

Goa's Hospitality Industry: A Study on Status, Opportunities, and Challenges

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ABSTRACT

Purpose: *This study aims to learn more about the hospitality sector in Goa, India, including its current state, potential, and growth. The review plans to distinguish the variables that add to the progress of the cordiality business in Goa, as well as the difficulties it faces in adjusting to changing times and the effect of the Coronavirus pandemic. The concentrate additionally tries to feature the extraordinary elements of the Goan cordiality industry that put it aside from other traveler objections in India.*

Methodology: *This study employs a secondary research strategy based on a review of previously published articles, reports, and data on the Goan hospitality sector. Google Scholar, ResearchGate, and official Goa Tourism Division publications are used in the study. The information examination centers around key execution markers, for example, inhabitance and room rates in the neighborliness business in Goa.*

Findings: *Despite the challenges posed by the COVID-19 pandemic, this study reveals that Goa's hospitality industry has performed well in recent years. Hotels in Goa saw a significant rise in occupancy rates from 15% to nearly 55% in the final quarter of 2022. Moreover, the typical room rates expanded from Rs 4,500 to nearly Rs 7,000 every evening. Goa saw the greatest increase in hotel demand among India's level II cities, rising by 118% in April. In addition, the study predicts that Goa's hospitality industry will continue to expand in 2023, surpassing pre-pandemic levels of demand and increasing revenue for the state and local governments.*

Practical Implications: *Students, researchers, and policymakers interested in Goa's hospitality industry will benefit greatly from this study's practical implications. The study gives a valuable understanding of the industry's current state and growth and development potential. It also emphasizes the Goan hospitality industry's distinctive characteristics that set it apart from other Indian tourist destinations. The discoveries of this study can help partners in the business, including hoteliers, financial backers, and policymakers, to pursue informed choices and to make the most of the amazing open doors introduced by the development of the travel industry in Goa. Also, the review gives bits of knowledge into the effect of the Coronavirus pandemic on the friendliness business in Goa and the actions that have been taken to adjust to the evolving conditions.*

Originality/Value: *This study gives a canny investigation present status of the Goan Lodging Industry, featuring its advantages, future potential, extraordinary qualities, restrictions, open doors, and qualities for industry advertisers. Even though this report is based on secondary research, it could be improved by having in-person interviews with key stakeholders like hoteliers, tourists, locals, and other industry players. These people would be better able to share their actual experiences and give feedback from the ground up. By providing a more comprehensive understanding of the Goan lodging industry and its overall impact on the Indian tourism industry, such primary research would further enhance this study's value and originality. Policymakers, stakeholders in the industry, and investors interested in the Goan tourism industry who want to make informed decisions may benefit from this study's findings. Moreover, understudies, specialists, and the overall population can profit from this*

concentrate by acquiring a more profound comprehension of the housing business in Goa and its commitment to the more extensive travel industry.

Paper type: Case Study

Keywords: Overview, Goan Hotel Industry, Goan Tourism Industry, SWOT, Tourism Growth

1. INTRODUCTION :

One of India's most popular tourist destinations is Goa, which is on the southwest coast. This peaceful former Portuguese state is well-known for its tranquil beaches, colonial-era forts and temples, wildlife sanctuaries, cultural centers, and extensive culinary heritage. Goa also has a lively nightlife, with a lot of beachside shacks, bars, and clubs all over the place. It is the only Indian state with floating casinos. The state's economy heavily relies on the tourism industry and associated businesses and ventures.

In 2021, the number of domestic visitors to Goa was 3,308,089, an increase from the previous year's figure of 3,258,715 [1]. From December 1997 to 2021, Goa's visitor data has been updated regularly, with an average of 2,201,752 individuals and 25 observations. The number of people recorded in the data reached an all-time high of 7,127,287 in 2019 and a record low of 928,925 in 1997. According to the Department of Tourism, over 8 million tourists visited Goa in 2018, with more than 7 million being Indian visitors and over 900,000 being international visitors. As of June 2019, 3,881 hotels spread throughout Goa's northern and southern regions. These hotels, including star hotels, heritage properties, budget hotels, and paying guesthouses, cater to the influx of Indian and international travellers. The peak tourist season in the state is in December and January.

One of the parts of the economy that is growing the fastest is the hospitality sector. The housing, inn, and café industry continuously changed into a huge monetary improvement as individuals became mindful of Goa's true capacity for the travel industry. This resulted in an increase in government revenue, an increase in the earnings of entrepreneurs, and new employment opportunities for highly skilled to unskilled workers in the hospitality sector and in a variety of activities that are peripherally related to tourism. The number of hotels and other forms of lodging has increased in Goa.

Each firm in the friendliness business, no matter what its classification or area, attempts to enhance and move along. The accommodation business is dynamic in nature and continually makes progress toward higher development rates. It isn't detached to be satisfied with its ongoing status, inhabitation rates, and productivity. To the extent that rising efficiency, inhabitation rates, piece of the pie, and so on., inns for the most part try to extend and develop their business.

Goa remains a prominent destination to escape in the country, with the fifth biennial Hotel Rate State Planning Survey for the tourism industry ranking it among the top five states. The survey, which was conducted in conjunction with the World Travel and Tourism Council India Initiative, ranked Goa third. The Goan economy relies heavily on tourism, accounting for 12.5% of GDP.

Goa is a success story that most would want to emulate. From an Indian tourism perspective, the industry and the government want to take it to an even higher level and aim for a global destination position. Since the end of the financial crisis, the hospitality industry in Goa has experienced significant growth along with the economy. The global economy expanded by 5.5% in 2021 due to pent-up demand at the beginning of the pandemic.

The hospitality and tourism sector has benefited from this impressive growth by stimulating the overall travel activity of the public and adding permanent room nights for both leisure and business travel. The tourism industry in Goa is expected to continue to grow in the future, with the government investing in infrastructure development and promotional activities to attract more tourists to the state. The industry's continued growth is crucial to the state's economic development.

2. REVIEW OF LITERATURE :

The Goan Hotel Industry has been the subject of various studies to analyze its growth and current status concerning cost advantage Jones, Hillier, and Comfort (2014) [2]. contend that the information provided by major hotel chains on their sustainability commitments and achievements varies significantly and encompasses a broad range of environmental, social, and economic issues. The authors further argue that these commitments are embedded within existing business models focused

on continued growth and its significance to the national economy, driven primarily by the pursuit of profitability gains.

Jauhari (2012) [3] attributes the rapid expansion of the Indian hotel industry to the government's role in its development, including policies and interventions such as monetary reforms and modifications to various taxation policies. The paper also discusses the vision of Indian hospitality entrepreneurs in expanding motels and hotels to international markets.

