

Socio-Economic Benefits of Goan Beach Shacks to the Tourists – An Empirical Study

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Abstract

Goa, a tiny State of India in terms of land area and having a population of 14.59 lakhs as per the 2011 census, attracts millions of tourists every year. Tourists are attracted towards Goa mainly to visit its beautiful beaches although; Goa has a lot more to offer to the tourists. The inflow of tourists provide employment, income, demand for local products and a higher standard of living to the people of Goa. A substantial percentage of Goans totally depend on tourism to earn their livelihood.

The development of tourism Industry in the State, over a period of time has led to the emergence of new allied products and one of them is Goan beach shacks. Beach shacks are temporary restaurants located on the beach serving mostly Goan food and beverages to the increasing number of tourists every year. A few of them also provide accommodation to the tourists, close to the beach. Shacks are located within zero to five hundred meters from the high tide line of the sea. They compete with hotels, guest houses and restaurants for the customers.

The present paper is based on a Study conducted during the month of April and May 2016. This is a quantitative study based on a sample size of 32 tourists including 17 foreign. The data was personally collected by preparing and serving a structured questionnaire to the tourists. The statistical tools used are: ANOVA and Multiple Regression Analysis. The result suggests that, beach shacks offers socio-economic benefits to the tourists in the form of lower prices, value for money, clean and hygienic, provide reasonable accommodation and are located close to the beach. Tourists also visit shacks to experience the delicious local Goan food.

Keywords: *Shacks, Tourists, beach, Socio-economic benefit*

Introduction

Goa, a tiny State of India in terms of land area and having a population of 14.59 lakhs as per the 2011 census, attracts millions of tourists every year. Tourists, both domestic as well as foreign, visit Goa for its beautiful beaches, unique mix of Indian and Portuguese culture, architectural churches, temples, waterfalls and wildlife sanctuaries, although Goa has a lot more to offer to the tourists. The inflow of tourist provides employment, income, a demand for local products, and a higher standard of living to many Goans (Noronha, 1999 & Dinizet al, 2014). According to D'Silva et al (1998) "seven percent of the Goans totally depend on tourism to earn their livelihood".

Tourism originated in Goa during the sixties with the arrival of Western Hippies (backpackers) followed by the charter tourists in 1987 and the domestic tourists in the nineties (www.goa-tours-india.com, 2015). The development of tourism Industry in the State over a period of time has led to the emergence and growth of many new allied products and one of them is beach shacks. Beach shacks originated in the mid twentieth century are like restaurants, located on the beach serving mostly Goan food and beverages to the increasing number of tourists every year. Some of them also provide seasonal and temporary accommodation to the tourists close to the beach. Shacks are erected within zero to five hundred meters from the high tide line of the sea by using locally available eco-friendly materials and are open every year for business from 1stOctober to 31stMay. However, it is mandatory for them to dismantle the shacks by 10th of June every year due to the inclement weather conditions and the seasonal erosion of the sea(Noronha et al, 2003 &Dias, 2016).

Beach shacks are licensed by the State government through the Department of Tourism every year. However, from the year 2013, the State government has introduced a three year licensing policy for shacks with a condition that, they have to be dismantled every year before the onset of monsoon and re-erected in October. Shacks are allotted to the Goan unemployed individuals by following a lottery system because the number of applicants always exceeds the number of shacks to be allotted. Shacks have to follow all the rules and regulations as laid down in the Beach Shack Policy of the State government from time to time and any violation in following the rules would invite strict penal action from the government including cancellation of the shack license. The Department of Tourism of the State regularly monitors and supervises the functioning of beach shacks in Goa.

The number of shacks that come up on the Goan beaches keeps on increasing every year mostly because tourists prefer patronizing the shacks rather than the starred hotels (Noronha, 1999). Shacks are very popular among the tourists both domestic as well as foreign. As a matter of fact, a large number of foreign tourists book their holidays to Goa only after it is confirmed that the shack allocation process for the year has been completed (Sathish et al, 2016).

