

Goa's Urban Landscape: Does It Retain the Lusophone Identity?**Nandkumar N. Sawant**

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ABSTRACT Every region experiences layers of historical sequential events and demonstrates subsequent development. This then transforms into the heritage and earmark as identity. Goa, presently a State of the Indian Union, was ruled by the Portuguese for more than 450 years and this has left an impeccable socio-cultural imprint on the landscape and the local populace. Today, after 60 years of Goa's liberation it is prudent to assess the people's perception and review the Lusophone Identity. For this study, Margao, a prominent urban town has been chosen. The Participatory Rapid Appraisal (PRA) method has been applied in this research, wherein reliance has been shown mainly on transect walk, time scaling, mapping, and semi-structured questionnaire-based survey. The study reveals that Lusophones' essence can be traced through tangible identities like the baroque style churches, heritage houses, and a few public and commercial institutions. The festivals and feasts still carry the tradition that commenced during the colonial regime. The study shows that the people staying in the old town have more concern towards the heritage than those staying in the suburbs. The locals agree that heritage helps in the creation of jobs, promotes the local products, and adds value to the image of the place. There have been voices and concerns to conserve the heritage and retain its cultural and historical identity.