Srivastava and Singh (2020) [4] conducted a review aimed at exploring the link between awareness initiatives, progressive identification, and employee accountability. The study also examines the mediating effects of mental strengthening and resilience on the relationship between progressive identification, awareness initiatives, and employee accountability in the hospitality sector.

Kapoor and Kapoor (2021) [5] discuss how digitalization has impacted the hospitality industry and its connection to conventional marketing strategies. The study also examines the future of digital innovation in the Indian hospitality space.

K. Kumar (2016) [6] conducted a study that investigates the potential and scope of the Indian market, guest expectations, policy-level requirements, and other aspects of the Indian hotel industry. The paper offers an overview of India's hospitality industry's luxury segment and financial sector.

Several publications have been suggested on Google Scholar using various keywords related to the topic, such as "Hotel Industry," "Business in Goa," "Tourism in Goa," "Hotel Industry Goa," "SWOC Analysis," "Tourism Trends," and "SWOT Analysis." The present article is based on thoroughly examining and analyzing the selected literature to comprehend the research gap fully.

Table 1: The table displays keyword research done on several author publications.

S. No.	Field of Research	Focus	Outcome	References
1.	A study on the expansion of the hotel sector in Goa	The development of the Goan hotel industry over time	The article has tried to define tourism and the hotel industry's (accommodation-related) components. The study covers the beginnings and growth of the hotel and tourism industries in the state of Goa, as well as its importance and negative repercussions. The article examines the increase in domestic and international visitors to Goa from 2000 to 2012.	Sukthankar, S. V. (2013). [7]
2.	Hospitality Brand Loyalty	Indian Hotels in Goa and Kerala as a Case Study on Brand Loyalty in the Hospitality Sector.	How and to what extent hotel brand loyalty is impacted by guests' views of service quality aspects in developing countries, particularly in Goa	Dhillon, D. J. (2013). [8]
3.	Goa's internet traveller perception	How Goa's reputation is positively correlated with tourism	It's crucial to manage communication to produce great experiences. The three media coverage of several topics, such as popular beach destinations, tourism infrastructure, and exciting nightlife, is identical. However, significant cultural, social, political, and	Dwivedi, M., et al (2013). [9]

			environmental disparities are becoming apparent in Goa.	
4.	Hotel Risk Management	Evidence from Goa hotels about disclosures about risk and risk management	This study shows that different hotels have different risk and risk management practices. External risks are prioritized over internal ones, with financial and commercial areas receiving the most disclosures. In comparison to local and national hotels, international hotels expose higher hazards. The strategic intent disclosures required by ISO 31000 and the general and particular disclosures across different hotel types were revealed via inferential content analysis.	Waikar, V. G., et al (2015). [10]
5.	Development of tourism	The instance of Goa in terms of tourism development, disputes, and sustainability	Both the makeover of Goa's coastal regions and the region's economic growth may be attributed to the tourist sector. The rise of Goa as a tourist destination is covered in this chapter, along with its effects on the economy, socio-cultural, and ecology.	Breda, Z., & Costa, C. (2013). [11]
6.	Development of hotels and tourism in Goa	Goa: Changes in Ecosystems, Migration, and Tourism	It evaluates how different tourist types affect land use and cover changes. The results of the study point to altered interactions between humans and ecosystems as the primary driver of environmental change rather than just population shifts. This indicates that, in some circumstances, the land cover has changed significantly while it has changed less than land usage in other cases.	Noronha, L., et al., (2002). [12]
7.	Urban transformation and tourism growth	Urbanisation in India's Goa Additionally, hoteliers value it.	It is possible to acquire a sophisticated understanding of how urban growth affects potentially vulnerable coastline areas using the methods and tools used in this study. By combining urban footprints and spatial measurements, this understanding is achieved. The development of metropolitan regions has generally been seen	Vaz, E., et al (2017). [13]

			in Goa's old metropolitan centres, and the utilization of scene measurements has made it conceivable to give a goal image of the impacts of this cycle along the state's delicate shore extends.	
8.	The growth of tourism in Goa and its impact on hotels	Goa's tourism growth: Trends, Problems, and Obstacles	Although Goa's tourism industry generates most of the state's GDP, the rapid growth of the state's domestic and international tourism industry is causing several environmental problems. Relevant policy recommendations are made to ensure that this vital part of Goa's economy thrives.	Astina, I. K., & Kurniawati, E. (2021). [14]

2.1 Research Gap:

Previous research on the hospitality industry has identified various components that can be utilized to analyze different businesses, organizations, and strategies. However, there has been a lack of studies focusing specifically on the impact of the tourism industry and the hotel industry in the state of Goa using a SWOT analysis. However, several studies have analyzed and focused on the Indian tourism industry using alternative frameworks and methods.

2.2 Research Agenda:

The evaluation paper examines the fundamental components of the development and hospitality industries, specifically in the region of Goa in India, by utilizing the Characteristics, Weaknesses, Opportunities, and Threats (SWOT) analysis framework to deconstruct a similar concept.

3. OBJECTIVES OF THE STUDY :

The following goals are the focus of this study:

- (1) To ascertain the current state of Goa's hotel industry.
- (2) To investigate the hotel industry's growth trajectory in Goa.
- (3) To assess the effect of the travel industry on the inn business in Goa.
- (4) To predict how the Goa hotel industry will fare in the future.
- (5) To evaluate the various opportunities, threats, strengths, and weaknesses of the Goa hotel industry.

4. RESEARCH METHODOLOGY :

The research methodology employed in this study involves an analysis of both local and international tourism trends and the growth of hotels, restaurants, and related establishments in the state of Goa. The hotel industry's contribution to the economy in terms of employment, output, and foreign exchange earnings is assessed, as is the industry's growth rate and market share. Data from various sources, including government reports from the Directorate of Planning, Statistics and Evaluation (DPSE) in Porvorim district of, Goa, and industry data from registration and surveys conducted by the National Sample Survey Organization, are used for the analysis of tourism development. Secondary data sources such as research articles from ResearchGate, Springer, Google Scholar, and other similar platforms are also used. The research process involved a systematic review of published literature, focusing on the current status of the Goan hospitality industry.

