ANALYSIS OF THE TOURIST'S PREFERENCES FOR SHACKS LOCATED ON GOVERNMENT AND PRIVATE PROPERTIES IN GOA: AN EMPIRICAL STUDY

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ABSTRACT

Goa, a tiny State in India with a modest population of 1.5 million attracts millions of tourists all throughout the year. The inflow of tourists benefits the local community in the form of employment, rise in income, and a higher standard of living. It also creates opportunities for further investments and leads to the development of new tourism products like beach shacks. Beach shacks the temporary restaurants are erected on the beach serving food and beverages to the tourists. They are located both on government as well as on private properties in Goa. The present study is quantitative in nature and was conducted during the months of October to December 2017 based on a random sample of 200 respondents. The data was personally collected by visiting various shacks all across Goa by preparing a structured questionnaire. Using multiple regression analysis and one-way ANOVA it is observed that tourists prefer shacks located on government properties because they are clean and hygienic, and offer beach beds and umbrellas. Tourists also prefer shacks located on private properties in Goa because they are located close to the beach, and accept payments using debit and credit cards.

KEYWORDS: *Beach Shacks, Tourists, Preferences, Demographic Characteristics.*

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Introduction

Goa, a tiny State in India in terms of land area and having a modest population of 1.5 million as per the 2011 census attracts millions of tourist's every year. Tourists visit Goa all through the year, due to its lovely hot and humid climate, beautiful sandy beaches, the Portuguese influenced culture, architectural churches, temples, waterfalls, lakes, spice plantations, and the hospitable nature of its people. Tourism in Goa is focused mostly in its coastal areas (D'Silva et al, 1998) with limited tourist activity in its hinterlands. Goa receives both foreign as well as domestic tourists. During the year 2017 Goa received 680683 and 5650061 foreign and domestic tourists respectively (Department of Tourism, Government of Goa-Statistics). Most of the foreign tourists visit the State during the months of November to March, whereas the domestic tourists mostly visit during the summer months of April to May and also during the monsoon season. The arrival of tourists benefits the local community in the form of employment, rise in income, and higher standard of living. It also gives business opportunities to many Goans who totally depend on tourism for their survival. In addition, tourism motivates Goans to innovate and come out with new tourism products for the benefit and satisfaction of tourists and one such product is the emergence of Beach Shacks in Goa. Beach shacks in Goa originated in the mid-twentieth century are like restaurants located on the beach and relieve tourists from the heat and the sun (Kazi et al, 2004). According to Naik (2016), "a shack is a temporary structure serving food and beverages to the tourist and

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is built on the beaches just above the high tide line". Shacks are seasonal restaurants, erected on the beach, serving mostly Goan food and beverages to the tourists. They are erected by using locally available eco-friendly materials and are open for business from October to May every year. However, they are abandoned during the monsoon due to the inclement weather condition and the seasonal erosion of the beach (Noronha et al, 2003). Shacks in Goa function as per the rules and regulations framed by the State government and specified in its 'Beach Shack Policy' from time to time. They are located both on government as well as on private properties and the former doesn't provide accommodation to the tourists. According to Mascarenhas (2017), beach shacks located on government properties, are structures located on the dry beach, sea-ward of the sand dune and with a minimum setback of three meters from the vegetation line. The private shacks, in fact, are located on or behind the sand dunes in private lands which fall in the No-Development-Zone (NDZ) where no commercial activity is permitted. Goan shacks are very popular among the tourists especially the foreign. In fact, a large number of foreign tourists book their holidays to Goa only after it is confirmed that the shack allocation process for the season has been completed (Sathish et al, 2016).

Review of Literature

A systematic literature survey has been performed in order to find out the research gap, research problem and to define the scope of the present study. Tourists the world over consider restaurants an important attribute of a tourist destination. For some, restaurants act as an important factor while deciding upon a holiday destination because restaurants at a destination can increase their overall satisfaction levels (Sparks et al, 2003). In Goa, the availability of quality restaurants is found to be very important for family leisure travelers to the State (Ekiz et al, 2014). In fact, a large number of tourists prefer to revisit the State very often and recommend it to their peers because they carry a positive perception of Goa due to the availability of quality restaurants, shacks, and other facilities (Vijay et al, 2017). Beach shacks the temporary restaurants are located on the beach and over the years their numbers have increased tremendously in Goa. Shacks in Goa provide to the tourist's shelter, food, beverages, sun beds, umbrellas, night parties, water sports, restrooms, coco huts, and other relevant information (Naik, 2016 & Prakash, 2013). A large number of tourists in Goa prefer patronizing shacks rather than the starred hotels due to its lower prices, and tastier preparations (Noronha, 1999). However, the erection of beach shacks and construction of hotels, resorts, guesthouses, and approach roads close to the beaches have collectively destroyed vast sand dunes along Goa's coastline (Mundye, 2017). According to Menezes (2017), the numbers of tourist visiting Goa has increased tremendously over the last five years. However, these increasing numbers have not resulted in any positive benefits to the State as most of these tourists are domestic, male, and have low budgets. Also, a new wave of budget tourists called 'Charter Tourist' from Russia and other East European countries have started arriving in Goa in recent years (Smitha, 2010) resulting in a sudden increase in drug abuse, drug trafficking, prostitution, and escalation in violence (Noronha, 1999). Therefore, Goa, instead of focusing on the number of tourists should rather focus on the quality of tourists in future based on their spending capacities for the benefit of all tourism stakeholders.

