

MATERIAL FOR ECONOMIC SURVEY 2019–20

The State of Goa is famous for its mesmerizing beaches, churches, temples, Heritage site and most importantly for hospitality. The scenic beauty of Goa has enticed innumerable tourists both domestic as well as overseas to the State of Goa. The Tourism Industry in the State is the mainstream of the Goan economy and therefore major population of the state is directly or indirectly dependent on it for bread and butter. The State Government endeavors to augment the profile of the tourism industry by undertaking various infrastructure to cater to the pressure of influx of tourists as well to offer world class amenities to the tourists.

The scenic beauty of Goa has enticed innumerable domestic as well as foreign tourist to the State of Goa. Reportedly, in year 2017 Domestic Tourist visited Goa was 68,95,234 which is increase by 22% as compared to 2016 and Foreign Tourist was 8,90,459 which is 30% increase compared to 2016. In the year 2018 Domestic Tourist was 70,81,559 which is an increase by 2.70% as compared to 2017, Foreign Tourist visited Goa was 9,33,841 which was increase by 4.87% compare to 2017. As per first half of the year (January 2019 to August 2019) Domestic and foreign Tourist visited Goa are 37,06,614 and 4,93,820 respectively

The **Goa Tourism Development Corporation Limited**(GTDC) is appointed as “Special Purpose Vehicle” with the main object of implementation of tourism infrastructure projects in the state of Goa. Since its appointment as SPV, GTDC has successfully completed many projects under Swadesh Darshan Scheme. The projects include construction/ setting up of toilet blocks, Tourist Information Centre, wayside amenities like parking etc., changing rooms, Wi-Fi facility, drinking water station, souvenir shops, open mini amphi-theatres, seating pavilion, jetty for water sports activities, illumination and beautification of tourist places like Temples/ churches/ beaches etc Complete details of the projects already completed by GTDC (SPV) are as per Annexure A.

1. POLICY DECISION / GUIDELINES/TAKEN (ADMINISTRATIVE & DEVELOPMENT) DURING 2019-20.

- Beach Shacks: The State Government has formulated a Shack Policy to provide employment opportunities to the unemployed Goan youths. The current policy is formulated for a period of three years w.e.f 2019-2022. Under the said policy, permission are issued to the successful allottee to erect a shack by eco friendly materials on the nominated beach stretches during tourist season. The Department of Tourism has allotted 257 Nos. of Shacks in North Goa and 100 Nos. of Shacks in South under Tourism Shack Policy 2019-2022.

2. STEPS TAKEN TOWARDS MOBILIZATION OF RESOURCES.

- The revenue collection of the Department has been considerably increased owing to timely registration, timely renewals, timely collection of registration fees, imposition of fines for default, penalty for malpractice, etc.
- For facilitation of the general public, the Department has created two full fledged offices of Deputy Director North Goa and South Goa for timely and speedy registration of the various tourist trade activities. The Department has already started e-registration system for registration of the various tourist trades, which saves time and resources of the Department and facilitate hassles free registration. Registration of various tourist trade/activities for the period April 2019 to December 2019 is given below:-

Sr.No	Name of the Trade	New registration	Show cause notice issued
1	Hotel	1482	72
2	Travel Agencies/Tour Operators	124	03
3	Water Sports Activities	1012	106
4	Dealers	-	-

5	Taxi	7492	-
6	Government Beach Shacks	356	09
7	Pvt. Beach Shacks	11	-

- Total Revenue earned on registration of various trade activities during 2019-20 (April to December 2019):-

Sr.No	Name of the Trade	Amount
1	Hotel	34,61,640/-
2	Events	1,13,16000/-
3	Travel Agencies / Tour Operators	2,19,000/-
4	Water Sports Activities	24,60,540/-
5	Dealers	1,000/-
6	Taxi	25,86,860/-
7	Government Beach Shacks	4,01,59,000/-
8	Pvt. Beach Shacks	6,04,500/-
9	Deck beds and Umbrella	35,60,000/-
10	Lease rent	69,43,871/-
11	Photographer	10,000/-
12	Other fines	10,83,100/-
Total		7,24,05,511/-

- The performance of GTDC for last 5 years is encouraging, as given below.

