

# Impact of Tourism on Goan Residents

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## **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Project report entitled, “Impact of Tourism on Goan residents” is based on the results of investigation carried out by me in the Discipline of Travel & Tourism from the department of Bachelor of Business Administration (Travel & Tourism) at Rosary College of Commerce & Arts, under the Supervision of Asst. Prof. Noella D’costa and to the best of our knowledge, it has not previously formed the basis for the award of any diploma or degree by this or any other University. Further, I understand that Rosary College of Commerce & Arts will be not be responsible for the correctness of observations / experimental or other findings given in the project work. It is also declared that this document is our original work and free of any plagiarism.

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### **CERTIFICATE BY PROJECT SUPERVISOR**

This is to certify that the project report “Impact of Tourism on Goan Residents” is a bonafide work carried out by the below mentioned students, under my supervision in the Discipline Travel & Tourism at Rosary College of Commerce & Arts . To the best of my knowledge, it has not previously formed the basis of the award of any degree or diploma by this or any other College/University. This work also complies with the requirements of Similarity index.

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**ABBREVIATIONS USED**

<b>Entity</b>	<b>Abbreviations</b>
Bachelor of Business Administration	BBA
Goa Tourism Development Corporation	GTDC
Non-Governmental Organizations	NGO

## **ABSTRACT**

Tourism is the most important industry in Goa and it has a strong influence on the lives of local residents. This research was conducted to understand how tourism affects the economic, social, and environmental conditions of people living in Goa. The main purpose of the research was to know if tourism has improved employment opportunities, infrastructure, and quality of life. It also aims to identify the challenges faced by residents. The data for this study was collected using a questionnaire, a survey was conducted among local residents from the 2 districts of Goa. A total of 163 responses were collected and analysed with the help of percentage and sentiment analysis. The results show that tourism has helped create jobs, improved infrastructure, and supported local businesses. However, the study also found a few negative effects such as increased cost of living, overcrowding, and uneven distribution of economic benefits. Tourism has both positive and negative impacts on local residents. The study indicates that proper planning and sustainable tourism practices are necessary in order to ensure that tourism benefits the local community and protecting their quality of life.

### **Keywords**

- Impact of Tourism
- Goan Residents
- Sentiment Analysis
- North Goa and South Goa; Economic, Social and Environmental Impact.
- Sustainable Tourism Development.

## **CHAPTER 1: INTRODUCTION**

Tourism in Goa has changed over time. Goa is known for its stunning white sand beaches, lively nightlife, and natural beauty that attracts millions of tourists from all around the world. Visitors can enjoy a wide range of activities such as water sports, exploring ancient churches and temples, visiting museums, and experiencing the local culture. A lot of festivals take place in Goa throughout the year, like the famous international music festival Sunburn, which attracts millions of people around the world. Goa caters to every type of traveler from the quiet village life in the south to the vibrant party atmosphere in the north. Whether it's tasting traditional Goan cuisine, listening to Goan music, or enjoying the sea breeze at sunset, tourists can find experiences that match their interests and age groups.

Goa has a special vibe thanks to its strong Portuguese roots that still show up in the old buildings, bright houses, and delicious food. Tourists love exploring famous places like the Basilica of Bom Jesus and Se Cathedral, enjoying in their rich history and peaceful atmosphere. If you're after a taste of nature, you can visit spice plantations, go on a cruise, or check out a wildlife sanctuary. Adventure seekers have plenty to do, from scuba diving and parasailing to trekking and go-karting. The busy markets at Anjuna and Mapusa are perfect for finding local crafts, trendy clothes, and souvenirs that capture Goa's lively spirit. Throughout the year, festivals like Carnival, Shigmo, Gulal, and Sao Joao fill the streets with music, dancing, and colorful parades. But behind all this excitement, there's a whole community of people tourism stakeholders working together to make sure everything goes off without a problem.

### **1.1 Stakeholders in Tourism**

Stakeholders in tourism are all individuals, groups, or organizations that are directly or indirectly involved in the tourism process or affected by it. In simple words, they are people who gain benefits or face problems because of tourism. They include tourists, residents, business owners, entrepreneurs, hotel operators, travel agencies, government bodies, and even the environment itself.

Tourism in Goa works like a chain when a tourist comes, they spend money on hotels, food, transport, shopping, and entertainment. This spending supports a large number of people and industries. Therefore, understanding the roles and impacts on each stakeholder helps in managing tourism in a sustainable and balanced way.

Stakeholders can be divided into primary (direct) and secondary (indirect) categories.

### **1.1.1 Primary Stakeholders**

Primary stakeholders are those who are directly involved in the tourism industry or depend on it for their livelihood. In Goa, they include the following:

*a. Tourists:*

Tourists are the heart of the tourism system. They travel to Goa for leisure, business, or cultural reasons. Their satisfaction determines how successful Goa's tourism industry will be. When tourists spend time on hotels, food, or activities, it directly benefits the local economy.

*b. Local Residents:*

The people of Goa play a big role in shaping the visitor's experience. Many locals run beach shacks, restaurants, homestays, and shops selling souvenirs. Some work as guides, taxi drivers, or in hotels and cruise companies. Tourism provides employment to thousands of Goans, especially along the coastal belt.

*c. Hospitality and Accommodation Sector:*

This includes hotels, resorts, guesthouses, and homestays. These establishments provide lodging, food, and comfort to visitors. The hospitality industry has seen massive growth in Goa, from small family-run lodges to luxury international resorts.

*d. Transport Operators:*

Airlines, taxis, rental bike services, and local bus operators directly benefit from tourist arrivals. The tourism season increases the demand for transport, creating income for many locals.

*e. Tour Operators and Travel Agencies:*

These stakeholders plan packages, arrange tours, and ensure that tourists explore Goa safely and efficiently. They play an important role in marketing Goa's attractions nationally and internationally.

### **1.1.2 Secondary Stakeholders (Indirect Stakeholders)**

Secondary stakeholders are not directly involved in tourism but are indirectly affected by it. Their role is equally important in maintaining the tourism system. These include:

*a. Government and Local Authorities:*

The Department of Tourism, Goa Tourism Development Corporation (GTDC), and local panchayats help in infrastructure development, maintaining cleanliness, issuing licenses, and promoting tourism policies.

*b. Environmental and Cultural Organizations:*

NGOs and cultural preservation groups work to protect Goa's heritage and environment from over-tourism. They help promote eco-tourism and responsible travel.

*c. Suppliers and Local Producers:*

Farmers, fishermen, vegetable vendors and small manufacturers supply goods to hotels and restaurants. They indirectly earn through the tourism chain.

*d. Educational Institutions:*

Hospitality and tourism colleges in Goa prepare trained manpower for the industry. Students doing internships in hotels or travel agencies also form part of this stakeholder network.

### **1.1.3 Impact of Tourism on Stakeholders**

Tourism has both positive and negative impacts on these groups.

**a. Positive Impacts:**

- It creates employment and income for locals.
- It improves infrastructure such as roads, transport, and communication.
- It helps in preserving culture and traditions as tourists show interest in them.
- It brings a lot of attention from abroad and foreign exchange to the state.

**b. Negative Impacts:**

- Overcrowding and pollution during peak seasons can disturb local life.
- Prices of goods and property often rise, making it difficult for locals.
- Environmental damage like beach littering and water pollution is common.
- Cultural dilution may occur when traditions are commercialized for tourists.
- Therefore, sustainable tourism planning is essential to balance economic growth with social and environmental wellbeing.

## **1.2 OBJECTIVES OF THE STUDY**

1. To conduct a study on the impact of tourism on the local residents of Goa assessing the positive and negative perspective.
2. To assess and compare the inputs of the local community of North Goa and South Goa on the effects of tourism.
3. To identify the difference in views on tourism of North Goan and South Goans.

### **1.3 SCOPE OF THE STUDY**

The focus of this study is to understand how tourism affects the daily life of Goan residents in both North and South Goa. It aims to find out people's real opinions both positive and negative, through a short survey conducted by the Third-Year BBA (Travel and Tourism) students of Rosary College of Commerce & Arts.

This study helps to know how tourism impacts areas such as employment, cost of living, environment, culture, and lifestyle. The responses collected will be used only for educational purposes and will help understand how residents feel about tourism development in Goa.

It will benefit the study by showing both sides of tourism:

Positive impacts: job creation, better roads and infrastructure, cultural exchange, and community activities. Negative impacts: crowding, pollution, increasing prices, and loss of local traditions. The study will help suggest ways to promote sustainable tourism that benefit both visitors and local people without harming Goa's natural and cultural beauty.

### **1.4 CHAPTERIZATION SCHEME**

#### **Chapter 1: INTRODUCTION**

This chapter explains Goa tourism and its importance. It states the manner in which the people are involved in tourism and how it affects them. It also highlights the aim and purpose of the study.

#### **Chapter 2: REVIEW OF LITERATURE**

Under this chapter, review is done on what other researchers have studied about tourism and local people's opinions. It shows what is already known and what is still missing, which is the reason behind why this research study was conducted.

#### **Chapter 3: METHODOLOGY**

This chapter gives a detailed explanation on how the research study was done. It describes how information was collected, questionnaire was designed, and how the results were analyzed and studied.

**Chapter 4: ANALYSIS**

Under this chapter, the results of the survey are analyzed and studied through mediums of pie charts and graphs. It illustrates how tourism affects people's jobs, society, and environment. It also compares opinions of people from North Goa and South Goa.

**Chapter 5: CONCLUSION**

This chapter displays the final summary of the study. It explains the main results, what are people's views and opinions about tourism, and how tourism can be improved in the future.

