Safety Issues in Tourism in Goa- A Tourist Perspective

Dr. Yasmin Z. Shaikh

Associate Professor, Department of Commerce ,St. Xavier's College,
Mapusa-403507 , Goa, India

ABSTRACT   *Safety and security have always been indispensable condition for travel and tourism. But it is an in contestable fact that safety and security issues gained a much bigger importance in the last two decades. Goa, one of the most popular tourist destinations in the world, is no longer the tourist paradise it once was. The deaths of 15-year-old Scarlette Keeling has made this place a talking point and a pet bashing subject for the foreign media. The deaths of foreign nationals raise the question whether Goa is still a safe destination for tourists. While foreign tourists would like to believe that their lives are no longer safe in Goa, local residents claim otherwise. The local Goan says that crime is common across the world and it is common knowledge that one has to tread carefully especially at nights. The question being asked now is whether Goa is unsafe? In the aftermath of multiple incidents involving crimes against tourists, also deaths due to natural causes or drowning deaths and overdose of drugs   in Goa, safety has become a complex multidimensional notion with a wide range of components. Therefore this fact necessitates the research and study of the relationship between security issues and tourism. In the present paper the author is trying to give theoretical insight   of safety issues and government responses and possible marketing actions in crisis situations due to safety issues in tourism in Goa.*

***Keywords:** Safe destination, Safety Issues, Crisis Situations*

Introduction

The topic of safety and security in the tourism industry is of vital importance globally. Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Perceived or real threats to visitor safety have immediate impacts on a destination's reputation and can dramatically affect visitation. If visitor safety and security is not well managed, adverse incidents can significantly impact on the profitability and sustainability of destination. If a tourist feels threatened or unsafe during a trip this may impact on length of stay and expenditure in a destination and decrease the likelihood of repeat visitation and word-of-mouth referrals. If a destination develops a negative image for visitor safety this will result in a declining visitor market for the region.

Back in the 1970s, Goa's beaches were almost reserved for the hippies and none of the locals even bothered interfering with them. The hippie culture was at its peak and there were not many reports of crimes against tourists. However, now the scene is different. There are several cases of sexual assault, most of which have gone unreported. The travel and tourism industry cannot avoid the negative impacts and consequences of these events. Recent events require further analysis of how travel safety may be improved in Goa state.

Objectives

1. To provide an informative picture of safety and security measures in Goa.
2. To examine the opinion of tourists with regards to safety issues in Goa.

Hypothesis

1. Tourists do not differ in their opinion about safety during Day time and Night time.

Research Methodology

The exploratory research design was based on survey method. The present study was based on survey method. The present paper was based on the feedback of 400 tourist visiting Goa. Structured questionnaire were used for collecting the data from the respondents. The secondary data has been collected through internet, books, newspaper, journals records and brochures. The tools used for the study were percentage analysis and Z-test for Significance of single proportion is used for testing hypothesis

Data Analysis

Table 1 Safety of Tourist

Factor	Nationality	Widely Available	%	Available at Few places	%	Not Available	%	Total	%
Do's and Don'ts	Domestic	46	14.38	264	82.5	10	3.13	320	100
	International	17	21.25	59	73.75	4	5	80	100
	Total	63	15.75	323	80.75	14	3.5	400	100
Medical Facilities	Domestic	16	5	84	26.25	220	68.75	320	100
	International	3	3.75	29	36.25	48	60	80	100
	Total	19	4.75	113	28.25	268	67	400	100
Police Assistance	Domestic	36	11.25	97	30.31	187	58.44	320	100
	International	15	18.75	21	26.25	44	55	80	100
	Total	51	12.75	118	29.5	231	57.75	400	100
Life Guards	Domestic	249	77.81	67	20.94	4	1.25	320	100
	International	53	66.25	24	30	3	3.75	80	100
	Total	302	75.5	91	22.75	7	1.75	400	100

The **Table 1** reveals that 82.5% Domestic tourist and 73.75% International tourist are of the opinion that Do's and Don'ts are available at few places. The survey reveals that 68.75% of the Domestic tourist and 60% of the international tourist found that medical facilities were not available. The table reveals that 58.44% Domestic tourist and 55 % international tourist found that police assistance at tourist spots is not available. The table reveals that 77.81% Domestic tourists and 66.25% International tourists stated that life guards are widely available at various beaches of Goa.

Testing of Hypothesis
Safety in the Market
Table 2: Safety Moving about in the Market in the Day and Night

Factor	Time	Nationality	Yes	%	No	%	Cannot Say	%
Market	Day	Domestic	309	96.56	5	1.56	6	1.88
		International	74	92.5	1	1.25	5	6.25
		Total	383	95.75	6	1.5	11	2.75
	Night	Domestic	131	40.94	129	40.31	60	18.75
		International	50	62.5	21	26.25	9	11.25
		Total	181	45.25	150	37.5	69	17.25

Day time

Ho : The proportion of tourist feeling safe in the market during day time is p = 0.5.

H_1 : The proportion of tourist feeling safe in the market during day is p > 5.