5. THE GOAN HOTEL INDUSTRY :

Improvement is a vital endeavor objective, especially in private-area associations. The housing industry strives for growth and expansion regardless of size, location, or inventory. The hotel and motel industry is ever-evolving, and rather than being content with its current state, occupancy rates,

and profitability, it strives for higher development rates. Accommodations are the most important part of tourism products in the hospitality industry [16]. In spite of the fact that they are attractions all by themselves, a vacationer location may not be visited in the event that there are sufficiently not. As a result, there must be enough hotels. An irregular study of sightseers found that main a little level of unfamiliar travelers liked to remain only in 5-star lodgings.

Then again, the excess unfamiliar sightseers couldn't have cared less about the inn's star rating and were searching for a decent, agreeable, and reasonable room. Most homegrown travelers favored spending plan amicable facilities over extravagant offices. The hotel industry's expansion can be gauged by looking at things like investment volume, production volume, occupancy rates, sales, direct and indirect employment, and so on.

Goa is a popular tourist destination in India, and the travel industry is a major source of revenue for the state. Hotels are thought to be a part of the hospitality service industry. Management and customer satisfaction should be high priorities for any service provider. There are differences among the hotels in terms of the services they offer. Since 1961, Goa's tourism industry has grown at a steady rate, with an increase in both domestic and international visitors. Goa was visited by 50,000 tourists in 1964, the majority of whom were domestic visitors. However, between 1974 and 1975, the number of tourists visiting Goa reached two lakh, the highest level in at least a decade. The 1970s saw the beginning of the influx of foreign tourists, or hippies, as they were known, in the coastal area between Baga and Anjuna. There were 3.84 million visitors in 1980. There were 7.75 million in 1985 and 8.78 million in 1995; In addition, there were 20.8 million in 2004 [17]. In terms of international tourism, 1985 was a significant year for Goa because it saw the beginning of charter flights from other nations and high-end tourism. Prior to that point, the tourism industry did not generate a significant amount of revenue in foreign currency. During the 1990s, 10.59 lakh tourists visited, indicating a rise in the industry's growth rate. The quantity of travelers visiting Goa by 2004 was somewhere around 21 lakh. The Indian province of Goa, on the coast, saw in excess of 5,000,000 guests in 2015. 541,000 of the 5.30 million tourists were foreigners, according to a statement from the state government. In addition, the assertion stated that the figures represent a thirty percent increase over the previous year. Foreign tourist arrivals (FTAs) to Goa remained unaffected in 2015 despite the slowdown in many source destinations in Europe and Russia.

There were 80.27 million FTAs in 2015, a 4.5% increase [17]. This was in contrast to the FTAs that increased by 10.2% in 2014 and 2013 to 76.79 million. The tourism industry is changing quickly and there is more competition everywhere in the world. Due to its capacity to stimulate other economic factors and its numerous layers of effects on the economy, it is acknowledged as a potent engine for progress. India's splendor is a result of an increase in tourism to its various regions. India's travel industry is also heavily reliant on the hotel industry. The travel industry in India is expected to grow significantly over the next few years, contributing significantly to the growth of the hotel industry. The fact that the top ten inn networks in India own only 30% of the total housing stock indicates that there is a lot of room for new players in the market [18]. Goa is one of India's most renowned explorer protests, with a strong spotlight on the movement business. The convenience store industry has been a significant backer of the state's economy and one of the most important sources of income in Goa. Goa has 1200 approved housing units with 50,000 rooms and 1.5 lakh beds, according to the Department of Tourism [19]. The hotel industry is a big part of the travel industry. Its growth is estimated by looking at things like venture volume, production volume, occupancy rates, deals, direct and indirect work, and so on. On account of Goa's housing industry, the quantity of lodgings spread out, the quantity of lettable rooms, and the quantity of beds open are taken as the indisputable factors for surveying its advancement potential.

According to the data accumulated by the Goa government's Division of The travel industry, there were around 27,000 motels and diners in the state in 2019, which addressed 3.5% of the state's Gross domestic product [20]. Due to the increasing number of tourists, the state is currently experiencing a housing shortage. To address this issue, the state government has recently increased the number of licensed lodging establishments and streamlined the registration procedure for new facilities. Besides, the public authority has created strategies and plans empowering the confidential area's association in growing the convenience area. For example, the government has made plans to build infrastructure like airports, highways, and rail networks. These things will help to make the state more connected and help the tourism and hospitality industries grow.

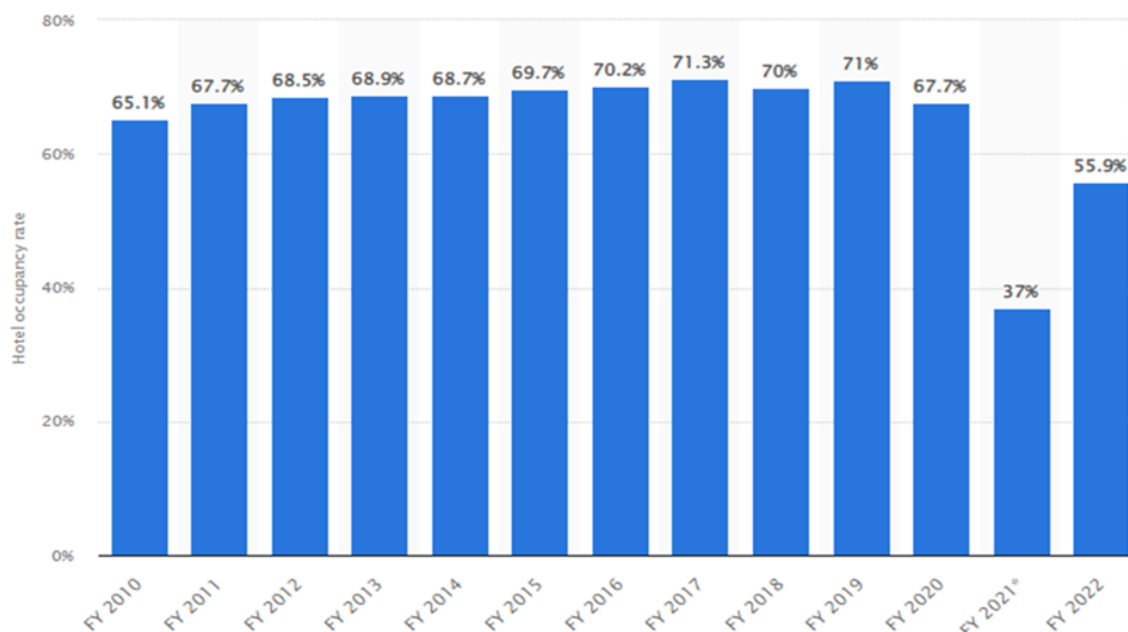


Fig. 1: The occupancy rate in hotel rooms across Goa in India from the financial year 2010 to 2022

(Source: Statista) [15]

The hotel industry is a crucial component of tourism, and the demand for hotel rooms is closely linked to the number of visitors to a region. To remain competitive in the market, hotels must adopt a customer-centric approach and continually improve the quality of their services. New technologies are needed to enhance the guest experience, reduce operational costs, and optimize resources. Today's travellers demand a unique and personalized experience catering to their needs and preferences. Hence, hotels must develop new products and services that offer differentiation from their competitors.