## **CHAPTER 2: REVIEW OF LITERATURE**

Tourism development has expanded rapidly across destinations, leading researchers to examine not only tourist experiences but also the perceptions and attitudes of local residents who are directly affected by tourism growth. Studies emphasize that tourism operates as a system involving multiple stakeholders, particularly host communities, whose support is essential for long-term sustainability (D’Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). Residents’ attitudes influence destination image, visitor satisfaction, and social harmony, making them central to tourism planning. With the advancement of digital technologies, tourism research has shifted toward data-driven approaches. The industry now generates large volumes of online data through social media, blogs, and review platforms, offering valuable insights into stakeholder perceptions (Alaei et al., 2019). Sentiment analysis has emerged as an important tool to capture emotions and opinions expressed in textual data, moving beyond traditional survey-based methods (Charfaoui & Mussard, 2024; George & Ramos, 2024). At the same time, the rapid growth of tourism has raised concerns about overtourism, defined as tourism growth that negatively affects residents’ quality of life and visitor experience (Philkhana & Khan, 2024). Emotional connections between residents and tourists also shape attitudes toward tourism development, as stronger emotional solidarity leads to greater support (Woosnam et al., 2009). From a destination management perspective, the tourism area life cycle framework explains how destinations evolve and how unmanaged growth may increase resident dissatisfaction (Kamat, 2010). Together, these studies highlight the importance of understanding residents’ perceptions using both traditional and advanced analytical approaches.

The objectives of the selected studies mainly focus on understanding residents’ perceptions, attitudes, and sentiments regarding tourism development and its impacts. Many researchers aim to examine how tourism influences economic, social, cultural, and environmental conditions and how these impacts shape residents’ support for tourism (D’Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). Some studies specifically investigate factors influencing resident support, including demographic characteristics and perceived benefits. Research on overtourism aims to analyze residents’ perceptions of excessive tourism growth and assess its impact on quality of life (Philkhana & Khan, 2024). Other studies focus on theoretical explanations, such as examining emotional solidarity between residents and tourists and its effect on support for tourism development (Woosnam et al., 2009). With technological advancement, several studies aim to explore the use of big data and machine learning

techniques to analyze tourism-related sentiments expressed online (Alaei et al., 2019; Charfaoui & Mussard, 2024; George & Ramos, 2024). Review-based research evaluates existing literature to identify dominant themes and research gaps in sentiment analysis within tourism and hospitality (Mehraliyev et al., 2022). Additionally, studies based on the tourism area life cycle framework aim to assess stages of destination development and their implications for host communities (Kamat, 2010). The combined objectives emphasize understanding resident perceptions, measuring sentiments through both surveys and computational methods, and promoting sustainable tourism development.

The reviewed studies adopt a combination of quantitative, qualitative, and computational methods to analyze tourism impacts and stakeholder perceptions. Many studies use structured questionnaires distributed to residents to measure perceptions of tourism's economic, social, cultural, and environmental impacts, applying statistical techniques to examine relationships between variables (D'Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). Research on overtourism in Goa also utilizes survey methods and applies Social Exchange Theory to interpret resident responses (Philkhana & Khan, 2024). Whereas, sentiment analysis studies rely on big data extracted from online platforms such as social media and review websites (Alaei et al., 2019). Machine learning algorithms are used to classify textual data into positive, negative, and neutral sentiments, enabling large-scale analysis (Charfaoui & Mussard, 2024; George & Ramos, 2024). Review studies employ systematic literature review techniques to examine trends and identify research gaps (Mehraliyev et al., 2022). The emotional solidarity framework is tested using quantitative survey instruments measuring emotional closeness and sympathetic understanding (Woosnam et al., 2009). Conceptual and evaluative approaches are applied in studies using the tourism area life cycle framework to assess stages of destination development (Kamat, 2010). These varied methodologies provide a comprehensive understanding of tourism impacts from both traditional and modern perspectives.

The findings across studies indicate that tourism generates both positive and negative impacts on host communities. Economically, tourism contributes to employment generation, income opportunities, and infrastructure development, leading to supportive attitudes among residents who benefit directly (D'Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). However, excessive tourism growth can create congestion, environmental degradation, and pressure on local resources, negatively affecting residents' quality of life (Philkhana & Khan, 2024; Kamat, 2010). According to Social Exchange Theory, residents support tourism when perceived benefits outweigh costs (Philkhana & Khan, 2024). Sentiment analysis studies reveal

mixed emotional responses in tourism-related content, identifying both satisfaction and dissatisfaction among stakeholders (Alaei et al., 2019; Charfaoui & Mussard, 2024; George & Ramos, 2024). Review findings suggest that while sentiment analysis is widely used for tourist perceptions, fewer studies focus specifically on resident sentiments (Mehraliyev et al., 2022). Emotional solidarity significantly influences support for tourism, as stronger emotional bonds between residents and tourists lead to more positive attitudes (Woosnam et al., 2009). Results demonstrate that balanced development and positive host–guest relationships are essential for sustainable tourism.

The literature suggests important implications for sustainable tourism planning and policy formulation. Residents must be actively involved in tourism development processes to ensure long-term support and minimize conflicts (D’Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). Managing overtourism requires controlling tourist numbers, improving infrastructure, and ensuring fair distribution of economic benefits (Philkhana & Khan, 2024). The application of sentiment analysis provides destination managers with real-time monitoring tools to track public opinion and identify emerging issues (Alaei et al., 2019; Charfaoui & Mussard, 2024). Analyzing tourist-generated content helps improve service quality and visitor experiences (George & Ramos, 2024). Review studies highlight the need to extend sentiment analysis to resident-focused research (Mehraliyev et al., 2022). Strengthening emotional solidarity between residents and tourists can enhance community support and social harmony (Woosnam et al., 2009). Continuous monitoring of tourism growth using life cycle frameworks can prevent stagnation and decline (Kamat, 2010). These implications emphasize the need for balanced and data-driven tourism management strategies.

The reviewed literature confirms that tourism significantly influences host communities economically, socially, culturally, and environmentally. Residents are key stakeholders whose perceptions determine the sustainability of tourism development (D’Mello et al., 2015; Abdillah, 1970; Tse & Tung, 2022). While tourism provides employment and economic growth, it can also generate negative effects such as congestion and environmental stress, particularly in cases of overtourism (Philkhana & Khan, 2024). Sentiment analysis has emerged as a valuable research tool for understanding stakeholder emotions through large-scale textual data (Alaei et al., 2019; Charfaoui & Mussard, 2024; George & Ramos, 2024). However, there remains a gap in applying these techniques specifically to resident perceptions (Mehraliyev et al., 2022). Emotional solidarity and proper destination management play crucial roles in maintaining positive attitudes toward tourism (Woosnam et al., 2009; Kamat, 2010).

The literature highlights the need for sustainable and inclusive tourism development that balances growth with community well-being.

## **2.1 Research Gaps**

D'Mello et al. (2015) and Philkhana and Khan (2024) examined residents' perceptions of tourism in Goa; however, both studies considered Goa as a single destination. They did not provide a comparative analysis between North Goa and South Goa, even though tourism intensity and development patterns differ significantly between these two regions.

Abdillah (1970) and Tse and Tung (2022) focused on residents' attitudes, community involvement, and quality of life in tourism destinations. While these studies provide valuable insights into factors influencing resident support, they primarily relied on questionnaire-based survey methods. They did not deeply analyze the emotional tone or expressed sentiments of residents using computational techniques.

Studies by Alaei et al. (2019), Charfaoui and Mussard (2024), and George and Ramos (2024) applied sentiment analysis in tourism research. However, their work mainly concentrated on tourists' opinions, online reviews, and user-generated content rather than on local residents' sentiments. This indicates a contextual limitation in applying sentiment analysis to host communities.

Furthermore, Mehraliyev et al. (2022) explicitly highlight that sentiment analysis research in tourism has largely focused on customers and tourists, with limited attention given to residents. This clearly identifies a methodological gap in the literature.

The studies either focus on resident perceptions using traditional survey approaches without applying sentiment analysis, or they apply sentiment analysis without concentrating on residents, particularly in the context of Goa. Therefore, there is a clear need for research that combines resident-focused analysis with sentiment analysis techniques and compares different regions within Goa.

## **2.2 Why This Study Was Done**

This study was conducted to fill the above gaps. The research focuses on local residents of Goa rather than tourists and applies sentiment analysis to understand their views on tourism. North Goa and South Goa were selected for comparison because both regions show different levels and types of tourism development. By comparing residents' sentiments in these two regions, the study provides a clearer understanding of how tourism impacts communities differently within the same destination.

The study therefore combines:

Resident perceptions

Sentiment analysis

Regional comparison (North Goa vs South Goa)

## **CHAPTER 3: METHODOLOGY**

### **3.1 Data Collection**

The research is based on both primary and secondary sources of data. The primary data was collected from the local residents of Goa to understand their personal opinions and experiences about tourism. The sample size taken was 200 respondents; equally divided between North Goa and South Goa. At the same time, the secondary data was referred to from the newspapers, websites, and online articles about tourism in Goa. This helped in getting background information and understanding the existing tourism situation in the state.

#### **3.1.1 Introduction to the Study Area**

This study was conducted in Goa, which is one of the most famous tourist spots in India. Tourism is an important source of income and employment for the state. Many local residents of Goa depend on tourism for their livelihood. However, along with benefits, tourism has an impact on the environment, culture, and everyday life of residents. Due to rise in tourist activities, locals have started giving mixed opinions about tourism. This study was done to understand how tourism affects Goan residents and what they feel about its positive and negative impacts.

#### **3.1.2 Method Used for the Study**

A survey method was used to collect primary data. A structured questionnaire was prepared for this purpose. The questions were written in simple and clear language so that respondents could answer them easily. The survey was conducted using an online platform, which helped collect responses.

