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Quiescent lakes where time stands still

FINAL REPORT

**Study on Evaluation of the scheme “Domestic
Promotion and Publicity including Hospitality (DPPH)”**



सत्यमेव जयते
Government of India

Submitted to:

**Ministry of Tourism,
Govt. of India, New Delhi**

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EXECUTIVE SUMMARY

1.1. Background

The Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism Government of India in 2004, with a key objective of creating a general awareness amongst the domestic population about the potential tourist destinations in the country, thereby developing the domestic tourism market in India.

Under the scheme there were four region specific campaigns viz. (1) North-east campaign, (2) Central India campaign, (3) South India Campaign, and (4) Eastern India campaign along with one special Buddhist sites campaign.

In addition to the region specific campaigns, two general campaigns viz "Atithi Devo Bhava" and "Indian for India" were also introduced to create a general awareness about tourism amongst the people of the country.

The campaign employed a mix of all the major mass media like TV, Radio, News Paper and Magazine.

The Ministry of Tourism commissioned MARCH Marketing Consultancy and Research, Hyderabad for an evaluation study to examine the efficiency of the promotional tools used in the campaign and to assess the impact of the campaign in promoting awareness about the tourist destinations .

For the purpose of the data collection extensive field work was carried out in December 2006 in eight major cities viz: Delhi, Bombay, Chennai, Kolkata, Bhubaneswar, Lucknow, Ahmedabad and Hyderabad.

Over 1780 respondents were interviewed from amongst three target segments Viz General Public (Past tourist or Future Tourist)/ Current Tourists/Service Providers (End beneficiaries of the campaign).

The Study examines the effectiveness of the promotional tools and assesses the impact of the campaigns. It also makes recommendations to improve the effectiveness in future campaigns.

1.2. Summary of the findings

1. Overall Expenditure Analysis:

- Over Rs 25 cr was expended under the DPPH schemes across the two categories of media viz: Print and Electronics. Over 70% of the total expenditure was on the television media, followed by 20% on the newspaper media. Radio and magazines accounted for 7%.
- Within the television media, the entertainment channels accounted for more than 54% of the total spend, with news channels accounting for 35%. Movie and Sports channels did not account for any significant component.
- From a distribution perspective all India campaigns accounted for 74% of the expenditure. Regional campaigns in regional media were limited to 24%, within which Hyderabad (34%) and Kolkata (31%) were the regions with the highest spends.
- About 24% of the total campaign expenditure was spending on "Athithi Devo Bhava" social awareness campaign followed by 22% on North East regional campaign. Only 9% was spent on Buddhist Campaign.

2. Campaign Reach¹:

- The overall reach amongst the three target segments viz General Public, Current Tourists and Service providers, was impressive at more than 60%. It was highest (85%) for the service providers segment and lowest (42%) in the general public segment. In the tourist segment half of the respondents were aware of the campaigns. Since growth in tourism is dependent on influx from the general public subsequent campaigns need to increase the focus on this specific target segment.
- From a specific campaign perspective the "Atithi Devo Bhava" had the highest reach of 47% followed by the Northeast region specific campaign with a reach of 39%. The "Central India Campaign" reach was the lowest at 10%. [Reach is defined as the percentage of respondents who expressed awareness of the campaign.]
- From a location perspective the reach was highest (74.3%) in Bhubaneswar followed by Delhi and Chennai (71.6% and 71% respectively. Whilst the locations

¹ Campaign Reach – The total no. of people aware about the campaign

with the lowest reach were Kolkata and Lucknow, they were, nevertheless, significant at 51%.

- From a media perspective, television had the highest reach of 60% along with news papers at 31.8%. The reach of the other two media vehicles viz magazines and radio were also impressive at 14.6% and 6.2% respectively.

3. Campaign Efficiency:

[Efficiency here is defined as the ratio of reach to spend]

- Radio and magazines are the most efficient. However owing to the lesser audience for both these media they can be only used as a supporting media to the TV and News Paper.
- Amongst specific promotion campaigns the "Atithi Devo Bhava" the "Buddhist site" campaigns and the "Northeast Campaign" were more efficient when compared to other campaigns. The all India nature of these campaigns leads one to conclude that the regional campaigns are relatively less efficient when compared to all India campaigns.
- From a location perspective the efficiency was highest in Delhi, Chennai and Bhubaneswar. In these cities the regional campaigns were not significant. Likewise, the efficiency was lowest in Hyderabad and Kolkata where the regional campaign expenditure was highest. The above may be account of media usage pattern of the targeted respondent in the selected places under study. As the study was conducted in the major cities of the state and also the targeted respondents had higher access to the national level media thereby resulting in the lower reach of the regional campaign.

4. Campaign Relevancy:

For the current study the relevancy was examine by comparing the allocation of the fund on various promotional tools with the media usage pattern of the target group (particularly Non viewers).

1. In the television media, only half of the not-reached segment views the entertainment and news channels. A significant 38% of this segment view movie and sports channels. There is a plausible case for increasing the spend in these channels. Presently only 10% of the television spend is allocated to movies and

sports channels. Also with another 15% of this not-reached segment viewing religious channels, some exposure in religious channels as well may be considered, as more than 9% of the non-viewers of the DPPH ads watch religious channels.

2. A large proportion (95%) of the publicity was telecast in Prime time-after 7 PM. However, over 50% of the not-reached segment watches TV in non prime time .The reason lies in the demographics of this segment, which are relatively older and also comprises of housewives and retired personnel. There is a case to increase the proportion of telecast in non-prime time as more than 50% of the non-viewers of DPPH ads watch television in the non-prime time slot.
3. Internet as a channel of promotion may be considered as a large proportion of the respondents confirmed regular access to the Internet.

5. Campaign Impact:

- Awareness:

The awareness of 62% (overall campaign reach taking all respondent categories into consideration) is significant and reflects positively on the media selection and content. Amongst this group 37% expressed that they were “interested” to take a trip, which is another significant factor in support of the campaign. Further only 12% confirmed use of the advertisement information to help “plan” their trip. To the extent that the DPPH Scheme was essentially to create awareness it would not have been feasible to incorporate information relevant to planning a trip.

- Social:

Amongst the Service provider target, 60% expressed the view that their respect, attitude and behavior towards the tourists increased after seeing the promotional campaign “Atithi Devo Bhava”.

- Economic:

Overall at least 50% of the service providers felt that there was some amount of increase in tourist arrivals as a consequence of the DPPH campaign. This in turn had a positive impact on their earnings.



6. Demographics:

The data shows the respondents who were aware of the campaign were young, single and either in government/private jobs/students, while the respondents who were unaware were relatively older, housewives or retired personnel.

So it shows that the campaign was not able to attract the elder mass, businessmen and housewives. The change in the campaign schedule with the inclusion of religious and business channel may increase the reach.

1.3. Recommendations

1. Promotion Tool:

The importance of any particular promotional method clearly depends on the characteristics of the target audience specifically with reference to their media preferences.

- **Internet:** The study findings clearly indicates that about 20% of the tourist uses internet extracted information for selecting their holiday destination while 10% of the potential tourist who intend to plan for holidays are willing to use internet extracted information for selection and planning their holidays destination. Hence campaign through internet & email focusing on these classes would be an effective and efficient promotion tool.

- **Television:**

- i. Channel Selection:

- Entertainment & News based channel contributes close to 90% of the total TV expenditure, while only 50% of the non-viewers prefer watching the same channel
 - Sports & Movie channels contributed only 10% of the total expenditure, while 38% of the non-viewers prefer watching the above channels
 - Reallocation of funds from entertainment & News channel to sports and movie based channel may increase the campaign reach

- ii. Ad Timings:

- About 95% of the advertisement was given during prime time, while only 5% was given during non-prime time whereas 57% of the non-viewers watch television during non-prime time
 - Reallocation of the fund from Prime time to non-prime time may increase the reach of the campaign

- **Additional Promotional Tools:**

During the survey administration, majority of the respondents suggested additional promotional tools like

- a. Rail Ticket, Bus Ticket and ATM slips can be used as additional tool for print media campaign
- b. Similarly in electronic media local folk songs can be included as a part of regional campaign.



2. Promotion Method:

- Product Specific:

This could be considered for specific locations with specific facilities for golf, adventure tourism etc. It would be feasible to direct the promotion to a specific target segment for each product, thereby reducing costs.

- Period specific:

There is a rising trend for short holidays in the domestic market as well. Period specific promotion before the holidays may be an effective and efficient promotion avenue.

- Locale specific :

Locale specific promotion may attract people in proximity to the destination or with adequate logistics for short holidays. For instance campaigns in cities from where there are direct trains or flights to the targeted tourist destinations may be considered.

- Increase frequency and Extending the Coverage:

The survey findings indicated majority of the respondents suggested to increase the frequency of the advertisement to enhance the visibility. There were additional views of adding more tourist destinations in the regional campaign.

3. Promotion Organization:

- Departmental Coordination:

There is an overlap of the tourism promotion activities of the State tourism department with the national level promotion activities of Ministry of Tourism. Coordination between the Center and State could add synergy to the individual efforts.

- Stake Holders Participation:

The opinions of the key players of the tourism industry like service providers and local government may add value in respect of regional campaigns to the content of the campaign and improve its effectiveness and efficiency.



- Public Private Partnership:

The trade partners in the tourism industry like Travel agencies, Hoteliers and other service enterprises benefit directly from the promotion. Costs of the promotion campaign- specifically in regional campaigns could be compensated somewhat by the trade partner, in exchange for publicity of the trade partners' offerings in the advertisements.



II. BACKGROUND OF THE STUDY

2.1. Introduction

- i. The World Tourism organization the leading tourism organization has projected the Indian tourism sector to grow at 8.6% annually².
- ii. The Indian Tourism Industry is growing at a faster rate than the world average (4.6%)³. The growth momentum, however, will critically depend on sustainability of growth in domestic tourism sector.
- iii. The mainstream of the Indian tourism is the international tourist. A fall in international tourist arrivals is felt in all sectors of the industry. For example the September 11, 2001 attack on World Trade Center affected international travel severely. In this context developing the domestic tourism market is imperative for the sustained growth.
- iv. Economic factors within the country too are expected to have a positive impact on domestic tourism. The changing demographic composition, improvement in the standard of living, additional surplus income, decreasing trend of working hours and increasing the holiday's periods all have a positive impact

2.2. Global Tourism: An overview

- i. Currently, 3.5 per cent of the world population has ventured out as tourists. Tourism accounts for 10.3 per cent of global Gross Domestic Product (GDP), 11.8 per cent of global exports, 8.7 per cent of global employment, and 9.3 per cent of global capital investment⁴.
- ii. International tourist arrivals worldwide touched 800 million in 2005, generating \$ 680 billion revenues. International tourism flows are expected to reach 1.5 billion by 2020 and revenue estimated to cross \$ 2000 billion⁵.
- iii. As per estimations by the World Travel and Tourism Council (WTTC) the travel and tourism economic activity is poised to increase by 4.5 % between 2002 and 2012^a.
- iv. Long haul travel will grow faster than intra-regional travel. A growth of 24 percent is expected by 2020^b.

^{2,3 & 4} : Source - WTTC Report on Progress and Priorities 2006/07 (Page -09)

a, b: Page – 818, Global Market trends, Chapter 7.5 (Tourism), 10th five year plan, Govt. of India

⁵ Tourism Highlights – 2006, UNWTO



- v. The demand for eco-tourism and nature based holidays is expected to double and may even triple in the next 20 years^c.
- vi. Demand for authentic, off-the-beaten-track vacations in remote and less well-known places is on the rise.
- vii. There is a considerable change in the place preference of the tourists. More tourists are planning for rural and ethnic tourism, cultural tourist places in preference to sun-and-sand vacations.
- viii. Tourists are preferring visiting a 'neighboring country' and there is a shift from longer tour trips towards shorter duration trips
- ix. Globally the ratio between domestic and international tourists is 10:1 and the growth rates in most mature domestic markets is 2 per cent or even less⁶.
- x. Canada recorded 75 million overnight trips accounting for 80 per cent of all visits and 70 per cent of tourism revenues.
- xi. China recorded 744 million domestic movements, 330 million urban, accounting for 70 per cent of hotel occupancy and revenue of \$32 billion. By 2010 receipts from domestic travel are expected to rise to \$156 billion.
- xii. Australia's domestic market had 142 million trips yielding 80 per cent of tourism GDP

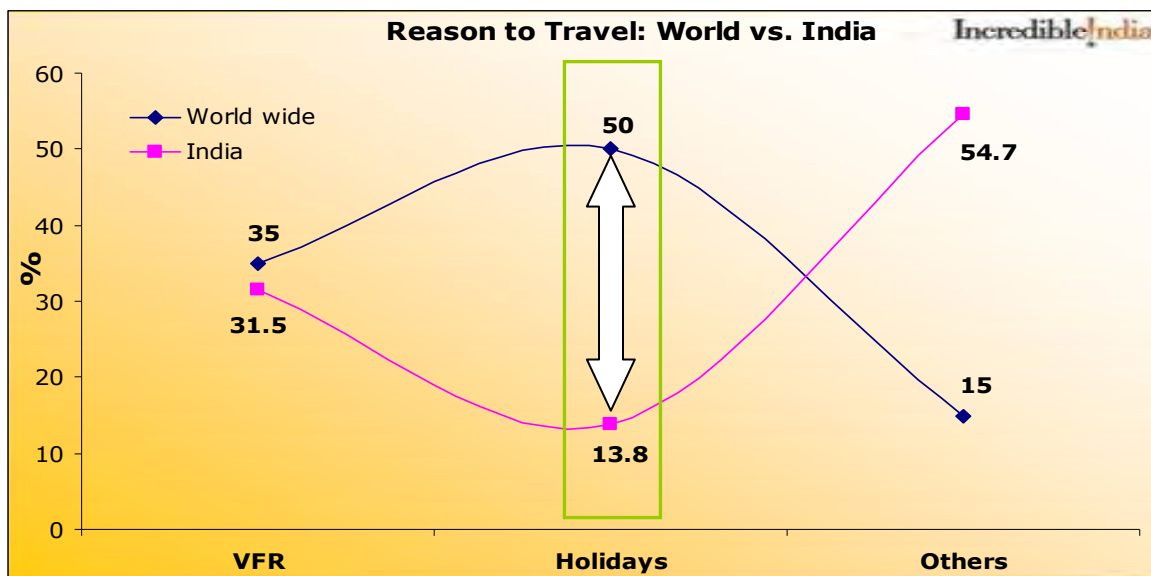
⁶ Source for points **ix** to **xii** - Article: "It's Time To Go For Domestic Tourism" published by Express Hotelier & Caterer (January 6, 2003). Web url: <http://www.tourismofindia.com/misc/time.htm>
c - Page – 818, Global Market trends, Chapter 7.5 (Tourism), 10th five year plan, Govt. of India

2.3. Status of domestic Tourism in India

2.3.1. Nature of Travel

The size of the domestic market in India in the year 2000 was estimated at 320 million trips of which 109 million visits were in the urban segment, which is about 67 times the size of foreign arrivals in numbers⁷. However, the nature of the trip is critical. As the graph below highlights over 30% of the trips are visits to friends and relatives (VFR), with only 13% of the trips being in the nature of holidays. This is to be compared with the world average of 50%⁸. Income and tourism activity is dependent on holiday travel much more closely than trips to friends and relatives.

Graph no - 01



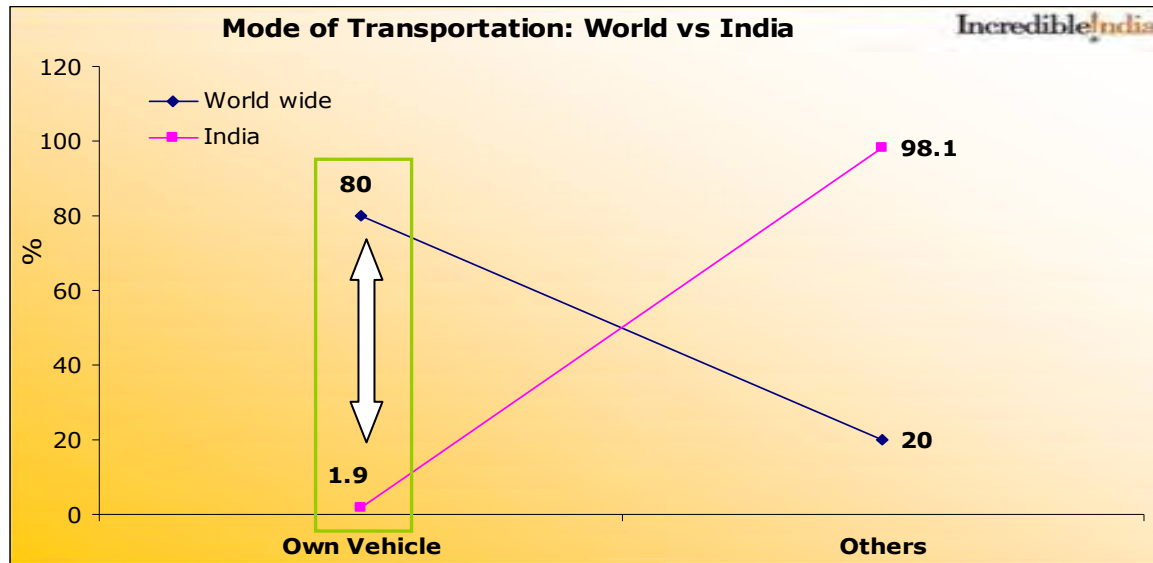
With higher disposable incomes, the domestic traveler now has a wide range of choices before him. If India were to approach the world average for domestic travel, it provides a huge potential for growth.

2.3.2. Mode: Globally, 80 per cent travel in their own automobiles. In India this figure is as low as 1.9 per cent⁹. Those using hired cars are even lower at 1.7 per cent and those using

7, 8 & 9: Source: Article: "It's Time To Go For Domestic Tourism" published by Express Hotelier & Caterer (January 6, 2003). Web url: <http://www.tourismofindia.com/misc/time.htm>

air services number a mere 0.35 per cent. Trains are more popular with 24.8 per cent¹⁰.

Graph no – 02



The average length of stay for an Indian domestic traveler is 4 nights. For accommodation-45 per cent prefer friends and family and only 23 per cent use hotels

2.3.3. Origin

Maharashtra accounts for the largest number of domestic tourists, followed by the erstwhile composite UP¹¹.

Table no – 01:

Top domestic travelers in India

Name of the State	No of domestic tourists from the state
Maharashtra	15.4 million (urban)
UP (including Uttaranchal)	13.9 million
Tamil Nadu	12 million
Karnataka	9.4 million
Andhra Pradesh	9 million
West Bengal	7.2 million
Gujarat	6.4 million

2.3.4. Destination

Uttar Pradesh (including Uttaranchal) and AP tie for the first position. In the case of AP, the primary reason is the location of Tirupathi in the State (2005)¹².

10 & 11 Source: Article: "It's Time To Go For Domestic Tourism" published by Express Hotelier & Caterer (January 6, 2003). Web url: <http://www.tourismofindia.com/misc/time.htm>

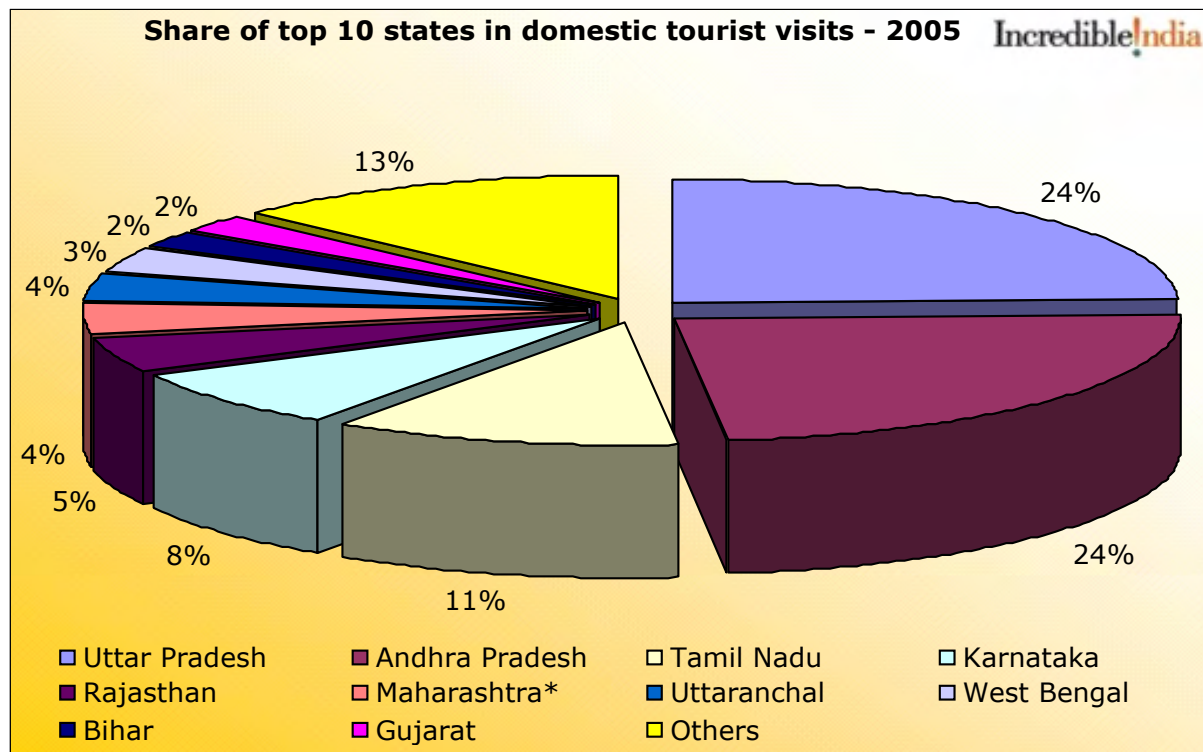
12 Indiastat database for State-wise Domestic Tourist Visits in India (1997 – 2005)

Table no – 02

Share of top 10 states in domestic tourist visits during 2005

State	% share	Rank
Uttar Pradesh	24.4	1
Andhra Pradesh	24.0	2
Tamil Nadu	11.1	3
Karnataka	7.8	4
Rajasthan	4.8	5
Maharashtra	3.7	6
Uttaranchal	3.6	7
West Bengal	3.5	8
Bihar	2.2	9
Gujarat	2.1	10
Others	12.9	
Total	100	

Graph no - 03



2.3.5. Foreign Tourist Inflow Vs Indians going abroad:

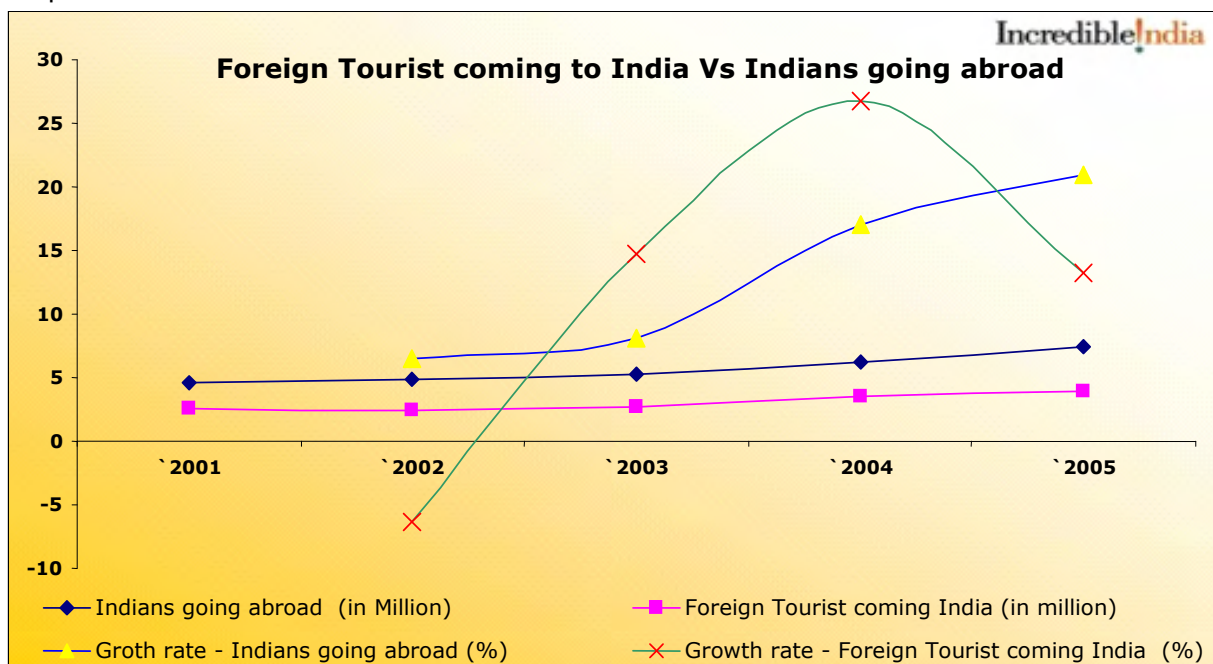
Indians going abroad are twice the number of foreigners visiting India. In addition the growth rate in Indians going abroad is increasing, whilst it is falling for the Foreigners category. It is expected that the Indians going abroad, could afford an additional holiday within the country. The DPPH scheme could address this target segment.

Table no – 03: Foreign Tourist Inflow Vs Indians going abroad

Year	Indians going abroad (in millions)	Growth Rate (%)	Foreign Tourist coming India (in millions)	Growth Rate (%)
2001	4.6	-	2.54	-
2002	4.9	6.5	2.38	-6.3
2003	5.4	8.2	2.73	14.7
2004	6.2 ¹³	17.0	3.45	26.4
2005	7.5 ⁵	21.0	3.91	13.3

Source: Current Economic Statistics and Review For the Week Ended January 28, 2006 (4th Weekly Report of 2006) published in url: <http://www.epwrf.res.in/includefiles/c10604.htm>
Figure for 2005 (Indians going abroad) : India Today Tourism Special , March 2007

Graph no – 04



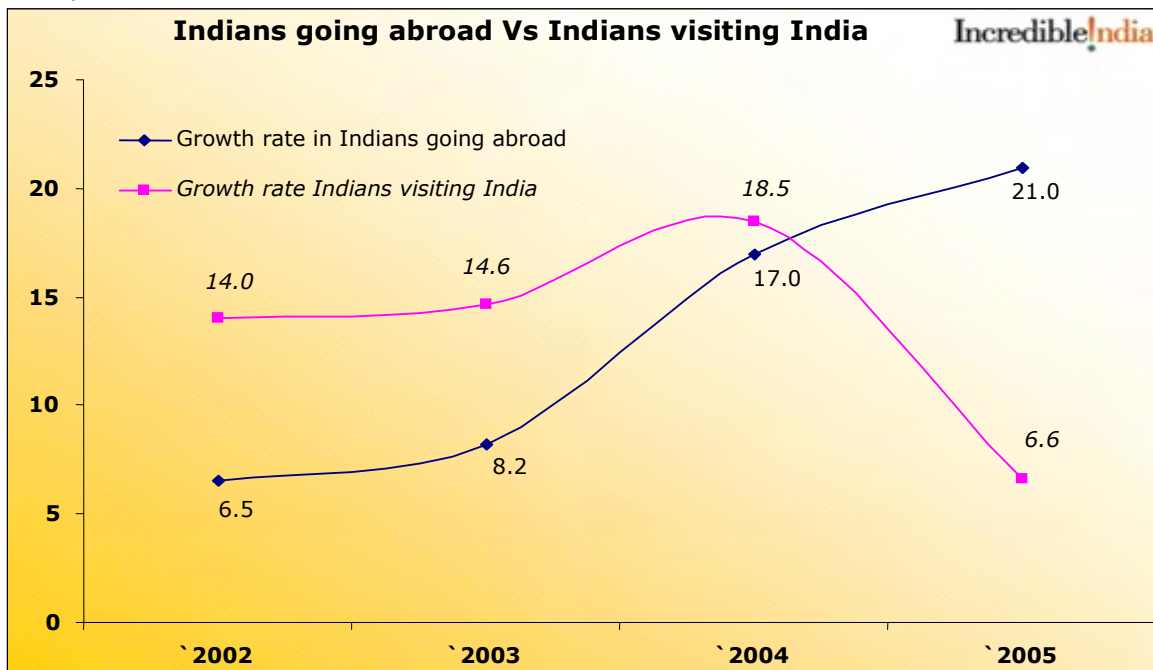
2.4. Indian Tourist: Changing preferences in visiting tourist places

Table no - 04:

Year	Indians going abroad *	Growth over last year	Indians visiting India **	Growth over last year
2001	4.6		236.5	
2002	4.9	6.5	269.6	14.0
2003	5.3	8.2	309.0	14.6
2004	6.2	17.0	366.2	18.5
2005	7.5	21.0	390.5	6.6

*Foreign Tourist Arrival in India, Ministry of Tourism, Nov23, 2005.
Source url: http://www.pibbng.kar.nic.in/23_11_05_10.pdf
** IndiaStat data base

Graph no - 05





III. OBJECTIVES AND METHODOLOGY

3.1. Background

- 3.1.1. The Domestic Promotion and Publicity including Hospitality (DPPH) scheme was initiated by the Ministry of Tourism Government of India in 2004, with a key objective of creating a general awareness amongst the people about the potential tourist destinations in the country.
- 3.1.2. Under the scheme there were four region specific campaigns viz. (1) North-east campaign, (2) "Central India Campaign", (3) South India Campaign, and (4) "Eastern India Campaign" along with one special Buddhist sites campaign,
- 3.1.3. In addition to the region specific campaigns, two general campaigns viz "Atithi Devo Bhava" and "India for Indians" were also introduced to create a general awareness about tourism amongst the people of the country.
- 3.1.4. The campaign employed a mix of all the major mass media like TV, Radio, News Paper and Magazine.
- 3.1.5. This evaluation study is to arrive at aspects that need to be addressed to make subsequent campaigns targeted at the domestic tourist more effective and efficient.



