

Sustainable & Responsible Tourism Workshop
21st & 22nd November 2017
Goa



Report on Workshop Proceedings

Contributors: This report on the workshop proceedings was compiled by the Eco Tourism Society of India with the assistance of Goa based organisations, Terra Conscious & Circlewallas .



Ecotourism Society of India (ESOI) is a non-profit organisation with the sole aim to promote and ensure environmentally responsible and sustainable practices in the tourism industry. The society was formed in 2008 by a group of eminent professionals from the tourism industry, as well as, environmentalists under the advice of the Ministry of Tourism. ESOI works closely with the central and state government bodies responsible for sustainable tourism and a network of like-minded regional / state players across the country to facilitate and support synergy of policies, initiatives and activities at the national and state level. .

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SECTION 1: INTRODUCTION



Figure 1 Goa's picturesque coastline. Photo Credit : Wikimedia Commons

The small state of Goa situated on the south-west coast of India, has special significance as a premier tourism destination both in India as well as on the global map. It is part of the Western Ghats, a global biodiversity hotspot (Myers 2000) and blessed with a gentle coastline, flecked with sheltered bays, long beaches, coral reefs around an offshore archipelago and estuaries along with an equally stunning diversity of riverine systems, river islands, mangroves, forests, fertile fields and hills. This natural bounty coupled with welcoming, unique local communities, culture, cuisine, architecture, music as well as its reputation globally of welcoming western travellers since the early 60's-70's within India, has rendered Goa to be a 'must visit' destination for both domestic and international travellers.

Today, the state's economic growth is mainly bound by tourism which has increased significantly, rapidly and in an unregulated manner over the last decade. In the last 4 years alone, tourist numbers went from **3.1 million in 2013 with a 30% increase to 4.05 million** in 2014, a 30% increase to **5.29 million in 2015** and a 19.5% increase to **6.33 million in 2016 (figures provided by the Department of Tourism, Goa)**. With the State's population at 1.8 million, no other state in India deals with the strain of having to cope with a significantly larger visiting population of tourists each year, which creates severe challenges in terms of providing adequate infrastructure, waste management and managing impact on the fragile ecosystems upon which local communities depend for their livelihoods. Unplanned tourist infrastructure on a large scale, has put a lot of pressure on both local communities and the environment; inefficient sewage disposal, poor waste management and other problems of tourism such as prostitution, drugs and ecological destruction generate local resistance to further growth of the industry in Goa especially given the recent trend towards large resort/hotel chains investing in the state and often violating norms such as the Coastal Zone Regulation (CRZ) to establish mega scale properties which extract a lot from the state's natural systems, such as groundwater, land, as well as create impact in terms of waste,

space consumption, pollution, overuse of natural resources. Yet these mega projects, often touted as great examples of growth and local development, in most aspects, fuel little back into the state's economy and do not encourage local entrepreneurship.



Figure 2 Humpback Dolphin (Sousa Plumbea). Photo Credit : Abhishek Jamlabad

example, highlights locations such as Chapora or Chicalim Bay which are home to both endemic/protected species such as Windowpane Oysters , Humpback dolphins, otters, coral reefs, mangroves etc , to be suitable as 'Gaming Districts' (http://goatourism.gov.in/images/goa_tmp_module3.pdf), moving offshore casino boats there, which have already damaged the Mandovi riverine system through pollution. This is clearly indicative of the unsustainable path that seems to have been taken in greater scope than ever before, in the development of tourism in Goa.

Like the rest of India, Goa too has stringent legal restrictions on destroying natural heritage and life-maintaining systems for development, however of late, the lack of enforcement of any of these rules seems to have become the norm rather than the exception. Goan communities are concerned and want to protect their environment, as evidenced by the high number of National Green Tribunal cases coming from Goa. Cultural, community and environmental destruction, destructive economic activities, marginal and seasonal employment are some of the issues Goa faces today. There is lack of enforcement and implementation of law and policies and poor decision making, in the context of integrated management, ocean zoning, multi-use management of coastal spaces, especially in areas of conflict, marine spatial planning, etc. At the same time there is no resilience forecasting to understand what may be needed to mitigate climate change and ensure Goas economy and tourism can continue healthily into the future.



Figure 3 Smooth coated otters found in Goa's riverine ecosystems. Photo credit : Wild Otters

However, all is not lost yet. There is an opportunity and a need for tourism industry stakeholders to play a leadership role in taking a proactive stand for responsible tourism for the 21st century. As per the Sustainable Tourism Criteria for India, introduced by the Eco Tourism Society of India, this involves re-defining tourism's relationship with Goa's natural environment, communities, culture and resources. It involves the industry working together with civil society and government to lead a transformational change in the way tourism is defined, executed and expanded in Goa. With global climate change, food security, livelihood security becoming serious concerns especially for coastal

The state of Goa today appears to be moving away from a more locally rooted tourism scape, to importing ideas from international destinations while also planning activities around locations, that are in direct conflict with the ecology and local communities of those locations. This is reflected clearly in the recent draft Master Tourism Plan (http://goatourism.gov.in/images/goa_tmp_module3.pdf)

, developed by a conglomerate KPMG at the behest of the state government. This plan for

states, it is imperative that Goa mainstreams sustainability into its tourism policy and facilitates the industry to take the Sustainable tourism Criteria forward to ensure that Goa remains a destination that both local communities and future visitors can enjoy.



Figure 4 Sustainable Tourism Vision Graphic for Goa derived from workshop presentations and discussions. Graphic Interpretation Credit : Melinda Varfi



Figure 5 Workshop proceedings. Photo Credit : Meesha Holley

SECTION 2: LIST OF WORKSHOP PRESENTATIONS

The Ecotourism Society of India (ESOI) organized a workshop on “ Sustainable & Responsible Tourism’ with a special focus on ‘Sustainable Tourism Criteria for India’ (STCI) for the Tourism stakeholders. This is part of a series of such regional events organized by Ministry of Tourism, Govt of India and is in partnership with TTAG and Goa Tourism. These workshops are useful for all stakeholders, professionals and practitioners in the Industry .This includes- Hoteliers, Individuals from Travel, Tours & Transport Industry, Resort Managers, Tourist Guides, Adventure Tourism Providers and Community representatives who are involved in sustainable tourism models .

