

GLOBALIZATION, EMERGENCE OF TOURISM AND OCCUPATIONAL CHANGE: INSIGHTS OF PALOLEM BEACH COMMUNITY – GOA, INDIA

Nandkumar Sawant

Parvatibai Chowgule College (Autonomous) Margoa, Goa – India, Department of Geography and research centre, nns001@chowgules.ac.in

Abstract

The following research envisages the impact of tourism on the traditional occupations of Palolem village, a beach tourist destination located in southern most part of Goa, India. Longitudinal data from 1971-2017 has been collected and analysed to put forth how the traditional occupations like agriculture, fishing and toddy tapping has been replaced by new opportunities in tourism sector.

Keywords: *Goa, India, tourism*

Absztrakt:

A tanulmány a turizmusnak a hagyományos foglalkozásokra gyakorolt hatását vizsgálja egy India legdélebbi részén, Goa államban található tengerparti turisztikai desztináció, Palolem falu esetében. Hosszú idősoros adatokat – 1971-2017 – gyűjtöttünk be és elemeztünk, azt vizsgálva, hogy a hagyományos ágazatok, mint a mezőgazdaság, a halászat és a pálmacsapolás hogyan adják át helyüket a turizmus ágazatban jelentkező új lehetőségeknek.

Kulcsszavak: *Goa, India, turizmus*

Introduction

Tourism is the world's largest globalized industry and is also the fastest growing economic sector. No region has remained refrained from its impact. Although tourism brings with itself a lot of economic benefits, it also has its ramifications on the traditional occupational structure and the local populace. Therefore, as a globalised phenomenon, it has a unique and phenomenal ability to bring about socio-economic transformation at the tourist destination (MACLEOD 2006, HALEY et al. 2005, KING et al. 1993).

In this context, the importance of the coastal area as a study object has emerged in recent times. In fact, in the context of globalization, traditional coastal destinations in developed countries face stiff competition from less-developed countries as they provide serene scenic beauty and freedom of sun, sand

and the sea (NORONHA et al. 2003). The natural beauty and environmental quality of these coastal areas make them very attractive to tourists. Their complexity is significant in terms of population dynamics, change in patterns of land use as well as socio-economic change. These influences can be observed in both large and small tourist destinations. Understanding the local basis of tourism is especially important in a globalised situation as it is under such conditions that we are able to discern the local processes that are consequently affected, causing the stakes to become intensely and actively felt (KAZI – NAIRY 2003, SAWANT 2008, SAWANT et al. 2010).

1.0. Tourism Development in Goa

Presently, Goa is the fifth preferred tourist destination in the world and within India, it is one of the topmost tourist destinations. Goa is known to the world as “The pearl of the Orient, the Venice of the East, the land of sand, sun and fun”. Promoted as a tourist paradise, blessed with many beautiful bays and beaches, tranquil rivers, lush green hills and golden valleys, its natural beauty is complimented by a rich cultural Indo-Portuguese heritage set within multi religious harmony. The diversity of music and drama, varied cuisine, quaint architecture dotted with temples and churches all go to make Goa truly an ideal tourist destination (NORONHA et al. 2002).

Goa was liberated in 1961 from the colonial rule of the Portuguese. Subsequently, planned tourism development in Goa was initiated in 1965. The turning point in Goa's tourism history came in the late 60's with the arrival of hippies as tourists in Goa. The “Hippie Trail” was perhaps the first example of modern tourism in developing world. This was enough to establish Goa on the international tourism map. The state made a small beginning in charter tourism when in 1985-1986 German Airlines Condor operated 24 flights, bringing in 3568 passengers directly from Frankfurt. By 1989-1990, the number of charter flights shot up to 107, and with the new economic policy of globalization and liberalization of the Indian economy in 1991, a quantum jump in charter traffic was seen in 1992-1993.