Identification of the Research Problem

Literature survey throws light to the fact that, no substantial research has been conducted till date to study the tourist's preferences for shacks located on Government and Private Properties in Goa. Each year the Department of Tourism, Government of Goa and the Goa Coastal Zone Management Authority (GCZMA) gives permission to erect over three hundred shacks on government properties and over two hundred shacks on private properties in Goa during the tourist season. However, no major study has been conducted so far to identify the factors that motivate tourists to visit beach shacks in Goa. Therefore, the present study will try to identify the factors motivating tourists to visit beach shacks located both on government and private properties in Goa. The study also offers valuable inputs to the State Government - Department of Tourism, other tourism stakeholders, academicians and research scholars in their areas of informational needs.

Objectives of the Study

The main objective of the present study is to analyze the tourist's preferences for shacks located on government and private properties in Goa. However, the specific objectives are as follows:

- To study the demographic characteristics of tourists visiting shacks in Goa.
- To identify the factors that motivate tourists to visit beach shacks located on government properties in Goa.
- To identify the factors that motivate tourists to visit beach shacks located on private properties in Goa.

Scope of the Study

Beach shacks attract thousands of tourists to the State each year thereby providing employment to a large number of Goans. Also, many Goans totally depend on the shack business to earn a living. The present study makes an attempt to identify the reasons that bring these tourists to the shacks and motivates them to spend time over there.

Research Questions

- What are the demographic characteristics of tourists visiting beach shacks in Goa?
- What are the factors that attract tourists to shacks located on government properties in Goa?
- What are the factors that attract tourists to shacks located on private properties in Goa?

Hypotheses

H_{01} : Tourists significantly don't prefer shacks located on government properties in Goa.
H_1 : Tourists prefer shacks located on government properties in Goa.
H_{02} : Tourists significantly don't prefer shacks located on private properties in Goa.
H_2 : Tourists prefer shacks located on private properties in Goa.

Research Methodology

A quantitative approach was adopted in collecting data for this study and the required data was collected from primary as well as secondary sources. Primary data was collected from 200 respondents (including 100 foreign tourists) during the months of October to December 2017 with the help of a structured questionnaire. The questionnaire was personally administered to the respondents at random and the respondents were contacted by visiting various shacks located both on government as well as on private properties all across Goa. A total of 210 questionnaires were given to the respondents, however, 200 questionnaires or 95.23 percent of them were found to be complete in all aspects and were then considered for analysis. The questionnaire used in the study was divided into two parts: the first part pertains to the demographic profile of the respondents like gender, nationality, income, age, educational qualification, and occupation. The second part deals with tourists preferences for shacks located on government and private properties in Goa. Likert five-point scales were used to collect the responses to the second part of the questionnaire where'1' means strongly disagree and '5' means strongly agree. The place of study was the entire State of Goa. Statistical tools like multiple regression analysis, and ANOVA and financial tools like percentages are used in this study to explore the objectives. Secondary data was collected from the Department of Tourism–Government of Goa, Travel, Tourism and Hospitality Journals, other related journals, newspapers, and online materials.

Period of Study

The period of the survey by itself was considered as the period of study.

Data Variables

In this area of study the researcher has two dependent variables as follows: 1) I (tourist) prefer shacks located on government properties in Goa and 2) I (tourist) prefer shacks located on private properties in Goa. There are a total of fourteen common independent variables for each of the above two dependent variables and they are as follows: provide accommodation, provide more entertainment, charge reasonable price, more spacious, clean and hygienic, provide locker facilities, there is privacy, accept payment using card facilities, serve quality food, follow rules and regulations of the government, located close to the beach, offer beach beds and umbrellas, provide personalized service to the customers, and safety and security.

Reliability of Data

A reliability test was performed for 30 items of the questionnaire which are on scaled data and the Cronbach's Alpha (reliability) was found to be .935 which is considered to be good for further analysis.