DAY I

INAUGURAL SESSION

Welcome Address: Dr. Anjuna Dhir, Director of Programmes, Eco Tourism Society of India (ESOI)

Dr. Dhir welcomed the delegates and introduced the overall concept of the workshop and also stated that ESOI would be travelling across the country to introduce tourism practitioners to the Sustainable Tourism Criteria for India (STCI).

ESOI & Workshop agenda- Shri Steve Borgia Hon. President

Mr. Borgia introduced the Eco Tourism Society of India, and shared details about its inception and aims. He also introduced the Sustainable Tourism Criteria for India (STCI) .

Welcome Address- Shri Nikhil Desai, MD GTDC

Mr. Desai spoke about the Master Tourism Plan and Goa’s vision to increase tourist footfall. He also highlighted that they were aware of the issues around waste management and development, and were committed to incorporating the STCI into their policy for Goa.

Keynote address - Shri Ravi Singh, Secretary General & CEO, WWF- India

Mr. Singh spoke about WWF-India’s programmes and his own role in being part of the founder members of ESOI. He also spoke about WWF-India’s programme in Goa that focused on assessing the impact of tourism on key marine species, such as coral reefs and Humpback dolphins. He stressed on the importance of mainstreaming sustainability into tourism practice and protecting our biodiversity.

TECHNICAL SESSION I: SETTING THE CONTEXT

This first technical session of the workshop focused on case studies that highlighted how sustainability could be built into businesses using illustrative case studies. Examples were shared from other states as well as Goa. The Sustainable Tourism Criteria for India (STCI) were introduced in detail including how the parameters and indicators were developed.

1) Converting Tourism into Responsible Business- Mr. Steve Borgia, CMD, IndEco Hotels

Mr. Borgia shared examples from his own projects executed by his company IndEco Hotels. He described how preservation and conservation of local art, culture, heritage, vernacular architecture, ecology, lifestyle and practices is a common theme across all his projects. He stressed also on the importance of providing local communities with opportunities and employment and incorporating the local ecology and environment into planning, construction and management.

2) Sustainable Tourism Criteria for India- Genesis & Current status, Dr. Anjuna Dhir, Director Programmes, ESOI

Dr. Dhir introduced the Sustainable Tourism Criteria for India (STCI). She described the STCI handbook that was distributed to all the workshop participants and highlighted the different criteria for hotels, tour operators, etc. She stressed on the importance of tourism practitioners moving towards instilling eco conscious values in their practices especially in the context of global concerns such as climate change, livelihood security which will become critical challenges for the tourism industry to consider and plan for.

3) Ecotourism & Community based initiatives in Goa- Mr. Parag Rangnekar

Mr. Rangnekar introduced a project based in Goa, initiated by him in collaboration with the Verlem Eco-tourism Co-operative Society (VECS) titled as 'Aangan'. He highlighted this project as an example of community based tourism in Goa. The project promotes the concept of sustainable village tourism managed according to the values and skills of the local communities in the village of Verlem, South Goa, near the Netravali. He opined that this initiative could be replicated across Goa, as it gave local communities direct benefit from tourism and also gave them access to decide the form of tourism suitable for them and their region. He stated that eco friendly practices were the key foundation on which this project was based, and showed how communities can lead from the front in developing eco tourism in the state of Goa, as they understand the local ecology, environment, culture and can develop ideas in sync with building a sustainable future.



Figure 6 Aangan homestays in Verlem Village. Photo Credit : Verlem Eco-Tourism Co-operative Society



4) Built Heritage & Tourism in Goa — Mr. Ketak Nachinolkar, Conservation Architect

Mr. Nachinolkar described various restoration projects he has undertaken across Goa to preserve Goa's architectural heritage. He spoke at length about the restoration work conducted to preserve the churches, buildings at Old Goa and stressed on the importance of incorporating planning and preservation into development projects across Goa.

5) Ecological Approach to Planning - Mr. Dean D'Cruz, Mosaic Architecture

Mr. D'Cruz shared examples of various projects he has undertaken across the country, designing and building hotels, resorts using eco friendly materials and planning design accordingly to the local ecology, environment and heritage. He spoke about how these projects were not only cost effective but also sustainable in their use of energy and resources. He stressed on various research projects undertaken by him and his team to map out Goa, and design eco-sensible interventions to manage tourism spaces. He spoke of the need to incorporate sustainability, local ecology into how we look at tourism, development and planning. He highlighted that it was important to reduce pressure on Goa's already over-exploited coastline but also cautioned against the concretization of the hinterland areas.



Figure 7 & 6 : Eco Conscious Projects designed by Mozaic Architecture

TECHNICAL SESSION 2 - TECHNOLOGY OF BEING RESPONSIBLE — TACKLING WASTE

1) Tourist as a Consumer & Sustainability of a Destination — Mr Roland Martins

Mr. Martins traced the history of tourism in Goa and highlighted how it transitioned from being rooted in local culture and the environment to becoming highly commercial and profit driven. He also questioned as to who was deriving the benefit today from tourism and whether it was actually supporting communities and creating jobs, as is stated by the government. He stated his belief that tourism should respect the rights of local communities and be a strong force in providing livelihoods for them. He spoke of his efforts and initiatives towards organising shack owners and developing a shack owners policy and operational guidelines as well as similar efforts taken with the taxi driver association in Goa. He spoke of the need to establish a carrying capacity for Goa and maintain its sustainability as a destination.

2) Integrating Solid Waste Management into Hotels: How would you do it - Mr.Varun Rupela, Smarter Dharma, Bangalore

Mr. Rupela discussed the common perceptions about waste and disposal systems in metro cities in India, citing Bangalore as an example. He spoke about how the hospitality industry could reduce the waste generated by employing systems such as segregation, composting, recycling, etc. He stated also the importance of businesses being able to adapt and transform their processes into being more sustainable.

3) Tourism Industry & its response to waste Management in Goa — Mr. Sanjit Rodrigues ,Chairman, Goa State Waste Management Corporation

Mr. Rodrigues shared his experiences with implementing waste awareness programmes in schools and stressed the importance of working with children to build sensitivity about waste and eco conscious solutions from a young age. He described the waste management

systems currently deployed in the city of Panjim. He was critical of the hospitality industry's response to the waste management crisis in Goa and shared evidence of irresponsible waste management practices observed across Goa. He stated that unless large scale businesses started segregating their waste and following appropriate disposal methods, the waste issue was only positioned to grow and further negatively impact local communities and the environment.



