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Antony R. Benadict Prof.

Government College of Arts, Science & Commerce, drsathishgoa@gmail.com

Gail Bina Pires Ms

Government College of Arts Science and Commerce Quepem Goa, gailpires21@gmail.com

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Perception Of Islanders Towards Promotion Of Island Tourism In The State Of Goa - An Empirical Study

Cover Page Footnote

Authors 1. Prof. R. Anthony Sathish Head, PG Department of Commerce and Research Government College of Arts, Science & Commerce Quepem-Goa Mob: 7350586794 Email: drsathishgoa@gmail.com 2. Ms. Gail Bina Pires Research Scholar Sant Sohirobanath Ambiyé, Government College of Arts and Commerce Pernem-Goa Mob: 9158323264 Email: gailpires21@gmail.com August, 2023

Introduction

Tourism can be considered as an ecosystem service, namely, a cultural ecosystem service. Its existence is beneficial to human life (Layke, Mapendembe, Brown, Walpole, & Winn, 2012). It is widely recognized that tourism is one of the largest and fastest growing industries in the world (UNWTO, 2015). Island Tourism is a special form of tourism that focuses on the distinctive characteristics of Islands such as fragile environments and historical and socio-cultural aspects. In more general definitions, an island is conceived as a piece of land surrounded by fresh or salty water (Baldacchino, 2012). The island has the characteristics of independence, a fragile ecosystem, and limited land resources (Chen, 2012). However, other researchers consider that an island is a dynamic entity that possesses an eco-biological, sociocultural, experiential, mystical, representative, mythological or metaphorical nature (Stratford, 2003; Kopaka, 2009; Baldacchino, 2013).

Island tourism is an important commercial pursuit that meets the needs of its participants by means of both natural and manufactured resources set in specific geographical spaces. Specifically, the term “Island Tourism” refers to the phenomenon of the development of tourism on an island that advances the establishment of family guesthouses, corporate hotels, and other related commercial areas, as well as an integration of the island's scenic spots and urban developments, which in turn can influence the island's local population growth, environmental improvement, completion of facilities, and functional upgrading (Jun Yung, 2016).

Apart from the golden beaches and water sports, Goa can be explored and enjoyed in many other ways. It has so much to offer to the tourists that people want to visit Goa again and again. It's not just the beaches that make Goa an absolute paradise, there are a few Islands in complete isolation that offers some much-needed solace away from all the humdrum from the beaches. Island tourism in Goa is one such tourism which can reduce the stress on Goa's ecology with its unique flora and fauna, exotic coral reefs, marine life and special geographic features.

Islands are among the most idealistic tourist destinations, as many people are attracted by the natural beauty, individuality and various recreational activities they provide. A large number of islands in Goa have become tourist destinations. Tourists are attracted not only for physical reasons but also for experienced reasons such as relaxation, difference to home environment, adventure and exotic

foods and culture. As a result, tourism is becoming a significant activity in many island destinations and its importance is likely to grow in the future. Island Tourism has the potential to be one of the best hinterland Tourism in Goa since Goa is blessed with seventeen island which are worth a visit. Some of the most visited islands in Goa are Divar Island, Chorao Island, San Jacinto Island, St. Estevam, etc. These islands are a hub to many tourist attractions like Dr. Salim Ali Bird Sanctuary, Colonial Villas, Hindu Temples, whitewashed Portuguese Churches, etc.

Literature Survey

For the present study, the information has been collected from various previous research articles, journals, books, and other related information. The literature surveyed is as follows:

Tourism is defined as “the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors” (Goeldner and Ritchie, 2005). Tourism contributes immensely to increase the economic activities as it generates employment and thereby income, improves the standard of living of the residents, develops infrastructure, brings in foreign currency and provides revenue to the Government (D’Silva, 1998, Andriotis, 2002, Mathew, 2002, Kweka et al., 2003, Diedrich et al., 2009, Roy, 2011, Chavan et al., 2013, Diniz et al., 2014, & Federico, 2015). The empirical evidence corroborates these theoretical propositions because small islands, despite the pessimistic predictions of the endogenous growth theory, were able to grow (Brau et al., 2007; Croes, 2011, 2013; Holzner, 2011; Lanza & Pigliaru, 2003; Narayan, Narayan, Prasad, & Prasad, 2010; Seetanah, 2011).

