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Regenerative tourism model of Goa

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Abstract

Regenerative tourism of Goa consists of natural beauty, greenery, tiny bungalows and cultural preservation. Goa is proud of its local cultures-Portuguese, Christians, Konkans, Anglo Indians and its traditions. Through regenerative tourism Goa is ensuring that tourism activities do not disturb and create hassles for their cultural and natural beauty. Through strategic planning the state of Goa is going beyond maintaining a sustainable balance to maintain the tourism attraction.

Keywords: Sustainable tourism, Goa, Portuguese, Christians, Konkans, Anglo Indians, Arabian Sea, Temples, Churches, Basilicas, Ekadasha Teertha campaign

Introduction

One could argue that the COVID-19 pandemic had the biggest impact on the growth of regenerative tourism. The ensuing crisis had an impact on price hikes and the rise of obstacles related to travel. The economic slump in the travel and tourism sector gave rise to a new initiative to 'build' international travel.

Numerous popular tourist spots that had been crowded before the lockdown were abandoned. As a result, the people who lived in those areas could now breathe. It was then realized how much of an impact tourists had—and not always in a good way—on the environment, locals' daily lives, and infrastructure.

However, efforts to prevent further negative impacts and rescue devastated sites emerged when post-pandemic tourism started to be considered as a way to avoid the mistakes of the past, such as the devastation of the environment through increased tourism. In response to these demands, regenerative tourism has developed. A series of regenerative approaches to development, including regenerative tourism, are based on Western science and existing knowledge and practice systems.

Regenerative tourism is described by the United Nations World Tourism Organization as travel that fully considers the economic, social, and environmental effects, it will have both now and in the future while meeting the needs of travellers, the travel industry, the environment, and host communities.

Anna Pollock, one of the proponents of the regenerative tourism movement and a tourism expert stated: "Regenerative tourism is the idea that tourism should leave a place better than it was before. Sustainability, in comparison, is leaving something as it is so that it stays the same. In other words - not causing any extra damage".

Regenerative tourism is based on the understanding that the tourism economy in general, and the destination in particular, are not an industrial production line, but a living, networked system, embedded in a natural environment, subject to the rules and principles of nature.

Regenerative tourism actively works to enhance and restore ecosystems, communities, and cultures, going beyond sustainability. The goal of the regenerative approach is to make a positive difference by building resilience and improving the well-being of destinations. It places a strong emphasis on the preservation and enhancement of natural and cultural resources.

This route acknowledges the complicated relationship that exists between tourism and indigenous communities and aims to promote economic growth and cross-cultural exchange while tackling issues with social structures, the environment, and cultural integrity.

The intention behind regenerative tourism is to positively influence social, environmental, and local systems. This can take many different forms, but the goal is for the visitor to have a genuine local experience and return home with new groups of passionate friends who will work alongside them on initiatives that benefit the environment or local communities in addition to memories.

Locals will then be able to view visitors more favourably, creating a positive tourism loop that benefits society as a whole.

Regenerative tourism is becoming more and more urgent due to overtourism, declining ecosystems, and global economic uncertainty. It is evident that all parties involved, including the local populations and ecosystems at destinations, stand to gain greatly from this kind of tourism.

2. Literature Review

Regeneration as a concept first appeared in the late 1800s. When Howard (2010) wrote "Tomorrow: A Peaceful Path to Social Reform," the first research on the topic was published in the 1880s (Howard, 2010). This appears to have been the earliest manifestation of ecological thinking, which held that human existence should coexist peacefully with the natural world and that the system should be maintained through natural processes rather than artificial ones (Lyle, 1994).

Patrick Geddes then published his findings on cities viewed as living organisms in 1915 (Geddes, 1915). To distinguish between the industrial era, which brought about destructive urbanization, and the era he predicted would come after the industrial era collapsed, Geddes introduced terms like palaeotechnics and neotechnics. About 80 years later, Lyle (1996) used the aforementioned terminology to differentiate between the industrial and regenerative technology eras.

Tansley first coined the term "ecosystem" in 1935 to describe the dynamic relationship between living organisms and their non-living surroundings. The statement "we cannot separate them from their particular environment with which they form" refers to the unique environment that each individual member of the group forms as a single physical system.

Based on the idea that the ecosystem is the fundamental structure that orders nature, Odum went on to publish *The Fundamentals of Ecology*, the first ecology textbook, in 1953. This book marked the beginning of ecology's development as a modern science.