3.2. Objectives

The objectives of the study as stated by the Terms of Reference were:

1. To suggest a methodology for evaluating the impact of promotion and publicity projects/ campaigns, centrally or in collaboration with states, under the plan scheme " Domestic Promotion and Publicity including Hospitality"
2. To adopt the proposed methodology to
 - Examine the various measures and media vehicles used in campaigns vis-à-vis the available spectrum
 - Assess the relative importance and efficacy of different media used in campaigns vis-à-vis the associated cost
 - Evaluate the impact of various measures taken through the centralized campaigns directly and through campaigns in collaboration with the State Govts. In promoting awareness and marketing of the intended tourist destinations/ tourism products.
 - Assess the impact of promotion and publicity measures on employment generation, income generation and other socio-economic-aspects in the areas promoted through the campaigns.
 - Analyze the result and in the light of analysis, give recommendations on the corrective measures that need to be taken to make the scheme more effective for the 11th Five year plan.

3.3. Methodology

3.3.1. Secondary Literature Survey:

- i. An exhaustive review of existing documentation was undertaken in order to assure the most economic use of previous research in the completion of the study.
- ii. Relevant documents were sourced from the private sector, public sector and the academic publications
- iii. Literature was evaluated in the areas of:
 - Modern tourism trends
 - International tourism market
 - National, regional and local economic tourism data
 - Indian and International examples of best practice

Promotional literature published by various tourism actors throughout the country was also assimilated and evaluated.

3.3.2. Primary field Survey

The Primary field survey targeted three types of respondents

- i. General Public
- ii. Tourist Service provider
- iii. Tourist

General public:

Semi-structured personal interviews were conducted with key stakeholders in the country tourism industry in order to gather information in relation to:

- General awareness of tourism
- Awareness about the tourist place
- Awareness about the tourism product
- Tourism promotion methods currently utilized in the country
- Suggestions from trade for improved tourism promotion

Service provider:

The set of questions were designed for the service providers taking the following factors into consideration:

- Awareness about the tourism products
- Improvement in income and Employment generation
- Tourism promotion methods used in the country
- Suggestions from trade for improved tourism promotion
- Current levels of co-operation within the tourism industry of the country

Tourist:

- i. The questionnaire was prepared to get information specifically about the experience and expectations of the tourist
- ii. The set of questions designed for the tourist focused on :
 - Awareness Tourism promotion methods
 - Awareness about the tourist place
 - Awareness about the tourism product
 - Experience and expectation of the tourist

3.4. Sampling

3.4.1. Selection:

i. General Public

The target age group was between 20-60 years. The age group was further divided in to three categories as per their phase of the life

- Young age group: 25-35 yrs
- Middle age Group: 35-50 yrs
- Higher age Group : 50 and above

ii. Tourist:

This segment was identified from the various potential tourist destinations of the selected cities or near by tourist destination was selected for the purpose of data collection.

iii. Service Providers:

In the entire tourist destination, service providers were interviewed from the following services categories¹⁴:

a. Travel & Allied:

Taxi Drivers, Travel agents, Tour Guides, Porters, Reservation & Booking staffs, Travel assistants etc

b. Food & Boarding:

Dhabawala, Small hotel managers, receptionists, Cooks, Stewards etc.

c. Other Segments

Security Guards, Hotel house keepers, Florists, Tourism facilitators, Language Interpreters, Craftsmen, Entertainers etc.

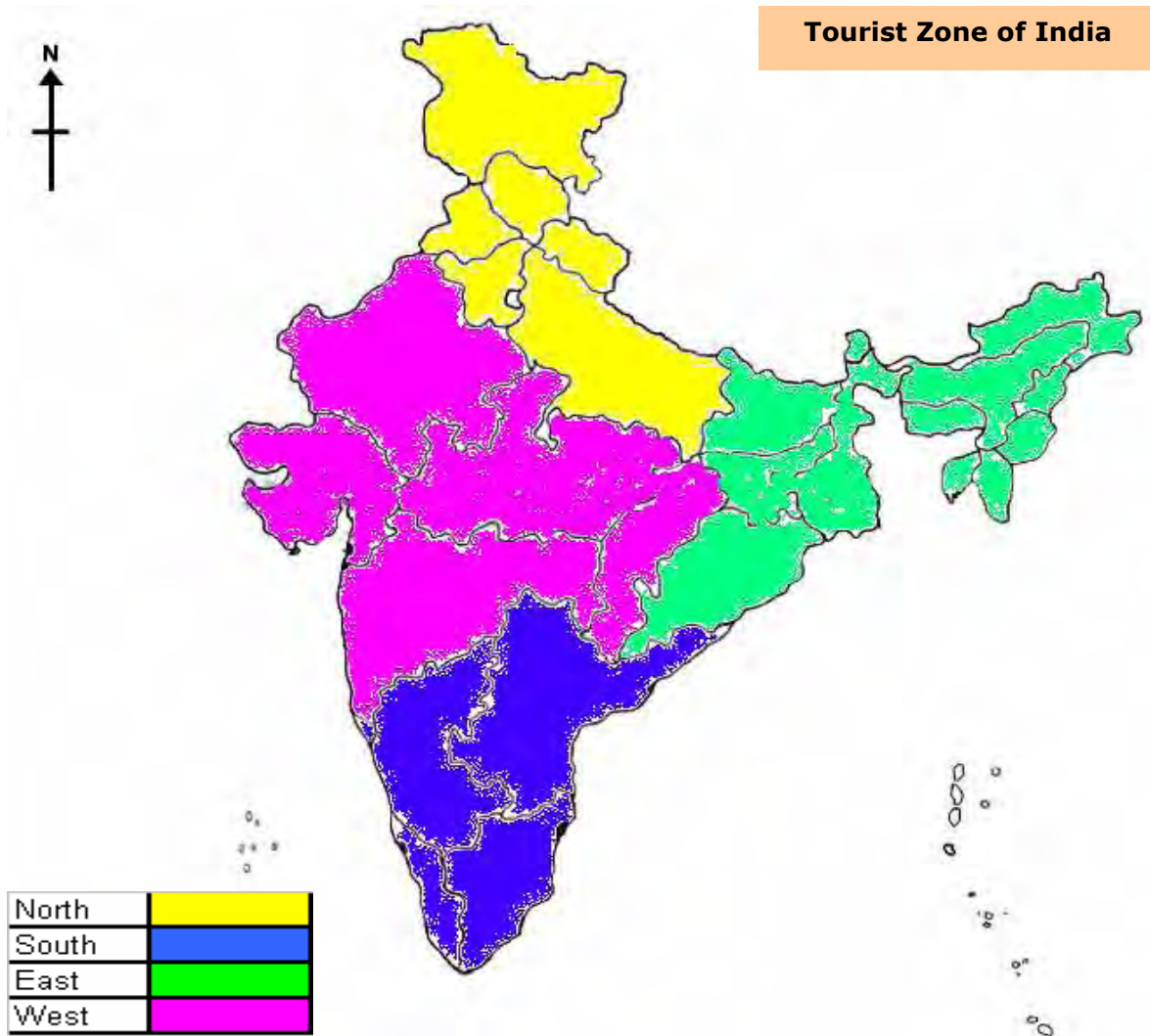
¹⁴ As per CBSP guidelines, the service providers were categorized into 3 categories mentioned

3.4.2. Sampling Procedure:

The territory of India was divided into four (4) tourist regions- North, South, East and West. The States selected from within these regions were:

Table no – 05: Tourist zones of India

Tourist Zones in India	States						
	1	2	3	4	5	6	7
North India	Jammu	HP	Punjab	Haryana	Delhi	Uttaranchal	UP
West & Central India	Rajasthan	Gujarat	Maharashtra	MP	Chhattisgarh		
East India	Bihar	Orissa	WB	Sikkim	Jharkhand	All far east States	
South India	AP	Karnataka	TN	Kerala			



- i. All India basis advertisement, through print / Magazines / TV / Radio was same for all the cities, hence for selection of the sample place (city) was done on the basis of special campaign city / state specific campaigns.
- ii. Major cities¹⁵ in each region were targeted for the study as the media vehicles used in the promotional campaign were mainly the satellite TV channels, Magazines/journals, FM radio channels and prominent daily news papers, and the coverage of these media vehicles are more in major cities rather than in the interiors. Table in the next page shows the city wise expenditure and media vehicle used. (Table showing city wise media vehicles used is given in the annexure 8.1)
- iii. Two cities from each region were taken for the study on the basis of number of campaigns done in that city and number of media vehicle used in the city. The cities selected for each region is shown in the table below.

Table no – 06: Targeted cities for the study

Zone	Targeted cities for the study
North India	1. Delhi
	2. Lucknow
West India	1. Mumbai
	2. Ahmedabad
East India	1. Kolkata
	2. Bhubaneswar
South India	1. Chennai
	2. Hyderabad

- iv. In each city the targeted segments for the promotional campaigns were identified as general public, tourism service providers and tourists.
- v. According to media habit, general public was further categorized into three (3) sub groups as follows based on age
 - Young age group: 25-35 yrs
 - Middle age Group: 35-50 yrs
 - Old age Group : 50 and above

¹⁵ Cities in each region based on more no. of campaign and more no. of media vehicles used

vi. Similarly Service providers were divided into organized and unorganized¹⁶ sector and each sector is further subdivided into three(3) sub categories as

- Food & boarding
- Travels
- Support service

vii. Tourist segment was subdivided into three sub categories as 'Domestic', 'International' and 'Buddhist'¹⁷.

viii. Taking statistical significance into consideration 30 respondents was interviewed from each segment in all the four regions. The citywide respondent distribution is shown in the table below.

3.4.3. Sample Achieved

Table no – 07:

Zone	State	City	General Public	Tourist	Service Providers
North India	Delhi	Delhi	90	90	45
	Utter Pradesh	Lucknow	91	91	45
West India	Maharashtra	Mumbai	90	90	46
	Gujarat	Ahmedabad	85	90	45
East India	West Bengal	Kolkata	85	93	45
	Orissa	Bhubaneswar	91	90	45
South India	Tamilnadu	Chennai	88	90	40
	Andhra Pradesh	Hyderabad	77	91	45

¹⁶ Service Provider: The person engaged in providing service to a tourist

Organized service provider: The service provider having formal certificate training working in a big hotel/ bar/restaurant/travel agency etc

Unorganized service provider: The service provider having no formal training working in a small hotel/dhaba/auto or taxi driver etc

¹⁷ Domestic tourists: A person with permanent residence in India who temporarily stays in some other place in India and in that place spends at least one night in a collective or private accommodation for leisure, business and other purposes.

Buddhist Tourist - Any tourists with special interest to visit Buddhist tourist places

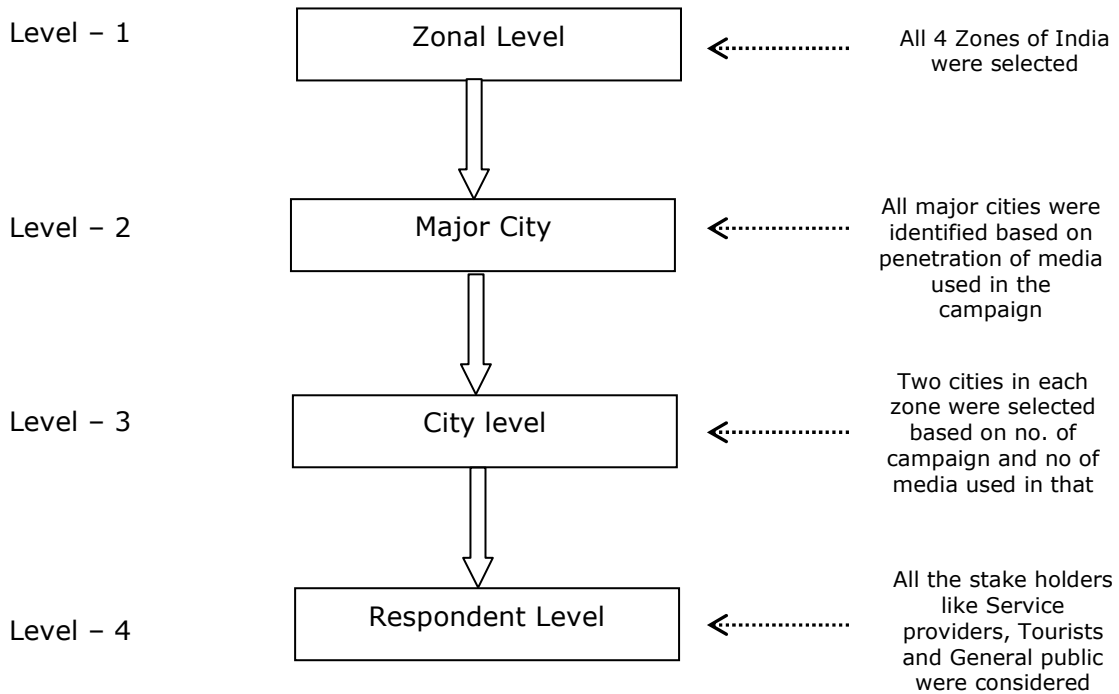
International Tourist - Any temporary visitor staying at least 24 hours in a country whose motives for travel that can be described as being leisure (whether pleasure, holiday, study or sport), family, business or work

3.4.4. Sampling Plan: Diagrammatical Representation

Graph no – 06

Sampling Levels

Basis for Sampling

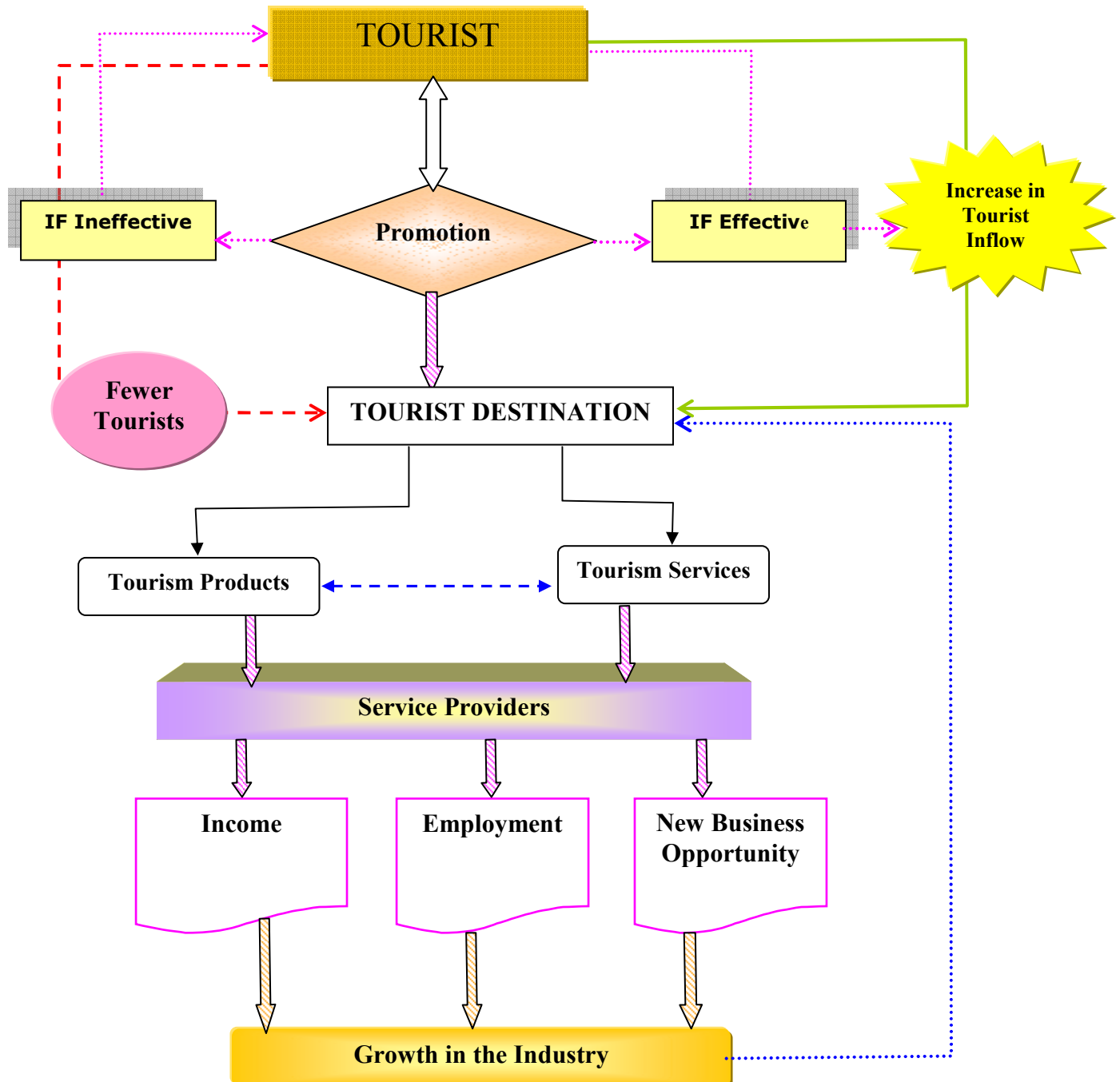


3.4.5. Underlying Principle

The underlying Principle was that an effective DPPH enhances domestic tourist inflow, which in turn augments revenue for the service provider. Increase in revenue improves infrastructure leading to more tourist arrivals.

Graph no – 07

UNDERLYING PRINCIPLE:





IV. FINDINGS OF THE STUDY

- 4.1. Effectiveness of the campaign**
- 4.2. Impact of the campaign**
- 4.3. Profile of the Campaign viewers**

Findings: Section – 1

4.1. EFFECTIVENESS OF THE CAMPAIGN

- By Cost
- By Reach
- By Efficiency
- By Relevancy

4.1.1. By Cost

Cost¹⁸ of the campaign is one of the most important parameter for the successful evaluation of the impact of the campaign; as the cost of the campaign is directly associated with reach of the campaign. In total more than Rs 25 cr⁹ was spent under the DPPH scheme on both electronic and print media, at all India and regional levels.

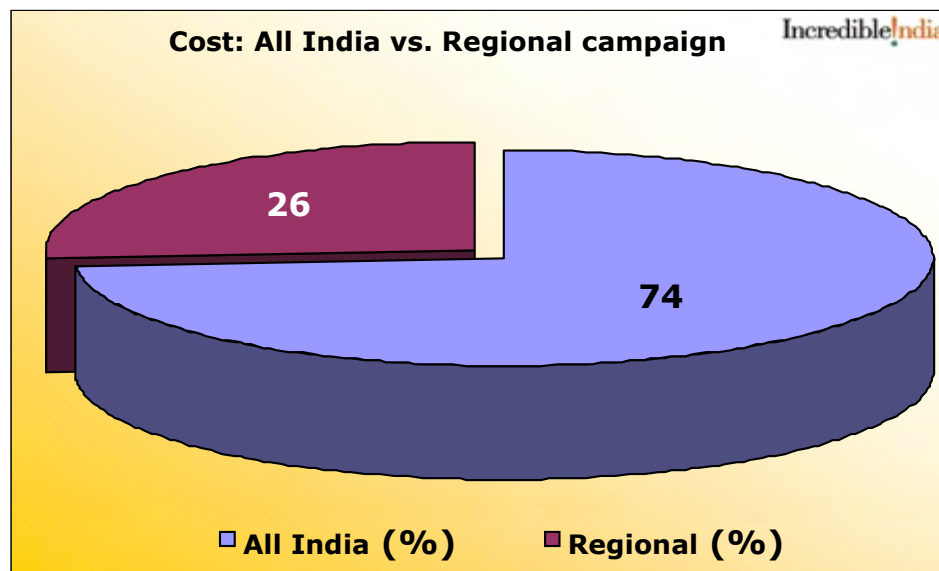
4.1.1.1. Cost: All India vs. Regional¹⁹

Table no – 08

Exp in Rs

Campaign	All India	Regional	All India (%)	Exp. Regional (%)
Atithi Devo Bhava	48344997	11637069	81	19
Buddhist	18918649	4618557	80	20
Central India	21965391	7031664	76	24
Eastern India	24186880	3210982	88	12
India for Indians	18593426	10783814	63	37
Northeast	28098941	22715766	55	45
South India	22868694	5559350	80	20
Total	182976978	64852094	74	26

Graph no - 08



Out of the total expenditure almost 74% was spent on all India campaign whilst the regional level TV channel or News papers accounted for the balance 26%.

¹⁸ Cost details for all the media vehicles and for all the places were not provided by MoT, hence taking the figures which are given all other figures are estimated and due care was taken to calculate accurate figures. But it does not specify the exact amount spent by the MoT.

¹⁹ Regional Campaign: Pertaining to a region where regional media vehicles are used (in this case a state / a city not the country as a whole)

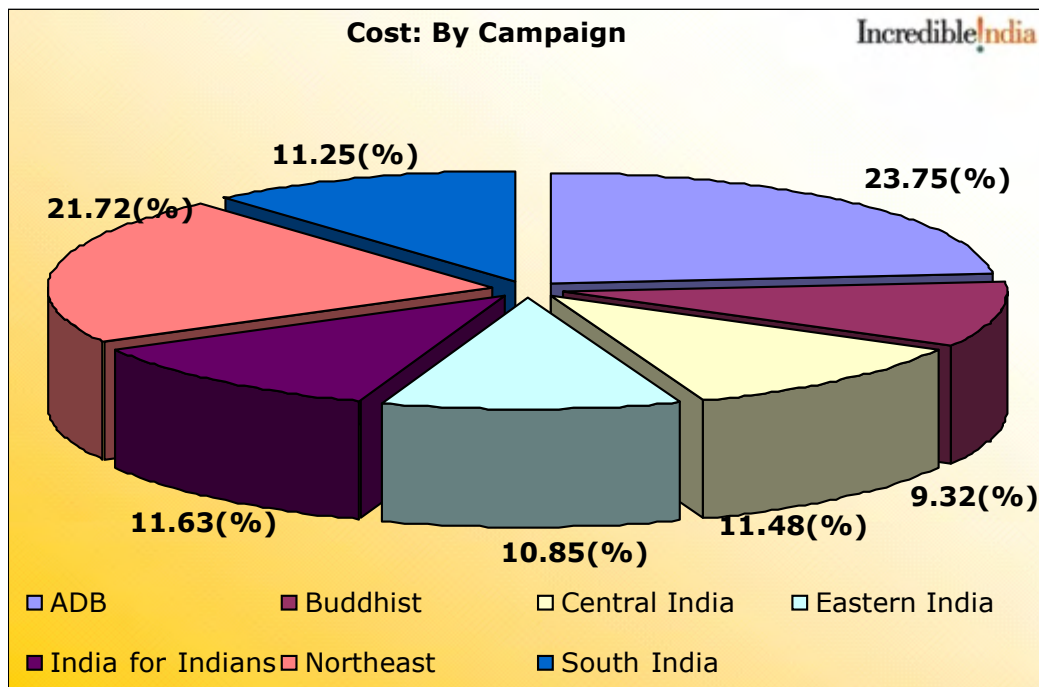
4.1.1.2. Cost: By Campaign

Table no – 09

Exp in Rs

Campaign	TOTAL	%
Atithi Devo Bhava (ADB)	59,982,066	23.75
Buddhist	23,537,206	9.32
Central India	28,997,055	11.48
Eastern India	27,397,862	10.85
India for Indians	29,377,240	11.63
Northeast	54,870,169	21.72
South India	28,428,044	11.25
Total	252,589,643	100

Graph no - 09



The campaign wise cost break up shows the highest amount i.e. 24% of the total campaign expenditure was spent on the “Atithi Devo Bhava” social awareness campaign followed by 22% of the total on a regional campaign viz “Northeast Campaign”.

The Buddhist sites campaign accounted for 9%.

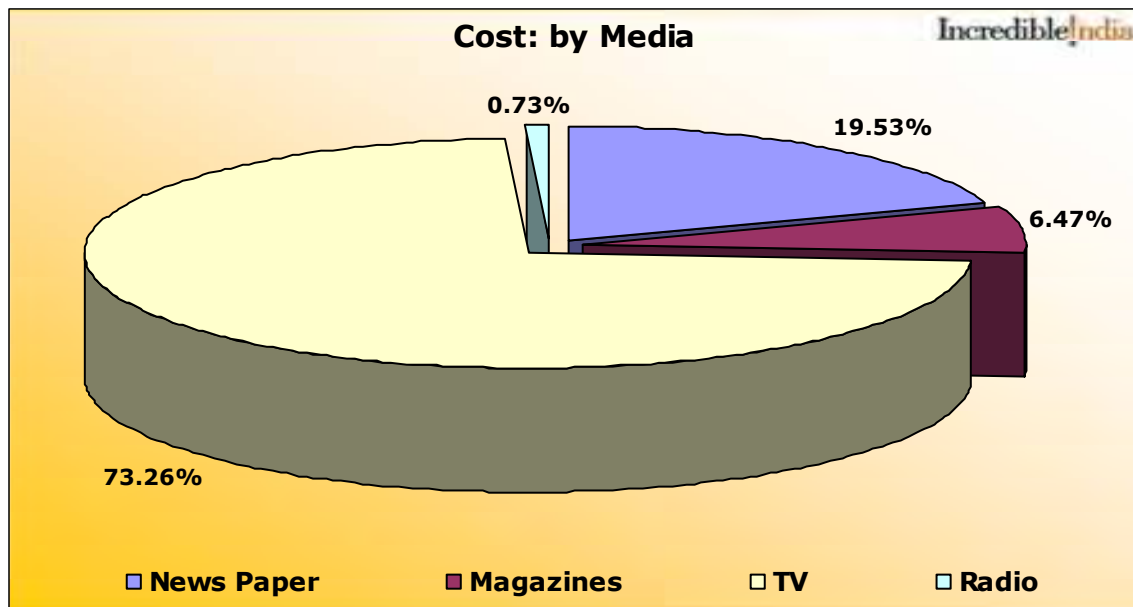
4.1.1.3. Cost: By Media

Table no – 10

Exp in Rs

Media	M. Vehicle	Exp(Rs)	Exp (%)
Print	News Paper	49339002	19.53
	Magazines	16353159	6.47
Electronics	TV	185052590	73.26
	Radio	1844892	0.73
TOTAL		252589643.1	100.00

Graph no – 10



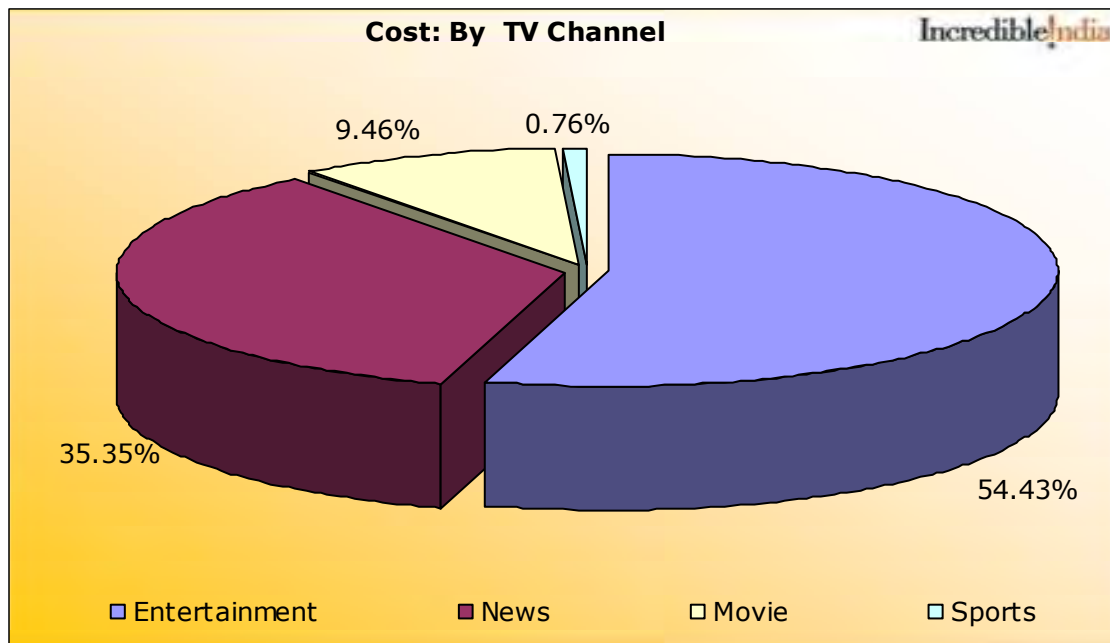
Television accounted for the major spends at over 70% followed by 20% on newspapers. Newspapers and magazines accounted for a relatively less 7%

4.1.1.4. Cost: By TV Channel

Table no - 11

Channel type	Exp (in Rs)	%
Entertainment	97154217.25	54.43
News	63093738	35.35
Movie	16888219	9.46
Sports	1350000	0.76
Total	178486173.9	100.00

Graph no - 11



For the television promotion mainly five different types of channels viz. Entertainment, News based, Movie, Sports and others²⁰ (documentary – Discovery travel & Living) were used for the advertising of the promotion campaign.