Review of Literature

A systematic literature survey has been performed in order to find out the research gap, research problem and to define the scope of the present study. The availability of good quality restaurants, accommodation facilities and clean, safe and peaceful environment are the important factors for family leisure travelers to Goa (**Ekiz et al, 2014**). Tourists perceive restaurants as an important attribute of a tourist destination (**Sparks et al, 2003**). The number of tourists; both domestic and foreign visiting Goa increases every year so also the number of beach shacks mainly because of their lower prices and tastier preparations (**Noronha, 1999**). There is a significant relationship between the number of domestic tourist arrivals and the number of beach shacks in Goa. In fact, one percent increase in the number of domestic tourist arrivals result in an average increase in the number of beach shacks by three (**Sathish et al, 2015**). According to **Prakash (2013)**“the major benefits of beach shacks to the tourists are: they are located on the beach, offering multi-cuisine food, snacks, drinks, rest room and provide important information to the tourist”.

Hotels and restaurants provide quality service to their customers and by doing so they contribute to customer’s satisfaction and sustain customer’s confidence thereby improving their competitive advantage over the business rivals. The quality of service is directly proportional to customer’s satisfaction which then leads to hotel’s profitability and higher employment in the sector(**Naseem et al, 2011&Renuka, 2012**). Customer satisfaction leads to higher sales, profitability, customer loyalty, customer retention and better productivity (**Kansal et al, 2015**).

Tourist’s positive experience of the services provided and the resources available at the destination results into customer’s intention to revisit the destination and recommend it to others (**Corte et al, 2015**).According to **Song (2012)** “high quality service itself does not necessarily guarantee tourist

satisfaction or repeat visits as other factors beyond service quality like price may also influence tourist satisfaction". Customer satisfaction in the hotel industry improves customer loyalty which then increases the positive image of the tourist destination. However, standardization of the services and ignoring specific guest needs will limit the ability of hotels to achieve higher customer satisfaction (**Dominici et al, 2010**). Customer loyalty is not permanent; it requires continuous investment so as to retain customers (**Kandampully, 2000**).

Tourists visiting beach shacks in Goa are highly satisfied with the services provided to them. The factors such as cleanliness, ambience, location, price and quality of food served to the tourists at the shacks in Goa contributes significantly to customer's satisfaction. Beach shacks thus provide quality service to the customers or tourists which then contribute to customer's satisfaction (**Sathish et al, 2015**). However, measuring tourist's satisfaction with a destination is different from measuring satisfaction at the hotel or restaurant level because satisfaction at the destination level is influenced by various other transactions that occur at the destination such as: environment, crime record, quality of public transport, availability of standard accommodation, availability of low cost of living for the tourists and creative activities available for the tourists (**Foster, 2003 & Komain et al, 2014**).

Identification of the Research Problem

Literature survey throws light to the fact that, no substantial research has been conducted till now on the socio-economic benefits of beach shacks to the tourists and this makes the present study significant. Lakhs of tourists, both domestic as well as foreign, visit beach shacks in Goa every year. However, no major study has been conducted till now in Goa to find out the social and economic benefits of beach shacks to the tourists and this makes the study important. Therefore, the present paper tries to fill the gap by adding valuable knowledge and new perspectives on the above subject. The paper also offers valuable inputs to academicians, research scholars, tourists, tourism related business community and other stakeholders in their area of informational needs.

Objectives of the Study

The main objective of the present study is to find out the socio-economic benefits of Goan beach shacks to the tourists. However, the other specific objectives are as follows:

- 1) To identify the demographic characteristics of tourist visiting beach shacks in Goa.
- 2) To find out the socio-economic benefits of Goan beach shacks to the tourists.

Scope of the Study

Goan beach shacks are temporary restaurants, located on the beach both in Government as well as in private properties. They usually cater to the tourists during the tourist season. In this study, an attempt has been made to find out the demographic characteristics of tourists visiting beach shacks in Goa, their purpose of visit and to find out the socio-economic benefits of beach shacks to the tourists.

Research Questions

The following research questions emerged from the above objectives:

- 1) What are the demographic characteristics of tourists visiting beach shacks in Goa?
- 2) What are the socio-economic benefits of Goan beach shacks to the tourists?