#### **3.1.3 Questionnaire Design**

The questionnaire was prepared to understand the sentiments and opinions of local residents about tourism. It was mainly based on sentiment analysis, where questions were framed to capture positive, negative, and neutral views about tourism activities in Goa.

The questionnaire included close-ended and one open-ended question where respondents were asked to give their suggestions and improvements related to tourism impacts.

The questionnaire included the following sections:

- Economic aspects such as employment opportunities, cost of living, and sharing of tourism benefits.

- Social and cultural aspects such as community life, cultural exchange, overcrowding, and social issues.
- Environmental aspects such as construction activities, pollution, conservation, and environmental awareness.
- Overall impact of tourism on quality of life.
- Opinions of the residents about the negative and positive impacts of tourism.
- An open-ended question was included at the end to allow respondents to give their own suggestions and opinions about tourism practices.

### **3.1.4 Circulation of Questionnaire.**

The questionnaire was circulated online through social media platforms such as WhatsApp and Instagram. The survey link was shared with Goan residents, and responses were collected over a specific period of time. This method helped in reaching people from different age groups and occupations.

### **3.1.5 Demographic Details of Respondents.**

The questionnaire also included basic demographic questions. These questions were related to age group, gender, occupation, and years of residence in Goa. This information helped in understanding the background of respondents.

## **3.2 Data Analysis**

### **3.2.1 Tools Used for Data Analysis**

After collecting the responses, the data was organized using Microsoft Excel, and pie charts and graphs were prepared to understand patterns and trends in responses. The responses were grouped according to different sections such as economic, social, and environmental aspects, North Goa and South Goa. For each question, percentage values were calculated to understand the proportion of positive, neutral, and negative responses.

For questions that were positive in nature, tables were prepared showing the percentage distribution of positive, neutral, and negative responses. These results were further presented using bar graphs, which made it easier to compare the level of agreement and disagreement among respondents. Similarly, for questions that were negative in nature, separate tables and bar graphs were created to clearly highlight residents' concerns and negative perceptions related to tourism.

In addition to bar graphs, pie charts were used for questions to visually represent the overall opinion of respondents in a clear and simple manner. The use of both tables and charts helped in better interpretation and comparison of responses across different questions.

To obtain an overall understanding of residents' perceptions, sentiment analysis was applied by assigning numerical scores to responses.

For positive statements, responses were scored as

Positive = 3

Neutral = 2

Negative = 1

For negative statements, reverse scoring was used were

Positive = 1

Neutral = 2

Negative = 3

Yes/Maybe/No type questions were also scored as

Yes = 3

Maybe = 2

No = 1

Using these scores, average values were calculated to derive sentiment scores for the survey and for district-wise comparison between North Goa and South Goa. The method helped in identifying whether residents' views leaned towards positive, neutral, or negative. The average scoring, along with percentage-based analysis and graphical representation, provided an understanding of the impact of tourism on Goan residents.

### **3.2.2 What is Sentiment Analysis?**

Sentiment Analysis is the process of analyzing textual data to determine the emotional tone expressed in it. It classifies text as positive, negative, or neutral and can also detect more nuanced emotions like happiness, sadness, anger, or frustration. It is widely used to analyze large volumes of text such as:

- Customer reviews,
- Social media posts

- Emails and chat transcripts
- Survey responses

*GeeksforGeeks. (2025, December 10).*

## **CHAPTER 4: ANALYSIS**

### **4.1 Introduction to Data Analysis**

The questions are analyzed using sentiment analysis and the questionnaire is bifurcated into three sections which are economic, social and environmental.

The data collected through the questionnaire was analyzed by dividing it into different sections to clearly understand the impact of tourism on local residents. The analysis has been grouped into Economic, Social, Environmental, and Overall Perception sections. Each section focuses on specific aspects of tourism and how residents perceive its effects on their daily lives.

The economic section examines the impact of tourism on employment opportunities, infrastructure development, cost of living, and distribution of economic benefits. The social section looks at cultural exchange, community bonding, overcrowding, noise pollution, crime, and drug-related issues. The environmental section analyses awareness of environmental issues, sustainable tourism practices, construction impact, environmental degradation, and loss of biodiversity.

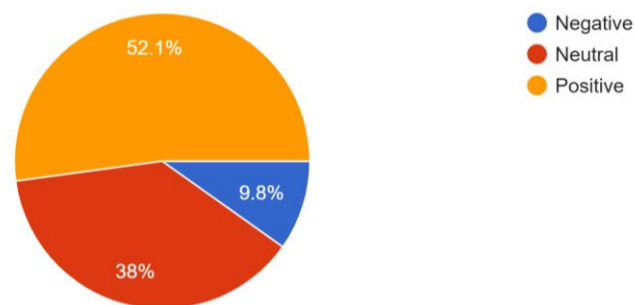
In addition, Yes/Maybe/No questions were included to understand the overall effect of tourism on quality of life and to know whether residents feel negative impacts outweigh positive ones. An open-ended question was also analyzed to capture residents' personal opinions, concerns, and suggestions in their own words.

The responses were analyzed using percentage analysis and represented through tables, bar graphs, and summaries. This approach helped in presenting a clear and balanced understanding of residents' perceptions regarding the impact of tourism in Goa.

## 4.2 ECONOMIC

Q1. Tourism has had an impact on employment opportunities for locals.

Figure 4.1



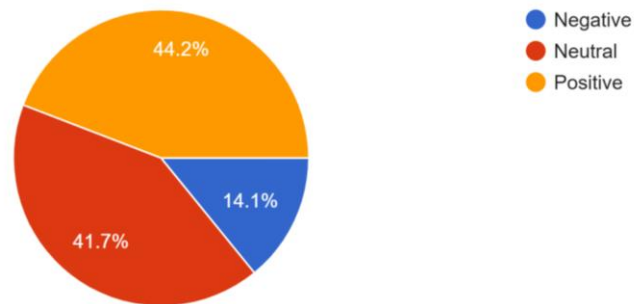
Source- Primary Data

Summary: Impact of Tourism on Local Employment

The survey results show that tourism has positively influenced employment opportunities for local people. Out of 163 respondents, 52.1% expressed a positive opinion, indicating that more than half of the participants believe tourism has helped create jobs and income sources for locals. This shows opportunities in areas such as hotels, restaurants, transport services, tour guides, handicrafts, and small local businesses. At the same time, 38% of respondents remained neutral, suggesting that while they may see some benefits, they do not experience a strong or direct impact on employment in their daily lives. This could be due to seasonal work or limited access to tourism related jobs. Only 9.8% gave a negative response, showing that very few people feel tourism has reduced or negatively affected employment opportunities. The findings suggest that tourism plays an important role in supporting local employment and economic growth. While not everyone benefits equally, the majority feel that tourism is a positive contributor to job creation for the local community.

Q2. Tourism has improved infrastructure and public services.

Figure 4.2



Source- Primary Data

Summary: Impact of Tourism on Infrastructure and Public Services

The survey results show positive opinions about tourism's impact on infrastructure and public services. Out of 163 respondents, 44.2% gave a positive response, showing that many residents feel tourism has contributed to improvements in roads, transport, public facilities, and other services. A significant 41.7% remained neutral, suggesting that although some development may have taken place, not everyone clearly experiences or notices these improvements. This may be because development is more visible in tourist areas than in residential localities. Only 14.1% gave a negative response, showing that a smaller group believes tourism has not improved infrastructure or may have created pressure on public services. This suggests that tourism has contributed to infrastructural development, but the impact is not strongly felt by all residents.

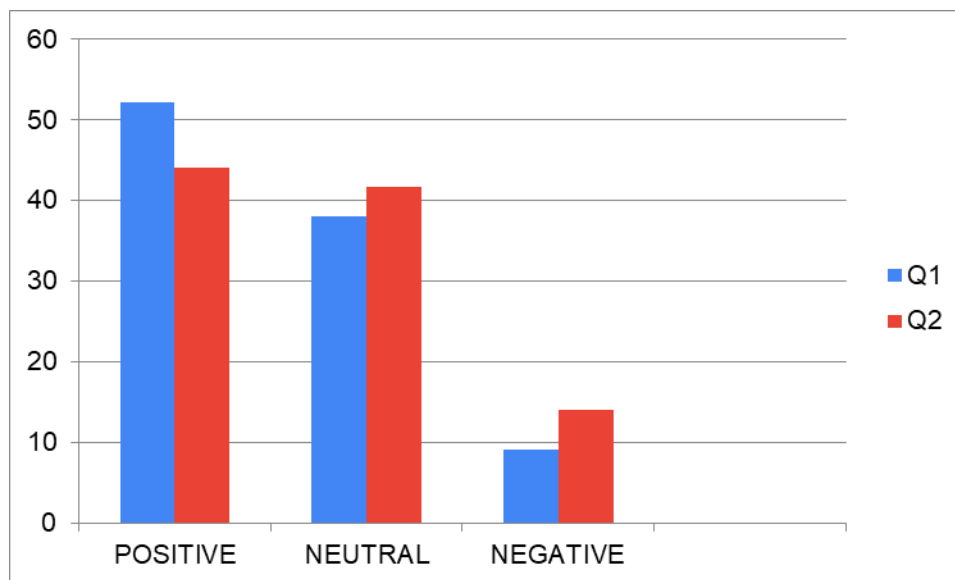
#### 4.2.1 Analysis of positive feedback

Table 4.1

	POSITIVE	NEUTRAL	NEGATIVE
Q1	52.14%	38.03%	09.18%
Q2	44.17%	41.71%	14.11%

Source- Primary Data

Figure 4.3



Source- Primary Data

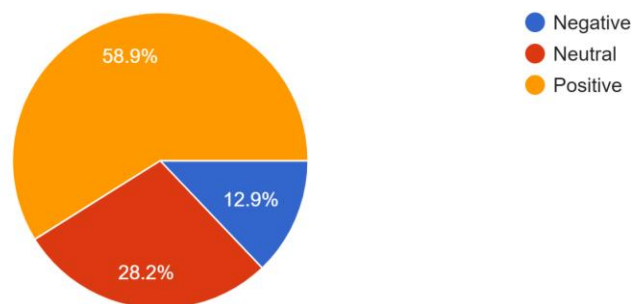
The bar graph shows that both positive questions received a higher number of positive responses compared to negative ones. In the first question, related to employment opportunities, the positive response is clearly the highest, showing that many residents feel tourism has helped create jobs and income sources.

