

Methodology for Estimation of Domestic and Foreign Visitors (Same day & Overnight) at District Level in India

I. Introduction

Ministry of Tourism compiles data on domestic and foreign (tourist) visits in States/ UTs based on the information received from the State Governments/ UT Administrations. Such information at State/ UT level is generally collected by their Tourism Departments on the basis of administrative records and returns. In many cases, the information supplied does not cover the same-day visitors, visitors staying with friends and relatives, etc. A need was felt to prepare a standard methodology for estimation of number of visits and visitors at **district level** which can be executed/ used by the State Governments / UT Administrations.

In accordance with the definition prescribed by the UNWTO in order to assess the Internal Tourism Volume, visits by following 8 categories of visitors need to be accounted:

Leisure visitor:	Non Leisure visitor:
a. Same day Visitors	a. Same day Visitors
b. Overnight Visitors	b. Overnight Visitors
i. Staying at accommodation units	i. Staying at accommodation units
ii. Staying with friends and relatives	ii. Staying with friends and relatives
iii. Staying elsewhere (at temporary units)	iii. Staying elsewhere (at temporary units)

There is no single location / area from where assessment of numbers (volume) of all 8 categories of visitors can be made. For instance a survey canvassed at accommodation units would not be able to assess same day visitors and those visitors who stay with friends & relatives, etc. A survey at destinations would be able to give an assessment of only leisure visitors. A survey at exit points of the district may provide estimate of the above mentioned 8 categories of visitors, but it is very difficult to undertake a counting exercise at exit points as locals & persons coming for the purpose of seeking employment or setting up of residence would also be present.

Hence, the methodology comprises of multiple surveys. The methodology comprises of use of information from 3 sources:

(i) ***Tourist Destinations:***

- a. To assess the numbers (volume) of leisure visits by undertaking a counting exercise at the entry gates / points of the destination.
 - b. To assess the average number of destinations visited / intended to be visited in the district, place of stay of leisure visitors, etc. by undertaking a short survey at destinations.
- (ii) ***Exit points of the district viz. railway stations, bus stands and airports:***
To know the proportion of the 8 categories of visitors in a district Survey by undertaking a survey.
- (iii) ***Accommodation units:***
- a. To assess the total number of units & rooms by undertaking a Census and updating the list in every quarter.
 - b. To assess employee pattern and occupancy, etc. by undertaking survey at accommodation units.

The methodology comprises of 2 phases. First, a preliminary phase of 1 month and second, a main phase of 12 months. The main purpose of conducting Phase I (preliminary phase) is to assess the visitor traffic at different destinations / exit points of the surveys in order to distribute the sample sizes fixed for main surveys among the destinations / exit points. The main surveys would be conducted in phase II.

This methodology would enable the compilation of data of number of visits and visitors on monthly basis for district level for a given base year. However, the methodology should also help in preparation of estimates of number of visits and visitors, for subsequent years (say 3 – 4 years), on the basis of secondary information to be collected from the accommodation units.

The details of the methodology are given in the subsequent sections.

II. Definitions

The definitions of various terms to be used in the survey are given below.

1) Usual place of Residence:

The usual place of residence of a person is the city/ village where the person stays.

2) Usual Environment:

The usual environment refers to the geographical boundaries within which a person moves within his/ her regular routine of life. For the purpose of the survey, a destination which is visited by a person with a frequency of once in a month or more than that is considered as his / her usual environment.

3) Trip:

A trip refers to the travel by a person from the time of departure from his usual environment until he/ she returns. It, thus, refers to a round trip. A trip may be made up of visits to different places.

4) Visitor:

A visitor is a traveler taking a trip to a main destination outside his/ her usual environment for any main purpose (business, leisure or other personal purpose) other than setting up of residence or to be employed at the place visited.

Exclusion:

The travelers at a tourist destination for whom the tourist destination is part of their usual environment, are not considered visitors for the purpose of this survey. A traveler staying in the same city / village who visits a tourist destination with a frequency of once in a month or more than that would be treated as a non-visitor.

5) Tourist:

A visitor is classified as a tourist if his/ her trip includes an overnight stay. A tourist is also referred to as an overnight visitor.

6) Same-day visitor:

A visitor is classified as a same-day visitor if his/ her trip does not include an overnight stay. A same-day visitor is also referred to as an excursionist.

7) Foreign Visitor

A visitor whose country of nationality is other than India will be treated as a foreign visitor. Even a Non-Resident Indian (NRI) will be treated as a foreign visitor. NRIs are Indian Nationals but may be living, or are likely to live, in other countries for 6 months or more in a given year.

8) Domestic Visitor:

A visitor, who is a resident Indian, will be treated as a domestic visitor.

