaged items like balchao, cashewnuts, feni, urak, wooden handicrafts  
4. Food

---

**9.2. Which of those regional products are integrated in the regional population’s everyday life and are purchased regularly?**

1. Fish  
2. Sea food, Feni, Sweet wine, Cashewnuts  
3. Sea food.

---

**9.3. Which of these regional products are mainly/exclusively produced for tourism?**

1. Fish, Cashewnuts  
2. Through Government-aided shops  
3. Packaged sea food pickles, sausages, feni and wine  
4. --

---

**9.4. Can changes be noticed in the way regional culture is approached owing to regional products?**

1. Yes  
2. Partly visitors approach regional culture looking for regional products  
3. Partly visitors approach regional culture looking for regional products  
4. --

---

### 10. Cultural offer

**10.1. Are there cultural centres for local culture in the region?**

1. Yes  
2. Yes  
3. Yes  
4. Yes

---

**10.1.1. If yes, number and type of cultural centres**

1. Kala Academy and Ravindra Bhavan in all talukas  
2. Basically government controlled  
3. Kala Academy  
4. --
10.2. How many and what type of clubs/associations with a clear reference to local culture are there in the region?

10.3. What cultural activities are of great significance for the inhabitants of the region?
1. They are many 2. Would not know 3. Local dances and music 4.--

10.4. How do you appraise the cultural individuality/uniqueness of the region? (Scale 1 to 10)
1. 7 2. 4 3. 4 4.--

10.5. Have there been great changes in the cultural individuality/uniqueness over recent years?
10.5.1. If yes, description of changes
1. - 2. Slow decay of local culture 3. Dilution with other cultures due to influx of tourists and settlers from other parts of the country 4.--

11. Openness, diversity and freedom of opinion
11.1. Do people from various different cultures (religions, ethnic groups, etc.) live in the region?

11.1.1. If yes, description of the groups (including share of the population)
1. Hindu and Catholic 2. Tribals, Different religions and castes
3. Majority Catholic and Hindu with few Muslims, Varying castes due to migrant population
4. Christians, Hindus, with fewer Muslims

11.1.2. If yes, are these parts of the population new immigrants or are they groups that have lived together for decades/centuries? (Description)
1. As above
2. Old as well as new immigrants generally live in harmony
3. Some ancestors migrated decades /centuries ago while the new migrants are mainly labour class
4. For decades I guess

11.1.3. How can the quality of the relationships among the various groups be described?
1. Good quality, There is communal harmony
2. Cordial and often warm
3. As Goa is very dependent on tourists and migrants, all groups usually live in harmony with good interaction.
4. The relationship amongst all these groups is pretty good.

11.1.4. Are there severe disagreements between those groups (unrest, etc.)?
1. No
2. On language grounds as well as religious and caste there are differences with language being the most severe.
3. Occasionally religious and language clashes flare up but not severe.
4. Not severe for sure

11.2. How is the guest’s culture handled?
1. In a good manner
2. Good
3. Since Goa depends a lot on tourism, Guests are welcome always
4. Handled well

11.3. How strongly do these cultures mix?
1. In a good manner
2. Good
3. Well
4. --
11.4. Are there restrictions on freedom of opinion?

11.5. How do you appraise the openness of the regional society?
(Scale from 1 to 10) 1. 7 2.4 3.6 4.9

Supplementary: Important key data

12. Key data

12.1. Demographic development (status, changes, immigration, outmigration, age structure, percentage of foreigners etc.)

The Census of India is the most credible source of information on demography of the country. Census 2011 is the 15th National Census in the Country and the third for Goa after it attained Statehood.

Decadal growth rate

The population of the State as per the census conducted from 1900 and their decadal growth rates is given in Annexure 1. The decadal growth rate of population of the State prior to liberation was in single digits. However in the first census conducted immediately after liberation i.e. in 1971, the State witnessed a huge jump in its decadal growth rate from 7.77 percent in 1960 to 34.77 percent in 1971. Thereafter in the subsequent censuses the decadal growth went on reducing and in 2011 census the decadal growth of the State’s population stood at 8.23 percent.

Population

The population of Goa as per 2011 Census stood at 14,58,545 persons comprising of 7,39,140 males and 7,19,405 females as against the country’s total population of 1,21,05,69,573. The taluka wise distribution of population of the State as per 2011 Census is given in the Table 2.1

<table>
<thead>
<tr>
<th>State/District/Taluka</th>
<th>Males</th>
<th>Females</th>
<th>Total</th>
<th>Percentage to total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOA</td>
<td>7,39,140</td>
<td>7,19,405</td>
<td>14,58,545</td>
<td>100.00</td>
</tr>
<tr>
<td>North Goa</td>
<td>4,16,677</td>
<td>4,01,331</td>
<td>8,18,008</td>
<td>56.08</td>
</tr>
</tbody>
</table>
As it can be seen from the Table 2.1 there are 8, 18,008 persons in North Goa district which constitute 56.08 percent of the total population, whereas 6,40,537 persons who comprise the remaining 43.92 percent are in South Goa district.

Salcete is the most populated taluka of Goa comprising of 2, 94,464 persons i.e. 20.19 percent of the total population. It is followed by Bardez 2,37,440 (16.28%) and Tiswadi 1,77,219 (12.15%). On the other hand Canacona (45,172 persons) is the least populated taluka accounting for 3.10 percent of the total population.

The scheduled caste population constitutes 1.75 percent of the total population in the State. The taluka wise distribution of scheduled caste population in the State is given in the Table 2.2.

Table 2.2
Taluka wise Distribution of Scheduled Caste Population in the State - 2011 Census

<table>
<thead>
<tr>
<th>State / District / Taluka</th>
<th>Males</th>
<th>Females</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goa</td>
<td>12,627</td>
<td>12,822</td>
<td>25,449</td>
<td>100.00</td>
</tr>
<tr>
<td>North Goa</td>
<td>8,712</td>
<td>8,894</td>
<td>17,606</td>
<td>69.18</td>
</tr>
<tr>
<td>Pernem</td>
<td>1,488</td>
<td>1,582</td>
<td>3,070</td>
<td>12.06</td>
</tr>
<tr>
<td>Bardez</td>
<td>2,938</td>
<td>2,995</td>
<td>5,933</td>
<td>23.31</td>
</tr>
<tr>
<td>Tiswadi</td>
<td>1,619</td>
<td>1,590</td>
<td>3,209</td>
<td>12.61</td>
</tr>
<tr>
<td>Bicholim</td>
<td>1,101</td>
<td>1,163</td>
<td>2,264</td>
<td>8.90</td>
</tr>
<tr>
<td>Satari</td>
<td>597</td>
<td>608</td>
<td>1,205</td>
<td>4.73</td>
</tr>
</tbody>
</table>
It is seen from the Table 2.2 that 69.18 percent of the scheduled caste population of the State is in North Goa District and 30.82 percent is in South Goa District.

A look at the taluka-wise distribution of scheduled caste population shows that Bardez taluka accounts for 23.31 percent of the total scheduled caste population of the State followed by Salcete taluka with 13.53 percent, Tiswadi taluka with 12.61 percent, Pernem Taluka with 12.06 percent and Mormugao taluka with 10.08 percent. Quepem, Sanguem and Canacona talukas account for less than 4 percent each.

The scheduled caste population in the State has increased from 23791 persons in 2001 Census to 25449 persons in 2011 Census, thereby registering an increase of 6.97 percent over the decade. Further the scheduled castes population in the rural areas has decreased from 10720 persons in 2001 Census to 9461 persons in 2011 Census.

Urban areas on the other hand have witnessed an increase during the decade from 13071 persons to 15988 persons indicating migration from rural areas to urban areas among the scheduled castes.

A look at the caste-wise distribution of scheduled caste population as per 2011 Census, shows that, Mahar community forms half (50.37%) of the scheduled castes population in the State, followed by Chambar community (28.67%), and Mang (4.54%).

It is to be noted that the percentage of Mahar community has decreased from 57.04 percent in 2001 Census to 50.37 percent in 2011 Census. Similarly the percentage of Chambar community has decreased from 31.07 percent in 2001 Census to 28.67 percent in 2011 Census.

The scheduled tribe population as per 2011 Census constitutes 10.23 percent of the total population in the State. The taluka-wise distribution of scheduled tribe population in the State is given in Table 2.3.

<table>
<thead>
<tr>
<th>State / District / Taluka</th>
<th>Males</th>
<th>Females</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ponda</td>
<td>969</td>
<td>956</td>
<td>1,925</td>
<td>7.56</td>
</tr>
<tr>
<td>South Goa</td>
<td>3,915</td>
<td>3,928</td>
<td>7,843</td>
<td>30.82</td>
</tr>
<tr>
<td>Mormugao</td>
<td>1,320</td>
<td>1,246</td>
<td>2,566</td>
<td>10.08</td>
</tr>
<tr>
<td>Salcete</td>
<td>1,701</td>
<td>1,742</td>
<td>3,443</td>
<td>13.53</td>
</tr>
<tr>
<td>Quepem</td>
<td>455</td>
<td>476</td>
<td>931</td>
<td>3.66</td>
</tr>
<tr>
<td>Sanguem</td>
<td>358</td>
<td>372</td>
<td>730</td>
<td>2.87</td>
</tr>
<tr>
<td>Canacona</td>
<td>81</td>
<td>92</td>
<td>173</td>
<td>0.68</td>
</tr>
</tbody>
</table>

Table 2.3
Taluka wise Distribution of Scheduled Tribe Population in the State - 2011 Census
It is seen from the Table 2.3 that South Goa District accounts for 62.08 percent of the total scheduled tribe population of the State while North Goa District accounts for 37.92 percent. This distribution pattern is much in contrast to the distribution of scheduled caste population of the State.

As per Census 2011, the scheduled tribe population of the State is divided into nine categories i.e. Dhodia, Dubla (Halpati), Naikda (Talavia), Siddi (Nayaka), Varli, Kunbi, Gawda, Velip and Generic Tribes. The urban-rural break-up of scheduled tribes in each of the above categories is given in the Annexure 4.

A look at the category-wise distribution of scheduled tribe population in the State shows that, the Gawda community forms about 71.45 percent of the scheduled tribe population in the State, followed by Velip community (21.46%) and Kunbi (3.01%). These three communities together constitute 95.91 percent of the total scheduled tribe population in the State. It is to be noted that 58.71 percent of the scheduled tribe population are residing in rural areas.

**Workers and Non Workers**

In census, a person is categorised as 'Worker' when she/he has participated in any economically productive activity at any time during the reference period. A person who has worked for 6 months or more during the last one year is termed as 'Main Worker' otherwise she/he is a 'Marginal Worker'.

In 2011 Census, the State’s total workforce was 5,77,248 persons which comprised of 4,76,053 main workers and 1,01,195 marginal workers. The taluka wise distribution of workers (main and marginal) by category of occupation is given in Annexure 10. It can be seen from this Annexure 10, that out of 5,77,248 workers in the State, 3,27,658 workers (56.76%) are found in North Goa district and the remaining 2,49,590 workers (43.24%) are in South Goa district.
of workers, indicates that, Salcete accounts for 18.75 percent of the total workers in the State closely followed by Bardez (16.40%). Further from Annexure 10 it is also seen that, out of the total work force, 5,04,426 persons (87.38%) are employed in service sector. Cultivators account for 5.43 percent of the total work force followed agricultural labourers (4.64%) and workers in household industries (2.55%).

Out of the 5,77,248 workers in the State, 10,232 workers (7,162 males and 3,070 females) i.e. 1.77 percent belongs to the scheduled caste category. Among the scheduled caste workers, the main workers comprise 8,119 persons (5,891 males and 2,228 females) whereas the remaining 2,113 persons (1,271 males and 842 females) belong to the marginal workers category. The distribution of working scheduled castes population by the four categories of occupation is given in Table 2.15.

Table 2.15
Gender-wise distribution of scheduled castes workers into four categories during 2001 - 2011 census

<table>
<thead>
<tr>
<th>Category</th>
<th>Cultivators</th>
<th>Agricultural Labourers</th>
<th>Workers in Household Industry</th>
<th>Other /Service Workers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Main</td>
<td>Marginal</td>
<td>Main</td>
<td>Marginal</td>
<td>Main</td>
</tr>
<tr>
<td>Males</td>
<td>64</td>
<td>30</td>
<td>225</td>
<td>229</td>
<td>340</td>
</tr>
<tr>
<td>Females</td>
<td>33</td>
<td>45</td>
<td>87</td>
<td>315</td>
<td>529</td>
</tr>
<tr>
<td>Total</td>
<td>97</td>
<td>75</td>
<td>312</td>
<td>544</td>
<td>869</td>
</tr>
<tr>
<td>Percent</td>
<td>0.99</td>
<td>0.77</td>
<td>3.19</td>
<td>5.56</td>
<td>8.88</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Cultivators</th>
<th>Agricultural Labourers</th>
<th>Workers in Household Industry</th>
<th>Other /Service Workers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Main</td>
<td>Marginal</td>
<td>Main</td>
<td>Marginal</td>
<td>Main</td>
</tr>
<tr>
<td>Males</td>
<td>154</td>
<td>38</td>
<td>98</td>
<td>166</td>
<td>106</td>
</tr>
<tr>
<td>Females</td>
<td>116</td>
<td>36</td>
<td>40</td>
<td>133</td>
<td>79</td>
</tr>
<tr>
<td>Total</td>
<td>270</td>
<td>74</td>
<td>138</td>
<td>299</td>
<td>185</td>
</tr>
<tr>
<td>Percent</td>
<td>2.64</td>
<td>0.72</td>
<td>1.35</td>
<td>2.92</td>
<td>1.82</td>
</tr>
</tbody>
</table>

It is seen from the Table 2.15 that 89.02 percent of the scheduled castes workers work in the service sector followed by agricultural labourers (4.27%), cultivators (3.36%) and workers in household industry (3.34%).

A comparison of the data on the working scheduled castes population during 2001 and 2011 Census indicates that the proportion of working population in the service sector has increased from 74 percent in 2001 to 89.02 percent in 2011. This can be attributed to migration of scheduled castes from rural areas to urban areas. It is interesting to note that the proportion of cultivators has increased from 1.76 percent in 2001 to 3.36 percent in 2011. However, the proportion of workers in household industry and agricultural labourers has declined tremendously. Out of the scheduled tribe
population in 2011 census, 63,643 persons (40,666 males and 22,977 females) belong to the workers category. Of these, main workers comprise 46,779 persons (31,887 males and 14,892 females), while the remaining 16,864 persons (8,779 males and 8,085 females) belong to the marginal workers category.

**Birth Rate**

As per the Registration of Births and Deaths Report of the Directorate of Planning, Statistics and Evaluation, Porvorim Goa, the birth rate in the State worked out to be 15.15 per thousand population in the year 2012 as against 15.04 per thousand in 2011.

A look at the district wise birth rate indicates that the birth rate in North Goa is 16.81 per thousand whereas it is 13.04 per thousand in South Goa district. The birth rate in rural areas of North Goa is very high at 22.45 per thousand whereas in contrast it is only 4.51 per thousand in rural South Goa. On the other hand the birth rate in urban North Goa is 13.39 per thousand whereas it is 15.25 per thousand in urban South Goa.

The birth rate in rural areas is 14.99 per thousand whereas it is 15.25 per thousand in urban areas. It can be seen from the above table that the sex ratio at birth in the State is 929 females per thousand males. The sex ratio at birth in South Goa (935) is higher than in North Goa (925). A look at the rural-urban sex ratio at birth indicates that the sex ratio in rural areas is very low and stands at 895 females per thousand males as against 949 females per thousand males in urban areas.

**Death Rate**

The death rate in the State worked out to be 8.19 per thousand population in the year 2012 which has increased from 7.75 per thousand in 2011 as per the Registration of Births and Deaths Report of the Directorate of Planning, Statistics and Evaluation, Porvorim Goa. The district wise death rate in the given in Table 2.19

A look at the district wise death rate indicates that the death Rate in North Goa is 9.36 per thousand whereas it is 6.68 per thousand in South Goa district. The death rate in rural areas of North Goa is very high at 19.61 per thousand whereas in contrast it is only 9.49 per thousand in rural South Goa. On the other hand the death rate in urban North Goa is only 3.15 per thousand whereas it is 5.22 per thousand in urban areas of South Goa. The death rate in rural areas is 15.40 per thousand whereas it is 4.09 per thousand in urban areas. Age wise deaths in the State during the year 2012 by cause (Medically Certified or otherwise) is given in Annexure 11.

Table: 2.19  District wise Urban-Rural Death Rate in the State – 2012
<table>
<thead>
<tr>
<th>District</th>
<th>Rural / Urban</th>
<th>Estimated Mid-year Population</th>
<th>No. of Deaths</th>
<th>Death Rate per '000 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Goa</td>
<td>Urban</td>
<td>514519</td>
<td>1002</td>
<td>621</td>
</tr>
<tr>
<td></td>
<td>Rural</td>
<td>311907</td>
<td>3714</td>
<td>2401</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>826426</td>
<td>4716</td>
<td>3022</td>
</tr>
<tr>
<td>South Goa</td>
<td>Urban</td>
<td>425764</td>
<td>1364</td>
<td>858</td>
</tr>
<tr>
<td></td>
<td>Rural</td>
<td>222063</td>
<td>1182</td>
<td>925</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>647827</td>
<td>2546</td>
<td>1783</td>
</tr>
<tr>
<td>Goa</td>
<td>Urban</td>
<td>940283</td>
<td>2366</td>
<td>1479</td>
</tr>
<tr>
<td></td>
<td>Rural</td>
<td>533970</td>
<td>4896</td>
<td>3326</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1474253</td>
<td>7262</td>
<td>4805</td>
</tr>
</tbody>
</table>

**Year wise Population and Decadal Growth 1900 - 2011**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Year</th>
<th>Total Population</th>
<th>Decadal variation</th>
<th>Decadal growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1900</td>
<td>475513</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1910</td>
<td>486752</td>
<td>11239</td>
<td>2.36</td>
</tr>
<tr>
<td>3</td>
<td>1921</td>
<td>469494</td>
<td>-17258</td>
<td>-3.55</td>
</tr>
<tr>
<td>4</td>
<td>1931</td>
<td>505281</td>
<td>35787</td>
<td>7.62</td>
</tr>
<tr>
<td>5</td>
<td>1940</td>
<td>540925</td>
<td>35644</td>
<td>7.05</td>
</tr>
<tr>
<td>6</td>
<td>1950</td>
<td>547448</td>
<td>6523</td>
<td>1.21</td>
</tr>
<tr>
<td>7</td>
<td>1960</td>
<td>589997</td>
<td>42549</td>
<td>7.77</td>
</tr>
<tr>
<td>8</td>
<td>1971</td>
<td>795120</td>
<td>205123</td>
<td>34.77</td>
</tr>
<tr>
<td>9</td>
<td>1981</td>
<td>1007749</td>
<td>212629</td>
<td>26.74</td>
</tr>
<tr>
<td>10</td>
<td>1991</td>
<td>1169793</td>
<td>162044</td>
<td>16.08</td>
</tr>
<tr>
<td>11</td>
<td>2001</td>
<td>1347668</td>
<td>177875</td>
<td>15.21</td>
</tr>
<tr>
<td>12</td>
<td>2011</td>
<td>1458545</td>
<td>110877</td>
<td>8.23</td>
</tr>
</tbody>
</table>

Source: Office of Registrar General and Census Commissioner, India
12.2. Regional value creation (Gross Regional Product)

The GSDP at constant (2004-05) prices for the year 2013-14 (Provisional) is estimated at ` 30345 crore as against ` 28173 crore in the year 2012-13 thereby reflecting a growth of 7.71 percent. The growth rate under primary sector increased from (-) 39.89 percent in 2012-13 to 9.86 percent in 2013-14. This was mainly due to the improvement in the sub-sector “Agriculture, Forestry and Fishing” wherein the growth rate improved from (-) 4.53 percent in 2012-13 to 13.80 percent in 2013-14.

The upward trend in the growth rate in the sub-sector “Agriculture, Forestry and Fishing” in 2013-14 is due to the proactive steps taken by the Government in the sector. The growth rate under Secondary sector, improved from 4.43 percent in 2012-13 to 5.60 percent in 2013-14. The growth rate under Tertiary Sector which was 10.26 percent in 2012-13 dropped down to 8.64 percent in 2013-14. This was mainly because of a decline in the growth rate under the sub-sector “Transport, Storage and Communication” from 7.46 percent in 2012-13 to 3.53 percent in 2013-14. The Sector-wise composition of GSDP for 2013-14 indicates that, the primary sector accounted for 4.93 percent, secondary sector for 31.86 percent and tertiary sector accounted for 63.21 percent of the total GSDP at constant prices.


### Setting an agenda

#### 13.1. What problems have to be solved in the next 5 to 10 years?
1. Proper planning, Maintaining forest cover, Good wide roads, Pollution to be kept under control
2. Garbage Management, Traffic, Handling of CRZ (Coastal Regulation Zone) violations, powering a "Save The Waters of Goa" programme, since water resources are looked after very badly, lowering of prices of hotels and improving taxi services which are completely abysmal.
3. Decrease air and water pollution, Better hygiene especially of beaches, Avoiding illegal constructions, Better infrastructure
4. Garbage disposal, large scale tree cutting, traffic, taxi trade etc.

#### 13.2. What forms of monitoring are suitable for keeping track of progress?
1. Watching through satellite any violation and strict punishment for any illegalities
2. An independent body of prominent citizens with a good track record in various fields such as accounting, auditing, marketing etc. is the best way forward.
3. Involvement of public, social and religious groups
4. A citizens’ committee probably
13.3. What societal stakeholders are to be involved in the problem solution?
1. Professionals like advocates, Retired court judges, Planners etc.
2. NGOs with a special interest in Environment, Art, Culture, Music, Heritage and similar fields are the best bulwark against shoddy planning and corrupt government services
3. Citizen groups, town planners, pollution watchdogs
4. Residents of the area.

Overall assessment by the interviewer:

General appraisal

With regards to the regional economy, it is mainly the branches of hospitality and tourism (e.g. Hotel industry, business activities like touring taxis, shopping complex, travel agencies and casinos) that are of significance in the region. Nearly all the respondents agree that tourism is of outstanding importance in the region. Furthermore, sectors such as the hotel industry, air travel, road travel, tours etc. are all closely interconnected with each other.

With regards to regional culture in general and the significance of language (which is a key part of culture) in particular, all the respondents agreed that the original local language/dialect Konkani is used in everyday life, although Gomes mentioned that it does not happen on a regular basis. The language/dialect is frequently spoken in office, home etc. according to Teli. Furthermore, it is also spoken in the primary and secondary school (with nearly all respondents agreeing) while seldom being spoken in universities. When asked as to the number of regional publications, Rodricks states that there are 2 daily newspapers while Gomes states that there is 1 daily newspaper and 1 weekly/monthly paper. With regards to magazines, Gonsalves and Rodricks believe that there are only few that exist. There are also only few Internet sites with a strong regional focus or radio stations. With regards to TV stations, Gonsalves and Rodricks state that there are some programs while Gomes claims that all Goan TV stations have regional programs. Both Gonsalves and Gomes state that people seldom read local newspapers/magazines in the local language while Rodricks disagrees, stating that it is daily/often. Regional newspapers/magazines in the local language are deemed however, to be
read daily. Local radio stations in the local language are said to be consumed seldom by Gonsalves but daily/often by Rodricks. Gonsalves and Rodricks claim that local TV stations in the local language are consumed seldom while Gomes claims that they are viewed daily often. The Internet in the local language is also deemed by Gonsalves to be consumed seldom daily while both Rodricks and Gomes answer in the negative.

There are also a few cultural centres for local culture in the region with the Kala Academy in the capital city Panjim being the most popular while all talukas/districts have Ravindra Bhavan cultural centres. However, Gonsalves claims that they are all controlled by the State Government.

**Highlights/specific information**

When asked about whether there was a strategy/concept in the region aimed at creating sustainable regional development, Assistant Director of Tourism Teli was the only respondent who answered in the positive. Other respondents were unaware of the existence of such a strategy. Teli clarifies that it had been in force since a long time and was implemented by the Tourism and Forest Departments. The focus of the concept was the development of tourism infrastructure in the hinterlands for sustainable tourism including the Talukas/Districts of Sangrum, Canacona, Quepem, Sattari etc. Teli also explained that the current status of implementation and commitment was that a detailed project report had been prepared and a NOC (No Objection Certificate) from the concerned Department was being obtained. The projects would be taken up in phases with work likely to start from next year. Teli appraised the degree of implementation of the efforts aimed at sustainable regional development with a 5 out of possible 10 with Rodricks giving it only a 3 out of 10.

Even though all respondents agree to the existence of binding town and country planning/zoning, Gonsalves mentions that illegalities continue despite the law. Respondents also agree that the town and country planning is binding on the regional level with the development planning being binding for the regional level as well. When asked whether
measures of town and country planning successfully ensure the protection and preservation of the World Heritage, the answers were mixed with Teli and Rodricks agreeing, Gomes agreeing to a certain extent while Gonsalves stating that it should although illegalities continue at the panchayat level. Nearly all respondents agree that there are laws on the protection of nature and cultural heritage in force.

There are several regional products offered including Goan food (fresh and packaged items like balchao, cashewnuts), (wooden) handicrafts, Caju Feni and urak. Among those regional products, fish, sea food, feni, sweet wine and cashewnuts can be said to be integrated in the regional population’s everyday life and are purchased regularly. Fish, cashewnuts, packaged sea food pickles, sausages, feni and wine are also produced especially for tourism. In particular, tourist visitors looking for the regional culture purchase regional products.

Most of the respondents see increasingly restrictions on the freedom of opinion, with Gonsalves calling it a new growing trend. The openness of the regional society is rated by most respondents as quite high with Gonsalves (4) being the only notable exception.