In the second question, which focuses on infrastructure and public services, the positive and neutral responses are almost equally high. This suggests that while several residents have noticed improvements due to tourism, others feel the impact is moderate or limited to certain areas.

Across both questions, negative responses remain the lowest, indicating that very few residents believe tourism has harmed employment or infrastructure. The graph reflects a generally positive perception of tourism's economic role, with some variation in how strongly its benefits are felt among residents.

### Q3. Tourism has led to inflation and increased cost of living

Figure 4.4



Source- Primary Data

#### Summary: Tourism, Inflation, and Cost of Living

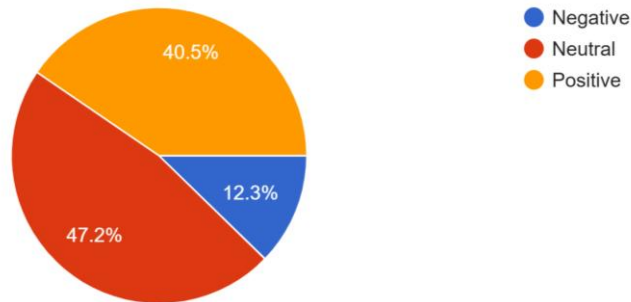
The survey results show that tourism has contributed to inflation and an increased cost of living for local residents. Out of the 163 respondents, 58.9% agreed positively with the statement and shows that a majority of people feel tourism has led to an increase in prices of goods, services, housing, and daily expenses in Goa. This is visible in higher rents, food prices, and transportation costs, especially in popular tourist areas.

About 28.2% of respondents gave a neutral response, suggesting that while price increases exist, it may not strongly affect everyone or is considered manageable by some residents. Meanwhile, 12.9% of respondents disagreed, indicating that a smaller section of people does not feel tourism has significantly increased their cost of living.

Although tourism brings economic growth, it also creates financial pressure on local residents by increasing the cost of living. This shows the need for balanced tourism planning that protects local affordability while supporting economic benefits.

Q4. The economic benefits of tourism are not shared equally among residents.

Figure 4.5



Source- Primary Data

Summary: Unequal Distribution of Economic Benefits from Tourism

The results indicate that the economic benefits of tourism are not shared equally among Goan residents. Out of 163 respondents, 47.2% gave a neutral response, indicating that many people are unsure or feel that the benefits reach only certain sections of society and not everyone directly.

At the same time, 40.5% of respondents agreed positively with the statement, showing that a significant number of people believe tourism income mainly benefits business owners, large hotels, and tourist focused areas, while smaller communities and traditional occupations gain less. Only 12.3% of respondents disagreed, this shows that very few feel tourism benefits are evenly distributed across all residents.

The findings highlight that while tourism generates income and growth, its economic advantages are unevenly spread. This points to the need for more inclusive tourism policies that ensure local communities, small businesses also benefit from tourism development.

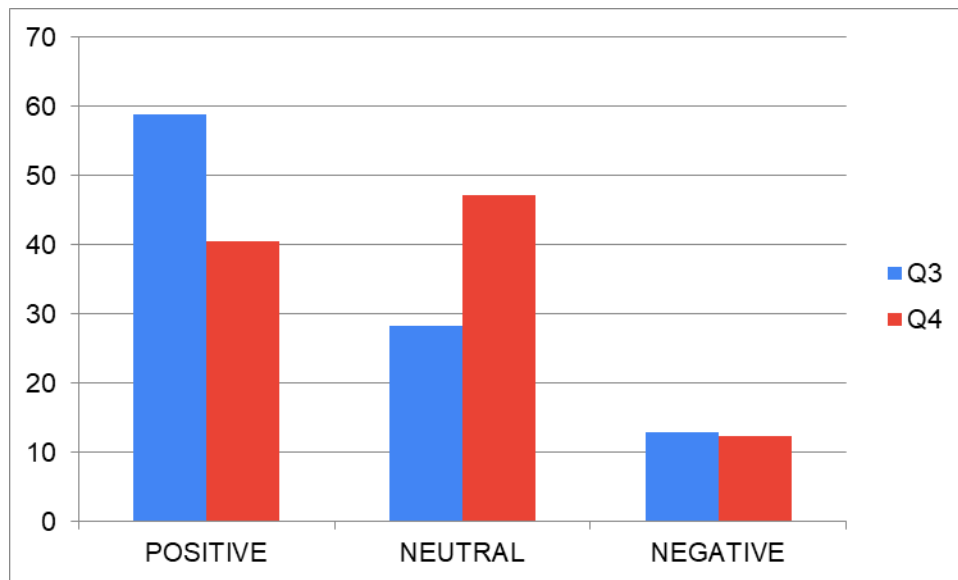
#### 4.2.2 Analysis of negative feedback

Table 4.2

	POSITIVE	NEUTRAL	NEGATIVE
Q3	58.89%	28.22%	12.88%
Q4	40.49%	47.23%	12.26%

Source- Primary Data

Figure 4.6



Source- Primary Data

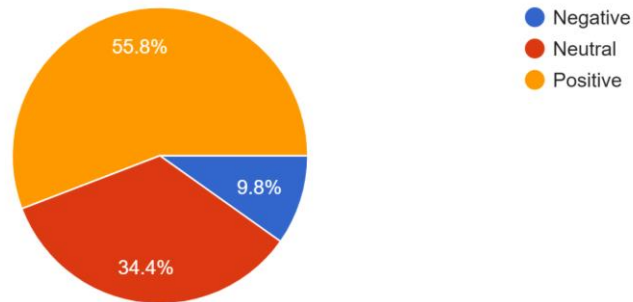
The results for the third question indicate that many residents feel tourism has contributed to inflation and a higher cost of living. The majority agreeing with this statement shows that rising prices are a noticeable economic concern linked to tourism growth, while a smaller section feels only a limited or no impact.

For the fourth question, opinions are more divided. A large neutral response suggests that many residents are unsure whether tourism benefits are shared equally, possibly because they do not directly benefit from tourism-related income. At the same time, a significant group believes that the economic benefits mainly reach certain sections rather than the entire community. These responses highlight that while tourism brings economic growth, it also creates challenges such as increased living costs and unequal distribution of benefits, which affect how residents perceive its impact.

### 4.3 SOCIAL

Q5. Tourism helps in cultural exchange and community development

Figure 4.7



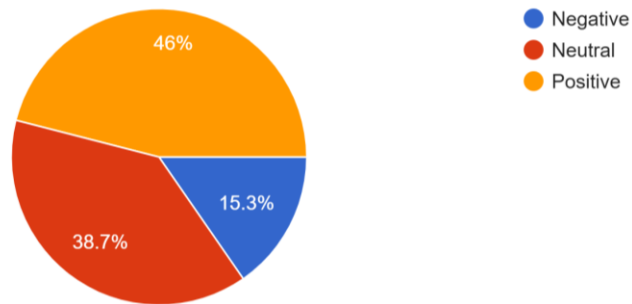
Source- Primary Data

Summary: Tourism Promotes cultural exchange and supports community development

The survey results show that most residents feel tourism has a positive effect on cultural exchange and community development. About 55.8% of respondents agreed that tourism helps people from different cultures interact and supports local community growth. A smaller group (34.4%) felt neutral, wherein they did not strongly see positive or negative effects. Only 9.8% viewed tourism negatively in this aspect. This shows that tourism is largely seen as a benefit to social and cultural life in Goa.

Q6. Tourism has brought the community together through events and shared activities.

Figure 4.8



Source- Primary Data

Summary: Tourism unites community Through shared events and activities

The responses indicate a generally positive social impact of tourism on community bonding. Around 46% of respondents agreed that tourism helps bring people together through festivals, events, and shared activities. About 38.7% remained neutral, suggesting mixed or limited experiences. Only 15.3% felt tourism had a negative impact on community togetherness. This suggests that tourism plays an important role in encouraging social interaction and community participation, although experiences may vary.