Some small islands have developed into important tourist destinations (Povilanskas et al., 2016). The preference for small islands is closely related to such factors as their beauty, exoticness, aesthetic, diversity of natural habitats (coral reef, sandy beach and sand dune), the warm, clear and attractive water (Daby, 2003). Islands can provide dissimilar speeds of life styles from everyday life (Baldacchino, 2016); they are considered as attractive destinations among visitors. In addition, island tourism features vulnerability, isolation, and peripherality (Lim & Cooper, 2009). Compared to other tourism industries, marine tourism industry has grown enormously and become one of the biggest industries in the world (Hall, 2001; Mvula, 2001; Eligh et al., 2002; Gössling, 2002; Pickering and Hill, 2007). Zhang and Wang (2007) discussed the comprehensive utilization of island land based on their analysis of island land-use characteristics.

Changes in an island tourism landscape are mainly reflected through changes in the island's tourism land use, which relates to the primitiveness of the island land and its building (Wang et al., 2010; Xi et al., 2013). Previous studies on island tourism center on its development and sustainability (Allahar, 2015; Lim & Cooper, 2009). The existing studies also put emphasis on how tourists perceive the overall image of an island as a tourism or festival attraction (Hunter, 2010; Park & Njite, 2010). Furthermore, an island's environments and attractions, which form the island's image, are the impactful antecedents of tourists' satisfaction (Park & Njite, 2010).

Identification of Research Problem

The foregoing literature survey helped in identifying the following research problems in the area of the present study:

1. There are a few studies on Island Tourism that have been undertaken in India. Even though Goa is the smallest state in India with 3,702 sq. km. area, it is blessed with many Islands. However, there is no research that has been conducted in Goa, with respect to Island Tourism. Therefore, the present study shall be of **pioneer in nature**.
2. There are no studies undertaken directly on Island Tourism during the last five years. Hence, there is a **research gap** in terms of the period in which the research has been undertaken on Island Tourism in India. Therefore, the present study shall bridge the research time gap and provide the latest data relevant to Island Tourism in Goa.

The above research problems hence, necessitate the need to undertake the present study on Island Tourism in Goa.

Research Questions

The following research questions shall be addressed in the present study:

1. What is the perception of Islanders towards promotion of Island Tourism in the state of Goa?
2. Whether there is an influence of Perception of Islanders on their Interest in Promotion of Island Tourism?

Objectives of the Study

The specific objectives of the study are as follows:

1. To study the perception of Islanders towards promotion of Island Tourism in the state of Goa.
2. To analyse the influence of Perception of Islanders on their Interest in Promotion of Island Tourism.

Hypothesis of the Study

H0: Anticipated Impediments and Ecological Implications perceived by Islanders do not have a significant influence on Interest of Islanders in Promotion of Island Tourism in the state of Goa.

Research Methodology

Research methodology is the systematic, theoretical analysis of the methods applied to a field of study. The following research methodology was followed to achieve the objectives of the study:

a) Universe

The total number of Islanders in the State of Goa is considered as universe i.e. 16,575.

b) Sample Size

For the present study, the sample size of the Islanders selected was 250 based on Purposive Sampling method.

c) Period of the Study

The period of survey will be the period of study for the present research work i.e. from October, 2022 to February, 2023.

d) Sources of Data

- **Primary Data**

Primary data was collected through interviews and a structured questionnaire which was administered to the Islanders of the Islands situated in the state of Goa.

- **Secondary Data**

The secondary data was used to frame the theoretical background of the study and it was collected from Publication of Department of Tourism, Reference books, journals, magazines, Ph.D. thesis and other published information through print and electronic media.

e) Data Analytical Tools

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. SPSS was used to analyze the data. The following analytical tools were used:

1. **Exploratory Factor Analysis** was applied to reduce the variables pertaining to Perception of Islanders towards Promotion of Island Tourism in the State of Goa into two main factors.
2. **Multiple Regression Analysis** was used to analyze the relationship between a single dependent variable and several independent variables.

f) Significance of the Study

- The study intends to highlight the perception of Islanders in undertaking Island Tourism in their area.
- The present study shall help to identify ways in which the Islanders can be involved in the promotion of Island Tourism.
- The present study shall provide insights to the government authorities in taking crucial decisions in widening the current one-track focus from beach tourism to Island Tourism.

g) Limitations of the Study

1. Data analysis is bound to have respondent bias.

2. The responses of the respondents would have been impacted by their perceptions and their state of mind during the conduct of the survey and this was not controlled in the purview of research.