**Good practice**

With regards to openness, diversity and freedom of opinion, all respondents agree that people from various different cultures/religions/ethnic groups and castes live in the region especially Hindus, Catholics/Christians, few Muslims and tribals. The residents consist of a mix of groups that have lived together for decades as well as new migrants, who are mainly from the labour class according to Rodricks. When asked about the quality of the relationships among the various groups, all are in agreement that it is of a (pretty) good quality with the old and the new immigrants generally living together in harmony. Rodricks explains that this is since Goa is very dependent on tourists and migrants. When asked if there were disagreements between those groups (unrest, etc.), Teli answered in the negative. The others did mention religious, caste and language differences/clashes with Gonsalves claiming that the differences of
language were the most severe. However, Rodricks and Gomes disagree, claiming that while disagreements were there, they were not severe. With regards to how the guest’s culture is handled and how strongly the guest/host cultures mix, all the respondents agreed that it is handled in a good manner. Rodricks posits that since the Goan economy is largely dependent on tourism, Guests (and their culture) are always welcome in Goa.

**Biggest problems**

When asked whether/which economic sectors endanger the protection and preservation of the World Heritage, both Gonсалves and Rodricks answered in the positive, claiming that construction near WHS, over construction and cheap tourists indulging in disfiguring were the main causes.

When asked whether/which economic sectors endanger the development or the image of tourism, Teli answered in the negative while the other respondents agreed that it was indeed so. Raping of beaches and heritage areas due to callousness (Gonsalves), illegal shacks, stalls, overcrowded polluted vehicles (Rodricks) and the tourism sector itself by having onshore casinos which were not required to promote Goa (Gomes) were some of the factors/sectors named/blamed.

All respondents see a noticeable change in recent years with regards to the local language/dialect. Gonsalves sees a decreasing use of the local language while Teli believes that there is an increased preference for English and Hindi newspapers/TV channels etc. Rodricks explains further that English, Hindi and other regional languages are gaining in popularity as greater number of outsiders travel and settle in Goa while at the same time, more Goan youth leave the state for greener pastures. Gomes comments that it is sad that people, especially the youth, are shying away from speaking the local language. As a result, all the respondents rate the situation poorly.
All respondents see great changes in the cultural individuality/uniqueness over recent years with Gonsalves citing the slow decay of local culture and Rodricks lamenting the dilution with other cultures due to influx of tourists/settlers from other parts of the country.

The problems that need to be solved in the next 5 to 10 years include proper planning, maintaining forest cover, good wide roads, pollution to be kept under control (Teli), decreasingly air and water pollution, better hygiene especially at the beaches, avoiding illegal constructions and better infrastructure (Rodricks), Garbage Management, Traffic, Handling of CRZ violations, powering a "Save The Waters of Goa" programme, since water resources are looked after very badly, lowering of prices of hotels and improving taxi services which are completely abysmal (Gonsalves) and Garbage disposal, large scale tree cutting, traffic, taxi trade etc (Gomes). In order to monitor progress, Teli suggests monitoring violations using satellites and harsh punishments for those caught committing illegalities. Rodricks suggests involving public, social and religious groups while Gomes feels that a citizens' committee might be another option. Gonsalves calls for an independent body of prominent citizens with a good track record in various fields such as accounting, auditing, marketing etc., believing this to be the best way forward. Professionals like advocates, retired court judges, Planners etc (Teli), citizen groups, town planners, pollution watchdogs (Rodricks) and residents of the area (Gomes) are some of the societal stakeholders that are suggested to be involved in the solution of the abovementioned problems while Gonsalves adds that NGOs with a special interest in Environment, Art, Culture, Music, Heritage and similar fields are the best bulwark against shoddy planning and corrupt government services.
C. Pilot Study “Benchmarking Heritage & Tourism” Questionnaire Results: Tourism

Pilot Study “Benchmarking Heritage & Tourism” Questionnaire: Tourism

Orientation of the overall survey
How is sustainable world heritage tourism established?
Note: In all scales, 10 represents the best appraisal (= ideal situation) and 1 the worst (= completely insufficient)

Respondents: Tourism directors (managers of health resorts) and tourism stakeholders (hotel associations etc.)
Counter-check: Possibilities include travel consultants, tourism critics, people active in culture, guests

A Information on the interview partner

Interviewee:
### Institution


### Address:


### Telephone:


### Email:

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### Representative of the institution:

1. Guest
B Basic information: quality management in tourism

1. State of the regional tourism offering

1.1. overview i

1. The state has multidimensional potential for tourism. Culture and heritage tourism in particular can be highlighted due to the colonial Portuguese culture, Christianity and churches.

2. - 3. -

4. The state tourism has a lot of potential - full of culture and world class heritage buildings and churches. The culture has a lot of influence from Portuguese and early Christians. The round the year sunny weather, endless beaches and typical cuisine offers much to the seasoned and the new travellers.

5. Goa has been at the forefront of Indian tourism for many decades now. Their regional tourism offering consists of the long coastline of beaches coupled with the laid-back lifestyle of the people of Goa. That apart, there is the UNESCO Heritage Area of Old Goa which houses the St Francis Xavier’s Cathedral. This shrine attracts tourists of all religions and regions of the world. More could be done to make this shrine popular and easily accessible, say, by introducing a regular shuttle bus service to and from Panjim city and more sign-boards giving publicity and direction to the shrine. Maintenance at the shrine and also in the beach areas leaves much to be desired and must be addressed seriously to conform with world standards. The bus-service is poor making it a good pitch for the taxis to ply their wares at exorbitant rates with impunity. Safety is another area of concern and insufficient policing and lax attitude makes it dangerous for tourists nowadays to enjoy their visit, especially around the popular beaches.

13. Socio religious tourism packages both by state and private operators

21. -- 22. Goa is world famous for beach tourism. Also it can offer heritage tourism, ecotourism, wildlife tourism, trekking, cultural tourism. Tourism is concentrated only on the beach areas(coastal).

26. In Goa, tourism generates revenue and acts as a source of income for many families. It also gives a boost to the economy and places Goa on the international/global map.

28. The culture of Goa is neglected. Beautiful place, must visit, known for Electronic Dance Music, beaches etc.

29 Tourism in Goa especially destroys the historical places though it is contributing in Goa’s financial growth. To a certain extent tourists are also heavily charged.

30. Beaches should be clean, Government should keep toilets and changing rooms in beaches and tourism places.

31. While tourism industry is growing in Goa, it has different positive and negative impacts. There are different tourist destinations in Goa.

32. Beaches are full of garbage and very crowded.

33. Tourism of Goa is improving, better now than before and better than any other tourist places in India.
34. Many tourists come to Goa for the beaches and the scenic beauty. Goa is famous for its beaches.
35. It is a growing sector which is flourishing in Goa and has generated a lot of job opportunities, natural beauty has influenced tourists.
36. Tourism is increasing day by day.
37. Due to tourism there are a lot of drugs etc. being sold. Tourism is growing vastly and due to tourists, the local finance improves. Due to tourism, the historical antique infrastructures are maintained.
38. Beneficial for locals.
39. Tourism in Goa has to be improved as the tourists are more aware of culture, they should have more tourist guides.
40. Due to increase in tourism, many changes have occurred in the culture of the locals increased job opportunity to many locals and so Goa is well known in the tourism industry.
41. Goa tourism needs to be improved regarding infrastructure, roads etc.
42. Tourism industry in Goa is the major income generator for the state. However over the years, it has been one of the contributors in diluting the culture of Goa. There has also been an influx of labour from the neighbouring states.
43. Beaches are overcrowded and polluted.
44. It earns many people a lot of money during season time and sometimes even off season. It helps a lot of foreign currency exchange and exposes Goans to new cultures and to meet new exotic people.
45. Beaches should be clean, tourism spots should be guarded by police.
46. Beaches in Goa are not clean, no proper safety for girls although the tourism industry is growing in Goa.
47. My opinion is that the tourism sector should not allow any tourist to throw garbage anywhere, most of the tourist places are very good, more guides should be provided.
48. There are lot of tourists coming to Goa, both locals and foreigners. But the places where they visit are very dirty, roads are terrible especially the road to Calangute where travelling to the beach is impossible.
49. Tourism is increasing in Goa especially because of more domestic tourists visiting from last few years. Taxi fares for tourist should be constant fare, there should be more malls and infrastructure.

2. Co-operations
2.1. Are co-operations in the area of tourism with stakeholders of the World Heritage in place?

Yes   No

Yes 42. No 43. Yes 44. Yes 45 to 49 all. No

2.1.1. Description of the co-operations (number, type)
1. Cooperations in the form of wine festivals, Goan carnival and other events and Goan heritage homes
2. -
3. -
4. Through festivals and carnivals and conducted tours
5. More could be done to make this shrine popular and easily accessible, say, by introducing a regular shuttle bus service to and from Panjim city and more sign-boards giving publicity and direction to the shrine. Maintenance at the shrine and also in the beach areas leaves much to be desired and must be addressed seriously to conform with world standards
18. E.g.in Taj Mahal
19. Not proficient in the field/no Knowledge
20.NA
21. Forts, churches etc.
22. Between Government (Archaeological Survey of India) and UNESCO World Heritage centre
23. Sure there are but I am not aware 26. Renovation and maintenance of Heritage sites
41. Only for little period of time 42. Goa tourism, Christian art museum (works on some restoration work of the churches) 43.- 44.-

2.1.2. How is the quality of the co-operations (sustainability, values of the World Heritage) ensured?
1. Though the culture has undergone modifications, it has at the least managed to thrive in the social fabric amongst Goans, thus making it sustainable.
2. – 3. – 4. Through the local Goans taking pride in promoting Goa while ensuring the safety of World Heritage sites 5. UNESCO is the nodal agency and must have the complete co-operation of the ASI in its endeavour to preserve these heritage sites. Not happening as of today. Needs more attention. 6.-- 7.- - 8.-- 9. Moderate 18. Yes e.g. In Taj maintain sustainability with fees charged, By improving ways to reach heritage sites with better roads and trains 19.No Knowledge 20. NA 21. It is not 22. Not sustainable in all cases. Values of the world heritage is least ensured at times. 24.Done in a top down manner 26. Good 28. They don’t take care of or maintain values of world heritage properly 29. No, it is not taken care only for a certain period of time 30. Its for a little period of time 31. The quality of the co-operations is bad 32. It’s for little period of time. 33. Yes, it looks after the world site 34. No, the cooperation quality is not sustainable 35. No 36. Yes, cooperation looks after sustainability of world heritage site for short time 37. No 38. Only for limited time 39. It is only for
limited period. It is only for a particular time that there is cooperation in looking after the world heritage site. No. Once the restoration work is complete, there is no continuity in ensuring that the work will be protected or maintained. They come up with changes every time. Sometimes heritage sites are not properly looked after. According to me no, they just do their work for a certain period of time. No, they don't look after world heritage, there is no promotion of world heritage. The heritage cooperation is only for limited period of time. For a short period of time.

2.1.3. Appraisal of the quality of co-operations (scale from 1 - 10)

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2.2. Have co-operations led to concrete tourism offerings?

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2.2.1. If yes, description of the offer (type, success, frequency)

1. Most offerings are annual. They are in the form of carnivals, film festival, jatras etc. Special markets-saptah (week long), Saturday night markets have been very successful in attracting tourists.
17. Nanda Devi (Nanda Devi and Valley of Flowers National Parks UNESCO WHS) for example has gained better protection by the Government and also attracted more eco-friendly tourism offers post the Heritage tag. 18. E.g. packages 21. Reis Margos Fort with INTACH (Indian Heritage NGO) 22. World Heritage Sites are identified and maintained. They are also made known to tourists. 44. During carnival, the Government often gives leniency to the people to enjoy on the road.

2.2.2. Appraisal of the tourism offerings (scale from 1 - 10)

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2.3. Do co-operations exist between the tourism industry and government/civil society organisations to promote sustainable tourism offerings?

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2.3.1. If yes, description of the co-operations

1. Goan heritage homes are in collaboration with the government – casinos on the Mandovi river too are with the government help. Not many offerings in collaboration with civil society organization
2. – 3. Head of the Department organizes meeting with Govt. organization and private stakeholders
4. Hotels and guest houses run by the Goa tourism, home stays, cruises and casinos
5. The auction of Shacks on beaches is one area which allows more players to enter the game, instead of concentrating the offering amongst a few. Having said that, probably one year is too short a time to get back a proper return on one’s Investment. The auction period could be made to 2 years. The Govt needs to have more clean-up agencies operating especially in the beach areas, which are in a pitiable condition. Candolim, Calangute, Baga are prime examples of filthy surroundings. That apart, proper infrastructure such as good roads, Better water supply, Better security will ensure the destination remains popular around the world.
9. Goa tourism, India tourism
10.— 11. Swach bharat – Modi (Indian Prime Minister Narendra Modi). Athithi Devo Bhava - Aamir Khan (Bollywood actor), National program
18. E.g. Travels, concessions
21. Local NGOs architects, concerned citizen groups
22. There is cooperation between the corporate industry and government. There is also fair cooperation between TTAG (Tour and Travel Association of Goa) and the Government but the smaller and more local stakeholders are struggling to have regular cooperation with the government but they have a fair enough cooperation with civil society.
23. There must be but I am not aware
24. Stakeholders are informed if at all 25. Organisations of events, cleanliness, maintenance
28. They give funds for maintaining
31. The government gives funds to the tourism sector
32. – 33. Yes, they always cooperate by contributing some money
34. – 35. The government has developed the infrastructure
36. Yes, because Government support is a must
37. Because Govt. provides facilities and funds and their income by the tourism departments
45. There is always cooperation
46. – 47. There is always cooperation between tourism and government related to funds etc.
48. They do work together. The government does provide funds sometimes
49. They maintain the beaches and keep them clean

2.3.2. Appraisal of the co-operations (scale from 1 - 10)

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2.4. Have co-operations already led to concrete products?

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2.4.1. If yes, description of the products (type, success, frequency)

1. Products are of cultural and economic significance. E.g. Boost to local liquor industry (Feni), Protection of Goan churches and forts 2. Guided tours of the churches, heritage sites, beach shacks 5. Proper advertisement 17. For example such alpine camps under Government regulation [http://www.euttaranchal.com/hotels/alpine-adventure-camp-chopta.php](http://www.euttaranchal.com/hotels/alpine-adventure-camp-chopta.php) 21. Reis Margos fort, Panjim waterfront 22. High end products only – marinas, hot air balloons, yacht, helicopter. But products of small and medium stake holders are not getting enough promotion – water sports, trekking, cultural activities 30. It helps locals to earn their living 40. They help to think of the employees of the society

2.4.2. Appraisal of quality (scale from 1 - 10)

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3. Tourism offerings with environmental label

3.1. Do tourism enterprises with environmental labels operate in the region?

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3.2 If yes, number, type and quality of the labels.
1. There are few operating under this label, but deal with scuba diving and coral reef ecology, trekking and wildlife sanctuary. The quality is poor as the demand for these services is low. 2.- 3.- 4. Wild life sanctuary, heritage tours 5.- 9. Schools in Goa “Campaign: Clean India” cooperate with WHS. 13. Do not know 18. e.g. Swach Bharat (Campaign Clean India)
22. Spice plantation, wildlife bird watching, lake, waterfalls, fresh water spring visits, eco-tourism, few in numbers not very well organized. 23. Tania Deviah-Janta
24. Wildernest resort, other resorts transfer their guests for free 26. Goan heritage, food and culture 33. They take good care of nature 34. – 35. – 36. – 37. - 48. the laws are followed

3.3. Are there other forms of self-commitment for tourist enterprises?
Yes No
38. No 39. No 40.- 41. No 42. No 43. No 44. Yes 45. No 46. Yes 47. No 48. Yes 49. -

3.3.1. If yes, description (type, success, quality assurance)
8.- Garbage collection, Better maintenance of building 9. Safe environment policies, CFL bulbs,
Sewage treatment plants, Making rain water harvesting mandatory, Conserving energy 10. — 11. Following Swach Bharat campaign 17. At the informal level, enterprises work to protect the environment. Especially the ones who are resident in and around that heritage site and derive their incomes from tourism. Government regulations exist but not all are implemented. 18. Greening places and resettling slums 21. Restructuring Panaji urban fabric 22. Eco tourism stays, Wildlife sanctuaries 23. Water conservation in hotels, recycling of towels etc. 26. Promotional events, food festivals - Success is good 44. Some of the people do take initiative 45. They are successful

3.4. Appraisal of the current situation with regard to eco-oriented (sustainability committed) tourist offerings (scale from 1 - 10) 1 2 3 4 5 6 7 8 9 10
1. 4 2. – 3. – 4. 4 5. 2 6.2 7.6 8.5 9.5 10.6 11.4 13.4 14.7 15.3 16.8 18. 4 21. 5 22.4 23. 6 24. 1 25.7
26.8 28. 5 29. 5 30. 4 31. 4 32. 5 33. 6 34. 2 35. 6 36. 3 37. 3
38. 6 39. 4 40. 6 41. 8 42. 5 43. 2 44. 8 45. 5 46. 8 47. 2 48. 3 49. 5

4. World heritage tourist offerings
4.1. How great is the demand for tourism offerings relating to World Heritage?

1. The demand is quite low in Goa because it is more popular for beach tourism.
2. - 3. - 4. Goa has a lot of heritage sites and monuments and a visit to these is part of guided tours which are in sufficient demand. 5. Most international tourists will surely pay a visit to the St Francis Xavier’s Cathedral. Hence, almost every international tourist count would make up the demand. 6. 90-95% 7. Quite high considered to be Site of architectural marvel and a miracle 8. 0 Only the church in Panjim. Very little else 9. Huge 10. Very good
11. Quite a lot, lots of tourists 12. Proper guidelines 13. Reasonably high during peak international season (November to February). Consistent throughout the year for domestic tourists, depending on the socio-religious festivals. 14. Not great amongst the regular travellers 18. Quite good-high 19. I am sure there is some but I don’t work in the field so can’t be sure. 20. Not that much in demand. Other sectors of the tourism industry e.g. Beaches, resorts etc. are more in demand 21. High 22. Goa is called the Rome of the East. Every tourist who visits Goa visits the Old Goa churches without fail. Also Lord Shiva temple in Tamdi Surla and the Pandavas caves in Haravelen are ancient and famous. 23. Some of the churches, but there is not much interest 24. It is an ancillary visit 25. Not as good. Of late, tourism is more focussed on leisure and relaxation, target market for offerings related to world heritage is still limited. 26. Demand for heritage tourism lies in a) Religious tourism (e.g. churches) and b) Culture Tourism E.g. Museums etc. 27. High 28. No, they just do sightseeing 29. No, people consider it just a family outing or friends outing where they are not interested in finding out the history behind it but only want to enjoy the view. 30. There is demand but it should be well advertised so that the history can be known 31. People see the world heritage sites as just another sightseeing destination 32. The demand is very high
33. There is great demand for tourism offering relating to world heritage sites, many people travel from abroad to see and experience them 34. Many international tourists visit the world heritage sites 35. The demand is great in Goa for world heritage sites E.g. Old Goa 36. There is demand but from foreigners not from locals 37. Some demand for world heritage whereas some of the tourists are lacking information on tourism sites in Goa 38. There are some people who really like to see such places 39. People are not aware of the world heritage sites. They just go for sightseeing 40. Not all places are in demand because most of them are still not aware of places which are heritage sites 41. Depends- Some are interested and some take it normally 42. Poor. There are world heritage sites which are not promoted or even listed by the Tourism Department in Goa so there will not be demand for them. 43. The demand is very high 44. There is no real demand for world heritage sites besides the exposition of St. Francis Xavier for pilgrimage. 45. People don’t know what is world heritage 46. Yes there is demand for world heritage like old goa 47. The demand is great in Goa for world heritage E.g. Reis Magos 48. Yes there is demand for world heritage site to come extent 49. It isn’t that big in terms of demand for world heritage tourism. People come to Goa for different reasons

4.2. Through what channels does such demand come?

<table>
<thead>
<tr>
<th>Tourist offices</th>
<th>Tour operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other:</td>
<td></td>
</tr>
</tbody>
</table>


4.3. How satisfied are you with the tourism offerings related to the World Heritage? (Scale from 1 to 10) 1 2 3 4 5 6 7 8 9 10

1. 8 2. – 3. – 4. 6 5.4 6.4 7.4 8.0 9.7 10.10 11.6 12.6 13.4 14.2 16.8 18.6 19.7 20.5 21.5
22. 8 23. 2 24. 2 25. 5 26. 6 27. 6 28. 5 29. 2 30. 8 31. 6 32. 8 33. 5 34. 3 35. 7 36. 4 37. 4 38. 7 39. 5. 40. 3 41. 5 42. 5 43. 9 44. 3 45. 9 46. 5 47. 7 48. 5 49. 6

4.4 Where do possibilities for improvement show up? Any options

1. There is a greater need for popularising the Heritage of Goa and also rejuvenating the colonial architecture. Preservation of monuments is also required. 2. – 3. –
4. Greater advertisement of heritage sites. Renovation and preservation of heritage monuments 5. More could be done to make this shrine popular and easily accessible, say, by introducing a regular shuttle bus service to and from Panjim City and more sign-boards giving publicity and direction to the shrine. Maintenance at the shrine areas leaves much to be desired and must be addressed seriously to conform with world standards.
6. Clean, hygienic, dustbins, Info centre, Maps in English, signage, canteen security guards, decorum
7. Sound and light show powerful to capture history of territory before Portuguese
8. Government should be stronger, kill corruption, preserve and maintain heritage
9. Advertising and marketing, more facilities, amenities, infrastructure 10. Proper guides
15. More international publicity, Airline offices, Tourism courses
19. No knowledge 20. Focus on sustainable tourism preserving and promoting cultural and heritage sites 21. Requires a master plan 22. Making all the world heritage sites in Goa non motorable and plastic free zone. Improving the availability of guides at these sites and offering affordable stay if possible. 23. Promote to foreigners as they will definitely be interested 24. Heritage sites should not be showcased only for groups 25. Maybe collaborating with private resorts to promote heritage tourism-sight seeing activities could help 26. Publicity, road direction, facilities 27. Customer services and cleanliness and sanitation around the heritage sites 28. Awareness of surrounding 29. By offering tight safety, security, By charging entry fees for historical places by charging heavy duty on distribution of the area 30. They should appoint a government approved guide so they can appreciate the places well, local guides should be banned 31. More interactions should be there
between the government and tourism industry. More interaction with people. The tourism industry should promote them, make people aware of it, give more attention. Keep the world heritage sites clean, keep dust bins at strategic points. People should not litter the area, more interaction between the government and tourism companies. Cleanliness, security. People have to be sensitised. Tourist should be given correct information about the place by the guides, tourism department and government should work for it, safety of the tourist should be ensured. Tourism department and government should work together, cleanliness should be maintained. Safety of tourist should be kept.

41. People should take the responsibility to make Goa a clean place. Keeping the world heritage sites maintained, promoting the site in the right way and not just as places to visit in Goa. More interaction with government and tourism department. Better maintenance, better interaction with tourists. Put dust bins at tourist places, parking facility should be available. Promotion of world heritage, we have to take care of monument. Guide has to have good communication skills. Tourist should be given correct information about the place. Cleanliness is very important, roads to the heritage site have to be maintained, there should be more security at the heritage site.

5. Guest Satisfaction

5.1. Are there surveys on guest satisfaction?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

5.2. If yes: What are the results? (Source) / If no: Personal Appraisal of interviewee

1. – 2. – 3. Positive- Sources through tourism stake holders, travel agents, hoteliers and tour operators. 4. – 5. – 6. Love what it stands for, so much more can be done, patrimonial value.

7. No strong feelings - Special place, turnstile barrier not required, The atmosphere is like that of a mela (fair) – There is a lack of significance, write up details, face lift, depend on guides, no pamphlets, no objective point of reference. 8. Foreigner come for cheap drinks (no taxes), only beach (Sunburn Festival). Zero lack of interest in heritage 9. Really satisfied with existing infrastructure, We want to make amenities better 10. Continuity.