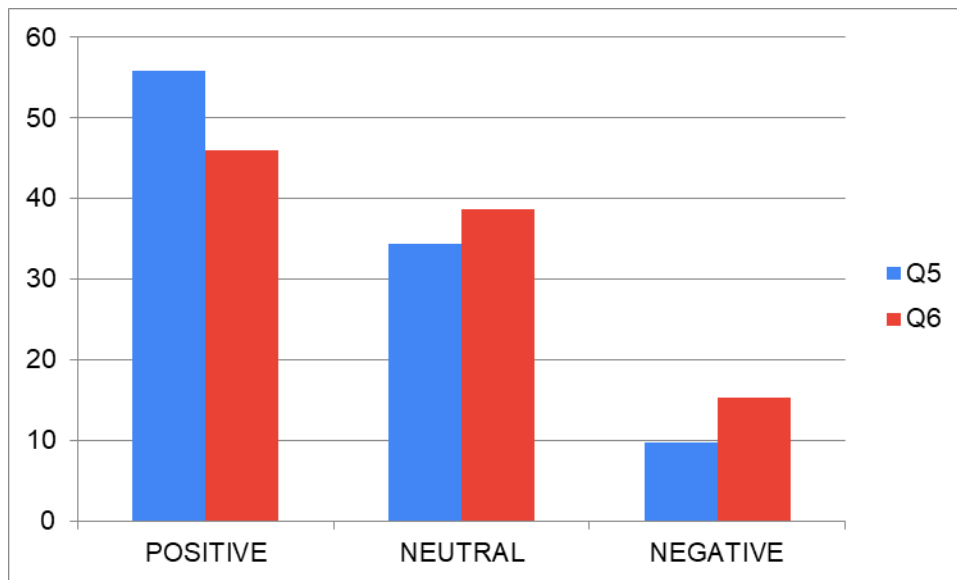
### 4.3.1 Analysis of positive feedback

Table 4.3

	POSITIVE	NEUTRAL	NEGATIVE
Q5	55.82%	34.35%	09.81%
Q6	46.01%	38.65%	15.33%

Source- Primary Data

Figure 4.9



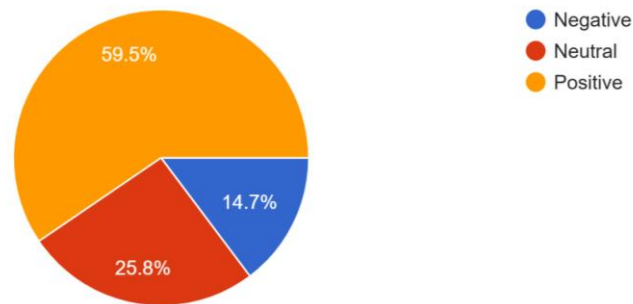
Source- Primary Data

The bar graph shows that both positive questions received a higher number of positive responses compared to neutral and negative ones. Tourism's role in cultural exchange and community development recorded the strongest positive response, indicating that many residents feel tourism supports social growth.

Similarly, tourism bringing people together through events also received a good level of agreement, though with slightly more neutral opinions. In both cases, negative responses were the lowest, suggesting that fewer people strongly disagreed. The graph reflects that tourism is generally viewed as having a positive social influence on local communities, even if some residents feel neutral about its impact.

Q7. Tourism causes overcrowding and noise pollution within the state?

Figure 4.10



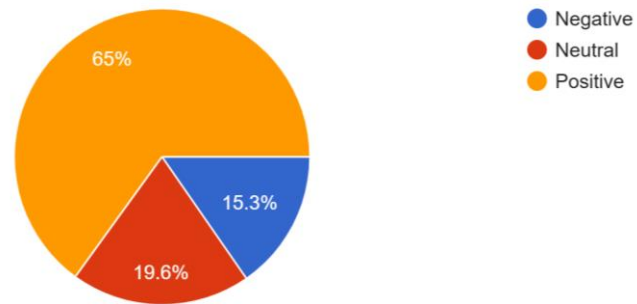
Source- Primary Data

Summary: Tourism can lead to overcrowding and increased noise pollution

The survey results show that many respondents (59.5%) believe tourism causes overcrowding and noise pollution in Goa. This indicates that many locals feel daily life is affected due to heavy tourist inflow, especially in busy areas. About 25.8% of respondents had a neutral opinion, suggesting mixed experiences. Only 14.7% did not see this as a major issue. Thus, overcrowding and noise pollution are seen as significant social problems linked to tourism.

Q8. Tourism has led to increase in crime rates, drugs abuse etc.?

Figure 4.11



Source- Primary Data

Summary: Tourism may contribute to higher crime rates and substance abuse

According to the survey, 65% of respondents feel that tourism has contributed to an increase in crime rates and drug abuse. This shows a strong concern among locals about the negative social impacts of tourism. Around 19.6% of respondents were neutral, while 15.3% did not agree with this view. These results suggest that many residents associate tourism with serious social challenges that need attention and proper regulation.

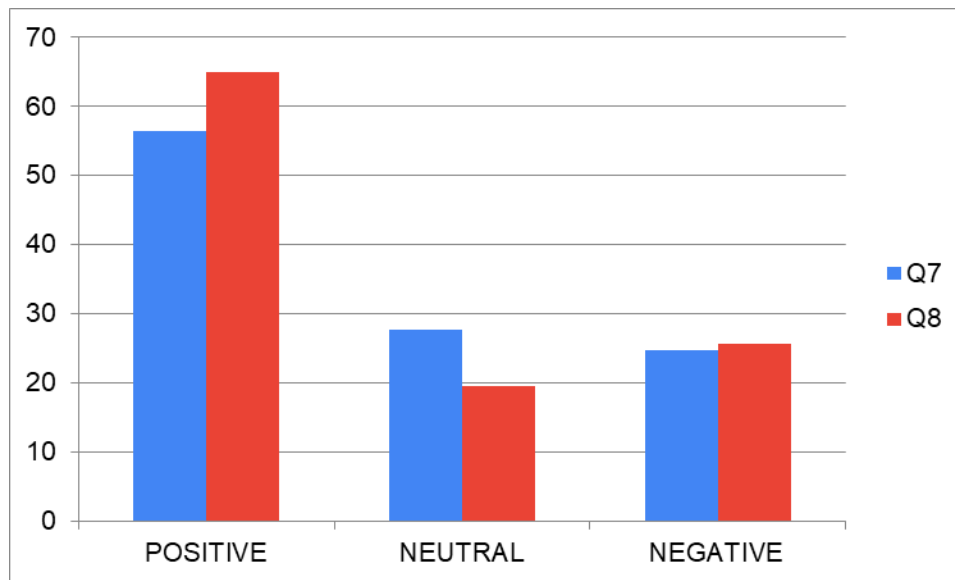
### 4.3.2 Analysis of negative feedback

Table 4.4

	POSITIVE	NEUTRAL	NEGATIVE
Q7	56.50%	27.76%	24.76%
Q8	65.03%	19.63%	25.76%

Source- Primary Data

Figure 4.12



Source- Primary Data

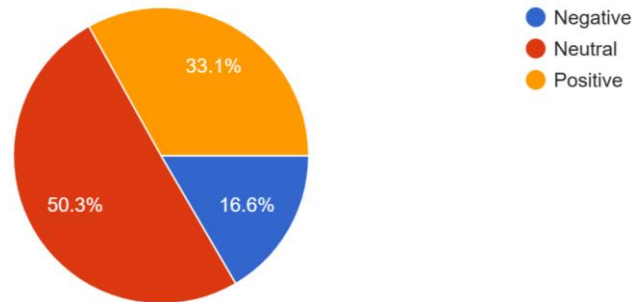
The bar graph clearly shows that negative responses are highest for both questions, indicating strong concern among residents. Issues related to overcrowding and noise pollution received more agreement than neutral or opposing views, suggesting these problems are widely felt.

Similarly, the impact of tourism on crime and drug-related issues shows an even stronger negative trend, with fewer people disagreeing. In both cases, neutral responses are present but lower than negative ones. The graph highlights that many locals view tourism as creating serious social challenges that affect everyday life.

#### 4.4 ENVIRONMENT

Q9. Tourism has led to increased awareness in education about environmental issues

Figure 4.13



Source- Primary Data

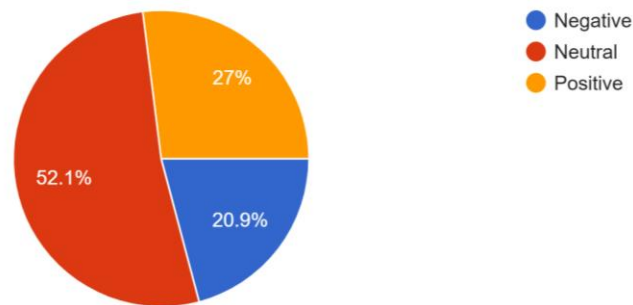
Summary: Tourism increases educational awareness about environmental issues.

The survey results show mixed opinions among local residents regarding whether tourism has increased awareness and education about environmental issues. Out of 163 respondents, 33.1% believe that tourism has helped people become more aware of environmental problems. This suggests that tourism activities, awareness campaigns, and interactions with visitors have contributed to some level of environmental learning.

However, a majority of respondents (50.3%) gave a neutral response, indicating that while some awareness exists, it is not very strong or clearly felt in everyday life. Additionally, 16.6% expressed a negative opinion, feeling that tourism has not helped much in spreading environmental education. The findings suggest that tourism has created some awareness, but stronger and more visible efforts are needed to make a meaningful impact on local communities in Goa.

Q10. There is more focus on sustainable tourism practices that helps environmental conservation.

Figure 4.14



Source- Primary Data

Summary: Sustainable tourism practices help protect and conserve the environment.

The survey results show that many local residents are unsure whether tourism in Goa is truly focused on sustainable practices that help environmental conservation. Out of 163 respondents, 52.1% gave a neutral response, suggesting that people feel such practices exist but are not clearly visible or consistently followed. This indicates uncertainty over efforts on effective sustainability.

At the same time, 27% of respondents expressed a positive view and believe that tourism has increased the use of sustainable practices such as waste management, eco-friendly initiatives, and conservation efforts. However, 20.9% responded negatively, feeling that tourism does not adequately support environmental conservation. Overall, the chart suggests that while there are a few efforts present towards sustainable tourism in Goa, stronger implementation and awareness are needed for locals to clearly recognize their impact.

