

Influence of Socio-Economic Benefits on Sustainable Island Tourism in the State of Goa- An Empirical Study

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Introduction

Tourism has become of major economic, social and environmental significance to islands around the world (Stephen, 2021). The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Likewise, Island Tourism sustainability plays an important role in a state like Goa, India. Goa with natural beauty, unique heritage and a delectable mix of cultures, along with friendly and hospitable people, makes it the most attractive tourist destination in India. The tourism industry in the State is the mainstream of the Goan economy and therefore major population of the State is directly or indirectly dependent on it for bread and butter. The State has received 25.82 lakh tourist in the year 2020 (upto November 2020) which comprises of 22.87 lakh domestic tourists and 2.94 lakh foreign tourists.

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. This would reduce the stress from the overcrowded beaches in Goa and thereby make Goa soon to be known as „Island Capital of India“ from „Beach Capital of India“. 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 Centuary, 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 are 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).

Tourism development renders various economic, socio-cultural and environmental changes on the host community's life, some more beneficial than others (Lee, 2013). Thus, the participation and support of local residents is imperative for the sustainability of the tourism industry at any destination (Gursoy, Chi, & Dyer, 2010). A rich body of literature investigates the relationships between residents' perceived impacts of tourism and their support for tourism development (e.g., Gursoy et al., 2010; Ko & Stewart, 2002; Nunkoo & Ramkissoon, 2012). Social Exchange Theory (SET) has been the most commonly accepted framework in explaining residents' reaction to tourism development, since it allows for the capturing of differing views based on experiential and psychological outcomes (Nunkoo & Ramkissoon, 2011; Prayag et al., 2013).

Identification of Research Problem

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

There are a few studies on Island Tourism that have been undertaken in India. Even though Goa being 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**.

No concrete study has been conducted in understanding the socio-economic benefits derived by the Islanders in Goa. Therefore, the present study shall highlight the applicability of **Social Exchange Theory** upon the Islanders in Goa.

The above studies have not studied the attitude and role of Islanders in developing a sustainable Island Tourism in Goa. Therefore, the present study necessitates a **comprehensive study** in understanding the role of Islanders in Goa towards sustainable Island Tourism development.

A few studies related to Island Tourism have been conducted in India. But, 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, this study shall bridge the research **time gap** and provide the latest data relevant to Island Tourism in Goa.

Research Questions

The following research questions shall be addressed in the present study:
What socio-economic benefits of Island Tourism do Islanders in Goa derive?

Whether there is a relationship of socio-economic benefits from Island Tourism with Sustainable Island Tourism in the state of Goa?

Objectives of the Study

The specific objectives of the study are as follows:

To study the socio-economic benefits derived by Islanders from Island Tourism in the state of Goa.

To analyse the relationship of socio-economic benefits from Island Tourism with Sustainable Island Tourism in

the state of Goa.

Hypotheses

The following hypotheses are framed and tested to study the above objectives:

H₀₁: Social benefits to the Islanders from Island Tourism do not have a statistically significant relationship with the sustainability of Island Tourism.

H₀₂: Economic benefits to the Islanders from Island Tourism do not have a statistically significant relationship with the sustainability of Island Tourism.

Methodology of the Study

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:

Universe

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

Sample Size

For the present study, the sample size of the Islanders selected was 50 based on Purposive Sampling method.

Period of the Study

The period of survey will be the period of study for the present research work i.e. January 2023 to March, 2023.

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.

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:

Exploratory Factor Analysis was applied to reduce the variables pertaining to socio- economic benefits derived by the Islanders from Island Tourism in Goa into grouped factors.

Multiple Regression Analysis was used to analyze the relationship between a single dependent variable and several independent variables.

Significance of the Study

Many studies have been undertaken in Goa on Beach Tourism, Heritage Tourism, Adventure Tourism, Eco Tourism, etc. But, even though Goa is blessed with many Islands, Tourism with regards to Islands has not been studied. Therefore, this study shall highlight how Island Tourism can be Goa's strength to **contribute for economic development**.

Analyzing the contribution of Island Tourism towards socio-economic development of Islanders in the state of Goa will help to examine of the importance of Island tourism as compared to other forms of tourism in Goa. This will also **help to identify the opportunities for sustainable Island Tourism development** in Goa from the point of view of Islanders.

The present study shall help to identify the attitude and role played by the Islanders in getting involved in the sustainable Island Tourism development. This would help the government in **encouraging Community Based Tourism**.

Limitations of the Study

Due to time constraint the present study is restricted within the boundaries of Goa in order to maintain the focus on Island Tourism in the state of Goa.
Data analysis is bound to have respondent bias.