11. See above 12. There are no proper guidelines. 13. General staff performances, Quality of F&B, maintenance, hygiene. 19. No Knowledge. 20. NA 21. – 22. The survey of guest satisfaction is with each hotel, restaurant or tour operator. 23. In hotels - similar to other surveys in other cities of India. 25. Primarily used internally by hotel or resort management to understand scope for improvement. Data is probably stored externally with GTDC or other authorized bodies. 26. Religious biases are seen on surveys. 27. Average 28. Yes, there are certain segment of people who come regularly from different regions. 29. Yes, the most recurring tourists are those from India as it is closest to them. 31. Businessmen, Indian tourists come to Goa for Sunburn (Festival) from Delhi, Gujarat. 32. North Indians come regularly. 33. Some people like and appreciate it whereas some don’t like it 34. We
have never been interviewed 35. The results are satisfactory 36. – 37. - 44. Yes at a few restaurants, the results were quite satisfactory 48. We have never been surveyed

5.3. How big is the proportion of regular/returning guests (percentage, guest segment, seasonality)?

1. Majority of the tourists return on an annual basis: with major seasons being October to February 2.- 3.- 4. Quite high 5. Big time. Goa is really a popular and much-sought-after beach destination in India and worldwide. 9. Europe 80% India 60% general 13. Cant say 16.75-80% 18. 30% 19. No knowledge 20. Quite large since Goa is a popular destination 21. Good 22. There are regular/returning guests among foreign tourists especially from Europe who normally come here between the months of November to February and stay here for even 3 months and who prefer home stays. There are Indian tourists who return too. It’s not a big percentage I can say. 24. only during Christmas, New Year 26. Many tourists return according to season 27. 10% (50% in season) 28. Yes there are certain segment of people who come regularly from different regions 29. Yes, the most recurring tourists are those from India as it is closest to them 31. Businessmen, Indian tourists come to Goa for Sunburn (Festival) from Delhi, Gujarat 32. North Indians come regularly 33. Domestic crowd 34. Business people and domestic tourists are returning guests in Goa 35. Domestic tourists come in frequently 36. Yes, Indian tourists come frequently 37. no 38. Domestic tourists are regular guests 39. The domestic tourists visit more to observe things 40. The most repeated tourists to Goa are the domestic tourists 41. – 42. Indian tourist would return to Goa (40)% 43. North Indians come regularly 44. People do keep returning especially businessmen people from different parts of India 47. Domestic tourists come frequently 48. There are some tourists who do come back like locals 49. 40-50% of guest return to Goa

6. Training and continuing education in tourism
6.1. Are there educational opportunities in tourism in the region? (city, neighbourhood)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. No</td>
<td>2. Yes</td>
<td>3. Yes</td>
</tr>
<tr>
<td>4. Yes</td>
<td>5. No</td>
<td>6. Yes</td>
</tr>
<tr>
<td>7. No</td>
<td>8. No</td>
<td>9. Yes</td>
</tr>
<tr>
<td>13. No</td>
<td>14. No</td>
<td>15. No</td>
</tr>
<tr>
<td>22. No</td>
<td>23. Yes</td>
<td>24. No</td>
</tr>
<tr>
<td>28. –</td>
<td>29. 49. All yes</td>
<td></td>
</tr>
</tbody>
</table>

6.2. If yes, on what level and of what kind?

<table>
<thead>
<tr>
<th>Level</th>
<th>Tourism</th>
<th>Hotel sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vocational schools</td>
<td>Yes</td>
<td>2. Yes</td>
</tr>
<tr>
<td>University of applied sciences/</td>
<td>Polytechnic</td>
<td>Tourism</td>
</tr>
<tr>
<td>University</td>
<td>3. Tourism</td>
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</tr>
<tr>
<td>Hotel sector</td>
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<td></td>
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</tbody>
</table>


6.3. Are there opportunities for continuing education in tourism in the region?


6.3.1. If yes, on what level and of what type?

<table>
<thead>
<tr>
<th>Vocational schools</th>
<th>Tourism</th>
<th>Yes</th>
<th>Hotel sector</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>18. Vocational schools university autonomous Institute of Tourism Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20. University tourism</td>
<td>Yes</td>
<td>Hotel sector</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>22. Vocational schools tourism/hotel sector, university tourism/hotel sector yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. Vocational schools tourism yes hotel sector yes</td>
<td>24. University tourism yes hotel sector yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25. Vocational schools tourism yes hotel sector yes</td>
<td>26. Vocational schools hotel sector yes, polytechnic tourism yes, university tourism yes, hotel sector yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27. University tourism yes hotel sector yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. Polytechnic tourism yes</td>
<td>33. - 34. - 35. Vocational schools tourism yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36. – 42- 43. university tourism yes. –</td>
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</table>

<table>
<thead>
<tr>
<th>Polytechnic</th>
<th>Tourism</th>
<th>Yes</th>
<th>Hotel sector</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>Tourism</td>
<td>Yes</td>
<td>Hotel sector</td>
<td>Yes</td>
</tr>
</tbody>
</table>

6.3.2. Regarding to heritage – is there any specific education for people in tourism?


6.4. How would you appraise the quality of the tourism educational offers? (Scale from 1 to 10)

<table>
<thead>
<tr>
<th>1  2  3  4  5  6  7  8  9  10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 2 2.5 3. – 4.5 5. 0 6.- 7. Not aware 8.3 Very low 9.5 10.10 11.2 13. 4 14.6 15.4 16.4 18. dont know</td>
</tr>
<tr>
<td>19. NA 20. 8  21. Unknown 22. 3  23. 5  24.5  25. 6  26. 5  27. 7  28. 7  29. 5  30. 6  31. 8  32. 9  33. 8  34. 6  35. 7  36. 7  37. 38. 9  39. 9 40. 9  41. 5 42. 7  43. 9 44. 8 45. 4 46. 9  47. 8  48. 7  49. 6</td>
</tr>
</tbody>
</table>

6.5. Is there a specific training in the area of sustainable tourism?

Yes No


If yes, description:

13. Institutions like the centre for environment and education, help frame guidelines, policies etc. for state and private operators 26. Needs improvement 27. Through colleges and NGO awareness programs 44. There are specific colleges and institutes

6.6. Are these attractions used by people working in tourism in the region?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

Descriptive appraisal:


6.7. Are employees in the tourism sector able to answer simple questions about World Heritage correctly? (Scale from 1 to -10)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3</td>
<td>2.3</td>
<td>3.9</td>
<td>4.2</td>
<td>5.4</td>
<td>6.0</td>
<td>The receptionists at the Tourism Department were uninformed and could speak No English 7. Not aware 8.3</td>
<td>9.3</td>
<td>10.10</td>
<td>11.3</td>
<td>They should 13.3</td>
</tr>
<tr>
<td>They don’t know history and foreign languages</td>
<td>19.8</td>
<td>20.NA</td>
<td>21. Likely</td>
<td>22.2</td>
<td>23.</td>
<td>10.24.4</td>
<td>25.4</td>
<td>26.4</td>
<td>27.4</td>
<td>28.5</td>
</tr>
</tbody>
</table>

7. Sustainable tourism policy

7.1. Is there a regional guideline (Vision/Leitbild) for a sustainable tourism policy?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>
7.2. Are there laws in force for a sustainable tourism policy?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Yes</td>
<td>2. No</td>
</tr>
<tr>
<td>10.</td>
<td>Yes 10.</td>
<td>Dont know</td>
</tr>
<tr>
<td>18.</td>
<td>Yes 19.</td>
<td>Sure there are but I am not aware</td>
</tr>
<tr>
<td>Yes 31.</td>
<td>No 32.</td>
<td>No 33.</td>
</tr>
<tr>
<td>Yes 34.</td>
<td>No 35.</td>
<td>Yes 36.</td>
</tr>
<tr>
<td>No 37.</td>
<td>Yes 38 to 41.</td>
<td>All Yes 42. to 44.</td>
</tr>
<tr>
<td>All No 45.</td>
<td>No 46.</td>
<td>Yes 47.</td>
</tr>
<tr>
<td>Yes 48.</td>
<td>No 49.</td>
<td>Yes</td>
</tr>
</tbody>
</table>

7.2.1. If yes, on what levels?

<table>
<thead>
<tr>
<th></th>
<th>Local/Community</th>
<th>Regional</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>national E.g.</td>
<td>number allowed at a time 21.</td>
<td>Community</td>
<td></td>
</tr>
<tr>
<td>and regional 27.</td>
<td>Local regional national 28.</td>
<td>Local 29.</td>
<td></td>
</tr>
<tr>
<td>– 30.</td>
<td>Regional 31.</td>
<td>– 32.</td>
<td></td>
</tr>
<tr>
<td>Regional 33.</td>
<td>Local 34.</td>
<td>– 35.</td>
<td></td>
</tr>
<tr>
<td>Regional 36.</td>
<td>– 37.</td>
<td>– 38.</td>
<td></td>
</tr>
<tr>
<td>Community 39.</td>
<td>to 41 All Regional 42.</td>
<td>– 43.</td>
<td></td>
</tr>
<tr>
<td>– 44.</td>
<td>Local 45.</td>
<td>Local 46.</td>
<td></td>
</tr>
<tr>
<td>Regional 47.</td>
<td>Regional 48.</td>
<td>– 49.</td>
<td></td>
</tr>
<tr>
<td>There are laws which help to keep places in cleaner way</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.3. How binding are these guidelines?

1. Some of the guidelines are legally enforceable, while few others are regular Do’s and Don’t’s 7.
Binding laws, offence under penal code 8. — 9. Certain or mandatory 13. Poorly moderated 18. Not very – can be bought (through bribery) 21. Weak 26. Not too strong 27. Highly 29. Not really binding and not really well implemented 30. No 31. No binding guidelines are there in Goa 33. They are not so binding 34. The guidelines are not well implemented 35. Not everyone follows the guidelines 36. They are not well implemented 37. - 38. 39. They are not well implemented 40-43. All - 44. They are loosely binding 45. – 46. Govt has made laws but they are not followed 47. They are not well implemented 48. These laws are not enforced and followed properly

7.4. If yes (7.1/7.2), how far have guidelines/laws been implemented?

1. The guidelines have been implemented by regional institutions and tourism ministry. But the enforcement is not stringent. Punishment is rare.
7. Just begun by Mrs Jayanthi Narayan (Environment Minister) but they can be vastly improved 8. — 9.
Classification 27. Not aware of 35. Not implemented by most people

7.5. How strongly is World Heritage integrated into the tourism strategy?

1. Not very strongly. 2.- 3.- 4. World Heritage bodies are committed to protection and maintenance of Heritage sites 5. Nil 6. No true soul of Goa, not marketed enough, beach and carnival are focussed on more 7. — 8. Not at all. Tourism makes money but spoils the heritage and doesn’t fit together with heritage 9. Very strongly 10. Not at all
11. Quite a big part cultural heritage - languages, dress, food, houses 13. Not too strongly integrated 18. Well integrated 19. Not enough I feel. But that’s again my uneducated opinion 20. NA 21. Reasonable 22. There is no tourism policy nor a tourism master plan for Goa as yet 24. Don’t know 26. Average 27. High 28. Not so exactly because tourist attracted towards beaches and casino 29. Not really promoting 30. Yes they provide through advertisement 31. World heritage not integrated into tourism strategy is not good 32. No one is aware of world heritage 33. – 34. No, the Government does not promote it really well 35. Not promoted properly 36. - 37. - 38. They promote heritage tourism 39. The tourism industry is not promoting the World Heritage Sites 40. World Heritage Sites are not well promoted by tourism industry 41. - 42. Poorly 43. No one is aware of world heritage 44. No they are not really integrated into tourism strategy. 45. – 46. No because they do not promote world heritage 47. The tourism industry is not promoting world heritage sites 48. – 49. Goa does not promote world heritage sites

7.6. Appraisal of the current situation (Scale from 1 to 10)

1 2 3 4 5 6 7 8 9 10

1. 4 2. – 3. - 4.6 5.0 6.1 7. 3 8.4 9.9 10.- 2 11.5 13. 3 15. 8 16. 8 18. 7 19. 3 20. NA 21.5-6
22.0 23. 6 24. 2 26. 5 27. 5. 28. 5 29. 3 31. 1 33. 6 34. 3 35. 4 36. 3 37. 5 38. 5 39. 5 40. 6 41.5
42.6 43. – 44. 4 45. 5 46. 5 47. 7 48. 5 49. 4

C Economic relevance of tourism

8. Share of tourism in regional economy

8.1. Share of tourism in regional GDP?

1. Tourism forms 19% of the states’ GDP 2. – 3. Tourism is the backbone of Goa’s economy 4.- 5. Must be large. Methinks Goa survives largely on tourism, especially now that mining industry has virtually been shut down due to huge irregularities found by the apex Courts.
9. 2nd largest industry 13. Cant say 19. Don’t know 20. Probably very large in the State 21. Good 22. 9.5% Tourism is the second major industry in Goa after mining. 24. about 10% 26. Good 27. 11.6% of GDP

8.2. Share of the World Heritage in regional tourism? Description, percentage, in terms of employment etc.

1.- 2.- 3.- 4.- 5. Very very insignificant 13. 20% Large amount in terms of employment 18. Don’t know 19. NK 20. Largest employment sector 21. Good 22. Although world heritage sites in Goa are well known, it makes up hardly 10% of tourism option available in Goa. As for
employment, it generates very little E.g. ASI, museum employees, heritage site caretakers. 24. single digit % more as tour guides, small trinkets sellers 26. 70% 27. 23% employment from tourism sector

8.3. How important is the World Heritage for tourism in the region?
(Scale from 1 to 10) 1 2 3 4 5 6 7 8 9 10

1. 4 2. - 3. - 4.6 5.10 6.10 7. 5 8.10 Very important but doesn't exist in tourism policy 9.8
10.10 11.7 12. 10 13. 5 15. 9 16. 9 18. 8 Very important-being ancient civilization. Fascination with religion 19. 4 Again uneducated guess 20. 4 21. Very 22. 4 23. 9 24. 9 26. 9 27. 8 28. 5 29. 10
30. 6 31. 1 32. 6 33. 8 34. 3 35. 5 36. 4 37. 5 38. 6 39. 7 40. 4 41. 7 42. 5 43. 5 44. 8 45. 7 46. 8 47. 6 48. 4 49. 4

9. Seasonality of tourism

9.1. Type and extent of seasonality?


9.2. Duration of the season(s)?

1. Winter – October to February 2. October until March/April 3. Goa is 365 days tourist season 4. Round the year with maximum from September/October to February/March and almost 95-100 per cent from 15th December to 10th January 5. Through the year 6. Price ranges changes, no dip in demand 7. October – January 8. November to February – foreigners, vacation 9. 365 days working, 5 star hotels are full 10. Nov, Dec, Jan 13. Pl refer 4.1 16. February to June 19. 6 months high season and 6 months off season 20. 3 - 4 Months
24. 4 Months each 26. Few months 27. 3-4 months 38 to 41. No 42. – 43. – from December to June

10. Guest breakdown (most recent statistics)

10.1. Number of day trippers p.a

2. 20 people 3.- 4.- 5.- Hardly any day trippers. Mostly weekend tourists and during vacations for longer duration 13. Can’t say 19. NK 20. NA 21. Unknown 22. 2.5 Lakh (=0.25 million) tourists-10% of total tourists that arrive 24. Don’t know

10.2. Overnight stays p.a.

1.- 2. 20 people 3.- 4.- 5.- cant say 22. 22.5 Lakh (=2.25 million) tourists- 90% of total tourists 24.few million

10.2.1. Number in total

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
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<td>775212</td>
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</tr>
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<td>93076</td>
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Note: P-Provisional
Source: http://goatourism.gov.in/statistics/225

1. total annual visitors 31 Lakh (=3.1 million)
2. 20 Lakh people (=2 million)
22. 25 Lakh tourist per year (=2.5 million)
24. don’t know

10.2.2. Average duration of stay / number of nights

Average duration of stay
Domestic 5 Days
Foreign 9 Days


1.- 2. 2 nights 3.- 4.- 5.-13. Can’t say
22. domestic tourists 5 days, foreign tourists 9 days 24. 4 days 5 nights

### 10.3. Proportion of national/continental/intercontinental tourism

As of 2015-16, the number of passengers who arrived in the state on the basis of e-tourist visas was recorded to be 80,928. Moreover, the state recorded a total of 541,480 foreign tourists from over 141 countries across the globe ([http://www.ibef.org/states/goa.aspx](http://www.ibef.org/states/goa.aspx))

#### NATIONALITY - WISE FOREIGN TOURIST ARRIVALSA

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Source: http://goatourism.gov.in/statistics/247

1.- 2.70% international (40% UK 10% Germany 2% French 12% Australian 2% Italian 2% USA 2% Canada 2% Japan 8% rest of world) 30% Indian 3.- 4.- 5. 50/50 9. Europe 90% India 10%

13.15% 19. Don’t know 20. NA 21. Perhaps 50:50 (in winter 40:60 22. national tourists 20.5 L (=2.05 million) foreign tourists 4.5 L (=0.45 million) 24. 30% national 70% foreign 26.
National::international 4:6

10.3.1. Number of hotel overnight stays from abroad?
1. - 2. nights 3.- 4.- 5. – 13.35% 20. Probably high 21. average 1 week 22. 4.365 L (=0.4365 million)
tourists stayed in hotels i.e. 97 % while 3% of foreign tourists prefer home stays.
24. dont know

10.4. What countries do your foreign tourists come from (number / proportion / specifically, mix of
nationalities / risk spread)?

European, American 8. Russia (past/downward trend), UK and Germany - long term 9. Russia, UK, Germany, France 10. Australia, Portugal 13. Europe and North America
19. Don’t know 20. Several 21. EU, Israel, Russia some from USA 22. USA 14.34%, UK 21.93%,
Netherlands 2.62%. Germany 5.09% China 1.51% SA 3.64% France 7.37% Sweden 2.92% Italy 2.51%
Australia 4.61% Canada 1.6% Portugal 2.86% Russia 1.6% Spain 3.08% others 24.32%

TOTAL NUMBER OF HOTELS (Including star category hotels)/
PAYING GUEST HOUSES, ROOMS & BEDS AS ON 31.12.2015
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<th>No. of Beds</th>
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<td>(III)</td>
<td>(IV)</td>
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<td>6852</td>
<td>11446</td>
</tr>
<tr>
<td>B</td>
<td>239</td>
<td>7912</td>
<td>14125</td>
</tr>
<tr>
<td>C</td>
<td>461</td>
<td>6852</td>
<td>12609</td>
</tr>
<tr>
<td>D</td>
<td>2578</td>
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<td>18415</td>
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<tr>
<td>TOTAL</td>
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<td>56595</td>
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**TOTAL NUMBER OF STAR CATEGORY HOTELS**

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<th>No. of Rooms</th>
<th>No. of Beds</th>
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**HERITAGE CATEGORY HOTELS**

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<th>No. of Beds</th>
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<td>24</td>
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**11. Structure of tourist offer**
11.1. Total number of beds

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<td>2. 32 beds 3. – 4. – 5. – 21. Unknown 22. almost 50K beds 24. don’t know</td>
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11.2. Type of accommodation

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<tr>
<td>Hotel accommodation *** - *****</td>
<td>22. 239 hotels, 14,125 beds</td>
</tr>
<tr>
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<td>22. 80 hotels 11,446 beds</td>
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<td>Hotel accommodation ***** - *****</td>
<td>22. 63 hotels, 10,001 beds</td>
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<td>Non-hotels</td>
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<td>22. 461, beds 12609</td>
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<td>7. 1* 2* 60 beds, 3* 4* 60 beds, 5* 60 apartments, agro tent camping etc 25 beds each</td>
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<tr>
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<td>21. unknown 24. Don’t know</td>
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11.3. What is the structure of providers in terms of size of the enterprise (estimation / largescale providers)?

1. Majority small scale providers, with a few but significant chains (Taj, Novotel, Marriott)
2. The hostel crowd company Backpacker hostel chain in India (6 hostels/coffee shop/bar/restaurant) 210 beds in total.
3. – 4. Majority are hostels, 2 or 3 star hotels, guest houses and home stays with few 5* hotel chains.
5. – 9. Many small guest houses 5000 approved 5 star hotels, deluxe 26 10. Mostly 3 star, some 5 star, family guest house
13. Medium Size 21. Medium and Small 22. Star rated hotels are large structures with large surrounding landscape properties as compared to non-star establishments.
23. Huge variety, most diverse in India: from Airbnb, small hotels to 5* hotels.
26. Medium 27. Large 28. All of them 29. All 30. All 31. These structure of providers are there in Goa in terms of ownership.
32. All

11.4. What is the structure of providers in terms of ownership (regional, national, international, family-owned/chains)?

1. Majority are family owned chains and are regional. Very few are national or international. There are many local homestays.
2. Founders - 1 Indian founder and 1 German founder
3. – 4. Majority are family owned and some are international hotel chains.
5. Large hotels are mostly owned by Non-Goans, probably with some International Chain Tie-Ups.
6. Small and Medium Hotels
are owned by some locals too. 9. Family owned 10. 5 star chains, family owned, 3 star regional and national 13. All of the above. Family owned and Govt. owned
22. Most of the star hotels are owned by corporate, non-star hotels are locally owned.
23. international-but very varied 24. Corporates own the large 5 star hotels. Among the small – medium size hotels, 10% are family owned guest houses/2* hotels while 90% are 3 – 4*
26. Regional/international 27. Regional 28. All of them 29. All 30. All 31. All these structures of providers are there in Goa in terms of ownership 32. All 33. There are regional, national, international and family owned chains 34. All the structure of providers are there 35. All the structures are there 36. National, international 37. Regional, national, international 38 to 42 All 43. – 44. Regional, family-owned chains 45. According to me, all 46. All 47. All the structures are available 48. We have all kinds 49. -

11.5. Where do you identify weak points in the choice of accommodation (general standard of choices, structure, etc.)?

1. There are no weak points. 2. No budget hotel option in the market. No cleaner/more modern options (hotels, guesthouses) 3.- 4. Since the majority of tourists are backpackers, quality of bed and breakfast places should be improved 5. Clean toilets, Safety, Clean linen, Insect-free, Clean drinking water 6. None 7. Low/moderate price accommodation, lack of tourist guidance info 8. Breakfast is poor, not much, they are generally quite clean but offer low prices 9. Cleanliness and hygiene 10. Rooms are not designed properly - bad view
11. Unsure – Quality of hotels? Place (Location)? 12. No proper infrastructure
11.6. How do you appraise the quality of the accommodation situation overall?
(Scale from 1 to 10)

1. 9
2. 4
3. 3
4. 5
5. small and medium 3/10
6. 7
7. 8
8. 9
9. 10
10. 2
11. 6
12. 8
13. 4
14. 5
15. 9
16. 8
17. 19
18. 5
19. 21
20. 6
21. 8
22. 23
24. 6
25. 8
26. 6
27. 5
28. 5
29. 6
30. 6
31. 3
32. 7
33. 6
34. 7
35. 8
36. 5
37. 6
38. 7
39. 6
40. 7
41. 6
42. 8
43. 6
44. 7
45. 6
46. –
47. 7
48. 6
49. 6

12. Intensity of tourism

12.1. What is the ratio of beds per inhabitant?

37. 4 41. 4

12.2. What is the ratio of tourists to local population in the peak season?

1.- NA 2.- 3.- 4.- 5.- probably 1:1 or 2:1 13. 1:90 16. 5:1 21. 40:60
22. 1 tourist for every 4 local 24. 10:1 35. 1000 36. – 37. 1:6

13. Expenditure per guest

13.1 How much do tourists spend per day in the region?(excl./Incl full packages)

1. Average 2500 Rs / day 2.1300 Rupees per day 4. Majority being backpackers spend 1000 to 1500
Rupees per day all inclusive 5. 2,000 Rupees per night for lower end tourists. Rupees 5000 for
Middle Level and Rupees 10,000 for top end. 13. Rupees 500-1000 19. Personal expenses 1000
2000 Rupees per day, Foreign 3500 Rupees per day 24. Don’t know 27. 10,000 – 30,000 28. – 29.
5000 30. 5000 31. More than 12000 per day 32. Minimum 5000 33. 8000 34. Avg. 3000 35. 10.000
36. More than 10,000 37. 18,000 38. More than 10,000 39. 20,000 40. More than 15,000 41. 15,000
42. 10,000 to 15,000 43. 5000 44. 5000 45. 1000+ 46. – 47. 20,000 48. 3500 49.3000

14. Types of tourism
14.1. What types of tourists visit your region (percentage or weighted)?

### Sun and beach

|------------|----|----------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|

### Hiking/sports tourism

|------------|----|--------|-------|------|--------|--------|-------|-------|-------|-------|-------|-----------------|-------|-----------------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|

### City tourism

|------------|----|------|-------|------|--------|-------|-------|-------|-------|--------|-------|-----------------|-----------------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|

### Culture tourism

|------------|----|------|-------|------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|-------|-----------------|-------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|

### Business tourism

<table>
<thead>
<tr>
<th>Percentage</th>
<th>NA</th>
<th>4. 5-10%</th>
<th>5. 11%</th>
<th>9.5%</th>
<th>10. 25%</th>
<th>13.65%</th>
<th>16. 60%</th>
<th>19.20%</th>
<th>20. 20%</th>
<th>21. 5%</th>
<th>22. 5%</th>
<th>23. 50%</th>
<th>24. 10%</th>
<th>monsoon package</th>
<th>26. Regional</th>
<th>27.30%</th>
<th>28. International and national</th>
<th>30. National</th>
<th>32. – 33. National</th>
<th>34. International</th>
<th>35. Domestic</th>
<th>36. Both international and national</th>
<th>38 to 40 national and international</th>
<th>41.- 42. National</th>
<th>43. – 44. International</th>
<th>45. – 46. – 47. People from all over the globe travel to Goa</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>2. 20%</em>___</td>
<td>3.-</td>
<td>4.</td>
<td>5-10%</td>
<td>5.</td>
<td>11%</td>
<td>9.5%</td>
<td>10. 25%</td>
<td>13.65%</td>
<td>16. 60%</td>
<td>19.20%</td>
<td>20. 20%</td>
<td>21. 5%</td>
<td>22. 5%</td>
<td>23. 50%</td>
<td>24. 10%</td>
<td>monsoon package</td>
<td>26. Regional</td>
<td>27.30%</td>
<td>28. International and national</td>
<td>30. National</td>
<td>32. – 33. National</td>
<td>34. International</td>
<td>35. Domestic</td>
<td>36. Both international and national</td>
<td>38 to 40 national and international</td>
</tr>
</tbody>
</table>

Few Europeans travel to learn about culture
Comments:

21. Business tourism needs to improve 23. MICE, Business travel (incentives, conferences) from companies needs to improve 24. Night life opportunities should be more

14.2. By duration of stay

<table>
<thead>
<tr>
<th>Day tourism</th>
<th>Holiday tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0 2. 50% 2 nights 3. - 4. 1% 5. 5% 13. 4% 16. 3% 42. 30% 43. – 44.-.</td>
<td>1. 100% 2. 50% 2 nights 3. – 4. 99% 5. 95% 13. 60% 16.70%</td>
</tr>
<tr>
<td>19. Don’t know 20. Majority holiday tourism 21. Negligible day tourism mostly holiday tourism 24. 10% day 90% holiday 42. 70%</td>
<td></td>
</tr>
</tbody>
</table>

14.3. By type of trip

<table>
<thead>
<tr>
<th>Individual tourism</th>
<th>Group tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 30% 2. 30% 2 nights 3. - 4. 70% 5. 80% 13. 80% 19. 70% 20. 30% 21. 30% 23. Individual 50% group 50% 24. Individual 20% group 80% 42. individual 30%</td>
<td>1. 70% 2. 70% 2 nights 3. - 4. 30% 5. 20% 13. 8 19. 30% 20. Majority 21.70% 42. 70%</td>
</tr>
</tbody>
</table>

14.4. Features/types of culture tourism

1. Goan religious architecture, local cultural cuisine and liquor specialities, colonial heritage

D Socio-cultural significance

15.1. What proportion of the local population uses the tourism infrastructure?

| 1. 60% 2. 1% 3. 4.50% 5. 10% go to the Beach or eating houses or Shrines 6. 25-30% | 7. Large proportion use restaurants, Water sports, sky diving 8.-NA 9. Religious sects/Christians 30% |
| 10. 20% 11. Quite a lot of locals 13. 15% 16.75% | 19. -- 20. - 21. Negligible 22. Less than 5% of the population |
| 23. All, mostly use the beach 24. 10% 25. 25-30% approx 26. 30% 27. Large 70%. |
28. Almost everyone  29. All 30. Yes all of them of use 31. Almost all proportion of the local population use the tourism infrastructure  32. -33. Everyone uses 34. Almost everyone uses tourism infrastructure 35. Almost everybody uses the infrastructure 36. Everybody 37. 99.9%  38. Everybody 39. 95% 40. Everybody 41. 99.5% 42. – 43. Everybody uses the same 44. Almost all use the local tourism infrastructure 45. Almost everyone 46. Yes 47. Almost 100% 48. Approx 90% 49. Almost 100%

15.2. Are there different prices for locals and tourists?


15.3. What proportion of the local population uses the World Heritage infrastructure?


28. Rarely 29. – 30. – 31. Very less proportion 32. Yes 33. Very few 34. Many people use it 35. Majority of the population 36. – 37. 80% 38. More than 75% 39. 50% 40. 93% 41. 80% 42. Most of the population because of unawareness of the World Heritage Site  43. – 44. Quite a few 48. Most locals use

16. Regional living conditions
16.1. What are the regional living standards like in comparison to the national average?  
(Available statistical data, alternatively consumer basket check)

Goa is one of India's richest states with the highest GDP per capita — two and a half times that of the country — with one of its fastest growth rates: 8.23% (yearly average 1990–2000).  