Figure 8 : Waste Collection Panjim. Photo Credit : Down To Earth

TECHNICAL SESSION 3 - SCOPE OF BEING RESPONSIBLE

1) Coastal tourism in Goa: Issues of Environmental Concern—Dr. Antonio Mascarenhas, Former Scientist , NIO Goa

Dr. Mascarenhas described the challenges faced in enforcing the Coastal Zone Regulation (CRZ) in Goa during his tenure as a member of the Goa Coastal Zone Management Authority (GCZMA). He stressed on the importance of protecting and restoring sand dune ecosystems in Goa, and described through several examples , how unregulated and irresponsible tourism had destroyed beach ecosystems, which are difficult to regenerate. He stated that unless coastal ecology, climate change and conservation were factored into tourism development, it would be impossible to sustain exponential growth , as the environment would be stressed beyond repair, and it would impact sustainability of local livelihoods, biodiversity and ecosystems. He also stated that several proposals had been put forward by him to declare Morjim and other affected beach stretches, as a protected zones to stall erosion and restore sand dunes. He also gave an example of how sand dunes had been partially restored through low cost interventions, such as sand fences on Miramar beach and stressed on the importance of implementing these measures across Goa's coastline.



Sand dune restoration initiative using sand fence at Miramar beach.

Photo Credit: Dr. Antonio Mascarenhas

2) Impact of Marine Tourism on Marine Megafauna and Ecosystems- Ms. Puja Mitra, Founder, Terra Conscious

Ms. Mitra shared her experiences in conducting studies assessing the impact of tourism on Humpback dolphins and coral reefs in Goa during her tenure with WWF-India, Goa Programme Office. She shared the results of the studies highlighting that the lack of policy, capacity building and enforcement, had led to irresponsible boat operations that were causing stress and



Figure 10 Boats operating too close to dolphin pods in violation of internationally accepted dolphin watching guidelines which state, that boats should maintain at least 50 yards distance from the dolphin pods. Photo Credit : Kanishk Srinivasan

disturbance to the coastal dolphin species, Humpback dolphins (*Sousa Plumbea*) found along the coast of Goa and their habitat. She highlighted similar concerns impacting Goa's coral reef ecosystem found around the Grande island archipelago near Vasco. She stated the importance of classifying dolphin watching as a separate activity and not as a watersport as it is described currently in Goa, and developing guidelines to regulate boat operations around protected marine species in Goa. She stressed on the importance of initiating capacity building and awareness programmes that sensitized not only the boat operators but also tourists visiting Goa as well as tour promoters, about ethical practices and sustainable tourism.



Figure 11 Underwater trash discarded from picnic boats operating around Grande Island. Photo Credit : Roshan Gonsalves

3) Responsible Kerala - Mr. Jose Dominic MD, CGH Earth

Mr. Dominic, is one of the founder-members of the Ecotourism Society of India. He stated that responsible tourism is about how much we can preserve of our ecology, heritage, culture and community. He shared his experiences in evolving his company CGH Earth to create hospitality properties that were designed, built and managed in accordance with eco conscious principles and promoted as ethical spaces which promote eco tourism in Kerala and other locations. He stated, that nature cannot fail you as long as you protect it.

DAY 2

TECHNICAL SESSION 4 - MORE GOA; RESPONSIBLE GOA

1) Adventure Goa/ Trekking– Ms. Bianca Diaz, Offtrail Adventure

Ms. Diaz described her initiatives in promoting trekking in Goa and promoting responsible travel. She spoke of the importance in establishing 'leave no trace' forms of tourism in Goa due to its biodiverse environment which is a part of the Western Ghats.

2) Adventure & White water rafting- Mr. John Pollard- Off The Grid

Mr. Pollard shared his initiatives in promoting eco friendly and sustainable tourism initiatives, such as white water rafting and his eco conscious farm stay 'Off the Grid' which focuses on protecting local ecology , promoting local communities, supporting local livelihood development.



3) Farm/Spice Tourism- Mr. Ajit Sukhija, Panjim Inn

Mr. Sukhija shared his experiences in developing an eco conscious farm stay as well as in creating a heritage hotel in Panjim, titled as 'Panjim Inn' which promotes local culture, cuisine and heritage.



Figure 12 Panjim Inn

ISSUES FACING TOURISM INDUSTRY & WAY FORWARD

This session was conducted using participatory methodologies and enabled all the workshop participants to work together and discuss challenges, opportunities and next steps towards achieving a more sustainable vision for tourism in Goa. This is described in detail in Section 4 of this report.



Figure 13 Describing the Open Space Rules before commencing discussions



Figure 14 Harvesting Discussions

To get a better understanding of what it will take to implement STCI and responsible tourism in Goa and help build a sense of shared ownership, the workshop included a team of “*participatory leadership*” practitioners. This team facilitated consultative and participatory discussion with stakeholders and also “harvested” key information and ideas from across the speakers presentations and participant discussions. This helped to make the workshop interactive, lively, colourful, inclusive and pertinent and provided a great starting point for tourism practitioners and civil society to not only understand sustainability in the industry but also work together to envision a roadmap on how to achieve it.

Information and opinions from across all 21 presentations and 8 group discussions have been synthesised and organised into this document in the form of a snapshot of responsible tourism in Goa - where we are now and where we need to get to.



SECTION 3.1: CHALLENGES TO IMPLEMENTING STCI IN GOA

Six core themes emerged as being of critical importance in the Goan context and therefore priorities for any Goan ecotourism roadmap and strategy and effective implementation of STCI

1) Ecological limits:

The small state of Goa covers only 3702m² and is a varied and unique ecosystem that provides essential resources for its inhabitants and visitors. Mass tourism and poor decision making with regard to development of tourism in Goa has led to a considerable amount of ecological destruction. Yet till present there has been no assessment to determine the maximum carry capacity or limit that must not be exceeded if the state is to sustain itself ecologically and economically over the long term. If tourists arrivals have increased 100% in the last 3 years and outnumber locals at 3:1 at what point does the industry become a social, environmental and economic problem and the destination become saturated and spoilt? Environmental impact assessments (EIA) are not carried out before constructing shacks and hotels by the beach or inland. Allowing cruise ships and floating hotels has shown to have disturbed the coastal ecosystem.