The distribution of the total advertisements expenditure of the televisions across various channels shows that very major difference in the pattern of fund allocations.

Nearly 55% of the total expenditure of the television advertising was spent on Entertainment channels followed by another 35% on News channel.

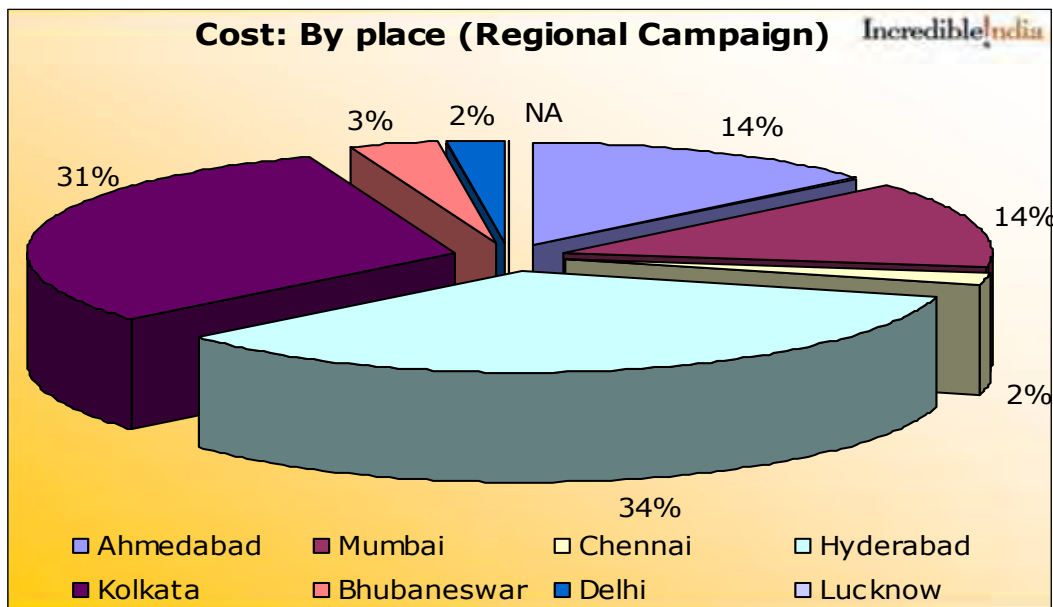
²⁰ The expenditure details for Other type of channels not available

4.1.1.5. Cost: By Place (Regional Campaign)

Table no - 12

Place	Exp(Rs)	Exp (%)
Ahmedabad	5078809	13.53
Mumbai	5124751	13.65
Chennai	794158	2.12
Hyderabad	12869697	34.28
Kolkata	11602888	30.91
Bhubaneswar	1234616	3.29
Delhi	835853	2.23
Lucknow	NA	NA
Total	37540772	100.00

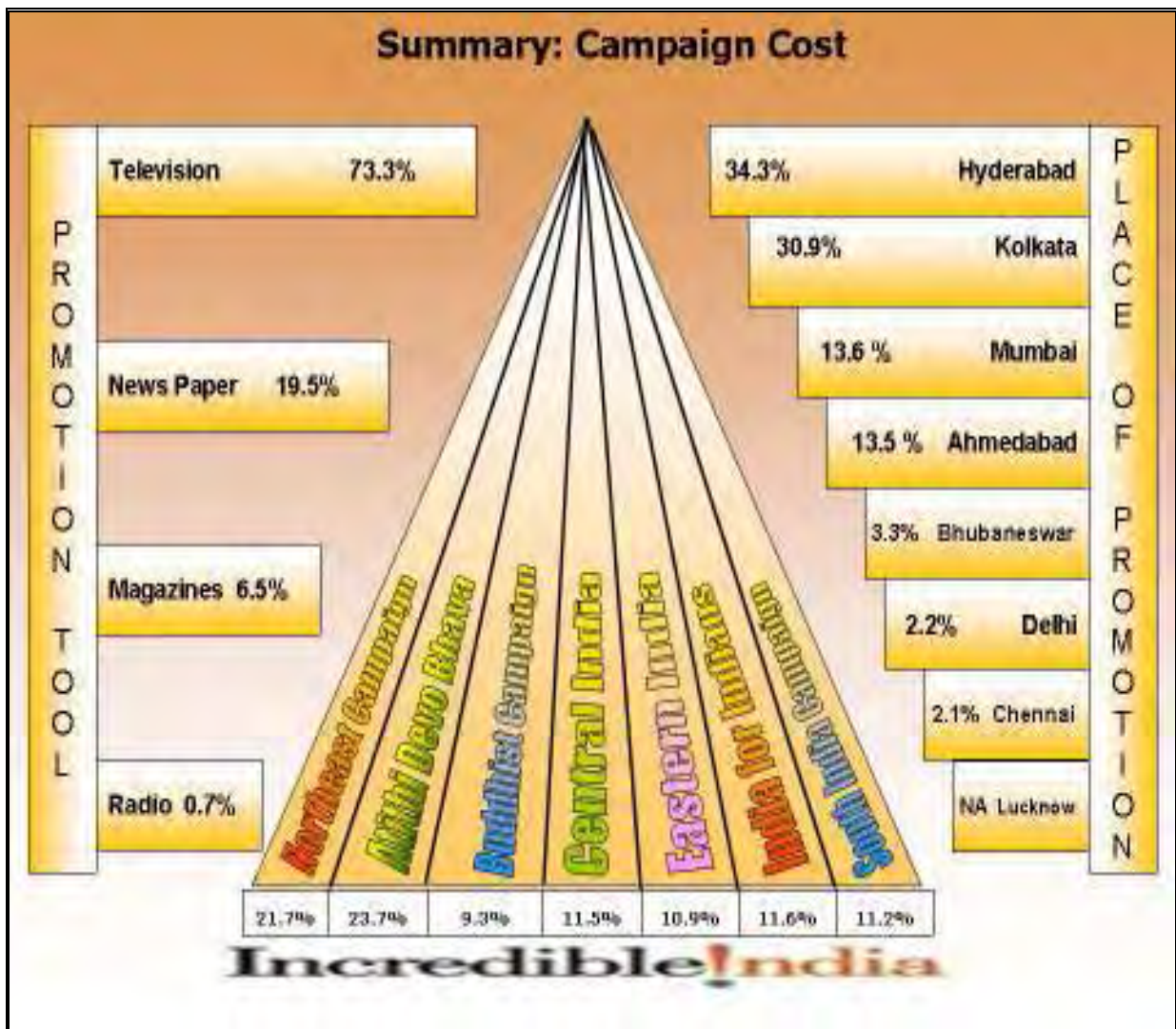
Graph no - 12



Among the selected places, highest amount of money was spent in Hyderabad (34%) followed by Kolkata (31%) and Mumbai (14%).

4.1.1.6. Cost: Summary

Graph no - 13



4.1.2. By Reach

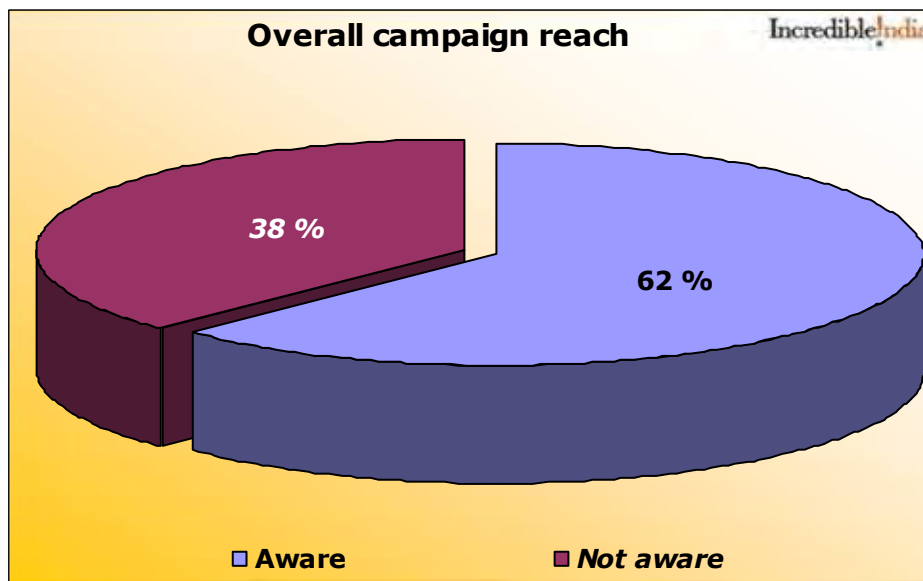
Creating a general awareness amongst the local populace regarding the various tourist destinations was one of the major objectives of the campaign. With reference to the major objective of the campaign it was important to assess the reach of the campaign across the country.

4.1.2.1. Reach: Overall

Table no – 13: Overall Campaign Reach

Response	No of Respondents	%
Aware	1109	62
Not aware	669	38
Total	1778	100

Graph no - 14



The main intention of using a mix of the regional campaign along with the all India campaign through both the electronics and print media with the help of regional as well as national level media vehicle was to reach the mass population of the country.

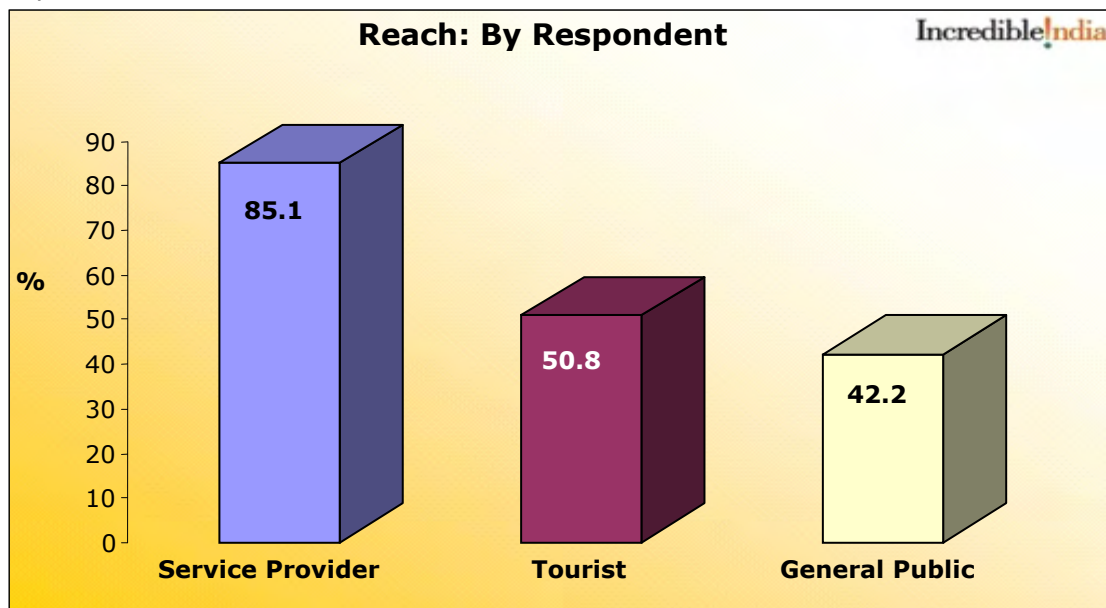
The findings of the study showing the effect of the campaign in the same positive way with an overall reach of 62% to the target viewers.

4.1.2.2. Reach: By Respondent

The campaign was targeted at the three major stake holders of the tourism sector-

1. The general public who are the future tourist
2. The existing tourists
3. The service providers who are the end beneficiaries of the campaign.

Graph no - 15

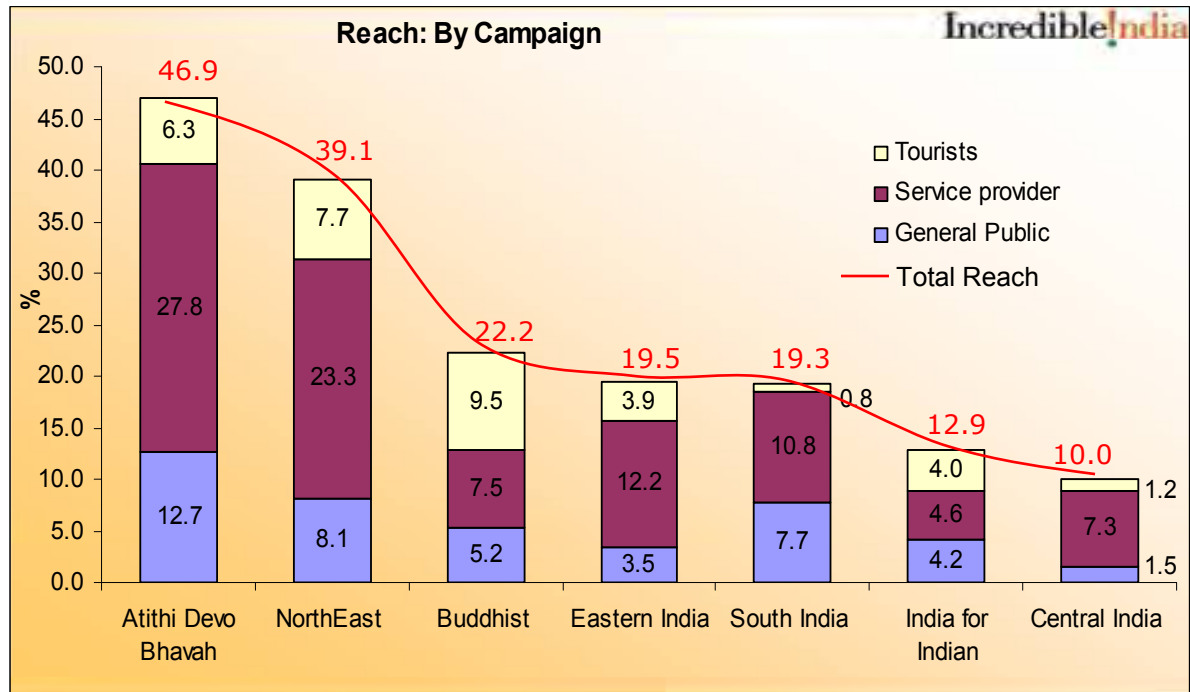


The survey data shows that the reach of the campaign was highest at 85% in case of service providers and the campaign was able to reach at least half of the current tourist. The campaign reach was little lower in case of general public at 42%.

The findings are as expected for service providers as these are the once most affecting monetarily by such promotional investments. Likewise the tourist would have an interest in tourist related publicity. The high awareness levels of all three target segment is indicative of good media planning and content delivery.

4.1.2.3. Reach: By Campaign

Graph no – 16

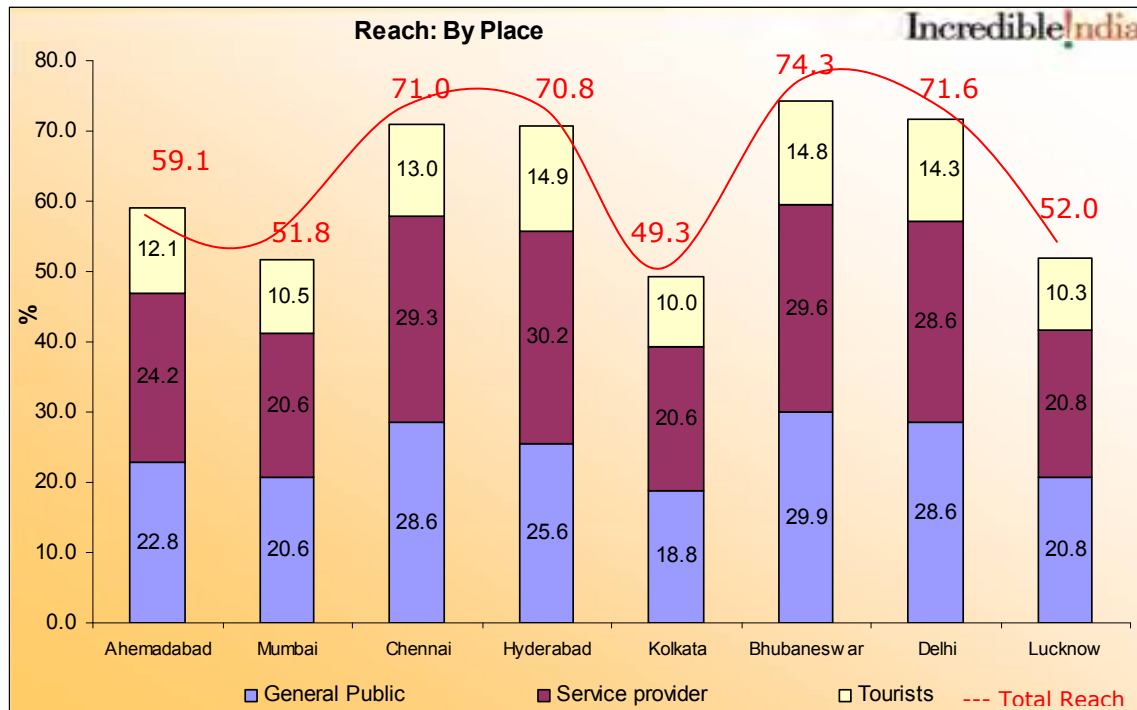


The graph highlights that the social awareness campaign called ""Atithi devo bhava"" had the highest reach of 47% followed by "Northeast Campaign" with a reach of 39%. The reach was lowest in case of "Central India Campaign" at 10% of the target population.

The respondent wise campaign reach shows, awareness among general public about the campaign is higher than that of tourists which indicates that the campaign have a positive impact on creating future tourist potential out of the general public.

4.1.2.4. Reach: By Place

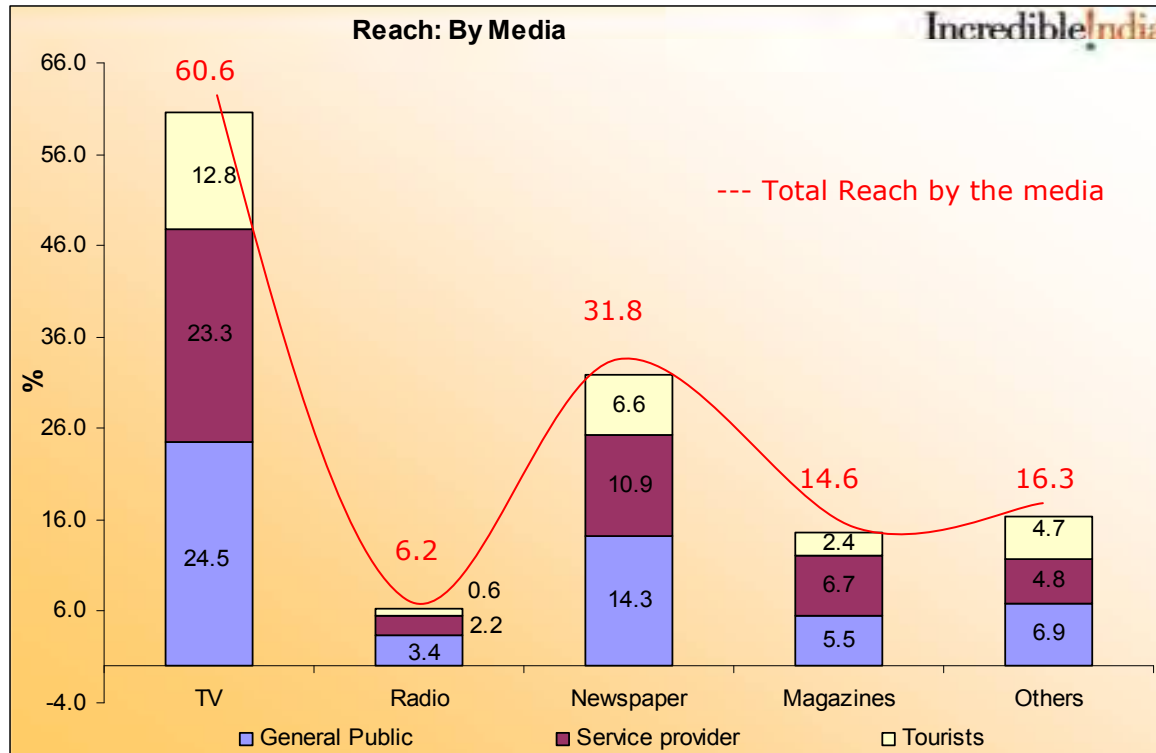
Graph no - 17



The findings show that the reach was within a healthy band of 50-70% with Bhubaneswar at a high of 74.3% followed by Delhi and Chennai with a reach of 71.6% and 71% respectively.

4.1.2.5. Reach: By Media

Graph no - 18



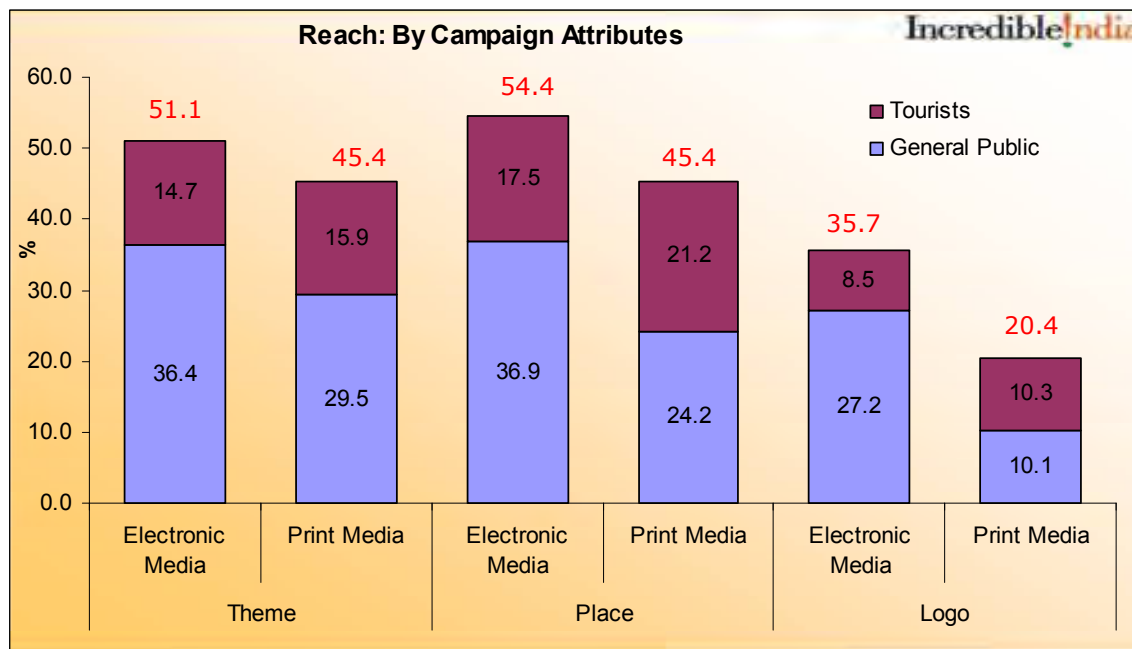
The reach of the campaign was highest through television with 60.6% followed by News Paper and Magazines with 31.8% and 14.6% respectively while the reach of the Radio was lowest with only 6.2%.

More than 16% of the respondents mentioned about some other source for getting information about the campaign. Hence other sources can be considered as media vehicles in future advertisements.

4.1.2.6. Reach: By Campaign Attributes

Out of the two major objectives of the campaign, one was to promote awareness about the place and another was to position the various logos²¹ and branding the various themes²² promoted by the Ministry like Incredible India and "Atithi devo bhava". The findings of the study showing there is a positive achievement in terms of logo positioning and theme branding.

Graph no - 19



(Total reach figure is in Red)

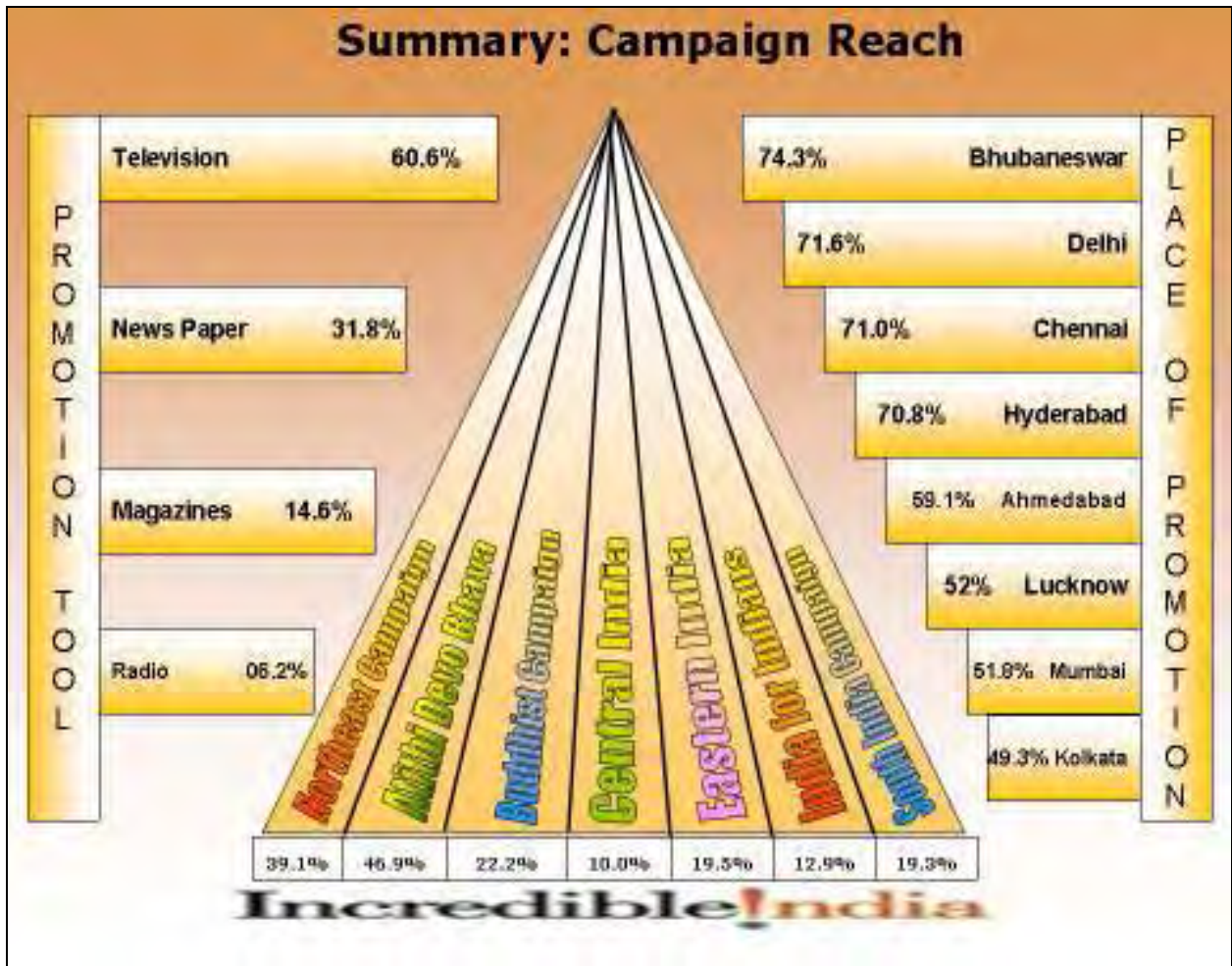
To examine the efficiencies of the media in brand positioning the reach of print media and electronics media was taken separately. The analysis of the data showed the electronics media was more effective than the print media in terms of positioning the place, theme and logo. Also the data shows at least 50% of the viewers were able to recall the name of the place and theme of the campaign.