Year	Rs. in Lakhs				
	Income	Expenditure	Surplus	Depreciation	Net Profit
2014-15	2805.00	2537.48	267.52	213.76	53.76
2015-16	2852.68	2592.00	260.68	152.14	108.54
2016-17	3228.80	2786.99	441.81	262.01	179.80
2017-18	3758.06	3408.60	349.46	214.03	135.43
2018-19	3769.41	3448.89	320.52	187.27	133.25

3. NEW INITIATIVES PROPOSED BY THE DEPARTMENT / GTDC (SPV) TO IMPROVE THE SERVICES TO THE PEOPLE:-

- Department is participated in National and International events for promotion of tourism at various markets. So also, marketing and promotion of the Tourism is being carried out by various means of

advertisement through Print and Electronic media and to reach to varied facet of the tourists.

- In joint efforts with private parties, the State Corporation has initiated **New Tourism Activities** namely battery operated bi-cycles, Hot-Air Balloon, Scuba diving, Bunjee jumping, Hop on Hop off bus service, White-water Rafting, Raj Bhavan Darshan, Motorised Paragliding and GoaMiles taxi app. The New Tourism activities which shall be shortly launched in the state of Goa are 5D Entertainment services, 3D Entertainment services, Heritage Boat Cruise, Sea Breacher, Sky diving, Ropeway project, All Terrain Vehicle, Giant wheel, Helicopter rides and House boats.
- GTDC has taken foray in the pilgrimage tourism also. While collaborating with Sea Bird Travel from Bangalore, GTDC Started Tirupathi Darshan Tour from Goa to Tirupathi. This tour is of great success, many goans started availing this facility. From November 2019, GTDC started “Ashtavinayak Darshan” Tour Goa. In this tour pilgrims are taken to 8 religious places in state of Maharashtra related to Lord “Ganesh.”
- Government of India, Ministry of Tourism vide its letter No.5(01)/2016-SD dated 01-06-2016 sanctioned **Rs.9998.87 lakhs** for development of Coastal Circuit I (Sinquerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail) in Goa under Swadesh Darshan Scheme. So far state Government has received **Rs.7999.10** lakhs.
- Government of India, Ministry of Tourism vide its letter No.5(07)/2017-SD dated 28-06-2017 sanctioned **Rs.9935.41 lakhs** for development of Coastal Circuit II (Rua De Orem Creek – Dona Paula – Colva-Benaulim) in Goa under Swadesh Darshan Scheme. So far state Government has received Rs.4967.70 lakhs and funds are being utilized for projects.

➤ With the objective of providing new tourism attractions with a rich historical background to the tourists, Goa Tourism intends to commence a sound and light show on Goa's freedom struggle, showcase its numerous museum's etc, GTDC has moved a proposal to Government to transfer the possession of Fort Aguada to GTDC. In many places all over the World, abandoned jails are being converted into tourist attractions such as museums, with facilities like cafeteria, tourist amenities, handicrafts emporia, sound and light shows etc. GTDC desires to undertake planned renovation and redevelopment of the area by obtaining financial assistance from Ministry of Tourism, Govt of India.

The activities are:

- a. Light and Sound Show in Aguada jail
 - b. Paving and Pathways
 - c. Development of Public Conveniences including Toilet and Drinking Water.
 - d. Illumination of the Jail
 - e. Security & Surveillance by setting up of CCTV Cameras
- GTDC has introduced new tourism services like white water rafting over river Mhadei in Sattari Taluka and hot air balloon. Similarly, Bungee jumping was also inaugurated recently..
- Facilities such as parking, public amenities, lighting, boating and children's play area, amphitheatre are created at Mayem Lake in Bicholim taluka to restore its past glory and to promote tourism in the area at a cost of Rs. 12 crores.
- GTDC has decided to develop the existing property by creating facilities such as Convention Centres, Theme Parks, etc. to bring Goa on par with rest of the world. Commercial development involves massive capital investment running into several 100 crores. It is not possible for the Govt. to invest such large amounts of money in creating and maintaining this infrastructure.