9) Tourist Destination:

The tourist destinations would generally be in terms of geographical area and tourist interest. A tourist destination should be a clearly identified spot /area/ location. It could be a ticketed closed area, non-ticketed closed area, or an open area without clearly specified boundaries. It may be maintained by Central Government, State Government, local body or any other organization, including those run by the private sector. The following norms should be adhered to for identifying a tourist location as a tourist destination:

- (i) Destinations covered under the common ticket will be considered as one tourist destination irrespective of their number.
- (ii) If there are 2 or more destinations within close proximity which are not ticketed, they would be considered to be a single destination if a visitor usually visits most or all in the same visit.

10) Entry/Exit Point:

Entry/Exit Point of a District would be generally including all types of entry/ exit points such as airports, railway stations, inter district bus terminals, etc. through which the visitors generally enter or exit from the district.

III. Objective

The survey will be used to obtain the following month-wise information for each district:

- a. Estimated number of visits and visitors
 - (i) By duration of stay i.e. overnight and same day.

- (ii) By purpose i.e. Leisure and Non leisure.
- (iii) By place of stay (in case of overnight visitors):
 - a. Staying at accommodation units;
 - b. Staying with friends and relatives;
 - c. Staying in temporary structures like tented accommodations provided by State Govt. or by any other charitable organizations, etc.
- b. Profile of visitors, their expenditure pattern, purpose of visits, etc.
- c. Occupancy rates in accommodation units and their employment pattern.

IV. Methodology

The methodology is executed at district level and comprises of 2 phases: Phase I (Preliminary phase) and Phase II (Main phase). Separate tenders should be floated for the execution of Phase I and Phase II of the as the quantum of work of Phase II would depend upon the findings of Phase I.

If the district has an exceptionally important destination drawing a large no. of visitors (such as Tirupati in Chittoor District of Andhra Pradesh), then such a destination should be treated as a separate notional district and tourism survey activities (involving destination survey, exit survey and accommodation survey) have to be planned and executed there accordingly. The estimation, therefore, will also be done separately for these destinations.

Phase I:

The main purpose of conducting Phase I (preliminary phase) is to assess the visitor traffic at various destinations / exit points of the district. The Phase I or the preliminary phase would follow the given mandate:

A. *Destinations:*

- a. An exercise will be undertaken by the executing agency of the State Government/ UT Administration covering 14 days of a month to identify the major tourist destinations in a district based on the tourist traffic.

- b. For ticketed destinations, number of visitors will be available from the number of tickets sold.
- c. For non- ticketed destinations, manual counting of visitors entering the destination through all the gates / points / approaches which provide entry will be carried out. For this purpose counting sheets would be executed.
- d. Assessment should be done in a normal period.
- e. The days on which this exercise should be done are as follows:

Week	Days
1	First 03 days
2	Last 04 days
3	First 03 days
4	Last 04 days

The first day of the month will be considered as the first day of the week.

- f. The destinations for which the cumulative count of visits is more than 90% of the total number of visits in the district will be considered as major destinations to be surveyed in the Phase II or the main phase.

B. *Exit points of the District:*

- a. Flow of exit of visitors may be observed at all the points of exit of the districts to find out the pattern of exit by various means (railways/ buses/ airplanes etc.). The proportion thus observed at the various exit points is to be used for sample distribution at the exit points in the Phase II or the main phase.
- b. Survey should be conducted in a normal period.
- c. The days on which this survey should be done are as follows:

Week	Days
1	First 03 days
2	Last 04 days
3	First 03 days
4	Last 04 days

The first day of the month will be considered as the first day of the week.

C. *Accommodation Units:*

- a. All the accommodation units (hotels, tourist lodges, dharamshalas, government/private companies' guest houses, etc.) in the district will be listed through the following sources / methods:
 - i. Secondary sources like trade directories / records of registration authorities like Municipal Corporations.
 - ii. Primary physical scanning.
- b. This list will be used as a sampling frame to select units for monthly survey of accommodation units in the Phase II or the main phase. This census list must be updated every quarter in the Phase II or the main phase.

Phase II:

In the main phase, the following exercises / surveys / assessments would be carried out:

A. Tourist Destinations:

a. Coverage:

i. Selection of destinations:

The destinations for which the observed cumulative count of visits in Phase I is more than 90% of the total number of visits in the district will be surveyed in the Phase II or the main phase.

ii. Coverage of important tourism event:

The date and week on which important tourism event is scheduled to take place at the selected tourist destination will be positively covered.

Information about important festivals, fairs, religious events, MICE events, events organized by the Govt. etc. at the selected tourist destinations will be collected in advance for the 12-month period.

If the important tourist event at the selected tourist destination falls outside the selected week and dates, the nearest week/dates will be substituted by the week/dates of the special event.

b. Assessment of numbers:

The number (volume) of leisure visits has to be assessed at tourist destinations of a district.