According to Mitchell and Jørgensen (1989), Odum's research played a significant role in the early development of the field of ecological engineering. Systems theorist and process architect Krone provided a framework that was crucial to the evolution of regenerative development. It outlined four types of work that are necessary for any living system to continue evolving.

This framework establishes a hierarchy of work levels, with lower levels emphasizing existence (that which has already materialized) in order to boost output and efficiency. Higher level work focuses on potential—what could be but hasn't yet materialized—introducing the possibility of fresh ideas and life as well as the development of wholeness.

Work at other levels is guided by knowledge, objectives, and goals established at the regenerative level (Mang, Haggard, 2016).

All four "are essential for an individual to sustain themselves in a world that is nested, dynamic, complex, interdependent, and evolving," according to the basic premise. In addition to serving as "a lens to see how and where different sustainability strategies fit and how they can be used when aligned with a regenerative purpose," the framework has been used to help "practitioners design an integrated evolution of all work" (Mang, Haggard, 2016).

The term "regenerative tourism" was first used in the reviewed tourism literature in reference to ecotourism sites,

as noted by architectural researcher Owen (2007). Regenerative tourism, according to her, is about critically interacting with the environment, having a positive influence, acknowledging humans as a part of nature, and tying ecology to socio-political processes. The idea of human flourishing based on systems thinking and interconnectedness with nature was examined by Professor Joseph Cheer (2020).

Dziadkiewicz, J. Borawska-Dziadkiewicz, and E. Sokołowska indigenous peoples who had previously been displaced by colonization and inclusive development were among the approaches he identified for prioritizing net positive benefits.

In a similar vein, Matunga (2020) characterizes regenerative tourism as a complementary, linked, and mutually beneficial approach that involves people and place. Ultimately, regenerative tourism is defined by Duxbury (2020) as systems-based, in line with natural and cultural patterns, integrated with local development strategies, and framing tourism activities as regenerative processes.

Sheller (2021) defined regenerative tourism as embracing "alternative, non-capitalist forms of ownership, non-monetary exchange, and beneficial community-based development," emphasizing the importance of economic practices. She called for a shift away from extractive neoliberal development, racial inequality, and colonization and towards an alternative collective future.

According to Cave and Dredge (2020), regenerative tourism is a comprehensive concept that integrates alternative economic practices to balance local and global values and promote "wellbeing." As such, the authors view regenerative tourism as a holistic approach to wellbeing.

On the other hand, proponents of the Global Initiative for Regenerative Tourism place a strong emphasis on changing one's interactions with others and the natural world in order to increase the capacity of social and environmental systems. Regenerative tourism, for instance, is defined by Teruel (2018) as an evolving, dynamic understanding that emphasizes the human relationship with the earth, with others, and with oneself while embracing sustainability within living systems.

3. Regenerative Tourism

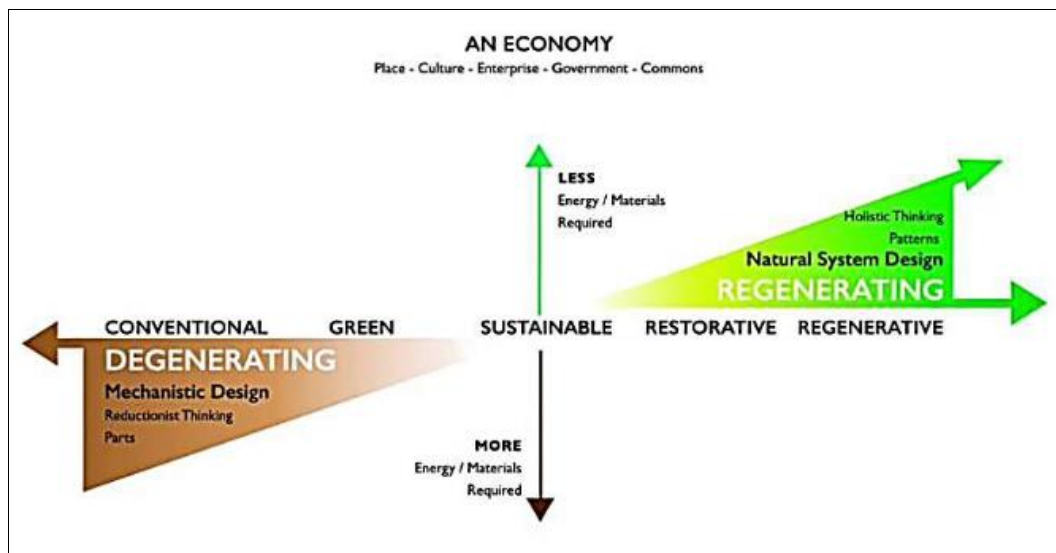
The idea of "regenerative tourism" is becoming more and more well-liked in the travel sector. It is an ideology that seeks to actively promote the restoration of regional economies, cultures, and ecosystems in addition to reducing the detrimental effects of tourism on the environment. Regenerative tourism basically aims to leave a place better than when it arrived.