²¹ Logo - A name, symbol, or trademark designed for easy and definite recognition, especially one borne on a single printing plate or piece of type

²² Theme - A central idea in a piece of writing or other work of art

4.1.2.7. Reach: Summary

Graph no - 20

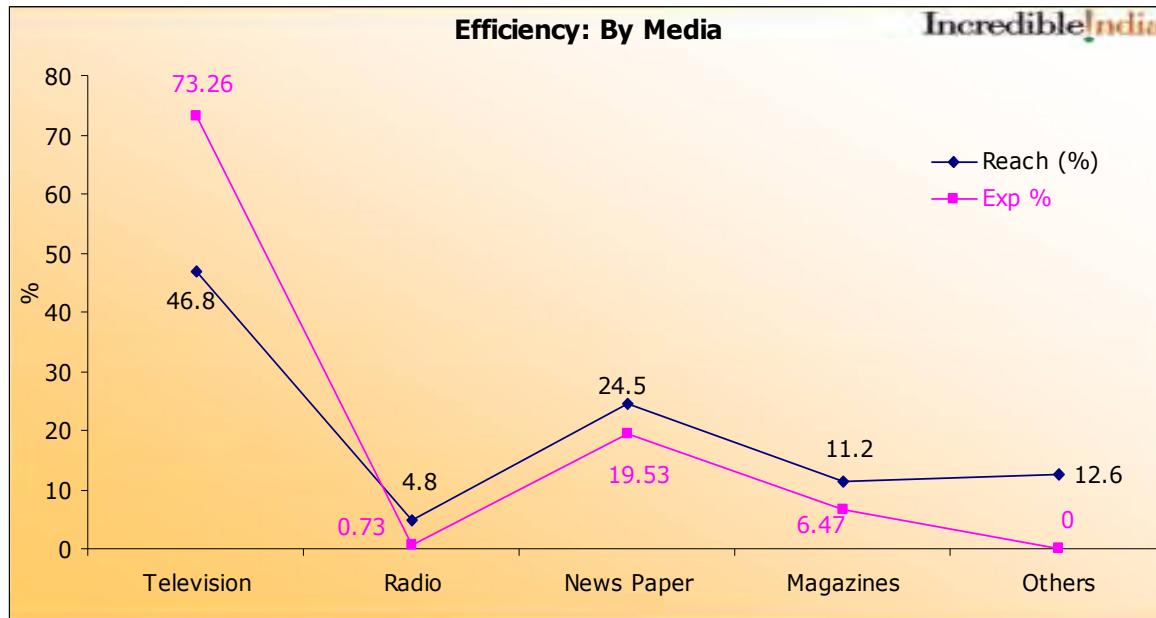


4.1.3. By Efficiency

Measurement of the efficiency²³ of the promotion was one of the major objectives of the evaluation process to assess the worth of the campaign. Efficiency is arrived at by comparing the reach to the cost of achieving that reach.

4.1.3.1. Efficiency: By Media

Graph no – 21



Various types of media vehicles were used in both the print and electronics media categories. The pattern of expenditure shows that more than 70% of the total fund was spent on TV channel followed by 20% on news paper; a very small percentage was on Radio (0.73%) and magazines (6.47%)

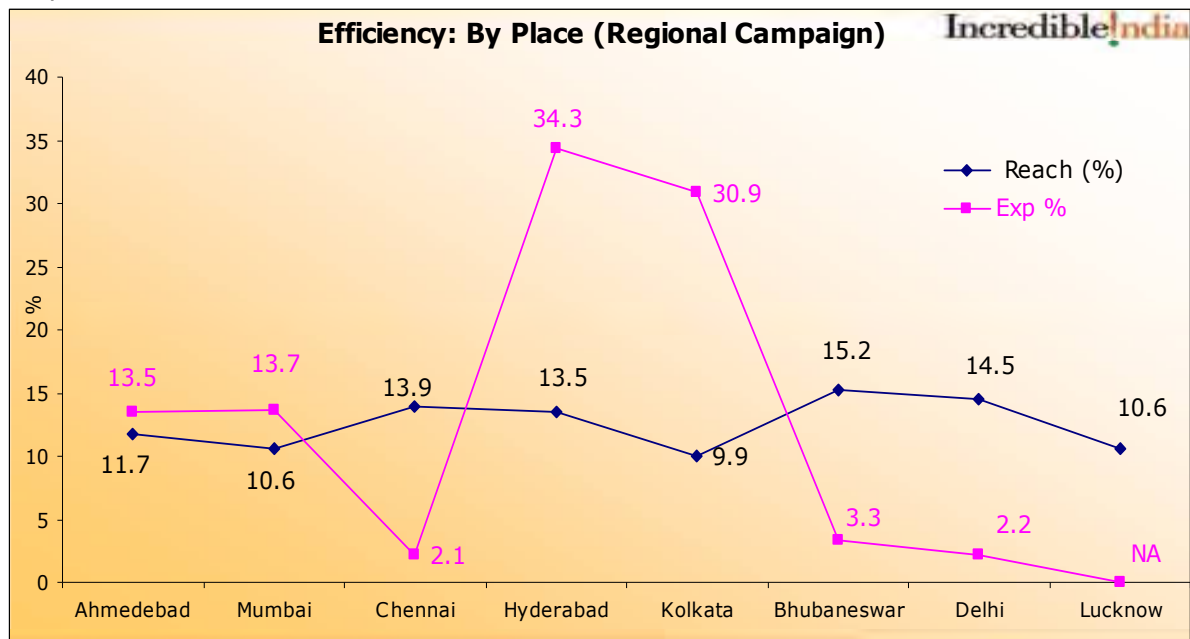
Radio, News Paper and Magazine were more efficient than Television. The reach of Radio is high (almost 07 times) as compared to its expenditure. But usage of radio and magazine not so proximately used by the target segment as compared to the Televisions and News paper. Increase in frequency of the use of the radio and magazine for advertisements may increase the reach of the Campaign.

The campaign may include some other form of communication as more than 12% of the respondents getting information about the campaign through some other media rather the mentioned four media vehicles.

²³ Efficiency= (Total no. of people aware about the campaign through that media(reach)) / (Total cost on the particular media(expenditure))

4.1.3.2. Efficiency: By Place (Regional Campaign)

Graph no – 22

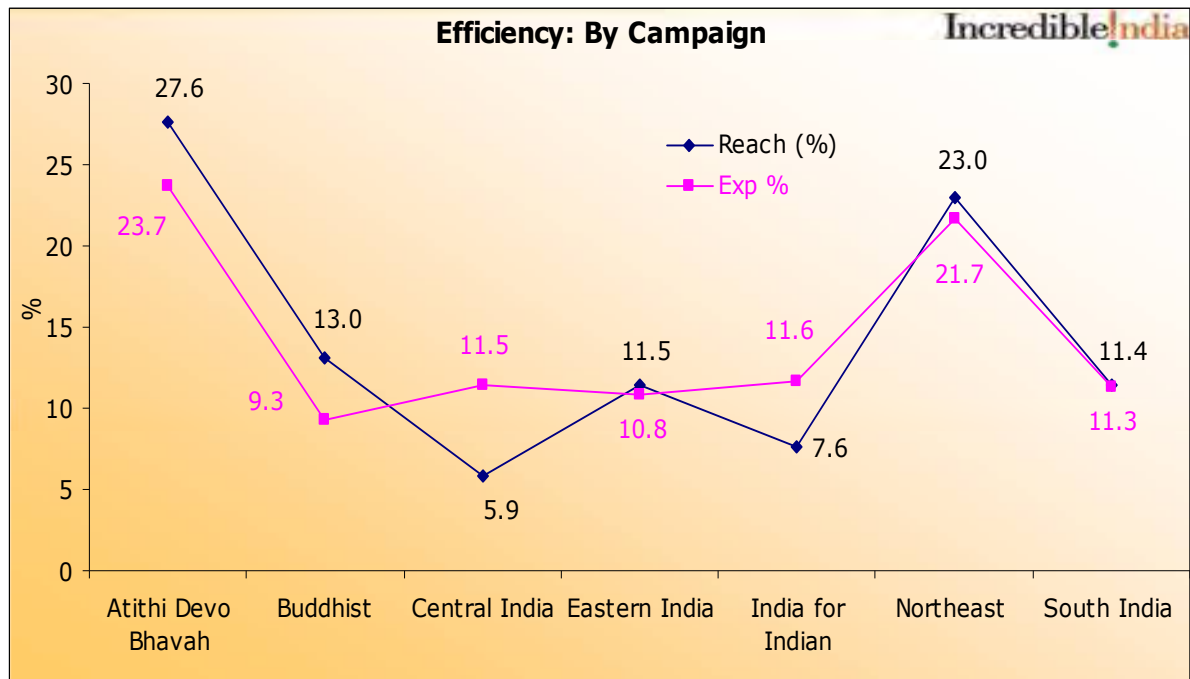


Comparison between the regional campaigns expenditures with the relative reach of the campaign in that particular region shows negative trends. The campaign reach was highest in Delhi, Chennai and Bhubaneswar where the regional campaign expenditure was lowest, while the campaign reach was lowest in case of Hyderabad and Kolkata where the regional campaign expenditure was highest. But the reach of the campaign was equally efficient in Ahmedabad and Mumbai as compared to their expenditure.

The above may be account of media usage pattern of the targeted respondent in the selected places under study. As the study was conducted in the major cities of the state and also the targeted respondents had higher access to the national level media thereby resulting in the lower reach of the regional campaign.

4.1.3.3. Efficiency: By Campaign

Graph no – 23

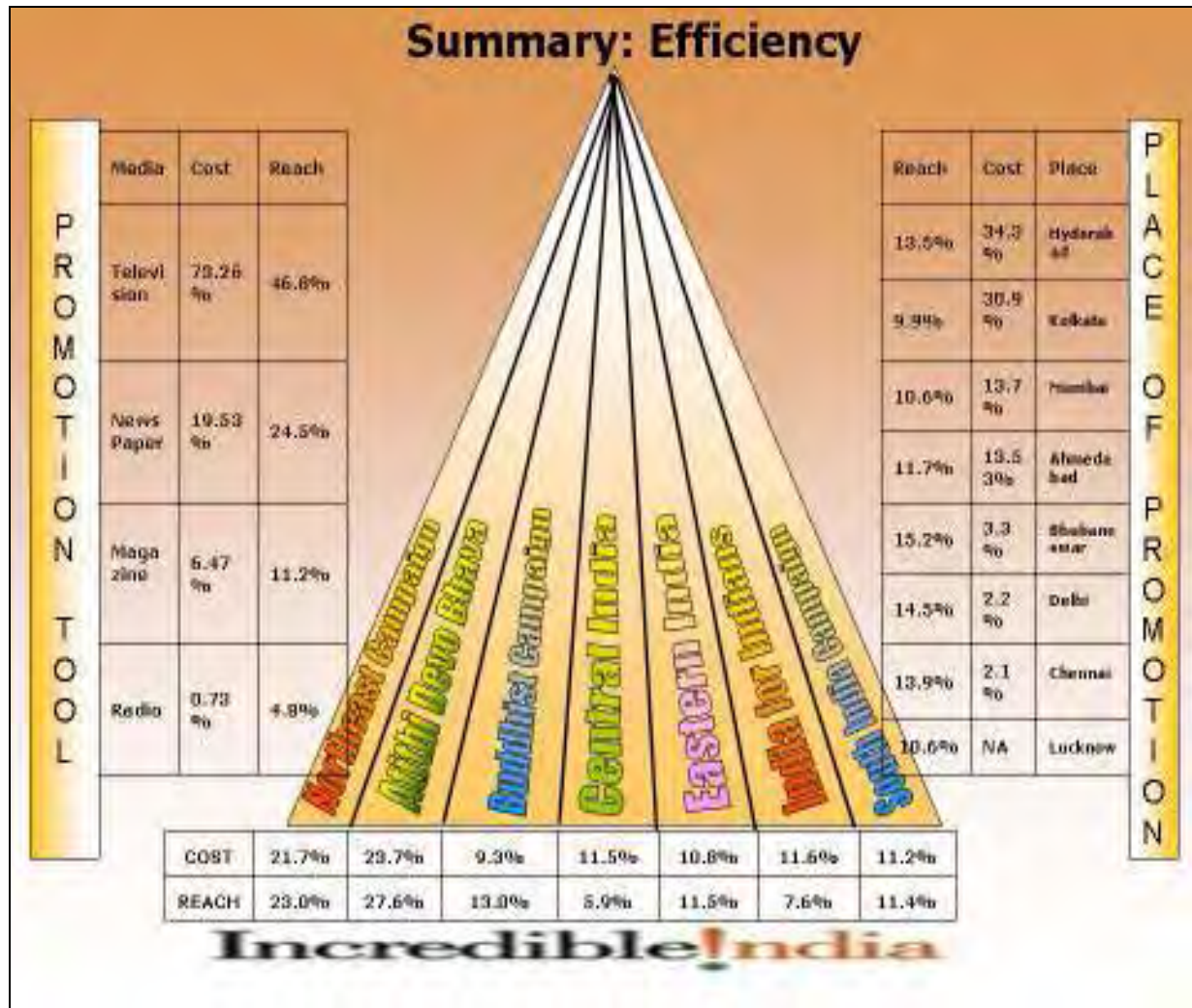


The comparison between the advertising expenditure with reach of the campaign shows that the "Atithi devo bhava" campaign, "Buddhist Campaign" and "Northeast" regional campaign were more efficient.



4.1.3.4. Efficiency: Summary

Graph no – 24

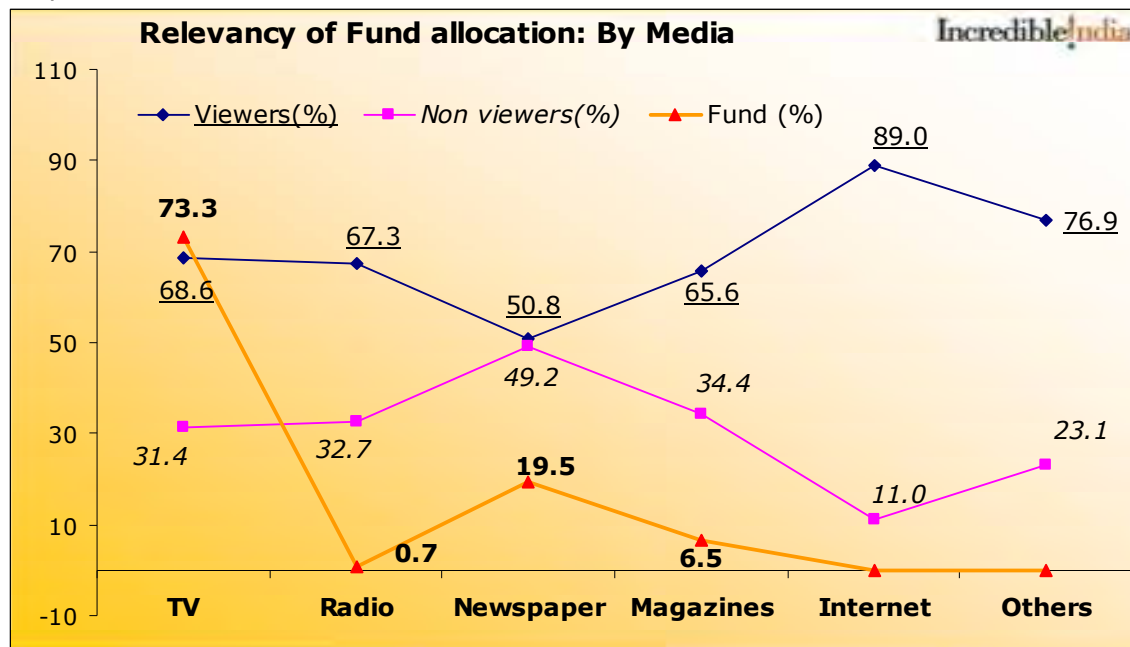


4.1.4. By Relevancy

The efficiency of any promotion campaign is completely depends on the relevancy²⁴ of the selection of the method and promotion tools for the campaign. For the current evaluation study the allocation of fund on various promotional tools were compared with the usage pattern of the target group (particularly Non viewers).

4.1.4.1. Relevancy: By Media

Graph no – 25



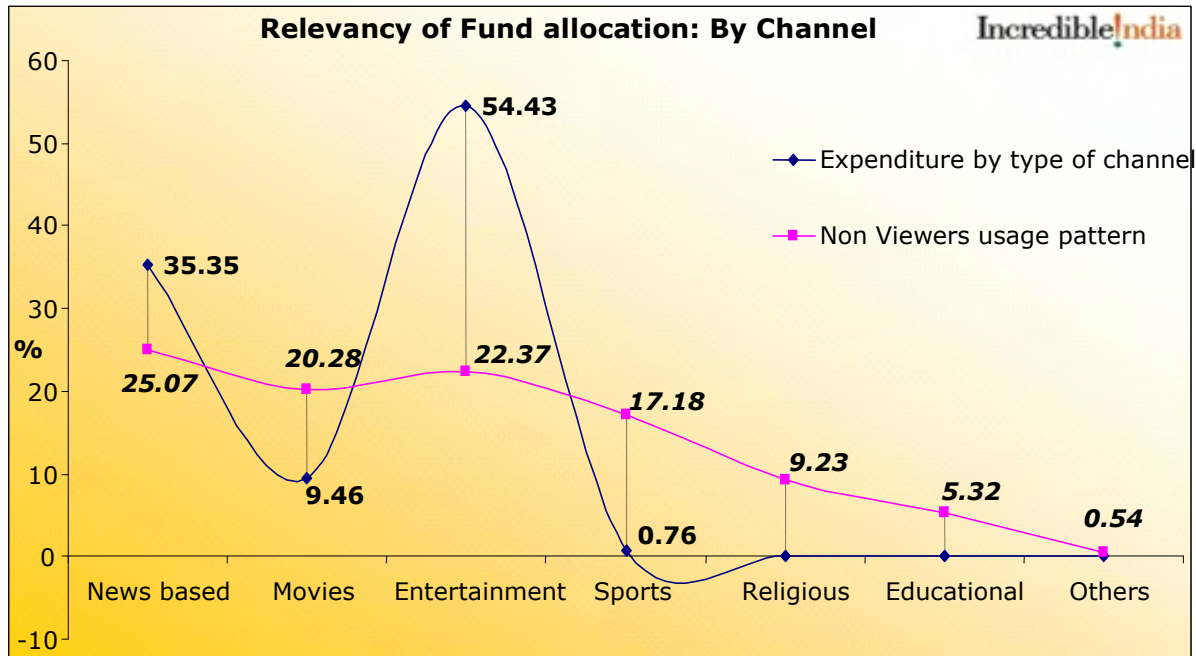
The survey result indicates that on an average 70% is the maximum reach for the various media vehicle. There is a scope for further increase of 20% reach in case of News Paper by increasing the outlay Reallocation of fund from Television to News Paper may further increase the campaign reach

89% of the respondents are using Internet as a source of information, hence in further campaigns Internet can also be considered as a media vehicle

²⁴ Relevancy = % of viewers using that particular media / % of the total expenditure on that particular media

4.1.4.2. Relevancy: By Channel

Graph no - 26

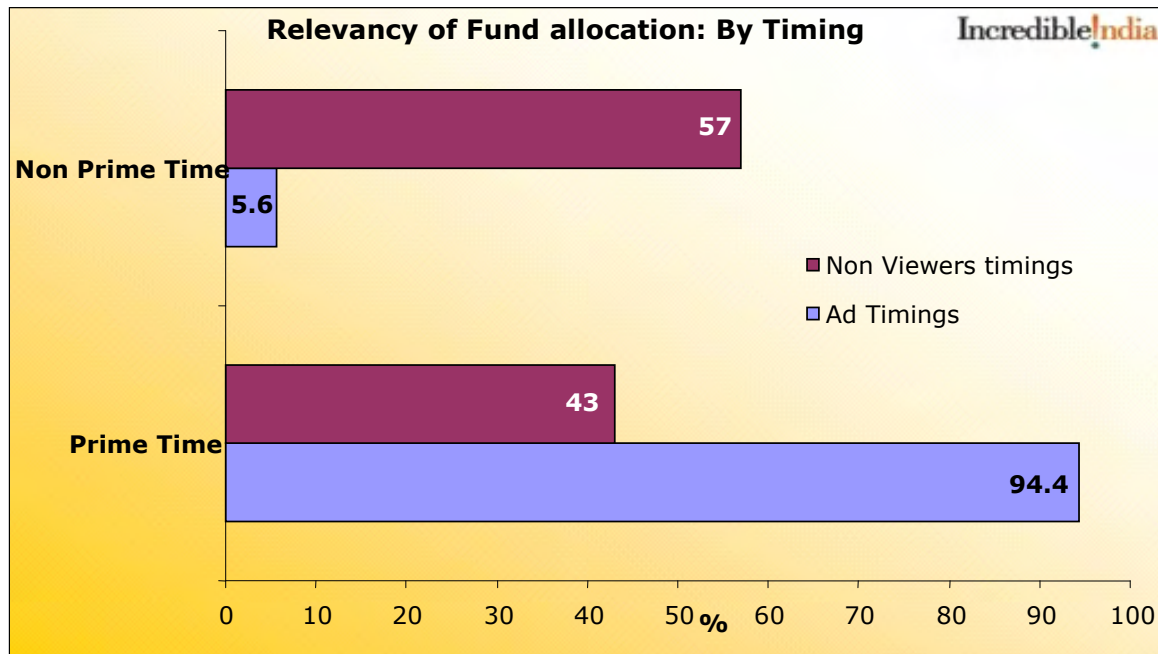


Entertainment & News based channel contributes close to 90% of the total TV expenditure, while only 50% of the non-viewers prefer watching the same channel. Sports & Movie channels contributed only 10% of the total expenditure, while 38% of the non-viewers prefer watching the above channels

Reallocation of funds from entertainment & News channel to sports and movie based channel may increase the campaign reach

4.1.4.3. Relevancy: By Timing

Graph no - 27

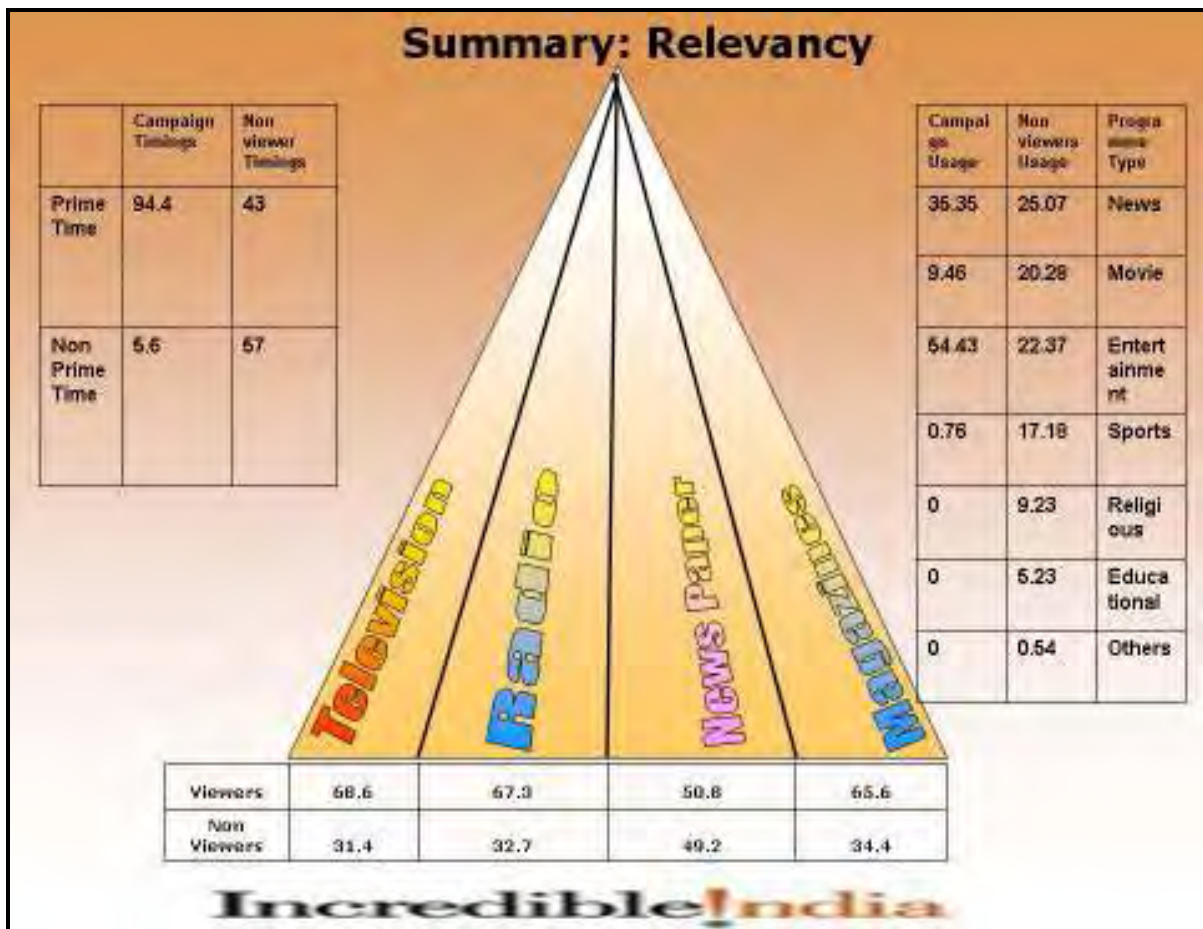


About 95% of the advertisement was given during prime time, while only 5% was given during non-prime time but 57% of the non-viewers watch television during non-prime time

Fund allocation for non-prime time may be increased to increase the reach of the campaign.

4.1.4.4. Relevancy: Summary

Graph no – 28





Findings: Section – 2

4.2. EVALUATING THE IMPACT OF THE CAMPAIGN

General Impact

Social Impact

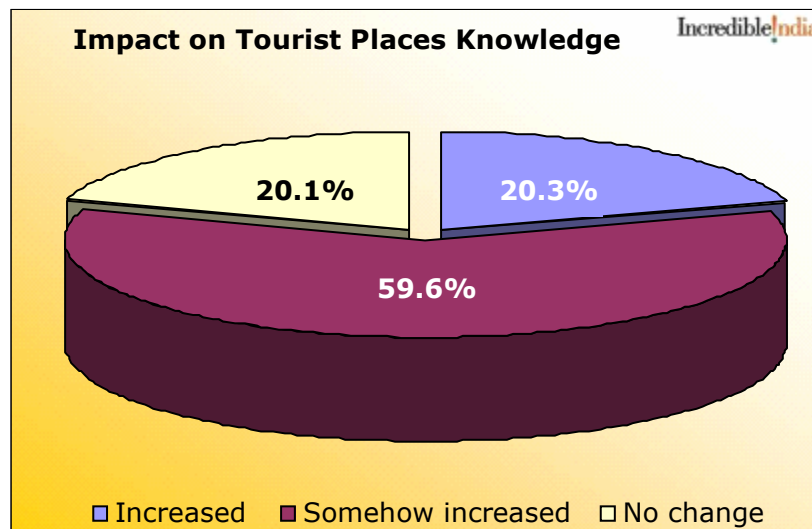
Economic Impact

4.2.1. General Impact

Promoting awareness about the different tourism destination in the country and theme branding and tourism's department logo positioning were the two major objectives of the campaign. The overall impacts of the campaign are given below.

4.2.1.1. On Knowledge of Tourist Places

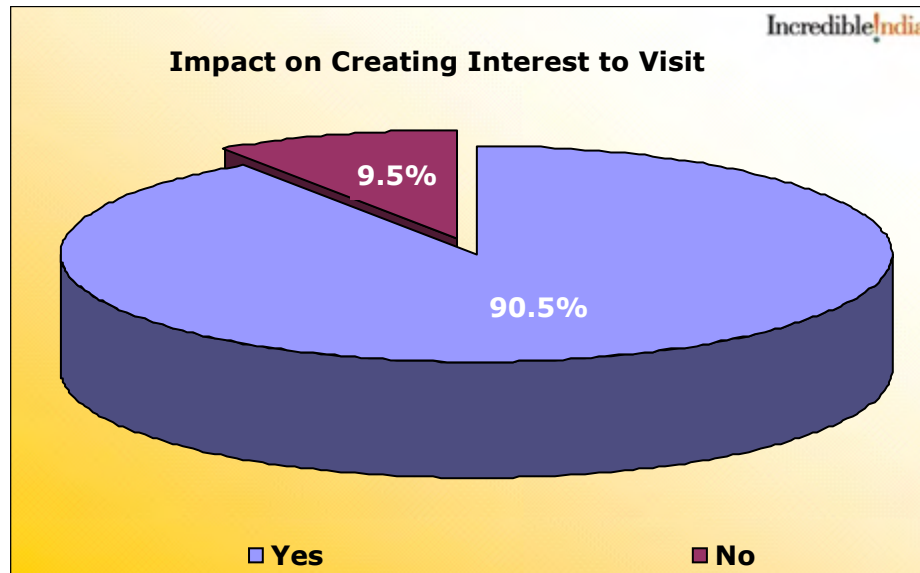
Graph no - 29



The survey shows that at least 60% of the viewers felt that their knowledge regarding the various tourist destinations positively increased and 20% of the viewers felt some increase in their knowledge about tourist destinations as a result of the campaigns.