2) Waste Management:

The public waste management systems particularly in the villages where much of the tourism in Goa is focused are inadequate and cannot deal with the garbage produced by mass tourist activities. Given tourists outnumber locals 3:1, the tourism industry accounts for a greater share and responsibility for waste generated - imagine just the number of water bottles, straws and shampoo bottles! Rich natural and cultural heritage is being spoilt by garbage dumping, burning and burying, which is also creating grave health hazards for local communities. Waste disposal is a serious problem and improper disposal steals what the natural environment has to offer. Without proper sewage treatment systems, hotels, shacks, cruise ships, etc. contribute to polluting fragile ecosystems. Enabling hotels and shacks to reduce and manage their waste, to install sewage treatment plants, etc. and providing some incentives or benefits to places that already follow this, will benefit all in the long term.

3) Cultural Heritage:

Unplanned and unregulated modern and urban development targeted at the visitor rather than the resident is slowly destroying Goa's village culture and heritage which is a core component of Goa's unique identity. Very little action is being taken to preserve local culture and heritage buildings and no social impact assessments are being carried out to understand the impact on people and communities. There is no cultural sensitization or guidelines regarding culture set for tourists, and many who come are ignorant and insensitive to the culture of the people and place they are guests of. The value of local culture and heritage for tourism is largely not understood or promoted by the majority of tourism operators (many of whom are not Goan) which in turn prevents many of visitors from having an authentic Goan experience or even interacting with local community at all. Supporting cultural and heritage tourism will provide a more enriching experience for tourists as well as ensure the industry is supporting rather than destroying local culture.

4) Image of Goa :

Goa is for the most part being advertised and marketed as a place for hedonism and vice and is therefore attracting ecologically and culturally insensitive tourists. The indigenous cultural and ecological assets of Goa are being neglected in favour of casinos, alcohol and partying which has made the tourists ignorant of and often blind to the natural beauty and social environment. Unrealistic promises are made to domestic tourists on what Goa can offer and this often leads to competition within the industry that drives down of prices and eventually the destruction of the environment, both, natural and social. It is important to put out the right kind of message that can attract less tourists with wrong perceptions who disrespect the state and it's people and to incentivise operators and tourists that protect and value what Goa has to offer. Goa paradoxically is also known to a smaller audience, for being a restful place and well-being destination for travellers from around the world who come to relax in the peaceful "*Susegaad*" pace of life.

5) Community Participation:

In the process of developing tourism in Goa, local communities have not been consulted and have been neglected in multiple aspects of tourism expansion. For example often the community is not involved in decision making about what is happening in and to their village, village resources and technology are channelled towards tourist needs rather than locals, and tourism policies tend not to take their rights into consideration and tourism livelihoods are often undertaken by migrant labour who move in and change village demographics. As such, rather than making a net contribution to a place, tourist activity can end up actually being damaging to the community. Instead, tourist operators can work with communities and use their business to genuinely uplift the villages, but this must be done with community participation and consent. This can ensure Tourism can be a force for good.

Tourism Policy making often focuses on and favours larger industry operators rather than nurturing smaller community level entrepreneurship to deliver local economic development and communities as stake and rightsholders themselves are often be left out of economic development planning. Where policy does cover communities, there is often little support to help smaller operators understand and implement the policies. Lastly, tourism development can at times be detrimental to local livelihoods.

6) Sustainable Infrastructure:

Goa overall lacks some key infrastructure and systems, notably waste management, transport, constant power and water supply etc to cater to both its resident and visiting populations. Given the scale of tourists arriving in Goa and the pressure they put on the system, it is important for the tourist industry to look at how it can support better infrastructure systems for all - not only for its own guests but also as a contribution to the state for managing tourism footfall. Hotels, tourist apartments, shacks and cruises currently ignore the importance (and at times regulation) of having sewage treatment plants, waste management system and renewable sources of energy, etc. in their premises and instead add vastly to the unmanaged pollution. Tourism operators need to look at how they can reduce their pollution and also contribute to local eco-friendly infrastructure as part of their "licence to operate" so that they contribute to local infrastructure needs. There is violation of CRZ regulations and impact assessments are not carried out while constructing hotels and shacks and there is no policy implementation on the stakeholders and the tourists.



SECTION 3.2: TABLE SUMMARISING WISDOM FROM WORKSHOP PROCEEDINGS

Themes	Challenges	Enablers & Assets	Vision	Next steps
ECOLOGICAL LIMITS	<p>1) Tourists:</p> <ul style="list-style-type: none"> a) Tourist population per year (6.3 million) far exceeds local resident population (1.87 million). b) Ecologically insensitive tourists. <p>2) Development and Industrial Growth:</p> <ul style="list-style-type: none"> a) Unsustainable industrial, commercial growth/construction in eco- sensitive areas leading to destruction of important natural structures such as sand dunes. <p>3) Policy limitations:</p> <ul style="list-style-type: none"> a) No wildlife tourism policy. b) No implementation and enforcement of existing policies. c) No training of tour operators for environmental sensitivity. d) No impact assessments of tourism on ecosystems. e) No carrying capacity limits set for Goa. 	<p>1) Rich natural heritage:</p> <ul style="list-style-type: none"> a) Unique biodiversity - coastal and terrestrial (Western Ghats). b) A world class marine experience is possible. c) Currently, ecotourism industry growth is faster than mass tourism. d) Existing abundant green landscape <p>2) Interest of youth in the preservation of natural heritage.</p>	Sustainable ecosystem based tourism in Goa with a special focus on Goa's marine and terrestrial biodiversity.	<p>1) Policy:</p> <ul style="list-style-type: none"> a) Incorporate the conducting of carrying capacity studies into Tourism Master Plan. b) Incorporate coastal environmental plan into Tourism Master Plan. <p>2) Practice:</p> <ul style="list-style-type: none"> a) Create a separate license for marine wildlife watching - separate from water sports. b) Set up sand dune parks. c) Design a 3-fold biozone for beaches. d) Better implementation of CRZ rules. <p>3) Research:</p> <ul style="list-style-type: none"> a) Map ecologies of Goa for a better understanding of existing marine and terrestrial species. a) Undertake carrying capacity study and set limits for number of tourists. <p>4) Capacity building:</p> <ul style="list-style-type: none"> a) Marine conservation training for tour operators.

