

VISA ON ARRIVAL SCHEME

An Evaluation Study

Commissioned by
Ministry of Tourism
Government of India



A Study by
Indian Institute of Tourism and Travel Management
www.iittm.org



IITTM Campuses

IITTM Gwalior (H.O)

Govindpuri, Gwalior – 474 011 (M.P)

Tel: 0751-2437300

IITTM Delhi Centre

3rd & 4th Floors, New Block,
IHM Campus, Pusa, New Delhi – 110012,

Tel.: 011-25842135

National Institute of Water Sports

A Centre of IITTM

Sundial Apartments, A. S. Road, Altinho
Panjim- 403001, Goa

Tel/Fax: 0832-2436400

IITTM Bhubaneswar Centre

Forest Park, Bhubaneswar – 751009,
Odisha, Tel: 0674 – 2530621, 2532066

IITTM Nellore Centre

Parthasarathi Nagar, N.C. Factory(BO),

Muthukur, Road, Nellore - 524 004

A.P. -Tel:-0861-2353199

Acknowledgement

This study has taken final shape as a result of inputs and support from the officials of the Ministry of Tourism and Bureau of Immigration. Consistent help was taken from the experts and academicians in tourism. The space constraint allows acknowledgment of only few but we have a deep sense of gratitude to all who have supported us.

We specially acknowledge and thank,

Sh. R.H.Khwaja, Secretary (Tourism)

Sh. Sanjay Kothari, Additional Secretary (Tourism)

Sh. Devesh Chaturvedi, Additional Director General (Tourism)

Dr.R.N.Pandey, Additional Director General (Market Research), Ministry of Tourism and his division staff.

Foreigner Regional Registration Officers (FRRO's) of Delhi, Mumbai, Kolkata and Chennai

Bureau of Immigration (BOI) officials: Mr.Ajay Maken, Mr.Arvind Deep, Joint Director, Mr.Dalbir Singh, Ms.Lakshmi, Mr.Rajendra, Mr.Manoj Yadav and Mr.S.K.Sharma.

Additional Commissioner, BCAS Mr.Rajendra Dhokey

Project team from IITM

Prof. Manjula Chaudhary, Project Director

Prof. Sandeep Kulshreshtha, Principal Investigator

Dr Pawan Gupta, Investigator

Dr Sabir Hussain, Investigator

Dr Adyasha Das, Investigator

Contents

Acknowledgement	i
Contents	ii
List of Tables	iii
List of Figures	iv
List of Data Tables	vi
Executive Summary	viii
Chapters	
1. Entry Restrictions, Visa- on- Arrival and International Tourism	1
2. Visa- on- Arrival scheme in India	12
3. Profile of Tourists Availing Visa- on- Arrival	18
4. Travel Behavior of Tourists Availing Visa- on- Arrival	28
5. Experiences of the Tourists with Visa- on- Arrival Scheme	38
6. Impact of Visa- on- Arrival Scheme on Foreign Tourists Arrivals in India	
- Tourists Views on VOA Scheme as Travel Catalyst	48
7. Perception of Immigration Personnel on Visa- on- Arrival	52
8. Methodology	56
9. Conclusions	60
10. Recommendations	62
Bibliography	65
Annexure	67

List of Tables

S.No.	Title	Page No.
1	Henley visa restrictions index - global ranking 2010	6
2	Foreign tourist arrivals by port of entry	9
3	Foreign tourist arrivals from top markets of India	10
4	Country-wise break-up of total VOAs issued upto June 2010	15
5	Airport-wise break up of total VOAs issued upto June 2010	16
6	Country/Airport wise break-up of tourists having availed VOA upto June 30, 2010	16
7	Fees of visa obtained from embassy	17
8	Demographic profile of tourists availing VOA	19
9	Purpose of visit of tourists arriving on visa on arrival Scheme	23
10	Reasons for choosing VOA scheme by different travel purposes	30
11	Type of accommodation across travel purposes	34
12	Source of information about VOA according to travel purpose	35
13	Perception of VOA fees across travel purposes	36
14	Perception of time taken in getting VOA across travel purposes	37
15	Sources of information about VOA scheme by respondents	39
16	Proposed selection of sample from each country vis-a-vis airports in India	57
17	Details of the tourists sample surveyed	58
18	Details of the immigration officials' sample surveyed	58