4.2.1.2. On Creating Interest to Visit

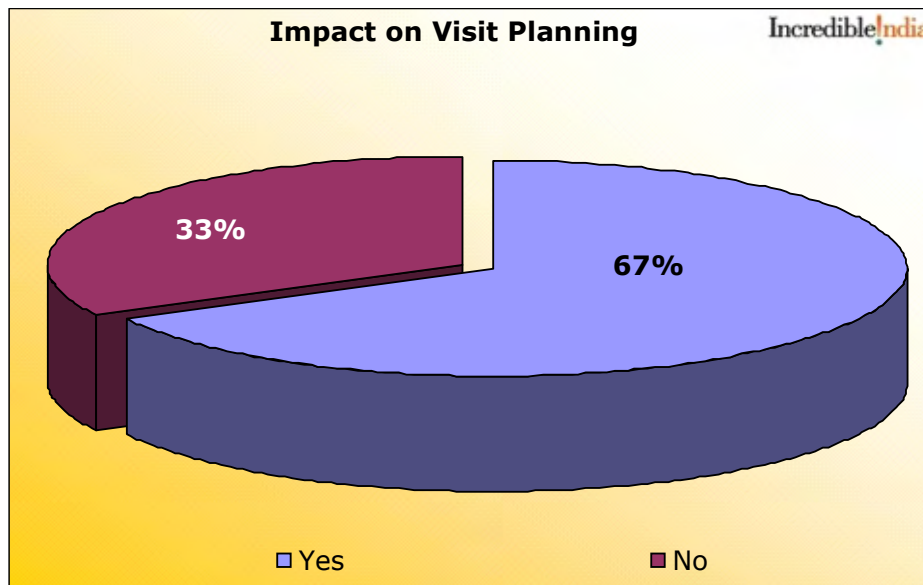
Graph no – 30



The effectiveness of the campaigns was quite high in terms of creating interest to visits the shown place in the advertisement. More than 90% of the respondents have expressed a positive impact in creating an interest to visit some of the tourist destination seen in the advertisement.

4.2.1.3. On Visit Planning

Graph no – 31



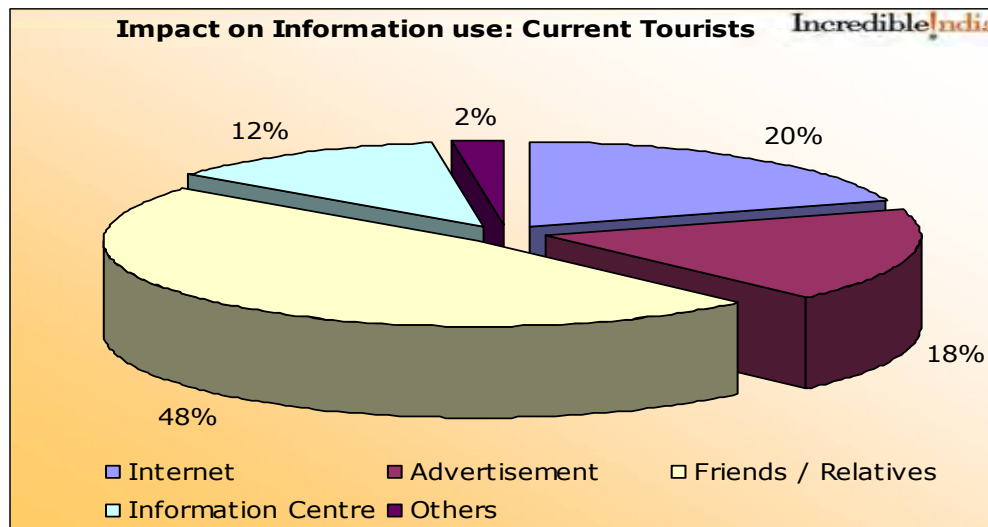
Knowledge about the beauty and attraction of a particular location may create a desire to visit the place .The survey reveals that 67% of the viewers were keen to visit the location advertised

4.2.1.4. On Information Usage

The tourist uses various sources of information to decide the final tourist destinations for the visit. The following charts show the distribution of the type of the information sources used by the current and potential tourists for the selection of the final tourist destinations.

4.2.1.4.a. On Information Usage: Current Tourists

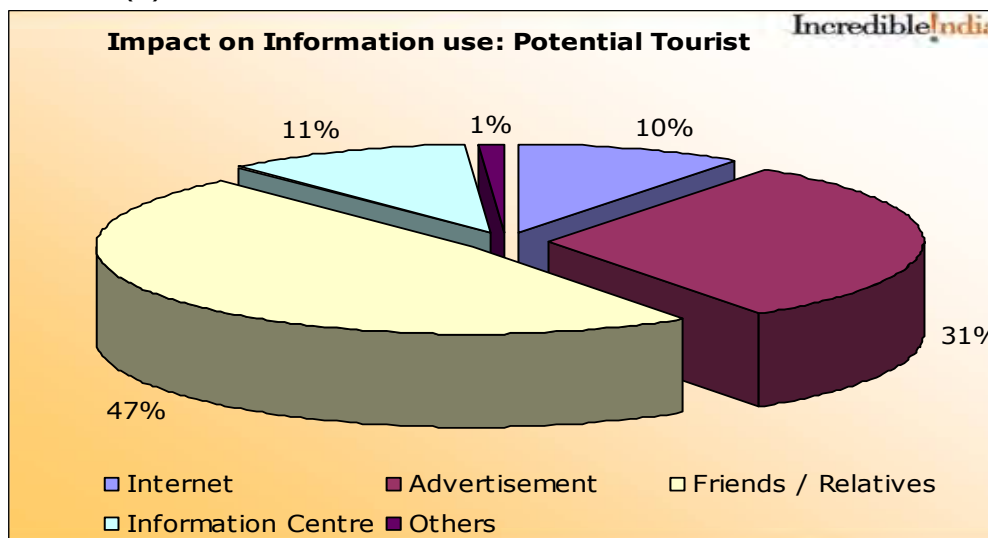
Graph no – 32(a)



Friends and relatives are the most used information sources for selection of a tourist place for a tourist. A significant 20% of the tourists expressed that they used internet extracted information for selection of tourist places

4.2.1.4.b. On Information Usage: Potential Tourists

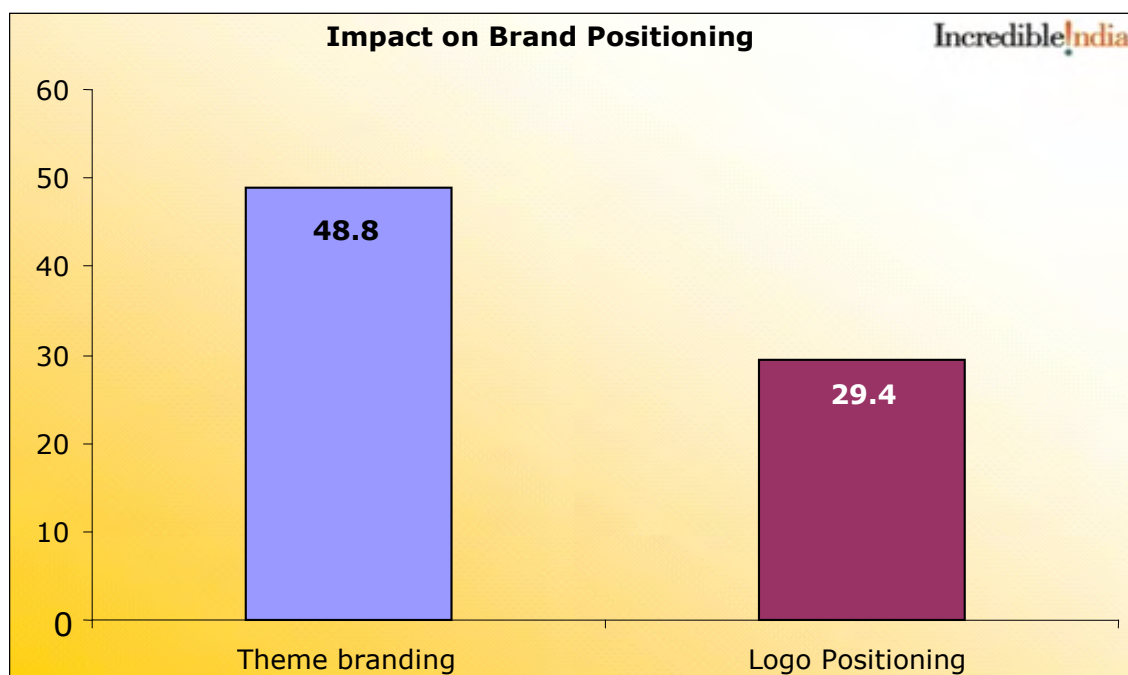
Graph no – 32(b)



Out of the total respondents those who viewed the campaign more than 30% of them expressed their interest to use the advertisement information for the purpose of the destination selections. A significant 10% of the potential tourists expressed that they would like to use internet extracted information for selection of tourist places

4.2.1.5. On Brand Positioning

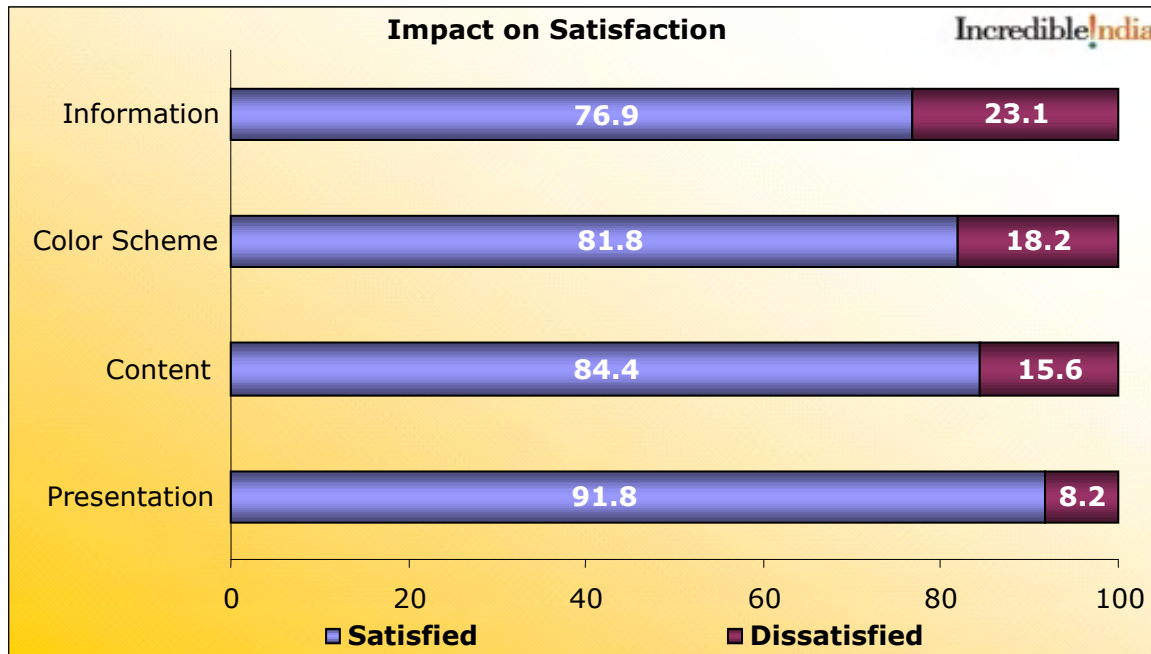
Graph no - 33



About 50% of the viewers were able to recall the theme of the campaign, while smaller percentages (30%) of the viewers were able to recall and recognize the logo of the tourism department.

4.2.1.6. On Overall Satisfaction

Graph no – 34



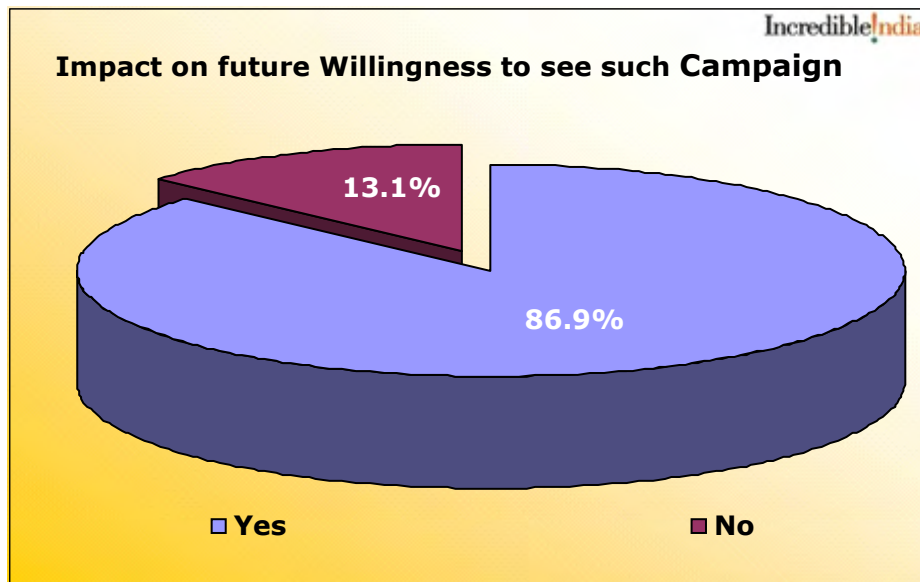
As the campaign was the first of its nature on a broad scale across all the major media vehicles the satisfaction level was quite high amongst the viewers.

A high percentage i.e. 90% of the viewers expressed their satisfaction on the presentation of the campaign advertisements followed by content (84.4%) and color scheme (81.8%).

But significant proportions (23.1%) of the viewer were not satisfied with the information contents of the advertisement. Perhaps there is a need to increase the “information” content in addition to the visual appeal.

4.2.1.7. On Future Willingness to see such campaigns

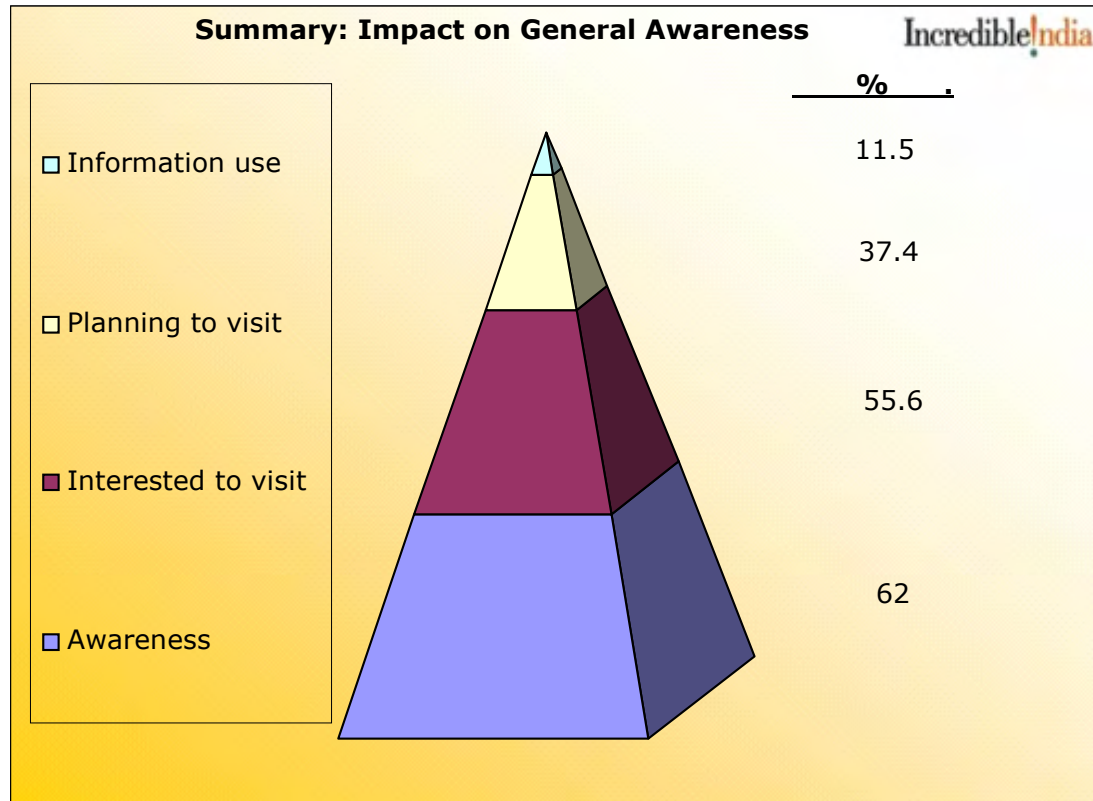
Graph no – 35



Nearly 87% of the current viewers expressed their desire to see more such campaign advertising in future.

4.2.1.8. General Impact: Summary

Graph no - 36

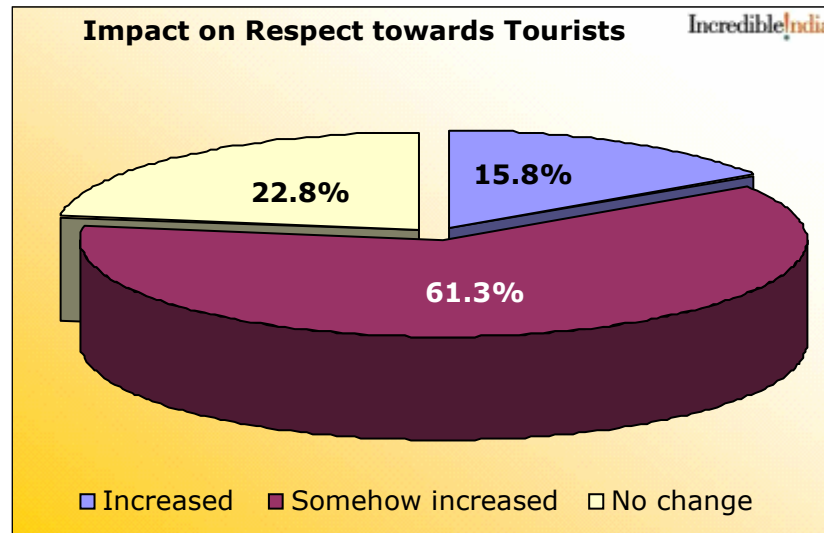


4.2.2. Social Impact

There was a special social awareness campaign called “Atithi Devo Bhava”, the major intention of the campaign was to build a universal consciousness amongst the service providers regarding their mindset and approach towards the tourist.

4.2.2.1. On Respect towards Tourists

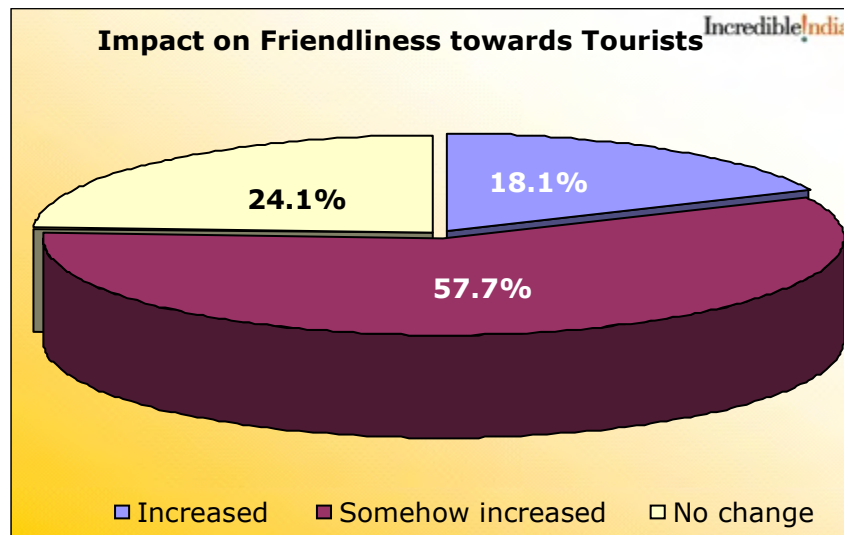
Graph no - 37



The majorities of the service providers were from the unorganized sector and poorly educated. The campaign helped in improving the respect towards the tourist.

4.2.2.2. On Friendliness towards Tourists

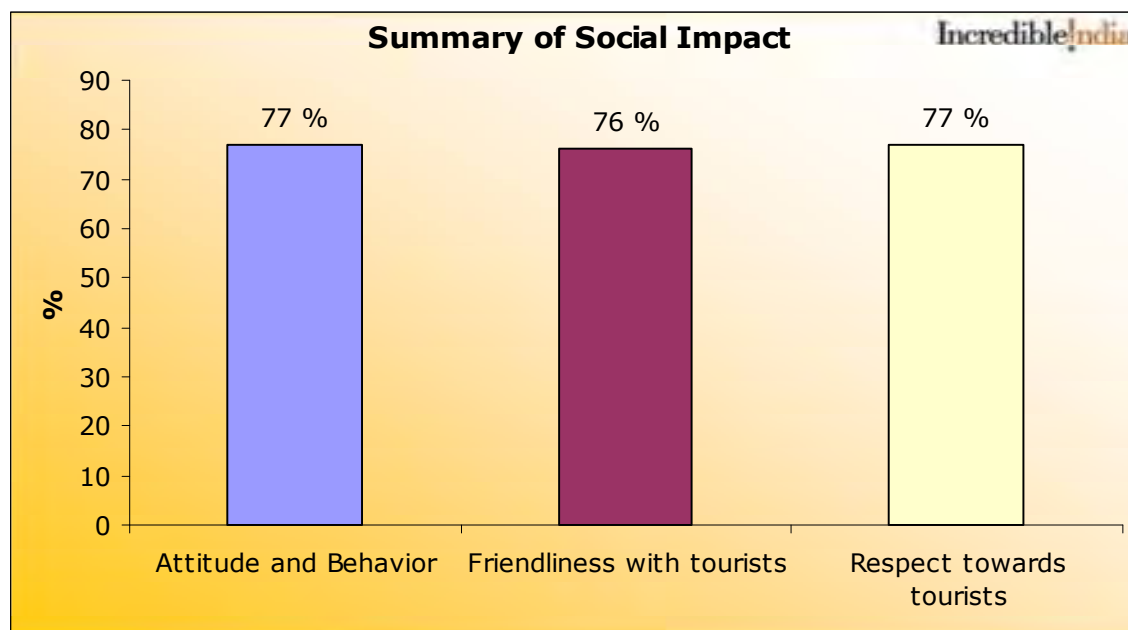
Graph no - 38



A high percentage of 57% of service providers felt that they became friendlier towards the tourists as a consequence of the promotional campaign.

4.2.2.3. Social Impact: Summary

Graph no - 39



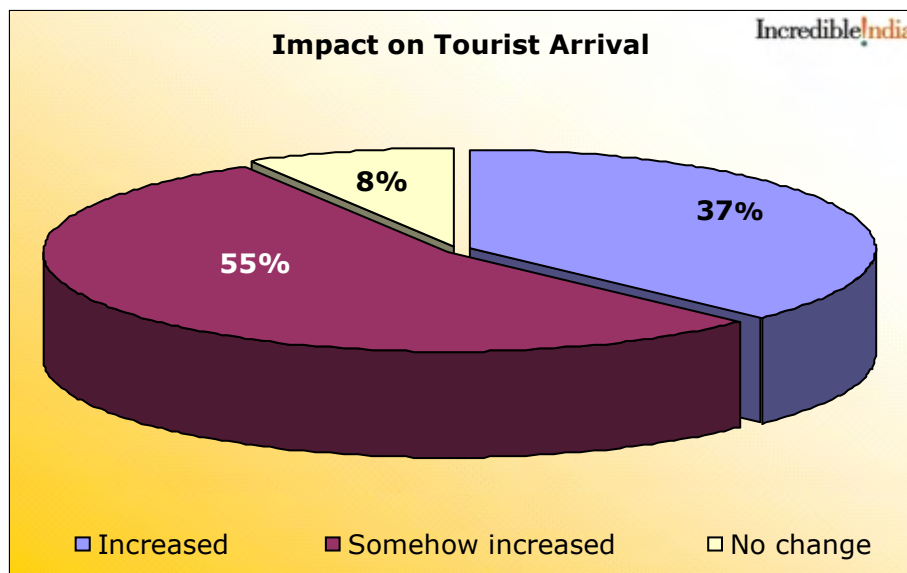
In an average more than 75% of the service providers express their views that they are respect, friendliness, attitude and behavior towards the tourists was some how increase after seeing the "Atithi devo bhava" promotional campaign.

4.2.3. Economic Impact

Eventually the intention of the campaign was to develop a prosperous and healthy domestic tourism sector in the country, which will be more sustainable and stabilized. As a result of the increased tourist arrivals the sales of the tourism product will increase along with the income of the traders.

4.2.3.1. On Tourist Arrivals

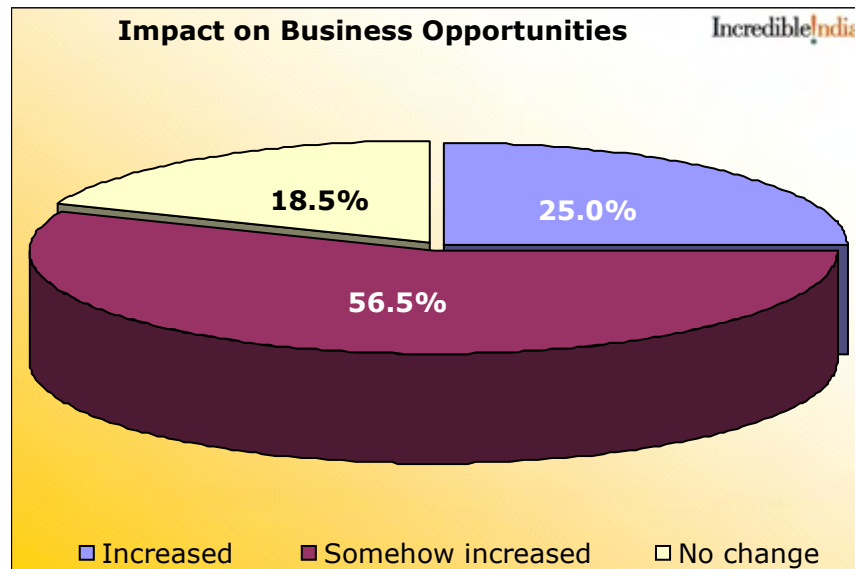
Graph no - 40



More than half of the service providers viewed that there was some increase in the tourist arrival because of the campaign, with 37% of the service providers feeling that there was a considerable increase in the tourist arrival due to campaign.

4.2.3.2. On Business Opportunities

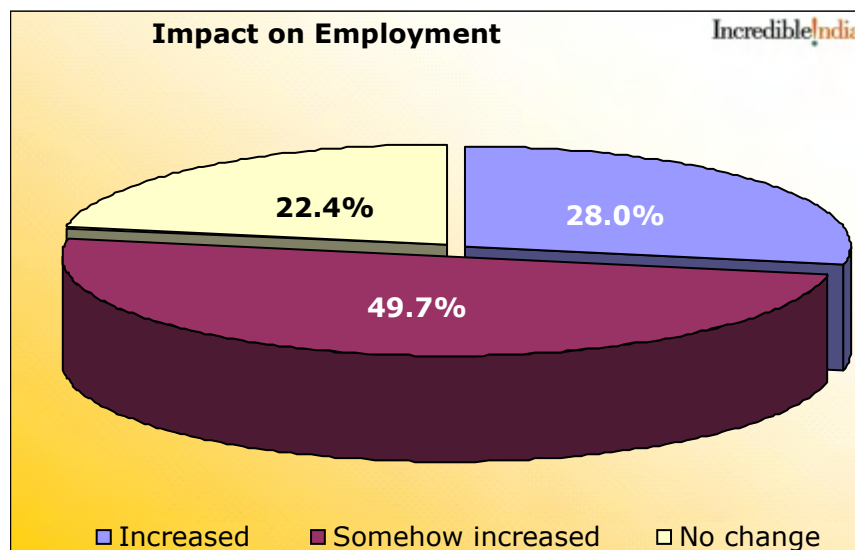
Graph no – 41



Business opportunity and tourist arrival are directly proportional. More than 56% of the service providers felt that business opportunities had increased due to the promotional campaign.