- i.** In case of ticketed destinations the number of visits has to be taken from the record of sales of tickets.
- ii.** In case of non – ticketed destinations, assessment of the total number of leisure visits has to be made through counting / execution of counting sheets.
- iii.** An investigator needs to be deployed at each of the entry points of the destination in order to manually count the number of leisure visits to the destination on the selected days / dates.
- iv.** Time Slot should be specific to the destination and should cover:
 1. The entire duration during which entry is permitted in case of ticketed / gated destination
 2. The duration in which nearly all the visitors visits in case of a non-ticketed / ungated destination

c. Short Survey:

In order to obtain a brief profile of the visitors to the destination a short survey using a questionnaire comprising of 8 – 9 questions has to be carried out at tourist destinations (both ticketed as well as non – ticketed). Following are the deliverables of this survey:

- i.** Break-up of number of visitors into overnight visitors (staying at accommodation units, staying with friends and relatives, staying at

other places) and the same-day visitors, separately for domestic and foreign visitors.

- ii. Average destinations visited / intended to be visited, place of stay, etc.
- iii. Assessment of quantum of visits by non – visitors and by non – leisure visitors.

Following are the particulars of this survey:

i. Sample size of visitors at district level:

Statistically, a sample of size 384 is required to get estimate of a parameter with a precision of 5% points and 95% level of confidence. For the proposed survey, however, the sample size will be 600 per district per month.

For a district if in certain months these much samples are not available, the shortfall should be covered in next months.

If a particular district is not important from tourism perspective and the sample size of 600 visitors per month is not likely to be available, then portion of this sample size may be allocated to other districts having larger no. of visitors. This redistribution must be done based on the findings of Phase I of the methodology.

At State level, the sample size of 600 x no. of Districts for the survey at Tourist Destinations has to be maintained every month.

ii. Distribution of Sample Size among Tourist Destinations:

The sample of 600 has to be distributed between the destinations (ticketed and non- ticketed) of the district. This may be done in proportion to the visitors at the destinations as observed in Phase I of the methodology.

The sample proportion of domestic as well as foreign visitors is to be decided on the basis of their proportion observed in phase I of the survey

or on the basis of data of ticket sales of previous day in case of destinations with differential tickets.

iii. Selection of days for survey of visitors in different months:

The survey will be conducted during all the 12 months of the year at each selected destination. In a particular month at a particular destination, survey will be done during 2 weeks.

In the first week, first 3 days of the week will be covered, and in the second week last 4 days of the week will be covered. For this purpose, first day of the month will be considered as the first day of the week.

The dates of survey at a tourist destination during the 12 months will be as follows:

Month	Weeks	Days of weeks	Dates of the month
First	First and Third	1 st week: 1-3 days 3 rd week: 4-7 days	1,2,3,18,19,20,21
Second	Second and Fourth	2 nd week: 1-3 days 4 th week: 4-7 days	8,9,10, 25,26,27,28
Third	First and Fourth	1 st week: 1-3 days 4 th week: 4-7 days	1,2,3,25,26,27,28
Fourth	Second and Third	2 nd week: 1-3 days 3 rd week: 4-7 days	8,9,10,18,19,20,21
Fifth	First and Second	1 st week: 1-3 days 2 nd week: 4-7 days	1,2,3,11,12,13,14
Sixth	Third and Fourth	3 rd week: 1-3 days 4 th week: 4-7 days	15,16,17, 25,26,27,28
Seventh to Twelve	Above pattern will be repeated		

iv. Time Slots for the survey at a destination:

Time slots should be such that they cover the varying visitor traffic pattern at a destination. For example, at some religious places visitors visit the destination in early morning and/ or late evening. Similarly fairs and festivals may draw large number of visitors during late hours in the

evening. Time slots of the survey at each destination should be devised in a manner so as to capture the variations in visitor inflow.

d. Exclusions:

Discounting visits by non-visitors at non – ticketed destinations

In the short survey at destinations questions are asked on usual place of residence and usual environment. Based on responses to these questions a person can be classified as a visitor or non - visitor. No exclusions for leisure visits by non – visitors are to be done for ticketed destinations so as to avoid mismatch with data of sales of ticket.

In case of non – ticketed destinations, a person is classified as a non- visitor if he / she belongs to the same city / village and visits the non – ticketed destination with a frequency of once in a month or more than that. Thus the total volume obtained from the counting sheet should discount a percentage of non- visitors which is observed in the short survey.

e. Assessing the number of visits by non – leisure visitors at all destinations.

In the short survey, Question is also asked on the purpose of visit to the district. Based on this the leisure visits at destinations can be classified as visits by leisure visitors and visits by non-leisure visitors.

f. Conversion of leisure visits at destinations to leisure visitors at district level.

In the Short survey, Question is also asked on number of destinations visited / planned to be visited. Based on this information the number of leisure visits at destinations of a district are converted into number of leisure visitors to a district.

If the leisure visits by non – leisure visitors are discounted at visits stage then the number of leisure visits may undermine the popularity of the tourist destination.