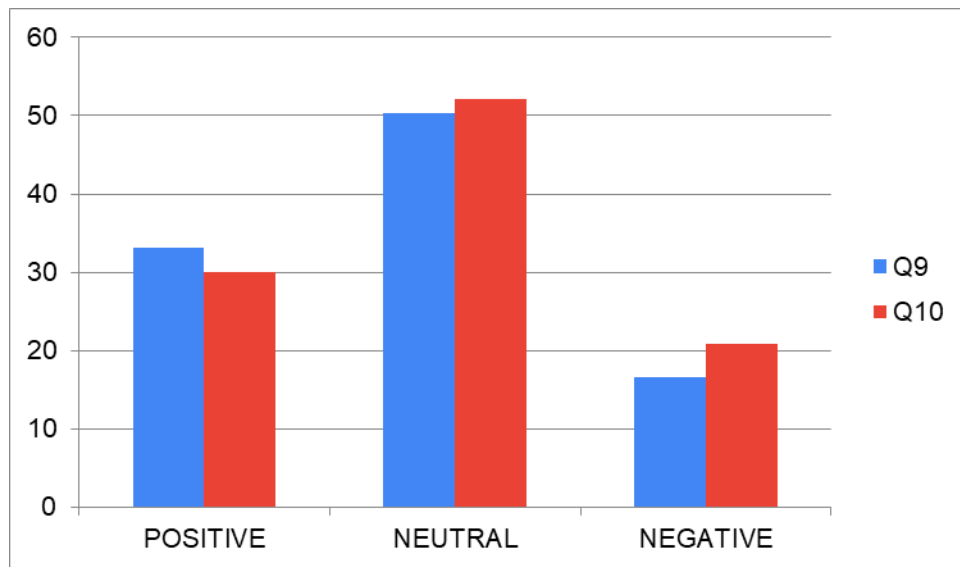
#### 4.4.1 Analysis of positive feedback

Table 4.5

	POSITIVE	NEUTRAL	NEGATIVE
Q9	33.12%	50.30%	16.56%
Q10	29.99%	52.14%	20.85%

Source- Primary Data

Figure 4.15



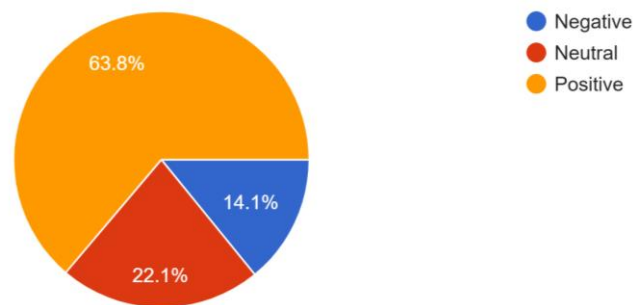
Source- Primary Data

The results for the ninth question indicate that many residents are uncertain about how far tourism has helped create environmental awareness. The large neutral response suggests that while tourism may have some influence, it is not strong or clearly noticeable to everyone. At the same time, a considerable number of respondents feel that tourism has played a positive role in spreading awareness about environmental issues, whereas a smaller group believes it has had little or no impact.

For the tenth question, responses are also divided, with neutral opinions again forming the largest share. This shows that many residents are unsure whether tourism actually follows sustainable practices that protect the environment. Although some people believe tourism supports sustainability, a significant number disagree, pointing to concerns about weak implementation. Overall, the findings suggest that tourism's environmental benefits exist but are not strong enough to be clearly felt by most of the local community.

Q11. Tourism related construction harms the natural beauty of the area?

Figure 4.16



Source- Primary Data

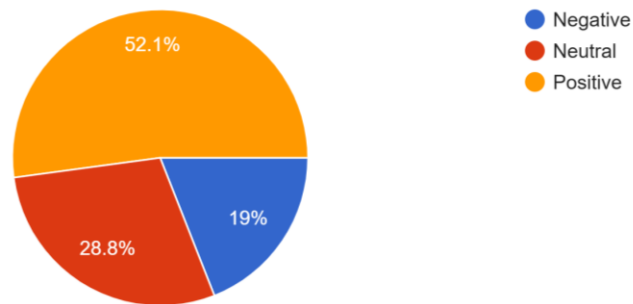
Summary: Tourism-related construction can damage the natural beauty of an area.

The survey results clearly show strong concern among local residents about tourism-related construction affecting the natural beauty of Goa. Out of 163 respondents, a large majority (63.8%) agreed that construction linked to tourism harms the natural environment. This reflects worries about overdevelopment, loss of greenery, damage to coastal areas, and changes to the natural landscape.

About 22.1% of respondents gave a neutral response, suggesting that while they may notice some negative effects, they are not fully convinced or feel the impact depends on the area. Only 14.1% responded negatively, meaning a small number of people feel that tourism construction does not harm natural beauty. The chart highlights that most locals strongly feel tourism-driven construction is damaging Goa's natural charm and quality of life.

Q12. Tourism has led to environmental degradation and loss of biodiversity.

Figure 4.17



Source- Primary Data

Summary: Tourism can cause environmental degradation and loss of biodiversity

The survey results show that a large number of local residents believe tourism has led to environmental degradation and loss of biodiversity in Goa. Out of 163 respondents, 52.1% agreed with this statement, indicating strong concern about issues such as pollution, destruction of natural habitats, and pressure on coastal and forest areas due to tourism activities.

At the same time, 28.8% of respondents gave a neutral response, suggesting that while they may notice some environmental damage, they are not fully sure about the extent of tourism's impact. Meanwhile, 19% responded negatively, meaning a smaller group feels that tourism has not significantly contributed to environmental degradation. Overall, the chart reflects that more than half of the local residents feel tourism is harming the natural environment, which affects the quality of life in Goa.

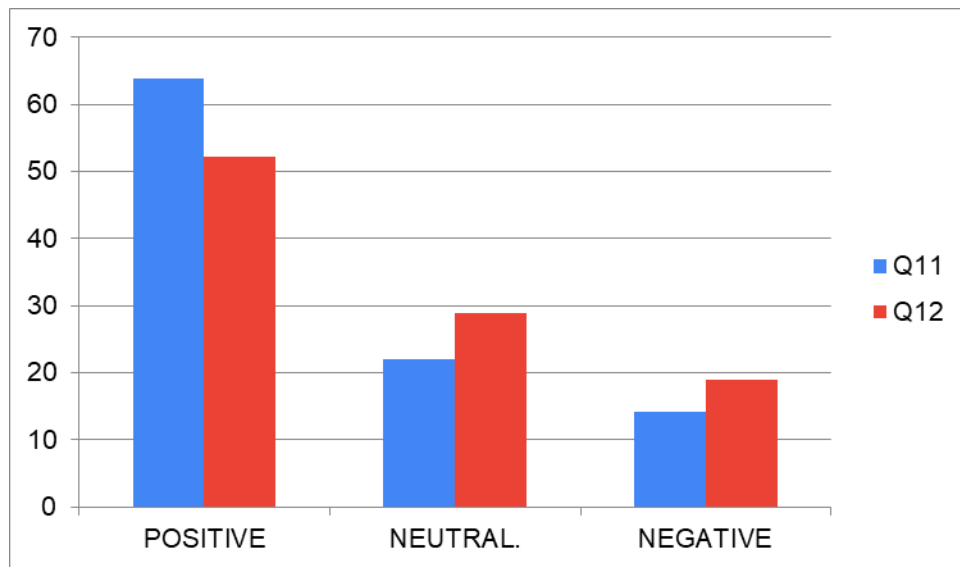
#### 4.4.2 Analysis of negative feedback

Table 4.6

	POSITIVE	NEUTRAL	NEGATIVE
Q9	63.80%	22.08%	14.11%
Q10	52.14%	28.83%	19.01%

Source- Primary Data

Figure 4.18



Source- Primary Data

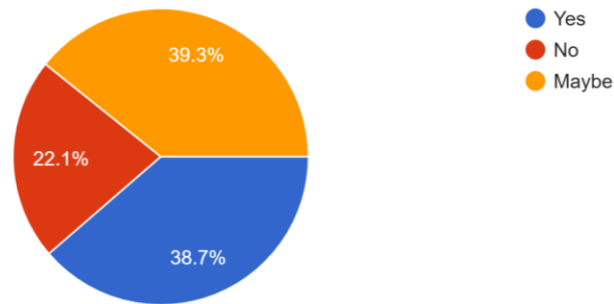
The results for the eleventh question show a strong positive perception among residents. A clear majority of respondents (63.8%) gave a positive response, indicating that most people feel tourism has a beneficial impact in this area. The neutral response stands at 22.08%, suggesting that some residents are unsure or do not strongly feel the effects, while a smaller group (14.11%) expressed negative views, showing limited dissatisfaction.

For the twelfth question, although positive responses remain the highest at 52.14%, they are lower compared to Q11. This suggests that opinions are slightly more mixed. The neutral responses increase to 28.83%, indicating greater uncertainty among residents, and the negative responses rise to 19.01%, showing increased concern or dissatisfaction. Overall, the bar graph suggests that while tourism is largely viewed positively in both questions, confidence is stronger for Q11 than Q12, and there is a growing need to address the concerns reflected in the neutral and negative responses.

#### 4.5 Open ended

Q13. Has tourism affected your quality of life?

Figure 4.19



Source- Primary Data

Summary: Tourism has changed people's quality of life in both good and bad ways.

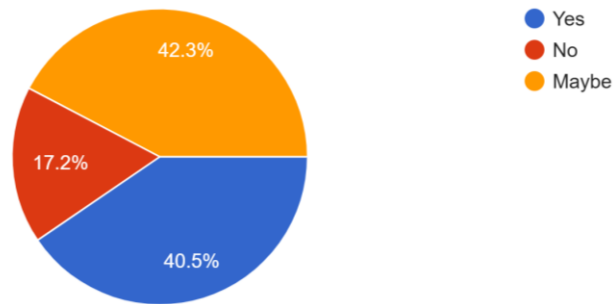
According to the survey conducted among 163 respondents, it is evident that tourism plays an important role in influencing the quality of life of local people. Around 38.7% of respondents stated that tourism has affected their quality of life, indicating that tourism brings noticeable changes such as employment opportunities, better infrastructure, increased income, and exposure to different cultures. On the other hand, 22.1% of respondents felt that tourism has not affected their quality of life. This group may not be directly involved in tourism related activities or may live in areas where tourism impact is limited.