1. Goa is blessed with relatively high standard of living 2. Not available in Panjim (website Tourism of India for data is available) 3.- 4. Some like the fishermen who depend on the season’s bounty and the labour class are very poor and some like owners of ancestral buildings or successful hoteliers are very rich, majority belong to the middle class and are getting by quite comfortably 5. Very basic and below level desired 13. Poor 21. Good

22. Economically the local population is much better than the rest of India as also the literary index. 24. Living standards are highest in the country 26. 3/5 27. 70% 28. – 29. Moderate 30. – 31. Low standards of living 32. High 33. – 34. The standard of living is high 35. The standard of living is high 36. Moderate 37. - 40. Not very high (average) 41. Average 42. High 43. High 44.-45. Low 46. – 47. High 48. Standard of living is high 49. High

17. Socio-cultural establishment of tourism in the region

17.1. What is your spontaneous appraisal of the attitude of the local population towards tourists?  
(Scale from 1 = a lot of tension to 10 = no tensions)  
1 2 3 4 5 6 7 8 9 10  
1. 9 2. 7 3. – 4.5 5. 5 6.10 7. 7 8. 10 9. Cosmopolitan 4 10.7 13.4 15.9 16. 8 19.4 20.9 21.5 Arrogant 22. 10 23. 10 24. 5 25. 8 26. 8 27. 5 28. 5 29. 1 30.4 31.2 32. 8 33. 5 34. 7 35. 7 36. 5 37. 5 38. 5 39. 6 40. 5 41. 6 42. 8 43. 5 44. 5 45. 4 46. 5 47. 5 48. 4 49. 8

17.2. How attractive are jobs in tourism for the local population?  
(Scale from 1 = very unattractive to 10 = very attractive)  
1 2 3 4 5 6 7 8 9 10  
1. 7 2. 7 3.– 4.6 5. 5 6.10 7. 7 8.10 9.5 10.6 11.4 12. 10 13. 6 15.5 16. 5 19. 6 20. 10 21. Very attractive 22. 6 23. 8 25. 8 26. 5 27. 6 28. 5 29. 8 30. 8 31. 7 32. – 33. 7 34. 4 35. 5 36. 6 37. 4 38. 6 39. 5 40. 5 41. 3 42.to 44 all 5 45. 4 46. 7 47. 5 48. 5 49. 5
17.3. What proportion of local employees work in the tourism sector?

<table>
<thead>
<tr>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. maybe 40%</td>
</tr>
<tr>
<td>3. – 4.50%</td>
</tr>
<tr>
<td>5. 20%</td>
</tr>
<tr>
<td>6. 60%</td>
</tr>
<tr>
<td>7. 20% (Seasonal)</td>
</tr>
<tr>
<td>8. 50% at least</td>
</tr>
<tr>
<td>9. 7.50%</td>
</tr>
<tr>
<td>10. 10.50%</td>
</tr>
<tr>
<td>11. Quite a lot</td>
</tr>
<tr>
<td>12. 60%</td>
</tr>
<tr>
<td>13. 30%</td>
</tr>
<tr>
<td>14. 45%</td>
</tr>
<tr>
<td>15. 50-60%</td>
</tr>
<tr>
<td>16. 30%</td>
</tr>
<tr>
<td>17. 50%</td>
</tr>
<tr>
<td>18. 30%</td>
</tr>
<tr>
<td>19. Don’t know</td>
</tr>
<tr>
<td>20. more than 50%</td>
</tr>
<tr>
<td>21. 30-40%</td>
</tr>
<tr>
<td>22. Apart from employment generated, tourism has provided livelihood for many locals on the coastal belt. Some of them are totally dependent on tourism.</td>
</tr>
<tr>
<td>23. Most of them</td>
</tr>
<tr>
<td>24. Don’t know</td>
</tr>
<tr>
<td>25. 27. 30%</td>
</tr>
<tr>
<td>26. 28. 45%</td>
</tr>
<tr>
<td>27. 50-60%</td>
</tr>
<tr>
<td>28. 30%</td>
</tr>
<tr>
<td>29. 50%</td>
</tr>
<tr>
<td>30. 75%</td>
</tr>
<tr>
<td>31. – 32. 75%</td>
</tr>
<tr>
<td>33. About 50% of local employees work in the tourism sector</td>
</tr>
<tr>
<td>34. 45-55%</td>
</tr>
<tr>
<td>35. 40-50%</td>
</tr>
<tr>
<td>36. 60%</td>
</tr>
<tr>
<td>37. 40%</td>
</tr>
<tr>
<td>38. 75%</td>
</tr>
<tr>
<td>39. 55%</td>
</tr>
<tr>
<td>40. 50%</td>
</tr>
<tr>
<td>41. 60%</td>
</tr>
<tr>
<td>42. 40%</td>
</tr>
<tr>
<td>43. 40%</td>
</tr>
<tr>
<td>44. A lot of people like around 40%</td>
</tr>
<tr>
<td>45. 70%</td>
</tr>
<tr>
<td>46. 50%</td>
</tr>
<tr>
<td>47. 40%</td>
</tr>
<tr>
<td>48. 50-60%</td>
</tr>
<tr>
<td>49. 40-50%</td>
</tr>
</tbody>
</table>

17.4. What is the proportion of jobs in tourism with intensive guest contact (e.g. mountain guides, tour guides)?

<table>
<thead>
<tr>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Maybe 40%</td>
</tr>
<tr>
<td>3. – 4.10%</td>
</tr>
<tr>
<td>5. 5%</td>
</tr>
<tr>
<td>6. NA</td>
</tr>
<tr>
<td>7. 30% at least</td>
</tr>
<tr>
<td>8. 10% very low</td>
</tr>
<tr>
<td>9. 9.50%</td>
</tr>
<tr>
<td>10. 10.25%</td>
</tr>
<tr>
<td>11. few</td>
</tr>
<tr>
<td>12. Tour guides</td>
</tr>
<tr>
<td>13. 30%</td>
</tr>
<tr>
<td>14. 16.35%</td>
</tr>
<tr>
<td>15. 19. Don’t know</td>
</tr>
<tr>
<td>20. NA</td>
</tr>
<tr>
<td>21. 50%</td>
</tr>
<tr>
<td>22. Most – waiters, chefs, managers, tour guides</td>
</tr>
<tr>
<td>23. Few percentage</td>
</tr>
<tr>
<td>24. Few percentage</td>
</tr>
<tr>
<td>25. Per 10 guest 1 employee</td>
</tr>
<tr>
<td>26. 37. 1:5</td>
</tr>
<tr>
<td>27. 38. 70%</td>
</tr>
<tr>
<td>28. 39. 39.50%</td>
</tr>
<tr>
<td>29. 40. 40%</td>
</tr>
<tr>
<td>30. 65%</td>
</tr>
<tr>
<td>31. 41. 5%</td>
</tr>
<tr>
<td>32. 42. 20%</td>
</tr>
<tr>
<td>33. The employees are less</td>
</tr>
<tr>
<td>34. 35. 36.</td>
</tr>
<tr>
<td>35. 36. Per 10 guest 1 employee</td>
</tr>
<tr>
<td>37. 38. 1:5</td>
</tr>
<tr>
<td>38. 39. 70%</td>
</tr>
<tr>
<td>40. 40%</td>
</tr>
<tr>
<td>41. 5%</td>
</tr>
<tr>
<td>42. 20%</td>
</tr>
<tr>
<td>43. – 44. Tour guides are around 20%</td>
</tr>
<tr>
<td>45. One employee for 10 guests</td>
</tr>
<tr>
<td>46. One employee for four guests</td>
</tr>
</tbody>
</table>

17.5. Are there campaigns for the improvement of friendliness to tourists?

<table>
<thead>
<tr>
<th>Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Yes</td>
</tr>
<tr>
<td>2. No</td>
</tr>
<tr>
<td>3. If yes, type and success of such campaigns:</td>
</tr>
<tr>
<td>4. Goans are in general hospitable, so minor programs too have been successful</td>
</tr>
<tr>
<td>5. A BIG No</td>
</tr>
<tr>
<td>6. No</td>
</tr>
<tr>
<td>7. Yes, they are successful to some extent (E.g. Direct campaign by Bollywood Actor Aamir Khan who is a known face in India)</td>
</tr>
<tr>
<td>8. No</td>
</tr>
<tr>
<td>9. Yes Athithi Devo Bhava (=Guest is God – National campaign</td>
</tr>
<tr>
<td>10. No</td>
</tr>
<tr>
<td>11. Yes, Athithi Devo Bhava - Aamir Khan</td>
</tr>
<tr>
<td>12. Yes, Theme based ad campaigns with film stars exhorting locals to behave well, maintain hygiene, not cheat tourists, give feeling of comfort and safety</td>
</tr>
<tr>
<td>13. No</td>
</tr>
<tr>
<td>14. No</td>
</tr>
<tr>
<td>15. Yes, if you don’t treat them well they wont come back. TV ads – Bollywood Actors Aamir Khan, Amitabh Bachchan which were quite successful</td>
</tr>
<tr>
<td>16. No</td>
</tr>
<tr>
<td>17. 25. Yes</td>
</tr>
<tr>
<td>18. 26. No, but they are highly needed</td>
</tr>
<tr>
<td>19. 27. No</td>
</tr>
<tr>
<td>20. 28. to 32. All yes</td>
</tr>
<tr>
<td>21. No</td>
</tr>
<tr>
<td>22. No</td>
</tr>
<tr>
<td>23. Yes, if you don’t treat them well they wont come back. TV ads</td>
</tr>
<tr>
<td>24. No</td>
</tr>
<tr>
<td>25. Yes</td>
</tr>
<tr>
<td>26. No</td>
</tr>
<tr>
<td>27. No</td>
</tr>
<tr>
<td>28. to 32. All yes</td>
</tr>
<tr>
<td>29. No</td>
</tr>
<tr>
<td>30. No</td>
</tr>
<tr>
<td>31. Yes, if you don’t treat them well they wont come back</td>
</tr>
<tr>
<td>32. TV ads</td>
</tr>
<tr>
<td>33. No</td>
</tr>
<tr>
<td>34. No</td>
</tr>
<tr>
<td>35. No</td>
</tr>
<tr>
<td>36. Yes</td>
</tr>
<tr>
<td>37. No</td>
</tr>
<tr>
<td>38. 39 to 44 All No</td>
</tr>
<tr>
<td>40. Yes</td>
</tr>
<tr>
<td>41. Yes, in colleges there are campaigns of eco-friendly tourism</td>
</tr>
<tr>
<td>42. No</td>
</tr>
<tr>
<td>43. No</td>
</tr>
<tr>
<td>44. No</td>
</tr>
</tbody>
</table>
17.6. Are there regular activities aimed at intensifying the relationship between the local population and tourists (e.g. regular get-togethers) 

Yes  No

If yes, type and success of such activities:
1.- 2.- 3.- 4. Carnivals, fairs and cultural activities and church activities
5.- 31. Shigmo Festival, Carnival, Bonderam Festival in Divar Island  32. Shigmo Festival, Carnival, Bonderam Festival 33. to 36. No 37. -45. Yes 46. – 47. Carnivals, Shigmo Festival, Bonderam Festival

17.7. What positive or negative socio-cultural changes due to the influence of tourists have you observed over the last few years?

1. The demographic changes include presence of a large floating population. There have been a lot of migrants from neighbouring states of Karnataka and Maharashtra who now live in Goa for the employment tourism provides and culturally, an attitude of liberalism and progressive outlook has taken root. 2. Negative-more traffic, infrastructure problems, higher taxi/transport charges, more scams (beach areas). Positive - New start up scene, new companies and small businesses are moving to Goa, more restaurants, bars, clubs and places to go 3.- 4. Locals have opened up and instead of gawking at tourists especially foreigners, chat with them, give them information and even socialise with them. 5. More youth are taking to drug abuse and liquor intake. More families are selling ancestral homes to out-of-state investors and frittering away the proceeds on frivolous items such as bikes, lifestyle, etc. 6. Drug menace, more liberal attitudes 7. More locals speak English. Awareness of different nationalities 8. Depends on the area – In the South, there is no problem but in the North, there are many drag parties 9. Dilution of Goan culture, forgetting our culture for tourism 10. Dumping of waste on the beaches – negative 11. More open and accepting, more food options, how they are dressing, locals are more welcoming 12. Beaches are not clean, no proper dustbins 13. High commercialisation of B&B, unregulated tariffs, low safety and hygiene 20. Positive – inter religious and intercommunal harmony. Negative - degradation of environment e.g. Dumping of garbage, poor maintenance, pollution etc. 21. Good roads, good eateries, exposure to national and international ideas. 22. The influence of tourism is both positive – Interaction with tourists has broadened the understanding of their country, culture, tradition language and food among the locals. Negatively, it has weakened the respect and interest for the local culture, tradition, language and food. 23. Positive - more welcoming, Everyone speaks English, more international, cosmopolitan, International cuisine. Negative- more attention given to foreigners, Authentic Goan cuisine difficult to find 24. Materialistic culture, Negative is the cut-throat competition between stakeholders, price rip-offs 26. Too much drinking promoted, drink-and-drive culture 27. Negative overcrowded beaches, rise in crime rate, rise in traffic hike in prices and high demand for alcoholics and drugs 28. a) Many foreign companies have come up b) Local language has been
neglected c) Culture has been exploited 29. The positive impact is its development and the negative offset is some of its activities are getting faded E.g. Positive – new brands being introduced, E.g. Negative fading of languages and structure, of houses 30. – 31. Negative in the market today no shopkeepers speak Konkani in Goa 32. – 33. There are many international companies coming up, people can buy international stuff from India, people speak national language rather than local language 34. Positive—many restaurants have come up, foreign chains have opened. Negative—traffic has increased 35. Positive—foreign food chains are introduced so that the tourists feel comfortable. Negative—tourists are charged different prices as compared to locals 36. Positive — improvement in technology. Negative — locals focus on what tourist like E.g. change in language 37. McDonalds has been started because of foreign tourist taste etc. 38. – 39. Positives are language, new restaurants like KFC. Negative — other languages rather than mother tongue is being used 40. Positive — People have become more wide open they think out of the box. Negative — teenagers have started using drugs etc. 41. Roads 42. Negative — language used in local markets has changed to Hindi, Food recipes are often changed to suit the taste of the tourists. Positive — opening up of restaurants using different national and international cuisines, establishments of foreign brands like Nike, KFC, Apple 43. – 44. Infrastructure has improved, people have become more open minded but the environment is being destroyed 47. Local languages are not being used by locals 48. Local language is not used in the markets and by locals 49. Local language is not being used by locals

<table>
<thead>
<tr>
<th>18. Satisfaction of host communities with regard to tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.1. What is the level of host communities’ satisfaction with tourism in terms of earnings?</td>
</tr>
</tbody>
</table>

(Scale from 1 to 10) – 10 is best!

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.8</td>
<td>2.</td>
<td>3.</td>
<td>4.5</td>
<td>5.</td>
<td>4.</td>
<td>6.10</td>
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Reason

1.- 2.- 3.- 4. Varies according to the season and the national/international economy
5. Most tourist offerings, barring beach-shacks are owned by outsiders which affects the lives and livelihood of local population 6. Money coming in 7. Money to travel and spend more. Tourists are tipping more and better, above sustenance level 10. Business source 11. Little amount to workers, not tipping them, bills not that high 22. Tourism has provided jobs, business and livelihood opportunities for many locals 23. Earnings not outstanding compared to Delhi and Mumbai 24. Within a generation, wealth has increased 35. Not sufficient to live a comfortable life 47. Salaries are not much 49. Salaries are very low
18.2. What is the level of host communities’ satisfaction with tourism in terms of the general framework for tourism? (Scale from 1 to 10)

1 2 3 4 5 6 7 8 9 10

1. 6 2. - 3. -4.5 5. 2 6. 10 affected by tourism 7. 5 8. NA 9. 3 10. 5 11. 5 13. 4 15. 10 16. 6 19. 7 21. 7
22. 5 23. 5 24. 2 26. 10 28. - 29. 2 30. 6 31. 1 32. 4 33. 6 34. 2 35. 6 36. 5 37. 4 38. 5 9. 4 40. 6
41. 2 42. 6 43. 3 44. 5 45. 2 46. - 47. 5 48. – 49. 5

Reason:

7. Unbridled, unchecked, long term damage, short term gains, not win-win Situations
8. - 9. Tourism is dying, good foreign tourists are reducing 10. Africans spoiled the image of tourism
11. Better things can be done – Hospitality 22. The government is not proactive in ensuring the benefit of tourism to the locals in the first place. 23. Govt. can do better – roads, infrastructure, taxi mafia 24. Not much communication with Govt. 28. - 29. Traffic condition, 30. Poor road condition, poor planning 31. - 32. Poor planning 33. Poor road conditions 39. Poor planning 43. Poor planning 44. Poor road conditions, 45. Poor planning

18.3. What is the level of host communities’ satisfaction with tourism in terms of infrastructure? (Scale from 1 to 10)

1 2 3 4 5 6 7 8 9 10

1.5 2. - 3. -4.5 5.2 6.7-Panjim 7.6 8.4 9.4 10. 5 11.4 13. 3 15. 10 16. 6 19.5 21.7 22.4
23. 6 24. 3 26. 10 28. – 29.4 30. – 31. 1 32. - 33. 6 34. 3 35. 4 36. 5 37. 5 38. 6 39. 4 40. 5 41. 3
42. 7 43. – 44. - 45. 7 46. – 47. 5 48. – 49. 5

Reason:

6. Dustbins lacking, no good transportation 7. No power cuts in Panjim, Good roads, even inner roads better than national roads (in other States) 8. Roads not good, regular power cuts, poor water supply, no solar energy subsidised by law 9. Bad, taxes, regulations 10. Poor infrastructure 11. Potholes - Baga roads, Beach roads not well maintained. 22. Locals are upset that government has not provided the basic infrastructure at public places for tourists due to which tourists are complaining and have stopped coming 23. It was really bad before 2008 (roads) 24. Infrastructure work is haphazard 31. Poor planning, poor road conditions 32. – 34. Poor planning 35. Still developing 47. Very few malls and international companies 49. Very few malls and international companies

E Ecological significance

19. Type of journey:
19.1. How do tourists travel to the region?

1. International tourists by air, domestic mostly by railways and buses.
2. Taxi, bus, pilot-taxi.
3. Roadways, railways, airways.
4. By road-cars, buses, by rail by air.
5. Mostly by flight. Often by buses from nearby cities like Bombay/Bangalore/Mangalore. Trains are also available and well-used, but not sufficient to cater to the rush.
6. Flights, trains, buses.
7. Trains, Goa tourist buses from Mumbai, tour groups, flights.
8. Bus, train, flight (foreigners).
9. Indian train foreigner - flight, train.
10. Flights, trains, buses.
11. Mostly by flight.
12. Tourist taxis/scooters.
14. Road, air, rail.
20. Bus, train, flight, own vehicle.
21. Train, bus, air (in that order).
22. Private cars, long distance buses, trains, flights also bike riders.
23. Flight, by road- car, bus.
24. Flight, bus, rail.
26. Elite – flight, cheap tourist-road transportation.
27. Bike 2 wheelers and cars.
30. Airways, railways, roadways.
31. By rent bikes, cars.
32. Flight, trains, bus or personal car.
33. Car, bike.
34. Flights, buses trains.
35. Buses, planes, trains.
36. – 37. Flights, vehicles etc.
40. – 41. Flights ships.
42. Air road railways.
43. Airways, railways.
44. Car plane, bus.
45. Flight or train or car.
47. Taxi or rental bikes.
48. – 49. Taxi and rental bikes.

19.2. Is there any information regarding the ecological footprint of travel to and from the region?

1. The carbon footprint is high since majority travel to and from Goa is through railways.
2. No.
3. – 4. Air pollution is high due to vehicle fumes.
5. Don’t know the exact statistics, but it must be bad considering the waste generated by the beaches and improper methods of waste collection and disposal.
8. NA.
9. Display at the bus stand, not updated regularly.
10. Pollution at beach.
11. No.
12. No.
13. No.
14. Don’t know.
15. Unknown.
20. NA.
22. No.
24. No.
25. No.
26. Yes.
27. Tourists travel with backpack along the coastline.
32. – 33. No.
34. – 39. to.
40. – 41. No.
42. NA.
43. Display at the bus stand, not updated regularly.
44. Pollution at beach.
45. – 46. Yes.
47. Taxi or rental bikes.
48. – 49. Taxi and rental bikes.

20. Mobility on site

20.1. How do tourists travel within the region?

1. Most tourists rent vehicles (bikes and cars). Some use the public bus service. Taxi system is well developed but expensive.
2. Scooter, taxi, car, pilot-taxi, bus (bicycle @old Quarter hostel).
4. By hired cabs and scooters, by private cars, public buses, autos.
5. Mostly by over-priced taxis.
7. Bikes on rent.
8. Taxis.
10. Scooters, taxis.
11. Scooters, autos.
13. Air rail, road.
14. Road.
15. Bikes on hire.
19. Personal experience - public buses.
21. Taxis, hire cars.
23. Bikes on rent.
24. Self driven 2 wheelers, tourist taxis, tour buses.
25. Self owned vehicles.
26. Rent a 2/4 wheeler.
27. Bikes on hire.
30. Rent bike, taxi.
31. Sometimes walking, by
rent bikes cars etc. 32. Walking, rent a cab or bike 33. Cars, bikes, buses 34. Taxis, hired vehicles, own vehicles and walking
35. Taxis, hired vehicles, buses 36. Walking, buses, taxis etc. 37. Tourist vehicles and bikes
42. Taxi, hired bikes or cars 43. Walking rented bikes or cars 44. Car, bike walking bus 45. Walking or on a rental bike or car 46. Bus or rent a car 47. bikes 48. Bike and car

20.2. Is there statistical information regarding distribution?

21. Traffic infrastructure

21.1. How good is public transport in the region?

12. Weak 13. Mediocre 16. Not good 19. Connections are good and frequent, however the standards (comfort, cleanliness) are questionable and unsuitable for most foreign tourists
20. Poor-buses are slow, overcrowded and only run till 8pm 21. Bad 22. Not so good as far as frequency and comfort of ride 23. Pathetic 24. Poor 25. Not well developed from tourist point of view 26. Poor - only taxi available 27. Very good 28. Good, can reach destination on time 29. Moderate 30. Average 31. Average it is fine 32. Average 33. They are pretty good, they don’t charge much but the rickshaws charge a lot 34. It is very bad 35. Not properly planned 36.- 37. Average 38. Average 39. Very poor 40. Very poor 41. Average 42. The last bus service to many places is 8 or 9 pm forcing most tourists to travel by hired cars, bikes or taxis 43. – 44. Public transportation buses especially are quite reliable 45. Not upto the mark 46. Average 47. Very slow 48. Public transport is bad, at my place the last bus is at 8pm 49. Very slow

21.1.1. Accessibility of tourist attractions during the day

Appraisal (Scale from 1 to 10) 1 2 3 4 5 6 7 8 9 10

1. 6 2. 7 3. 8 4.9 5. 4 6.8 7.5 8.4 9.5 10.8 11.6 13.4 15.7 16.7 19.9 20.10 21.6 22.8
23.3 24.2 25.6 26.4 27.9 28.5 29.5 30.7 31.6 32.8 33.6 34.5 35.6 36.5 37.5 38.9 39.3 40.5 41.6 42.8 43.6 44.10 45.6 46. - 47.7 48.5 49.6
21.1.1. Accessibility of tourist attractions during fringe hours (early morning/evening etc.)

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<th>Appraisal (Scale from 1 to 10)</th>
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| 1.3 | 2.7 | 3.9 | 4.6 | 5.4 | 6.0 | 7.4 | 8.0 | 9.6 | 10.3 | 11.3 | 12.5 | 13.2 | 15.3 | 16.5 | 19.6 | 20.4 | 21.5 | 22.2 | 23.1 | 24.3 | 25.4 | 26.2 | 27.6 | 28.5 | 29.6 | 30.8 | 31.6 | 32.8 | 33.4 | 34.1 | 35.5 | 36.5 | 37.5 | 38.8 | 39.4 | 40.8 | 41.3 | 42.6 | 43.6 | 44.4 | 45.4 | 46.- | 47.5 | 48.6 | 49.4 |

21.2. Are there incentive systems for tourists for using public transport (park&ride, hotel accommodation including ticket for public transport, etc.)

<table>
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<tr>
<th>Yes</th>
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<td>33. No 34. No 35. No 36. No 37. No 38. No 39 to 49 All No</td>
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If yes, type and success of such incentives:

20. Tourists aren’t encouraged to use public transport

21.3. Technical information regarding public transport (offer, density, prices)?

1. Tickets of buses are cheap minimum Rs 5/- Rs 18 for 10km 2. NA 3.- 4. Poor offering and exorbitant prices 5. Very cheap but very poor services 8. Prices high in season compensate for low season 11. Main places lots of buses not bad 13.NA 19. Prices very good, offer sufficient, density good 20. Cheap and frequent to popular destinations buses old and overcrowded 21. Reasonable 22. Density is good but frequency, comfort of ride is bad. Also, public information through boards/brochures is not available.