However, if these visits are accounted in leisure part at the time of calculation of leisure visitors (at district level), then the purpose for which visitors come to the district may not be presented correctly. Moreover, this might lead to duplication while estimating the number of non-leisure visitors to the district.

Thus, while converting leisure visits to leisure visitors the total number (volume) obtained from the counting sheet (after discounting non-visitors in case of non-ticketed destinations) should discount a percentage of leisure visits by non-leisure visitors which is observed in the short survey.

For converting leisure visits to leisure visitors, average number of places visited / planned to be visited in a district should be taken from responses corresponding to only leisure visitors.

B. Entry/Exit Points of the district

The survey at the tourist destinations will provide the numbers (volume) of only leisure visitors. The non-leisure visitors cannot be counted in full, hence the methodology envisages estimation of non-leisure visitors in a district based on ratio method.

Thus, for having an idea about the total number of visitors in the district, information about visitors collected at tourist destinations has to be supplemented by information on the non-leisure visitors.

a. Coverage:

All exit points of the district have to be covered.

b. Survey:

Survey of the visitors (at the time of their exit) at the exit points of the district (as identified in the Phase I) will provide information about the 8 categories of visitors mentioned in introductory section. It will also help in obtaining detailed profile of the visitors.

c. Sample Size:

This survey will be conducted with a sample size of 400 per month for each district. This sample will be allocated to the major exit points according to the proportion of

visitors leaving through those exit points, as obtained from the Phase I survey. The canvassing of the schedule of exit survey shall be done irrespective of the nationality of the respondent, so as to have a random representation of both foreign and domestic visitors.

The sample size allocated for each month should be captured in each district.

d. The days on which this survey should be done are as follows:

Week	Days
1	First 03 days
2	Last 04 days
3	First 03 days
4	Last 04 days

The first day of the month will be considered as the first day of the week

C. Accommodation Units

a. Obtaining particulars of accommodation units for all the units:

A short schedule would be canvassed amongst all the accommodation units listed in Census conducted in Phase I. Apart from the identification details, particulars like number of rooms, number of beds, total number of persons employed, annual turnover, etc. would be collected.

This information would be collected initially, and thereafter updated every quarter along with the updating of the list of accommodation units.

b. Survey of Accommodation Units:

The census list would form the sampling frame for the monthly survey of accommodation units.

The accommodation units listed in Phase I will be grouped in the following categories:

- i. Classified hotels
- ii. Other accommodation units-
 - a. Having more than 20 rooms
 - b. Having 10-20 rooms

- c. Having less than 10 rooms

For the purpose of conducting the Accommodation Survey, all the classified hotels and 10% of the units in each of the categories of other accommodation units will be selected by using circular systematic sampling method.

Fresh sample would be selected in each month.

From all the selected accommodation units, the following information about overnight visitors will be collected based on the records:

- a. Number of checked-in (domestic / foreign)
- b. Number of room nights spent (domestic / foreign)
- c. Residency status of the tourists (within the state / within country/ outside country)
- d. Purpose of their visit etc.

This information has to be collected in the 1st week of every month for the preceding month.

Estimation of total number of visits and visitors at District level

A. Obtaining total number of leisure visits in a district

In case of a ticketed destination, the total number of leisure visits to the destination in a given month, say 'M', would be the same as the number obtained from sales of tickets.

In case of compilation of number of leisure visits in a month for a non-ticketed destination 2 steps are involved:

Suppose 'm' is the number of leisure visits (after discounting visits by non-visitors) at a tourist destination during survey done on 14 days. This figure would be inflated (as explained below at points 1 and 2) to arrive at a figure of total leisure visits at the respective tourist destination in the month, i.e. 'M'.

1. When the month has no special tourist event

Suitable multiplier should be calculated for each month depending upon the number of days in the month. Suppose that N is the number of leisure visits in a month of 31 days based on the survey done on 14 days, then the multiplier would be 31/14 and $N \times (31/14)$ will be the total number of leisure visits during that month. Similarly, multiplier can be calculated for the month with 30, 29 and 28 days.

2. When the month has special tourist event

For month having a special tourist event, estimation would have to be done for the period of special tourist event separately and remaining period of the month separately. The approach would remain the same as in [1] above.

B. Converting Leisure visits into leisure visitors

The number of leisure visits, thus obtained at step 'A' are then required to be converted to number of leisure visitors.

The total leisure visits also contain leisure visits paid by non – leisure visitors also. If the leisure visits by non-leisure visitors are accounted for while converting leisure visits to leisure visitors this might lead to duplication while estimating the number of non -leisure visitors to the district.

Thus, while converting leisure visits to leisure visitors the total volume obtained from the counting sheet (after discounting non – visitors in case of non-ticketed destinations) should discount a percentage of leisure visits by non- leisure visitors which is observed in the short survey. For converting leisure visits to leisure visitors, average number of places visited / planned to be visited in a district should be taken from responses corresponding to only leisure visitors.