Goa has become a popular tourist destination over the past few decades, attracting visitors from all over the world. The state in western India is well-known for its stunning beaches, varied cuisine, and extensive cultural heritage. In this article, we will investigate the advancement of the travel industry in Goa, including its development throughout the long term, the changing inclinations of vacationers, and the effect of the e-vacationer visa conspire.

The total number of tourists visiting Goa has been steadily rising over time, according to statistics. As a matter of fact, somewhere in the range of 1970 and 2021, the quantity of guests developed at a typical yearly pace of 9.71 percent. With an average annual growth rate of 11.83 percent, the foreign travel industry has grown at a faster rate than the domestic one. The shifting makeup of foreign visitors to Goa reflects this trend. In 1985, just 4% of all unfamiliar guests to Goa were contract explorers, however by 2015, this number had ascended to 53%. This indicates a shift in the kind of foreign tourists who come to Goa, with more people choosing package tours.

The nations from which foreign tourists come have also changed over time. During the 1970s, the US, the Unified Realm, and Germany were the biggest wellsprings of unfamiliar guests to Goa, with the US representing the largest number of tourists. However, since then, Germany has been followed by the United Kingdom as the most popular tourist destination. From 1994 to 2004, Goa got the most travelers from the Unified Realm, with a typical yearly appearance of 1.14 lakh, trailed by Germany, with a typical yearly appearance of 24.4 thousand guests. Despite the fact that Goa was once part of Portugal, Portugal has been less popular with tourists in recent years.

Russian, Finnish, and German tourists have increased recently. By the by, the Unified Realm stays the biggest wellspring of new guests to Goa. 74% of new visitors came from the United Kingdom between 1994 and 1995, followed by 15% from Germany. In 2004-2005, despite the fact that the United Kingdom remained at the top of the list of destinations visited by tourists from other countries, their share decreased to 41%. In a similar vein, the number of German tourists visiting the United States has dropped to half of what it was ten years ago. The rise in visitors from France and Russia is to

blame for this. Russian tourists made up 29.14 percent of all new tourists in 2014, followed by British tourists at 28 percent and German tourists at 10.89 percent.

Overall, the trend suggests that newcomers from other nations are beginning to discover Goa's charms, despite the fact that newcomers from the United Kingdom continue to arrive in large numbers. This suggests that Goa is gaining recognition as an excellent destination for global explorers. "Unfamiliar traveller appearances from UK, Russia, France, UAE, and many others have shown an expansion in appearances to the State despite continued with the downturn and emergencies' that hit the European areas," the state's travel industry division stated in an official statement.

The introduction of the e-tourist visa program by the Indian government is one significant factor that has contributed to the expansion of Goa's tourism industry. The program, which went live in November 2014, makes it easier for tourists from selected nations to apply for visas online, reducing the amount of time they have to wait for their application to be approved. Goa has seen a significant rise in visitors as a result of this, which has made it easier for tourists to visit the city.

Goa's state government has taken a number of steps to increase tourism. The state's tourism infrastructure has been significantly improved by the Goa Tourism Development Corporation (GTDC). In various parts of the state, the GTDC runs several hotels, resorts, and guest houses. To meet the requirements of tourists, the company has also developed a number of tourist attractions, including water parks, theme parks, and facilities for adventure sports. The promotion of eco-tourism, cultural tourism, and adventure tourism has recently been the primary focus of the state government. The issue of garbage disposal is one of the major obstacles that the tourism industry in Goa must overcome. The state's high number of tourists generates a significant amount of waste, which is harmful to the environment. The state government has implemented a number of solutions to this problem, including the establishment of waste treatment plants and a garbage collection system. Additionally, the government has urged tourists to dispose of their waste in a responsible manner.

Basically, Goa has arisen as a well-known traveller objective in India throughout recent many years. Tourists from all over the world have taken advantage of the state's natural beauty, rich cultural heritage, and warm welcome. Notwithstanding confronting a few difficulties, the travel industry in Goa has kept on developing consistently, because of the public authority's endeavors to advance the state as a vacationer location. Goa will continue to be a popular travel destination for many years to come due to its stunning beaches, lively nightlife, and diverse cultural heritage.

6. DEVELOPMENT OF THE LODGING BUSINESS IN GOA :

The expansion of Goa's hotel industry has been closely linked to the rise in tourists to the region [20]. First and foremost, there were a couple of lodgings. However, the number of hotels and guest rooms available to tourists has significantly increased over time. For instance, in 1964, Goa only had 49 hotels. Between 1975 and 1976, the number of hotels increased to 138, or an average annual growth rate of 16.51 percent, according to the Legislature of Goa, Daman, and Diu, 1978. The number of highlighted lodgings just increased from four per year in 1965-66 to seven per year in 1975-76 during this time.

Despite the limited number of featured hotels, the total number of tourist beds increased from 1,048 in 1964 to 3,671 between 1975 and 1976 (Legislature of Goa, Daman, and Diu, 1978). There were 196 hotels in Goa in 1980, 12 of which had star ratings and the remaining 184 did not. There were a sum of 6,587 visitor rooms in these lodgings. As per Council of Goa, Daman, and Diu, 1978, there were 11,140 beds accessible in 281 lodgings and hotels in Goa in 1988.

In 1993, it was estimated that there were 7,500 rooms and beds available in Goa's hotels. The remaining 22.48% were in unapproved class hotels, while the remaining 55% were in ABC class hotels that had been approved. The 2011 Travel Industry Master Plan states that in 1994, Goa had 400 hotels with 17,500 rooms, or 16.90 rooms for every 1,000 tourists. By 1996, the amount of motels had extended to 436, with a total inhabitation breaking point of 18,391 and an extent of 16.0 beds per 1,000 explorers. Salcete and Bardez talukas had the fewest accommodations, followed by Tiswadi, according to Legislature of Goa, Daman, and Diu, 1978.

There have been areas of strength for an on advancing the development of the inn business because the development of inns and eateries has largely shaped Goa's economy. The public authority has gone to some lengths to help the hotel industry grow. For example, the public authority executed another approach in 2006 to give financial backers motivators to empower the inn business'

development. As a result of this policy, investors received numerous incentives, including tax breaks and concessions on electricity tariffs, water charges, and land lease rentals (Govt. of Goa, 2006).