One-sample test of proportion   x: Number of obs = 400
Variable | Mean Std. Err.   [95% Conf. Interval]
x | .9575 .0100863   .9377311 .9772689
Ho: proportion(x) = .5
Ha: x < .5   Ha: x != .5   Ha: x > .5
z = 18.300   z = 18.300   z = 18.300
P < z = 1.0000   P > |z| = 0.0000   P > z = 0.0000

From the results, the null hypothesis has been rejected and the alternative hypothesis that p > 0.5 has been accepted. Therefore the proportion of tourists opined that the safety at market is significant indicating that tourists feel secure at markets in the day time.

Night Time

Ho: The proportion of tourist feeling safe in the market during night time is p = 0.5.

H$_1$: The proportion of tourist feeling safe in the market during night time is p < 5.

One-sample test of proportion   x: Number of obs =   400
Variable | Mean Std. Err.   [95% Conf. Interval]
x | .4525 .0248869   .4037225 .5012775
Ho: proportion(x) = .5
Ha: x < .5   Ha: x != .5   Ha: x > .5
z = -1.900   z = -1.900   z = -1.900
P < z = 0.0287   P > |z| = 0.0574   P > z = 0.9713

From the results, the null hypothesis has been rejected and the alternative hypothesis that
p < 0.5 has been accepted. Therefore the proportion of tourists opined that the safety at market is insignificant indicating that more safety is required.

Safety on the Beaches

Table 3: Safety Moving about on the Beaches in the Day and Night

Factor	Time	Nationality	Yes	%	No	%	Cannot Say	%
Beaches	Day	Domestic	304	95	13	4.06	3	0.94
		International	76	95	3	3.75	1	1.25
		Total	380	95	16	4	4	1
	Night	Domestic	52	16.25	199	62.19	69	21.56
		International	34	42.5	28	35	18	22.5
		Total	86	21.5	227	56.75	87	21.75

Day Time

Ho :   The proportion of tourist feeling safe on the beaches during day time is p = 0.5.

H$_1$:   The proportion of tourist feeling safe on the beaches during day is p > 5.

P < z = 1.0000   P > |z| = 0.0000   P > z = 0.0000
One-sample test of proportion   x: Number of obs =   400
Variable | Mean Std. Err.   [95% Conf. Interval]
x | .95 .0108972   .9286418 .9713582
Ho: proportion(x) = .5
Ha: x < .5   Ha: x != .5   Ha: x > .5
z = 18.000   z = 18.000   z = 18.000
P < z = 1.0000   P > |z| = 0.0000   P > z = 0.0000

Here also the null hypothesis has been rejected and the alternative hypothesis that p > 0.5 has been accepted. Therefore, the proportion of tourists opined that the safety at beaches is insignificant indicating that they are secured in the day time.

Night Time

Ho :   The proportion of tourist feeling safe on the beaches during night time is p = 0.5.

H_1 :   The proportion of tourist feeling safe on the beaches during night is p < 5.

One-sample test of proportion		x: Number of obs = 400
Variable | Mean Std. Err.		[95% Conf. Interval]
x | .215 .0205411		.1747401 .2552599
Ho: proportion(x) = .5		
Ha: x < 0.5	Ha: x !=0 .5	Ha: x >0 .5
z = -11.400	z = -11.400	z = -11.400
P < z = 0.0000	P > |z| = 0.0000	P > z = 1.0000

Here the null hypothesis has been rejected and the alternative hypothesis that p < 0.5 has been accepted. Therefore the proportion of tourists opined that the safety at beaches is insignificant indicating that they are less secured.

Safety for Entertainment

Table 4: Safety Moving about for Entertainment in the Day and Night

Factor	Time	Nationality	Yes	%	No	%	Cannot Say	%
Entertainment	Day	Domestic	170	53.13	123	38.44	27	8.44
		International	67	83.75	6	7.5	7	8.75
		Total	237	59.25	129	32.25	34	8.5
	Night	Domestic	246	76.88	25	7.81	49	15.31
		International	63	78.75	7	8.75	10	12.5
		Total	309	77.25	32	8	59	14.75

Day Time

Ho :   The proportion of tourist feeling safe at entertainment places during day time is p = 0.5.

H_1 :   The proportion of tourist feeling safe at entertainment places during day is p > 5.

One-sample test of proportion		x: Number of obs = 400
Variable | Mean Std. Err.		[95% Conf. Interval]
x | .5925 .0245685		.5443467 .6406533
Ho: proportion(x) = .5		
Ha: x < .5	Ha: x != .5	Ha: x > .5
z = 3.700	z = 3.700	z = 3.700
P < z = 0.9999	P > |z| = 0.0002	P > z = 0.0001

The calculated Z-value 3.7 is greater than the critical value of Z at 5 % level of significance. Thus the null hypothesis has been rejected and the one sided i.e. right-tail has been accepted. Thus it is inferred that significant proportion of tourists are feeling secure at entertainment places in the day time.

Night time

Ho :   The proportion of tourist feeling safe at entertainment places during night time is p = 0.5.

H_1 :   The proportion of tourist feeling safe at entertainment placesduring night time is p < 5.