Let ‘p’ be the proportion of leisure visits by non – leisure visitors as observed from the monthly survey at destinations.

The monthly sample size of survey at destinations is 600 in a district. Now, suppose out of 600, 60 were non leisure visitors. Then ‘p’ = 10% = 0.1.

Suppose, the monthly estimated volume of leisure visits in the District A= N = 10000. Then leisure visits by leisure visitors = $10000 * 0.9 = 9000$.

Suppose, average number of tourist destinations visited / planned to be visited in a district by a leisure visitor = 2. This implies estimated number of leisure visitors = $9000/2 = 4500$

C. Estimation of non-leisure visitors

Based on the volume of leisure visitors in the district obtained from the survey & counting at destinations and ratios of non – leisure visitors obtained from the survey at entry / exit points of the district, the volume of non – leisure visitors in the district can be obtained.

If following is the percentage distribution of Domestic Visitors obtained from Exit Point Survey at District A (sample size =1200 per quarter obtained by pooling results of 3 months of a quarter):

Leisure					Non Leisure				
Staying at Hotels	Staying with Friends & relatives	Staying elsewhere	Same day visitors	Total	Staying at Hotels	Staying with Friends & relatives	Staying elsewhere	Same day visitors	Total
5	14	16	20	55	3	12	13	17	45

Now, if 4500 is the estimated number of leisure visitors in district A, then 4500 would be akin to 55%. This implies 1% visitors approximately amount to $4500/55 = 81.81 \approx 82$.

We can, thus, estimate the monthly volume of different categories of non-leisure visitors in the following manner:

- Non Leisure visitors staying at hotels = $82 \times 3 = 246$.
- Non Leisure visitors staying with friends and relatives = $82 \times 12 = 984$.
- Total Non-Leisure visitors = $82 \times 45 = 3690$.
- Total visitors in District for the given month = $4500 + 3690 = 8190$.

D. Estimation of monthly volume of visits in a District

In case of non – leisure, one visitor can be said to pay one visit at district level for its non-leisure purpose. Any visit to a tourist destination is already accounted for in leisure visits, these are visits for leisure purposes.

Thus, total number of monthly visits at district level, say V, can be obtained by clubbing leisure visits and non – leisure visits.

$$V = 10000 + 3690 = 13690.$$

E. Estimation for post survey periods

As the monthly data of visitors will be required by the State/ UT Governments in future also the outcome of this survey will be utilized in the following manner by the State/ UT Governments.

Post survey, the list of accommodation units in the selected tourist destinations in the States/UTs may be updated on a regular basis by the State/ UT Governments. The information about distribution of various categories of visitors obtained from the current survey will be appropriately combined with the information on number of visitors staying in accommodation units to estimate the number of other categories as well as total number of visitors in the district in subsequent periods.

ILLUSTRATIVE LIST OF TOURIST DESTINATIONS: MAHARASHTRA

DISTRICT	DESTINATION	
AHMEDNAGAR	Shirdi	1
	Shanisignapur	2
	Siddhivinayak - Siddhatek (Astvinayak)	3
	Ahmednagar fort	4
	Newas	5
	Kalasubai Harischandragad Wild Life Sanctuary	6
	Bhandardara (Dam)	7
	Ravekudi	8
AKOLA	Narnala wildlife sanctuary / Fort	9
	Balapur Fort	10
AMRAVATI	Gugamal National park / Melghat Tiger Proje	11
	Salbardi (Chakradher Swami Mandir)	12
	Ambadevi & Ekvira Temple	13
AURANGABAD	Ajanta	14
	Daultabad Fort	15
	Ellora	16
	Bibi Ka Makbara	17
	Grishneshwer (Jyotirling)	18
	Shri Bhadra Maruti Temple	19
	Paithan - Jayakwadi (Paithani Sari)	20
BEED	Kapildhara (Ashram Of Kapilmuni)	21
	Parali Vaishnath	22
BHANDARA	Ambagar Fort	23
	Chinchgad	24
	Dighod	25
	Brahmi	26
BULDHANA	Sheogaon (Samadhi of Gajanan Maharaj)	27
	Datyasudan Temple	28
	Lonar Crater	29
CHANDRAPUR	Nagbhir (Ghodajhari) Picnic Spot	30
	Tadoba, Tadoba national park	31
DHULE	Anerdam Wildlife Sanctuary	32
GADCHIROLI	Jinganur (Bhamergargh Wildlife Sanctuary)	33
GONDIA	Nayagaon Wild Life Sanctuary	34
HINGOLI	Aundha Nagnath (Jyotirling)	35
	Narsi Namdev	36
	Mallinath Digambar Jain (audhanagnath) 35km	37
JALGAON	Unapdev hot Spring mouth Like GOMUKH),Adavad	38
	Changdev Maharaj, Bhusawal	39
	Amalner Tirath (Like Pandherpur) / Amalner Fort	40
	Patanadevi Temple	41
JALNA	Shree Ganesh of Rajur,	42
	The Matsyodari Devi Temple &	43
	Moti bagh,Jamb Samartha	44
KOLHAPUR	Radhanagri (Dazipur Wild Life Santuary)	45
	Vishalgad Fort	46
	Panhala fort	47
	Rankala lake,	48