WASTE MANAGEMENT	<p>1) Waste production:</p> <ul style="list-style-type: none"> a) Mass tourism — too many tourists, too much waste. b) Ecologically insensitive tourists. c) Large amount of single use plastic (such as straws, water bottles, packaging) being used by the tourism industry. <p>2) Waste management:</p> <ul style="list-style-type: none"> a) Low visibility of colour coded bins. b) No segregation of waste. c) No at source management of garbage from hotels and restaurants. . d) Inappropriate waste management methods such as burning and burial by shacks. 	<p>1) Awareness and existing networks:</p> <ul style="list-style-type: none"> a) Already set up existing communities for waste management. b) Local communities looking to get involved in waste management— already existing associations. c) Groups working on building awareness. <p>2) Existing models of waste management that can be replicated</p> <ul style="list-style-type: none"> a) Historically existing waste management models. b) International examples of beach waste management. 	Excellence in waste management by the tourism industry.	<p>1) Practice:</p> <ul style="list-style-type: none"> a) Tourism industry acknowledging waste contributions. b) Refuse packing at source c) Setting up of biogas and compost plants d) Reduce waste production by increasing use of biodegradables and non-plastic products e) Segregate waste at source <p>2) Research:</p> <ul style="list-style-type: none"> a) Audit and measure waste b) Map and design waste journey
IMAGE OF GOA	<p>1) Marketing & public perception:</p> <ul style="list-style-type: none"> a) Image of Goa as a party place for gambling, drinking and going wild. b) Marketing of unsustainable tourism. c) Lack of clear messaging about different types of tourist experiences. <p>2) Policy limitations:</p> <ul style="list-style-type: none"> a) No guidelines for tourism promotion 	<p>1) Goa's rich natural and cultural heritage.</p> <p>2) Existing associations and interested groups:</p> <ul style="list-style-type: none"> a) Tour agents association — easy to reach out to. b) Interest of local youth in this area. c) Existing Goa ESOI state chapter. <p>2) General upward global trend of sustainable tourism</p>	Goa rebranded as a cultural & ecosystem-based tourism destination and attracting sensitive travellers.	<p>1. Policy:</p> <ul style="list-style-type: none"> a. Develop guidelines for tourism promotion. <p>2. Rebranding and marketing:</p> <ul style="list-style-type: none"> a. Advertise tourism as an exchange of culture. b. Marketing strategies to retain the core essence of Goa c. Promote well being, ecosystem based and cultural tourism.

CULTURAL HERITAGE	<p>1) Destruction of cultural heritage:</p> <ul style="list-style-type: none"> a) Lack of cultural preservation through tourism. b) Destruction of cultural heritage for “development”. c) Purchasing of old heritage houses by settlers who can then destroy them due to minimal listed buildings. d) Loss of village peace, pace and well being from increased pollution & traff <p>2) Community participation:</p> <ul style="list-style-type: none"> a) Lack of involvement of local communities in decision-making processes. b) Inadequate distribution of wealth from tourism — less financial resources among locals. 	<p>1) Rich cultural and architectural heritage.</p> <p>2) Potential in restoration to showcase historical wealth of Goa.</p> <p>3) Existing associations and interested groups:</p> <ul style="list-style-type: none"> a) Youth interest in preserving cultural heritage. a) Existing community reserves and population can facilitate cultural tourism. <p>4) Existing culture of peace of mind and ‘susegarde’.</p> <p>5) Goa is a destination for well being tourism such as yoga, retreats etc.</p>	<p>Local culture flourishes, heritage structures are preserved and protected whilst visitors enjoy an authentic Goan experience.</p>	<p>1) Policy: .</p> <ul style="list-style-type: none"> a) Include lesser known parts of old Goa in Tourism Master Plan. <p>2) Practice:</p> <ul style="list-style-type: none"> a) Development of tourism strategies that emphasise on cultural assets of Goa b) Ensure heritage is conserved, relevance is maintained and life prolonged c) Develop deserted villages sustainably and responsibly. d) More cultural events to support local people. e) Revival of ancient, traditional village practices. f) Development of well-being tourism. <p>3) Capacity-building:</p> <ul style="list-style-type: none"> a) Small-scale low cost investment in village infrastructure. <p>4) Research:</p> <ul style="list-style-type: none"> a) Commission new research on Goan heritage, environment, buildings and culture.
COMMUNITY PARTICIPATION	<p>1) Involvement of and benefits to local communities:</p> <ul style="list-style-type: none"> a) No involvement of local communities in decision-making processes related to tourism. b) Wealth from tourism not benefitting local communities. c) Tourism considered responsibility only of govt. <p>2) Tourist population per year (6.3 million) far exceeds local resident</p>	<p>1) Potential for tourism to support local development industries.</p> <p>2) Existing associations and interested groups:</p> <ul style="list-style-type: none"> a) Interest of local youth in preservation of natural and cultural heritage b) Existing community 	<p>Tourism supports local communities to develop sustainably and inclusively.</p>	<p>1) Practice:</p> <ul style="list-style-type: none"> a) Set up community-conserved areas. b) Create cooperative tourism societies to facilitate local ownership of tourism practices. c) Ensure financial benefits for local people in all tourism-related projects. d) Video to highlight Goa’s culture and people. e) Build agrotourism — understanding

	<p>population (1.87 million).</p> <p>3) Policy & planning limitations/issues:</p> <ul style="list-style-type: none"> a) Policy not focused on rural poor. b) Resources directed to tourists rather than local communities. c) Unplanned tourism resulting in disparate growth across Goa 	<p>reserves — local populations as well as resources</p> <ul style="list-style-type: none"> c) Existing awareness at <i>panchayat</i> level d) Many local tourism stakeholders. 		<p>agriculture through tourism as it can empower locals.</p> <p>2) Capacity-building:</p> <ul style="list-style-type: none"> a) Distribution and subsidisation of appropriate technology/equipment for local usage to empower them (efficient engines to boat drivers; better boats for dolphin boat operators) b) Train locals to take on environmental/cultural tourism
SUSTAINABLE INFRASTRUCTURE	<p>1) Inadequate research into and understanding of impacts of development:</p> <ul style="list-style-type: none"> a) Lack of carrying capacity studies. b) Impact assessments of development activities not being carried out. <p>2) Unsustainable usage of resources:</p> <ul style="list-style-type: none"> a) Tourism requires the use of a large amount of resources - both energy and material that are being sourced and used unsustainably. b) Mass tourism leading to further unsustainable exploitation of limited resources. 	<p>1) Presence of eco-friendly technologies that can be put to use.</p> <p>2) Already existing examples of eco-friendly technologies being used in Goa.</p>	<p>Planning and infrastructure in Goa respects limits to growth in order to maintain community and ecosystem well being.</p>	<p>1) Policy:</p> <ul style="list-style-type: none"> a) Tourism Master Plan must incorporate principles of UN Sustainable Development Goals <p>2) Practice:</p> <ul style="list-style-type: none"> a) Setting up of solar power, water harvesting, wet-waste composting and Biogas plants b) Determine carrying capacity limits. c) Eco-friendly public toilets. <p>3) Research:</p> <ul style="list-style-type: none"> a) Look for alternative eco-friendly technologies.