Simultaneously, the Department of Tourism in Goa has strengthened its marketing strategy by envisaging various publicity measures, participating in various travel events as well as organising shows and advertisements. One should not undermine the role of both print and electronic media in promoting Goa as a world class tourist destination. Given these various factors, tourism has made tremendous strides. The number of tourist arrivals has increased from a few thousands in 1960 to more than 2,4 million in 2006, including 3,65 million foreigners constituting 10% of the total international arrivals into India. Presently, 6,3 million tourists visit Goa (2016) of which Russians and Britishers are in majority. Presently, tourism contributes approximately 34% of the state domestic product, providing employment to nearly 30% of the total workforce. Tourism is promoted by development theorists as well as government agencies for its ability to generate local employment. However, in the global market its sustainability depends primarily upon its economic benefits and social and economic costs.

Goa, with 110 kms of coastline has around 80 kms of beach, these being separated into nearly 40 individual beaches areas. Palolem is one of the southernmost beaches lying in Cancona Taluka. Indian beaches are usually named by the closest settlement, therefore the study is related to Palolem beach. The village is situated just across the beach. With the back-drop of the Western Ghats, it remains enchanting and gorgeous and is referred to as “paradise beach”. The beach itself is 2 km long and is crescent shaped,

thereby allowing one the view of the whole beach from either end. Both end of the beach consist of rock jutting out into the sea. The beach has gained increased popularity in the last couple of years. In 1989, Palolem beach had its first beach resort and today on the beach front one finds rows of shacks and cocohuts (tourist cottages made of palm trees). Palolem is fast developing into a tourist destination and 90% of the tourists visiting Canacona taluka invariably come to Palolem. On first visit, at the commencement of tourism at Palolem, one is struck by the isolation of the beach, its rugged landscape, its virgin sands and friendly and non-exploitive people. Gradually, however, one notices that these factors are systematically eroded by the unguided spread of tourism (NORONHA et al. 2002, RAIKAR 2010, SANGUANAL 2010).

2.0. Objectives and methodology of the paper

As a foremost activity, this research is a micro level analysis of the impact of tourism on traditional occupations and the forms of employment opportunities that emerge due to beach tourism.

2.1. Objectives

This study focuses on the extent of tourism development and its strong effects on the populace of the small community of Palolem beach, one of the southernmost beach tourist destinations of Goa in the context of shift in the occupational structure. Therefore the specific objectives are:

Impact of tourism on occupational structure

Emergences of employment opportunities in tourism sector

2.2. Methodology

The present paper is based on empirical research which is a concerted output of secondary, as well as, primary data. A systematic random sampling was carried out for 121 households living within one kilometre of the beach through a questionnaire, reviewing the occupational shift of the local populace. A longitudinal research method has been applied by using survey, voices and gathered opinions. Simple descriptive statistics is also used. T- test is used to correlate agriculture, toddy tappy and fishing with tourism.

3.0. Discussion

Tourism is a genuinely powerful force for change in the community (MACLEOD 2006). The issue addressed here is globalisation and socio-economic change as a result of tourism. Since the tourism industry is service oriented and labour intensive, it is a valuable source of employment. It employs a large number of people and provides a wide range of jobs which ranges from the unskilled to highly specialized. The major economic benefit is to provide employment to local community. Palolem has witnessed significant economic changes over the nearly five decades. One of the most noticeable changes has been an increase in the working population in non-traditional sectors. Agriculture, fishing and toddy tapping were the main occupations of people of Palolem. With the emergence of tourism in early this century, the majority of the active population is now engaged in tourism related activity, directly or indirectly (Table 1).

Table 1: Changing Patterns in Occupational Structure (1971-2017)

Years	Agriculture	Fishing	Toddy Tappers	Tourism	Other services	Total
1971	476	319	50	0	123	968
1981	412	278	45	0	298	1033
1991	459	255	25	26	380	1145
2001	412	243	23	280	498	1456
2011	390	312	20	560	480	1762
2017	252	363	7	694	504	1820

Source: B.D.O Office, Stastical Section, Canocana, Goa (2017)

Given the emergence of tourism in early this century, new employment opportunities were created and this subsequently increased the workforce. In 1971, the total work force was 968 persons; presently the figure has reached a high mark of 1820, a quantum increase by some 88%. This increase in the total workforce saw further change as the number of primary workers was reduced and a corresponding ballooning of tertiary activities, mainly catering to the tourism industry was observed. In 1971, the agricultural cultivators and labourers accounted for almost 50% while the percentage of workforce in fishing was 32%. These two major occupations thus accounted for more than three-fourth of the work force (Table 1). Over the decades, there has been a dip in primary workforce and an increase in the tertiary sector. 2017 reveals that tourism and other services account more than 60% of the working population. Further, only a negligible proportion is engaged in agricultural sector while one-fourth of the working population is engaged in fishing. It is thus clear that given the increase in tourism. The employment in service sector has also increased.