Result and Discussion

Table 1: Demographic Profile and Nationality of the Respondents
Demographic Profile and Nationality

S. N.	Particulars	Nationality of the Respondent		Total
		Domestic	International	
1.	**Gender**			
	Male	79	47	126 (63%)
	Female	21	53	74 (37%)
	Total	100	100	200

2.	**Family Income**				
	Up to $ 5,000 or Rs. 3,50,000	15	6	21	(10.5%)
	$ 5,000 – 10,000 or Rs. 3,50,001 – 7,00,000	24	4	28	(14%)
	$ 10,001 – 15,000 or Rs. 7,00,001 – 10,50,000	22	11	33	(16.5%)
	$ 15,001 – 20,000 or Rs. 10,50,001 – 14,00,000	25	11	36	(18%)
	$20,001 – 25,000 or Rs. 14,00,001 – 17,50,000	7	11	18	(9%)
	Above $ 25,000 or Rs. 17,50,000	7	57	64	(32%)
	Total	100	100	200	
3.	**Age**				
	Below 20 Years	2	2	4	(2%)
	20 - 29 Years	44	11	55	(27.5%)
	30 – 39 Years	40	15	55	(27.5%)
	40 – 49 Years	11	11	22	(11%)
	50 – 59 Years	3	24	27	(13.5%)
	60 – 69 Years	-	26	26	(13%)
	70 Years and above	-	11	11	(5.5%)
	Total	100	100	200	
4.	**Educational Qualification**				
	Up to SSC	5	9	14	(7%)
	Above SSC but below Graduation	9	13	22	(11%)
	Graduate	53	45	98	(49%)
	Post Graduate	30	17	47	(23.5%)
	Professional or Ph.D.	3	16	19	(9.5%)
	Total	100	100	200	
5.	**Occupation**				
	Student	9	2	11	(5.5%)
	Service	53	9	62	(31%)
	Businessman	12	5	17	(8.5%)
	Professional	22	39	61	(30.5%)
	Housewife	3	5	8	(4%)
	Retired	1	37	38	(19%)
	Others	-	3	3	(1.5%)
	Total	100	100	200	

Source: Computed from Primary Data

In table 1 above it is observed that 63 percent of the total respondents are males and the rest females and with respect to nationality, 79 percent of the domestic respondents are males as against only 47 international male tourists. 32 percent of the total respondents are having a family income of above Rs.17.5 lakhs and 48.5 percent earn between Rs.3.5 lakhs to Rs.14 lakhs per year. Among the international respondents a large number of them, 57 percent to be precise, are having a family income of above Rs.17.5 lakhs per year whereas among the domestic respondents 71 percent have a family income between Rs.3.5 lakhs to Rs.14 lakhs per year. 55 percent of the total respondents are in the 20 to 39 years age groups, 24.5 percent in 40 to 59 years age groups whereas 18.5 percent are above 59 years of age. However, with respect to nationality, 37 percent of the international respondents are senior citizens of above 59 years of age and 35 percent belong to the middle age groups of 40 to 59 years whereas, a large majority of 84 percent domestic respondents belong to the 20 to 39 years age groups. As far as the educational qualification is concerned, 49 percent respondents are graduates, 23.5 percent post-graduates, 9.5 percent professionals and the rest 18 percent have studied below graduation. With respect to nationality, 83 percent domestic respondents are either graduates or post-graduates as compare to only 62 percent international respondents. 31 percent of the total respondents are employed in the service sector, 30.5 percent professionals, 19 percent have retired, 8.5 percent businessman, 5.5

percent students, 4 percent housewives, and the rest 1.5 percent are engage in other occupations. However, with respect to domestic respondents, a large percentage of them belong to the service sector whereas, among the international respondents 39 percent are professionals and 37 percent are in the retired category.

Table 2: Tourists Preferences for Shacks Located on Government Properties in Goa Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769[a]	.592	.561	.409	2.039

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.926	14	3.209	19.182	.000[b]
	Residual	30.949	185	.167		
	Total	75.875	199			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	.320		1.699	.091
	Provide accommodation	.040	.032	.064	1.251	.213
	Charge reasonable price	.030	.036	.049	.828	.409
	Clean and Hygienic	.340	.084	.416	4.030	.000
	Privacy	-.045	.079	-.059	-.574	.567
	Serve quality food	-.146	.083	-.148	-1.766	.079
	Located close to the beach	.188	.102	.161	1.854	.065
	Provide personalized service to the customers	.065	.062	.077	1.062	.290
	Provide more entertainment	-.035	.052	-.051	-.688	.492
	More spacious	-.015	.053	-.020	-.283	.778
	Provide locker facilities	-.048	.042	-.085	-1.141	.255
	Accept payment using debit / credit cards	-.009	.031	-.016	-.278	.781
	Follow rules & regulations framed by the State government	.083	.067	.100	1.242	.216
	Offer beach beds and beach umbrellas	.275	.101	.237	2.725	.007
	Safety & security	.191	.064	.231	2.999	.003

Source: Computed from Primary Data

Table 2 above shows the result of multiple regression analysis and the results are found to be acceptable at 5 percent significance level ($p < 0.05$). The R square value of .592 indicated that there is a good relationship between the independent variables and the model is found to be acceptable. The adjusted R square value of .561 indicates that 56.1 percent of the variation in the dependent variable is explained by the model. The one way ANOVA test $F(14, 185) = 19.182$, $p < 0.05$ indicates that the model is statistically significant. Hence the null hypothesis "Tourists significantly don't prefer shacks located on government properties in Goa" is not accepted. This means that Tourists significantly prefer shacks located on government properties in Goa.