Hypothesis

The following hypotheses are drawn up to study the research objectives:

- H01: Beach shacks don't offer any significant economic benefits to the tourists in Goa.
H02: Beach shacks don't offer any significant social benefits to the tourists in Goa.
H03: Tourists don't face any significant economic problems at the Goan beach shacks.

H04: Tourists don't face any significant social problems due to the Goan beach shacks.

H05: Tourists don't consider any socio-economic benefits while having food at the Goan beach shacks.

H06: Tourists don't receive any significant socio-economic benefits of beach shacks located in government properties in Goa.

H07: Tourists don't receive any significant socio-economic benefits of beach shacks located in private properties in Goa.

Research Methodology

To achieve the research objectives of this study, a quantitative approach was chosen. The data for the study was collected by using primary as well as secondary sources. Primary data was collected by personally interviewing thirty two tourists visiting Goa including seventeen foreign. The tourists were selected at random and were served a well structured questionnaire. The questionnaire used in this study was divided into two parts: The first part consist of questions about the demographic profile of the tourists like name, gender, age, educational qualification, nationality, income bracket, marital status and purpose of visit. The second part consists of questions about the economic and social benefits of beach shacks to the tourists. Likert three point scales were used in collecting responses from the respondents to the second part of the questionnaire where "1" means disagree, "2" means neutral and "3" means agree. The period of study was the period of survey which was conducted during the months of April and May 2016. The place of study was the entire State of Goa. Tourists visiting the following beaches like Baga, Batalbatim, Benaulim, Calangute, Colva, Mobor and Palolem were selected at random and were personally given a questionnaire. The above places were selected because they are very popular among the tourists and together they have about 75 percent of the total number of beach shacks in Goa.

Secondary data was collected from the Department of Tourism – Government of Goa, Travel and Tourism Hospitality Journals, and from other related Journals, books, news papers, magazines, and other printed and online materials.

Data Variables

In this paper, there are seven dependent variables as follows: 1) Shacks offer economic benefits to the tourists. 2) Shacks offer social benefits to the tourists. 3) Tourists are facing economic problems at Goan beach shacks. 4) Tourists are facing social problems at the Goan beach shacks. 5) I have food at the beach shacks. 6) I prefer shacks located in government properties. 7) I prefer shacks located in private properties.

The independent variables for the above dependent variables are as follows: First, I visit a shack because of lower food prices, I visit a shack for reasonable accommodation, I can exchange my foreign currency for local currency at a shack on favourable terms and I get value for money at a shack. Second, I visit a shack for quality food, I get information about the happening in the village at a shack, I go to a shack to spend quality time and to have fun and I go to a shack to experience local Goan culture. Third, I have been cheated by a shack while exchanging foreign currency, my employers don't reimburse my shack bills and Shacks don't have a facility of safe-keeping customer's valuables. Fourth, tourists are facing problems at the Goan beach shacks due to the harassment by beggars, problems of garbage on the beach, ogling at the foreign tourists by the domestic tourists and illegal activities happening on the beach. Fifth, tourists prefer to have food at the beach shacks because it is tasty, off good quality, cheaper, fresh and to experience the local Goan food. Sixth, tourists prefer shacks located in government properties because: they charge reasonable price, are clean & hygienic, serve quality food, are located on the beach, provide personalized service, follow rules & regulations and offer beach beds and umbrellas. Seventh, tourists prefer shacks located in private properties because: they provide reasonable accommodation, privacy, are open for business throughout the day & night, located close to the beach, off personal contact with the owner, same

owner operates for years, no restriction of playing loud music, provide personalized service and there's no formal shack policy.

Results and Discussions

A reliability test was performed for the questionnaire and the reliability (Cronbach's Alpha) was found to be .774 for 43 items which are on scaled data.