The largest group, 39.3%, selected "maybe." This suggests that many people experience both positive and negative effects of tourism. While tourism may improve economic conditions and facilities, it can also lead to issues like increased cost of living, overcrowding, traffic congestion, and pressure on local resources.

The findings suggest that tourism does influence quality of life, but the level and nature of impact differ from person to person. This highlights the need for balanced and sustainable tourism development that enhances benefits while minimizing negative effects on the local community.

Q14. In your opinion, do you think the negative impacts of tourism overpower the positive impact?

Figure 4.20



Source- Primary Data

Summary: Many people feel the bad effects of tourism are more than the good ones.

The survey shows that the responses we have got from 163 respondents; these opinions are clearly divided whether the negative impact of tourism outweighs the positive ones. 40.5% of the respondents believe that the negative impact of tourism overpowers the positive ones, posing strong emphasis on the concerns about the environmental social and economic problems from tourism.

About 17.2% of the respondents do not agree with this statement and believe that the positive impacts like job creation, economic growth, and so on overpower the negative impacts.

And a majority of the respondents that are 42.3% have chosen "maybe" indicating uncertainty among the respondents. Many respondents feel tourism has both negative and positive effects, and the impacts will depend on how tourism is managed and controlled.

#### **4.5.1 Analysis of open-ended question**

The open-ended questions allow us to know the clear opinion that the residents have of tourism in Goa.

Most respondents spoke about the need for better control and planning of tourism activities. Environmental issues such as garbage, pollution, damage to beaches, and excessive construction were mentioned repeatedly. These concerns were more commonly raised by South Goa residents, who felt that tourism is disturbing the natural and peaceful environment.

Residents from North Goa mainly highlighted issues such as overcrowding, traffic problems, noise pollution, and irresponsible tourist behaviors. Many felt that tourism is increasing pressure on local infrastructure.

Another common point raised by respondents from both regions was that tourism benefits are not equally shared. Many residents felt that large hotels and big businesses gain more, while local people and small businesses benefit less. Suggestions included supporting local employment, traditional occupations, and local businesses.

The responses show that residents are not against tourism. They want tourism to continue but in a more controlled, responsible, and sustainable manner, so that development does not harm the environment and local lifestyle.

#### **4.6 District-wise Analysis**

Out of the total 163 responses, 86 respondents (52.8%) were from South Goa and 77 respondents (47.2%) were from North Goa. The responses from both districts provide a clear picture of how tourism is perceived across different aspects such as economic impact, environmental impact, social life, quality of life, and future concerns.

##### **4.6.1 Responses from South Goa**

The responses from South Goa show that a higher percentage of respondents acknowledge the economic benefits of tourism. Many respondents agreed that tourism helps in employment generation, supports local businesses, and contributes to income opportunities. However, when it comes to the environmental aspect, a noticeable percentage of respondents expressed concern about increasing construction, waste generation, and loss of natural beauty. Socially, South Goa respondents highlighted that tourism is still relatively controlled, but they fear that unchecked growth may disturb local peace and lifestyle in the future.

In the yes/no/maybe questions, many South Goa respondents leaned towards “yes” or “maybe”, indicating that tourism does affect daily life and quality of life, though not always negatively. The open-ended responses from South Goa mainly focused on the need for environmental protection, better waste management, limits on construction, promotion of eco-friendly tourism, and stronger involvement of local panchayats to prevent South Goa from becoming overcrowded like North Goa.

#### **4.6.2 Responses from North Goa**

The responses from North Goa reflect a more critical outlook towards tourism, especially in terms of social and environmental impacts. While a significant percentage of respondents agreed that tourism provides employment and economic benefits, many expressed dissatisfactions regarding overcrowding, traffic congestion, noise pollution, rising prices, and pressure on public infrastructure. Environmental concerns such as littering, pollution, and damage to natural spaces were highlighted more strongly by North Goa respondents.

In the yes/no/maybe questions, a higher proportion of respondents chose “yes”, indicating that tourism has clearly affected their quality of life. The open-ended responses from North Goa strongly emphasized the need for stricter laws, regulation of nightlife and clubs, fair pricing, frequent checks by authorities, and better enforcement of rules to control irresponsible tourist behavior. The response patterns show that South Goa residents are more cautiously positive, while North Goa residents are more concerned and affected by tourism-related pressures. Across both districts, respondents value tourism for its economic importance but clearly highlight the need for better planning, environmental protection, regulation, and community involvement to improve quality of life for local residents.

#### 4.7 Sentiment Analysis

Table 4.7

Districts	Average scoring
North Goa	1.92
South Goa	1.95

Source- Primary Data

#### Scoring Method Used in the Study

To analyze the views of Goan residents towards tourism, sentiment analysis was used. This method helped convert opinions into numerical values so that overall results can be clearly identified.

##### Scoring of Positive and Negative Statements

For questions related to economic, social, environmental aspects, and quality of life, the statements were classified as either positive or negative in nature.

For positive statements:

Positive response = 3 points

Neutral response = 2 points

Negative response = 1 point

For negative statements:

Positive response = 1 point

Neutral response = 2 points

Negative response = 3 points

This reverse scoring for negative statements ensured that the overall measurement of residents' perceptions remained balanced and unbiased.

##### Scoring of Yes / Maybe / No Questions

The questionnaire also included Yes / Maybe / No type questions, especially to understand residents' overall judgement on if tourism has had an impact on their life.

The responses were scored as follows:

Yes = 3 points

Maybe = 2 points

No = 1 point

This helped in measuring how strongly residents agreed or disagreed with certain tourism-related statements.

### **District-Wise Sentiment Scores**

After applying the above scoring method to all responses, average sentiment scores were calculated separately for North Goa and South Goa.

The average sentiment score for South Goa is 1.95. This score is close to the neutral value of 2, indicating that residents of South Goa have mixed opinions about tourism. While they acknowledge its economic importance and employment benefits, they are also concerned about environmental damage, rising costs, and changes to local life.

The average sentiment score for North Goa is 1.93. This also falls within the neutral range, showing that residents experience both positive and negative impacts of tourism. Issues such as overcrowding, waste management, and pressure on infrastructure were key concerns, despite tourism supporting local businesses and jobs.

The sentiment analysis reveals that residents of both North and South Goa hold a largely neutral perception of tourism. South Goa shows a slightly more positive outlook compared to North Goa, but the difference is slight. The results clearly indicate that tourism is valued for its economic benefits, yet there is growing concern about its social, cultural, environmental, and quality-of-life impacts. These findings highlight the need for better planning, stricter regulation, and greater involvement of local communities to ensure sustainable tourism development in Goa.

## 4.8 Discussions

Here are some of the most discussed topics in public comments (locals / residents):

### 1. Too many tourists

People keep saying “there are too many tourists” and “it’s overcrowded everywhere”.

Comments talk about packed beaches, traffic, noise, and no space for locals. Many feel tourism is fine, but the number of tourists is the real problem.

### 2. Garbage and cleanliness

A lot of comments mention “garbage everywhere”, “dirty beaches”, and “tourists don’t care”.

Locals complain that waste is left behind, and proper cleaning is not done, which makes living conditions worse.

### 3. Noise and disturbance

People often write “too much noise”, “no peace at night”, and “loud parties”. Residents feel disturbed, especially at night, and say their sleep and daily life are affected.

### 4. Cost of living going up.

Comments frequently say, “everything is expensive now” and “locals can’t afford rent”. People feel tourism is increasing prices, but locals are not earning enough from it.

### 5. No respect for local culture

Many comments say, “tourists don’t respect our culture” and “they behave badly”. This includes dressing sense, drinking in public, and ignoring local rules.

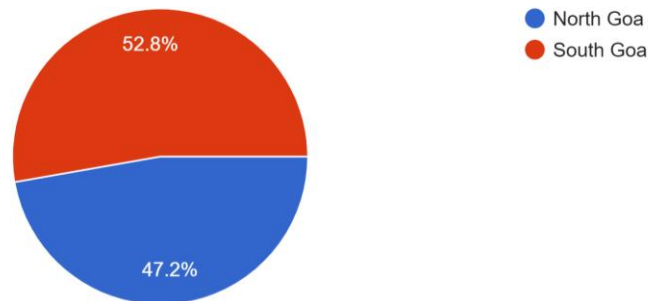
Overall, the comments show that people value tourism and understand its importance for jobs and the state’s economy. However, there is strong frustration about how tourism is currently managed. Many people feel that tourism in Goa is slowly harming the environment, local culture, and the daily life of residents because of poor planning, weak enforcement of rules, and excessive commercial activities.

People are clearly asking for balanced tourism that provides income without damaging nature, tourism that respects local culture, and tourism that benefits Goans and not only outsiders. Cleanliness, strict laws, better infrastructure, fair pricing, and responsible tourist behavior are seen as urgent needs. In simple terms, respondents want tourism that is clean,

controlled, respectful, and sustainable, so that Goa remains beautiful not just for visitors, but also for the people who live there.

Figure 4.21

163 responses



Source- Primary Data

Lastly, the study reflects only the perspectives of local residents. Views of other stakeholders such as tourists, tourism business owners, and government authorities were not included.

#### 4.9 Suggestions

##### 1. Clear Tourist Behavior Rules with Strict Fines.

Based on concerns related to noise, overcrowding, and lack of respect for local culture, clear boards displaying do's and don'ts should be placed at tourist spots. Rules such as no loud music after sunset, no littering, and no damage to property should be enforced. On-the-spot fines should be imposed for violations to ensure better behavior.

##### 2. Stronger Waste Management with Local Involvement

Environmental concerns highlighted in the study show the need for better waste management. Panchayats and local authorities should be actively involved in waste collection and monitoring in tourist areas. Proper dustbins, segregation units, and signboards encouraging responsible waste disposal should be installed.