- The Government has decided to promote hinterland tourism in a major way in the state. Project Management Consultants have been appointed for identification of sites and development of tourism infrastructure in the hinterland talukas of Goa, such as Sattari, Bicholim, Dharbandora, Quepem, Sanguem, Ponda and Canacona.
- GTDC has started trekking activities to the hinterland areas of Goa in order to showcase the verdant and beautiful interiors of the state to the tourists and the same has received very good response.

4. MAJOR ACHIEVEMENTS OF DIFFERENT SCHEMES DURING 2019-20.

- Department has started e-registration services of the activities registered under the Goa Registration of Tourist Trade Act, 1982 through M/s. GEL.
- **Beach Shacks:** The State Government has formulated a Shack Policy to provide employment opportunities to the unemployed Goan youths. The current policy is formulated for a period of three year w.e.f. 2019-2022. Under the said policy, permissions are issued to the successful allottee to erect a shack by eco friendly materials on the nominated beach stretches during tourist season. The Department of Tourism has allotted 257 nos. of shacks in North Goa and 100 Nos. of beach shacks in South under Tourism Shack Policy 2019- . 2022.
- **Beach Safety & Lifeguarding:** Goa is the first state to provide Lifeguarding services on all our beaches, which is functioning well through M/s. Drishti Lifesaving Pvt. Ltd. All major beaches of the State along with two inland water bodies' viz. Mayem Lake and Dudhsagar Waterfall are covered under the scope of work..
- **Beach Cleaning:** The work of "Providing comprehensive services for cleaning of various beaches in the State of Goa including collection, segregation, transportation and disposal of garbage etc." is awarded to

M/s. Karnataka Commercial and Industrial Corporation Ltd. w.e.f. 01/10/2019 for a period of three years. The objectives behind this is to maintain the beaches clean and to ensure hygienic conditions at the beaches so as enable the tourists to have pleasant and memorable time at the beaches.

To ensure that the selected contractor is carrying out the work of cleanliness and in order to observe the maintenance and cleanliness of the beach stretches, regular Beach inspections are carried out by the Supervisors / Taluka Level Supervisors and Tourist Warden of this Department

5. SPECIFIC SUCCESS STORIES OF THE YEAR 2019 INDICATING OUTSTANDING ACHIEVEMENTS.

Due to professional and strategic approach adopted by the Department, several awards and accolades were received in the year 2019 as listed below.

- Goa bags Best Performing Small Stall in the category of Tourism by India Today Group at New Delhi.
- Goa bags Best Wellness Destination (India) category at New Delhi.
- Goa bags Best Cultural Destination of the year at IITM Kochi.
- Goa bags Best Decorative Stall award at OTM Mumbai.
- Goa bags Best Stall award for most innovative use of technology within a destination at ITM Ahmadabad.
- Goa bags Best Decorative Stall award at ITM Ahmadabad.
- Goa begs Best Decoration Award at TTF Chennai.
- Goa bags Best Decorative Stall Award at TTF Bangalore..
- Goa bags Best Promoting Fairs and Festival award at ITM Chandigarh.
- Goa bags Best Decorative Stall award and preferred Best Honeymoon Destination at IITM Kolkata.
- Goa bags Best Decorative Stall award at ITM Goa.