It is challenging to distinguish between sustainable and regenerative tourism when examining their definitions. But it's important to keep in mind that sustainability has come to mean a set of rules and actions that people must adhere to in order to prevent the current state of affairs from getting worse. As a result, sustainability is frequently viewed through the lens of particular principles, which takes away from its hopeful and motivating connotations and urges action.

Meanwhile, the term "regeneration" is new and hasn't been used before, which makes people interested and makes them feel good. Regenerative tourism: a comparison of theory and application. The true distinction between the terms, though, is not in their meaning but rather in their intent and attitude.

Regeneration aims to improve the current state of affairs rather than merely prevent it from getting worse. Thus, while the regenerative approach is all about flourishing and

prospering, sustainability is all about optimization and maximization.



Source: Fullerton, 2018.

Fig 1: Regenerative Economy.

Figure 1 illustrates how sustainable tourism serves as the model's starting point. It progresses from a restorative to a regenerative level with the goal of development and value addition. The more holistic thinking, natural system design, and the application of certain tested patterns permeate the discourse surrounding regenerative tourism.

The opposite of sustainable tourism is degenerating tourism, which is realized at the green level in a narrower form or conventionally, favouring the previously mentioned 3S model, with mechanical design that is thoughtless and spontaneous and thinking restricted to convenience and stereotypes.

The development and prosperity of destination communities is undoubtedly the goal of sustainable tourism. The regeneration movement is welcomed by John Elkington, the author of the so-called triple bottom line as a significant new perspective on sustainability that is grounded in historical experience. The Triple Bottom Line (TBL) concept attempts to integrate social, environmental, and economic aspects of sustainable accounting into business.

It's also important to remember that the word "regeneration" does not always refer to actions that are directly related to "sustainability." Regenerative action may be embraced by those who would reject "sustainable development" due to their political beliefs or worldviews, as they perceive it as beneficial for their communities.

Target groups' new initiatives and projects are being driven by their enthusiasm and motivation to transition to a regenerative tourism model.

In a way, regenerative tourism is similar to going beyond the previous definition of sustainable tourism (Regenerative Tourism - A holiday mind shift beyond sustainability, 2022). This is because it emphasizes positively impacting the traveller's environment in addition to minimizing negative effects of travel. (J. Borawska-Dziadkiewicz, E. Sokołowska,)

Regenerative tourism can be compared, in a sense, to going beyond the bounds of sustainable tourism (Regenerative

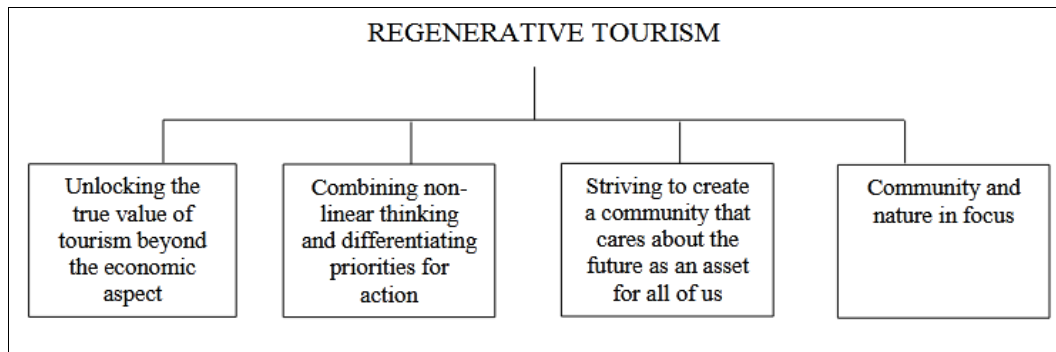
Tourism - A holiday mind shifts beyond sustainability, 2022) J. Borawska-Dziadkiewicz, E. Sokołowska,). This is because it pays attention to the potential benefits of travel rather than just minimizing the negative ones, such as on the traveller's environment.

It's crucial to define the term and pinpoint the key elements that make up the fundamentals of regenerative tourism before delving further into the topic.