	Mahalaxmi Temple,	49
	Maharaja palace,	50
	Shalini Palace, Mandre Museum	51
LATUR	City park	52
MUMBAI	Gateway of India	53
	Prince of wales museum,	54
	Jahangir art gallery	55
	Marine Drive	56
	Hanging Garden	57
	Mahalaxmi temple	58
	Haji Ali	59
	Juhu Beach	60
	Sidhivinayak	61
	Malabar hill	62
	Elephanta caves	63
	Nehru Planetarium	64
	Sanjay Gandhi National park (Zoo & Kanheri Caves)	65
NAGPUR	Kanhan	66
	Pench National park	67
	Ramtek (Shri Ram Temple)	68
	Ambazari Lake	69
	Balaji Temple	70
	Maharaj Baug, zoo	71
NANDURBAR	Toranmal, Toranmal shiv temple, Hidimba's forest,	72
	Sardar Sarovar Project - kevadia dam,	73
	Fort of Akka Rani	74
	Historical Well Of Tawalai	75
	Sideshwar Temple	76
NASIK	Trimbakeshwar (Jyotirling)	77
	Pandav caves,	78
	Sinhastha Kumbh Mela(Punchvati, godavari Ghat)	79
	Igatpuri	80
NANDED	Sahastra kund	81
	Painganga wildlife	82
	Mahurgad	83
	Nanded Fort Sachkant Gurudwara	84
OSMANABAD	Ramlingam ghat	85
	Dharashiv Caves Balaghat Mountains	86
	Tulja Devi	87
PARBHANI	Hajarat Turabul Huq	88
	Pathri, Shirdi Saibaba Janmshtan Mandir.	89
PUNE	Shivneri Fort	90
	Bhimashanker (Jyotrling)	91
	Aland (Samadhi of Sant Dnyaneshwar)	92
	Lonavala	93
	Khandala	94
	Lohagad	95
	Karla Caves	96
	Dehu (Mahasamadhi Of Sant Tukaram)	97
	Kelkar Museum,	98
	Sinhgad, (Fort) Picnic Spot For Lovers	99
	Ranjangaon (Ashtvinayak)	100

	Shaniwar wada,	101
	Khadakwasala, (Dam) Picnic Spot	102
	Panchet (Dam) Pune Chowpati	103
	Agha Khan Place	104
	Chattri (Architecture, Memorial)	105
	Katraj Garden	106
	Parvati (hill and Temple,Oldest heritage)	107
	Pataleshwar Caves	108
	Moregaon (Ashtvinayak)	109
	Rajgarh Fort	110
	Torna Fort	111
	Theur(ashtvinayak)	112
	Khurundar Fort	113
	Jejuri (khandoba or Khandobachi Temple)	114
RAIGHAD	Matheran	115
	Alibag, Fort, Mandva	116
	Murud-Janjira	117
	Phansad wildlife sanctury	118
	Harihareshwer	119
	Mahad (Ashtavinayak)	120
RATNAGIRI	Harnai Beach	121
	Ganpatipule	122
	Ganga / Hot Water Spring	123
SANGLI	Chandoli Wildlife Sanctuary	124
	Sagareshwar Wildlife Sanctuary	125
SATARA	Mahabale/prapgarh fort	126
	Panchgani	127
	Shri Bhavani Museum,	128
	Thosegarh water fall,	129
	Kas lake	130
	Ajinkyatra fort,Sajangarh	131
	Koyna lake	132
Sindhudurg	Malvan beach , Fort	133
	Tarkarli,	134
	Vijaydurg fort	135
	Amboli Waterfalls	136
Solapur	Kundalsangam,Akalkote	137
	Pandharpur	138
	Mangalwedha	139
THANE	Kelve Beach, Fort And And Dame	140
	Ganeshpuri(swaminityanand Maharaj) , Purtgali Fort	141
	AMBARNATH (shiv Temple)/ Ganesh Temple in Titwala	142
WARDHA	SEVAGRAM	143
WASHIM	Shirpur (Parshwanath Digamber Jain Mandir)	144
	Padmateerth	145
YAVATMAL	Kalamb Tipeswar Sanctury	146
	Ghatanji & Kaleshwar	147