24. Price reasonable but frequency and reach poor 26. No offers government buses plying too crowded 27. Prices are quite reasonable 28. Prices are high and it’s very fast 29. Prices are high and transport is fast 30. – 31. – 32. There is no offer for tourist till now 33. – 34. Very less 35. Very less 37. Expensive public transport 44. It’s quite reasonable but prices keep increasing every year 47. Very less 48. Very less 49. Very less
21.4. Modal system – public/private?

1. Private
2. –
3. –
4. Private
5. –
6. Private
7. –
8. –
9. Private
10. NA
11. 19. Don’t know
12. 20. Buses are private
13. 21. Public and private
14. 22. Private
15. 23. Mostly private
16. 24. Public buses, private tourist taxis, tour bus
17. 25. Public + private mixed
18. 26. Both
19. 27. Both
20. 30. –
21. Private model system, everyone travels to different places with their personal vehicles
22. Private
23. Private
24. Public is less
25. Public
26. Private
27. Private
28. to
29. Private
30. –
31. Private
32. Public
33. Public
34. Mixed
35. Both
36. Both
37. –
38. Private
39. –
40. Private
41. –
42. 43 private
43. 44. Public
44. is less, private
45. is more which is very expensive
46. Private

21.5. Where do you see the main opportunities for improvement in the transportation system?

1. More frequency of buses. Better quality of buses
2. 2. AC shuttle bus (Official tourist shuttle bus)
3. –
4. More frequent, newer and less polluting buses extending closer to beaches, heritage sites
5. More Government buses. Right now its predominantly private bus services which are poor and aimed at the local populace. Nothing really for tourists. A/C buses from the bus stand/airport to beaches would be a real bonus
6. Meter cabs, Autos, clean buses
7. More Auto stands, Online tickets for buses
8. More buses, metered taxi till later in the evening
9. 10-12pm
10. Yes can be improved, quality infrastructure comfort frequency
11. More Govt. buses, proper fares and timings
12. Cheaper autos, apps for autos E.g. Ola (Indian equivalent of Uber)
13. Budgetary allowances to be revised yearly
14. New buses
15. Faster buses
16. express buses that don’t stop as frequently, luxury buses/AC buses
17. Improving shuttle services in tourist centric areas
18. Proper road and rail transport will encourage all to use public transport and ease the road traffic
19. Taxi – eliminate the mafia, no monopoly. Introduce Uber/Ola/Ride sharing
20. Tour packages, all day tickets in local buses
21. Providing luxury/semi-luxury coaches from airport/train station; better connectivity from airport to resorts
22. Ola cab, metro system, private coaches
23. By increasing number of buses frequently, midnight bus services
24. Outside India
25. Outside India
26. Roadways -poor roads (working on infrastructure)
27. No
28. –
29. There should be bus timings with the route it follows with proper ticketing system
30. Regular buses, buses should implement the standing limit rule
31. Nowhere
32. Nowhere
33. No
34. Prices and availability of transport link public bus service
35. In the buses and rickshaws - they should be improved
36. Both
37. Roads should be maintained better, buses should be clean
38. More buses
39. Improve timings of the bus, better buses
40. Roads should be maintained, buses should be clean

22. Effects of transport (air and noise)

22.1. What are the effects of the traffic?

1. Traffic is very less, there is no noise pollution but significant air pollution
2. Noise pollution, longer waiting time
3. –
4. Air and noise pollution are increasing due to the poor quality of buses and the increasing ferry rides
5. Bad traffic movement results in horrible jams in the cities and also in the beaches. Beach areas have narrow roads totally insufficient to handle the growing traffic
6. Increase
of vehicles cause 60% bad pollution in cities, govt no pollution checks, big buses, pollution no one checks certificates. 7. N/A compared to Gurgaon

8. Baga - very high noise. In the South – Low. Air NA (sea breeze)

9. Negative - time, pollution, noise

10. Too much pollution, noise air pollution

11. Negligible compared to Gurgaon

13. Below permissible health limits

14. Terrible

15. In Goa air pollution (as compared to other tourist hot spots) is low, noise as well

20. Noisy and polluted buses need to be checked to reduce air pollution

21. Pollution, noise, accidents

22. Noise pollution, air pollution, travel time has increased, road accidents have increased, no parking place

23. Compared to rest of India, it is not so bad

24. Vehicle density and air pollution are both increasing.

26. Traffic jam during season time or tourist areas

27. Traffic jams and multiple accidents, high death rate due to rising traffic, rash driving, drunken driving cases not booked in police stations

28. Not able to reach destination on time

29. Noise, air, water pollution

30. Bad effect on people who are working in a firm (punctuality)

31. It’s very poor

32. It causes air and noise pollution

33. Bad traffic management because of which many accidents takes place

34. Causes lots of accidents and a single accident blocks the road a lot of time

35. Air pollution, noise pollution

36. Traffic jam, noise pollution, air pollution

37. Bad traffic management

38. Traffic isn’t much in Goa

23. Effects of tourism activities on the 'ecological balance/preservation' of World Heritage, according to the type of World Heritage (see also preservation of the World Heritage) (Indicators on resource consumption, biodiversity, use of space, etc. – see below)

23.1. What are the ecological effects of tourism on the World Heritage (protection and preservation)?

1. The resource consumption has increased tremendously. Unregulated proliferation of tourism activities has caused damage to the ecology in the form of pollution, littering, overcrowding and stress on biodiversity in the region E.g. The birds of Goa are affected, oil spills.

2. More trash, no trash cans. Sidewalks are non-existent. Sewage treatment plant (next to Pato) - bad smell.

3. Increasing air and noise pollution because of poor quality public transport, local cruise boats and ferries, increasing garbage will have negative effect on protection and preservation of World Heritage sites.

5. Not much

6. Vandalism, stolen museum items (not enough guards)

7. No negative effects, natural effect - rain, sun

8. Negative, garbage collection - not organised and not separated, water body, flash photography

9. Deterioration, tourists spoiling walls (graffiti) due to a lack of awareness
10. No 11. Graffiti, abusive language, spray painting (on the boundary wall) all have negative effects on tourists and dissuade them from coming to Goa. Unregulated traffic, tariffs, safety issues 19. Don’t know 20. Tourism, if done sustainably, can help create awareness for important heritage sites. Allocated funds and entry fees collected can be used for maintenance. 21. Deterioration due to pollution, misuse, graffiti, etc. 22. There is no master plan to take measures to protect world heritage sites. They have allowed the construction of new roads, new industrial plants close to world heritage sites. 23. Not aware 24. Damage to the environment. 26. Pollution, noise, air etc., plastic garbage, traffic, eve teasing. 28. World heritage has been destroyed by some tourists. 29. Destruction, written messages (graffiti) by tourists, hygiene, destroying structures. 30. – 31. The ecological effects of tourism on the world heritage is very bad in Goa. 32. – 33. – 34. There is no protection and proper preservation of world heritage site. 35. – 36. No protection of world heritage site. 37. Due to poor infrastructure, the ecological balance is getting destroyed. 42. Garbage, destruction of the World Heritage Site.

| Setting an agenda for the future |

24.1. What problems need to be solved in the next 5 to 10 years?

1. The key problems that need immediate regulation are activities in the vicinity of wildlife sanctuaries and a better planning and utilisation of available resources.
2. Maintenance work on old buildings, roads. Cleaner roads. Infrastructure – roads, proper illumination on the roads, public places and beaches. 4. Limiting licence of private transport and cruise boats, better protection and maintenance of heritage sites, more efficient garbage disposal to avoid air and sea pollution and health hazards, better infrastructure and limiting licence of substandard guest houses. 5. Cleaning of beach areas on a daily basis, more bus services from airport to city/beaches, more regular bus services from Panjim city to beaches, Strict policing around beach areas to ensure safety of tourists, especially late nights, Better monitoring of hotels for cleanliness. 6. Higher levels of tourism need to be regulated sustainably, people need to be sensitised towards garbage and waste disposal. The taxi meters need to be regulated (as tourists are currently being fleeced). Heritage protection - identify more heritage buildings, preserving them, give financial aid, stricter laws. 7. Earlier opening hours, safety (eve teasing), transportation. 8. Less Govt regulation, be more open minded timings of shacks till 11pm, more freedom in running tourism businesses. 9. More attractions, better amenities, infrastructure improvement. 10. Proper transport, proper tour guidance, control inflation in food and transport. 11. Conservation, graffiti, traffic lights, small lanes. 13. More publicity, regulations of tourism policy, symbiotic working relationship with private operators. 14. Better management and better awareness, the rest will fall in place. Don’t know 20. Creating awareness among the local community, proper allocation of funds towards protection.
and preservation, promotion by tourist agents to generate awareness, funds 21. Garbage disposal, better water and sewage connectivity
22. Restoration, proper measures to protect world heritage sites, making world heritage sites non motorable zones, no plastic zones. 23. Better infrastructure – roads, security for foreigners, incentive for small scale businesses 24. Transport problems, parking problems
25. How to promote sufficient resources during heavy tourist footfall in the season, personnel and transport resources, dealing with cost effectiveness within the hospitality industry in order to protect tourist interests 26. Infrastructure, traffic
27. More sustainable tourism policy strict law should be framed and implemented, services and rate of services should be fixed 28. ecological, culture 29. Cleanliness, infrastructure, security of historical places 30. – 31. There should be good roads to travel, there should public modal systems of transport in Goa 32. Providing washrooms in public places
33. road conditions 34. Public transport, roads and accessibility 35. Better infrastructure
36. Infrastructure, technology 37. The conditions of the roads, infrastructure, avoid pollution and garbage. 38. proper roads should be maintained 39. The tourism industry should work hand in hand with the Govt. Safety and roads should be maintained
40. Roads need to be maintained, safety and cleanliness should be strictly looked upon
41. Infrastructure, roads 42. Awareness of the existence of heritage site to the general public, tourism stakeholders’ development of infrastructure and standardization in transport or tourism product prices 43. Private tourism should work with govt tourism so there is a proper coordination
44. Transportation problems and accommodation for tourists 45. Roads
46. Beaches have to be clean, guides have to have good communication skills
47. Better roads and buildings 48. Better roads, cleanliness, better public transport
49. Better roads and buildings, same and fair taxes for locals and tourists

24.2. What forms of monitoring are suitable for keeping track of progress?

24. Self-monitoring by all stakeholders 25. Regular tourist satisfaction surveys, local tourist cooperation (Govt. body) to maintain the track of tourist records and footfalls, maybe reaching out to them to find out their experience during the stay 26. GPS, internet based techniques 27. Statistical (State and Central Govt.) appoint agency to look into this matter, local governing committees can be involved in it. 32. Feedback forms by hotels
33. surveys and questionnaire 34. -- 40. Govt. should appoint some officials to see that all changes are made 41. – 42. Establishing policies and ensuring they are followed 43.-
44. They should keep CCTV cameras where traffic lights are put up 45. Honesty
24.3. Which societal stakeholders are to be involved in solving problems

1. The local population, tourism industry stakeholders, civil organisations and environmental activists
2. Stakeholders from politics and business
3. Public-private stakeholders
4. Affected local population, Tourism industry, Environmentalists and Investors especially foreign investors
5. General public/hospitality providers/service providers/Govt agencies.
6. Govt., Private body funded by the govt., people with architecture and heritage preservation knowledge
7. Environmental activists, sociologists, impact studies, factors of change co-ordinating committee
8. Shack, hotel owners and shopkeeper committee come together and govt should listen to them and find/make solutions. Local business owners know how difficult it is.
9. PPP local businesses, local population assessment
10. Tourism people/professors/local panchayat
11. Well off locals
12. Can’t say
13. PPP private partnership
14. Citizen groups, NGOs
15. Local community, lovers of heritage; local, national and international stakeholders in tourism like taxi drivers, hotel owners, tour guides.
16. Ministers, local MLAs, private businessmen
17. Civil society, NGOs, tourism stakeholders
18. Govt., representative bodies of local hotel and resorts, local population involved in transport and hospitality services (e.g. pilots, drivers), representatives of auto associations
19. Govt. organisations and private people
20. State, local and centre
21. Tourism
22.–
23. Govt., locals
24. Government workers, locals, tourism industry workers
25. Residents, community and organisations
26. Government, Tourism Minister

Overall assessment by interviewer

General appraisal

With regards to the state of the regional tourism offering, it is believed that Goa has a multidimensional potential for tourism. Culture and heritage tourism in particular can be highlighted due to the colonial Portuguese culture, Christianity and churches. In addition to the rich culture and world class heritage buildings and churches, Goa also offers round the year sunny weather, endless beaches and typical cuisine. Indeed, Goa has been at the forefront of Indian tourism for many decades now. Their regional tourism offering consists of the long coastline of beaches coupled with the laid-back lifestyle of the people of Goa. That apart, there is the UNESCO Heritage Area of Old Goa which houses the St Francis Xavier’s Cathedral and attracts tourists of all religions and regions of the world. Goa is also known for heritage tourism, ecotourism, wildlife tourism, trekking, cultural tourism. Tourism is concentrated only on the beach areas(coastal). However, tourism in Goa also ends up destroying the historical places though it is contributing in Goa’s financial growth. To a certain extent tourists are also heavily
responsible for this. While the tourism industry is growing in Goa, it has different positive and negative impacts.

According to a large number of the participants in the survey, there do exist co-operations in the area of tourism with stakeholders of the World Heritage including cooperations in the form of wine festivals, Goan carnival and other events and Goan heritage homes. Other cooperations include those between the Government (Archaeological Survey of India) and UNESCO World Heritage Centre as well as for the renovation and maintenance of Heritage sites. With regards to the quality of the co-operations, UNESCO is the nodal agency and must have the complete co-operation of the ASI in its endeavour to preserve these heritage sites. However, according to one respondent, this is not happening as of today and requires more attention. Others believe that the heritage sites are not looked after in some cases and that there is a lack of promotion of world heritage. Some participants claim that the heritage cooperation is only for a short/limited period of time. The appraisal of the quality of the cooperations varies.

There are also disagreements as to whether or not co-operations exist between the tourism industry and government/civil society organisations to promote sustainable tourism offerings with nearly half agreeing and the rest disagreeing. Those that agree cite the examples of cooperations of Goan heritage homes with the government, auction of Shacks on beaches that allows more players to enter the game instead of concentrating the offering amongst a few, the Clean India/ Swachh Bharat campaign started by the Indian Prime Minister Narendra Modi, the Athithi Devo Bhava friendliness campaign by Bollywood actor Aamir Khan, meetings between Govt. organizations and private stakeholders, cooperation between the corporate industry and Government, cooperation between TTAG (Tour and Travel Association of Goa) and the Government as well as cooperation between tourism and the Government related to funds. However, it is also criticized that not many offerings in collaboration with civil society organization. Appraisal of the co-operations vary greatly.
Co-operations have also already led to concrete products, according to many participants. These include products of cultural and economic significance (e.g. boost to local liquor industry (Feni), protection of Goan churches and forts), guided tours of the churches, heritage sites, beach shacks, advertisements, the restoration of the Reis Margos Fort, the Panjim waterfront as well as high end offerings including marinas, hot air balloons, yacht, helicopter. However, one participant criticizes that products of small and medium stake holders – water sports, trekking, cultural activities – do not receive sufficient promotion.

When asked what socio-cultural changes due to the influence of tourists have been observed over the last few years, the responses were mixed with both positive and negative points being mentioned. Demographic changes include presence of a large floating population. There have been a lot of migrants from neighbouring states of Karnataka and Maharashtra who now live in Goa for the employment tourism provides and culturally, an attitude of liberalism and progressive outlook has taken root. Positive aspects mentioned included new start up scene, new companies and small businesses are moving to Goa, more restaurants, bars, clubs and places to go to, locals becoming more friendly, open and sociable (liberal attitudes), more locals speaking English and becoming aware of different nationalities, inter religious and intercommunal harmony, good roads, good eateries and restaurants (e.g. including international chains such as KFC and McDonalds) and exposure to national and international ideas. Interaction with tourists has broadened the understanding of their country, culture, tradition language and food among the locals.

**Highlights-specific information**

With regards to training and continuing education in tourism, educational opportunities in tourism in the region include tourism/ hotel management colleges, vocational schools for tourism as well as tourism education at the University level. There are also opportunities for continuing education in tourism in the region. Regarding heritage, specific education for people in tourism is limited to a tour guide course by the Central and State Govt. Appraisal of the
quality of the tourism educational offers is generally not that high. There is no specific training in the area of sustainable tourism.

Although some respondents agreed on the existence of a regional guideline (Vision/Leitbild) for a sustainable tourism policy in Goa as well as laws in force for a sustainable tourism policy, they were unable to provide details. The laws were mostly at a national level with some respondents claiming that there were also laws at a local/ regional level. Most agreed that only some of the guidelines were legally enforceable with others not being binding. Some respondents felt that the guidelines were not very well implemented and not everyone follows them as result. Some guidelines can even be bought (through bribery). The guidelines have been implemented by regional institutions and tourism ministry as well as by Mrs Jayanthi Narayan (Environment Minister). However, they can be vastly improved as enforcement is not stringent and punishment is rare.

With regards to the structure of providers in terms of ownership (regional, national, international, family-owned/chains), the majority of accommodation providers are family owned chains and are regional. Very few are national or international. There are many local homestays. The large hotels, however, are mostly owned by Non-Goans or corporates, probably with some international Chain Tie-Ups. Small and Medium Hotels are owned by some locals too. There are also a number of family owned, 3 star regional hotels.

Tourists usually travel to the region by road (cars/buses), by rail or by air. International tourists as well as rich tourists from Mumbai and Delhi usually travel by air while (poorer) domestic mostly by railways and buses. Within the region, most tourists prefer to rent vehicles (bikes and cars). Some use the public bus service. The taxi system is well developed but very expensive.

Good practice

Biggest problems
Most people were unaware of tourism enterprises with environmental labels operating in Goa. There are few operating under this label but most deal with scuba diving and coral reef ecology, trekking and wildlife sanctuary. However, the quality is deemed to be poor and demand for these services is claimed to be low. Other examples include the Clean India/Swachh Bharat Campaign. A mixed number of participants were aware of other forms of self-commitment for tourist enterprises that included Garbage collection/ segregation, environment policies, CFL bulbs, sewage treatment plants, rain water harvesting, conserving energy, water conservation in hotels, recycling of towels etc. At the informal level, enterprises work to protect the environment, especially those that are close to the heritage site and derive their incomes from tourism. Government regulations exist but not all are implemented. Appraisal of the current situation with regard to eco-oriented (sustainability committed) tourist offerings is generally poor.

When asked how high the demand for tourism offerings relating to World Heritage was, most felt that demand is not that high in Goa since it is more popular for beach tourism. Goa has a lot of heritage sites and monuments and a visit to these is mostly part of guided tours which are in sufficient demand. However, the focus is not purely on World Heritage but a mixed offering of Goa including beaches, temples, markets etc. making trips to World Heritage sites more of an ancillary visit. Others felt that the demand is not as high as it could be since recently, tourism is more focussed on leisure and relaxation and the target market for offerings related to world heritage is limited. The demand that does exist can be differentiated into a) Religious tourism (e.g. churches) and b) Culture Tourism E.g. Museums etc. Many feel that tourists are more interested in sightseeing and are not really interested in finding out the history behind the sites but only want to enjoy the view. This is largely blamed on the fact that many tourists are not aware of places which are heritage sites and that they do not know what is World Heritage. World heritage sites are not promoted or even listed by the Tourism Department in Goa, leading to low interest/demand. It is agreed that the demand in Goa is greater from the foreign travellers than the local/Indian tourists. Demand comes largely from tour operators and
tourist offices. Other sources include Internet/booking portals, word of mouth, online sources – blogs, websites and social media, literature, maps and other media.

There is a greater need for popularising the Heritage of Goa and also rejuvenating the colonial architecture. Preservation of monuments is also required. Suggestions for improvement include greater advertisement of heritage sites, renovation and preservation of heritage monuments, cleanliness and improved hygiene (e.g. more dustbins), an Information centre, maps in English, signage, a sound and light show to capture history of territory before Portuguese, more facilities and amenities, better infrastructure, proper guides, more international publicity, tourism courses, a management/ master plan, customer services, cleanliness and sanitation around the heritage sites. More could also be done to make the shrine of St Francis Xavier popular and easily accessible, by e.g. introducing a regular shuttle bus service to and from Panjim City and more sign-boards giving publicity and direction to the shrine. Maintenance at the shrine areas leaves much to be desired and must be addressed seriously to conform with world standards. Charging entry fees for historical places will also help reduce the footfalls at the sites. Tourists should also be given correct information about the place by the guides/tourism department and government.

When asked to rate the ability of employees in the tourism sector to answer simple questions about World Heritage correctly, most respondents were highly critical. It was claimed that the employees lack knowledge of history and foreign languages (to be able to cater to the foreign tourists that visit Goa). Furthermore, the receptionists at the Tourism Department were uninformed and could speak no English.

When asked about the integration of World Heritage into the tourism strategy, most participants felt that it was not very strong. Although World Heritage bodies are committed to protection and maintenance of Heritage sites, they are not marketed enough with greater focus being placed on beach tourism and carnival tourism. Others felt that tourism and heritage were incompatible since tourism makes money but spoils the heritage and doesn't fit together with
heritage. Sustainable tourism could be a solution here. However, sustainable tourism requires a strong tourism policy and a tourism master plan, neither of which exist for Goa as yet (according to one participant). The appraisal of the current situation differs greatly but is largely negative.

When asked the identify weak points in the choice of accommodation (general standard of choices, structure, etc.), most mentioned the lack of budget accommodation e.g. hotels/ (youth) hostels/ guesthouses etc. One person felt that since the majority of tourists are backpackers, the quality of bed and breakfast places and other budget accommodation should be improved. Other weak points included lack of cleanliness and hygiene (clean toilets, clean linen, insect-free, clean drinking water), safety no proper infrastructure, no proper standards as well as pricing. However, as one participant mentioned, although they (the accommodation) do not offer much, they do offer very low prices. The quality of the accommodation situation overall was ranked quite highly.

However, there are a number of negative socio-cultural changes that tourism has brought with it. These include more traffic, infrastructure problems, higher taxi/transport charges, more scams (beach areas), more youth are taking to drug abuse and liquor intake, more families are selling ancestral homes to out-of-state investors and frittering away the proceeds on frivolous items such as bikes, lifestyle, etc., drag parties (in the North), dumping of waste on the beaches, high commercialisation of B&B, unregulated tariffs, low safety and hygiene, degradation of environment e.g. dumping of garbage, poor maintenance, pollution etc., too much drinking promoted (drink-and-drive culture), overcrowded beaches, rise in crime rate, rise in traffic hike in prices and high demand for alcohol and drugs. A major criticism is with regards to the dilution of Goan culture. Some claim that the locals are forgetting their culture for tourism, weakening the respect and interest for the local culture, tradition, language and food. The local language/dialect is also being neglected as it is not being used by the locals who prefer to converse in English or Hindi with the tourists as well as each other.
Unfortunately, public transport in the region is extremely poor. The public transport infrastructure is very poor. No frequency of buses. Bad state of buses. No other means of public transport exists. Buses are only available during the day. After dark, the autos and taxis take advantage and charge exorbitant prices. Autos very expensive compared to other cities in India such as Delhi, Mumbai, Gurgaon. Furthermore, public transport is not well developed from tourist point of view, forcing tourists to rely on expensive taxis and autos. Although the connections of the buses are good and frequent, however the standards (comfort, cleanliness) are questionable and unsuitable for most foreign tourists. Most buses are slow, overcrowded and only run till 8 pm. Although accessibility of tourist attractions during the day is relatively good, the last bus service to many places is at 8 or 9 pm, forcing most tourists to travel by hired cars, bikes or taxis if they want to visit tourist attractions during fringe hours (early morning/evening etc.). Furthermore, there are no incentive systems for tourists for using public transport (park&ride, hotel accommodation including ticket for public transport, etc.). Most of the public transport system is private.

When asked about the main opportunities for improvement in the transportation system, responses included more frequency of buses, better quality of buses (e.g. AC shuttle bus, official tourist shuttle buses, more frequent, newer and less polluting buses extending closer to beaches/heritage sites, providing luxury/semi-luxury coaches from airport/train station; better connectivity from airport to resorts.), more Government buses (since currently private bus services which are poor and aimed at the local populace dominate. Nothing really for tourists. A/C buses from the bus stand / airport to beaches would be a real bonus), meter cabs and autos (till later in the evening 10-12pm), cheaper autos, apps for autos e.g. Uber/ Ola (Indian equivalent of Uber), improved shuttle services in tourist centric areas, eliminating the monopoly of the Taxi mafia and introducing Uber/Ola/Ride sharing. Proper road and rail transport will encourage all to use public transport and ease traffic congestion as well as reduce air and noise pollution.
There are also numerous negative ecological side-effects of tourism on the World Heritage (protection and preservation). Resource consumption has increased tremendously thanks to tourism development and unregulated proliferation of tourism activities has caused damage to the ecology in the form of pollution, littering, overcrowding and stress on biodiversity in the region. Increased air/noise pollution because of poor quality public transport, local cruise boats and ferries as well as increased garbage all have a negative effect on protection and preservation of World Heritage sites. Man-made negative effects include vandalism, stolen museum items (not enough guards), deterioration, tourists spoiling walls (graffiti) due to a lack of awareness, abusive language being spray painted on walls of heritage sites all have negative effects on tourists and dissuade them from coming to Goa. Tourism, if done sustainably, can help create awareness for important heritage sites. Allocated funds and entry fees collected can be used for maintenance. However, unfortunately, Goa lacks a master/management plan to take measures to protect world heritage sites. As a result, the construction of new roads and new industrial plants close to world heritage sites have been allowed.