It should not be assumed that the indigenous people of the village are passive recipients of all these changes that have occurred as a result of modernization and tourism. On the contrary, they have become very actively involved in the process of globalization, and in their specific context, in the particular situation of tourism (SAWANT – MAJUMDAR 2009).

Table 2: Correlation metrics between occupations of Palolem village.

	Agriculture	Fishing	Toddy Tappers	Tourism	Other services
Agriculture	1	-.650	.750	-.835*	-.647
Fishing		1	-.260	.598	-.023
Toddy Tappers			1	-.849*	-.911*
Tourism				1	.761
Other services					1

As per the Table 2, it is observed that $r(6) = -.853$, $p < .05$, hence there is significant negative correlation between tourism and agriculture. Similarly, there is significant negative correlation between tourism and toddy tapping ($r(6) = -.849$).

Tourism marginalises traditional occupation structures and introduces new economic trends. A cursory glance at the occupational shift prior to globalization and post globalization shows significant change. The survey reveals that traditional occupations have been replaced by tourism related occupations. Tourism related employment opportunities have also created new employment roles in Palolem. Traditional primary activities, particularly orchard plantation, toddy tapping, subsistence fishing and paddy cultivation have all metamorphosed into tourism related activities. Fishing and agriculture were the main activities of the people and these occupations were the backbone of the economy for the populace of Palolem. However, given the onset of globalization in tourism, the Bhatkars (agricultural cultivators), Mundkars (agricultural labourers) and Pagis (fishermen) have slowly shifted to tourism based occupations.

Table 3: Occupation Category in Tourism

	Tourism Related Activity	Employment in Present
1	Transport	21.86
2	Hotel Accommodation	21.05
3	Beach side Shacks	10.29
4	Garment selling	6.2
5	Restaurants	15.1
6	Other services	26
	Total	100

Source: SAWANT et al. 2009

The populace is engaged in diverse tourism related activities like transport, accommodation, beach side shacks management, garment selling, restaurant and other activities (Table 3). The three dominating tourism related activities as given in table is male dominated but the other three activities significantly engage females

3.1. Transport

Transport is a key factor in the growth of tourism. The most common means of local transport available other than public transport, are taxi and motorcycle (pilot). This requires a low level of investment and the government of Goa provides easy loans for such forms of local employment. Goa has a unique means of hired motorcycle transport, locally called as “the pilot” – where the rider takes the pillion to the required destination. Since timings are flexible, many people engage themselves in such employment after office hours, thus allowing people to have multiple occupations. A peculiar form of localization is seen in this activity as 22% are involved in this sector. Further, the taxis unions are strong so that no outsiders are allowed to provide taxi services.

3.2. Accommodation

Accommodation is another major key to tourism but this sector has yet to develop in Palolem. The main kind of accommodation available is beach side huts, known as coco huts, these being very popular amongst the foreign tourists. The main occupants of the cocohuts are itinerant tourists who are usually referred to as 'backpackers' given their desire to travel light with only a single back-pack. These also tend to be visitors from North West Europe who travel through India.

The employability in this sector of tourism is the maximum (30%). Hotels and beach front shacks provide direct and indirect employment to the locals as well as outsiders. Palolem has nearly 37 shacks and a number of small eat-outs. The food-service sector employs the largest labour force constituting nearly 39% of the labour force.

Prior to 1995, the task of licensing beach restaurant-shacks was done by the local panchayat but thereafter, the state government took over this responsibility. The owners of these shacks, by and large, are locals, though the workers at these establishments mixture of locals and migrants. The migrants tend to be given jobs as helpers, dish washers etc while the locals retain the jobs like waiters because their knowledge of the English language allows them to interface with guests. When licensing authority moved to state government from local, it is interesting to note that allocations of shacks, composition of workers etc remained highly localized decisions. Further, conflict remains between shack owners on account of the mushrooming of illegal shacks, since the latter tend to endanger local business.

