**ABSTRACT**

Tourism as a flourishing industry in Goa has exposed local population particularly women to many new changes in their lifestyle, jobs, entertainment, social life, social relationships, cultural transitions, political leadership, economic stability. Agonda, a quintessential village with crystal clear beaches used to be a quiet and secluded village till the early 90's with few tourists visiting the village, until it became a beaming tourist destination with the development of five star hotels, shacks, huts, entertainment clubs and fancy restaurants. This paper sets out to analyze the impact of tourism on local women in Agonda, and in doing so highlights the shift from traditional occupations to the exposure to a modernized job market and the emancipation and empowerment it has brought about in the lives of local women. This study aims at looking at the conflicting roles, inclusions and exclusions that operate in a local women's life because of the impact of tourism and looks at how the 'tourist gaze' has an impact on the lives of these women. The study is based on the lived experiences of the local women in Agonda, and one of the researcher being a local resident of this village has used methods such as participant observation and case study method to collect data on the lived experiences of the local women and the transitions seen in the lives of these women by the local population in general. The literature will aim at demonstrating the effects of tourism on the local woman and in doing so will bring out the changes and challenges that have not been given importance in the life of local women.

**INTRODUCTION TO TOURISM IN GOA**

Tourism is considered a flourishing industry in Goa has exposed local population particularly women to many new changes in their lifestyle, jobs, entertainment, social life, social relationships, cultural transitions, political leadership, economic stability. Goa is known for its beaches, rivers, backwaters, and cultural diversity. However, the rapid development of tourism has brought about significant changes in the social, economic, and cultural fabric of Goa. The state of Goa is a popular tourist destination in India, attracting both domestic and international tourists. The tourism industry in Goa has grown significantly in recent years, with the development of hotels, resorts, and other facilities catering to the needs of tourists. This growth in the tourism industry has had a considerable impact on the local population, particularly women, who have been exposed to new opportunities and challenges.

**INTRODUCING AGONDA – A TOURIST DESTINATION**

Agonda, a quintessential village with crystal clear beaches used to be a quiet and secluded village till the early 90's with few tourists visiting the village. It became a beaming tourist destination with the development of five-star hotels, shacks, huts, entertainment clubs, and fancy restaurants. This paper sets out to analyze the impact of tourism on local women in Agonda, and in doing so highlights the shift from traditional occupations to the exposure to a modernized job market and the emancipation and empowerment it has brought about in the lives of local women. This study aims at looking at the conflicting roles, inclusions and exclusions that operate in a local women's life because of the impact of tourism and looks at how the 'tourist gaze' has an impact on the lives of these women. The study is based on the lived experiences of the local women in Agonda, and one of the researcher being a local resident of this village has used methods such as participant observation and case study method to collect data on the lived experiences of the local women and the transitions seen in the lives of these women by the local population in general. The literature will aim at demonstrating the effects of tourism on the local woman and in doing so will bring out the changes and challenges that have not been given importance in the life of local women.
Shift from family traditional occupation to modernized occupation which has affected social and family life. Standard of living has increased with new technologies, mobiles and rent a bike business. Women are learning English and trying to communicate in English with an accent. With the influence of the tourist many locals also stand an opportunity to migrate to different countries.

Agonda, being a tourist destination it is a common trend among many well to do locals to migrate to other villages away from the coastal belt of Agonda, to stay aloof from negativity of the tourist gaze mainly for the future prospects of their children.

Girls are afraid to move around freely as they fear the ‘tourist gaze’. The social institution of marriage and family has also undergone drastic changes - transition from joint family to nuclear family. In some cases we have observed a trend wherein local women prefer marrying foreigners and have also settled with them along the coastal belt.

CULTURAL CHANGES
There is change in the dressing styles - women wear clothing according to their convenience, even hotels have provided employees with uniforms. Changes in the food habits are seen - for instance - for breakfast, where they would eat Rakri, Kanji, Nachni (Ragi Porridge) today these women and their families have accepted English breakfast like scrambled egg and bread. Change in food consumption from fish, curry and rice to chinese/ continental/ Italian cuisines.

There is an increase in rave parties which are taking place in the hinterlands of Agonda and creating a menace in the village. There is also less participation of local women in cultural festivities like shigmo, poija, diwali because their focus is to increase their income.

CONCLUSION
Women are economically independent in Agonda, and they can take their own decisions in life. Though women have an occupational mobility with the influx of tourism yet they are involved in agro based farming activities for their own consumption. Local women feel unsafe in the village, but in reality they are under the dominance and fear of patriarchy and mainly because patriarchy is deeply rooted in Goan society, women feel vulnerable to move out freely.

Socially and culturally with the influence of modernity, women are losing their cultural identity - socially alienating themselves from family structures of the society. We conclude by saying that although tourism is largely linked with the negative impact -violence against women, drug trade, crimes, nudity, pubs, rave parties.

In Agonda, tourism has mostly had a positive impact on the lives of local women, ensuring economic benefits, improving their standard of living and empowering them to sustain and become self-sufficient and in doing so emancipates the agency of women.

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