In recent times, the hotel industry in Goa has faced numerous challenges. One of the main obstacles is the growing amount of competition from other Indian and international tourist destinations. Subsequently, to draw in vacationers, the Goa lodging industry has needed to acclimate to changing economic situations and carry out new showcasing techniques. The public authority has also gone to great lengths to advance the tourism industry in Goa, such as developing eco-tourism and expanding new tourist destinations.

Despite the challenges it faces, the Goa hotel industry has unquestionably made a significant contribution to the region's economic growth. The region's infrastructure has grown as a result of the hotel industry's expansion, as have new employment opportunities for locals. It has also helped to promote Goa as a popular tourist destination in India and other countries.

Table 2: Total number of Hotels / Paying Guest House, Rooms and Beds

Total number of Hotels / Paying Guest House, Rooms and Beds as on 30.12.2022 (including Star Category and Heritage Hotels)			
Category	No. of Hotels	No. of Rooms	No. of Beds
(I)	(II)	(III)	(IV)
A	88	9081	15686
B	259	10287	17234
C	723	11860	20985
D	2798	12645	20653
TOTAL	3868	43873	73764

Total number of Hotels / Paying Guest House, Rooms, and Beds as on 30.12.2022

[18] Source: *Department of Tourism, Government of Goa*

Tourism growth in Goa has been directly influenced by increased visitors, significantly expanding lodging options. Between 1964 and 1975-76, the number of lodgings increased from 49 to 138, with an average annual growth rate of 16.51%. The number of featured lodgings also increased slightly, from four to seven per year. The total number of beds in lodgings grew from 1048 in 1964 to 3671 in 1975-76.

By 1980, there were 196 inns in Goa, 12 of which were five-star accommodations, totalling 6587 beds. In 1988, the number of hotels and lodgings increased to 281, with 11,140 beds in use. However, by 1993, the total number of rooms and beds decreased to 7500, with 22.48% in Star Classification hotels and the rest in supported ABC class hotels and unapproved classification.

According to the Travel Industry Master Plan 2011, in 1994, there were 400 lodgings with 17500 beds, with a capacity of 16.90 beds per 1000 tourists. By 1996, there were 436 lodgings with a bed capacity of 18,391 and 16.0 beds for every 1000 tourists. The Salcete and Bardez talukas had the fewest accommodations, followed by Tiswadi.

Most accommodations, 77%, were located along the waterfront belt, accounting for 73% of the total bed capacity, as Goa was primarily seen as an oceanside relaxation destination. In fact, statistics showed that 77% of local vacationers and 95% of visitors from other countries preferred to stay in beachfront areas.

As of 2005, there were 2156 inns in the Goa region, including luxury hotels and paying guest houses, representing a 10-fold increase from the state's inception. The facilities had a total of 19,312 rooms

and 36,618 beds. Of the 78 lodging establishments, 5836 rooms and 11,441 beds belonged to the star category. By 2015, the number of lodgings had increased to 3358, with 31,767 rooms and 56,595 beds. Furthermore, there has been an increase in inns, restaurants, and cafes in the casual area and high-end and posh hotels.

7. HOW TOURISM AFFECTS THE HOTEL INDUSTRY IN GOA :

To resolve the issues of transportation-organized social orders, cabins ought to give comforts to loosening up, classes, studios, business correspondence, and redirection [22]. This basically influences the housing business in Goa. Offices bring goods and labor that strengthen their nations and organizations. Visitors both directly and indirectly contribute to the local environment and invest in hotels. Since unfamiliar vacationers rent these in offices for a small fee, the hospitality business is a major source of revenue, particularly for associations and business owners.

Due to its unique environment, Goa has gained a unique spot on the world travel map. Physical, sociocultural, and financial factors largely influence the travel industry's expansion, development, and improvement. People have been captivated by seashores, forest areas, lakes, untamed life asylums, springs, gardens, slopes, valleys, and mountains, among other regular highlights, since ancient times. Offices, lodging, transportation, correspondence, and various organizations are truly monetary factors. The essential socio-social elements are verifiable designs, love spots, amusement and sporting offices, and counterfeit and man-made objects [23].

A tar road interfaces the tiniest town to the taluka headquarters in Goa, showing the state's high level transportation and correspondence establishment. Different lodgings of various classes can be found distributed all through the state to meet the necessities of tourists considering their approaches to overseeing cash. Goa has transformed into a notable target for both local and overall movement business in light of the recently referenced factors, supporting the state's economy and basically adding to new exchange.

The partners must expand the travel industry into additional regions in order to prevent abuse of Goa's vital tourism source and coastline. To control the excessive tourist fixation along the shorelines, it is essential to divert visitors away from the coast and toward the interior. The partners in the movement have a responsibility to expand the business into additional markets:

a) Goa's Western Ghats slant districts, untamed life safe houses, and ordinary forest locales are the point of convergence of ecotourism.

b) Experience in the transport industry: The travel industry will expand to the provincial and undeveloped parts of Goa thanks to activities like parasailing, surfing, yachting, waterway boating, and traveling in the uneven hinterland talukas of Sanguem, Satter, and Canacona.

c) Business Travel: Another practical kind of the travel industry in Goa is business travel. As a result, the state should reduce the number of transportation and establishment offices it currently has. To attract new tourists to Goa, business and gathering focuses, greens, elite retail establishments, and sports workplaces should be worked with the assistance of the classified region.

d) Trips to the hospital: Goa is quickly becoming a center for excellent medical care. Arranging flourishing hotels is conceivable, and the public authority can keep up with yoga studios, nurseries, and Ayurvedic centers by offering main thrusts to private financial allies.

Goa's economy is seriously subject to the movement business, so it is fundamental to ensure that the business is innocuous to the environment and persevering. Careful the movement business rehearses should be progressed commonly by the public power and the movement business accomplices. For instance, restricting the unfriendly outcome of the movement business on the environment can be accomplished by enabling visitors to use public transportation, decreasing energy use, and supporting area networks by purchasing close by items.

As a result, the travel industry plays a crucial role in expanding and improving Goa's hotel industry. Goa is a popular spot to move away for both local and worldwide travelers in light of its not unexpected brilliance, rich social heritage, and high level structure. In any case, it is essential to advance manageable travel industry practices and differentiate travel industry products in order to ensure that the business's expansion is feasible and beneficial to both partners in the travel industry and the local community.