One-sample test of proportion		x: Number of obs = 400
Variable | Mean Std. Err.		[95% Conf. Interval]
x | .7725 .0209609		.7314174 .8135826

Ho: proportion(x) = .5		
Ha: x < .5 Ha: x != .5 Ha: x > .5		
z = 10.900 z = 10.900 z = 10.900		
P < z = 1.0000 P > |z| = 0.0000 P > z = 0.0000		

The calculated Z-value 10.9 is greater than the critical value of Z at 5 % level of significance. Thus the null hypothesis has been rejected and the one sided i.e. right-tail has been accepted. Thus it is inferred that significant proportion of tourists are feeling secure at entertainment places.

Findings
1. It is inferred that majority of tourist are of the opinion that Do's and Don'ts are available at few places.
2. It is inferred that majority of the tourist are of the opinion that medical facilities are not available
3. It is inferred that majority of the tourist are of the opinion that police assistance at tourist spots is not available.
4**.** It is inferred that majority of the tourist found it safe to move about in the market during the day and night
5**.** It is inferred that majority of tourist found it safe to move about on the beaches during the day. While domestic tourist find the beaches unsafe during the nights while international tourist finds it safe to be on the beaches during the night.
 6. It is inferred that majority of tourist find it safe to participate in entertainment activities during the day and night.

Suggestions
1. Emphasis must be placed on the security of the entire tourism network, making tourist feel secure and safe is essential to the international competiveness of the destination
2. Safety and security of the life of the tourist should be an area of concern. The law enforcing agencies should be prompt, efficient and tactful in handling the cases related to safety and security of life of tourist.
3. The Department of Tourism needs to open good number of information booths at bus terminus, shopping complexes and busy commercial complexes. The tourist office should be kept open to all 24 hours.
4. In order to improve the qualities of facilities and make it accessible to tourist readily there is need of a helpline centres, which will be equipped with latest telecommunication equipments. Besides providing information these Help centres will also render emergency health services to the tourist, on the spot.
5. Setting up police booths at railways, airports, tourist destination, first aid facility at tourist spots, setting up a tourist grievance cell to speedily resolve of all authentic complaints.
6. Beaches in Goa should be covered under night patrolling where trained life guards will keep a close watch till early hours to intervene in case of emergency.
7. Formation of and all women's police force for night patrolling will instil confidence among women tourists and to intervene in emergency situation.

Conclusions
It is undeniable that the tourism industry has a right to defend itself as well as to have a legitimate expectation that the state will do all it can to ensure safety and security. It is, therefore, in the industry's own interest to co-ordinate its efforts and co-operate fully with the other main partners, i.e. the government, law enforcement agencies and the wider community. It must recognise that when the environment is safe, the visitor is also safe and that if the travel and tourism industry emphasises security it will have a good chance of surviving.
 In the aftermath of multiple incidents involving crimes against tourists in Goa and travel advisories issued by multiple countries against India, the Department of Tourism, Government of Goa has constituted strict measures to safeguard tourist safety, especially women travellers. The Tourism Minister is hopeful that these measures will help in controlling and preventing crimes against tourists remarkably. Different groups with stakes in Goa's tourism should come together and act against the people responsible for the crimes; keeping in mind that tourism is Goa's mainstay which attracts over a million visitors annually.

References

1. Akhtar Javaid (1990), 'Tourism Management in India', Ashish Publishing House, New Delhi
2. Batra K.L. (1990), 'Problems and Prospects of Tourism', Printwell Publishers, Jaipur
3. Bhardwaj D.S., Manjla Chaudhary, S.S. Boora, R.H. Tarak, Krishna K. Kamra etc., (2006), 'International Tourism – Issues and Challengers', Kanishka Publishers, New Delhi.
4. Bhatia A. K. (1991), 'International Tourism Fundamentals And Practices', Sterling Publishers Pvt. Ltd.
5. Bhatia A.K. (2002), 'Tourism Development – Principles And Practices', Sterling Publishers Pvt. Ltd.
6. Chawla Romila (2004), 'Research Methods for Travel and Tourism Industry', Sonali Publications, New Delhi.
7. Claude Alvares (2002), 'Fish, Curry And Rice', A Goa Foundation Publication.
8. Gupta Sunil And Bansal S. P. (1998), 'Tourism Towards 21st Century', Deep And Deep Publications Pvt. Ltd.

Journals and Magazines
1. Facts for you
2. Indian Journal of Marketing
3. Journal of Travel Research
4. South Asian Journal of Socio-Political Studies (SAJOSPS)
5. The Indian Journal of Commerce
6. Tourism Recreation Research
7. Global Destinations
8. Goa Today
9. India Tourism
10. Travel Biz Monitor

E journal
1. Annals of Tourism Research
2. Asia Pacific Journal of Tourism
3. Current Issues in Tourism
4. Journal of Policy Research in Tourism

Dailies
1. O' Herald
2. The Gomantak Times
3. The Navhind Times
4. The Times of India

Websites
1. www.goatourism.gov.in
2. www.expresstravelworld.com
3. www.travelbizmonitor.com

Tourism Master Plan
1. Tourism Master Plan : Goa – 2011
2. Tourism Master Plan : Goa – 2001