When asked which problems need to be solved in the next 5 to 10 years, responses included better infrastructure – roads, proper illumination on the roads, public places and beaches, better protection and maintenance of heritage sites, more efficient garbage disposal to avoid air and sea pollution and health hazards, cleaning of beach areas on a daily basis, more bus services from airport to city/beaches, more regular bus services from Panjim city to beaches, strict policing around beach areas to ensure safety of tourists. One respondent felt that higher levels of tourism need to be regulated sustainably and that people need to be sensitised towards garbage and waste disposal. Others cited transportation, less Govt regulation, more freedom in running tourism businesses, more attractions, better amenities, proper tour guidance, conservation and prevention of graffiti, regulation of tourism policy, symbiotic working relationship with private operators and the Government, greater awareness among the local community of the importance of World Heritage, proper allocation of funds towards protection and preservation, promotion by tourist agents to generate awareness and funds. This requires the framing and implementation of a more sustainable tourism policy.
Forms of monitoring suitable for keeping track of progress include licensing and inspections, online filing of compliance forms, more stringent air/water and health check of establishments, stringent check of licence of establishments, surprise checks from responsible government enforcers, public participation along with Government agencies, town and country planning and a periodic monitoring after assessment. Others call for an independent assessing authority as well as the involvement of local bodies, panchayats, municipal councils as well as self-monitoring by all stakeholders.

When asked which societal stakeholders should be involved in solving problems, respondent proposals included the local population, tourism industry stakeholders, civil organisations and environmental activists, stakeholders from politics and business, environmental activists, people with architecture and heritage preservation knowledge, sociologists, a shack/hotel owners/shopkeeper committee, professors, the local panchayat, citizen groups, NGOs, heritage lovers and resident communities.
## Administrative Information

### Type Of Interview

<table>
<thead>
<tr>
<th>Case study</th>
<th>Churches and Convents of Goa</th>
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</thead>
</table>

### Remarks

-Synthesised answers (Composed interview)

## Contact Information

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### World Heritage Site Management

#### Interviewer II

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- Phone: 08322223353

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Interviewee 4 close open
Interviewee 5 close open
Interviewee 6 close open
The objective of the study is defined as follows:

The study aims to make possible a comparative quality assessment of the interaction between World Heritage sites and tourism with regard to a sustainable regional development.

The primary focus will be on the possibilities of how tourism can be used to promote the long-term preservation and sustainable management of World Heritage sites.

An important aspect of the project is the implementation of a web-based management and monitoring tool. The purpose of this tool is to enable World Heritage sites to compare themselves with others (good practice guidelines) and to monitor the course of their own development in terms of tourism and conservation.

Confidentiality of data

World Nature Forum (WNF AG) including Case Study Leaders agree to treat all information, data and pictures which result from the insights during the case studies confidential among the members and partners of the project «Benchmarking World Heritage and Tourism». This means that WNF may use the data / information in the context of this feasibility study in order to test the chosen approach and to compare the collected data / information with data of other World Heritage sites that take part in the study. However, no data will be made available to the broad public.

Remarks

There will be different versions of the questionnaire suitable for printing (with space for handwritten notes) and for electronic data entry (with editable text-fields).

For further information please refer to the manual

Abbreviations

n.a. not applicable
etc. et cetera / and so on
PPP Purchase Power Parity
ICT Information and Communication Technology
CSL Case Study Leader

General Data - Info WH Site

Basic information on the World Heritage site

1 Name of the site: Churches and Convents of Goa
2 Year of inscription: 1986
3 Country of inscription: India
4 Number of World Heritage list: 234

5 Property in danger:

5.1 Is the World Heritage Site a site in danger (Unesco red list)?:
- yes ✓ no

5.2 If yes, What are the reasons for the red-list status: n.a.

6 Dimension of the World Heritage site

6.1 Perimeter 0.00 km²
6.2 Core zone 242.532.65 km² n.a
6.3 Buffer zone km² n.a

6.4 Remarks
The UNESCO World Heritage Site (WHS) of Old Goa is divided into 4 clusters. Therefore it is not possible to define a single perimeter for the entire WHS. The Core zone consists of 242532.65 square metres or 0.24253265 square kilometres. There are Buffer zones of 300 metres around each of the 4 clusters that are protected by the Archaeological Survey of India (ASI). Furthermore, there are Buffer zones of 200 metres around each of the 4 clusters beyond the ASI Buffer zones that are protected by the State Government (Town & Country Planning).

7 Classification

7.1 Tourism

7.1.1 Tourism intensity:
- high
- low

7.1.2 Location (landscape gradient):
- metropolis
- urban
- rural

7.2 Region

7.2.1 Localisation centre periphery (international)
- central
- semi-periphery
- periphery

7.2.2 Localisation centre periphery (national)
- central
- periphery

7.2.3 Type of landscape:
- coast
- mountain
- city
- desert/tundra
- forest
- arctic

7.3 World Heritage site type:
- n.a.
- natural
- cultural
- mixed

7.3.1 If natural heritage
- landscape
- monument

7.3.2 If cultural heritage
- ensemble
- line
- monument

7.3.3 If mixed
- landscape
- monument

7.4 Remarks:

8 Reason for World Heritage status (<<Outstanding Universal Value >> selection criteria)

8.1 Cultural Criteria

- i
- ii
- iii
- iv
- v
- vi

8.2 Natural Criteria

- i (= criteria vii since 2005)
- ii (= criteria viii since 2005)
- iii (= criteria ix since 2005)
- iv (= criteria x since 2005)

8.3 Short description of the World Heritage site:

The churches and convents of Goa, the former capital of the Portuguese Indies – particularly the Church of Bom Jesus, which contains the tomb of St Francis-Xavier – illustrate the evangelization of Asia. These monuments were influential in spreading forms of Manuoline, Mannerist and Baroque art in all the countries of Asia where missions were established.

Source: http://whc.unesco.org/en/list/234

8.4 OUV criteria (from http://whc.unesco.org > the List):

i. to represent a masterpiece of human creative genius;
ii. to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
iii. to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
iv. to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
v. to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
vi. to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of
The Committee considers that this criterion should preferably be used in conjunction with other criteria.

vii. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

viii. to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

ix. to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;

x. to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

General Data - Info country & region

Basic Information on the country and region where the World Heritage Site is located

9 Information on the country where the World Heritage Site is located

9.1 Resident Population: 1.34 Billion

9.1 Year: 2017

9.2 Human Development Index HDI (national)

9.2.1 HDI value: 0.624

9.2.2 HDI rank: 131

9.3 GDP (national)

9.3.1 Per capita (PPP): 186.150,00 USD

9.3.2 Absolute GDP: 226.352,00 USD

9.4 Environment Performance Index EPI (national):

9.4.1 EPI value: 31.23

9.4.2 EPI rank: 155

9.5 Ecological Footprint (national):

9.5.1 Ecol. Footprint: 7.1 %

9.6 Sources/Remarks:

After China and USA, India has the third largest ecological footprint in the world, according to a report released. China's share of ecological footprint, which is a measure humanity's demand on the planet, is a massive 19 %, followed by USA's 13.7 % and India at 7.1 %, The Living Planet Report 2014 said.

10 Information on the region where the World Heritage site is located

10.1 How do you define the world heritage region? (-> refer to manual for explanation) Please explain your definition (including criteria and boundaries):

The UNESCO World Heritage Site of the Churches and Convents of Goa is also known as the UNESCO World Heritage Site of Old Goa or simply Old Goa. However, this terminology is erroneous. Old Goa or Velha Goa (Velha which means 'old' in Portuguese) was originally a historical city in the north of Goa. Constructed by the Bijapur Sultanate in the 15th century, Old Goa was the capital of Portuguese India from the 16th century until its abandonment in the 18th century due to a plague. Once a prosperous city that was referred to as Golden Goa or Goa Dourade, little remains of the majestic buildings that once dotted the landscape. Today, some of these monuments form the UNESCO World Heritage Site. However, as mentioned before, only 4 clusters of monuments are designated as the UNESCO World Heritage Site. Old Goa is approximately 10 kilometres east of the state capital Panaji. The size of Old Goa is 4 km2 (2 sq mi) according to Wikipedia but 6552037 sq metres or 6.552037 square kilometres as per the boundaries determined by the Town and Country Planning Department of the Government of Goa.

10.2 Size of the defined region: 6.552.037,00 km²

10.3 Population of the defined region (inhabitants):

10.3 Year: 2017

10.4 How large is the regional GDP in comparison to the national GDP?

much higher higher equal lower much lower don't know

10.5 Sources/Remarks:

Goa is one of the fastest growing states in the country. The state's Gross State Domestic Product (GSDP) growth rate was at about 11.39 per cent between 2004-05 and 2015-16. The state's per capita Net State Domestic Product (NSDP) was US$ 4,765.7, one of the highest in India, in 2015-16. Goa's economic growth is driven by the strong performance of industrial sectors such as mining, tourism and pharmaceuticals.

Source: https://www.ibef.org/states/goa.aspx

11 Regional economy
11.1 Please check the economic branches represented within the region and indicate the degree of importance (++ = very important / -- = not at all important / n.a. = inexistent)

1) tourism  
2) service industry (services sector, non-productive industries)  
3) agricultural economy (rural economy)  
4) extractive industry (raw material production)  
5) productive industry (manufacturing industry)  
6) high-tech industry (ICT, electronics industry)  
7) others:

11.2 Please shortly characterize the most dominant economic sectors of the region:

Key Industries:
Tourism, food processing, IT & ITeS, mining, biotechnology, pharmaceuticals and fishing

Goa's economic growth is driven by the strong performance of industrial sectors such as mining, tourism and pharmaceuticals.

Goa has a well-developed social, physical and industrial infrastructure and virtual connectivity. It also has significant port infrastructure.

The state has an established base for the pharmaceuticals industry and an emerging destination for knowledge-based industries such as biotechnology and IT.

According to the Department of Industrial Policy & Promotion (DIPP), FDI inflows into the state of Goa, during April 2000 to March 2001.

11.3 Please shortly characterize the importance of tourism for regional economy:

Tourism is one of the key sectors of the regional Goan economy and Goa's primary industry: it gets 12% of foreign tourist arrivals in India and the services sector, which includes hotels and restaurants, plays a key role in driving Goa's economic growth, contributing 46.67% of the state's GSDP (Gross State Domestic Product).


Remarks:
The fact that the services sector, including the hotels and restaurants, contributes nearly 50% of the state's GDP shows the important role that tourism plays in the Goan economy.

12 Characterization of the region

12.1 Please shortly characterize the region focusing on the development challenges and opportunities:

Goa's economy indicated a sharp slowdown in 2016-17 compared to the national average according to data by the state Economic Survey for 2016-17 showed. According to the advanced estimates for Goa, the growth rate for the year ending March 31 is projected at 5.5%, without taking into account subsidies and taxes, down from 8.4% in 2015-16. Industry watchers and government analysts, however, believe that after the mining slowdown, Goa was on the recovery path and would continue to grow in the 6-8.5% range. In comparison, the overall Indian economy is expected to grow at 7.1% in the financial year ending March 31.

"The growth figures of gross state domestic product (GSDP) at constant prices, which is at 5.5%, is excluding taxes and subsidies. There is likelihood of this growth being revised in subsequent revisions that will be carried out. The final estimates will be released after joint discussions with the central statistics office," directorate of planning, statistics and evaluation joint secretary Durga Prasad said.

The Economic Survey report for 2016-17 pegs the GSDP at constant prices for 2015-16 at 8.41%, which is lower than the 9.64% achieved by the state in 2014-15. According to the state's analysts, the services sector including tourism and financial services contributed the most to the state's growth in 2015-16. Data for 2016-17 was

Remarks:

13 General Data - Info Tourism

Basic information on tourism within the World Heritage region

13.1 On a national level  
13.2 In the World Heritage region  

<table>
<thead>
<tr>
<th>Year</th>
<th>Data Type:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>measured</td>
</tr>
<tr>
<td>2016</td>
<td>estimated</td>
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</table>

don't know
India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, according to a new report of the World Travel and Tourism Council (WTTC). According to the data, the travel and tourism sector generated Rs 14.1 trillion (USD208.9 billion) in 2016, which is world's 7th largest in terms of absolute size and equivalent to 9.6% of India's GDP. The sector also created 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment generated, accounting for 9.3% of India's total employment.

India's Travel and Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016. A further 6.7% growth is forecast for 2017.

India's figures are predominantly generated by domestic travel, which accounts for 88% of the sector's contribution to GDP in 2016. The income generated by foreign

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### 14 National tourism intensity

<table>
<thead>
<tr>
<th>Year</th>
<th>Data Type</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>measured</td>
</tr>
</tbody>
</table>

| 14.1 Tourist arrivals per year: | 8.03 million |
| 14.2 Total No. of overnight stays per year: |
| 14.3 Total No. of inhabitants in country: | 1.31 billion |
| 14.4 Total No. of (tourism) beds: |
| 14.5 Ratio overnight stays per inhabitant: |
| 14.6 Ratio bed per inhabitant: |
| 14.7 Ratio of arrivals per inhabitant: |

### 14.8 Sources / Remarks:

India is unable to supply data to the UNWTO on overnight stays in hotels and similar establishments or overnight stays in all types of accommodation establishments (Source: [http://statistics.unwto.org/sites/all/files/pdf/india_domestic.pdf](http://statistics.unwto.org/sites/all/files/pdf/india_domestic.pdf))

The number of Foreign Tourist Arrivals (FTAs) in India during 2015 increased to 8.03 million as compared to 7.68 million in 2014. The growth rate in FTAs during 2015 over 2014 was 4.5% as compared to 10.2% during 2014 over 2013. The growth of 10.2% in 2014 for India was better than the growth rate of 4.4% for the International Tourist Arrivals around the world in 2015.

### 15 Regional tourism intensity

<table>
<thead>
<tr>
<th>Year</th>
<th>Data Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>measured</td>
</tr>
</tbody>
</table>

| 15.1 Tourist arrivals per year: | 6.330.744 |
| 15.2 Total No. of overnight stays per year: |
| 15.3 Total No. of inhabitants in region: | 1.458.545 |
| 15.4 Total No. of (tourism) beds: | 56.595 |
| 15.5 Ratio overnight stays per inhabitant: | 23.5 |
| 15.6 Ratio bed per inhabitant: | 0.039 |
| 15.7 Ratio of arrivals per inhabitant: | 4.34 |

### 15.8 Sources / Remarks:

Sources: [http://goatourism.gov.in/statistics/](http://goatourism.gov.in/statistics/)

### 16 Average tourist expenditure per day

<table>
<thead>
<tr>
<th>Year</th>
<th>Data Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>measured</td>
</tr>
</tbody>
</table>

| 16.1 On a national level: | 0.00 USD |
| 16.2 On a regional level: | 31.00 USD |

### 16.3 Sources / Remarks:

The answers of the interviewees to this question varied. However, most agreed that the average tourist expenditure per day in Goa was around 2000 INR (Indian rupees which is roughly the equivalent of 31 USD). This amount was attributed to the lower end tourists/backpackers. The answer for mid level tourists increased to 5000 INR (Indian rupees which is roughly the equivalent of 78 USD) and for high level tourists, the average tourist expenditure was estimated to be 10000 INR and above (Indian rupees which is roughly the equivalent of 155 USD and above). There is no official data provided by the Government.

### 17 Seasonal variation in tourism within region where the World Heritage site is located

#### 17.1 Are there seasonal variations in tourist arrivals?

- **Yes**
- **No**

#### 17.1.1 If yes, timing of peak season one:

- **November to January**

#### 17.1.2 If yes, timing of peak season two:

- **April to May**
17.1.2 Duration of peak season two: 0 weeks

n.a.

17.2 Sources / Remarks:
The interviewees were divided on this answer. While many felt that Goa was an all year round tourist destination, with there being a tourist influx throughout the year, others did highlight the two main peak seasons. In the opinion of the Case Study Leader, both viewpoints are correct. Unlike many destinations that have a clear peak season and off season, Goa does receive tourists throughout the year. Previously, the monsoon season (June/July to September/October) used to be considered as an off season as were the months immediately after the peak season (e.g. February or June). Today, one can find tourists in these seasons as well as other months throughout the year. However, most tourists visit Goa during peak season one (November to January) with the highest number of tourists coming for Christmas and especially New Year's. During peak season two (April to May) which is the period of the summer holidays for school children in India. The peak seasons can be seen both in terms of the lack of availability of rooms (with most hotels being fully booked) as well as steeply increasing prices.

18 Tourism offers in the region

18.1 Do tourism offers with labels exist?  
- yes
- no
- don't know

18.1.1 If yes, which labels (name and meaning)?  
n.a.

Remarks:
Although some interviewees mentioned the existence of labels, especially environmental labels, in the region, none were able to provide verifiable names or examples of such labels.

19 Tourist accommodation within the region [Discuss]

19.1 Please check the main types of accommodation available, and (if known or if data is available), enter the percentage of each available type of accommodation:

<table>
<thead>
<tr>
<th>Year</th>
<th>Data type:</th>
<th>measured</th>
<th>estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ hotels (4 to 5 stars, such as superior or luxury class):</td>
<td>2.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ hotels (2 to 3 stars, such as comfort or standard class):</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ hotels (0 to 1 stars, such as budget or economy class):</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ non-hotel accommodation (hostels, home stays, rental homes):</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ others:</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

19.2 Main types of accommodation providers (check those applying and enter the percentage):

<table>
<thead>
<tr>
<th>Year</th>
<th>Data type:</th>
<th>measured</th>
<th>estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ national hotel chains:</td>
<td>2.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ international hotel chains:</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ individual enterprises / smallholder:</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ others:</td>
<td>0.00%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ don’t know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2% represent both national and international hotel chains.

19.3 What are the weakest points regarding accommodation? (check those applying)
- insufficient number of facilities (hotels, hostels etc.)
- insufficient quality of accommodation
- insufficient infrastructure services (water, electricity, ICT)
- insufficient accessibility
- insufficient service quality
- non-availability of booking systems
- others
19.4 Sources / Remarks:

The interviewees mentioned a number of weak points regarding accommodation that needed improvement including the lack of cleanliness and hygiene, lack of good quality budget accommodation, poor quality of bed and breakfast options, no proper infrastructure, inadequate maintenance, drastic fluctuation in prices as well as the general standard of accommodation.

20 Classification of tourists within the region

20.1 Please check the main types of tourists that visit the region, and (if known or if data is available), indicate the percentage:

<table>
<thead>
<tr>
<th>Year</th>
<th>Data type:</th>
<th>cultural tourists:</th>
<th>nature / outdoor / sport tourists:</th>
<th>business tourists:</th>
<th>others</th>
<th>don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>measured</td>
<td>20.00%</td>
<td>70.00%</td>
<td>10.00%</td>
<td>0.00%</td>
<td></td>
</tr>
</tbody>
</table>

Nearly 70 to 80% of the tourists are sun and sand!

20.2 Main forms of tourism (check those applying and enter the percentage):

<table>
<thead>
<tr>
<th>Year</th>
<th>Data type:</th>
<th>individual tourists:</th>
<th>organised tour groups:</th>
<th>others</th>
<th>don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>measured</td>
<td>40.00%</td>
<td>60.00%</td>
<td>0.00%</td>
<td></td>
</tr>
</tbody>
</table>

20.3 Information on tourists’ stay:

20.3.1 Type of stay (check those applying and enter the percentage):

- share of day visitors: 0.00%
- share of short term stays (1-3 days): 0.00%
- share of medium term stays (3-7 days): 0.00%
- share of long term stays (> 7 days): 0.00%
- don't know

Average duration of stay: (overnight stays) Domestic Tourists: 5 days, In

20.4 Tourist provenance (check those applying and enter the percentage):

<table>
<thead>
<tr>
<th>Year</th>
<th>Data type:</th>
<th>international (intercontinental):</th>
<th>international (same continent):</th>
<th>national:</th>
<th>don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>measured</td>
<td>11.00%</td>
<td>0.00%</td>
<td>89.0%</td>
<td></td>
</tr>
</tbody>
</table>

20.5 Sources / Remarks:

Source: http://goa_tourism.gov.in/statistics/225

21 Socio-cultural significance of tourism in the region

21.1 For how long is tourism in the region a (substantial) economic factor?

- less than 10 years
- about 10 years
- about 20 years
- about 40 years
- about 50 years
- more than 50 years
- about a century
- don't know
21.2 Is the tourism infrastructure predominantly situated in peripheral areas or is it integrated in the urban settlement?
- in rural / peripheral areas
- integrated in urban settlement / villages
- both

21.3 Does the local population use tourism infrastructure in general?
- yes, a lot (daily)
- pretty much (often)
- only little (seldom)
- not at all

21.4 Has the World Heritage denomination lead to an improvement of the local infrastructure (accessibility, electricity, water, sanitation, etc.)?
- yes
- no
- don't know

21.5 Does the local population use the World Heritage site infrastructure?
- yes, a lot (daily)
- pretty much (often)
- only little (seldom)
- not at all

21.6 Are there different prices for locals and tourists?
- yes
- no
- don't know

21.7 Are there adequate educational offerings in tourism sector in the World Heritage region?
- yes
- no
- don't know

21.7.1 Please explain:

With regards to training and continuing education in tourism, educational opportunities in tourism in the region include tourism/hotel management colleges, vocational schools for tourism as well as tourism education at the University level. There are also opportunities for continuing education in tourism in the region. Regarding heritage, specific education for people in tourism is limited to a tour guide course by the Central and State Govt. Appraisal of the quality of the tourism educational offers is generally not that high. There is no specific training in the area of sustainable tourism.

21.8 Are there adequate educational offerings in tourism sector in the country?
- yes
- no
- don't know

21.8.1 Please explain:

With regards to training and continuing education in tourism, educational opportunities in tourism in the country include tourism/hotel management colleges, vocational schools for tourism as well as tourism education at the University level. There are many opportunities, both private as well as Governmental, for students wishing to pursue either hotel or tourism management.

21.9 Is the qualification of staff in tourism sector (in the World Heritage region) sufficient?
- yes
- no
- don't know

21.9.1 If no, please explain:

Despite the numerous opportunities for education in the tourism sector, the qualification of staff in the tourism sector in the World Heritage region was not deemed to be sufficient. When asked to rate the ability of employees in the tourism sector to answer simple questions about World Heritage correctly, most respondents were highly critical. It was claimed that the employees lack knowledge of history and foreign languages (to be able to cater to the foreign tourists that visit Goa). Furthermore, (many of) the receptionists at the Tourism Department were uninformed and could speak no English.

21.10 Sources / Remarks:

Evaluation - WH Condition

Questions 1-21 are covered in the previous part of the questionnaire, researched and answered by the CSL.

Condition of the World Heritage site

22 Condition of the World Heritage site

22.1 State of cultural heritage (++ very well preserved; -- very badly preserved): n.a.

22.1.1 Maintenance and preservation of buildings / architecture: ++  +  -  --
22.1.2 Please explain:

By and large, the interviewees feel that the monuments and buildings themselves are well preserved. The Deputy Superintendant Archaeologist of the Archaeological Survey of India, Mr N Taher claims that all the seven monuments are maintained and preserved throughout the year and necessary conservation work is carried out. The interviewees also felt that as such, there is no structural disintegration of the monuments. However, there is a threat from deforestation and uncontrolled real estate development near and beyond the borders of the WHS which may result in some damage to the site itself in the coming decade.

22.2 State of natural heritage (++ very healthy state; – at a high risk): n.a.

22.2.1 Biodiversity, state of ecosystems, aesthetics of landscape, etc.: ++ + + + –

22.2.2 Please explain:

The Horticulture Branch of the Archaeological Survey of India (ASI) is located at Old Goa and responsible for maintaining the lawns and landscaping of the Churches and Convents to enhance its ambience. The aesthetics of landscape can be seen in the well kept and manicured lawns and flower displays in front of the Se Cathedral at the WHS of Old Goa.

22.3 Is the state of the World Heritage site regularly monitored?

- yes  - no  - n.a.

22.3.1 If yes, are the results of the monitoring recorded (written report)?

- yes  - no  - n.a.

22.3.2 If yes, are measures taken in response to the monitoring results?

- yes  - no  - n.a.

22.3.3 Please briefly summarize the monitoring approach / the monitoring system: n.a.

The responsibility for the monitoring of the monuments of the WHS of Old Goa lies with the Archaeological Survey of India (ASI). Established in 1861 is an attached office under the Ministry of Culture dedicated to the protection, preservation and conservation of the national monuments, it is a multidisciplinary organization including explorative, excavation, horticulture and conservation.

The Archaeological Survey of India took over the archaeological monuments of national importance at Goa from 1968 onwards. The office of the Conservation Assistant was formed under the control of Aurangabad Circle in the year 1964. There are 21 monuments under Goa Circle where preservation and conservation works are being carried out. In 1984, the Mini Circle, Goa was created headed by a Dy. Superintending Archaeologist. In December 2005 the Mini Circle, Goa was upgraded into a full-fledged Goa Circle with the Superintending Archaeologist heading the office.

The ASI is also responsible for the submission of Periodic Reporting, the last of which was submitted in 2003. How many of the measures mentioned/recommended have been implemented in response to the monitoring results of the Periodic Reporting is unclear.

Remarks:


23 Status of protection

23.1 Is the World Heritage site (or parts of it) protected by national laws or restrictions (national park, nature reserve, inventory of protected buildings etc.)?

- yes  - no

23.1.1 If yes, which, and since when: n.a.

The Site and its Monuments are protected/preserved under the Central Government Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010 – as updated from the earlier 1958 Act. The government agency responsible for the site is as stated above, the ASI (since 1968). The UNESCO inscription came in 1978.

23.1.2 If yes, how high is the level of compliance with those laws / restrictions?

- very high  - high  - moderate  - low  - n.a.

23.2 Share of protected areas of total World Heritage perimeter % 100%  n.a.

23.2.1 Changes since introduction of the World Heritage status: n.a.
23.2.1 Data type: measured estimated

23.3 Share of protected buildings: 50 % of total No. buildings

23.3.1 Changes since introduction of World Heritage Label: n.a.

23.4 Does an inventory on protected assets exist? yes no

23.5 Please describe the most effective means of protection for the World Heritage site:

As mentioned above, the Site and its Monuments are protected/preserved under the Central Government Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010 – as updated from the earlier 1958 Act. The government agency responsible for the site is as stated above, the ASI (since 1968). However, although conservation efforts are ongoing by the ASI, there is the urgent need for the establishment of a written Management Plan that places stakeholder cooperation at its centre. The State Government and Archdiocese of Goa and Daman are the principal stakeholders, along with the ASI. Other stakeholders might include the local population, local and regional Non Governmental Organisations, conservation architects and heritage conservationists in addition to managers and experts from the tourism sector who will be able to provide a tourism master plan for the Site.