Demographic profile of the respondents

The demographic profile of the respondents is: 69 percent of the respondents were males and the remaining 31 percent were females. 50 percent of the respondents were married and have visited the State along with their families. 69 percent of the respondents belong to the 20 – 40 years age group, 25 percent belong to 41 – 60 years age group, while 3 percent each belong to the extremes of below twenty years and above sixty years age groups respectively. Of the total respondents, 38 percent were graduates, 28 percent post graduates, 16 percent professionals, another 16 percent have studied upto SSC and the remaining 2 percent were diploma holders. 31 percent of the respondents work in private sector, 22 percent businessman, 16 percent students, 10 percent have retired, 6 percent work for the government sector and the remaining 15 percent were professionals including musicians, singers and doctors. 53 percent of the respondents were foreign tourists and among them; 53 percent came from Europe, 29 percent Americans, 12 percent Australians and the remaining 6 percent belong to other Asian countries. 57 percent of the total respondents were repeat visitors, who have visited the State at least once in the past. 56 percent of the respondents came to know about the Goan beach shacks through the "Word of Mouth advertisement from their friends who had visited the State in the past, whereas 25 percent came to know about the shacks through the internet, 3 percent through agents and the remaining from other sources like girl-friends, parents or colleagues.

34 percent of the respondents visiting Goa have an annual household income of up to rupees six lakhs, 32 percent have between rupees six to twelve lakhs, 9 percent between rupees twelve to eighteen lakhs, 3 percent between rupees eighteen to twenty-four lakhs and the remaining 22 percent have a household income above rupees twenty-four lakhs. 22 percent of the respondents spend up to three days in Goa, 44 percent spend between three to six days, 9 percent spend between six to nine days and the remaining 25 percent spend more than nine days in Goa respectively. Majority of the respondents, in fact, 81 percent of them visit Goa for leisure, 13 percent for adventure and the remaining 6 percent for business purpose. 88 percent of the respondents visit the State on their own whereas the remaining 12 percent take help of either the local or foreign travel agents to visit the state. 63 percent of the respondents don't do any reservation at the shacks in Goa, they simply "Walk-In" at the shack, occupy the available table and enjoy their meals and drinks whereas, the remaining 37 percent respondents are very systematic as they visit a shack only after reserving a table in advance with the help of internet, phone or a local agent.

Table 1: Economic benefits of Goan beach shacks to the tourists
Multiple Regression Analysis

R	R Square	Adjusted Square	R	Std. Error of the Estimate	F	Sig.
.730	.532	.463		.488	7.679	.000

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.675	.594		-1.136	.266

I visit a shack because of lower food prices	.413	.144	.442	2.867	.008
I visit a shack for reasonable accommodation	.162	.148	.165	1.097	.282
I can exchange my foreign currency for local currency at a shack on favourable terms	-.061	.177	-.052	-.344	.733
I get value for money at a shack	.695	.179	.570	3.876	.001

Source: Compiled from Primary Data

Table 1 above shows the result of Multiple Regression Analysis and the results are found to be acceptable at 95% level of significance ($p < 0.05$). The R square value of .532 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence the null hypothesis H01 “Beach shacks don’t offer any significant economic benefits to the tourists in Goa” is not accepted. This also means that, beach shacks offers significant economic benefits to the tourists in Goa.

The standardized co-efficient of the independent variables indicate that, economic benefits such as ‘lower food prices and value for money’ motivates tourists to visit beach shacks in Goa as the co-efficient value of these two variables is found to be significant at 95% level of significance ($p < 0.05$).

Table 2: Social benefits of beach shacks to the tourists
Multiple Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.596	.355	.260	..476	3.720	.015

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.471	.738		.637	.529
I visit a shack for quality food	.096	.142	.114	.671	.508
I get information about the happening in the village at shack	.111	.146	.129	.760	.454
I go to a shack to spend quality time and have fun	.374	.274	.285	1.366	.183
I go to experience local Goan culture at a shack	.254	.163	.308	1.561	.130

Source: Compiled from Primary Data

The above table 2 shows the results of multiple regression analysis and the results are found to be acceptable at 95% level of significance ($p < 0.05$). The R square value of .355 indicates that there is a relationship among the independent variables and the model is found to be acceptable. Hence, the null hypothesis H02 “Beach shacks don’t offer any significant social benefits to the tourists in Goa” is not accepted. This also means that, beach shacks offers significant social benefits to the tourists in Goa. The standardized co-efficient of the independent variables indicate that, none of the social benefits as mentioned above significantly contributes to the tourists to visit beach shacks in Goa as the coefficient value of all the variables is found not to be significant at 95% level of significance.