State
District Name & code
City/ Town

S.No.					
-------	--	--	--	--	--

**ACCOMMODATION CENSUS
(QUARTERLY)**

1. Name of accommodation unit: (Please collect visiting card)

2. Type of accommodation unit RECORD BY TICKING (SINGLE RESPONSE)

[1] 5 Star Deluxe Hotel and 5 Star Hotel

[2] 4 Star Hotel

[3] 3 Star Hotel

[4] 2 Star Hotel

[5] 1 Star Hotel

[6] Heritage Hotel

[7] Bed & Breakfast Unit and Home Stays

[8] Others

3. Ownership RECORD BY TICKING (SINGLE RESPONSE)

[1] Central Government

[2] State Government

[3] Private Limited

[4] Proprietorship/ Partnership

[5] Public Limited

[6] PSU

[7] Charitable Trust/ Society

[8] If any other, please specify _____

6. Registered with.... RECORD BY TICKING (MULTIPLE RESPONSES)

[1] State Tourism Department

[2] Ministry of Tourism, New Delhi

[3] Municipal Corporation

[4] Police Department

[5] Health Department

[6] None

[7] If any other, please specify _____

7. Please furnish the details of the following:

S. No.	Type of Room	Number of rooms	Number of beds	Room Tariff	
				Rs.	US Dollar (US \$)
1	Single AC				
2	Double AC				
3	Deluxe AC				
4	Suits AC				
5	Single Non AC				
6	Double Non AC				
7	Deluxe Non AC				

8	Suits Non AC				
9	Dormitory / Hall				
10	Any other				
Total (Post Code)					

8. Total number of employees: _____ (Permanent & Temporary)

Departments	Number of permanent employees	Number of casual or temporary employees	Total (Post Code)
Management Team			
Front Office			
F & B (Service)			
F & B (Kitchen)			
House Keeping			
Accounts			
EDP			
Security			
Sales & Marketing			
Purchase & Stores			
Human Resource			
Public Relation			
Engineering			
Telephone			
Health Club			
Laundry			
Other departments			
Total			

9. Number of people working in the age group of:

18 – 25yrs	26 – 30yrs	31 – 40yrs	41 – 50yrs	>50yrs

10. Category of accommodation unit for Sampling

[1] Classified hotels
[3] 10 -20 rooms

[2] Having more than 20 rooms
[4] less than 10 rooms

State
District Name & code
City/ Town

**ACCOMODATION SURVEY
(MONTHLY)**

S.No.					
-------	--	--	--	--	--

1. Name of accommodation unit: (Please collect visiting card)

2.1 Number of room days occupied in the last month: _____

(TO BE COMPUTED AS SUM OF NUMBER OF DAYS THAT EACH CUSTOMER HAS STAYED FOR)

2.2 Room Occupancy % _____

2.3 Total number of guests: _____

2.4 Total number of domestic guests: _____

2.5 Total number of room nights for domestic guests _____

2.6 Total number of foreign guests: _____

2.7 Total number of room nights for foreign guests: _____

3. Please generate the following statistics in respect of tourist inflow

Sl. No.	Type of Guests (Domestic – 1 Foreign – 2)	Name of the State (In case of domestic tourists) / Name of the country (in case of foreign tourists). Post the relevant state code/country code as provided in the list	Number of Guests	Room nights spent
TOTAL				

STATE CODES				ILLUSTRATIVE COUNTRY CODES			
1	Andaman & Nicobar Islands	19	Kerala	1.	Argentina	19	Korea
2	Andhra Pradesh	20	Lakshadweep	2.	Australia	20	Malaysia
3	Arunachal Pradesh	21	Madhya Pradesh	3.	Bangladesh	21	Maldives
4	Assam	22	Maharashtra	4.	Belgium	22	Morocco
5	Bengal	23	Manipur	5.	Cambodia	23	Nepal
6	Bihar	24	Meghalaya	6.	Canada	24	Netherlands
7	Chandigarh	25	Mizoram	7.	China	25	Norway
8	Chhattisgarh	26	Nagaland	8.	Cyprus	26	Pakistan
9	D & N Haveli	27	Odisha	9.	Denmark	27	Philippines
10	Daman & Diu	28	Pondicherry	10.	Egypt	28	Saudi Arabia
11	Delhi	29	Punjab	11	Europe	29	Singapore
12	Goa	30	Rajasthan	12	Finland	30	South Africa
13	Gujarat	31	Sikkim	13	France	31	Spain
14	Haryana	32	Tamil Nadu	14	Germany	32	Sri Lanka
15	Himachal Pradesh	33	Telangana	15	Greece	33	Switzerland
16	Jammu & Kashmir	34	Tripura	16	Israel	34	UAE
17	Jharkhand	35	Uttar Pradesh	17	Italy	35	UK
18	Karnataka	36	Uttarakhand	18	Japan	36	USA

Short Survey Questionnaire at Destination

Date: DD/MM/YY

State: Prefilled

District Name/ Code:

