

Tourism a once  
peaceful goa has  
become a



**ASSIGN  
BUSTER**

Tourism itself has diversified into heritage tourism, beach tourism, nature tourism, adventure tourism, medical tourism, etc., to cater to different tastes. All this has created a massive spurt in global tourism. Long periods of political stability also emboldened people to venture out and explore the world. Television, movies and other kinds of media fostered curiosity about other parts of the world by showing attractive images of such places. Creative ad campaigns like ' Incredible India' and ' Truly Malaysia' have also done their bit to boost global tourism. Global tourism fosters an understanding of different cultures. This helps to promote peace among nations and peoples.

It can also improve the economy of poor countries which in turn raises the living standards of their people. But global tourism has some downsides too. Unchecked tourist arrivals can impact the environment or socio-cultural fabric of a place. A once peaceful Goa has become a den of vices like rape, child abuse and drugs because of tourism.

A sustainable approach will ensure that such negative consequences will be minimized.