Table 3: Economic problems faced by tourists at Goan beach shacks
Multiple Regression Analysis

R	R Square	Adjusted Square	R	Std. Error of the Estimate	F	Sig.
.386	.149	.058		.477	1.635	.204

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.839	.301		2.786	.009
I have been cheated at a shack while exchanging foreign currency	.295	.177	.316	1.607	.119
My employers don’t reimburse my shack bills	.042	.134	-.059	-.309	.760
Shacks don’t have a facility of safe keeping customers valuables	.120	.125	.177	.962	.344

Source: Compiled from Primary Data

The above table 3 shows the results of multiple regression analysis and the results are found to be not acceptable at 95% level of significance ($p > 0.05$). The R square value of .149 indicates that there is a very limited relationship among the independent variables. Hence the null hypothesis H03 “Tourists don’t face any significant economic problems at the Goan beach shacks” is accepted.

Table 4: Social problems faced by tourists due to Goan beach shacks
Multiple Regression Analysis

R	R Square	Adjusted Square	R	Std. Error of the Estimate	F	Sig.
.690	.477	.399		.394	6.150	.001

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.311	.261		1.271	.215
Harassment by beggars	.044	.111	.065	.397	.694

Problem of garbage on the beach	-.031	.091	-.050	-.0345	.733
Ogling of foreign tourists by the local tourists	.061	.097	.095	.629	.535
Illegal activities happening on the beach due to the beach shacks	.652	.160	.630	4.073	.000

Source: Compiled from Primary Data

The above table 4 gives the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ($p < 0.05$). The R square value of .477 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H04 “Tourists don’t face any significant social problems due to the Goan beach shacks” is not accepted. This also means that, tourists are facing social problems due to the Goan beach shacks. The standardized co-efficient of the independent variables indicate that, tourists are facing social problems at the Goan beach shacks due to the illegal activities happening on the beach due to the shacks as the coefficient value of this variable is found to be significant at 95% level of significant ($p < 0.05$).

Table 5: Socio-economic benefits to the tourists regarding food
Multiple Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.714	.510	.416	.399	5.416	.002

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.133	.572		.232	.818
I have food at a shack because it is tasty	.111	.234	.116	.475	.639
I have food at a shack because it is of good quality	.168	.244	.183	.689	.497
I have food at a shack because it is cheaper	.146	.115	.180	1.274	.214
I have food at a shack because it is fresh	-.023	.166	-.025	-.140	.890
I have food at a shack so as to experience local food	.571	.166	.536	3.431	.002

Source: Compiled from Primary Data

Table 5 above gives the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ($P < 0.05$). The R square value of .510 indicates that there is a

good relationship among the independent variables and the model is found to be fit. Hence the null hypothesis H05 “Tourists don’t consider any socio-economic benefits while having food at the Goan beach shacks” is not accepted. This also means that, tourists consider socio-economic benefits while having food at the beach shacks in Goa.

The standardized coefficient of the independent variables indicate that, tourists have food at the beach shacks so as to experience the delicious and tasty local Goan food as the coefficient value of this variable is found to be significant at 95% level of significance ($p < 0.05$).

Table 6: Socio-economic benefits of Beach Shacks located in Government Properties
Multiple Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.771	.595	.477	.477	5.040	.001

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.434	.520		.833	.413
Charge reasonable price	-.119	.138	-.128	-.860	.398
Clean and Hygienic	1.087	.278	.934	3.908	.001
Serve quality food	-.385	.355	-.327	-1.086	.288
Located on the beach	.156	.328	.124	.476	.638
Personalized service to the customers	.074	.263	.063	.282	.780
Follow rules & regulations	.052	.198	.045	.265	.793
Offer beach beds and umbrellas	-.102	.173	-.094	-.589	.561

Source: Compiled from Primary Data

Table 6 above gives the result of multiple regression analysis and the results are found to be acceptable at 95% level of significance ($p < 0.05$). The R square value of .595 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H06 “Tourists don’t receive any significant socio-economic benefits of beach shacks located in government properties in Goa” is not accepted. This also means that, tourists receive socio-economic benefits of shacks located in government properties in Goa.