Perception of Islanders towards Promotion of Island Tourism in the State of Goa

For the promotion of any activity in any area, government requires the support from the local communities. Island Tourism is not different, the government requires whole hearted support from the Islanders in order to take such kind of a tourism to the next level. Therefore, the present study envisages the Perception of selected Islanders towards promotion of Island Tourism in the state of Goa. The present study attempts to understand the perception of Islanders with regards to their interest in promoting Island Tourism in the State of Goa. For this purpose, the selected 250 Islanders were given a structured questionnaire to respond. Firstly, the above selected respondents were asked whether they are in favor of promoting Island Tourism, the results are presented in the Table No. 1.

Table No: 1 Promotion of Island Tourism by Islanders

GENDER	YES	NO	PERCENTAGE
Male	000	115	46%
Female	000	135	54%
Total		250	100%

Source: Compiled from Primary Data

From the Table No. 1 it can be inferred that the local community i.e. selected Islanders comprising of 46 % Males and 54% Females are not in favor of promoting Island Tourism. This is mainly because of their perception towards Island Tourism. The Islanders expect some economic and social benefits from Island Tourism which would motivate them in promoting Island Tourism in the State of Goa. The Islanders expect social benefits such as Better Lifestyle and Standard Living of Local People, Security, Infrastructure and Public Utilities, Promoting local culture and Environment Protection. They also expect Economic benefits such as Jobs and Income Generation, Business and Employment, Household Economy, Land Prices, Opportunity to earn rental income, etc.

Therefore, an attempt is made through the present study to know the perception of these Islanders with regards to their interest in Promotion of Island Tourism in the State of Goa. To study the Perception of Islanders with regards to their interest in promoting Island Tourism in the state of Goa, the following variables are selected.

They are selected based on the previous studies. The variables describing the perception of Island Tourism and their sources are mentioned in the Table No. 2.

Table No: 2 Perception of the Islanders with regards to their Interest in Promoting Island Tourism in the state of Goa

Variables from the Literature	Adapted Variables	Source
Employment	Island Tourism offers more job opportunities	(Bhimrao G., 2012)
	Island Tourism does not attract job opportunities for locals	
	Island Tourism provides Seasonal Employment	
Support to the Local Culture	Island Tourism generates more demand for local cuisines	(Bhimrao G., 2012)
Compatibility of the type and scale of Island Tourism development	Island Tourism attracts migrant dwellings	(Bhimrao G., 2012)
Local Sourcing	Island Tourism has helped increase financial income	(Bhimrao G., 2012)
Social Responsibility	Island Tourism increases awareness about the Island	(Bhimrao G., 2012)
Infrastructure	Island Tourism leads to Concretization of Islands	(Bhimrao G., 2012)
	Island Tourism facilitates better infrastructure development	
Support to the Local Culture	Island Tourism disturbs the peaceful environment of the Island	(Bhimrao G., 2012)
	Island Tourism promotes high cost of living	
Waste Management	Island Tourism leads to large accumulation of waste	(Bhimrao G., 2012)

Source: Compiled from literature survey

The variables in Table No. 2 were then further analysed using Exploratory Factor Analysis. Exploratory Factor Analysis is a statistical technique that is used to reduce data to a smaller set of summary variables and to explore the underlying theoretical structure of the phenomena. It is used to identify the structure of the relationship between the variable and the respondent. Therefore, the Perception of the Islanders with regards to their interest in Promoting Island Tourism in the State of Goa was determined with the help of a seven-item scale.

The Table No. 3 below shows the reliability of the scale which is determined using Cronbach Alpha which was found to be above 0.7 which signifies that the data is reliable. Using Exploratory Factor Analysis, all the seven items used in the analysis have been reduced into two factors namely ‘**Anticipated Impediments**’ and ‘**Ecological Implications**’.