A form of tourism known as "regenerative tourism" is one that supports the long-term renewal and flourishing of the socio-ecological system while also investing in people, places, and nature (Figure 2).

The following are considered the parameters of the concept of regenerative tourism.

- A comprehensive strategy, predicated on the understanding that tourism is a continuous, two-way relationship with other facets of the community and economy rather than existing in a vacuum. Therefore, its goal is to comprehend tourism from social, environmental, cultural, and other perspectives in addition to economic ones.
- Close collaboration between public and private entities involved in the tourism sector. Efforts aimed at regenerative tourism ought to be multifaceted, international, and comprise various perspectives and methods. As a result, one talks about innovative, creative thinking that strives to value inclusivity and diversity.
- The goal of establishing a community that is concerned with the future for the benefit of all is indicated by the sustainable approach, which maximizes resource use, supports natural diversity, and uses pristine natural forms in accordance with their original functions.
- Acknowledging the dynamism and volatility of travel. Eschewing standardized approaches to modern issues in favour of individualized strategies that emphasize social and natural aspects of the world.



Source: based on Cave et al., 2022.

Fig 2: Pillars of Regenerative tourism.

It is not simple, but it is possible, to connect the notion of regenerative tourism to the business world. Businesses of today must acknowledge that their operating environment is a living system inside a larger living system. This implies that their company is a component of the ecosystem as a whole, necessitating a mental shift in travel industry entrepreneurs as well.

Companies discovering the actual worth of travel beyond its financial component combining non-linear thinking with distinct action priorities in an effort to build a community that values the future as a resource for all of us, with an emphasis on the community and the environment.

Thus, regenerative tourism has an all-encompassing quality. In order to prevent the local population from becoming overly dependent on tourism, it promotes diversity and collaboration amongst all parties involved in the local tourism industry.

Local communities are given equal and inclusive participation in decision-making processes in this tourism concept, which creates value for the community and demonstrates responsibility for the environment and biodiversity preservation in the tourism destination.

4. Objectives of the Study:

1. To study the regenerative tourism model.
2. To analyse the Goa's sustainable tourism model
3. To assess the parameters of regenerative tourism.

5. Research Methodology: The data used is secondary data.

6. Goa's Sustainable Tourism Model

Goa's adoption of sustainable tourism methods signifies a paradigm shift in the way the region interacts with its surroundings, inhabitants, and tourists. This approach seeks to strike a careful balance between growing Goa's tourism industry and ensuring the long-term sustainability of the region's ecosystems and communities. Goa aims to mitigate adverse impacts on its ecological and cultural assets while amplifying constructive contributions by integrating sustainable principles into the travel and tourism sector.

- **Responsible visitor management:** Goa ensures that its natural resources are preserved for future generations by actions like restricting access to popular sites, regulating tourism seasons, and promoting less-travelled regions. Responsible visitor management is essential for eco-friendly tourism in Goa to avoid overpopulation and the deterioration of sensitive ecosystems.

- **Conservation of Wildlife and Natural Habitats:** One of the main goals of eco-friendly tourism in Goa is the preservation of its diverse ecosystems. Through wildlife sanctuaries, mangrove conservation projects, and guided eco-tours, visitors can enjoy and contribute to the preservation of the state's rich biodiversity.
- **Low-Impact Activities:** Goa's tourism offerings are designed to provide visitors with an unobtrusive means of admiring the island's natural splendour. Guided nature walks, bike tours, and kayaking trips provide visitors with an up-close and personal look at the region with minimal environmental impact.
- **Recycling and trash Reduction:** Reducing plastic consumption, encouraging recycling, and organizing regular beach clean-ups are examples of eco-friendly tourism initiatives. These programmes safeguard Goa's natural beaches and marine environments.
- **Ecotourism Haven:** Goa is a paradise for ecotourism because of its diverse ecosystems, which include the Western Ghats and its pristine coastline. The state can draw visitors without sacrificing its natural beauty by promoting responsible hiking, guided nature walks, and wildlife viewing.
- **Community Engagement:** Goa's close-knit communities and rich cultural past provide opportunities for really immersion cultural encounters. Engaging in local events, traditional crafts, and neighbourhood-based initiatives can enhance local economies and foster cross-cultural understanding.
- **Mobility Alternatives:** Goa's close-knit communities and rich cultural past provide opportunities for really immersion cultural encounters. Engaging in local events, traditional crafts, and neighbourhood-based initiatives can enhance local economies and foster cross-cultural understanding.
- **Sustainable Festivals and Events:** Encouraging eco-friendly practices among festival and event producers can lessen their impact on the environment while offering visitors unique experiences.
- **Eco-Friendly Accommodations:** Goa may embrace eco-friendly housing options, such as homestays and boutique eco-resorts, that minimize energy use, cut waste, and give priority to environmentally beneficial features. Certification programs can incentivize companies to adhere to environmentally friendly practices.