Remarks:

Evaluation (interview with experts) : WH General

World Heritage site management (general)

24 Motivations for World Heritage status application

24.1 Which were the most important motivations for the World Heritage status application?

- conservation
- marketing / tourism development
- regional development driver
- others

N/A

24.2 On whose initiative was the World Heritage status application filed in?

The nomination file of the “Churches and Convents of Goa” was submitted in October 1982 by the Government of India. However, there is no information on whose initiative the World Heritage status application was filed as well as the main motivations for the World Heritage status application.

Remarks:

25 Institutional embedding

25.1 Is the World Heritage site a state-independent institution?

- yes
- no

25.2 What is the institutional embedding of the World Heritage site?
The Site and its Monuments are protected/preserved under the Central Government Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act 2010 – as updated from the earlier 1958 Act. The government agency responsible for the site is as stated above, the ASI (since 1968). The site is under the Government of India (GOI) and is managed by the Archaeological Society of India (ASI) in consultation with the State Government and Archdiocese of Goa and Daman as principal stakeholders.

<table>
<thead>
<tr>
<th>Remarks:</th>
</tr>
</thead>
</table>

### 26 Management plan

<table>
<thead>
<tr>
<th>26.1 Does a management plan for the World Heritage site exist?</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.1 If there is no management plan, what is the basis to work from?</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
</tr>
</tbody>
</table>

Despite claims, none of the experts interviewed could provide concrete information on the existence of a management plan for the UNESCO World Heritage Site of Old Goa. Upgrading of infrastructure, services and facilities around monuments within the ASI site are done through negotiations with the State Government and Archdiocese of Goa and Daman as Stakeholders.

<table>
<thead>
<tr>
<th>26.1.2 If yes, since when does the management plan exist (year)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.3 How do you judge the quality of the management plan?</th>
</tr>
</thead>
<tbody>
<tr>
<td>very good</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.4 Please explain:</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.5 If yes, was the management plan built on a participatory basis?</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.6 If yes, which forms of participation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>26.1.7 If yes, who was involved in the development of the management plan? (check those applying)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n.a.</td>
</tr>
</tbody>
</table>
UNESCO
governmental institutions (national)
governmental institutions (regional)
governmental institutions (local)
tourism representatives
civil society representatives (NGOs, interest groups, associations etc.)
local population
other

26.1.8 If yes, is the implementation of the management plan monitored and controlled?

- yes
- no
- n.a.

26.1.9 If yes, please briefly describe how it is monitored and controlled: n.a.

26.1.10 If yes, how satisfied are you with the management plan implementation?

- very satisfied
- satisfied
- not so satisfied
- not at all satisfied
- n.a.

26.1.11 Please explain: n.a.

Remarks:

27 Public and political support

27.1 How high is the support by different groups? (++ = very high support / -- = no support at all)

1) governmental institutions

2) non-governmental stakeholders (economic interest groups)

3) non-governmental stakeholders (societal interest groups)

4) non-governmental stakeholders (environmental interest groups)

5) local population

6) others:

27.2 Are measures in place to increase public and political support?

- yes
- no

27.2.1 If yes, please briefly summarize the most important and successful measures: n.a.
28 Participation of non-governmental stakeholders

28.1 How high is the level of participation in general in relation to the World Heritage site?

- very high  - high  - moderate  - low

28.1.1 Please explain:

The only stakeholder that is able to participate is the Archdiocese of Goa and Daman. At present, the ASI works with it through a consultative process. However, the Procurator of the Archdiocese calls for an official agreement between GOI/ASI and the Archdiocese of Goa and Daman and claims that written and oral reminders to this effect have been sent to the ASI sporadically since 1968 but to no avail. Little participation takes place with the other (non-governmental) stakeholders and the ASI/Government of India (GOI). Although the Deputy Superintendent Archaeologist of the ASI claims that the State government of Goa has formed a conservation committee which monitors the new development/buildings in the restricted area of the monuments, the exact constitution of this conservation committee remains unclear.

28.2 Do participation processes with non-governmental stakeholders (formal / informal) take place?

- yes  - no

28.2.1 If yes, please describe these processes:  - n.a.

Currently, the Archdiocese of Goa and Daman are the only (non-governmental) stakeholders that take place in the participation process. However, this is only an informal arrangement with the State Government and the ASI and no formal arrangement/process for participation exists.

28.3 Where do non-governmental stakeholders participate? (check those applying)

- management plan development
- decision making
- conservation / renovation
- monitoring
- conflict resolution / consensus building
- others

28.4 Are different societal groups (gender, ethnicity, religion, etc.) equally involved?

- totally  - more or less  - rather not  - not at all

28.4.1 Please explain:

At the moment, the Catholic Church (Archdiocese of Goa and Daman) is the only group/organization that is involved.

28.5 Which tangible effects does the participation have (positive or negative)?
29 Involvement of governmental stakeholders

29.1 How high is the involvement of governmental institutions on World Heritage management processes?
- very high
- high
- moderate
- low
- n.a.

29.1.1 Please explain:

The Archaeological Survey of India (ASI) is the (national) governmental organization responsible for the management and conservation/upkeep of the World Heritage Site and the monuments therein. In addition, consultation also takes place with the State Government of Goa. As mentioned above, upgrading of infrastructure, services and facilities around monuments within the ASI site are done through negotiations with the State Government/Stakeholders.

29.2 Overall, how do you judge this involvement
- positive
- rather positive
- rather negative
- negative
- n.a.

29.2.1 Please explain:

Although the Archaeological Survey of India (ASI) and the State Government are involved in the World Heritage management process, the participation may be judged as rather negative as there is only an informal arrangement between the Archaeological Survey of India (ASI) and the State Government. A formal agreement, embedded in a clearly defined management plan, would help improve the participation and involvement between the Archaeological Survey of India (ASI) and the State Government.

29.3 Where are governmental institutions involved? (check those applying)
- management plan preparation
- decision making
- conservation / renovation
- monitoring
- budgeting
- staff selection
- consultation processes
- other

30 Threats to the World Heritage site

30.1 Check the threats to the World Heritage site and their degree (++ very large threat; -- very small threat)

1) settlement development / urban sprawl / speculation
   - ++
   - +
   - 0
   - --
   - n.a.

2) traffic
   - ++
   - +
   - 0
   - --
   - n.a.

3) environmental pollution
   - ++
   - +
   - 0
   - --
   - n.a.

4) decay
   - ++
   - +
   - 0
   - --
   - n.a.
5) lack of institutional support (abuse of laws, corruption) ++ + - - - n.a.
6) disputes / violent conflicts / wars ++ + - - - n.a.
7) natural disasters ++ + - - - n.a.
8) climate change ++ + - - - n.a.
9) vandalism,thieving ++ + - - - n.a.
10) illegal lumbering / poaching ++ + - - - n.a.
11) economic activities: industry ++ + - - - n.a.
12) economic activities: agriculture, fishing, forestry ++ + - - - n.a.
13) economic activities: tourism ++ + - - - n.a.
14) others: ++ + - - - n.a.

30.1 Remarks:
According to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the following problems/risks are perceived.
1. The national Highway No. 4A (built in 1971) bisects the World Heritage complex thereby destroying the integrity of the site.
2. Increased vehicular traffic resulting in higher atmospheric pollution and risk to visitors/tourists.
3. Recent location of Konkan Railway station about 7 kms from the World Heritage property may hasten the developmental activities in the surrounding areas thereby affecting the future site management plan.
4. Lack of proper parking places for vehicles and unauthorised mobile hawkers within the zone make the premises crowded and mars the ancient ambience of the World

30.2 Are corresponding counter actions taken?
☐ yes ☐ no

30.2.1 If yes, please list the most important strategies / protective measures: n.a.

According to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the factors that responsible for damaging the integrity of the property such as illegal constructions in the prohibited and regulated zones, mobile hawkers, irregular parking etc are tackled at the local head office level by the ASI with the help of state government authorities. Factors like capillary action, saline action, weathering etc are attended by periodical inspection and making contingent/ perspective plan for taking necessary conservation steps.

Source: http://whc.unesco.org/archive/periodicreporting/APA/cycle01/section2/234.pdf

30.3 Is there a hazard map or another formal way or recording hazards?
☐ yes ☐ no

Remarks:

31 Conflict management

31.1 Do conflicts with different stakeholders exist?
☐ yes ☐ no

31.1.1 If yes, with whom and about what do conflicts exist and how are they solved? n.a.

Conflicts do sometimes arise between the primary Stakeholders, especially the Archaeological Survey of India and the Archdiocese of Goa and Daman. There is no procedure for the settlement of dispute that is defined before disputes arise. As and when the dispute occur, the procedure to settle the dispute is decided ad hoc. In the case of more serious disputes such as the question of ownership between the ASI and the Archdiocese, the courts were involved. The expert from the Archdiocese claimed that at the moment consultation was taking place between the Stakeholders in an informal manner and calls for the ASI to recognize the Archdiocese of Goa and Daman as a major stakeholder (as the Owner of the religious monuments) through an agreement, which is not yet in place.

31.2 Is there an institutionalised procedure to mitigate conflicts?
☐ yes ☐ no
31.2.1 If yes, how does this procedure look like and who is involved?  

As mentioned above, the expert from the Archdiocese claimed that at the moment consultation was taking place between the Stakeholders in an informal manner and calls for the ASI to recognize the Archdiocese of Goa and Daman as a major stakeholder (as the Owner of the religious monuments) through an agreement, which is not yet in place.

Remarks:

What would really help the resolution of disputes would be the creation of a Management Plan with a clear definition of Stakeholder Responsibilities as well as conflict resolution between the major stakeholders.

32 Human resources

32.1 How are the qualifications of the World Heritage staff (employed and/or mandated by the management centre)?

1) management staff:  
- overqualified  
- adequate  
- underqualified  
- n.a.

2) protection staff / rangers:  
- overqualified  
- adequate  
- underqualified  
- n.a.

3) tourism staff:  
- overqualified  
- adequate  
- underqualified  
- n.a.

4) education staff:  
- overqualified  
- adequate  
- underqualified  
- n.a.

5) other staff:  
- overqualified  
- adequate  
- underqualified  
- n.a.

32.2 Total number of employees (full time equivalents, incl. external and/or mandated workforce):

32.2.1 Percentage of regional staff:

32.3 Are different societal groups (gender, ethnicity, religion) equally employed?  

- yes  
- no

32.3.1 Please explain:

N/A

32.4 Is the number of staff working in/for the World Heritage site adequate?  

- yes  
- no

32.4.1 Please explain:

According to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the administrative/management arrangements are as follows.

1. Dy. SA – Head of Office at local level.
2. Assistant Archaeologist - In charge of technical matter.
3. Sr. Conservation Assistant (one) / Conservation Assistant (two) - In charge of Engineering/maintenance
4. Foreman – Field executive staff

Remarks:

Only a Superintending Archaeologist and a Deputy Superintending Archaeologist are responsible for all the 7 Monuments at the World Heritage Site of Old Goa. Even though they are assisted by office staff, conservation of the WHS of Goa is a challenging task, especially considering the fact that the monuments are spread out over 4 clusters with non-protected areas in between. Furthermore, the Superintending Archaeologist of the Goa WHS also has the Additional Charge of the World Heritage Site of Hampi which is a highly challenging World Heritage Site. This makes it even more difficult to devote sufficient time and effort to the Goa WHS.

33 Funding of World Heritage site

33.1 Current funding in absolute numbers:  

- $15,941.00  
- USD

33.2 Funding by resources:
33.3 Utilisation of funds:

<table>
<thead>
<tr>
<th>Source of Funding</th>
<th>Utilisation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) governmental subsidies</td>
<td>100.00%</td>
</tr>
<tr>
<td>2) private (donations)</td>
<td>0.00%</td>
</tr>
<tr>
<td>3) private (sponsoring)</td>
<td>0.00%</td>
</tr>
<tr>
<td>4) tourist services (e.g. guided tours)</td>
<td>0.00%</td>
</tr>
<tr>
<td>5) merchandising</td>
<td>0.00%</td>
</tr>
<tr>
<td>6) admission fees</td>
<td>0.00%</td>
</tr>
<tr>
<td>7) research funds</td>
<td>0.00%</td>
</tr>
<tr>
<td>8) others</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

33.4 Trends in funding (estimated, in comparison to the situation five years ago)

- **strongly increasing (> 25% more funding)**
- **moderately increasing (5-25% more funding)**
- **roughly the same (+/-5%, more or less the same amount of funds)**
- **moderately decreasing (5-25% less funding)**
- **strongly decreasing (> 25% less funding)**

33.6 Is the funding of the World Heritage site sufficient (in relation to the tasks that you have to fulfil)?

- fully sufficient
- more or less sufficient
- rather insufficient
- highly insufficient

Remarks:
The Superintendent Archaeologist claimed repeatedly that the Archaeological Survey of India (Goa Circle) receives sufficient funding for conservation efforts at the World Heritage Site of Old Goa. If additional funds are required, a reason must be provided to the Central Government (who is responsible for 100% of the funding) but the amount is usually granted if sufficient reasoning is provided.

34 The way forward (in terms of World Heritage management)

34.1 List the three most important problems in terms of World Heritage management:

When asked about the problems that need to be solved in the next 5 to 10 years, Taher and Rodriguez highlight the damage that deforestation of the surrounding area may cause in the next 10 years. Rodriguez highlights the uncontrollled real estate development around the site as a threat and calls for green cover to be maintained while Taher suggests that the developments in the area be curtailed by not giving permissions for new building projects. Taher however believes that the structural disintegration of the monuments does not pose a threat in the coming decade. Dias highlights the ignorance of the importance of the WH as a major weakness/threat. In the coming decade, Vaz calls for the management plan by the NMA to be approved by the Government of India and incorporated in the even larger Development plan for the Se-Old Goa Panchayat. In addition, for the WHS monuments under ASI control, an agreement is needed between the ASI and the Archdiocese of Goa and Daman as the principal stakeholder in the area. Vaz also highlights the need for an MOU between the Government of India and UNESCO for greater technical support, transparency and dissemination research in Old Goa.

34.2 How are these problems tackled? (Please explain counter measures/solutions/strategies)

When asked about the forms of monitoring suitable for keeping track of progress, Dias suggests frequent seminars, workshops etc. that will help increase awareness of the importance of WH while Vaz believes that monitoring can be done by the NMA or ASI (Archaeological Survey of India) on the basis of a transparent Management Plan that involves the participation of both the Government of Goa and the Archdiocese of Goa and Daman.

When asked which societal stakeholders should be involved in solving the problem(s) at the WHS, Taher states that the village panchayats, State Govt. Departments and heritage lovers are already involved while Vaz believes that the Archdiocese of Goa and Daman, the local Se-Old Goa Gram Sabha/Panchayat and Heritage NGOs should be involved. Rodriguez calls for tourist guides to be imparted proper training by providing them with authentic information and that locals can be recruited/involved in this. She also feels that locals, the church and conservationists should be consulted in the decision-making and monitoring process. This makes Rodriguez the only expert to have replied to this question.
## Evaluation - WH Tourism

### World Heritage site management -> in terms of tourism

<table>
<thead>
<tr>
<th>35 Regional and national tourism policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.1 Does a regional tourism policy exist (in written form)?</td>
</tr>
<tr>
<td>yes</td>
</tr>
<tr>
<td>35.1.1 If yes, is the World Heritage site addressed in the tourism policy?</td>
</tr>
<tr>
<td>yes</td>
</tr>
<tr>
<td>35.1.2 If yes, how adequate is the World Heritage site addressed?</td>
</tr>
<tr>
<td>totally adequate</td>
</tr>
<tr>
<td>35.1.3 Please explain:</td>
</tr>
</tbody>
</table>

In the past, the World Heritage Site found little attention in the tourism policy of Goa. However, a new (proposed) draft tourism policy 2016 was prepared exclusively by an external consultant, KPMG Advisory Service Ltd, for the Department of Tourism based on the terms of the Request for Proposal dated 7 June 2013 issued by the Department of Tourism and the consultancy contract dated 2 June 2015. In this new, draft tourism policy 2016, the World Heritage Site has been addressed comprehensively, offering hope that heritage will now be given more importance in the new regional tourism policy.

Sources:  

| 35.1.4 If yes, please describe how it is addressed: | n.a. |

Heritage is addressed a total of 22 times in the draft tourism policy 2016. Firstly, the draft tourism policy suggests that Culture & Heritage be promoted with high intensity for international tourists and for medium density for domestic tourists. Currently, the draft tourism policy claims that Culture and Heritage are only promoted with low intensity for both international and domestic tourists. In particular, the draft policy suggests a high intensity focus for the British, German, French, American, Chinese, Japanese and Australian markets. The Russian and Indian/domestic markets should receive medium intensity focus, presumably based on the interest of tourists from those countries for heritage/culture.

With regards to repositioning Goa as a multi-product destination and the proposed evolution of Goa as a tourism destination, the draft tourism policy suggests that Goa evolve from a majorly Sun & Beach tourism destination and develop a multi-product destination where Culture & Heritage will play a major role in attracting international as well as domestic tourists. The draft policy suggests that a new marketing strategy with regards to Culture and Heritage be pursued in which innovative cultural offering, especially in the hinterlands, be developed by the tourism department.

| 35.1.5 If yes, what is the benefit of the policy in regard to the World Heritage site? | n.a. |

It is hoped that, with the extensive mention of the World Heritage Site in the draft tourism policy 2016, it will receive more attention and promotion by the state Tourism Department than in the past. In the past, the World Heritage site was largely neglected, apart from a cursory mention in some tourism brochures.

<table>
<thead>
<tr>
<th>35.2 Does a national tourism policy exist (in written form)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
</tr>
<tr>
<td>35.2.1 If yes, is the World Heritage site addressed in the tourism policy?</td>
</tr>
<tr>
<td>yes</td>
</tr>
<tr>
<td>35.2.2 If yes, how adequate is the World Heritage site addressed?</td>
</tr>
<tr>
<td>totally adequate</td>
</tr>
<tr>
<td>35.2.3 Please explain:</td>
</tr>
</tbody>
</table>

The last national tourism policy was written in 2002, over 15 years ago (I). Natural and cultural heritage are only mentioned in passing. The policy recommends developing and creating integrated circuits of tourism on the basis on heritage, culture and unique civilization in India in partnership with private sector, states and other agencies. However, few details are provided. There is also no mention of the many UNESCO World Heritage Sites that India has to offer, let alone specific mention of the World Heritage Site of Goa.
### 36 Frequentation of the World Heritage site

<table>
<thead>
<tr>
<th>36.1 In absolute numbers (arrivals per year):</th>
<th>Don't know</th>
<th>Year</th>
<th>Data type:</th>
<th>measured</th>
<th>estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.2 Was there a target value for the frequentation defined (e.g. the optimal number of visitors that balances touristic usage with the carrying capacity of the site)?</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36.3 Is the frequentation in relation to this target value or in relation to the carrying capacity of the site adequate?</td>
<td>yes</td>
<td>no</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36.3.1 Please explain:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36.4 Trend in arrivals per year (in the last five years)?</td>
<td>increasing</td>
<td>slightly increasing</td>
<td>slightly decreasing</td>
<td>decreasing</td>
<td>stable</td>
</tr>
<tr>
<td>36.4.1 Please explain:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Remarks:

There exists no specific data on tourist arrivals to the World Heritage Site since no entry fee is charged for visitors, making it impossible to exactly calculate the number of visitors that specifically visit the WHS.

### 37 Visitor management system / guidelines

| 37.1 Is a visitor management system in place / do guidelines exist? | yes | no |
| 37.1.1 If yes, please briefly describe the visitor management system: | n.a. |
| 37.1.2 Is the visitor management system adequate? | fully | more or less | rather not | not at all | n.a. |
| 37.1.3 Please explain: | n.a. |
Church officials are becoming increasingly concerned by the decreasing reverence at the heritage churches of Old Goa. Goa's historical churches are turning into tourist sites instead of places of devotion, with visitors vying to pose for selfies rather than praying. Despite being forced to issue a strict dress code, church officials view most tourists with sympathy "since they come from distant places."

Church officials also claim that it has become "extremely difficult to manage the crowds" due to a lack of volunteers and a failure by the government to provide adequate infrastructure. In Old Goa the crowds come as if they are going to some kind of open exhibition according to one parishioner.

These problems might be reduced or prevented altogether if a strong and effective visitor management was in place.

---

**Remarks:**


---

### 38 World Heritage site strategy in terms of tourism

#### 38.1 Is there a demand for tourist offers with relation to the World Heritage site?
- [ ] yes  
- [ ] no  
- [ ] n.a.

#### 38.1.1 If yes, how high is the demand?
- [ ] very high  
- [ ] high  
- [ ] low  
- [ ] very low  
- [ ] don't know  
- [ ] n.a.

#### 38.1.2 If yes, is the demand increasing / decreasing (during the last 5 years)?
- [ ] strongly increasing  
- [ ] increasing  
- [ ] decreasing  
- [ ] strongly decreasing  
- [ ] don't know  
- [ ] n.a.

#### 38.1.3 Please explain  
- [ ] n.a.

When asked how high the demand for tourism offerings relating to World Heritage was, most felt that demand is not that high in Goa since it is more popular for beach tourism. Goa has a lot of heritage sites and monuments and a visit to these is mostly part of guided tours which are in sufficient demand. However, the focus is not purely on World Heritage but a mixed offering of Goa including beaches, temples, markets etc. making trips to World Heritage sites more of an ancillary visit. Others felt that the demand is not as high as it could be since recently tourism is more focussed on leisure and relaxation and the target market for offerings related to world heritage is limited.

The demand that does exist can be differentiated into a) Religious tourism (e.g. churches) and b) Culture Tourism E.g. Museums etc. Many feel that tourists are more interested in sightseeing and are not really interested in finding out the history behind the sites but only want to enjoy the view. This is largely blamed on the fact that many tourists are not aware of places which are heritage sites and that they do not know what is World Heritage. World heritage sites are not promoted or even listed by the Tourism Department in Goa, leading to low interest/demand. It is agreed that the demand in Goa is greater from the foreign travellers than the local/Indian tourists. Demand comes largely from tour operators and tourist offices. Other sources include Internet/booking portals, word of mouth, online sources – blogs, websites and social media, literature, maps and other media.

---

#### 38.2 Does the World Heritage site have a strategy in terms of tourism?
- [ ] yes  
- [ ] no  
- [ ] n.a.

#### 38.2.1 If yes, is the tourism strategy demand oriented based on a survey?
- [ ] yes  
- [ ] no  
- [ ] n.a.

#### 38.2.2 If yes, what is addressed in this tourism strategy?  
- [ ] n.a.

#### 38.2.3 If yes, is the tourism strategy adequate?
- [ ] fully  
- [ ] more or less  
- [ ] rather not  
- [ ] not at all  
- [ ] n.a.

#### 38.2.4 Please explain:  
- [ ] n.a.

---

#### 38.3 Does the World Heritage management take influence on regional tourism policies?
- [ ] yes  
- [ ] no  

#### 38.3.1 If yes, please describe how:  
- [ ] n.a.
The Archaeological Survey of India (ASI), responsible for the World Heritage management, focuses mainly on the conservation of the World Heritage Site. Little is done to improve/influence the tourism to the Site.

39 Tourist offers of the World Heritage site

39.1 Does the World Heritage site have own offers in terms of tourism (alone or in cooperation with partners)?
- yes  - no

39.1.1 If yes, which offers and since when?  n.a.
- guided tours  (year)  n.a.
- nature observation (wildlife or plants)  (year)  n.a.
- cultural events  (year)  n.a.
- on site visitor information system  (year)  n.a.
- other:  (year)  n.a.

39.1.2 Please describe your offers:  n.a.

The World Heritage Site does not have any special offers in terms of tourism apart from the guided tours/tour guides at the Basilica of Bom Jesus. These local guides, some of whom are approved by the tourism department of Goa, are available.

Remarks:

40 Merchandising

40.1 Is the World Heritage label used for merchandising?
- yes  - no

40.1.1 How is the label used for merchandising? (please focus specifically on innovative and original offers)  n.a.

Remarks:
**Networking connections / Cooperation**

**41.1 Please list the three most important cooperation partners of the World Heritage site and describe the forms of cooperation:**

As mentioned in the Section: WH General, the World Heritage Site is managed by the Archaeological Survey of India. Important stakeholders/cooperation partners include the Catholic Church (Archdiocese of Goa and Daman) which is responsible for the churches/convents and conducts masses/prayers/religious activities at the Site. The State Government/local panchayat is another cooperation partner/stakeholder.

However, there does not exist a formal agreement/Management Plan that clearly names the cooperation partners or clearly describes their roles/responsibilities.

**41.2 Please check the network/cooperation partners and list the degree of networking (++ = very strong cooperation / -- = no cooperation at all):**

| 1) with political leaders / stakeholders | ++ | + | - | -- | n.a. |
| 2) with tourism sector | ++ | + | - | -- | n.a. |
| 3) with business sectors other than tourism | ++ | + | - | -- | n.a. |
| 4) with education & research sector | ++ | + | - | -- | n.a. |
| 5) with culture sector | ++ | + | - | -- | n.a. |
| 6) with other World Heritage sites (national and international) | ++ | + | - | -- | n.a. |
| 7) with public transport sector | ++ | + | - | -- | n.a. |
| 8) with civil society (NGOs, interest groups, associations) | ++ | + | - | -- | n.a. |
| 9) with UNESCO (World Heritage Convention) | ++ | + | - | -- | n.a. |
| 10) with others: | ++ | + | - | -- | n.a. |

**41.2 others:**

Remarks:

The tourist sector, although an important player due to the number of tourist groups/tour buses that visit the World Heritage Site, is not given a formal cooperation role. UNESCO, as guardian of the World Heritage Convention, is automatically a partner, although its role is limited to the periodic reporting that is required as part of the Convention. Cooperation with other World Heritage sites (national and international), if it takes place, does so only via UNESCO.

