



“Opportunities and Challenges before the Wild Life Tourism in Goa State”

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ABSTRACT

Goa is best known as a tourist Paradise, both in India and abroad. Lavishly gifted by nature for its scenic beauty and virgin beaches. Goa is visited by number of tourists each year and this number is growing every year. The onset of tourism on a large scale in Goa has produced pressures on both society and the environment. Government should frame the policies to spread the tourist to the other region of Goa giving them the best alternative options to minimize the pressure on beach belt. The Government of Goa is now facilitating the diversification of tourism product from traditional 'leisure tourism' to 'green tourism'. The present research paper highlights to know the problems for tourism development in the wildlife regions of Goa and prospects of wildlife tourism. The paper highlights that if Wildlife tourism is properly promoted the burden on the beaches and subsequent problems that arise will be minimized and that the state should offer alternative attractions to tourist and earn substantial revenue besides giving a fillip to the economy of hinterland areas.

Keywords : Green tourism, protected areas, Biodiversity, Wildlife tourism, Hinterland

Introduction

The global trade of tourism is continuously rising and presently it generating \$2.5 trillion annual revenue which amounts to 5.5 percent of the worlds gross domestic product and 6 percent of the total volume of trade of the world. Today Tourism has emerged as one of the world's largest industries and fastest growing sector of the world economy. Tourism today presents an unparalleled challenge to the economics of the developing world. Wildlife tourism is still a niche segment but one that is fast evolving in India and recording double digit growth and has the potential to turn into mainstream tourism in India in the near future. Instead of being seen as a small niche market wildlife tourism is a sizeable market with the potential for significant economic growth opportunities. Wildlife based tourism in the country has recorded a growth in the last few years and is emerging as one of the favorite destination for foreign tourist.

Goa is a small tiny emerald land on the West Coast of India This tiny state has carved out its own niche in the competitive world of Travel and Tourism. Over the past couple of decades Goa has rapidly gained worldwide recognition as a tourist spot and has the distinction of being the most sought after destination, having ranked among the top ten in the millennium year. Goa's wildlife tourism can be broadly defined as rich reservoirs of biodiversity with a bewildering range of plants and animal's life in the midst of rich vegetation which constituted into Wildlife protected areas to conserve the unique biological diversity of the region.

Statement of the problem

Tourism is a major economic activity in Goa. It has made substantial contribution to the economic development of the state in terms of employment generation. Studies now show that the impact of mass tourism is pressuring. As tourism is growing at a high rate, it tends to place a great stress on the diverse habitats

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