The standardized coefficients of the independent variables indicate that, the socio-economic benefit of ‘clean and hygienic’ enable tourists to prefer shacks located in government properties as the coefficient value of this independent variable is found to be significant at 95% level of significance ($p < 0.05$).

Table 7: Socio-economic benefits of Beach Shacks located in Private Properties
Multiple Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.721	.520	.324	.415	2.647	.030

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.182	.749		-.243	.810
Provide reasonable accommodation	.474	.189	.462	2.511	.020
Privacy	-.011	.157	-.015	-.067	.947
Open throughout the day & night	-.281	.256	-.254	-1.098	.284
Located close to the beach	.504	.228	.440	2.208	.038
Personal contact with the owner	-.187	.139	-.257	-1.347	.192
Same owner operates for long time	.005	.197	.007	.028	.978
No restrictions of playing loud music	-.009	.267	-.013	-.032	.974
Provide personalized service	.278	.256	.309	1.085	.289
No formal shack policy	.216	.211	.254	1.024	.317

Source: Compiled from Primary Data

Table 7 above gives the result of the multiple regression analysis and the results are found to be acceptable at 95% level of significance ($p < 0.05$). The R square value of .520 indicates that there is a good relationship among the independent variables and the model is found to be fit. Hence, the null hypothesis H07 “Tourists don’t receive any significant socio-economic benefits of beach shacks located in private properties in Goa” is not accepted. This also means that, tourists receive socio-economic benefits of shacks located in private properties in Goa.

The standard coefficient of the independent variables indicate that, socio-economic benefits of ‘providing reasonable accommodation and nearness to the beach’ enables tourists to prefer shacks located in private properties as the coefficient value to these two independent variables is found to be significant at 95% level of significance ($p < 0.05$).

Conclusion

The results of the study indicate that, tourists belonging to all age groups, gender, profession, nationalities, different educational background and belonging to different income groups visit shacks in Goa. Tourist visit Goa for different purposes like leisure, adventure, business and for other reasons like sports, pilgrimage, etc. On an average a tourist spends between three to nine days in Goa. However a few of them do spend more than nine days in the State. Tourists consider Goa as a safe place as 88 percent of the respondents have visited the State on their own without any assistance from

either the domestic or international travel agents. Also, 57 percent of the respondents were repeat visitors as they had visited the State at least once in the past.

The research paper has seven null hypotheses and all of them with the exception of one “Tourists don’t face any significant economic problems at the Goan beach shacks” are not accepted at 95% level of significance ($p < 0.05$).

Goan beach shacks plays an important role in promoting tourism in the State as a large number of tourists spend quality time at a shack and also have their meals and drinks at a shack. Beach shacks offer the following economic and social benefits to the tourists in Goa such as: they are located close to the beach, charge lower prices, are clean and hygienic and provide value for money.

Tourists visiting beach shacks in Goa don’t face any tangible economic problems but they do face social problems due to the illegal activities happening on the beach due to the beach shacks. Surprisingly the illegal activities that take place on the beach and also at the shacks as per the respondents, don’t keep the tourists away from visiting the shacks for leisure and from having their meals and drinks at the shacks in Goa. A large number of tourists prefer visiting shacks so as to experience the local Goan delicious food as the coefficient of this variable is found to be significant at 95% level of significance ($p < 0.05$).

In Goa, beach shacks are located both in government as well as in private properties and the tourists prefer them due to their socio-economic benefits. Shacks located in government properties are preferred by the tourists because they are clean and hygienic as the coefficient value of this variable is found to be significant at 95% level of significance. Shacks in private properties are preferred by the tourists because they provide reasonable accommodation and are located close to the beach as the coefficient value of these two variables is found to be significant at 95% level of significance.

Limitations of the study

The major limitation of the study is its sample size. The study is based on a small sample of 32 respondents and by repeating the study with a larger sample may give different results. Also, the study was conducted at the far end of the tourist season in Goa. If it had been conducted during the peak tourist season in the State the results may differ. Hence, there is a need to repeat the study with a large sample and then compare the findings with the present study so as to understand the changes if any.