Table 3: The trajectory of Goa's Tourism since 1980
Growth of Tourism in Goa

YEARS	DOMESTIC		INTERNATIONAL		Overall Growth Rate
	Arrivals	Growth Rate	Arrivals	Growth Rate	
1985	682545	105.25	92667	170.26	111.33
1990	776993	13.83	104330	12.58	13.68
1995	878487	13.06	229218	119.70	25.68
2000	976804	11.19	291709	27.26	14.51
2005	1965343	101.20	336803	15.45	81.48
2010	2201752	12.02	441053	30.95	14.79
2015	4756422	116.02	541480	22.76	100.46
2018	7081559	48.88	933841	72.46	51.29
2019	7278967	51.77	958456	74.88	54.94
2020	3278675	38.87	148966	21.87	27.98
2021	3386739	42.79	22986	11.45	24.89
2022	5959682	63.87	156794	78.45	68.59

[21] Source: *Department of Tourism, Government of Goa*

According to Gokhale, K., Sawant, N., & Ugavekar, N [24], from 3.67 lakh in 1985 to 71 lakh in 2022, the number of domestic and international visitors to the state of Goa has steadily increased, representing an astonishing 2085 percent increase over nearly four decades and an average annual growth rate of 55%. However, the growth of the travel industry in Goa has not been consistent. During 1980-85, the travel industry developed at a pace of 111.33 percent with homegrown appearance 105.25 and unfamiliar 170.26 percent development. The period from 1985-90 saw a sudden destruction for example 13.68 percent, which is supposed to be the lowest rate of growth in Goa's tourism history. Between 1995 and 2000, and between 2005 and 2010, Goa's tourism experienced two additional lows. Foreign tourists grew faster than domestic tourists over these years. Numerous factors, both internal and external, are responsible for this low growth [25].

The hospitality industry is crucial to the growth of the travel industry, and without it, the development industry would struggle greatly, and when in doubt, there would be no hospitality industry [26]. Inns and travel agencies play a significant role in Goa's development. The hotel industry's size may be referred to as a result of the proliferation of cheaper alternatives, despite the fact that hotels continue to play a crucial role in the travel industry of any state or nation. The lodging industry and the construction industry anticipate playing significant roles, and neither can succeed without the other [26]. The development of the hospitality industry and the lodging industry is one of the phenomenal advancements and further development of the inn business. The Goa Development Business District has also grown as a result of the legacy and way of life it has left behind [27].

Moreover, lodgings anticipate an essential part in fanning out fitting supportive practices and showing clients on sharp immediate. Reasonable travel industry practices and moral lodging movement are necessary for both the long-term preservation of culture and the social-cash consistency of host networks. Inns are an essential component of this Kind disposition District, and the construction industry is similarly a potentially enormous undertaking as a typical entrance [27].

In conclusion, the growth of the travel industry in Goa has been significant over the years, with some

periods of low growth. However, the hospitality industry plays a crucial role in the development of the travel industry and the growth of the state. The lodging industry and the construction industry anticipate playing significant roles, and neither can succeed without the other. Additionally, reasonable travel industry practices and moral lodging movement are necessary for both the long-term preservation of culture and the social-cash consistency of host networks.

8. FUTURE OF HOTEL INDUSTRY IN GOA :

The tourism industry in Goa has been a significant contributor to the state's economy, with travelers from across the world flocking to the beautiful shores and world heritage sites. However, the industry was severely impacted by the COVID-19 pandemic, causing a significant decline in the number of tourists. Despite this setback, the future of the hotel industry in Goa looks promising, with several developments in the pipeline [28].

According to a report published by Hotelivate, there is a significant need for budget and mid-market hotels in India, including Goa, to cater to the growing number of travellers. The report also highlights the need for sustainable tourism practices, digital transformation, diversification of tourism products, and infrastructure development.

The hospitality industry in Goa is expected to undergo several changes in the future, including:

- (1) **Sustainable development practices:** With an increasing awareness of sustainable tourism, the hospitality industry in Goa is likely to move towards more eco-friendly facilities, safety measures, and responsible tourism activities.
- (2) **Digital transformation:** The COVID-19 pandemic has accelerated the adoption of digital technologies in the hospitality industry, and this trend is likely to continue. This could include increased use of online booking, mobile check-ins, and virtual experiences to meet changing guest expectations.
- (3) **Diversification:** While Goa is mainly known for its beaches, there is potential for diversification of tourism products and experiences. This could involve the development of cultural and heritage tourism, adventure tourism, and wellness tourism.
- (4) **Infrastructure development:** Improved infrastructure, such as better roads and airports, could increase accessibility to Goa and attract more visitors.
- (5) **International tourism:** While domestic tourism currently forms the backbone of Goa's hospitality industry, increased marketing and infrastructure development could attract more international visitors in the future.
- (6) **Public-private partnerships:** Collaboration between the government and private sector could lead to more sustainable and effective tourism initiatives.
- (7) **Multi-property management:** As hotel chains and hospitality brands expand, they require efficient systems to manage their properties spread across multiple locations. The use of automation and cloud-based property management systems can save time and reduce errors.
- (8) **Reduced fixed costs:** Cloud-based solutions can help hotels save costs by eliminating the need for expensive servers and IT teams. With subscription-based models, hotels can avoid capital expenditures and reduce ownership costs.
- (9) **Guest services:** Technology plays a critical role in delivering exceptional guest experiences, meeting their expectations, and fostering loyalty. Multi-property management systems provide access to a centralized guest history module, which allows hotels to personalize services and offer consistent experiences across their properties. With the ongoing pandemic, guests expect contactless services such as mobile check-in/out, room controls, and payment options.

As Goa continues to attract more visitors and investment from global hospitality brands, the Indian hospitality industry's resilience and potential are evident. [29]. Adapting to changing trends and guest expectations will be crucial for stakeholders to remain competitive in the market. Hence, the future of the hotel industry in Goa looks promising, with several opportunities for growth and development. However, stakeholders in the industry need to adapt to changing market trends, guest expectations, and technological advancements to remain competitive. Sustainable practices, digital transformation, diversification, infrastructure development, and cost reduction are key areas that hoteliers in Goa need to focus on to capitalize on the potential of the tourism industry. By embracing these trends, Goa can continue to attract tourists from across the world and contribute to the growth of the Indian economy.

9. SWOT ANALYSIS OF HOTEL INDUSTRY OF GOA :

SWOT analysis stands for strengths, weaknesses, opportunities, and threats. It is a strategic planning tool used to identify the internal and external factors that affect an organization's performance. [30].