Socio-Economic benefits derived by Islanders from Island Tourism

The socio-economic benefits derived by the Islanders from Island Tourism in Goa have been studied in the present study. Thereafter, their role in promoting sustainable Island Tourism has been analysed. This is mainly because of Social Exchange Theory. The theory highlights that residents' attitude is built upon their evaluation of tourism "in terms of expected benefits or costs obtained in return for the services they supply" (Ap, 1992). If the perceived positive impacts (benefits) outweigh the potential negative consequences (costs), residents are likely to support tourism development (Dyer et al., 2007; Gursoy et al., 2010; Ko & Stewart, 2002; Lee, 2013). As such, residents' perceptions of the impacts of tourism are an important consideration for successful development and operation of tourism (Andriotis & Vaughan, 2003; McGehee & Andereck, 2004). The analysis and findings of the study are divided into the following two parts:

Respondents Profile

Socio-Economic benefits derived by Islanders from Island Tourism and its relationship with Sustainable Island Tourism in Goa

Respondents Profile

The responses were collected from respondents visiting the ten habitant Islands of Goa. With reference to Table No. 1 in the annexure, 70% of the respondents were Females while 30% were Males. 50 % of the respondents belong to the 30 to 49 years age groups, and 25% each belong to up to 29 years and above 49 years of age groups respectively. With regard to the profession, 40% percent of the respondents are businessman, 12% percent are in service, 14% are Homemakers, 10% are students and 12% are Professionals. Most of the respondents were married (60%) while the remaining were single. 82% of the respondents are living on the Islands of Goa for more than 25 years, 10 % between 16 to 25 years and the rest for less than 16 years.

Socio-Economic benefits derived by Islanders from Island Tourism and its relationship with Sustainable Island Tourism in Goa

The socio-economic contribution of Island Tourism towards the Islanders (local community) plays an important role. It is only when the Islanders receive socio-economic benefits from such type of tourism, that they will take steps forward towards the sustainable development of Island Tourism. This part of the study is divided into two parts:

Social Benefits to Islanders from Island Tourism in Goa

Economic Benefits to Islanders from Island Tourism in Goa

Social Benefits to Islanders from Island Tourism in Goa

Social Exchange Theory considers social interactions as an exchange of resources, suggesting that individuals are likely to engage in an exchange if they expect to gain benefits from it without incurring unacceptable costs (Ap, 1992). Therefore, the following social benefits have been analysed to check whether these social benefits motivate Islanders towards promoting a sustainable Island Tourism in Goa. The following hypothesis is framed and shall be tested for this part of the study:

H₀₁: Social benefits to the Islanders from Island Tourism do not have a statistically significant relationship with the sustainability of Island Tourism.

In the present study, the social benefits derived by the Islanders in Goa from Island Tourism have been identified, analysed and grouped using Exploratory Factor Analysis. With reference to Table No.2 the Exploratory Factor Analysis resulted in two factors namely „Better Lifestyle“ and „Safe Environment“. „Better Lifestyle“ implies that Island Tourism has benefited the Islanders by providing them a better standard of living, better infrastructure and public utilities and promotion of their local culture. While, „Safe Environment“ explains that the islanders feel that the environment remains well protected in spite of tourism activities. Island Tourism has also benefited them by having better security at the island.

The above two factors were further analysed using Multiple Regression Analysis to find out the relationship of „Better Lifestyle“ (Independent Factor) and „Safe Environment“ (Independent Factor) with Sustainability of Island Tourism (Dependent Factor). The above stated 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. The results of Multiple Regression Analysis are presented in Table No 3.

The results of Multiple Regression Analysis shown in Table No: 3 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 two social benefits factor "Better Lifestyle" and „Safe Environment“ have a statistically significant relationship with Sustainable Island Tourism in 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 [H0₁] is rejected** as it is found that the two social benefits factor "Better Lifestyle" and „Safe Environment“ have a significant relationship with Sustainable Island Tourism in Goa. It is observed from the Regression Analysis that both the factors i.e. „Better Lifestyle“ and „Safe Environment“ have positive influence on "Sustainable Island Tourism" in Goa. This implies that if the Islanders get more social benefits with regards to Island Tourism, they will positively and directly contribute towards the sustainable development of Island Tourism in the state of Goa. This also implies that if the level of social benefits increases, there will be a corresponding rise in the level of contribution of Islanders towards sustainable development of Island Tourism in the state of Goa.

Economic Benefits to Islanders from Island Tourism in Goa

Tourism is not fruitful without its economic benefits. These benefits should be reaped by the Islanders, which would benefit the sustainability of such Tourism. Therefore, economic benefits have been analysed to check whether these benefits motivate Islanders towards promoting a sustainable Island Tourism in Goa. The following hypothesis is framed and shall be tested for this part of the study:

H0₂: Economic benefits to the Islanders from Island Tourism do not have a statistically significant relationship with the sustainability of Island Tourism.

In the present study, the economic benefits derived by the Islanders in Goa from Island Tourism have been identified, analysed and grouped in Table No. 4 using Exploratory Factor Analysis. The Exploratory Factor Analysis resulted in two factors namely "Monetary Benefits" and "Increased Commercial Value". "Monetary Benefits" implies that Island Tourism has benefited the Islanders by providing them a jobs and source of income generation, better business and employment opportunities, thereby improving their household economy. While, „Increased Commercial Value“ explains that the islanders feel that the land prices have appreciated to 12,000 sq. mt. and the opportunities for them to earn rental income through homestays and leasing has also increased due to Island Tourism.