The implementation of sustainable tourism practises by Goa not only showcases the state's commitment to safeguarding

its natural and cultural assets, but also sets a precedent for other global vacation destinations. Responsible tourism, a paradigm for a greener and more sustainable travel industry, collaborates with community engagement, environmental conservation, and cultural preservation to ensure that Goa's allure endures.

7. Goa's Regenerative Tourism Model:

Regenerative tourism seeks to move Goa away from a tourism model that is centered on the seashore and toward a more inclusive approach that is centered on people. This change promotes a shared experience between hosts and guests while empowering local communities through the use of homestays, which enable tourists to engage with Goa's genuine culture, way of life, and values.

In Goa, tourism creates about 33% of jobs and accounts for 17% of the state's GDP. With the use of Ekadasha Teertha—four pathways of spirituality, indigeneity, civilizational and cultural nationalism, and conscious tourism—the new model will support environmental restoration, cultural preservation, and community empowerment and reshape the Indian tourism industry.

By traveling and making pilgrimages, people have liberated themselves from the limitations of regionalism and parochialism and increased their knowledge of geography. The Goa Department of Tourism hopes to promote sustainable practices in the travel and tourism industry that benefit the environment and the general public by using this model.

Recognizing the connection between spirituality and travel - the spiritual path places a strong emphasis on a person's complete fulfilment, their ability to contribute to education, the equality of nations' destiny, their freedom, and the recognition of their unique cultural identities.

In the vicinity of eleven places of worship in Goa, the Ekadasha Teertha Campaign is taking place. Goa tourism seeks to capitalize on the commercial and economic potential of the region's history and heritage by involving local communities, particularly women and youth, in the exploration, understanding, and projection of their culture, cuisine, and lifestyle.

It places a strong emphasis on community, empowerment, and participation. It invites local communities to participate in decision-making processes, supports entrepreneurship, and strives to leave a lasting impression on the destination's social fabric.

With an emphasis on community-centric, eco-friendly initiatives, responsible tourism practices, and sustainable infrastructure, this path addresses concerns about environmental issues, habitat destruction, and waste generation.

Beyond sustainability, regenerative tourism actively works to improve and restore ecosystems, communities, and cultures. Its positive impact is intended to contribute to the well-being of destinations and foster resilience.

In addition to reducing adverse effects, regenerative tourism actively seeks to improve and restore eco-systems. This strategy could entail initiatives for restoration and other improvements to the general well-being of natural environments.

Regenerative tourism actively contributes to the revitalization of local cultures, taking cultural preservation one step further. This could entail encouraging cultural exchanges, supporting traditional arts and crafts, and

actively involving visitors in meaningful interactions with local communities.

The government is investigating the establishment of co-working spaces on beaches and in historic sites as part of this initiative, fusing workspaces with the distinctive geographical and historical features of the state.

In the meantime, Goa's Minister of Tourism, Mr. Rohan Khaunte, unveiled the Goa (Global Opportunities Aggregators) initiative to promote technological advancement in the State at a separate press conference. This Goa initiative seeks to empower and support local talent while showcasing the state's unique attributes.

Although Goa's beaches have long been a popular tourist destination, the state is now trying to draw visitors interested in regenerative tourism.

For example, the "Goa Beyond Beaches" campaign invites visitors to discover Goa's tranquil villages, where a peaceful getaway is possible due to the lack of network connectivity. Ekadasha Teertha is a different program that emphasizes spirituality and mindful travel.

"With the launch of Ekadasha Teertha, we are giving Indian tourism a fresh look with an emphasis on spirituality, indigeneity, cultural and civilizational nationalism, and conscious tourism," stated Rohan A. Khaunte, Minister of Tourism, Goa. Over millennia, the Indian people have liberated themselves from the confines of regionalism and parochialism by means of travel and pilgrimage, thereby expanding their geographical knowledge.

He went on, "We support regenerative tourism in Goa because we are committed to making a positive difference in the environment, culture, and communities we interact with." By presenting this model, we hope to persuade the travel and tourism industry to embrace sustainable practices that are good for the environment and people.