List of Figures

S.No.	Title	Page No.
1	Henley visa restrictions index as on August 2010	5
2	Purposes of travel and gender	24
3	Purposes of travel and marital status	24
4	Purposes of tour and educational background	25
5	Purposes of tour and occupation	25
6	Purposes of tour and employment sector	26
7	Position held by respondents in their present employment	26
8	Monthly income of respondents with different travel purposes	27
9	VOA tourists and purpose of visit	28
10	Purpose of visit of tourists arriving on visa on arrival scheme	29
11	Travel arrangements of VOA tourists	31
12	Category of accommodation opted by tourists	32
13	Purpose of travel and type of tour	32
14	Reasons for choosing VOA	40
15	Tourists opinion on VOA fees compared to other countries	41
16	Opinions of tourists on average time taken in VOA	42
17	Perception of the tourists regarding services provided by immigration officers	43
18	Perceptions of tourists about adequacy of information on VOA scheme from immigration officials	43
19	Views on provision of timely & dependable services by immigration officials	44
20	Views on willingness of immigration official to help and clear doubts of tourists visiting on VOA	44
21	Views on competency and courteousness of immigration officials towards tourists visiting on VOA	45
22	Communication skills of the immigration officials at terminals	45
23	Country-wise perception of tourists regarding infrastructure at airport	46

24	Perceptions of tourists regarding infrastructure at different airports in India	47
25	Views of tourist regarding influence of VOA on their future travel decision to India	49
26	Views of tourists regarding their willingness to recommend VOA scheme of India to their countrymen	49
27	Views of tourists on increase in duration of VOA from present level	50
28	Views of tourists on Impact of VOA scheme on foreign tourist arrivals in India	51
29	Perceptions of immigration officials on VOA promotion	53
30	Perceptions of immigration officials on VOA processing	54
31	Perceptions of immigration officials on prospects of VOA	55

List of Data Tables

S.No.	Title	Page No.
1	Purpose of travel by gender groups	67
2	Marital status of respondents	68
3	Educational qualification of respondents	69
4	Employment status of respondents	70
5	Purpose of tour and employment sector of respondents	71
6	Position held by respondents in their present employment	72
7	Monthly income of respondents with different travel purposes	73
8	Type of travel arrangements by tourists availing VOA	74
9	Category of accommodation opted by tourists availing VOA	74
10	Type of travel arrangements made by respondents with different travel purposes	75
11	Reasons for choosing VOA	76
12	Views of tourists about fees being charged under VOA scheme as compared to fees being charged by other nations	77
13	Views of tourists about average time taken for issuance of VOA	78
14	Perceptions of tourists regarding the services provided by the immigration officer	79
15	Perceptions of tourists about adequacy of information on VOA scheme with immigration officials	80
16	Views on provision of timely & dependable services by immigration officials	81
17	Views on willingness of immigration official to help and clear doubts of tourists visiting on VOA	82

18	Views on competency and courteousness of immigration officials towards tourists visiting on VOA	83
19	Communication skills of the immigration officials at terminals	84
20	Country-wise perception of tourists regarding infrastructure at airport	85
21	Perception of tourists regarding infrastructure at different airports in India	86
22	Views of tourist regarding influence of VOA on their future travel decision to India	86
23	Views of tourists regarding their willingness to recommend VOA scheme of India to their countrymen	87
24	Views of tourists on increase in duration of VOA visa from present level	87
25	Views of tourists on impact of VOA scheme on foreign tourist arrivals in India	88
26	Perception of immigration officials on VOA promotion	89
27	Perception of immigration officials on VOA processing	90
28	Perception of immigration officials on prospects of VOA	91

Executive Summary

In an effort to promote inbound tourism in the country, the government announced tourist Visa- on- Arrival for citizens of five countries i.e. Finland, Japan, Luxemburg, New Zealand and Singapore on 1st January 2010. This visa is aimed at attracting tourists from these countries who plan their trips on a short notice. This report is an attempt to evaluate the impact of the Visa on Arrival Scheme in promoting inbound tourism in the country and experiences of tourists with it. The findings can be useful for feed-forwarding strategic and functional interventions for the continuation and expansion of scheme. Among several factors instrumental for the Indian tourism industry to benefit from the growing travel market, one pertinent aspect is ease of access to the country. If visitor entry formalities are complicated, tourism will suffer. Some countries now have visa free arrangements with certain countries. The Visa- on- Arrival scheme comes as a strong indicator of nation-identity. Through this, India is proclaiming a “come hither” policy to its customers and investors. This study has attempted to analyze how initiatives like the VOA contribute to greater awareness of a more saleable destination India.

A survey of foreign tourists availing the facility of Visa on Arrival (VOA) Scheme was conducted at four international airports to find out the following:

- i) Source of Information about the VOA scheme
- ii) Why did they choose to get VOA rather than obtaining the Visa in their own country?
- iii) Perception about the VOA fee being charged vis-à-vis VOA's fee being charged by other countries.
- iv) Infrastructure adequacy at the airport.
- v) Behavioral aspects of immigration officers.