- Goa bags Best Decorative Stall award and preferred Best Honeymoon Destination at TTF Ahmadabad.
- Goa bags Best Decorative Stall award at TTF Surat.
- Goa bags Best Conceptualized Stall award at GITM, 2019.
- Goa bags Best State in the category of Beach and Coastal by India Today Group at New Delhi.
- Goa bags Best Indian Destination for value for 2019 by the readers of Lonely Planet Magazine India through online poll.
- Goa bags Best award for ALL Season State by ICM group at Derradun.
- Goa bags Best Wedding Destination Category (Domestic) by India Today Group at New Delhi.
- Goa bags the Mice Destination of the year 2019 at IITM Pune.
- Best Sate for Adventure Tourism for the year 2017-2018 awarded by Govt. of India, Ministry of Tourism.

As part of Tourism Marketing and Promotion, the Department of Tourism along with Tourism stakeholders participated in following Events:

International Travel Marts/Events:-

FITURE Spain	23 rd -27 th January, 2019
BTL, Portugal	28 th February-4 th March, 2019
ITB, Berlin, Germany	6 th – 10 th March, 2019
MITT Moscow	12 th – 14 th March 2019
Arab Travel Mart Dubai	28 th April to 1 st may 2019

Domestic Event:-

SATTE, Delhi	16 th -18 th January, 2019
GITB Jaipur	22 nd – 24 th April, 2019

ABP Kolkatta	28 th – 30 th June, 2019
TTF Hyderabad	05 th -06 th July, 2019
TTF Kolkatta	12 th -14 th July, 2019
IITM Bangalore	02 nd -04 th August, 2019
IITM Chennai	09 th -11 th August, 2019
India International Travel Exhibition Indore	16 th -18 th August, 2019
ITM Amritsar	13 th -15 th September, 2019
IITM Mumbai	27 th -29 th September, 2019
ITM Jammu	15 th -17 th November, 2019
Travel & Tourism Bazaar, Shillong	20 th -22 nd November, 2019
IITM Hyderabad	22 nd -24 th November, 2019
Holiday Expo Varanasi	13 th -15 th December, 2019

6. ANY OTHER IMPORTANT INFORMATION, THE DEPARTMENT MAY LIKE TO HIGHLIGHT.

- E-registration of services and activities i.e. Registrations / renewals of Hotels / Paying Guest Accommodation, Travel Agents / Tour Operators, Tourist Taxis, Water Sports, Tourist Guides, Photography, Private shack / Huts and dealers to be registered under the Goa Registration of Tourist Trade Act, 1982 has been undertaken by the Department in coordination with M/s. GEL to facilitate the general public at large for clearing all hassles in the process of registration. The process of registrations / renewals of activities from the inward to issuance of certificates takes about 12 days time period.
- Appointment of new PR agency is being explored to improve the perception of Goa in the minds of foreign and domestic tourists. A mobile based services for Goa Tourism aims at providing user friendly tourist guidance services through mobile devices to the final user.

Tourists visiting Goa will be able to get easy and hassle-free access to information on Goa Tourism.

- The Government of India proposes to develop some of the tourist destinations as an Iconic destination in the country. Colva beach is one of the location in the country which has been selected to develop as an iconic tourism destination. The GOI, Ministry of Tourism has appointed an international consultant, Deloitte as the master planner for developing the Colva beach as an iconic destination. The consultants have carried out field surveys interacted with the Panchayat, the Hon'ble MLA's and other stake holders and have identified the short comings in the destination like Need of power substation, Development of Creek, Parking area, Traffic congestion plan, alternate routes etc. and they have worked on the shortcomings and submitted the draft plan which addresses all the problems faced and the new features to be implemented to develop the Colva beach as an iconic destination.. The draft proposal submitted by the consultant to the GOI is Rs.180.96 Crores.
- GTDC has undertaken repair and renovation of existing cottages located at its property near Selaulim Dam. This will create accommodation facilities for tourists in the hinterland and generate local employment opportunities.
- GTDC has started trekking activities to the hinterland areas of Goa in order to showcase the verdant and beautiful interiors of the state to the tourists and the same has received very good response.