SECTION 3.3: ENABLING AN STCI-COMPLIANT VISION IN GOA

During the “Sustainable and Responsible Tourism” workshop conducted by the Ecotourism Society of India, all stakeholders seemed to arrive at the conclusion that the current tourism model and scale (3 visitors:1 resident) is unsustainable. Tourism operations at this scale put immense amounts of stress on the local ecology, as well as the financial and social resources and structures of the local populations themselves. Change is needed to make the current scale of visitors feasible as a long-term strategy, and even more change is needed if tourist footfall is to be increased as some would advocate.

Building on this need for change and sense of momentum, during the workshop, the Goa chapter of ESOI was unexpectedly and auspiciously formed and launched. This is the first regional ESOI chapter and offers a helpful instrument to help take Ecotourism forward in Goa.

From across the perspectives offered by presenters and participant stakeholders, which included a wide range of occupations, the beginnings of a vision for responsible and ecotourism in Goa emerged. This vision directly addresses the core themes already identified clear micro-vision for each theme.

1. **Sustainable ecosystem-based tourism:** One of the main visions for the future of the tourism industry in Goa put forward in the workshop was that the industry should move forward by keeping in mind the stress placed by the industry on the natural environment of the state. This means that studies would have to be carried out to determine the scale of tourism that can be supported by the natural environment as well as the limits of ecological and other resources within the state. This vision would also entail that the tourism industry tap into the potential of environmental tourism within Goa. The state is one of the few regions that can boast such a vast ecological biodiversity — it is part of the Western Ghats, and is also part of the western coastline of India. This means that there is immense potential for tourists to come and experience the natural beauty of Goa in a non-interfering and sustainable manner.
2. **Excellence in waste-management by the tourism industry:** The vision of waste management in Goa would require minimising the production of waste from within the tourism industry, segregating the waste that is produced while simultaneously setting up systems to treat waste more effectively and expediently. The setting up of waste management systems would be critical in dealing with the waste produced within the tourism industry. Simultaneously, the reduction of waste produced from within the industry is also possible by increasing the use of biodegradable products and reduced plastic consumption.
3. **Goa rebranded as a natural and cultural heritage based tourism destination and attracting sensitive travellers:** The nature of tourism in any location is mostly determined by the tone and the way in which that location is marketed as a tourist destination. These branding strategies can be crucial in determining the nature of the tourist that visits the location, as well as the attitude of the tour operators and agents. This vision entails Goa being marketed and branded in a way that would reflect that state's cultural richness and ecological biodiversity. This change in branding would lead to an influx of tourists who would be sensitive towards Goan culture and traditions and aware of the state's vast biodiversity.
4. **Preservation of local culture and heritage buildings through tourism:** Goa is a state with a long, rich and colourful history resulting in many varied heritage buildings and rich cultural diversity of peoples and customs, many of which involve the state's abundant flora. There is an immense amount of cultural richness and the stakeholders that attended the ESOI workshop indicated that they would like to see the tourism industry tap into this potential to make the nature of tourism in Goa a more authentically Goan cultural and

environment-based experience. Additionally, Goa has long been a place people come to restore, replenish, rest in nature and learn yoga and many other well-being practices from people from around India and the world.

5. **Community participation in tourism:** The tourism industry in Goa can benefit the local communities of the state by incorporating them into the decision-making processes responsible for the development of the tourism industry. An example of this could be the Tourism Master Plan. By involving these groups, the tourism industry can be utilised to benefit all the stakeholders, while simultaneously ensuring that all their voices are heard and considered while determining the nature of this tourism itself. Tourism can be a means to provide improvements to local infrastructure and sustainable tourism can provide a range of sustainable and honourable livelihoods.
6. **Sustainable infrastructure to support less resource intensive tourism:** There is an immense amount of potential in Goan infrastructure to facilitate environmentally friendly and less resource-intensive tourism. Ranging from knowledge of Goan architecture to availability of natural resources within the state, Goa could potentially sustain its tourism industry without relying on other states for resources like water and electricity. There is technology available to set up more effective waste treatment plants, rainwater harvesting systems, biogas plants, etc. Furthermore, this emphasis on sustainable infrastructure could be utilised to promote a more authentic Goan experience for the tourist by providing them with resources from within the state itself.