4.2.3.3. On Employment

Graph no – 42

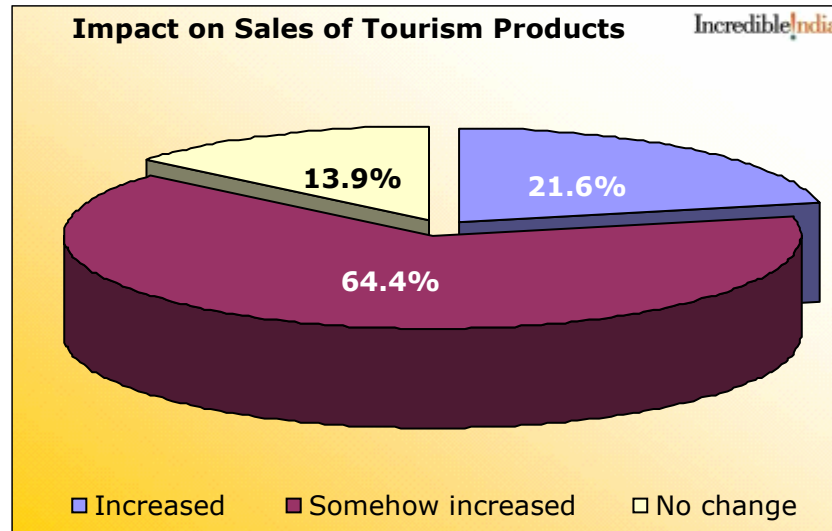


In terms of the impact of the campaign on employment creation at least half of the service providers felt that there had been an increase in the employment

opportunities. However, a significant 22% did not think that opportunities had increased.

4.2.3.4. On Sales of Tourism Products

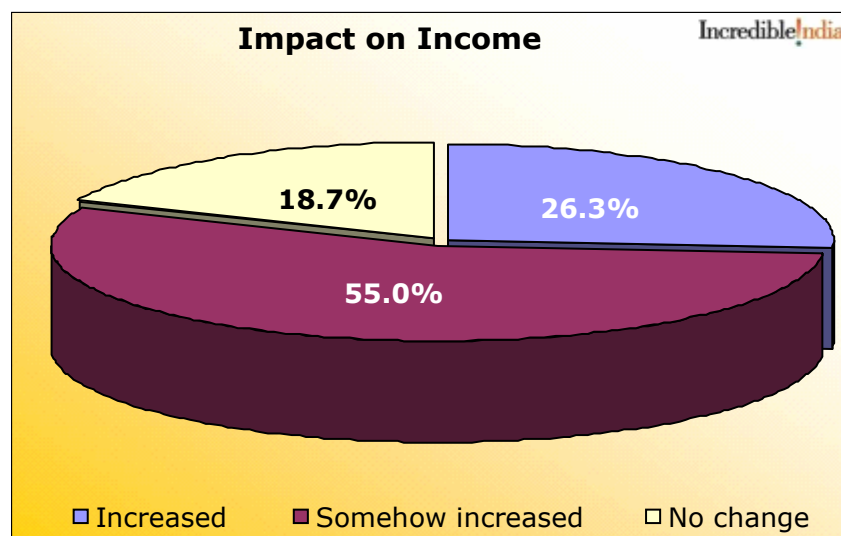
Graph no – 43



More than 64 % of the total service providers expressed some increase in their sales. Here too a significant 14 % felt that there was no increase in their sales. The campaign does not promote the buying opportunities to the target segment.

4.2.3.5. On Income

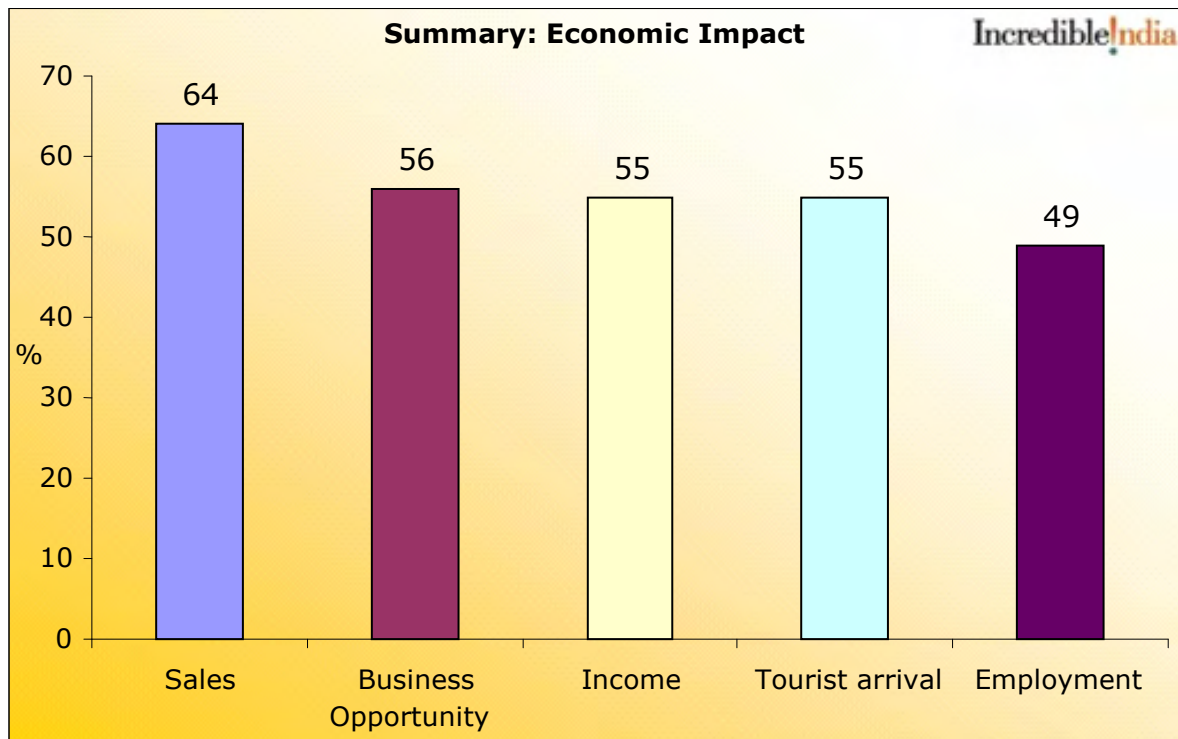
Graph no – 44



26 % of the total service providers agreed that there is increase in their income while 55% of the respondents agreed on somewhat increase in the income.

4.2.3.6. Economic Impact: Summary

Graph no – 45



Economic impact is clearly visible on the service providers due to DPPH. 64% of the respondents agree on increase in sales while almost 55% of the respondents agree on increase in Business opportunities, Income and Tourist arrivals due to the promotional campaign. But only 49% of the respondents felt that there is an increase in employment due to this promotional campaign.

Findings: Section – 3

4.3. Profile of the Campaign viewers

Respondent Type

Age profile

Education level

Occupation Pattern

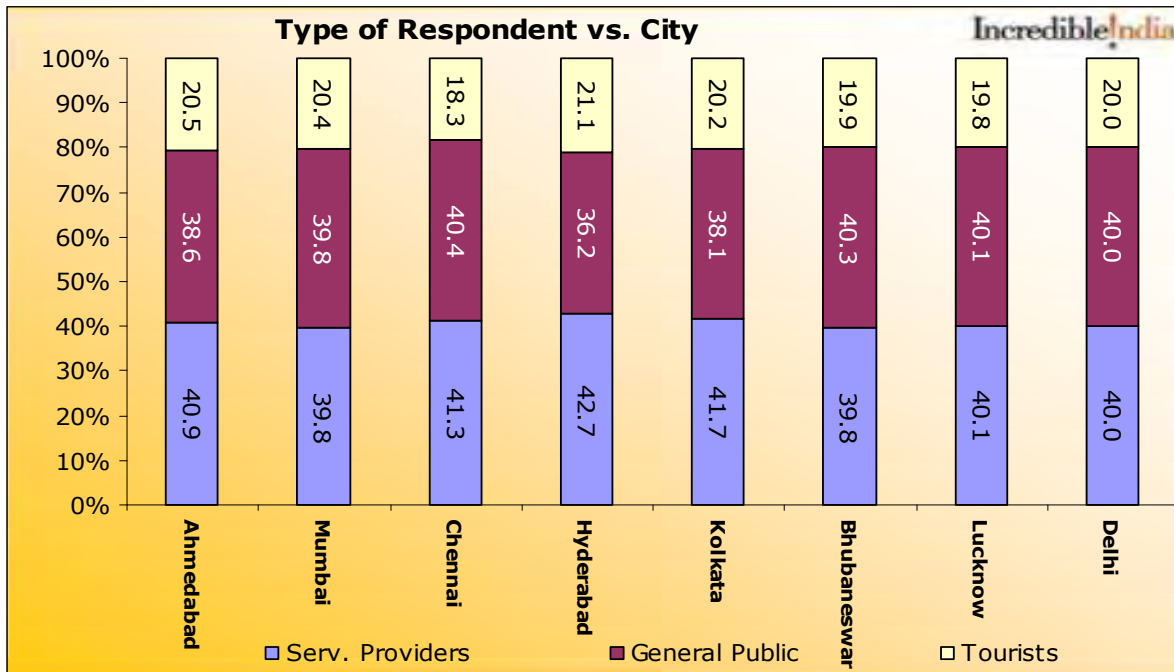
Marital Status

Income level

4.3. Profile of the Campaign viewers

4.3.1. Respondent Type

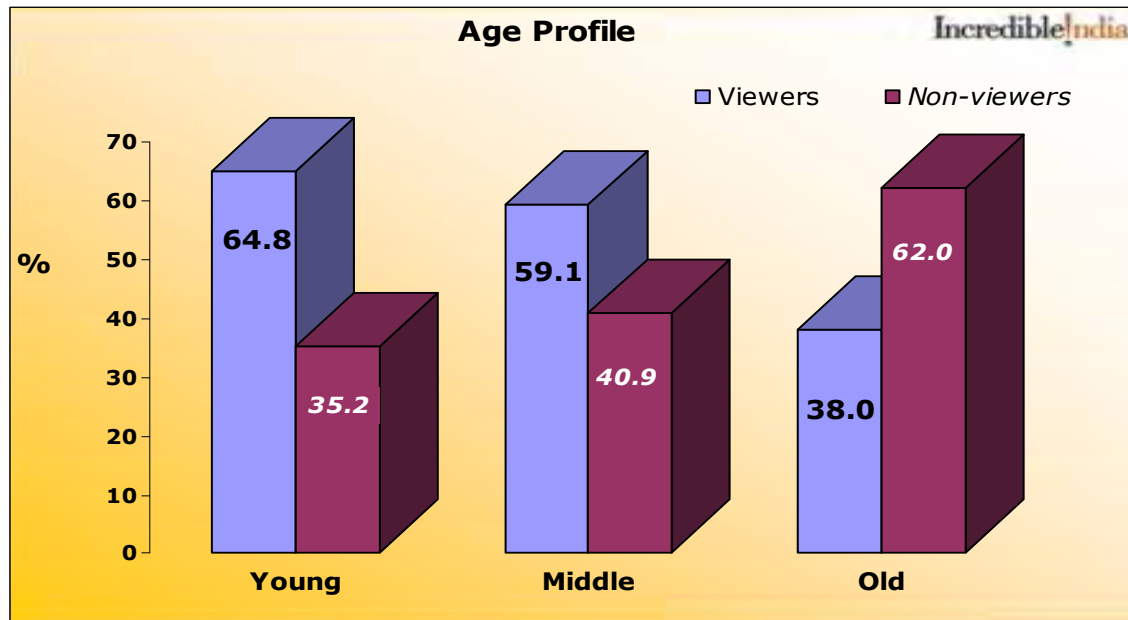
Graph no - 46



In total more than 1700 respondents were interviewed across 8 major cities of India. Out of all the respondents, share of Service providers and General public was 40% each while 20% of the respondents were tourists.

4.3.2. Age profile

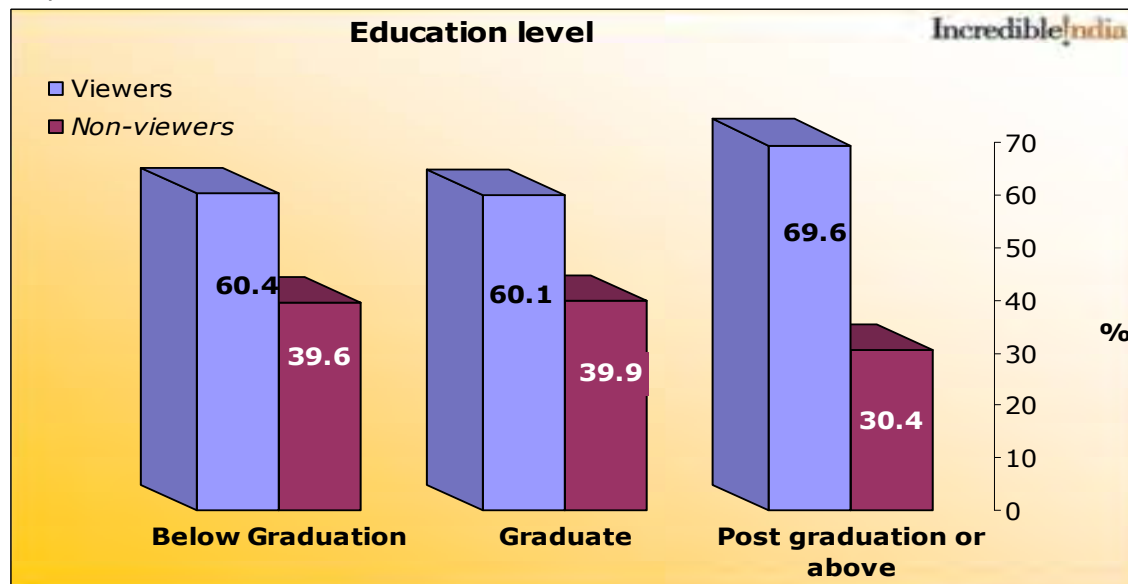
Graph no - 47



The reach of the media to youth was 65 % which decreased to 59 % to middle aged persons, coming down to 38% in case of older persons.

4.3.3. Education level

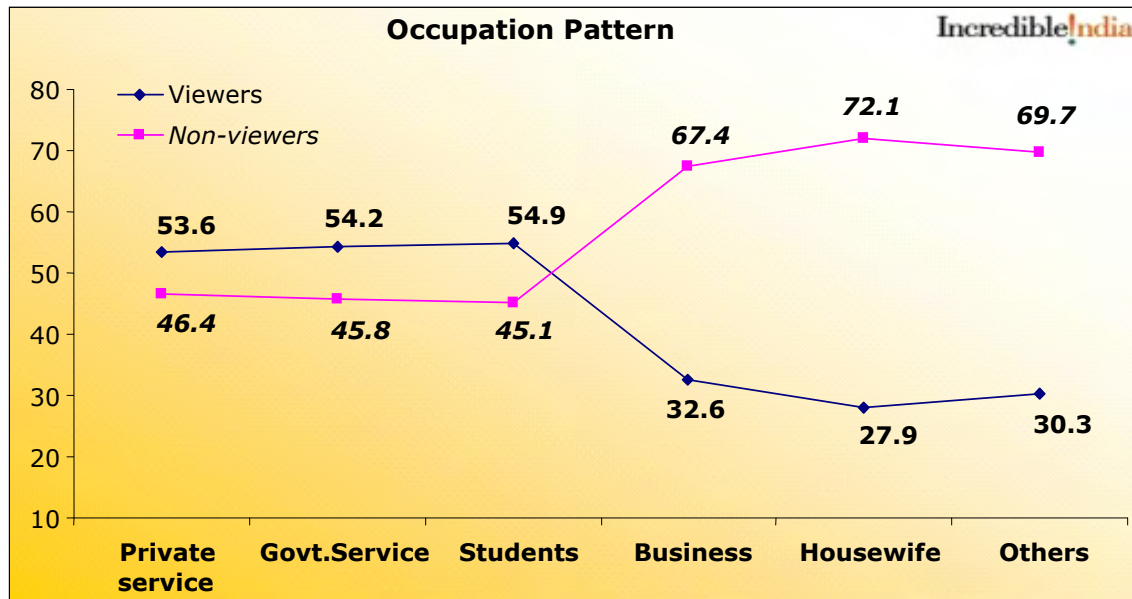
Graph no - 48



There is no such significant relationship between the education qualifications of the respondents with the reach of the promotion campaign.

4.3.4. Occupation

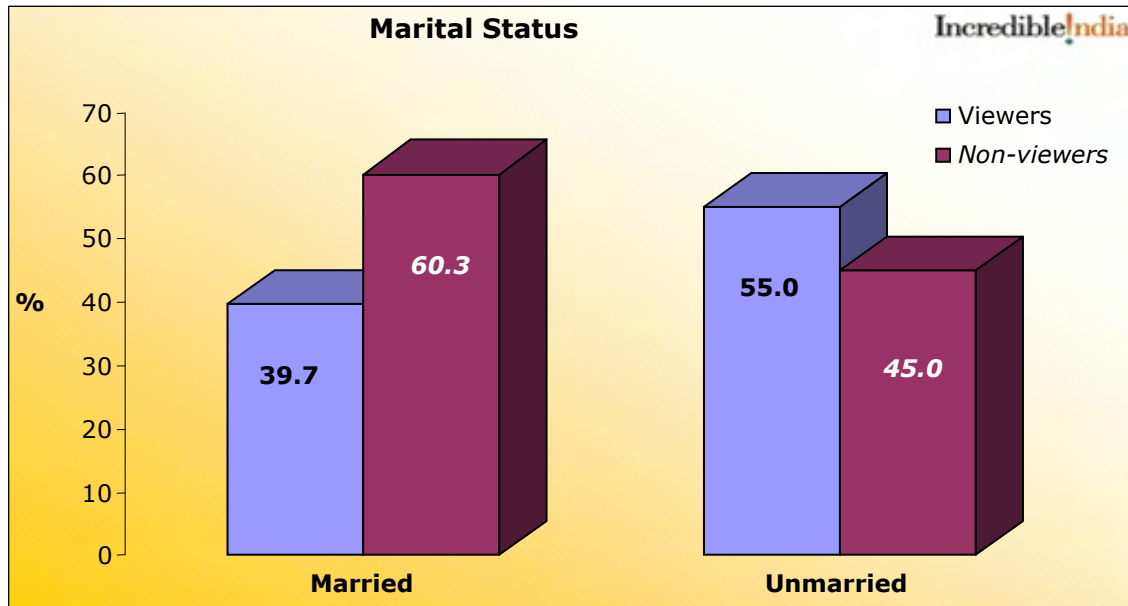
Graph no - 49



The occupation of an individual affects the media habits. The comparisons of the campaign awareness with the occupation of the respondents shows that the reach of the media was highest i.e. 54% amongst the service personnel and student whose normal working timings were fixed, while the reach was lowest in case of the Businessmen and housewives whose working time are not fixed. In case of housewives the reach of the campaign was lowest at 28%.

4.3.5. Marital Status

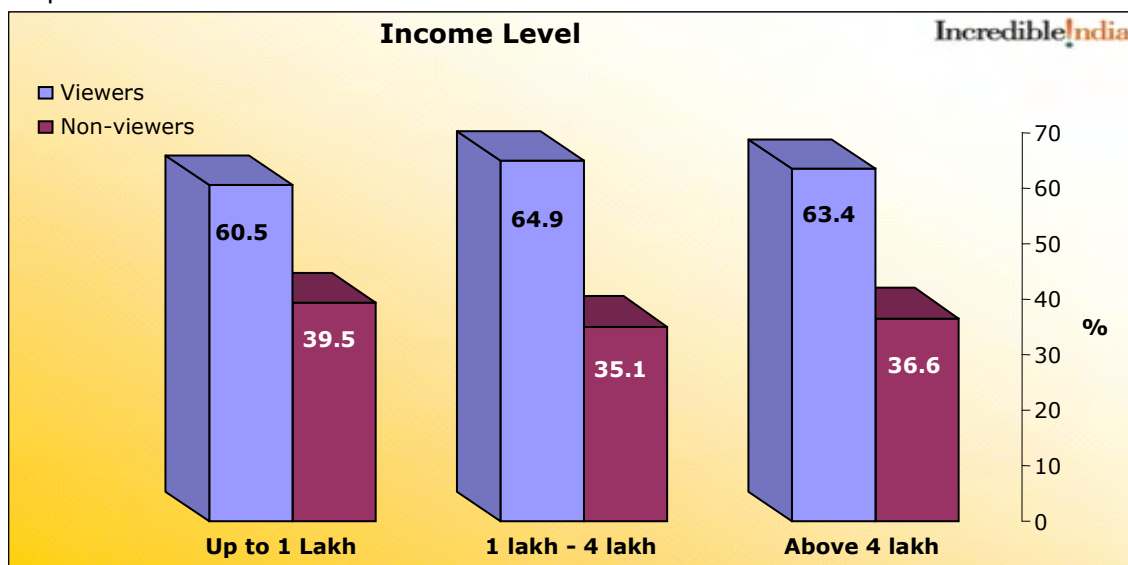
Graph no - 50



Level of awareness was 39.7% in case of married respondents while the awareness level was more than 55% in case of single respondents.

4.3.6. Income level

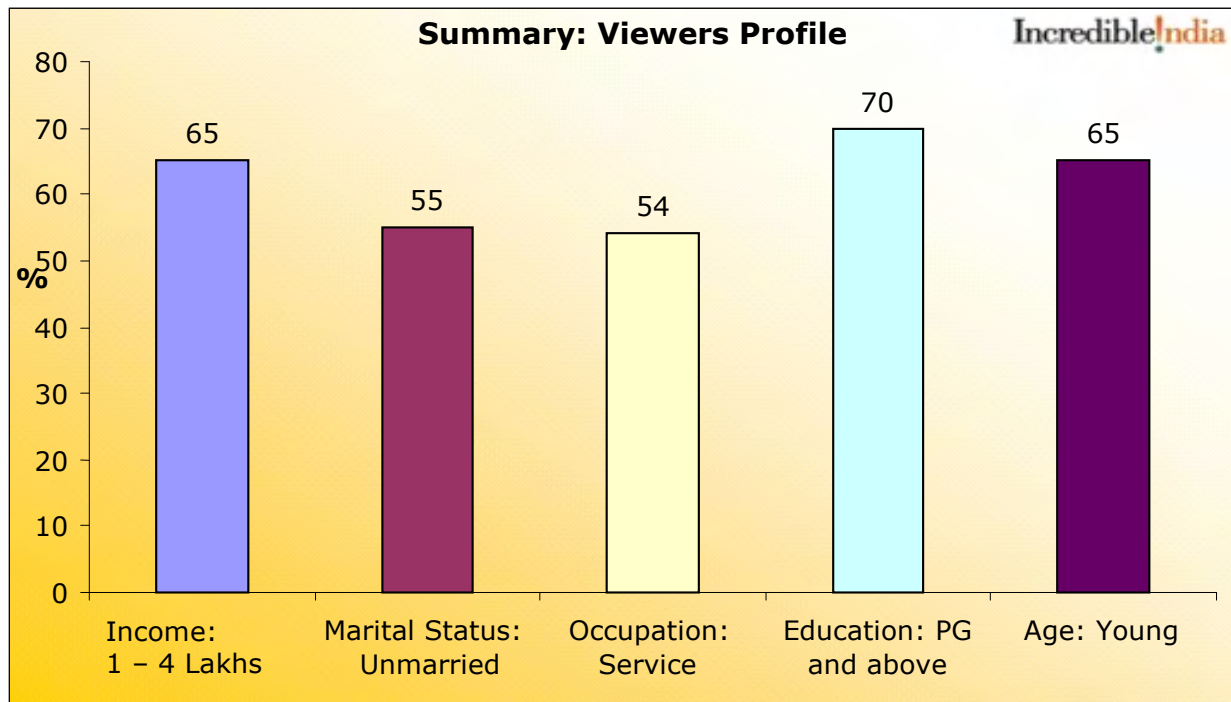
Graph no - 51



There is no such significant relationship between the incomes levels and reach. On an average 63% of respondents irrespective of the income level were aware about the campaign.

4.3.7. Campaign Viewers: Summary

Graph no – 52



The data shows the campaign viewers are younger; single and either in government/private job or student. While the non viewers are more relatively elder, married and either housewife or retired person. So it' clearly shows that the campaign was not able to attract the elder mass, businessmen and housewife. How ever the change in the campaign schedule, including religious and business channel may increase the reach.

V. PUBLIC PRIVATE PARTNERSHIP IN TOURISM PROMOTION

- 5.1. Introduction
- 5.2. Industry transition and Partnership
- 5.3. Demand of Public private partnership
- 5.4. Objectives of the partnership
- 5.5. Benefit of the Partnership
- 5.6. Need of a PPP Model in Tourism promotion
- 5.7. Requirement for a PPP model
- 5.8. Public Private Partnership in Tourism Promotion
- 5.9. Tourism Promotion Agencies (TPA)



5.1. INTRODUCTION:

1. Collaboration and joint ventures are increasingly being used in the tourism sector to achieve the inspiring business as well as social goals.
2. Sharing the relevant experience of partnership is important to the development of the tourism sector.
3. The chapter gives an insight on how to plan, implement and further develop partnerships especially in tourism promotion, focusing on strategic and operational issues in partnering.

5.2. INDUSTRY TRANSITION AND PARTNERSHIP

1. The World Tourism Organization (WTO report 2000) recognized that globalization and technology are the two key forces which enable transformation of the tourism sector into a dynamic economic force.
2. Currently the tourism industry is in transitory phase and the customer both in business travelers segments and leisure travelers segments have become more sophisticated and are looking for customized experiences.
3. Response to the changing demand of the customer the distribution networks has created are creating flexible bunches of travel experiences and destinations. The above has resulted in forming wider networks of alliances to deliver a credible, exciting guest experience.
4. The key players like airlines, hotels and tour operators have discovered that they must get together to market, book and sell the destination in order to get their reasonable share from the growing market.

5.3. DEMAND FOR PUBLIC PRIVATE PARTNERSHIP

1. The changing philosophy of tourism development demands adequate planning and development mechanism to control the potentials of employment generation, infrastructure development and socio-economic development associated with it.
2. Public-private-partnerships (PPP's) in tourism worldwide are on the upswing and will become ever more prevalent for achieving sustainable tourism development through interdisciplinary actions.
3. Public private partnerships offer a significant opportunity to bring investment, improved infrastructure, jobs, skills development, and contracts for small businesses to many of India's most remote, underutilized and beautiful rural environments - many of which are the most poverty-stricken and marginalized in the country.

5.4. OBJECTIVES OF THE PARTNERSHIP

The key motivator to co-operate is that all partners will benefit from the alignment of resources and objectives. Partnerships can be formed to create new products or services, to achieve higher levels of efficiency/economies of scale and opening up of markets that were previously inaccessible or to simply pool resources.

Products partnership objectives

- Enhance and preserve resources
- Set quality standards
- Develop attractions, theme parks and accommodation
- Provide technical support for innovative product development programs
- Contribute to the economic wealth of the community
- Create sustainable development of tourism sector
- Overcome trade and investment barriers
- Protect consumers
- Deal with competition

Marketing and Sales partnership objectives

- Improve destination image
- Improve marketing efficiency
- Improve market coverage and reach
- Provide support for electronic marketing and distribution, including Internet
- Provide support for participation at trade shows
- Harness power of co-operative marketing programme
- Access new markets

Research and Technology partnership objectives

- Provide research and measurement methodologies
- Implement Tourism Satellite Accounts
- Enhance technological innovation and application

Human Resources partnership objectives

- Set service and quality standards
- Provide training and education programs
- Improve productivity and innovation

Infrastructure partnership objectives

- Improve roads, transport infrastructure and basic services
- Provide impetus for intermodal transportation
- Improve public health and sanitation
- Improve safety and security
- Enhance telecommunications system

Financing partnership objectives

- Obtain investment and funding
- Leverage public investment
- Obtain start-up financing
- Improve yield

5.5. BENEFITS OF THE PARTNERSHIP

The key to any successful partnership, however, is the recognition that the partnership is a business relationship wherein the partners share the risks, rewards and responsibility for the success or failure of the initiative.

a) Benefits to Public Sector:

- Access to new sources of capital
- Accelerated development of infrastructure assets
- Risk sharing opportunities
- Maintenance or improvement of service levels
- Access to skills in planning, management and service delivery
- Realization of the value of under-utilized assets
- Greater value from economic development opportunities

b) Benefits to Private Sector:

- Access to new markets that they would be unable to develop on their own;
- Ability to improve skill levels and performance;
- Expansion of products or services beyond current capability;
- Enhancement of credibility through association; and
- The opportunity to earn a return commensurate with the risks and merits of the venture.

5.6. NEED OF A PPP MODEL IN TOURISM PROMOTION

The Tourism promotion partnership models deal with the issue of planning, implementing and funding the tourism promotion activities in cooperation and partnership between the public and the private sectors.