9.1. Strengths:

Here are the strengths of the hotel industry in Goa:

- (1) **Tourism:** Goa is a popular tourist destination known for its beautiful beaches, vibrant culture, and historical significance. [28]. This attracts a large number of tourists, both domestic and international, throughout the year, which contributes to the growth of the hotel industry.
- (2) **Infrastructure:** Goa has a well-developed infrastructure, including airports, highways, and railway stations, which makes it easily accessible for tourists. This facilitates the growth of the hotel industry by providing a favorable environment for visitors to stay and explore the state.
- (3) **Range of accommodation options:** The hotel industry in Goa offers a diverse range of accommodation options, ranging from luxury hotels to budget-friendly homestays. This ensures that there is something for every traveler, regardless of their budget or preferences.
- (4) **Quality of services:** The hotel industry in Goa is known for its high-quality services, including hospitality, food, and amenities. This enhances the overall experience of the tourists and helps to build a positive reputation for the hotel industry.
- (5) **Cultural diversity:** Goa has a unique blend of Indian and Portuguese cultures, which offers a rich and diverse experience for tourists. This provides an opportunity for the hotel industry to showcase the local culture and attract visitors interested in exploring it.

Overall, the strengths of the hotel industry in Goa are its strong tourism industry, well-developed infrastructure, diverse range of accommodation options, quality of services, and unique cultural diversity.

9.2. Weakness:

The Goa Hotel Industry, like any other business, has its fair share of weaknesses that may hinder its growth and development. Here are some of the significant weaknesses of the industry:

- (1) **Expensive and High Charges:** The hotel rates in Goa can be quite expensive and out of reach for the average family. Only the wealthy and business leaders can afford to pay thousands of dollars per night. [31]. Even though the rates vary depending on the hotel's class, they are still expensive and unaffordable for most people. Additionally, high charges imposed by the government on hotels and restaurants may also add to the cost burden, ultimately affecting the industry's profitability.
- (2) **Lack of Infrastructure:** Goa's infrastructure is not adequately developed to support the rapid growth of the tourism industry. [32]. The government's expenditure on infrastructure is still meager compared to other states, and this affects the overall experience of tourists who visit Goa. Poor transportation, inadequate waste management, and power supply are some of the areas where the state lags behind, which can negatively affect the hotel industry's growth.
- (3) **Poor Service Quality:** The hotel industry is a service industry, and the quality of service provided to customers is critical to their satisfaction and retention. Unfortunately, some hotels in Goa still have poor service quality, which can lead to negative reviews and discourage potential customers from visiting. This issue can be attributed to inadequate training of staff, insufficient staffing, and the lack of strict quality control measures.
- (4) **Limited Room Availability:** The hotel industry in Goa is facing a shortage of rooms, leading to higher room rates and occupancy levels. With only around 4000 rooms in the state, the industry's capacity is meagre compared to the growing demand for hotel accommodation. This limitation can impact the industry's ability to attract more tourists and lead to a decline in business.

In a nutshell, despite its strengths, the Goa Hotel Industry has some significant weaknesses that need to be addressed for its sustained growth and success. [33]. The high cost of hotel accommodation, limited room availability, poor service quality, and inadequate infrastructure are some of the issues that need to be resolved to improve the overall tourism experience in Goa.

9.3. Opportunities:

Goa is one of India's most popular tourist destinations, known for its beaches, nightlife, and cultural heritage. The hotel industry in Goa has witnessed significant growth in recent years, owing to the rising

number of domestic and international tourists. The following SWOT analysis outlines the **opportunities** available to the hotel industry in Goa:

(1) **Open Sky Benefits:** The opening up of the flight business in India has brought empowering open entryways for the hotel business, as aeroplanes transport around 80% of overall tourists. The extended carrier development has enabled demand and has helped with chipping away at India's tormented establishment. The open skies policy has helped both overall and local travel.

(2) **Rising Compensation:** Goa has witnessed a significant increase in per capita income over the years, and Gross Local Hold finances have reached an unbeatable high of 28%. [34]. This rise in income has led to a change in consumption patterns, with a perceptible shift from spending on standard orders like food and staple, dress and jewels, to lifestyle categories like unwinding and hopeful things and organizations. This is a significant opportunity for the hotel industry in Goa, as it can cater to the growing demand for luxury and lifestyle experiences.

(3) **New Business Significant Entryways:** The best flood in accommodation demand in the next three to five years should come from business zones that are being made in metro country regions and discretionary business areas. Mixed-use development projects integrating retail and business space have also gained momentum over the last two years and will continue to be a charming decision. This gives a striking entryway to hospitality projects. The groundbreaking thought, which will get importance, is that of monetary arrangement motels. Budget hotels are more likely to get through the accompanying financial downturn as and when it works out [35].

(4) **Tourism Promotion:** The government of Goa has been actively promoting tourism in the state, which has led to an increase in the number of tourists visiting the state. The state government has also announced various policies and incentives to promote the hotel industry in Goa, such as tax exemptions and subsidies. This is a significant opportunity for the hotel industry to expand its operations and cater to the growing demand for tourism in the state [36].

Thus, Goa's hotel industry has many opportunities to grow and expand its operations. The open skies policy, rising compensation, new business significant entryways, and tourism promotion are some of the key opportunities that can help the hotel industry in Goa cater to the growing demand for hospitality services in the state. [37]. The industry can leverage these opportunities to develop new products and services, expand its customer base, and increase its revenue and profitability.

9.4. Threats:

Like any other industry, the hotel industry in Goa faces various threats that can affect its growth and profitability. Some of the significant threats are:

(1) **Event Risk:** Events such as terrorist attacks, natural disasters, or pandemics can severely impact the hotel industry in Goa. These events often occur without any warning and can lead to a significant reduction in the number of tourists visiting Goa. For example, the SARS outbreak in 2002-2003 led to a significant decline in tourism worldwide, including Goa. The hotel industry in Goa is particularly vulnerable to such events as it heavily relies on international tourism, which can be significantly affected by global events [38].

(2) **Replacement of Standard Inns:** The rise of alternative accommodations like guesthouses, vacation rentals, and home-sharing platforms like Airbnb poses a significant threat to the hotel industry in Goa. These alternative accommodations often offer lower prices than standard hotels, which can attract budget-conscious travellers. Moreover, the political instability in the country and the economic downturn have led to a decrease in traveller traffic, further impacting the hospitality business [39].

(3) **Competitor Actions:** The hotel industry in Goa faces intense competition from both domestic and international players. With the rise of the internet and online travel agencies, it has become easier for travellers to compare prices and book accommodations. Hotels need to constantly innovate and differentiate themselves to stay ahead of the competition. Failure to do so can result in a decline in occupancy rates and revenue.