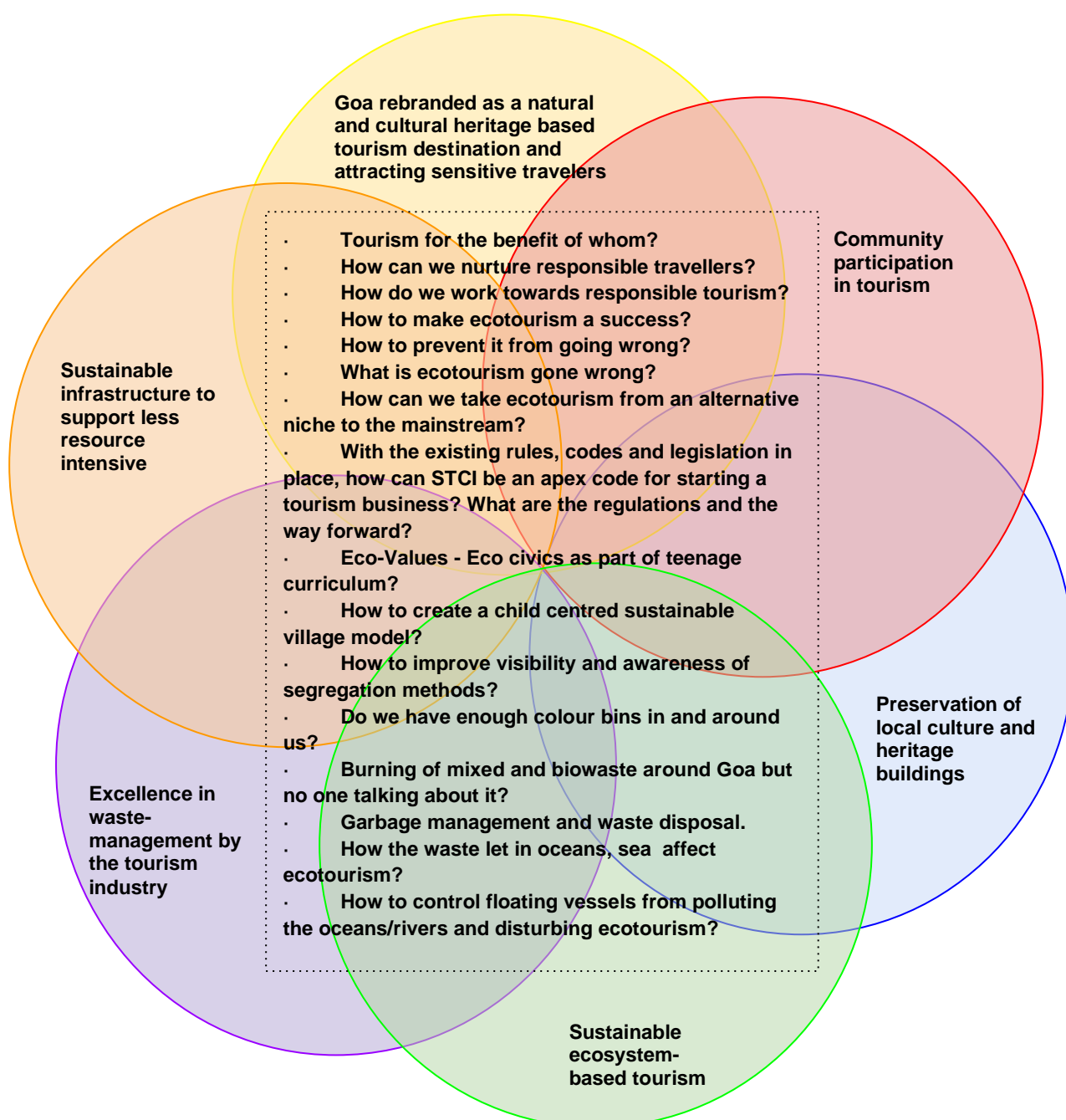


Figure 15 Briefing Participants on the discussion format

SECTION 3.4: QUESTIONS BROUGHT UP BY PARTICIPANTS

The 6 themes that emerged during the 2 days of the workshop are all interlinked, as are the questions that came up from the group when asked what conversations needed to occur to take ecotourism to the next level in Goa. The questions raised were reflective of the topics raised in the presentations on day 1 and 2, these questions from the participants show that there is an urgent need to address these concerns. These discussions further helped individuals to work as a team where everyone's voice was equally heard, to understand and get different perspectives about the various questions and also coming up with next steps to hopefully tackling these issues as a collective.

The following illustration attempts to represent the interlinking nature of the various themes and issues:



SECTION 3.5: KEY RECOMMENDATIONS

All the stakeholders who participated in the workshop were invited to make a few recommendations and suggestions as to how they could implement their vision into a tangible reality. In order to make Goa a tourism destination that could highlight its cultural heritage and vast ecological biodiversity, many of these stakeholders accepted the fact that they are as responsible for the current nature of the tourism industry as the governing authorities responsible for the policies regarding tourism. A majority of the recommendations that these stakeholders from the government as well as from within the industry have suggested are directed at themselves as well as their peers.

These key recommendations have been divided up according to the large themes of the points addressed in the workshop and have been further divided into the level at which they will address the tourism industry. While the Goa Department of Tourism is one of the major stakeholders involved in implementing these recommendations, the tasks will simultaneously fall on various other groups involved in Goan tourism. This section will highlight the stakeholder that will play a key role in each intervention, while also drawing attention to the stakeholder group that would play a supporting role in the intervention, be it in the field of research, practice or policy.

1. RECOMMENDATIONS: ECOSYSTEM-BASED TOURISM:

Recommendation	Type of recommendation	Key stakeholder	Enablers
Incorporate the conducting of carrying capacity studies into Tourism Master Plan	Policy	Tourism Department and GTDC	National Institute of Oceanography (knowledge); State Biodiversity Board (collaboration), State Pollution Control Board (collaboration)
Undertake carrying capacity study and set limits for number of tourists	Research	Tourism Department	State Biodiversity Board (knowledge); Forest department (knowledge + collaborations); NIO (knowledge)
Design a 3-fold biozone for beaches	Policy	Tourism Department	State biodiversity board (knowledge); Goa Coastal Zone Management Authority (knowledge); shack owners association (collaboration); hotel and restaurant owners (collaboration)
Special attention to CRZ rules and incorporate coastal environmental plan into Tourism Master Plan	Policy	Tourism Department and GTDC	Goa Coastal Zone Management Authority (knowledge)

Create a separate license for marine wildlife watching - separate from water sports	Practice	Goa State Government	None
Set up sand dune parks	Practice	Tourism Department	Goa Coastal Zone Management Authority (knowledge)
Map ecologies of Goa for a better understanding of existing marine and terrestrial species	Research	Tourism Department	State Biodiversity Board (knowledge); Forest department (knowledge + collaborations)
Marine training for tour operators	Capacity building	Tourism department and NIWS	GCZMA (knowledge); NIO (knowledge); marine-based organisations such as Terra Conscious

2. RECOMMENDATIONS : WASTE MANAGEMENT AND REDUCTION:

Recommendation	Type of recommendation	Key Stakeholders	Enablers
Tourism industry acknowledging waste contributions	Practice	Tourism industry (Tour operators, agents, owners as well as government)	Tourism Practitioners, Government
Reduce waste production	Practice	Tourism industry (Tour operators, agents, owners as well as government)	Tourism Industry
Segregate waste at source	Practice	Municipal Department and State Pollution Control Board	Hotel and restaurant owners (collaboration); Shack owners association (collaboration); picnic and dolphin boat operators (collaboration)
Refuse packing at source	Practice	Tourists	Hotel and restaurant owners (collaboration); Shack owners association (collaboration); picnic and dolphin boat operators (collaboration)