Tourist promotion is a responsibility of the whole tourist industry and here are some of the reasons to support the private funding of tourist promotion:

- Tourist destinations and products include elements both private (accommodation, transport, amenities, etc.) and public, both natural (beaches, mountains, landscape) and cultural (museums, monuments).
- Tourist resources developed into tourist products through value add mainly provided by public infrastructures (roads, airports, water supply) and public equipments (safety, health care).

5.7. REQUIREMENTS FOR A PPP MODEL

The formation of partnership depends on the circumstances, economic, organizational, cultural and structural capability of the private and public sector to participate, and the willingness of the potential partners to assume the additional responsibility that the partnership entails. Assuming these differences there are common requirement for any partnership model:

Table no – 14: **Requirements for a PPP Model**

SL.NO	REQUIREMENT	DESCRIPTION
1.	Benefit of the Partnership	The base for a partnership model is that all partners recognize that all of them will benefit from the alignment of resources and objectives.
2.	Areas of the Partnership	The common areas of public-private partnership are marketing or promotion infrastructure development; education and training, and financing and investment.
3.	Objective of the Partnership	The objectives of the partnership should be clearly defined and agreed upon and then established in a written plan which is compulsory for the partners.

4.	Flexibility of Partnership	The plan should be flexible as tourism is subject to economic, social and political upheavals both from within and outside, apart from being intrinsically extremely dynamic, subject to increasing competitiveness.
5.	Roles and responsibilities	The roles and responsibilities of the partners should be determined and their contributions quantified.
5.	Participation criteria	Original partners should agree on how and when new partners will be selected and their limitations in participation.
7.	Decision-making process	The decision-making process, in order to assure that all partners participate in the process.
8.	Funding and financing	Funding and financing arrangements, identifying the sources of funding, the levels of participation and the schedule of contributions.
9.	Timetable of the Partnership	The timetable of the scheduled activities.
10.	Monitoring system	A monitoring system in order to guarantee that the performance and partial goals achieved are aligned with partner's needs and expectations.
11.	Evaluation system	The evaluation system is the quantitative and qualitative measures that will be used to determine whether objectives have been achieved and to allow partners to determine.
12.	Termination of the partnership	Exit clauses, exit penalties and provisions for renegotiation should be included.
13.	Communication	Communication is essential to get inputs, to dispel concerns before they become a major issue and to build confidence.
14.	Balance in the Partnership	Partnerships should seek to establish a balance between competition and co-operation, focusing on the advantages of economies of scale and the creation of synergies.
15.	Partnership framework	A partnership framework needs to be developed to make partnership approaches to sustainable tourism development more effective and to enhance competitiveness and job creation.

5.8. PUBLIC PRIVATE PARTNERSHIP IN TOURISM PROMOTION

The Public Private Partnership for tourism development through market promotion will focus on the access to financing resources and implementation of policies, which promote social and economic development. This new approach to tourism promotion can help to build a unique forum for the public and private sector, empowering all the key stakeholders in tourism to work towards the social and economic development.

5.8.1. Role of the Government in the Promotion:

Governments have to play an important role in new ways of organizing the co-operation, by defining a clear national strategy for tourism policy which will stimulate and guide innovative partnerships and give incentives to all individual partners to participate in the development. The following three government tourism agencies are involved in the tourism promotion activities.

- ❖ **National level: (MOT)** At national level Ministry of Tourism (MOT) is responsible for the tourism development in the country; the promotional efforts of the centre do not have a state level orientation.
- ❖ **Sate Level: (DOT)** At the Sate level Department of Tourism (DOT) involvement has to be both from strategic and financial aspects in the promotion of the state as a tourism destination
- ❖ **Regional level: (RTA)** At the regional level the Regional Tourism Authority (RTA) is responsible for promoting the entire region and keeping intact the importance of State as is evident in its prominence in the promotional literature of the region; the specific interests can sometimes be subordinated by broader regional priorities.

5.8.2. Role of the Tourism Industry in the Promotion:

- ❖ A tourism promotional campaign in the country should ideally act as a focal point for the Tourism Industry, to which opinions, ideas and problems can be expressed.
- ❖ These opinions and ideas should be processed and the specific marketing proposals submitted to members of the trade for its support.
- ❖ The promotional campaign of any destination needs to work hard to promote greater cohesion and co-operation with the local tourism industry and
- ❖ The initiatives created through a co-ordination of promotion effort and fostering co-operation within the tourism industry.

5.8.3. Co-ordination of the tourism Promotion Partnership:

- ❖ One of the most important activities in tourism promotion is the co-ordination of tourism promotion activity and development of professional co-operation between key players in the area of tourism promotion.
- ❖ Each of the above actors is equally responsible for the promotion and development of the tourism sector in India. But the institutional frame work for the tourism promotion in the country is currently not so strong to uphold all of them together.
- ❖ There is a need to create stronger synergies between the various agencies to enhance the impact of their individual efforts on tourism development in the country.

5.9. TOURISM PROMOTION AGENCIES (TPA)

5.9.1. Need of the Tourism Promotion Agencies (TPA):

1. At present, there is no agency in the country with the specific role to create Tourism Promotion partnership synergies at National level.
2. The creation of a point-of-reference within the country is therefore essential in creating the synergy required from partnership efforts.
3. The establishment of a dedicated tourism promotion Agencies for taking care of creating synergy of partnership for promotion, will

5.9.2. Role of the tourism promotion Agencies:

1. Strengthening the co-ordination of the promotional efforts of the existing regional and national-level agencies.
2. Ensuring that all promotional efforts are responsive to the needs of the trade in the country.
3. Acting as a source of promotional advice and support and carrying out innovative promotional campaigns to fill the gaps.
4. Make proposals to the trade in relation to joint promotion efforts.

5.9.3. Funding for the tourism promotion Agencies:

1. Currently the majority of tourist trade spending is focused on promoting individual businesses as distinct from a more generic effort to promote the state generally.
2. The expenditures of individual tourism businesses undoubtedly have a positive impact on the number of tourists visiting the state, but a state-wide promotional campaign funded jointly by individual trade members would further enhance the likely number of tourists to the state.
3. The tourism industry itself could be expected to fund marketing activities that would directly benefit them. Other major beneficiaries of tourism would include retailers, banks, service enterprises, etc. Sponsorship from major firms in the state e.g. corporate sponsorship for billboard advertising.



VI. RECOMMENDATIONS & CONCLUSION

6.1. Recommendations

6.1.1. Promotion Tool:

The importance of any particular promotional method clearly depends on the characteristics of the target audience specifically with reference to their media preferences.

- **Internet:** The study findings clearly indicates that about 20% of the tourist uses internet extracted information for selecting their holiday destination while 10% of the potential tourist who intend to plan for holidays are willing to use internet extracted information for selection and planning their holidays destination. Hence campaign through internet & email focusing on these classes would be an effective and efficient promotion tool.

- **Television:**

- i. Channel Selection:

- Entertainment & News based channel contributes close to 90% of the total TV expenditure, while only 50% of the non-viewers prefer watching the same channel
 - Sports & Movie channels contributed only 10% of the total expenditure, while 38% of the non-viewers prefer watching the above channels
 - Reallocation of funds from entertainment & News channel to sports and movie based channel may increase the campaign reach

- ii. Ad Timings:

- About 95% of the advertisement was given during prime time, while only 5% was given during non-prime time whereas 57% of the non-viewers watch television during non-prime time
 - Reallocation of the fund from Prime time to non-prime time may increase the reach of the campaign

Additional Promotional Tools:

During the survey administration, majority of the respondents suggested additional promotional tools like

- Rail Ticket, Bus Ticket and ATM slips can be used as additional tool for print media campaign
- Similarly in electronic media local folk songs can be included as a part of regional campaign.



6.1.2. Promotion Method:

- **Product Specific:** Special tourist destinations in the country having unique facilities like Golf and water sports would attract specific tourist segment that are interested in these specific places vis-à-vis facilities.

E.g. Tourist destinations like Nainital and ranikhet of Uttaranchal having golf facility can be promoted by targeting big corporate.

Hence directly targeting these special target groups would increase the tourist inflow and it would be also cost effective.

- **Period specific:** There is a rising trend for short holidays (3-4 days) in the domestic market. The above could be on account of rising trend of weekend holidays as per international standards vis-à-vis operations of multinational companies and the higher disposable income of the younger executives.

Hence period specific promotion could be aired just before the holiday period which could in turn attract the particular target segment for visiting these places.

- **Locale specific:** Specific tourist destinations may be promoted in another near by places having adequate logistic facilities like via road, rail and air for short holidays.

E.g. the tourist place like Ramoji Film city of Hyderabad can be promoted in Mumbai and that of ESSEL world of Mumbai in Hyderabad may increase the tourist footfall in both the cities.

- **Increase frequency and Extending the Coverage:** The survey findings indicated majority of the respondents suggested to increase the frequency of the advertisement to enhance the visibility. There were additional views of adding more tourist destinations in the regional campaign.

6.1.3. Promotion Organization:

- ***Departmental Coordination:*** There is an overlap of the tourism promotion activities of the State tourism department with the national level promotion activities of Ministry of Tourism.

E.g. In case of Madhya Pradesh, both the state Tourism department campaign and the central India campaign of DPPH are promoting the same tourist destination.

Better understanding between State tourism department and Ministry of Tourism would help in checking the overlap. Understanding like 'timings of promotional campaign', 'selection of tourist destination' and 'selection of media vehicle' would help in checking the overlapping.

Timing of promotional campaign:

- a. During national holidays, the promotional campaign can be aired by Ministry of Tourism
- b. During regional holidays, the promotional campaign can be aired by state tourism department

Selection of tourist destination:

- c. Tourist destinations of national importance to be promoted by Ministry of Tourism as a part of national promotional campaign.
- d. Tourist destinations of state importance to be promoted by State Tourism department as a part of regional promotional campaign.

Selection of Media vehicle:

- e. National level media vehicles (national news paper, national TV channels) to be used for national level promotional campaign.
- f. Regional level media vehicles (regional news paper, regional TV channels) to be used for regional level promotional campaign

Coordination between the Center and State could add synergy to the individual efforts.

- **Stake Holders Participation:** The opinions of the key players of the tourism industry like service providers (tour guides, tour operators) may add value in respect of regional campaigns both in terms of the content and its effectiveness. **E.g.** Tourist guide of Khajuraho would be able to add value in respect of regional campaign by providing the unique features of the place of tourist attraction which could be incorporated as a part of promotional campaign.
- **Public Private Partnership:** The trade partners in the tourism industry like Travel agencies, Hoteliers and other service enterprises benefit directly from the promotion. The tourism promotional campaign not only benefits the tourism authority but also benefits the local stake holders like Hotels, travel agency, restaurants business. Hence the campaign cost may be shared among all the stake holders rather than only by tourism authority especially in regional campaigns.

6.2. Conclusion

The advertisement campaign was proficient to create awareness amongst 62% of the target people and competent to create interest amongst 56% of the people. The repetition of the campaign with more information on places connectivity and available facility will help in building the awareness on a more sustainable and effective. The promotion campaign should focus more on for TV advertising. Along with existing campaign additional campaign may be developed to highlight the religious sites, as majority of the domestic tourist are religious in nature.



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<http://www.ltdc.org.ls/Profile/default.html>
- iv. How to Develop Partnership for a National Tourism Promotion Policy, German Porras.
- v. Web link: Http://Www.World-ourism.Org/Regional/Europe/Pdf/2005/Moscow/Germ%E1n%20porras%20_Presentation%202_.Pdf
- vi. Co-Operation and Partnerships in Tourism: A Global Perspective prepared For: Canadian Tourism Commission World Tourism Organization, World Tourism Organization Business Council
- vii. Tourism Promotion Agencies: International Experience and Best Practices. Strategy Report for the Lebanon National Council for Tourism Promotion
<Http://Lebanon.Usaid.Gov/Files/To1.Pdf>
- viii. Towards New Form of Public Private Partnership: The Changing Role, Structure and Activities of National Tourism Administration, A Special Report for World Tourism Organization, January 1996



7.3. Magazines:

- i. March 2007, "India Today" – Tourism Special
- ii. November 2006, "India Today" – Tourism Special

7.4. Web Links

- i. http://www.pibbng.kar.nic.in/23_11_05_10.pdf
- ii. <https://rni.nic.in/webreport.asp>
- iii. <http://www.tourismofindia.com/misc/time.htm>
- iv. <http://www.investmentcommission.in/tourism.htm>
- v. <http://www.fhrai.com/mag-news/magTourismStatisticsIndia.asp>

7.5. Database:

- i. IndiaStat data base
- ii. NRS - 2002



VIII. ANNEXURE

- 8.1. Sampling details**
- 8.2. Campaign Summary**
- 8.3. Campaign Expenditure details**
- 8.4. Questionnaires**

8.1. Sampling Details

Table no – 15

Campaign	Media Name	City1	City2	City3	City4	City5	City6	City7	City8
		Mumbai							
Central India Campaign	N.paper	Trivandrum	Delhi	Kolkata	Hyderabad	Jalandhar			
	Magazine	Mumbai							
	Magazine	Ahmedabad							
	Magazine	Kolkata							
	Magazine	Chennai							
	Magazine	Bangalore							
	TV	Ahmedabad							
	TV	Kolkata							
NorthEast Campaign	N.paper		Kolkata	Hyderabad	Chandigarh	Ahmedabad	Bhubaneswar	Cuttack	
	Magazine	Ahmedabad							
	Magazine	Kolkata							
	Radio		Delhi, Mumbai	Chennai	Kolkata	Bangalore	Ahmedabad	Pune,Lucknow	Indore
	Cinema		Delhi,Mumbai	Chennai	Kolkata	Bangalore	Hyderabad	Chandigarh	Pune
	Cinema		Ahmedabad	Lucknow	Nagpur,	Ernakulam	Siliguri	Durgapur	Asansol
	TV	Mumbai							
	TV	Ahmedabad							
	TV	Kolkata							
	TV	Chennai							
	TV	Hyderabad							
	TV	Bhubaneswar							
TV									
Eastern India Campaign	N.paper		Kolkata	Siliguri	Patna	Bhagalpur	Muzzafarpur		
	Magazine	Ahmedabad							
	Magazine	Kolkata							
	Magazine								
	TV	Kolkata							
India for Indian	N.paper	Ahmedabad	Mumbai	Kolkata	Hyderabad	Cuttack			
	Magazine	Ahmedabad							
	Magazine	Kolkata							
	Magazine	Hyderabad							
	TV	Ahmedabad							
	TV	Kolkata							
Budhist Campaign	N.paper	Ahmedabad	kolkata	Hyderabad					
	Magazine	Ahmedabad							
	TV	Mumbai							
	TV	Kolkata							
	TV	Dhaka							
Atithi Devo Bhavah	N.paper		Delhi	Mumbai	Hyderabad	Agra	Jaipur	Goa	Aurangabad
	Magazine	Lucknow	Delhi	Mumbai	Hyderabad				
	TV								

8.2. Campaign Summary

8.2.1. Publicity Information Material

Incredible India Theme Brochures

1. 101 Things To Do
2. Museums & Art Galleries
3. Dance & Music
4. Nature & Wildlife
5. Golf
6. Adventure Sports
7. Body Mind & Soul
8. Arts & Crafts
9. Shopping
10. Festivals of India
11. A Time To Rejoice- Festivals

North-East Brochures

1. Travel Companion
2. Assam
3. Sikkim
4. Tripura
5. Meghalaya
6. Tripura
7. Mizoram
8. Arunachal Pradesh
9. Nagaland
10. Dance & Music
11. Arts & Crafts

Destination Leaflets

1. Ladakh- Lahaul-Spiti
2. Orchha – Khajuraho
3. Tirumala- Tirupati
4. Belur- Halebid
5. Madurai-Tirucharapalli- Rameswaram
6. Thiruvananthapuram- Kollam-Alappuzha
7. Agra- Jaipur
8. Aurangabad-Ajanta-Ellora
9. Churches of Goa
10. Shimla-Kulu-Dharamshala
11. Mahabodhi Temple
12. Palitana Temples
13. Bhimbetka
14. Amritsar-Anandpur Sahib
15. Ajmer Pushkar
16. Chardham

Heritage Destination Leaflets

1. Aurangabad, Ajanta, Ellora
2. Mahabodhi Temple, Bodh Gaya
3. Ladakh, Lahaul Spiti
4. North East Brochures
5. Shimla, Dharamshala, Kullu, Manali
6. Orchha, Khajuraho
7. Amritsar, Anandpur Sahib
8. Palitana Temples, Gujarat
9. Madurai, Tiruchirapalli, Rameshwaram
10. Belur, Halebid
11. Puri, Bhubneswar, Konark
12. Bhimbetka, Madhya Pradesh
13. Chardham
14. Agra-Jaipur
15. Chardham
16. Churches of Goa

8.2.2. Places covered in the campaign

Table no - 16

S.no	Name of the campaign	Places			
		Electronic		Print	
		State	Place	State	Place
1	Central India Campaign	Madhya Pradesh	Khajuraho	Madhya Pradesh	Gwalior Fort
			Orcha Temple		Khajuraho
			Gwalior Fort		Jehangir Mahal, Orcha
		Chattisgarh	Chitra Kota Falls		Madhav National Park
			Basthar		Kanha National Park
			Panna Forest		Rawa National Park
			Bandhavgarh National Park		Dhuandhar Falls
			Bhimbetha caves		Narmada, Bheda Ghat
				Chattisgarh	Chitrakota Falls
					Radha Krishna Temple
			Wild Bufallos		
2	East India Campaign	Orissa	Digha Beach	West Bengal	Sunderban Tigers
			Chilka		Shakti Circuit
			Rathyatra, Puri		Jaldapara
			Bhitarkanika		Terracotta, Bankura
			Konark	Orissa	Tribal Women
			Tribals		Sambalpuri weaves
		Jharkhand	Chau Dance		Water falls, Keonjhar
		Bihar	Bodh Gaya		Chilka
			Mahabodhi Temple		Vittarkanika
		West Bengal	Himalayas		Nandan Kaman
			Toy Train, Dargeling		Sun Temple, Konark
			Dakhneshwar		Shiva Circuit
			Darjeling Tea Gardens	Jharkhand	Palamu
			Sundharban	Bihar	Gurudwara, Patna
			Jaladapara		Krishna Circuit, Vishnupur
	Victoria Memorial, Kolkata		Buddist Circuit		
	Hourah Bridge, Kolkata				
3	South India Campaign	Andhra Pradesh	Golkonda Fort	Andhra Pradesh	Nagarjuna Konda
			Charminar		Mecca Masjid
		Tamil Nadu	Meenakshi Temple		Vishakapatnam
			Tea Garden , Kunnoor	Tamin Nadu	Mudumalai
		Kerala	Perriyar		Elliot's beach
			Boat Race	Kerala	Kovalam
		Karnataka	Shanmugha Belgaon		Perriyar Wild Life
			Hubli	Karnataka	Dandli Wild Life
		Pondicherry	Beach, Pndicherry		Pattadakal
	Angles Church	Laksha Dweep	Laksha Dweep		
		Pondicherry	Angles Church		

S.no	Name of the campaign	Places			
		Electronic		Print	
		State	Place	State	Place
4	North East India Campaign	Arunachal Pradesh	Theme Campaign		
		Assam			
		Manipur			
		Meghalaya			
		Mizoram			
		Nagaland			
		Sikkim			
		Tripura			
5	India for Indians			Himachal Pradesh	Chandral Tol
				Rajasthan	Jodhpur
				Uttarakhand	Panchauli
					Water Rafting
6	Buddist Sites			Bihar	Kushi Nagar, Mahaparinirvana
					Maha bodhi Tmple, Bodh Gaya
				J & K	Ladakh, Hamis Gompa
					Ladakh, Tsemo Monastery
				Maharashtra	Ajanta Caves

8.3. Campaign expenditure details

- 8.3.1. Expenditure: "Atithi devo bhava" Campaign
- 8.3.2. Expenditure: "Buddhist Campaign"
- 8.3.3. Expenditure: "Central India Campaign"
- 8.3.4. Expenditure: "Eastern India Campaign"
- 8.3.5. Expenditure: India for Indians (Discover India)
- 8.3.6. Expenditure: "Northeast Campaign"
- 8.4.7. Expenditure: "South India Campaign"

8.3.1. Atithi Devo Bhavah-Social Awareness Campaign – Phase-II (2005-06)
Media Plan
(a) Electronic Media Plan

Channel	FCT	FCT		Time Band		Budget		T. Budget
		PT	NPT	PT	NPT	PT	NPT	
Zee News	20520	10260	10260	1700 - 2359 hrs	0600 - 1659 hrs	4549998	0	4549998
Sahara One	13880	9605	4275	WD 1800 hrs onwards WE 1200 hrs onwards	0900-1530 hrs	4645020	1281900	5926920
CNBCTV 18	29241	29241		0600 - 2400 hrs		4001400		4001400
ETC Music	32205	32205		1200 - 2000 hrs		1525500		1525500
Zee Business	27959	13994	13965	1800 - 2359 hrs	0700 - 1759 hrs	2499999	0	2499999
MTV	7153	4275	2878	1600 - 2459 hrs	0700 - 1559 hrs	896400	603576	1499976
NDTV 24X7	6754	5728	1026	WD - 1700 - 2400 hrs WE - 0600 - 2400 hrs	0600 - 1700 hrs	2917500	161568	3079068
NDTV 24X7	2375	2375	0	2030 - 2130 hrs	0	2237500	0	2237500
NDTV India	14449	10032	4417	WD - 1700 - 2400 hrs WE - 0600 - 2400 hrs	1200 - 1700 hrs	3639300	350610	3989910
Gemini	741	28	713	Sun 1600 hrs	WD - 1530 - 1830 hrs	42000	750000	792000
Zee TV	2365	1197	1168	1930 - 2200 hrs	0900 - 1330 hrs	1890000	1109997	2999997
Zee Cinema	13196	7353	5843	WD 1630 onwards WE - 0600 - 2400 hrs	WD - 0600 - 1200 hrs	3455700	990000	4445700
Star Plus	627	199	428	Sun 2000 hrs	WD - 0700- 1900 hrs	1475166	108000	1583166
Aaj Tak	9319	4588	4731	WD : 2030 hrs - 2300 hrs WE 0500 - 2300 hrs	WD: 0500 - 1800 hrs	4635862.7	0	4635863
HT	9319	4588	4731	WD : 2030 hrs - 2300 hrs WE 0500 - 2300 hrs	WD: 0500 - 1800 hrs	0	0	0
Radio Mirchi	6460	6460				644892		644892
DD National	656	656	0	HFF-2130 (Fri Sat)	0	3040000	0	3040000
	256	256	0	PT Serials	0	1710000	0	1710000
	114	114	0	Rangoli	0	320000	0	320000
	190	190	0	Bioscope	0	300000	0	300000
DD Telugu	684	684	0	Movies on sun at 1600 hrs	0	800000	0	800000
Total :	198463	144028	54435			45226238	5355651	50581888.73
							Service Tax 10.2% :	5,159,353
							G. Total :	55741241.4

(b) (i) Print Media Plan – Dailies

Market	Publication	Lang/freq	Circulation '000s	Ad unit	Width-cms	Height-cms	Size	DAVP Rate	# ins	Cost(Rs.)
Dailies					8 col.					
Delhi	NBT	Hin/Dly	248	Half Page color	32.9	25	823	74	3	183,545
	Dainik Jagran	Hin/Dly	267	DO	33	25	825	71	3	176,715
	Punjab Kesari	Hin/Dly	307	DO	33	25	825	92	3	228,022
Mumbai	Loksatta	Mar/Dly	320	DO	33.2	25	830	58	3	144,171
	Gujarat Samachar	Guj/Dly	199	DO	39	25	975	60	3	175,061
Goa	Tarun Bharat	Mar/Dly	30	DO	8 Col (33)	25	200	82	2	32,646
Agra	Amar Ujala	Hin/Dly	164	DO	33	25	825	44	3	108,331
	Dainik Jagran	Hin/Dly	99	DO	33	25	825	28	3	70,364
	Aj	Hin/Dly	44	DO	8 Col (33)	25	200	82	2	32,646
Jaipur	Dainik Bhaskar	Hin/Dly	337	DO	33	25	825	102	3	252,079
	Rajasthan Patrika	Hin/Dly	189	DO	36.5	25	913	54	3	147,331
	Navjyoti	Hin/Dly	249	DO	32.9	25	823	30	3	74,663
Hyderabad+ Suryapet	Eenadu (on comm.rate)	Tel/Dly	315	DO	33	25	825	527	3	1,304,325
	Andhra Jyothi	Tel/Dly	120	DO	33	25	825	14	3	33,450
	Siyasat	Urd/Dly	46	DO	33	25	825	16	2	26,928
Aurangabad	Lokmat	Mar/Dly	227	DO	33	25	825	43	3	106,549
		N/P Total		DO					45	3,096,825

(b) (ii) Print Media Plan – Magazines.

Markets	Magazines- Weekly									
Hindi belt- Delhi	Outlook, Hindi	Hin/Wkly	85	Weekly		Double Spread	140,000	2	280,000	
Mumbai	Chitralekha- Mar.+Guj	Mar+Guj/Wkly	249	Weekly		Double Spread	380,000	2	760,000	
							against 688000			
Hyderabad/ UP	Sitara	Tel/Wkly	28	Weekly		Double Spread	52,000	2	104,000	
		Mag. Total						6	1,144,000	
		Press Media Total						4,240,825		
		Add Service Tax @ 10.2% on Agency Commission						64,885		
		Grand Total						4,305,710		

8.3.2. Buddhist Sites Campaign Promotion – Domestic Market

a) Print Plan - Dailies (Unit: 160 cc = 640 Sq.Cm.- colour)

Publication	Edition	No. of Insertions	Net Cost (INR)	Agency Commission (INR)	Gross Cost
The Times of India	All Editions	6	1953137	344671	2297808
Gujarat Samachar	All Edition	6	794219	140156	934375
Anand Bazar Patrika (Bengali)	Kolkata	6	613880	108332	722212
Sakal	All Edition	6	646850	114150	761000
Deccan Chronicle	Hyderabad	6	202548	35744	238292
Total		30	4210634	743053	4953687

b) Print Plan – Magazines - Unit : Full Page Colour

Publication	Insertions
India Today-Hindi	2
Outlook Traveller	2
Readers Digest	1 Dbl. Spread
Abhiyan (Gujarati)	3
Sarita	2
Northeast Sun	2
The Week	2
Total	14

C) Electronic Media Plan – (Duration of spot-30 Sec. Time Band: 1900-2400 hrs.)

Channels	No. of Spots (30 Sec.)
Nepal 1 TV	200
Aaj Tak + Headlines	200 (66 Bonus spots in the channels and additional 400 Bonus spots in Tez channel)
NDTV 24X7	150
Star One	150
Sun TV	150
Zee – Marathi	150
ETV – Bangla	150
Zee Cinema	150
Total	1300

8.3.3. Central India Campaign – Domestic Market

a) Print Plan - Dailies (Unit: 160cc = 640 Sq.cm. Colour)

Sr. No.	Publication	Inser-Tions	Net Cost	Ag. Com	Gross Cost
1	Times of India (All Edition)	2	868056	153186	1021242
2	Punjab Kesari Delhi)	2	114362	20185	134547
3	Punjab Kesari (Jalandhar)	2	116525	20567	137091
4	Dainik Jagran (all Edition)	2	802346	141590	943936
5	New Indian Express (All Edition – South)	2	151482	26732	178214
6	Sandesh (All Edition)	2	266897	47099	313997
7	Lokmat (Marathi) (All Edition)	2	327061	57717	384778
8	Lok Satta (Marathi) (All Edition)	2	80608	14225	94833
9	Deccan Chronical (Hyderabad)	2	90021	15886	105907
10	The Telegraph (Kolkata)	2	129868	22918	152786
11	Anand Bazaar Patrika (Kolkata)	2	272836	48147	320983
12	Malayala Manorama (All Edition)	2	526730	92952	619682
13	Tehlaka (Delhi)	2	48035	8477	56512
14.	Eenadu (All Edition)	1	832320	146880	979200
Grand Total			4627147	816561	5443708

Print Plan - Magazines

Sr. No.	Publication	Insertions	Net Cost	Ag. Com	Gross Cost
1	India Today (Hindi)	2	357000	63010	420010
2	India Today (10 Metros)	2	612000	108018	720018
3	Outlook (Englsih)	2	450500	79513	530013
4	Darpan (Hindi)	2	170000	30000	200000
5	Grihshobhika (Marathi)	2	112200	19803	132003
6	Business Today (English)	2	306000	54009	360009
7	Chitralekha (Gujarati)	2	117300	20703	138003
8	Kumudam (Tamil)	2	144500	25504	170004
9	Saptahik Bartaman (Bengali) (Bleed)	2	24861	4388	29249
10	Sudha (Kannada)	2	42500	7501	50001
Grand Total			2294361	412449	2749248

c) Electronic Media Plan – (Duration of spot - 30 Sec.)