(4) **Regulatory Compliance:** The hotel industry in Goa is subject to various regulations, including those related to taxation, labour laws, and environmental standards. The noncompliance with these regulations can lead to legal issues, fines, and a negative impact on the hotel's reputation. Moreover, the complex and constantly evolving rules can be challenging for hotels to navigate, especially for small and medium-sized enterprises.

Hence, while the Goa hotel industry has immense growth potential, it also faces significant threats that can impact its profitability and sustainability. [40]. The hoteliers need to adopt a proactive approach and continuously innovate to mitigate these threats and stay ahead of the competition.

10. FINDINGS :

- (1) The lodging business in Goa has confronted critical difficulties as of late, with the Coronavirus pandemic affecting the travel industry and travel around the world. In spite of this, the industry has demonstrated signs of resilience, with modest improvements in public occupancy rates and pay per open room in June 2022 compared to the same period in 2019.
- (2) Between June 2019 and June 2022, hotel occupancy rates in Goa increased by 6 to 9 percent, and standard compensation rates increased by 30 to 40 percent.
- (3) In June 2022, Goa recorded the most elevated normal inn rates in the country, for certain rooms costing between 8,500 to 10,500 Indian rupees each evening. Mumbai came in second with rates going from 7,500 to 9,500 Indian rupees each evening.
- (4) The travel industry, including the inn business, is one of the critical supporters of the state's Gross domestic product, with more than 16% of the Gross domestic product and supporting more than 40% of occupations in the state.
- (5) In spite of the pandemic, 49.55 lakh local and 0.95 lakh foreign tourists are expected to visit the coastal state of Goa between now and September 2022.
- (6) Because the state's size and population cannot support the hotel industry by relying solely on intrastate travel, it is essential for the economy of Goa to quickly attract tourists.
- (7) As of now, the travel industry, including the lodging business, is the main financial movement in the state and contributes fundamentally to the nearby economy.
- (8) The inn business plays had a huge impact in the improvement of the help driven economy in Goa, with commitments to pay, result, work, and new exchange age.
- (9) The hotel industry itself accounts for 14% of the country's foreign exchange earnings and 18% of Goa's net state product.
- (10) Goa's hotel industry is experiencing positive growth, but it faces a number of challenges, such as event risks, the replacement of standard inns by guesthouses, political instability, and economic conditions that may affect hotels' profitability and sustainability. To sum up, the hotel industry in Goa has faced significant challenges in recent years, including the COVID-19 pandemic, political instability, and economic conditions. Despite this, the industry has shown resilience, with improved occupancy rates and pay per open room. The industry has played a significant role in the development of the service-driven economy in the state and contributes significantly to the local economy. However, the industry still faces several challenges that need to be addressed to ensure its profitability and sustainability.

11. RECOMMENDATIONS :

Following recommendations can be made:

- 1. Focus on Domestic Tourism:** With the suspension of international travel, it is an opportune time for the hotel industry in Goa to focus on domestic tourism. The industry should provide quality domestic alternatives to foreign destinations to attract Indian tourists [41].
- 2. Customization for Local Explorers:** There has been a recent surge of interest in retreats and hotels that cater to local explorers. Hotel owners should introduce plans and customizations that meet local tourists' specific needs and requirements. This would help in increasing the customer base and overall revenue of the hotel industry in Goa.
- 3. Emphasis on Safety and Hygiene:** In the post-COVID era, travellers are more concerned about their safety and hygiene than ever before. Hotels should prioritize practicality and cleanliness to provide guests a safe and comfortable experience. Top brands like Marriott can lead the way by providing incentives to guests, such as lower carbon footprints, complete bio-bubble level cleanliness, and adherence to COVID protocols by staff and guests alike.
- 4. Support from Government:** The government should encourage the development of luxury and ultra-luxury ventures in the hospitality industry of Goa. The authorities can provide tax exemptions for new developments and a more extended tax holiday for new hotels and resorts to attract investments into the sector. The current tax rate proposed in the new GST system, 18%, should also

be reduced to help the industry.

5. Collaboration with Related Sectors: The hotel industry in Goa needs to collaborate with other industries, like aviation, entertainment, transportation, etc., to strengthen the ecosystem. The growth and development of the hospitality industry are directly proportional to the strength of these related sectors. Hence, the government should provide infrastructure status and single-window clearance for real estate and hospitality projects to boost the industry's growth.

The hotel industry in Goa can benefit from focusing on domestic tourism, customization for local explorers, emphasis on safety and hygiene, government support, and collaboration with related sectors. Implementing these recommendations can help the hospitality industry in Goa achieve sustainable growth and profitability.

12. CONCLUSION :

In conclusion, Goa's hotel industry has a significant impact on the state's tourism industry's overall expansion and development. To ensure the industry's long-term viability and expansion, a number of opportunities and obstacles must be addressed, as the preceding findings and recommendations highlight.

In recent years, the hospitality sector in Goa has grown significantly, with a wide variety of hotels and resorts meeting the needs of tourists from all over the world. Be that as it may, the Coronavirus pandemic has essentially influenced the business, prompting a decrease in the travel industry and income. Hotels in Goa have had to adapt to cater to domestic tourism by emphasizing cleanliness and safety while also providing unique experiences.

One of the key recommendations for the industry is the need for flexibility, particularly in the face of changing circumstances such as the pandemic. With international travel restrictions in place, hotels need to focus on domestic tourism and offer quality options for Indian travelers. Additionally, the industry needs to focus on practicality and tidiness to ensure the safety and comfort of guests.

Another key recommendation is the need for government support and incentives to encourage investment in luxury and ultra-luxury ventures. This will not only provide motivation for the hospitality and travel sector in Goa but also attract more investors to the industry. The government should also provide tax exemptions for new developments and extend tax holidays for new hotels and resorts, which will help to attract investment into the industry. A reduction in the proposed 18% GST rate for the sector would also provide much-needed relief to hoteliers.

The industry's growth is also linked to the development of related sectors such as aviation, transportation, and entertainment. As such, there is a need for infrastructure status and a single-window clearance for real estate and hospitality projects. This will help to streamline the development process and encourage more investment in the industry.

Overall, the hotel industry of Goa has a lot of potential for growth and development, but this will require concerted efforts from all stakeholders. There is a need for hotels to focus on offering unique experiences and emphasizing cleanliness and safety, while the government needs to provide incentives and support for investment in the industry. By working together, the industry can continue to thrive and contribute to the growth and development of the state's tourism industry.

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