Setting up of biogas and compost plants	Practice	Town and Country Planning department	State Pollution Control Board (knowledge); Municipal department (knowledge)
Audit and measure waste	Research	Tourism department	State Pollution Control Board (knowledge); Municipal department (knowledge); Town and Country Planning department (collaboration)
Map and design waste journey in order to provide population with knowledge regarding where waste goes	Research	Tourism department	Civil society associations (collaboration); Municipal department

3. RECOMMENDATIONS: REBRANDING OF GOA TO REFLECT NATURAL BEAUTY, CULTURAL HERITAGE AND WELLBEING:

Recommendation	Type of recommendation	Key Stakeholders	Enablers
Advertise tourism as an exchange of culture	Rebranding and marketing	GTDC + Tourism Department	Tour agents (collaboration); hotel and restaurant owners (collaboration); TTAG (knowledge)
Marketing strategies to retain the core essence of Goa	Rebranding and marketing	GTDC + Tourism Department	TTAG (knowledge + collaboration); local communities (knowledge); State Biodiversity Board (knowledge)
Promote wellness tourism	Marketing	GTDC + Tourism Department	TTAG (knowledge)
Develop guidelines for tourism promotion to ensure healthy tourism practice	Practice	Tourism Department	GTDC (collaboration); tour agents (collaboration); tour operators (knowledge); ethical tourism operators (knowledge)

4. CULTURAL AND HERITAGE-BASED TOURISM:

Recommendation	Type of recommendation	Key Stakeholders	Enablers
Include lesser known parts of old Goa in Tourism Master Plan	Policy	Tourism Department + GTDC	Town and Country Planning Department (collaboration)
Development of tourism strategies that emphasise on culture, customs and values of Goa	Practice	Tourism Department	Department of Art and Culture (collaboration); local communities (knowledge + collaboration)
Develop deserted villages sustainably and responsibly	Practice	Town and Country Planning department	Tourism department (collaboration); local communities (knowledge)
More cultural events to support local people	Practice	Tourism Department	Department of Art and Culture (collaboration); local communities (knowledge + collaboration)
Revival of ancient, traditional village practices that lay emphasis on communities and their value systems	Practice	Tourism Department	Department of Art and Culture (culture)
Ensure heritage is conserved, relevance is maintained and life prolonged	Practice	Tourism Department	Archaeological Survey of India (collaboration)
Small-scale low cost investment in village infrastructure	Capacity-building	Tourism Department	Town and Country Planning Department (collaboration)
Commission new research on Goan heritage, environment, buildings and culture	Research	Tourism Department	Town and Country Planning Department (collaboration)

5. RECOMMENDATIONS: COMMUNITY PARTICIPATION IN TOURISM:

Recommendation	Type of recommendation	Key Stakeholders	Enablers
Set up community-conserved areas	Practice	Tourism Department	Local communities (collaboration); Forest department

			(collaboration)
Create cooperative tourism societies to facilitate local ownership of tourism practices	Practice	Tourism Department	Tour agents (collaboration); Tour operators (collaboration); Hotel and restaurant owners (collaboration); local communities (collaboration); ESOI Goa State Chapter (collaboration and knowledge)
Video to highlight Goa's culture and people	Practice	Tourism Department	Department of Art and Culture (collaboration); local communities (knowledge)
Agrotourism — understanding agriculture through tourism	Practice	Tourism Department	Department of Agriculture (collaboration);
Ensure financial benefits for local people in all tourism-related projects	Practice	Tourism Department	Local communities (collaboration);
Distribution and subsidisation of appropriate technology/equipment for local usage to empower them (efficient engines to boat drivers; better boats for dolphin boat operators)	Capacity-building	Tourism Department	Local communities (collaboration + knowledge);
Train locals to take on environmental/cultural tourism	Capacity-building	Tourism Department	Local communities (collaboration)

6. RECOMMENDATIONS: DEVELOP SUSTAINABLE INFRASTRUCTURE:

Recommendation	Type of recommendation	Key Stakeholders	Enablers
Setting up of solar power, water harvesting, wet-waste composting and Biogas plants.	Practice	Town and Country Planning Department	Municipal Corporations
Tourism Master Plan must incorporate	Policy	GTDC + Tourism Department	NIO (knowledge); ethical operators

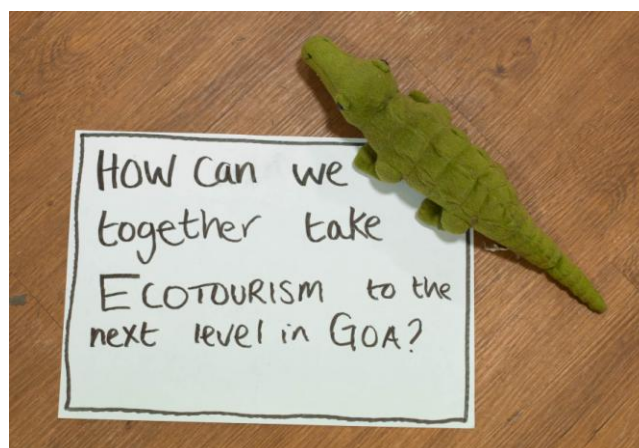
principles of UN Sustainable Development Goals			(knowledge); State Biodiversity Board (knowledge); Forest department (collaboration)
Determine carrying capacity limits	Practice	Tourism Department	State Biodiversity Board (knowledge); Forest Department (knowledge); NIO (knowledge)
Eco-friendly public toilets	Practice	Municipal corporations	Town and Country Planning Department (collaboration)
Look for alternative eco-friendly technologies to reduce stress on natural resources	Research	Town and Country Planning Department	NIO (knowledge); ethical operators (knowledge)

CONCLUSION

The ESOI workshop on Responsible and Ecotourism clearly showed that there is appetite among tourism operators to converse and take action to make Goa's tourism industry more sustainable and responsible and to engage with the STCI.

The event produced both i) a clear articulation of key priorities and next steps for Ecotourism in Goa and ii) the formation of the ESOI Goa Chapter as a platform to start taking these priorities and next steps forward.

These important seeds planted at the workshop now need to be nurtured by industry leadership and multi-stakeholders dialogue with relevant government departments and civil society actors to mobilise the change that is needed to take responsible tourism to the next level in Goa. This critical collective action can ensure that Goa remains a vibrant and desirable place to live and visit for many years to come.



SECTION 4: ANNEXE

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