The Unstandardized coefficients of the independent variables indicate that tourists prefer shacks located on government properties in Goa because they are clean and hygienic, offer beach beds and umbrellas, and for safety and security as the coefficients values of all these three variables are found to be significant at 5 percent significance level ($p < 0.05$). However, the remaining twelve variables don't

attract tourists significantly to the shacks located in government properties in Goa as the coefficients values of all these variables are found to be not significant at 5 percent significance level.

Table 3: Tourists Preferences for Shacks Located on Private Properties in Goa
Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.869[a]	.756	.737	.297	2.100

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.465	14	3.605	40.873	.000[b]
	Residual	16.315	185	.088		
	Total	66.780	199			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.592	.222		2.664	.008
Provide accommodation	.005	.049	.006	.106	.915
Charge reasonable price	.009	.023	.018	.413	.680
Clean and Hygienic	.129	.054	.162	2.374	.019
Privacy	-.110	.057	-.132	-1.914	.057
Serve quality food	-.111	.063	-.121	-1.765	.079
Located close to the beach	.224	.085	.200	2.625	.009
Provide personalized service to customers	.137	.049	.164	2.817	.005
Provide more entertainment	.057	.038	.082	1.481	.140
More spacious	-.088	.046	-.116	-1.921	.056
Provide locker facilities	.044	.034	.085	1.273	.205
Accept payment using debit/credit cards	.100	.031	.200	3.231	.001
Follow rules and regulations framed by the State government	.042	.036	.065	1.152	.251
Offer beach beds and beach umbrellas	.491	.063	.497	7.744	.000
Safety and security	-.041	.048	-.056	-.852	.395

Source: Computed from Primary Data

Table 3 above shows the result of multiple regression analysis and the results are found to be acceptable at 5 percent significance level (p < 0.05). The R square value of .756 indicates that there is a good relationship between the independent variables and the model is found to be acceptable. The adjusted R square value of .737 indicates that 73.7 percent of the variation in the dependent variable is explained by the model. The one way ANOVA test $F_{(14, 185)}$ = 40.873, p < 0.05 indicates that the model is statistically significant. Hence the null hypothesis "Tourists significantly don't prefer shacks located on private properties in Goa" is not accepted. This means that Tourists significantly prefer shacks located on private properties in Goa. The Unstandardized coefficients of the independent variables indicate that, tourists prefer shacks located on private properties in Goa because they are clean and hygienic, located close to the beach, provide personalized service to customers, accept payments using card facilities, and offer beach beds and umbrellas as the coefficients values of all these five variables are found to be significant at 5 percent significance level (p < 0.05). However, the remaining nine variables don't attract tourists significantly to the shacks located on private properties in Goa as the coefficients values of all these variables is found to be not significant at 5 percent significance level.

Conclusion

　　　　It is observed in the study that tourists belonging to different age groups, gender, income, with various educational qualifications, and occupation visit beach shacks in Goa. Among the domestic tourists visiting shacks in Goa, most of them are males, belonging to the service sector, graduates, belong to the 20 to 49 years age groups, and have a family income between Rs. 3.5 lakhs to Rs. 14 lakhs per year. However, among the foreign tourists visiting shacks in Goa, a majority of them are females, have studied up to graduation, and are professionals, belonging to the 50 years and above age groups, and having a family income of above Rs. 17.5 lakhs. To study the tourist's preferences for shacks located on government and private properties in Goa the researcher has two null hypotheses and both of them have not been accepted at 5 percent significance level using Multiple Regression Analysis and one-way ANOVA. The tourists in Goa prefer to visit beach shacks located on government properties because they are clean and hygienic, offer beach beds and umbrellas, and they feel safe and secure to visit these shacks as the coefficients values of all these variables is found to be significant at 5 percent level of significance ($p < 005$). Tourists also visit beach shacks located on private properties in Goa because of the following reasons such as: they are clean and hygienic, located close to the beach, provide personalized service to the customers, accept payments using cards facilities, and offer beach beds and beach umbrellas as the coefficients values of all these five variables are found to be significant at 5 percent level of significance ($P < 0.05$). Therefore, it is proved beyond doubt that the beach shacks in Goa attracts tourists to the State and as such, they should be protected and allowed to grow for the benefit of the tourists, shack owners, and all other stakeholders.

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