Table No: 3 Exploratory Factor Analysis for Perception of Islanders

Variables	Loadings	Eigen Values	% of Variance	Cumulative %	Cronbach's Alpha
1. Anticipated Impediments					
Does not attract job opportunities	.855	2.970	42.390	42.394	0.793
Disturbs the peaceful environment of the Island	.834				
High cost of living	.861				
Seasonal Employment	.806				
2. Ecological Implications					
Attracts migrant dwellings	.840	1.730	24.741	67.140	0.877
Large accumulation of waste	.876				
Concretization of Islands	.831				

Source: Computed from Primary Data

The Table No: 3 resulted into two main factors namely ‘Anticipated Impediments’ and ‘Ecological Implications’. The factor ‘Anticipated Impediments’ involves four items and the factor ‘Ecological Implications’ involves three items. These obtained factors indicate the perception of Islanders in revealing their interest in promoting Island Tourism in the state of Goa. It can be further inferred that the ‘Anticipated Impediments’ factor explains about 42.390 percent of the variance and the ‘Ecological Implications’ factor explains about 24.7461 percent of the variance respectively. Further, both these factors together explain about 67.140 percent of the variance. The Kaiser-Mayer-Olkin Measure of Sampling Adequacy is 0.743, chi-square value is 655.054, DF 21 and the P-value < 0.001 .

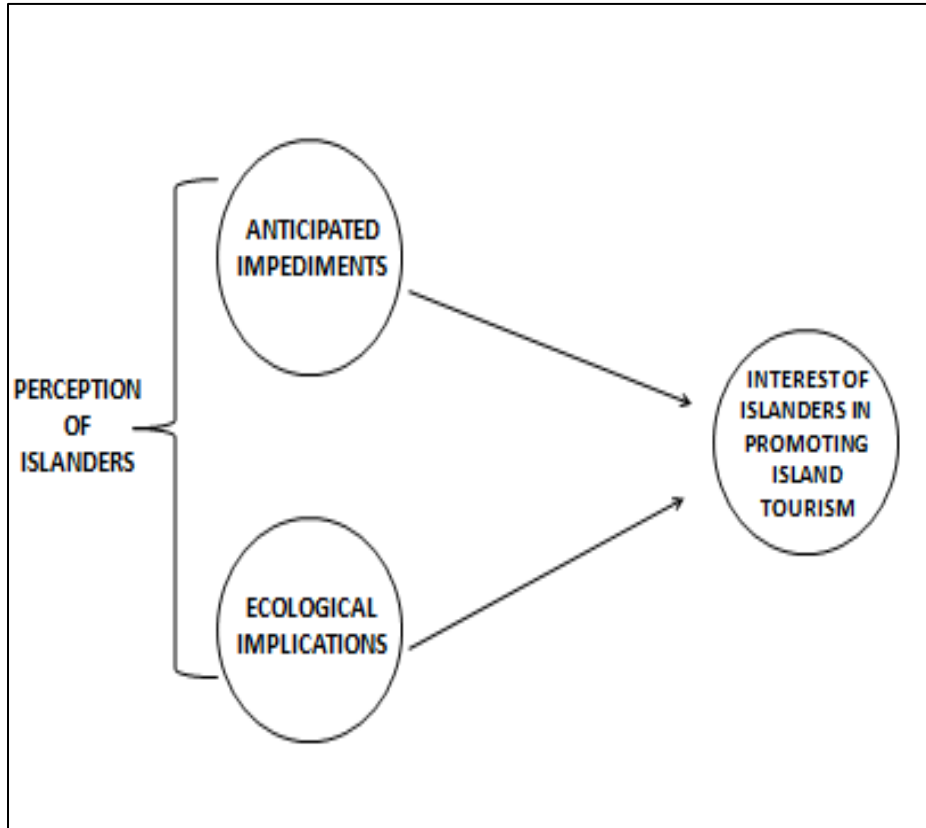
‘Anticipated Impediments’ factor signifies that the Islanders have a Perception that Island Tourism does not attract job opportunities instead, it provides seasonal employment which is not satisfactory for the Islanders. This factor further explains that the Islanders have a perception that Island Tourism in the state of Goa disturbs the peaceful environment of the Islands and it also leads to high cost of living.

The factor ‘Ecological Implications’ explains that as per the perception of the islanders, Island Tourism in the state of Goa attracts migrant dwellings, accumulation of large amounts of waste and concretization of the Islands. The following Hypothesis was formulated and tested to know whether there is an influence of the above two factors upon the Interest of Islanders in Promotion of Island Tourism in the state of Goa:

H₀: Anticipated Impediments and Ecological Implications perceived by Islanders do not have a significant influence on Interest of Islanders in Promotion of Island Tourism in the state of Goa.

The above Hypothesis was tested using Multiple Regression Analysis. Multiple Regression is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. Therefore, the following figure is a present model designed to test the influence of ‘Anticipated Impediments’ (Independent Variable) and ‘Ecological Implications’ (Independent Variable) with ‘Interest of Islanders in Promotion of Island Tourism’ (Dependent Variable).