**Communication**

**42.1 Does a communication concept exist?**

- yes
- no

**42.1.1 If yes, is tourism addressed in this communication concept?**

- yes
- no
- n.a.

**42.1.2 If yes, please briefly describe what / who is addressed in the communication concept:**

**42.2 Communication activities (check those applying):**

- public events / entertainment sector
- specific logo (beyond UNESCO Logo)
- advertisements
- internet information portal
- regular media contacts and exposure
- others:

**42.2.1 Please describe your most successful communication activities:**

- n.a.
43 Education and awareness building

43.1 Does the World Heritage carry out activities to increase awareness building and education activities?  
- yes  
- no

43.1.1 If yes, which kind of awareness raising / educational activities?  
- sensitization of general population
- awareness building with tourists
- education in schools
- others:

43.1.2 Please describe your most successful awareness raising / educational activities:  
- n.a.

44 Balance between conservation and touristic use

44.1 Is the balance between conservation and touristic use a topic within the World Heritage site?  
- yes  
- no

44.1.1 If yes, how is it dealt with? What are the measures / strategies to balance conservation and use?  
- n.a.

The balance between conservation and touristic use is a topic within the World Heritage Site. As mentioned in a previous section, according to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the ASI are aware of the threats caused by touristic use of the World Heritage Site including:

1. Increased vehicular traffic resulting in higher atmospheric pollution and risk to visitors/tourists.
2. Lack of proper parking places for vehicles and unauthorised mobile hawkers within the zone make the premises crowded and mars the ancient ambience of the World Heritage property.
3. Tourists/pilgrims visiting the monument during the feast of St. Francis of Xavier stay within the premises of the monument and vandalise the entire area. Also the increasing numbers of visitors and especially pilgrims for various festivals and in particular during the Novena week at the year end (23rd November to 3rd December) are...
Little coordination/cooperation takes place between those responsible for the conservation of the World Heritage Site (Archaeological Survey of India) and the touristic sector. The presence of a clearly structured management plan with vision and goals as well as a clear description of the key players and their responsibilities would be helpful.

### 45 Contribution to sustainable tourism

#### 45.1 How much does the World Heritage site contribute to the promotion of sustainable tourism (++ yes, a lot, -- no, not at all):

1. Education & awareness raising on sustainability issues
   - ++
   - +
   - -
   - n.a.
2. Own sustainable tourism offers (labelled)
   - ++
   - +
   - -
   - n.a.
3. Cooperation with sustainable tour operators
   - ++
   - +
   - -
   - n.a.
4. Development of sustainability standards
   - ++
   - +
   - -
   - n.a.
5. Compliance with sustainability labels in own activities which labels?
   - ++
   - +
   - -
   - n.a.
6. Others:
   - ++
   - +
   - -
   - n.a.

#### 45.1.1 Please explain the World Heritage site's most important contributions towards sustainable tourism:

Remarks:

No information is available about the World Heritage Site's contributions towards sustainable tourism. The lack of regional guidelines (Vision/Leitbild) as well as laws promoting a sustainable tourism policy are a further hindernis.

### 46 General assessment of the impacts of tourism on the World Heritage site

#### 46.1 How large is the pressure on the World Heritage site caused by tourism?

- **very high**
- **high**
- **moderate**
- **low**

#### 46.2 Is this pressure regarded as a problem for the World Heritage site?

**46.2.1 Please explain:**

As mentioned in a previous section, according to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the following threats to tourism at the World Heritage Site are perceived:

1. Increased vehicular traffic resulting in higher atmospheric pollution and risk to visitors/tourists.
2. Lack of proper parking places for vehicles and unauthorised mobile hawkers within the zone make the premises crowded and mars the ancient ambience of the World Heritage property.
3. Tourists/pilgrims visiting the monument during the feast of St. Francis of Xavier stay within the premises of the monument and vandalise the entire area. Also the increasing numbers of visitors and especially pilgrims for various festivals and in particular during the Novena week at the year end (23rd November to 3rd December) are putting the site under tremendous pressure.

#### 46.3 Does tourism contribute to the conservation of the World Heritage site?

- **yes**
- **no**

**46.3.1 Please explain:**
When asked about the integration of World Heritage into the tourism strategy, most participants felt that it was not very strong. Although World Heritage bodies are committed to protection and maintenance of Heritage sites, they are not marketed enough with greater focus being placed on beach tourism and carnival tourism. Others felt that tourism and heritage were incompatible since tourism makes money but spoils the heritage and doesn't fit together with heritage.

46.4 How can tourism be used as a means to preserve and develop the World Heritage site?

46.4.1 Please describe how:

Sustainable tourism could be a solution here. However, sustainable tourism requires a strong tourism policy and a tourism master plan, neither of which exist for Goa as yet (according to one participant). The appraisal of the current situation differs greatly but is largely negative.

Remarks:

47 What are the three most important threats to tourism in the World Heritage site?

47.1 Please list the three most important threats to tourism in the World Heritage site:

As mentioned in a previous section, according to Section II of the Periodic Reporting Exercise on the Application of the World Heritage Convention by the Archaeological Survey of India (ASI), the following threats to tourism at the World Heritage Site are perceived:

1. Increased vehicular traffic resulting in higher atmospheric pollution and risk to visitors/tourists.
2. Lack of proper parking places for vehicles and unauthorised mobile hawkers within the zone make the premises crowded and mars the ancient ambience of the World Heritage property.
3. Tourists/pilgrims visiting the monument during the feast of St. Francis of Xavier stay within the premises of the monument and vandalise the entire area. Also, the increasing numbers of visitors and especially pilgrims for various festivals and in particular during the Novena week at the year end (23rd November to 3rd December) are putting the site under tremendous pressure.

47.2 How are these threats dealt with? (Please explain counter measures /solutions / strategies)

Remarks:

At the moment there are no visitor management strategies to manage the overexposure of the World Heritage Site to increasing number of tourists, especially during peak times such as festivals or the Exposition of the Body/Relics of St. Francis Xavier.

48 The way forward (in terms of World Heritage tourism)

48.1 List the three most important problems / challenges in terms of tourism in the World Heritage site:

When asked which problems need to be solved in the next 5 to 10 years, responses included better infrastructure – roads, proper illumination on the roads, public places and beaches, better protection and maintenance of heritage sites, more efficient garbage disposal to avoid air and sea pollution and health hazards, cleaning of beach areas on a daily basis, more bus services from airport to city/beaches, more regular bus services from Panjim city to beaches, strict policing around beach areas to ensure safety of tourists. One respondent felt that higher levels of tourism need to be regulated sustainably and that people need to be sensitised towards garbage and waste disposal. Others cited transportation, less Govt regulation, more freedom in running tourism businesses, more attractions, better amenities, proper tour guidance, conservation and prevention of graffiti, regulation of tourism policy, symbiotic working relationship with private operators and the Government, greater awareness among the local community of the importance of World Heritage, proper allocation of funds towards protection and preservation, promotion by tourist agents to generate awareness and funds. This requires the framing and implementation of a more sustainable tourism policy.

48.2 How are these problems addressed? (Please explain counter measures /solutions / strategies)
Forms of monitoring suitable for keeping track of progress include licensing and inspections, online filing of compliance forms, more stringent air/water and health check of establishments, stringent check of licence of establishments, surprise checks from responsible government enforcers, public participation along with Government agencies, town and country planning and a periodic monitoring after assessment. Others call for an independent assessing authority as well as the involvement of local bodies, panchayats, municipal councils as well as self-monitoring by all stakeholders.

When asked which societal stakeholders should be involved in solving problems, respondent proposals included the local population, tourism industry stakeholders, civil organisations and environmental activists, stakeholders from politics and business, environmental activists, people with architecture and heritage preservation knowledge, sociologists, a shack/hotel owners/shopkeeper committee, professors, the local panchayat, citizen groups, NGOs, heritage lovers and resident communities.

Remarks:

Evaluation - WH regional development

World Heritage site management -> in terms of regional development

49 Regional development plan and cultural mission statement

49.1 Does a regional development plan exist (in written form)?
- yes
- no
- don't know

49.2 Is the world heritage addressed in the regional development plan?
- yes
- no

49.2.1 If yes, how is the World Heritage addressed?
- totally adequate
- partially adequate
- weakly
- not at all
- n.a.

49.2.2 Please explain:  n.a.

There exists a draft regional development plan 2021 that will be superseded by the regional development plan 2030 according to newspaper reports. In the draft regional development plan 2021, some mentions are made of heritage, heritage homes, heritage precincts as well as the World Heritage Site of Old Goa.

Sources:

49.3 Check the three most important thematic areas that are addressed in this plan:
- tourism
- industrial / economic development
- public services
- infrastructure development
- education
- sustainability
- environmental protection
- culture
- other

49.4 Does a cultural development plan / cultural mission statement exist (on a regional level)?
- yes
- no
- don't know

49.5 Is the world heritage addressed in the cultural development plan?
- yes
- no

49.5.1 If yes, how is the World Heritage addressed?
- totally adequate
- partially adequate
- weakly
- not at all
- n.a.

49.5.2 Please explain:  n.a.
### Remarks:
All of the interviewees agree that no cultural development plan/ cultural mission statement exist. Unfortunately, this means that World Heritage is unable to be addressed, thus hindering its development in a planned manner.

### 50 Influence of the World Heritage site on regional development strategies

#### 50.1 Does the World Heritage management take influence on regional development policies / strategies?

<table>
<thead>
<tr>
<th></th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
</table>

#### 50.1.1 If yes, please describe how: n.a.

As mentioned earlier, the organisation responsible for World Heritage management (Archaeological Survey of India/ASI) does coordinate with the State Government/focal village panchayats with regards to the conservation of the World Heritage Site. However, as can be seen with the unbridled growth of construction on the periphery and buffer zones of the World Heritage, it seems that the World Heritage management seems to have little influence on regional development policies/strategies despite its best efforts.

### Remarks:
None of the interviewees were aware of the World Heritage being embedded in the regional development, esp. the sustainable regional development.

### 51 Contribution of <<World Heritage site tourism>> to regional development

#### 51.1 Does the World Heritage tourism contribute to: (++ yes, a lot, + no, not at all):

<table>
<thead>
<tr>
<th></th>
<th>++</th>
<th>+</th>
<th>-</th>
<th>--</th>
</tr>
</thead>
</table>

1) regional economic development (value added) n.a.
2) constitution of local livelihoods n.a.
3) infrastructure development n.a.
4) formation of networks n.a.
5) contribution to regional identity n.a.
6) spatial planning n.a.
7) culture n.a.
8) other: n.a.

#### 51.1.1 Please briefly describe the most important engagements: n.a.

As mentioned earlier, there are a number of shops/stalls near and at the World Heritage Site. These stalls selling souvenirs, refreshments, trinkets etc. are small businesses, run by the local population. Thus, the World Heritage does contribute to a certain extent to the regional economic development and constitution of local livelihoods by attracting tourists who spend their money at these stalls.

### Remarks:
Formation of networks is negligible while, as mentioned above, (to a certain extent illegal) infrastructure development takes place despite the best efforts of the World Heritage management. The extent that the World Heritage contributes to regional identity and culture is debatable, since the WHS of Churches and Convents of Goa does not represent the majority of the Goans (who are Hindu) but only a relatively small religious minority of ca. 30% who are Catholic/Christian. This is what makes the UNESCO WHS of Old Goa unique.
52 Measures of the World Heritage site management regarding regional development

52.1 Does the World Heritage site management engage in: (++ yes, a lot, -- no, not at all):

1) preservation of regional cultural heritage
   ++  +  -  --  n.a.

2) support / strengthening of public transport
   ++  +  -  --  n.a.

3) environmental protection
   ++  +  -  --  n.a.

4) other:
   ++  +  -  --  n.a.

52.1.1 Please briefly describe the most important engagements:

The Archaeological Survey of India (ASI) as the World Heritage site management is only responsible for the conservation of the monuments at the World Heritage Site. Thus, it can be said that the ASI, by protecting the tangible remains of the WHS does indirectly contribute to the preservation of regional cultural heritage. The ASI is partly responsible for environmental protection, especially in the areas (4 heritage clusters classified as World Heritage) under its control. It also makes an effort to prevent environmental degradation in the periphery and buffer zones of the World Heritage, however, often with little success since it has no legal standing in these areas.

Remarks:
A more active role in the preservation of the regional cultural heritage is outside the ambit of the ASI and hence not engaged in/pursued. It is also not part of the role of the ASI to support/strengthen public transport (a responsibility of the state Government).

53 Promotion and utilisation of (regional) products

53.1 Does the World Heritage site offer products to tourists?
   □ yes □ no

53.1.1 If yes, which products? □ n.a.
   ✔ foods
   ✔ handicrafts & arts
   ✔ clothes
   ✔ media on regional issues: books, maps, local music, CDs
   □ others

53.1.2 If yes, how much are these products based on local or regional traditions / how authentic are they?
   □ highly □ more or less □ not much □ not at all □ n.a.

53.1.3 Please explain: ✔ n.a.

53.2 Does the World Heritage site promote and support local or regional supply / value chains?
   □ yes □ no

53.2.1 If yes, which and how? □ n.a.
54 Assessment of the significance of World Heritage site for regional development

54.1 How do you assess the relevance of the World Heritage site for regional tourism?

- very high
- high
- moderate
- low

54.1.1 How do you justify this assessment? Please explain:

When asked how high the demand for tourism offerings relating to World Heritage was, most felt that demand is not that high in Goa since it is more popular for beach tourism. Goa has a lot of heritage sites and monuments and a visit to these is mostly part of guided tours which are in sufficient demand. However, the focus is not purely on World Heritage but a mixed offering of Goa including beaches, temples, markets etc. making trips to World Heritage sites more of an ancillary visit. Others felt that the demand is not as high as it could be since recently, tourism is more focussed on leisure and relaxation and the target market for offerings related to world heritage is limited. The demand that does exist can be differentiated into a) Religious tourism (e.g. churches) and b) Culture Tourism E.g. Museums etc. Many feel that tourists are more interested in sightseeing and are not really interested in finding out the history behind the sites but only want to enjoy the view. This is largely blamed on the fact that many tourists are not aware of places which are heritage sites and that they do not know what is World Heritage. World heritage sites are not promoted or even listed by the Tourism Department in Goa, leading to low interest/demand. It is agreed that the demand in Goa is greater from the foreign travellers than the local/Indian tourists.

54.2 Overall, how do you assess the impact of World Heritage site on regional development?

- very high
- high
- moderate
- low

54.2.1 Please explain:

As mentioned above, the organisation responsible for World Heritage management (Archaeological Survey of India/ASI) does coordinate with the State Government/local village panchayats with regards to the conservation of the World Heritage Site. However, as can be seen with the unbridled growth of construction on the periphery and buffer zones of the World Heritage, it seems that the World Heritage management seems to have little influence on regional development policies/strategies despite its best efforts.

55 The way forward (in terms of regional development)

55.1 List the three most important problems in terms of the World Heritage site and regional development:

- Even though all respondents agree to the existence of binding town and country planning/zoning, Gonsalves mentions that illegalities continue despite the law. Respondents also agree that the town and country planning is binding on the regional level with the development planning being binding for the regional level as well. When asked whether measures of town and country planning successfully ensure the protection and preservation of the World Heritage, the answers were mixed with Teli and Rodricks agreeing, Gomes agreeing to a certain extent while Gonsalves stating that it should although illegalities continue at the panchayat level. Nearly all respondents agree that there are laws on the protection of nature and cultural heritage in force.

- When asked whether/which economic sectors endanger the protection and preservation of the World Heritage, both Gonsalves and Rodricks answered in the positive, claiming that construction near WHS, over construction and cheap tourists indulging in disfiguring were the main causes.

55.2 How are these problems addressed? (Please explain counter measures/solutions/strategies)

When asked how progress can be monitored as well as suggestions for improvement/solutions to the abovementioned problems, Teli suggests monitoring violations using satellites and harsh punishments for those caught committing illegalities. Rodricks suggests involving public, social and religious groups while Gomes feels that a citizens’ committee might be another option. Gonsalves calls for an independent body of prominent citizens with a good track record in various fields such as accounting, auditing, marketing etc., believing this to be the best way forward. Professionals like advocates, retired court judges, Planners etc (Teli), citizen groups, town planners, pollution watchdogs (Rodricks) and residents of the area (Gomes) are some of the societal stakeholders that are suggested to be involved in the solution of the abovementioned problems while Gonsalves adds that NGOs with a special interest in Environment, Art, Culture, Music, Heritage and similar fields are the best bulwark against shoddy planning and corrupt government services.
Further Information - Existing Studies
(to be completed by Case Study Leader)

56 General Comments / Feedback of the Case Study Leader

56.1 General comments regarding this assessment:

The Composed Interview was conducted by myself as part of my PhD Dissertation under the Supervision of UNESCO Chair for Cultural Heritage and one of the researchers of the Benchmarking World Heritage and Tourism study, Prof Luger.

Although it was presumed by this researcher that the UNESCO WHS of Old Goa would not perform well in the Benchmarking study, the final results were indeed shocking and need to be reviewed closely/further in order to improve the performance of the WHS, especially with regards to Communication & Awareness as well as addressing the lack of a Management Plan.

What makes/makes the UNESCO WHS of Old Goa unique is the fact that the monuments at the World Heritage site represent not the culture of the (Hindu) majority of Goa but instead are a representation and reminder of Goa's dissonant colonial past. The locals that the Churches and Convents of Goa UNESCO WHS represents, form a significant minority (ca. 30% of the population) but a minority nevertheless, and the problems/challenges that the WHS face with regards to its poor performance need to be viewed/addressed in this light-background.

56.2 Difficulties / Problems:

A major scientific limitation was that the information for the first part of the questionnaire, in particular the relatively detailed information on tourism within the WH region, was extremely demanding and difficult to obtain. Often no or insufficient reliable tourism statistics were available at the regional or local level. WHS, especially in developing countries, are not only administratively poorly equipped but in many cases, do not have the necessary data on which an appropriate WH management in general and for tourism in particular can be built. Moreover, data from country to country are not directly comparable, but instead need to be viewed in their respective country and region-specific context (Clivaz et al., 2013).

56.3 What went well:

Despite the many challenges, this researcher was finally able to complete the study for the UNESCO WHS of Old Goa and obtain all the necessary/available information.

56.4 Recommendations:

As mentioned above, in hindsight, a shorter, less detailed questionnaire would have increased the number of interview participants as well as reduced their initial reluctance, making the task of conducting research much easier. Indeed, the main authors of the project concurred (Clivaz et al., 2013), suggesting the advancement of the project ‘Benchmarking World Heritage & Tourism’ would require a simplification of the case studies designs as well as an introduction of a so-called ‘light version’ of the application, which can then be independently used by WH management.

57 Existing studies / indicator assessment

57.1 Does monitoring data on the World Heritage site exist?

- yes  - no

57.1.1 If yes, which monitoring is carried out (and with which frequency)?  

- n.a.

As part of the Periodic Reporting Exercise on the application of the World Heritage Convention, the State Party responsible for the World Heritage Site management - the Archaeological Survey of India (ASI) - prepared a periodic report on the State of Conservation of the Churches and Convents of Goa, India in 2003. This seems to be the last time that monitoring was carried out.

Source: http://whc.unesco.org/archive/periodicreporting/APA/cycle01/section2/234.pdf

57.2 Do relevant studies / assessments in regard to the World Heritage site exist?

- yes  - no
The last assessment of the World Heritage Site was conducted in 1999. The World Heritage Centre undertook a mission to Goa in January 1999 to develop a project proposal based on cooperation between the local authorities of Old Goa (India), Guimaraes (Portugal) and Brighton & Hove (UK) for submission to the European Union Asia Urbs Programme. During this mission, it was noted that while there is an important effort being made to conserve the individual monuments, the overall site is not cohesive, both visually and spatially. Widening of the roads, neglect of archaeological ruins and new spatial organization and landscaping have encased the individual monuments in garden squares which have no relation to the historic urban form, thereby making the site into a collection of monuments undermining the integrity of the site as a former port town. Urgent conservation needs for Se' Cathedral, Basilica of Bom Jesus and Church of St Francis of Assisi visited during the mission were noted, particularly the repair of moisture damaged wooden panels in order not to lose the art work (paintings and wood carving) on the panels.

An independent expert report subsequently received by the Centre noted grave concern over damage caused to some of the monuments due to the poor restoration work.

Further Information - Assessment
(to be completed by Case Study Leader)

58 Needs assessment in regard to the management & monitoring tool

58.1 How valuable / interesting is this assessment as such to you?

- very interesting
- interesting
- not so interesting
- not at all interesting

58.1.1 Why / why not?

This assessment was extremely valuable/interesting, since it highlighted a number of issues as well as good practices with regards to the WHS. Despite the challenges associated with gathering this amount of in-depth data, it is important that the data is collected and stored for future use. The biggest advantage was the ability to view the results in the form of a radar chart which clearly shows the position of the particular WHS as well as the maximum position that can be achieved.

58.2 How valuable would it be if you could compare your assessment to other similar World Heritage sites?

- very useful
- useful
- not so useful
- rather useless

58.2.1 Why / why not?

What makes this management and monitoring tool even more valuable is the fact that it is possible to compare the assessment of the particular World Heritage Site to other (similar) World Heritage sites and draw conclusions. The 'Benchlearning' approach used as part of the management & monitoring tool enables both Case Study Leaders as well as WHS stakeholders and actors to learn from each other in a comparative manner as well as to network and exchange successful practices. This is the biggest benefit of the tool.

58.3 Would you be willing to repeat this assessment on a regular basis?

- yes
- no

58.3.1 Why / why not?

Only if, as mentioned previously, a shorter, less detailed questionnaire is prepared which will help increase the number of interview participants as well as reduce their initial reluctance, making the task of conducting research much easier. What is required for the advancement of the project 'Benchmarking World Heritage & Tourism', as the main authors of the project consider (Clivaz et al., 2013), is a simplification of the case studies design as well as an introduction of a so-called 'light version' of the application, which will make it easier and quicker to complete the case study.

58.4 Which additional questions / topics (yet not considered) would you suggest for future assessments?

In the opinion of the researcher, all important questions/topics have been covered in the assessment. If anything, the topics were covered in too great detail, making it difficult to convince many experts to answer the questions (as they lacked the necessary information/knowledge or were unwilling to utilise time/effort to collect it).

58.5 Which tools / support would you need to improve the World Heritage site management in relation to tourism?
According to this researcher, the Benchmarking "World Heritage & Tourism" is an extremely useful tool to help improve the World Heritage Site management in relation to tourism. In the specific case of the UNESCO WHS of Old Goa, the tool that is urgently required is a management plan that focuses on the development of tourism in a sustainable manner. Such a management plan would also help to both name all the stakeholders involved in the World Heritage Site as well as clearly demarcate their roles and responsibilities, thus promoting and fostering stakeholder participation as well as reducing conflicts.

Further Information - Data Disclosure
(to be completed by Case Study Leader)

59 Data disclosure in regard to the management & monitoring tool

59.1 Would you be willing to share this assessment with other World Heritage sites?
- yes [ ] no [ ]

59.2 Would you be willing to share your best practices with others?
- yes [ ] no [ ]

59.3 Would you be willing to share own research data / specific studies / assessments?
- yes [ ] no [ ]

59.4 Comments on willingness:
I would be definitely willing to share this assessment with other World Heritage Sites. As mentioned previously, the main benefit of this management & monitoring tool is that a comparative assessment in the form of Benchmarking is possible. This can only be done if the data and assessment of the individual case studies/ WHS are shared with one another.

Further Information - Feedback
(to be completed by Case Study Leader)

60 Feedback of World Heritage site management

60.1 What is your feedback to this assessment (difficulties, challenges, success stories)?

There were a number of limitations, both personal as well as scientific, faced by the author during the course of writing this dissertation/ completing the assessment for this case. With regards to personal limitations, discipline is a key success factor, as most PhDs who have written their Dissertations while working full time will recognise. The pressures of working and having to earn a livelihood while at the same time trying to keep on track with the PhD is a unique challenge that PhD students have to manage. Work often tends to get priority since that is how the "bread" is earned, resulting in the Dissertation almost always slipping to second place after work assignments. It was only through great persistence and the constant encouragement of friends and family that this Dissertation was able to be completed and for that, the author is extremely grateful.

A major scientific limitation was that the information for the first part of the questionnaire, in particular the relatively detailed information on tourism within the WH region, was extremely demanding and difficult to obtain. Often no or insufficient reliable tourism statistics were available at the regional or local level. WHS, especially in developing countries, are not only administratively poorly equipped but in many cases, do not have the necessary data on which an appropriate WH management in general and for tourism in particular can be built.
Churches and Convents of Goa

Combined ranking for this Dimension:

Indicators used for this Dimension:

Condition of the WH site

Status of Protection

Threats of the WH site

Print report / 19.November 2017
Churches and Convents of Goa

Combined ranking for this Dimension:

<table>
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<th>Dimension</th>
<th>Management Plan</th>
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General Management

Chances and Convents of Goa

Average of all case studies

Regional Development
Communication & Awareness
Involvement & Support
Tourism Management
Condition & Preservation
Churches and Convents of Goa

Regional Development

Communication & Awareness

Involvement & Support

Condition & Preservation

General Management

Tourism Management

Churches and Convents of Goa

Average of all case studies

Combined ranking for this Dimension:

Indicators used for this Dimension:

Visitor Management

WH site Tourism Strategy

Tourist Offers of WH site

Sustainable Tourism
Churches and Convents of Goa

Combined ranking for this Dimension:

Indicators used for this Dimension:

Mgmt Plan: Participation

Public political Support

Involvement of Gov.

Involvement of NGOs
Churches and Convents of Goa

Regional Development

General Management

Communication & Awareness

Tourism Management

Involvement & Support

Combined ranking for this Dimension:

Indicators used for this Dimension:

Networking & Cooperation

Communication

Education & Awareness

Chances and Convents of Goa

Average of all case studies
Churches and Convents of Goa

Combined ranking for this Dimension:

Indicators used for this Dimension:

Contribution of WH Tourism

Measures of WH site

Promotion of Regional Products

Significance WH for