He disclosed that the tourism industry accounts for over 33% of employment in Goa and 16.4% of the state's GDP. The minister went into further detail about his intentions to develop Uttarkashi-Dakshinkahi Teerth and link Goa with tier 2 cities. Uttarakhand and Goa have inked an MOU with the goal of "connecting seas to the hills" so as to enjoy the best of both worlds.

Khaunte continued, "Goa is moving away from a tourism model that is centered around the seashore and toward a more inclusive, people-centric approach." With these new approaches, they hope to draw back tourists through regenerative tourism, which is a paradigm shift away from sustainability due to the effects of climate change and calls for democratization.

The state government is promoting the idea of homestays over traditional hotels in an effort to provide a more genuine taste of Goan village life.

In line with Khaunte's concept of "Goa Beyond Beaches," visitors are encouraged to explore the tranquil villages, where a peaceful getaway is made possible by a lack of network connectivity.

The policy of government home-stay promotion is helping the Brahmini group flourish. An incentive of Rs. 2 lakh is offered by the government to the first 100 homestays operated by organizations like the Brahmini group.

The Brahmini Self Help Group, which is made up of eight to ten local women who run a guesthouse, is one example of this. There are over 570 bird species to discover in the village, which only has access to BSNL for communication. It's the perfect place for a digital detox.

Three traditional Goan meals are served to guests for a daily charge of 2,000 per person. The group has welcomed more than 100 foreign visitors and made 2.5 lakh between April and November 2023. For every group booking, each woman in the self-help group receives almost \$5,000. Despite having a small capacity, the project became well-known through word-of-mouth, and there are plans to launch a separate bookings website.

When considering the future of regenerative tourism in the travel and tourism sector, there are several significant social, economic, and environmental issues to consider. The pursuit of sustainability is crucial in the context of regenerative tourism.

Strategies and actions that support striking a balance between the preservation of regional culture, environmental protection, and economic gains should be considered in reflection. It is important to think about how regenerative tourism can help tourists learn about the history, culture, and ecology of the area. Increased respect for the destinations tourists visit thanks to education can have an impact on their behaviour.

Within the framework of regenerative tourism, attention to visitors' physical and mental health can be extremely important. The offer can be more effectively tailored to the needs of visitors by examining the popular forms of therapy, relaxation, and physical activity in this area.

Technology advancements may have a significant impact on regeneration tourism in the future. Artificial intelligence, virtual reality, and data analytics are examples of contemporary technology that can be used to better understand visitor preferences and modify the offer to meet their needs.

Climate change is a significant consideration in the context of regenerative tourism. How can the travel and tourism sector adjust to these developments while reducing its adverse environmental effects? Exist any cutting-edge tourism strategies that consider and mitigate the effects of climate change?

Regenerative tourism frequently highlights regional products and services. What plans of action can be implemented to assist regional producers, artists, and communities? What are the advantages and difficulties of encouraging locality in travel?

8. Conclusion

- 1) Regenerative tourism represents a crucial shift towards a more responsible and impactful approach to travel. Its focus on meaningful local engagement, environmental stewardship, and community collaboration addresses the urgent issues of overtourism and ecosystem decline. By fostering positive interactions and creating a beneficial cycle of tourism, regenerative tourism offers a viable path towards a more sustainable and enriching future for both travellers and destinations alike.
- 2) Goa's embrace of sustainable tourism methods marks a transformative change in its tourism strategy. By striving to balance economic growth with ecological and community sustainability, Goa is positioning itself as a leader in responsible tourism. This approach not only mitigates negative impacts on the region's natural and cultural assets but also enhances the positive contributions of tourism. Through the integration of sustainable principles, Goa ensures that its tourism industry supports long-term environmental health and

community well-being, paving the way for a more sustainable and prosperous future.

- 3) The comprehensive strategy of regenerative tourism emphasizes the necessity of viewing the sector through a multifaceted lens, integrating social, environmental, cultural, and economic perspectives. Recognizing the interconnected nature of tourism within the broader community and economy, the strategy advocates for close collaboration between public and private entities to foster regenerative tourism. By promoting innovative and inclusive approaches, it underscores the importance of valuing diversity and sustainability. Furthermore, it highlights the need for adaptability in response to the dynamic nature of travel, encouraging individualized strategies that prioritize the well-being of both people and the planet. Through these efforts, the strategy aims to build a future-oriented community that maximizes resource use and supports natural diversity, ensuring the long-term benefits of tourism for all.

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