Sr. No.	Eletronic Media	No. of pots	Net Cost	Ag. Com	Gross Cost
1	Aaj Tak (Hindi)	150	2868750	506250	3375000
2	NDTV 24 x 7	150	3060000	540000	3600000
3	Star Plus	150	10148234	1790865	11939099
4	E-TV (Bangla)	150	726750	128250	855000
5	Maa TV	150	765000	135000	900000
6	Alpha (Gujarati)	150	114750	20250	135000
Grand Total			17683484	3120615	20804099

8.3.4. Eastern India Campaign – 2005-07

a) Print Plan - Dailies (Unit: 160 cc = 640 Sq.Cm. COLOUR)

Publication	Edition	No. of Insertions	Net Cost (INR)	Agency Commission (INR)	Gross Cost
The Times of India	All Editions	3	1302336	229824	1532160
Economic Times	Travel Section Quarter page	2	319600	56400	376000
Telegraph	Kolkata	2	130560	23040	153600
Anand Bazar Patrika (Bengali)	All Editions (Kolkata & Siliguri)	2	273088	48192	321280
Samaj	Cuttack	2	49352	8709	58061
Hindustan (Hindi)	Patna, Bhagalpur, Muzzafarpur	2	134912	23808	158720
Total		13	2209848	389973	2599821

b) Print Plan - Magazines - Full Page Colour

Publication	Insertions	Nett Cost	Agency Commission	Gross Cost
India Today + Travel Plus	1+2	463250	81750	545000
Grihshobha (Hindi)	2	297500	52500	350000
Chitrlekha (Gujarati)	2	234600	41400	276000
Andhra Jyoti (Navya) (Telugu)	2	42500	7500	50000
Sananda (Bengali)	2	314500	55500	370000
Total	11	1352350	238650	1591000

Electronic Media Plan – (Time Band: Evening Prime -1900 hrs. to 2400 hrs.)

Channels	No. of Spots (30 Sec.)	Nett Cost In INR	Agency Commission (15%)	Gross Cost In INR
CNBC TV 18	150	1721250	303750	2025000
Star Plus	150	9265000	1635000	10900000
Doordarshan (Subah Savere)	100	1147500	202500	1350000
NDTV 24X7	150	3060000	540000	3600000
Zee TV	150	3145000	555000	3700000
ETV Bangla	150	1387200	244841	1632041
Total	850	19725950	3481091	23207041

8.3.5. Domestic Campaign – India for Indians (name changed to Discover India)

Media Plan (Budget: Rs. 3.00 Cr.)

1. Print Media Plan

a) Dailies (Unit: 800 sq.cm = 200 cc = a half page of the dailies)

(In Rupees)

Publication	Edition	In s	Net Cost	Agency Comm.	Service Tax.	Grand Total
The Times of India	All Edition	4	1919192	338680	34544	2292416
New Indian Express	All Edition in South India	4	378704	66832	6816	452352
Dainik Jagran (Hindi)	All Edition	4	1617176	285384	29108	1931668
Dainik Bhaskar (Hindi)	All Edition	4	1806624	318816	32520	2157960
Sambad Pratidin (Bengali)	Kolkata	4	219340	38708	3948	261996
Samaj (Oriya)	Cuttack	4	123380	21772	2220	147372
Gujarat Samachar	All Edition in Gujarat + Mumbai	4	10,02,864	1,76,976	18,052	1197892
Lokmat (Marathi)	All Edition	4	6,92,660	1,22,236	12468	827364
Deccan Chronicle	Hyderabad	3	1,36,047	24012	2449	162508
Grand Total		35	78,95,987	13,93,416	1,42,125	94,31,528

a) Magazines

(In Rupees)

Magazine	Size	Ins.	Net Cost for 3 insertions	Agency Commission	Service Tax on Agency Comm.	Gross Cost (all inclusive)
India Today (National)	FPC	3	1109250	195750	19968	1324968
Sarita (Hindi)	FPC	3	28419	5016	513	33948
Chitralekha (Gujarati)	FPC	3	351900	62100	6333	420333
Andhra Jyoti (Navya) (Telugu)	FPC	3	63750	11250	1146	76146
Sananda (Bengali)	FPC	3	439875	77625	7917	525417
The Week (English)	FPC	3	357000	63000	6426	426426
Total		18	2350194	414741	42303	2807238

II. Electronic Media Plan – (Duration of spot - 30 Sec.)

Channel	No. of Spots	Time Band (RODP)	Net cost	Agency Comm.	Service Tax	Grand Total
Zee Cinema	200	1900-2400	2346000	414069	281527	3041596
Zee Bangla	200	1900-2400	510000	90015	61202	661217
Eenadu TV	200	1900-2400	1308200	230897	156988	1696085
Alpha Guj.	200	1900-2400	178600	31523	21433	231556
Star One	200	1900-2400	2926200	516474	351153	3793827
DD National	200	1900-2400	5950000	1050175	714018	7714193
Total	1200		1,32,19,000	23,33,153	15,86,321	1,71,38,474

8.3.6. Northeast Campaign – 2005-06

1. Print Media Plan

A) Dailies (Unit: 800 sq.cm = 200 cc = a half page of the dailies)

Publication	Edition	No. of Insertions
The Times of India	All Edition	4
The Hindustan Times	All Edition	4
The Hindu	All Edition	4
The Economic Times	All Edition(Strip ads in the centre of Share Price Page)	4
The Hindustan	All Edition	4
The Indian Express	All Edition	4
Dainik Jagran	All Edition	4
Tehelka	Hindi + English	2+2
The Tribune	Chandigarh	4
Mid-day	Mumbai	4
Lokmat (Marathi)	All Edition	4
Loksatta	All Edition	4
Deccan Chronicle	Hyderabad	4
Eenadu (Telugu)	All Edition	3
The Telegraph	Kolkata	6
Samaj (Oriya)	Cuttack	3
Dharitri (Oriya)	Bhubaneswar	3
Sandesh (Gujarati)	Ahmedabad	6
Gujarat Samachar	All Edition	6
Divya Bhaskar	All Edition	4
Anand Bazar Patrika (Bengali)	Kolkata	4
Bartaman	Kolkata	3
Pratidin	Kolkata	3
Daily News Analysis (DNA)	Mumbai	2

b) Magazines (Unit : Full Page Colour)

Publication	Ins
India Today (National)	5
Swagat	5
Jetwings	5
Darpan	5
IT Travel Plus	5
Outlook Traveller	5
Hard News	2
Readers' Digest	5
Chitrlekha (Gujarati)	5
Sarita	5
Business Today	5
Sananda (Bengali)	5
The Week	5
Total	63

2. Electronic Media Plan
(Evening Prime Time: 1900 hrs. to 2400hrs.)

Channels	No. of Spots (30 secs)
Discovery Travel and Living	150
Aaj Tak	150
NDTV 24x7	150
NDTV India	150
Star Plus	50
ESPN	150
HBO	150
MTV	150
Sun TV	150
Udaya TV	150
Zee Bangla	150
Gemini TV	80
Eenadu TV	150
Zee Marathi	150
ETV Oriya	150
ETV Bangla	150
Alpha Gujarati	150
DD National	150
Total	2230

3. Radio Plan
(Morning & Evening Prime Time 50:50 ratio)

Market	Station	ACD	No. of Spots
Delhi, Mumbai, Bangalore & Lucknow	Radio City	30 sec.	200
All Metros, Ahmedabad, Pune and Indore	Radio Mirchi	30 sec.	200
Total			400 spots.

4. Cinema Plan
(30 Sec. Commercial to be used. Commercial to be screened in the Matinee, Evening and night Shows during the entire duration of activity in various cinema halls of different states.)

8.3.7. South India Campaign – Domestic Market

Media Plan

a) Print Plan - Dailies (Unit: 160cc = 640 Sq.cm. Colour)

Sr. No.	Publication	Insertions	Net Cost	Ag. Comm	Gross Cost
01.	The Hindu All Edition	03	552155	97439	649594
02.	Hindustan Times Delhi	03	411127	72552	483679
03.	Vaaritha (Telugu)	03	322431	56900	379331
04.	Mathrubhumi (Malayalam)	03	515634	90995	606629
05.	Dhinathanti (Tamil)	03	530531	93623	624154
06.	Dainik Jagran (Hindi) –Delhi	03	162449	28668	191117
07.	Divya Bhaskar (Gujarati)	03	425269	75048	500317
08.	Vijaya Karnataka (Kannada)	03	435609	76872	512481
09.	Lokmat (Marathi)	03	490592	86575	577167
10.	Ananda Bazar Patrika (Bengali)	03	409253	72222	481475
	Total	30	4255050	750894	5005944

b. Print Plan : Magazines (Full Page – Colour)

Sr. No.	Publication	Insertions	Net Cost	Ag. Comm (15%)	Gross Cost
01.	India Today (Eng)	2	739500	130500	870000
02.	Outlook (Hindi)	2	119000	21000	140000
03.	Frontline (English)	2	89250	15750	105000
04.	Vanitha (Malayalam)	2	255000	45000	300000
05.	Sudha (Kannada)	2	42500	7500	50000
06.	Swati Telugu)	2	166600	29400	196000
	Total		1411850	249150	1661000

c) Electronic Media Plan (Duration: 30 Sec. & Time Band : 1900 to

Sr. No.	Channel	Spots (30Sec.)	Net Cost	Ag. Comm.	Gross Cost
01.	CNBC TV 18	150	1721250	303750	2025000
02.	NDTV 24 x 7	150	3060000	540000	3600000
03.	Sony Max	100	1912500	337500	2250000
04.	Star Plus	150	10148235	1790865	11939100
05.	Zee Cinema	100	1096500	193500	1290000
06.	Eenadu(Telu)	100	558450	98550	657000
	Total		18496935	3264165	21761100

8.4. Questionnaires

- 8.4.1. Questionnaire : Tourist
- 8.4.2. Questionnaire: General Public
- 8.4.3. Questionnaire: Service providers

Namaskar. I am coming from MARCH Marketing consultancy & Research. We are conducting a study on Domestic Promotion and Publicity including Hospitality (DPPH) programme on behalf of Ministry of tourism, Govt. of India. Please spare a few minute to provide

1. General:

1.1 City

1.2 State

Respondent Profile:

1.3 Name:

1.4 Sex M 1 F 2

1.5 Age

1.6 Education*

1.7 Occupation**

1.8 Income(Rs)***

1.9 Marital Status M 1 U 2

* 1- Below matriculation, 2- Intermediate, 3- Graduate, 4- Post graduate or above)

** 1- Agriculture, 2-Business/Industry, 3-Private service, 4-Govt.Service, 5- Student/Researcher, 6-Housewife, 7- Retired, 8-Others

*** 1- < 60,000 , 2-60,001 - 1,00,000 , 3-1,00,001-2,00,000 , 4-2,00,001 - 4,00,000 , 5-4,00,001 - 8,00,000 , 6- > 8,00,000

1.10 Have you visited any Tourist place ?

1.10.a If yes, where do you get the information about the place ?

Website 1 Advertisement 2 Friends / Relatives 3 Information Centre 4

Others, specify _____

If coded '2', ask the following question, else go to the next question.

1.10.b From which source of advertisement you come to know about the place ?

Media Vehicle	Usage (✓)			
TV	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2
Radio	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2
Internet	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2

Media Vehicle	Usage (✓)			
Newspaper	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2
Magazines	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2
Others, specify.....	<input type="checkbox"/> Y	<input type="checkbox"/> 1		

1.11 Are you planning to go for a tourist place visit ? Yes 1 No 2

1.11.a If yes, where do you generally look for information about the place ?

Website 1 Advertisement 2 Friends / Relatives 3 Information Centre 4

Others, specify _____

1.12 Please tell us about your media habit and the usage pattern

Media Vehicle	Usage (✓)				High Use	Medium Use	Less Use
TV	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
Radio	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
Newspaper	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
Magazines	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
Internet	<input type="checkbox"/> Y	<input type="checkbox"/> 1	<input type="checkbox"/> N	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
Others, specify.....	<input type="checkbox"/> Y	<input type="checkbox"/> 1			<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

2. About the Campaign:

2.1 Are you aware about promotional campaign by tourism Department ? Yes 1 No 2

If yes, Ask the questions from Section - I else go to Section - II

SECTION - I

2.1.1. When did you come to know about this advertisement ? Recently 1 Past 2 Both 3

2.1.2 Which of the following campaign you are aware about ? (M.R.)

India for Indian 1 Northeast Campaign 2 Eastern India Campaign 3 South India Campaign 4
Atithi Devo Bhavah 5 Buddhist Campaign 6 Central India Campaign 7

Note to interviewer: In this case ask some questions related to themes / pictures shown in each campaign. If the respondent answers positively then mark the campaign name accordingly. (Refer to the Brief Note)

2.1.2 From which media you came to know about the campaign ?

Media Vehicle	(✓)	No of Times viewed	Media Vehicle	(✓)	No of Times viewed
TV	<input type="checkbox"/> 1	<input type="text"/>	Newspaper	<input type="checkbox"/> 2	<input type="text"/>
Radio	<input type="checkbox"/> 3	<input type="text"/>	Magazines	<input type="checkbox"/> 4	<input type="text"/>
Others, specify.....	<input type="checkbox"/> 5	<input type="text"/>			

2.1.3 Measure of Effectiveness:

2.1.3.a Recall:

i. ELECTRONIC MEDIA (TV & Radio)

What you recall first when I say about the ad ?

Theme	<input type="text" value="1"/>	Song	<input type="text" value="4"/>
Place	<input type="text" value="2"/>	Clips/ Play	<input type="text" value="5"/>
Brand	<input type="text" value="3"/>	Others, specify	<input type="text" value="6"/>

ii. PRINT MEDIA (News paper & Magazines)

What you recall first when I say about the ad ?

Theme	<input type="text" value="1"/>	Punch Line	<input type="text" value="4"/>
Place	<input type="text" value="2"/>	Message	<input type="text" value="5"/>
Brand	<input type="text" value="3"/>	Others, specify	<input type="text" value="6"/>

2.1.3.b Recognition: (Refer Note)

i. ELECTRONIC MEDIA (TV & Radio)

Can you recognize the following from the ad ?

Theme	<input type="text" value="1"/>
Place	<input type="text" value="2"/>
Brand	<input type="text" value="3"/>

ii. PRINT MEDIA (News paper & Magazines)

Can you recognize the following from the ad ?

Theme	<input type="text" value="1"/>
Place	<input type="text" value="2"/>
Brand	<input type="text" value="3"/>

2.1.4 Satisfaction:

Please rate your satisfaction level on the advertisement in the following parameters

<u>Parameters</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	i Presentation	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>
ii Content	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
iii Information	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
iv Color Scheme	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
v Information about Place	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>

2.1.5 Effect of the advertisement:

Do you feel that there is an improvement in the following areas due to this Advertisement ?

	Increased	Somewhat Increased	Neutral
	i Knowledge on Tourist places	<input type="text" value="5"/>	<input type="text" value="4"/>
ii Importance of tourism	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>

2.1.6 Suggestions:

2.1.6.a Do you like to see / Hear the Advertisement on tourism ? Yes No

2.1.6.b Do you feel that this campaign will create some interest to visit the places ? Yes No

2.1.6.c What improvements do you suggest in the campaign ?

- i. On Advertisement
- ii. On Publicity
- iii. On Media Vehicle used
- iv. On Ad timings
- v. On New media vehicle to use

2.1.7 As per your understanding , which is the best medium for giving such kind of advertisement ?

Note: Ask for the best medium, and then according to the answer ask about channel/ News paper / Magazine names

TV	News Paper	Magazines	Radio
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>
<u>Channel Name</u>	<u>News Paper name</u>	<u>Magazine Name</u>	<u>Channel Name</u>
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

Thank you. Close Interview

SECTION - II

2.2 Which of the following media vehicles do you generally use to get information ? (M.R.)
 TV Radio Newspaper Magazines Others, specify.....

2.3 Please tell us whether you are getting information from the following Channels / News papers / Magazines ?

NOTE: In this case , please ask the media vehicles used in the corresponding city and then about the media vehicles used for All India campaign. **SHOW CARD FOR MEDIA VEHICLES USED IN THE CITY**

Note: If he has not accessed any of the media vehicle then ask this question (2.4) , else skip to next question

2.4 Please tell us the other Channels / News Papers / Magazines use generally use

<u>TV Channels</u>	<u>Radio Channels</u>	<u>News papers</u>	<u>Magazines</u>
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

2.5 Please tell us the kinds of programme you usually look for in case of Television

News based <input type="text" value="1"/>	Movies <input type="text" value="2"/>	Sports <input type="text" value="3"/>	Educational <input type="text" value="4"/>
Entertainment <input type="text" value="5"/>	Religious <input type="text" value="6"/>	Soap Opera <input type="text" value="7"/>	Others, specify <input type="text" value="8"/>

2.6 Please tell us about times when you watch TV usually

<u>Morning Time</u>	<u>Mid Day / After Noon</u>	<u>Evening / Late Night</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

2.7 As per your understanding , which is the best medium for giving such kind of advertisement ?

Note: Ask for the best medium, and then according to the answer ask about channel/ News paper / Magazine names

TV <input type="text" value="1"/>	Radio <input type="text" value="2"/>	News Paper <input type="text" value="3"/>	Magazines <input type="text" value="4"/>
<u>Channel Name</u>	<u>Channel Name</u>	<u>News Paper name</u>	<u>Magazine Name</u>
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

Thank you. Close Interview

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Date
 Interviewer Name

Team Leader
 Scrutiny

Namaskar. I am coming from MARCH Marketing consultancy & Research. We are conducting a study on Domestic Promotion and Publicity including Hospitality (DPPH) programme on behalf of Ministry of tourism, Govt. of India. Please spare a few minute to provide

1. General:

1.1 City 1.2 State 1.3 Respondent Type*

*Code list: 1- Travel Service Providers, 2- Food Service Providers, 3- Hotel Service Providers, 4 - Other

If Coded Others, Pls Specify.....

2. Respondent Profile:

2.1 Name : 2.2 Gender: M 1 F 2 2.3 Age (yrs)

2.4 Education* 2.5 Income**

* 1- Below matriculation, 2- Intermediate, 3- Graduate, 4- Post graduate or above)

** 1- < 60,000 , 2-60,001 - 1,00,000 , 3-1,00,001-2,00,000 , 4-2,00,001 - 4,00,000 , 5-4,00,001 - 8,00,000 , 6- > 8,00,000

3. Awareness about the Campaign:

3.1 Are you aware about promotional campaign by tourism Department ? Yes 1 No 2

If not at all aware about any campaign, terminate the interview

3.2 Which of the following campaign you are aware about ? (M.R.)

India for Indian 1 Northeast Campaign 2 Eastern India Campaign 3 South India Campaign 4

Atithi Devo Bhava 5 Buddhist Campaign 6 Central India Campaign 7

Note to interviewer: In this case ask some questions related to themes / pictures shown in each campaign. If the respondent answers positively then mark the campaign name accordingly. (Refer to the Brief Note)

If marked for Atithi Devo Bhava campaign in Q. No . 3.2 , then ask the following questions , else go to Q no. 4

Atithi Devo Bhava Campaign:

3.2.1 From which media you came to know about the campaign ?

Media Vehicle	(√)	No of Times viewed	Media Vehicle	(√)	No of Times viewed
TV	<input type="checkbox"/> 1	<input type="text"/>	Newspaper	<input type="checkbox"/> 2	<input type="text"/>
Radio	<input type="checkbox"/> 3	<input type="text"/>	Magazines	<input type="checkbox"/> 4	<input type="text"/>
Others, specify.....	<input type="checkbox"/> 5	<input type="text"/>			

3.2.2 Have you received any training on this ? Yes 1 No 2

4. Socio-Economic Impact of the campaign:

4.1 Social Impact:

Do you feel there is an improvement in the following areas due to this Campaign ?

	Somewhat		
	Increased	Increased	Neutral
i Awareness on Tourism	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3
ii Attitude and Behavior	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3
iii Knowledge on Importance of tourism	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3
iv Knowledge on Tourist places	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3
v Respect towards tourists	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3
vi Friendliness with tourists	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3

4.2 Economic Impact:

Do you feel there is an improvement in the following areas due to this Campaign ?

<u>Parameters</u>	Significantly	Increased	Neutral	Decreased	Significantly
	Increased				Decreased
i Tourist Arrival	5	4	3	2	1
ii Sales	5	4	3	2	1
iv Income	5	4	3	2	1
v Employment Opportunities	5	4	3	2	1
vi Business Opportunities	5	4	3	2	1

5. Satisfaction:

Please rate your satisfaction level on the advertisement in the following parameters

<u>Parameters</u>	Very	Satisfied	Neutral	Dissatisfied	Very
	Satisfied				Dissatisfied
i Presentation	5	4	3	2	1
ii Content	5	4	3	2	1
iii Information	5	4	3	2	1
iv Color Scheme	5	4	3	2	1
v Information about Place	5	4	3	2	1

6. Suggestions:

6.1 Do you feel that this campaign will create some interest to visit the places ? Yes 1 No 2

6.2 What improvements do you suggest in the campaign ?

- i. On Advertisement
.....
- ii. On Publicity
.....
- iii. On Media Vehicle used
.....
- iv. On Ad timings
.....
- v. On New media vehicle to use
.....

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Date 0 7

Interviewer Name

Team Leader

Scrutiny

Namaskar. I am coming from MARCH Marketing consultancy & Research. We are conducting a study on Domestic Promotion and Publicity including Hospitality (DPPH) programme on behalf of Ministry of tourism, Govt. of India. Please spare a few minute to provide

1. General:

1.1 General Information:

1.1.1 Tourist Place: 1.1.2 District:
 1.1.3 State:

1.2 Profile of the tourist:

1.2.1 Name : 1.2.2 Gender: M 1 F 2 1.2.3 Age (yrs)
 1.2.4 Education* 1.2.5 Occupation** 1.2.6 Income(Rs)*** 1.2.7 Marital Status M 1 U 2

* 1- Below matriculation, 2- Intermediate, 3- Graduate, 4- Post graduate or above)
 ** 1- Agriculture, 2-Business/Industry, 3-Private service, 4-Govt.Service, 5- Student/Researcher, 6-Housewife, 7- Retired, 8-Others
 *** 1- < 60,000 , 2-60,001 - 1,00,000 , 3-1,00,001-2,00,000 , 4-2,00,001 - 4,00,000 , 5-4,00,001 - 8,00,000 , 6- > 8,00,000

1.2.8 State

1.3 General Tour Profile

1.3.1 Where do you get the information about this place ?
 Website 1 Advertisement 2 Friends / Relatives 3 Information Centre 4
 Others, specify _____

If coded '2', ask the following question, else go to the next question.

1.3.1.a From which source of advertisement you come to know about this place ?

Media Vehicle	Usage (✓)	Media Vehicle	Usage (✓)
TV	<input type="checkbox"/> Y <input type="checkbox"/> 1 <input type="checkbox"/> N <input type="checkbox"/> 2	Newspaper	<input type="checkbox"/> Y <input type="checkbox"/> 1 <input type="checkbox"/> N <input type="checkbox"/> 2
Radio	<input type="checkbox"/> Y <input type="checkbox"/> 1 <input type="checkbox"/> N <input type="checkbox"/> 2	Magazines	<input type="checkbox"/> Y <input type="checkbox"/> 1 <input type="checkbox"/> N <input type="checkbox"/> 2
Internet	<input type="checkbox"/> Y <input type="checkbox"/> 1 <input type="checkbox"/> N <input type="checkbox"/> 2	Others, specify.....	<input type="checkbox"/> Y <input type="checkbox"/> 1

2. About the Campaign:

2.1 Are you aware about promotional campaign by tourism Department ? Yes 1 No 2
 If yes, Ask the questions from Section - I else go to Section - II

SECTION - I

2.1.1 Which of the following campaign you are aware about ? (M.R.)
 India for Indian 1 Northeast Campaign 2 Eastern India Campaign 3 South India Campaign 4
 Atithi Devo Bhavah 5 Buddhist Campaign 6 Central India Campaign 7

Note to interviewer: In this case ask some questions related to themes / pictures shown in each campaign. If the the respondent answers positively then mark the campaign name accordingly. (Refer to the Brief Note)

2.1.2 From which media you came to know about the campaign ?

Media Vehicle	(✓)	No of Times viewed	Media Vehicle	(✓)	No of Times viewed
TV	<input type="checkbox"/> 1	<input type="text"/>	Newspaper	<input type="checkbox"/> 2	<input type="text"/>
Radio	<input type="checkbox"/> 3	<input type="text"/>	Magazines	<input type="checkbox"/> 4	<input type="text"/>
Others, specify.....	<input type="checkbox"/> 5	<input type="text"/>			

2.1.3 Measure of Effectiveness:

2.1.3.a Recall:

i. ELECTRONIC MEDIA (TV & Radio)
 What you recall first when I say about the ad ?

Theme 1 Song 4
 Place 2 Clips/ Play 5
 Brand 3 Others, specify 6

ii. PRINT MEDIA (News paper & Magazines)
 What you recall first when I say about the ad ?

Theme 1 Punch Line 4
 Place 2 Message 5
 Brand 3 Others, specify 6

Questionnaire for Tourists

2.1.3.b Recognition: (Refer Note)

i. ELECTRONIC MEDIA (TV & Radio)

Can you recognize the following from the ad ?

Theme
Place
Brand

ii. PRINT MEDIA (News paper & Magazines)

Can you recognize the following from the ad ?

Theme
Place
Brand

2.1.4 Satisfaction:

Please rate your satisfaction level on the advertisement in the following parameters

<u>Parameters</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	i Presentation	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>
ii Content	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
iii Information	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
iv Color Scheme	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>
v Information about Place	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>	<input type="text" value="2"/>	<input type="text" value="1"/>

2.1.5 Effect of the advertisement:

2.1.5.a Are you coming to this place motivated by the campaign ? Yes No

2.1.5.b Do you feel that there is an improvement in the following areas due to this campaign ?

	Increased	Somewhat Increased	Neutral
	i Knowledge on Tourist places	<input type="text" value="5"/>	<input type="text" value="4"/>
ii Importance of tourism	<input type="text" value="5"/>	<input type="text" value="4"/>	<input type="text" value="3"/>

2.1.6 Suggestions:

2.1.6.a Do you like to see / Hear the Advertisement on tourism ? Yes No

2.1.6.b Do you feel that this campaign will create some interest to visit the places ? Yes No

2.1.6.c What improvements do you suggest in the campaign ?

- i. On Advertisement
- ii. On Publicity
- iii. On Media Vehicle used
- iv. On Ad timings
- v. On New media vehicle to use

2.1.7 As per your understanding , which is the best medium for giving such kind of advertisement ?

Note: Ask for the best medium, and then according to the answer ask about channel/ News paper / Magazine names

TV <input type="text" value="1"/>	News Paper <input type="text" value="2"/>	Magazines <input type="text" value="3"/>	Radio <input type="text" value="4"/>
<u>Channel Name</u>	<u>News Paper name</u>	<u>Magazine Name</u>	<u>Channel Name</u>
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

Thank you. Close Interview

Questionnaire for Tourists

SECTION - II

2.2 Which of the following media vehicles do you generally use to get information ? (M.R.)

TV 1 Radio 2 Newspaper 3 Magazines 4 Others, specify.....

2.3 Please tell us whether you are getting information from the following Channels / News papers / Magazines ?

NOTE: In this case , please ask the media vehicles used in the corresponding city and then about the media vehicles used for All India campaign.

SHOW CARD FOR MEDIA VEHICLES USED IN THE CITY

Note: If he has not accessed any of the media vehicle then ask this question (2.4) , else skip to next question

2.4 Please tell us the other Channels / News Papers / Magazines use generally use

TV Channels	Radio Channels	News papers	Magazines
1	1	1	1
2	2	2	2
3	3	3	3

2.5 Please tell us the kinds of programme you usually look for in case of Television

News based 1 Movies 2 Sports 3 Educational 4
Entertainment 5 Religious 6 Soap Opera 7 Others, specify 8

2.6 Please tell us about times when you watch TV usually

Morning Time	Mid Day / After Noon	Evening / Late Night
_____	_____	_____
_____	_____	_____
_____	_____	_____

2.7 As per your understanding , which is the best medium for giving such kind of advertisement ?

Note: Ask for the best medium, and then according to the answer ask about channel/ News paper / Magazine names

TV <input type="checkbox"/> 1	Radio <input type="checkbox"/> 2	News Paper <input type="checkbox"/> 3	Magazines <input type="checkbox"/> 4
Channel Name	Channel Name	News Paper name	Magazine Name
1 _____	1 _____	1 _____	1 _____
2 _____	2 _____	2 _____	2 _____
3 _____	3 _____	3 _____	3 _____

Thank you. Close Interview

Office Use Only

Date 0 7
Interviewer Name

Team Leader
Scrutiny