ANNEXTURE- I

LIST OF WORKS COMPLETED BY GTDC

1	Converting existing electrical HT/ LT overhead network to Underground Cable System for Beautification of Ambedkar & Shivaji Chowk Circle at Cacora Curchorem
2	Improvement to Road Connectivity from Siolim Bridge to Chopdem junction for Tourism Destination for Morjim and Hermal Beaches in Pernem Circuit and providing illumination and general improvements.
3	Development of Play Ground at Survey No. 104/1,3,4,5,7,8 (part) 9 (part), and 10 (part) at within the jurisdiction of Village Panchayat Pilerne – MarraBardez Goa.
6	Illumination of Tourist destination in Reis Magos, Guirim Karapur, Menkure and Malwara in North Goa District
7	Connecting 11KV HT Power Supply to MLCP building at Patto, Panaji
8	Illumination of tourist location in Sangolda and Nerul in North Goa District
11	Beautification and Illumination surrounding near Shree Maharudra Amrekarnath Devasthan Trust, Savlem and illumination of Audit Bhavan road, Pilerne in Saligao Constituency
12	Construction of Road side pathway and illumination from NH-17 junction at Porvorim
13	Beautification of Road from Guirim to Parra by providing Footpaths and Illumination
15	Construction of Footpath and Illumination from Hermal Tito in Hermal Village to Bhumika Middle School at Palye along MDR -18
16	Beautification of Municipal Garden at Pernem, Pernem Taluka, Goa under the Integrated Coastal Circuit Development in Pernem Taluka
17	Illumination of Tourist locations in Pernem, Siolim, Mayem, Curchorem and other places in Goa.
18	Beautification of Road from Guirim Cross to Pokurle Lake by Providing Footpath & Illumination
19	Beautification of approach road to Nerul Bridge by Constructing Retaining Wall, Footpath and Illumination in V. P. Nerul of Saligao Constituency of Bardez Taluka
24	Upgradation and Beautification of Tourist Places in Sanguem Taluka: Beautification of Budbud Lake, Netorlim, Sanguem Goa
25	Integrated Development of Infrastructure for Heritage and Hinterland Tourism in Goa.Reg: Interior and Furnishing for Project Cell and India Tourism Office in Paryatan Goa.”
26	Upgradation / Beautification of tourist places in Bicholim Taluka. Development of Infrastructure facilities at Chamundeshwari Temple at Bicholim Taluka.
27	Development of hinterland in Pernem Taluka.Reg Development & Improvement of tourist destination of the road leading to Mopa airport by providing basic facilities, Pathways, Illumination, Signages etc at Shnatadurga Temple, Ozari Mahakhazan Varkhand, Pernem.
28	Integrated Coastal Circuit Development in Pernem Taluka Regd: Development of Morjim Khind, Morjim Goa.-Phase-II
29	Beautification & Illumiantion of Shri Dev Maruti Temple, Pirna Bardez Goa.

30	Development of Mayem Lake Boating Side, Bicholim Goa. -Providing and Installing Additional Equipments
31	Development /Beautification work within the area of Shri Devi Sapteshwar Bhagwati Pramukh Panchayatan Devasthan , Mandrem -Goa.
32	"Development and Beautification of Shree Mandalgiro Khogiro Devasthan, Thane, Sattari- Goa.
33	Beautification and Development of the open space and the path leading from MLCP to Santa Monica Jetty including illumination, information centre and safety barriers.
34	Construction of Multipurpose Building Complex Ground plus two for Village Panchayat Siolim Marna on Survey No. 59/18, Siolim Village Bardez Goa
35	Demolition and Reconstruction of Panchayat Ghar of Village Panchayat Anjuna Caisua BardezTaulka on Survey No 592/6 of Anjuna Village
36	Development of Public Utility area in Survey. No. 281/2 in Pernem. Construction of crematorium