The above two factors were further analysed using Multiple Regression Analysis to find out the relationship of "Monetary Benefits" (Independent Factor) and "Increased Commercial Value" (Independent Factor) with Sustainability of Island Tourism (Dependent Factor). The above stated 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.

The results of Multiple Regression Analysis shown in Table No: 5 in the annexure are found to be acceptable at a 5 percent level of significance ($p < 0.05$). The R square value is 0.567. The adjusted R square is 0.560 which indicates that the model explains 56% of the variance. The Durbin-Watson statistic of 2.223 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 two economic benefits factor, „Monetary Benefits“ and „Increased Commercial Value“ have a statistically significant relationship with Sustainable Island Tourism in 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 [H₀₂] is rejected** as it is found that the two economic benefit factors „Monetary Benefits“ and „Increased Commercial Value“ have a significant relationship with Sustainable Island Tourism in Goa. It is observed from the Regression Analysis that both the factors i.e. “Monetary Benefits” and “Increased Commercial Value” have positive influence on „Sustainable Island Tourism“ in Goa. This implies that if the Islanders get more economic benefits with regards to Island Tourism, they will positively and directly contribute towards the sustainable development of Island Tourism in the state of Goa. This also implies that if the level of economic benefits increases, there will be a corresponding rise in the level of contribution of Islanders towards sustainable development of Island Tourism in the state of Goa.

Conclusion

The study highlights the socio-economic benefits derived by the Islanders from Island Tourism in Goa and how these benefits positively influence the sustainability of Island Tourism in Goa. It is therefore evident from the above study that Social Exchange Theory holds true. This implies that the Islanders of the islands in Goa will positively contribute towards the sustainability of Islands when they receive socio-economic benefits such as Better Lifestyle and Standard Living, Better Infrastructure and public utilities, Promotion of local culture, Environmental Protection, Security, Jobs and Income Generation, Business and Employment, Increased Household Economy, increased land prices and opportunities for rental income.

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Annexure: Tables- Sequence Wise

Table No: 1

Demographic Profile of the Respondents

Demographic Characteristics		Total	Percentage
Gender	Male	25	50%
	Female	25	50%
Total		50	100%
Age	Less than 18 years	00	0.00%
	18-29 years	25	25%
	30-49 years	25	50%
	above 49 years	25	22%
Total		50	100%
Occupation	Homemakers	7	14%
	Student	5	10%
	Business	20	40%
	Service	12	24%
	Professionals	6	12%
Total		50	100%
Marital Status	Married	30	60%
	Unmarried	20	40%
Total		50	100%

Source: Compiled from Primary Data

Table No. 2
Exploratory Factor Analysis for Social Benefits of Island Tourism to the Islanders

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1. Better Lifestyle		3.970	47.390	47.390
Lifestyle and Standard Living of Local People	.755			
Infrastructure and public utilities	.634			
Promoting local culture	.761			
2. Safe Environment		1.030	21.741	69.131
Environmental Protection	.640			
Security	.776			

Source: Computed from Primary Data

Table No: 3
Multiple Regression Analysis of Social Benefits of Island Tourism to the Islanders and Sustainability of Island Tourism

Independent Variables	Unstandardized Coefficient		t-test	P-value
	B	Std. Error		
(Constant)	1.720	0.41	42.370	.000
Better Lifestyle	4.62	0.41	7.904	.000
Safe Environment	2.35	0.41	7.241	.000
R Square .373, Adjusted R Square .368, Durbin Watson 1.923, P-value < 0.001				
Dependent Variable: Sustainability of Island Tourism				

Source: Computed from Primary Data

Table No. 4
Exploratory Factor Analysis for Economic Benefits of Island Tourism to the Islanders

Variables	Loadings	Eigen Values	% of Variance	Cumulative %
1. Monetary Benefits		3.970	39.740	39.740
Jobs and Income Generation	.654			
Business and Employment	.544			
Household Economy	.732			
2. Increased Commercial Value		1.030	16.651	56.391
Land Prices	.660			
Opportunity to earn rental income	.790			

Source: Computed from Primary Data

Table No: 5
Multiple Regression Analysis of Economic Benefits of Island Tourism to the Islanders and Sustainability of Island Tourism

Independent Variables	Unstandardized Coefficient		t-test	P-value
	B	Std. Error		
(Constant)	1.720	0.33	52.350	.000
Monetary Benefits	3.72	0.33	6.966	.000
Increased Commercial Value	4.77	0.33	6.254	.000
R Square .567, Adjusted R Square .560, Durbin Watson 2.223, P-value < 0.001				
Dependent Variable: Sustainability of Island Tourism				

Source: Computed from Primary Data