3.3. Garment selling

Any tourist destination has a shopping complex; garments form an important component of this. Shops usually display local branded clothes and many of the tourists prefer to buy these clothes as souvenir or for their personal use. Many of the migrants also rent out small kiosk where swimming suits, shorts and scarfs are sold to the tourist.

3.4. Other services

The growing popularity of Palolem draws tourists of various nationalities. It is natural that these individuals would need to keep in contact with their friends, relatives, and family through telephone or email. Therefore the provision of means of suitable communication is another important sector in the tourism trade. 8,73% of the workforce is involved in communication sector, providing facilities that range from telephone booth to cyber café. The other services include laundry, provision stores, beauty parlours, hair cutting salons etc. About $\frac{1}{4}$ of the total population is employed directly or indirectly in this sector.

4.0. Issues and Challenges

Overall, since the work force and work opportunities have both increased the employment multiplier coefficient at Palolem works out to 2.63. The income multiplier is calculated to be 4.05, the implication of this being that an initial tourist spending of Rs.100 will increase income by more than 4 times i.e. more than Rs.400. This is in addition to the original tourist spending.

Nevertheless, the case of Goa's booming tourism industry provides employment for migrants from across the country. Among them are the "Goarmattis", a tribal group popularly referred to as Lamanis. They hail from the underdeveloped arid regions of Karnataka where lack of viable livelihood alternatives forces them to move to neighbouring cities. Over the years, they have helped other family members migrate and today the Lamani community in Goa is a sizeable number. Initially employed in the construction sector, they have switched to tourism because of higher returns (TERI 2009). Sun bathers are constantly harassed by 'Lamanis', or local gypsies who sell trinkets. Some of these are also tempted to theft and illegal sexual activity (SAWANT – MAJUMDAR 2009).

The tourism industry is highly seasonal and during the peak season (October-March), the percentage of populace engaged in tourism industry, directly or indirectly, accounts for nearly 74%. Given the dominance of tourism related activities in Palolem, a noticeable shift in occupational structure is observable as new employment opportunities were created. Prior to the increase in tourism, over 4/5th of the local people practised traditional occupations. Now, however, there has been drastic decline in the former and proportional increase in workforce engaged in tourism i.e. 60%. One tenth of the population still continues to practise their traditional occupations.

In the desire to procure as much as possible from lucrative foreign tourists, it has been noticed that Indian tourists are discriminated against by the owners of shacks. Numerous national/local tourists have objected to the non-courteous behaviour shown to them by shack owners even while the foreign tourist gets a very polite welcome and service.

In relation to tourism development, sustainability often enters the discussion regarding different forms of tourism and their impacts. Conventional mass tourism, for instance, is known to have many negative environmental and socio-cultural impacts, while at the same time the economic benefits are also frequently not enjoyed by the local population (TELFER – SHARPLEY 2008), for instance when large resort chains are owned by foreign investors. In this case, the locals may be marginalised or employed on contractual basis.

Conclusion

The people of Palolem were strongly associated with the environment - the fisherman with the sea and farmers with land. Over the centuries, all have used the environment for the purpose of food. With the increase of tourism land is no longer primarily to cultivate in order to produce food or the sea solely harvested for marine resources. In the last two decades the farming centres and agriculture plots, banana fields, orchard plantations have been replaced by shacks, restaurants, hotels and tents.

Over the last few decades, the village of Palolem has witnessed a change in its ecology with much attributed to its change in occupational structure. As the number of cultivators and labourers declined, the land under agriculture and plantation also declined. Subsequently fallow land has increased. Settlement with plantation shows the encroachment of the commercial structures along the beach in the form of cocohuts, hotels, shacks and shops. Inevitably, this has also affected the ecology. There is also a decrease in area under mangroves and increase in sandy surface.

The shift in occupation, from subsistence traditional and primary to commercial has economically empowered the locals and helped in improve the standard of living. However, the dualist approach of occupation is not seriously been addressed by the younger generation as they shun away from traditional manual work. Since tourism is seasonal, one of the fallouts of seasonality is that the tourist destination has to scale up its infrastructure in order to be able to meet the demands that arise in the peak season. This leads in the migration of labour – an area of conflict.

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