Figure No: 1 Influence of Perception of Islanders on their Interest in Promotion of Island Tourism



Source: Drawn by the researchers

Figure No: 1 depicts the present model designed to test the influence of the above mentioned two factors upon the Interest of Islanders in Promotion of Island Tourism in the state of Goa. It infers that the Islanders perceive Island Tourism in Goa of creating Anticipated Impediments and Ecological Implications which in turn demotivates them to promote Island Tourism. Therefore, Multiple Regression Analysis has been performed considering ‘Anticipated Impediments’ and ‘Ecological Implications’ as Independent Variables while, ‘Interest of Islanders in Promotion of Island Tourism’ as Dependent Variable. The results derived from the analysis are presented in the table no 4.

Table No: 4 Multiple Regression Analysis of Islanders' Perception on their Interest in Promotion of Island Tourism

Independent Variables	Unstandardized Coefficient		t-test	P-value
	B	Std. Error		
(Constant)	1.720	0.41	42.370	.000
Anticipated Impediments	-3.62	0.41	-8.904	.000
Ecological Implications	-3.35	0.41	-8.241	.000
R Square .373, Adjusted R Square .368, Durbin Watson 1.923, P-value < 0.001				
Dependent Variable: Interest of the Islanders in Promotion of Island Tourism				

Source: Computed from Primary Data

The results of Multiple Regression Analysis shown in Table No: 4 are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.373. The adjusted R square is 0.368 which indicates that the model explains 36.8 percent of the variance. The Durbin-Watson statistic of 1.923 is within the acceptable limits indicating that there is no autocorrelation in the sample. The p-value is significant at 0.001 ($P < 0.001$).

The p-values of the independent variables indicate that the factors 'Anticipated Impediments' and 'Ecological Implications' perceived by Islanders has a statistically significant influence on the Interest of the Islanders in Promotion of Island Tourism in the state of Goa. The p-values of the two variables are also found to be significant at a 5 percent significance level ($P < 0.05$). However, the model is significant at a 5 percent significance level. Therefore, the above mentioned **Hypothesis (H₀) is rejected** as it is found that Anticipated Impediments and Ecological Implications perceived by Islanders has a significant influence on the Interest of Islanders in Promotion of Island Tourism in the State of Goa. It is observed from the Regression Analysis that both the factors i.e. 'Anticipated Impediments' and 'Ecological Implications' have negative influence on 'Interest of Islanders in Promotion of Island Tourism' in the State of Goa. This implies that if the Islanders perceive high 'Anticipated Impediments' and 'Ecological Implications' with regards to Island Tourism, their interest in promotion of Island Tourism in State of Goa may subside proportionately.

Conclusion

Island tourism in Goa is one such tourism which can reduce the stress on Goa's ecology with its unique flora and fauna, exotic coral reefs, marine life and special geographic features. Islands are among the most idealistic tourist destinations, as many people are attracted by the natural beauty, individuality and various recreational activities they provide. A large number of islands in Goa have become the tourist destinations. This in turn can be a great opportunity to convert the one-track focus from 'Beach Tourism' towards 'Island Tourism'. This would help to reduce the overcrowded footfalls from the beaches in Goa. Therefore, Island Tourism is one such type of Hinterland Tourism that can help the Government to increase the revenue as well as highlight this unique and priced possession present in the state of Goa.

The present study also attempted to know the perception of the Islanders from the Islands in the State of Goa. For this purpose, 250 Islanders were administered with a questionnaire. The results showed that the Islanders perceive Island Tourism to be less beneficial to them as they feel, they do not gain any direct benefits from this type of tourism. They also feel that promoting Island Tourism would encourage migration and settlement of outsiders onto their Island. This in turn, would lead to concretization of the Island which would damage the rich scenic beauty and culture of the Island.

Scope for Further Research

The theoretical and empirical analyses in this study provided insights into Perception of Islanders towards promotion of Island Tourism in the state of Goa. Future research can be initiated in numerous ways and some of the scopes for further research are enumerated below:

- Further researches can enhance the current framework of the study by including more aspects like socio-economic impact of Island Tourism on the Islanders and Travel Agents/ Tour Operators of Goa.
- Further studies can be initiated in order to find out the role of Department of Tourism in promoting and Developing Island Tourism in the State of Goa.
- A comparative study on the similar areas can be initiated between Island tourism and any other form of tourism offered in the State of Goa.

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