Name of Destination: _____

1. Are you a [1] Indian [2] Foreigner [3] NRI

2 If Indian, where do you reside (**for determining usual place of residence**)

i) Within same city/ village ii) Same district iii) Other district of the state

iv) Outside the state, specify state code

If the answer in 2 is (i), ask the following

Frequency of visit to this Tourist spot (**for determining usual environment**)

a) Once in 7 days b) once in 15 days c) Once in a month

d) More than once in a month

**If response is a) OR b) OR c) TERMINATE THE QUESTIONNAIRE
(Number of records terminated gives proportion of non- visitors. This has to be excluded from counting sheet at non- ticketed destinations only.)**

3. Type of Tourist

[1] Overnight visitor [2] same day visitor

4. If Foreigner country of nationality _____

5. If NRI, country of residence _____

6. If overnight visitor, place of stay

[1] Hired accommodation [2] Friends & relatives [3] other free accommodation

7. Sex: MALE /FEMALE

8. What was the main purpose of visit (without which the trip would not have happened)? **READ OUT OPTIONS & TICK (SINGLE RESPONSE-** more categories can be added if needed)

[1] Business [2] Holidaying, leisure & recreation
[3] Social (visiting friends & relatives, attending marriages etc.)

[4] Pilgrimage /Religious activity

[5] Education /Training

[6] Health & Medical

[7] Shopping

[8] Others

If the response is other than “[2] Holidaying, leisure & recreation”, purpose would be non – leisure.

9. Which destinations have you visited / do you plan (intend) to visit in this district?

Name of the investigator: _____ Date: _____

COUNTING SHEET (FOR NON TICKETED DESTINATIONS)

Destination _____

State Code: Prefilled District Code _____

Date: DD/MM/YY

DATE	Count of visits (Hourly Count by tally mark method)							
	10 – 11 AM	11-12 AM	12 AM- 1PM	1-2PM	02-03PM	03-04PM	04-05PM	05-06PM

Use one sheet for each date

Modify Time Slot according to Destination

State :
Distt. name/Code:
City/ town

**VISITOR SURVEY
(EXIT POINTS)**

S.No.					
-------	--	--	--	--	--

Date: DD/MM/YY

1. Survey Point (RECORD BY TICKING ONE OPTION)

[1] Railway Station [2] Airport [3] Bus Station

2. Do you belong to this District? [Yes] [No]

 If Yes in Question 2: Terminate the Questionnaire

 If No in Question 2 ask Question 3

3. Are you 'arriving in' or 'leaving' the District?

 If 'arriving in' in Question 3: Terminate the Questionnaire

DEMOGRAPHIC PROFILE:

(IN CASE OF FAMILY / GROUP, RESPONDENT IS THE HEAD OF THE FAMILY / GROUP)

4. Type of visitor: [1] Over-night visitor [2] Same-day visitor

5. Name: _____ Telephone No. (With STD/ISD Codes)
_____ (OPTIONAL)

6. Travel Behavior: **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

[1] Alone [2] With Family / Friends [3] Organized Group

<IF ANSWER TO Q. 5 IS 2 OR 3, THEN ASK Q. NO. 6 & 7>

7. Are you a... [1] Indian (GO TO Q.8) [2] Foreigner (GO TO Q. 10) [3]
NRI (GO TO Q. 10)

8. Which state/ union territory of India do you reside in? _____

<Ask Q. 9 IF the response in Q-8 is same as the prefilled entry of state at the beginning of questionnaire >

9. Name of the District from which you have travelled -----

10. Which country do you reside in? _____

TRAVEL BEHAVIOR:

11. What was the main purpose of visit (without which the trip would not have happened)? **READ OUT OPTIONS & TICK (SINGLE RESPONSE-** more categories can be added if needed)

- [1] Business
- [2] Holidaying, leisure & recreation
- [3] Social (visiting friends & relatives, attending marriages, etc.)
- [4] Pilgrimage /Religious activity
- [5] Education /Training
- [6] Health & Medical
- [7] Shopping
- [8] Others

12. How did you make your travel arrangement? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Self
- [2] Office / Employer
- [3] Travel Agent
- [4] Tour Operator
- [5] If any other, please specify_____

13. Ask from Overnight Visitors (ONLY)

Where did you stay during your visit? **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Accommodation Units
- [2] Friends and Relatives
- [3] Others

If [1] in Q. 13 ASK Q. 14

14. Type of accommodation Unit: **READ OUT OPTIONS & TICK (SINGLE RESPONSE)**

- [1] Heritage Hotel
- [2] 5 Star Deluxe Hotel OR 5 Star Hotel
- [3] 4 Star Hotel
- [4] Bed & Breakfast Unit and Home Stays
- [5] Others

EXPENDITURE PATTERN:

15. Please tell us, how much have you spent DURING YOUR VISIT TO THIS STATE?

Package Component in INR_____

16. For Non-Package Component, please ask the following

S No.	Items	(in INR)
1	Accommodation	
2	Food & Drink	
3	Local Transport	
4	Shopping	
5	Others	
Total		

Name of the investigator: _____ Date: _____