##### 3. Protection of Heritage and Public Property

A designated person or team should be assigned to monitor heritage and public areas. CCTV cameras that are actively monitored should be installed in sensitive spots. With proper

monitoring, any damage by tourists can be identified, and on-spot fines can be imposed, which will also act as a deterrent.

#### 4. Paid Parking to Reduce Overcrowding

To manage congestion in tourist-heavy areas, paid parking systems should be introduced. This will help control the number of vehicles, reduce traffic problems, and generate funds that can be used for local development and maintenance.

#### 5. Promotion of Community-Based Tourism

To improve social and cultural impact, community-based tourism activities such as local walks, traditional food experiences, village festivals, and handicraft promotion should be encouraged. This allows locals to earn directly while preserving culture.

#### 6. Regular Police Monitoring and Raids

Due to concerns about crime and drug abuse, frequent police monitoring and raids should be conducted in tourist zones to control illegal drug supply and ensure safety for both residents and tourists.

#### 7. Promotion of Homestays and Eco-Stays

As tourism has also increased environmental awareness, the government should promote homestays and eco-friendly stays. These attract responsible tourists, reduce pressure on large hotels, and provide direct income to local families.

#### 8. Stronger Role of Panchayats

The first authority to approach tourism-related issues should be the local Panchayat. Giving Panchayats more power in tourism planning and monitoring will ensure better ground-level implementation and community participation.

#### 9. Visitor Capacity Limits at Popular Spots.

To reduce overcrowding at beaches, churches, waterfalls, and nightlife zones, a daily visitor limit can be introduced during peak seasons. Entry passes or time-slot systems can help manage crowds while improving the experience for both tourists and residents.

#### 10. Seasonal Tourism Planning.

Instead of promoting tourism only during peak months, off-season tourism should be encouraged through festivals, monsoon tourism, and cultural events. This reduces pressure on infrastructure and gives local residents income throughout the year.

#### 11. Regulation of Rental Bikes and Self-Drive Cars

Unregulated rental vehicles increase accidents and traffic issues. Proper licensing, helmet checks, and clear briefing to renters about speed limits should be mandatory. Speed monitoring and restricted rental zones should be enforced to improve road safety and reduce inconvenience to locals.

#### 12. Action-Based Suggestions for Negative or Neutral Responses

For survey results, less than 50% responses are positive; specific corrective actions should be suggested. This ensures that weak areas identified in the study are directly addressed through policy and planning improvements.

## **CHAPTER 5 CONCLUSION**

### **5.1 Conclusion based on research objectives**

Objective 1: To conduct a study on the impact of tourism on the local residents of Goa by assessing positive and negative perspectives

The first objective of the study was to understand how tourism impacts the local residents of Goa, considering both its positive and negative aspects. This objective was achieved through a structured questionnaire that covered economic, social, cultural, environmental, and quality-of-life related factors. Residents were asked to respond to positive and negative statements, Yes/Maybe/No questions, and one open-ended question.

The findings show that tourism is widely recognized as an important source of employment and income for Goan residents. Many respondents acknowledge that tourism has helped improve job opportunities and increased awareness about environmental issues. However, the study also clearly brought out several negative concerns. Issues such as overcrowding, environmental pollution, rising cost of living, damage to heritage sites, and disturbance to local communities were repeatedly highlighted.

The use of sentiment analysis helped convert residents' opinions into measurable values. The overall average score of the survey was close to neutral, which indicates that residents do not view tourism as entirely positive or entirely negative. Instead, they hold a balanced view, appreciating the benefits while being increasingly concerned about the negative impacts. This shows that tourism in Goa has reached a stage where better management and planning are necessary to maintain long-term sustainability.

Objective 2: To assess and compare the inputs of the local community of North Goa and South Goa on the effects of tourism

The second objective focused on assessing and comparing the views of residents from North Goa and South Goa. This was done by separating the responses based on district and analyzing them using percentage distribution, pie charts, and average sentiment scores.

The results indicate that both regions share similar opinions on tourism, especially regarding environmental and social concerns. However, differences were observed in the intensity of these views. North Goa residents expressed stronger concerns related to

overcrowding, noise pollution, traffic congestion, and pressure on public infrastructure. These issues are more prominent in North Goa due to higher tourist concentration.

South Goa residents, on the other hand, showed slightly more positive responses. While they were also concerned about environmental protection and future impacts, their overall perception of tourism was marginally better. This may be due to comparatively less crowding and a more controlled tourism environment in South Goa. The comparison highlights how the impact of tourism varies depending on location and level of development.

Objective 3: To identify the difference in views on tourism between North Goans and South Goans

The third objective aimed to identify whether there is a noticeable difference in how North Goans and South Goans perceive tourism. The sentiment analysis results show that the average score for North Goa was 1.93, while South Goa recorded a slightly higher average of 1.95. Both scores fall in the neutral range, indicating mixed opinions in both regions.

Although the numerical difference between the two regions is small, the qualitative responses and open-ended suggestions revealed meaningful differences. North Goa residents were more vocal about the negative effects of mass tourism, especially in terms of quality of life and environmental stress. South Goa residents, while concerned, appeared more hopeful about tourism if it is properly managed and regulated.

Overall, the study confirms that while perceptions between North and South Goa are largely similar, regional differences exist due to varying levels of tourism pressure. The findings underline the importance of region-specific tourism planning rather than a one-size-fits-all approach.

The study successfully met all its objectives by analysing residents' perceptions of tourism in Goa through a systematic and data-driven approach. The results clearly show that tourism is valued for its economic benefits but is also associated with growing concerns related to the environment, culture, and quality of life. The neutral sentiment reflected in the study suggests the need for balanced, responsible, and community-focused tourism development to ensure that tourism continues to benefit both residents and visitors in the long run.

## 5.2 Limitations

The study has a few limitations that should be considered while understanding the findings.

The aim was to collect 100 responses from North Goa and 100 responses from South Goa making the sample responses 200 and although more than 200 links were shared with people across Goa due to lack of participation this goal could not be achieved and only 163 responses could be collected.

Many elderly residents who have been living in Goa for several decades were not able to fill out the questionnaire, as they do not regularly use mobile phones or digital platforms. Because of this, their long-term experiences and perspectives could not be fully included in the study.

Another limitation was the lack of trust among some people towards digital survey links. Due to this, several individuals chose not to participate, which reduced the number of responses and limited the range of opinions collected.

Due to geographical barriers, a higher number of responses were collected from South Goa (52.8%) compared to North Goa (47.2%). This imbalance may affect the equal representation of regional perspectives.

## 5.3 Areas for further study

This study looked at the feelings and opinions of residents in North Goa and South Goa about tourism using sentiment analysis. However, there is still scope for more research in this area. In the future, studies can include more parts of Goa or even compare Goa with other tourist states in India to see if residents feel the same way in different places.

Future research can also focus on specific issues like traffic problems, environmental damage, job opportunities, cultural changes, or rising living costs. Studying these factors separately can help understand what exactly makes residents feel positive or negative about tourism.

In addition, this study mainly used sentiment analysis. Future researchers can also conduct interviews or group discussions with residents to understand their opinions in more detail. Talking directly to people may give deeper insights into their real experiences.

Researchers can also study how residents' feelings change over time, such as during peak tourist seasons or after new tourism policies are introduced. This will help in better planning and managing tourism in a way that benefits both visitors and local communities. The

studies can help improve tourism planning and ensure that development does not negatively affect residents' daily lives.

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## Questionnaire Used to Collect the Data from Respondents

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Impact of Tourism on Goan Residents

## Impact of Tourism on Goan Residents

We the third year students of Rosary College of Commerce & Arts, from the department BBA T&T are conducting a short survey on the impact of tourism on Goan residents. This data is collected for the completion of our degree and will be strictly used for educational purpose only.

\* Indicates required question

1. Email \*

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2. Name \*

---

3. Age \*

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*Example: 7 January 2019*

4. Gender \*

*Tick all that apply.*

Male

Female

Other: 

---

5. District \*

*Mark only one oval.*

North Goa

South Goa

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Impact of Tourism on Goan Residents

**6. Residential status \****Mark only one oval.*

- Less than 15 years
- 15 to 20 years
- More than 20 years

Tourism has numerous impacts. The following section contains a brief analysis on the impacts of tourism

**7. Tourism has had an impact on employment opportunities for locals. \****Mark only one oval.*

- Negative
- Neutral
- Positive

**8. Tourism has improved infrastructure and public services. \****Mark only one oval.*

- Negative
- Neutral
- Positive

**9. Tourism has led to inflation and increased cost of living. \****Mark only one oval.*

- Negative
- Neutral
- Positive

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Impact of Tourism on Goan Residents

10. The economic benefits of tourism are not shared equally among residents. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

11. Tourism helps in cultural exchange and community development. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

12. Tourism has brought the community together through events and shared activities. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

13. Tourism causes overcrowding and noise pollution within the state. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

14. Tourism has led to increase in crime rates, drug abuse etc. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

15. Tourism has led to increased awareness in education about environmental issues. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

16. There is more focus on sustainable tourism practices that helps environmental conservation. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

17. Tourism related construction harms the natural beauty of the area. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

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Impact of Tourism on Goan Residents

18. Tourism has led to environmental degradation and loss of biodiversity. \*

*Mark only one oval.*

- Negative
- Neutral
- Positive

19. Has tourism affected your quality of life? \*

*Mark only one oval.*

- Yes
- No
- Maybe

20. In your opinion do you think the negative impacts of tourism overpowers the positive impact. \*

*Mark only one oval.*

- Yes
- No
- Maybe

21. Any suggestions or improvements that need to be addressed with respect to the tourism practises in the state. \*

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