- vi) Likely impact of VOA's on the foreign tourism arrivals.
- vii) Time taken in getting the VOA.
- viii) Recommendations for improving the existing VOAs scheme.

The study has resulted in some pertinent findings which include:

1. A majority of tourists availing VOA visit India for purposes of holidaying.
2. The internet remains the primary source of information regarding VOA; comparatively few tourists refer to the Ministry of Tourism, Government of India website.
3. Independent tourists are coming for VOA.
4. Opinions were divided regarding whether the VOA fee was costlier, with almost equal number agreeing to both costlier and not costly options.
5. The survey reveals that the immigration officials provided timely and dependable service, were willing to help and clear doubts and were well-informed.
6. Delhi is rated as having excellent or good infrastructure. Tourists felt Mumbai airport had average infrastructure, though it is one of the major entry points to India.
7. VOA significantly influences the decision to travel to India.
8. Tourists opined that the validity period of VOA should be increased from what it is at present.
9. A majority of the immigration officials view that VOA scheme is a step in right direction of promoting inbound tourism to India.
10. According to immigration personnel the VOA scheme has not been publicized sufficiently.
11. Immigration personnel supported extension of VOA to other airports.

As the study findings are derived from opinion survey of tourists and immigration officials who might not have grasped the bigger picture of VOA, only few aspects of survey are taken for developing workable suggestions.

1. The study finds links between VOA and inbound tourism. From the perspective of tourism, it can be extended to more countries and airports.
2. But once the above is decided, the scheme needs wider awareness campaign. Particularly tour operators and travel agents can use it for their tours.
3. Its efficacy can be increased through its smooth facilitation such as by creating separate dedicated counters for visa-on-arrival at airports with currency exchange counters and public utilities in close proximity. Separate language interpreters near counters or training immigration officials in foreign languages will further add to the value of process of VOA.
4. Training immigration officials specifically in handling VOA tourists can further improve the experiences of tourists and the subsequent spread of word of mouth.

1 Entry Restrictions, Visa- on- Arrival (VOA) and International Tourism

Tourism is a dynamic experience that is conceptualized and understood through its various dimensions as a process, business, socio-cultural and economic activity. It is defined and characterized around basic elements of a tour such as travel, purpose of tour, stay, activities on tour and role of different stakeholders. Good tourism involves creating seamless delivery of services at every point of tour and at the same time balancing the interests of all the concerned parties. Travel is a very important part of the overall tour experience which is dependent on rules and regulations of the destinations, physical infrastructure of transport and facilitation process.

While movement within the nations does not usually involve prior permissions from government bodies but across the national boundaries free travel is not common. Countries put entry restrictions and monitor the visits of international travelers through a Visitor Intention to Stay Abroad (VISA) system. Countries across the world have different levels of restrictions depending on their policies to promote inbound travel and their security concerns arising therein. Generally put, the more restrictive systems can act as deterrents to international travel.

1.1 Entry restrictions

The concept of freedom of movement asserts that a citizen of a country has the liberty to travel, reside in, and/or work in any part of the country where one pleases within the limits of respect for the liberty and rights of others, and to leave that country and return at any time. Nevertheless this becomes a utopian concept in a practical world as restrictions on international freedom of movement are commonplace.

Visa restrictions are imposed by countries to regulate and control the crossing of their borders. In a globalized world, most countries now require visas from certain non-citizens who wish to enter (or leave) their territory. Visa restrictions/requirements are also an expression of the relationships between individual nations, and generally reflect the relations and status of a country within the international community of

nations. Visa restriction index indicates the ease of travel to different countries of the world.

1.1.1 The Henley visa restrictions index 2010

The Henley Visa Restrictions Index is a global ranking of countries in terms of the freedom of travel their citizens enjoy to other countries (figure 1). This shows the number of countries and territories which can be entered without a visa by a citizen of the respective country and also includes countries where visa can be obtained on arrival.

This global ranking (table 1) on this index reflects international travel freedom of the citizens of various countries as well as the international relations and status of individual countries relative to others.

India lags at 77th rank with the index of 50 meaning that it has visa-free access to only 50 out of 193 nations. Though this figure does not directly indicate the number of countries that can have free access to India but it does reflect the status of restrictive movement between India and other countries. This does not go well for tourism goals focused on increasing numbers which require less restrictions and easy process of getting the visa where a system like visa on arrival can be helpful.

Figure 1 Henley visa restrictions index as on August 2010

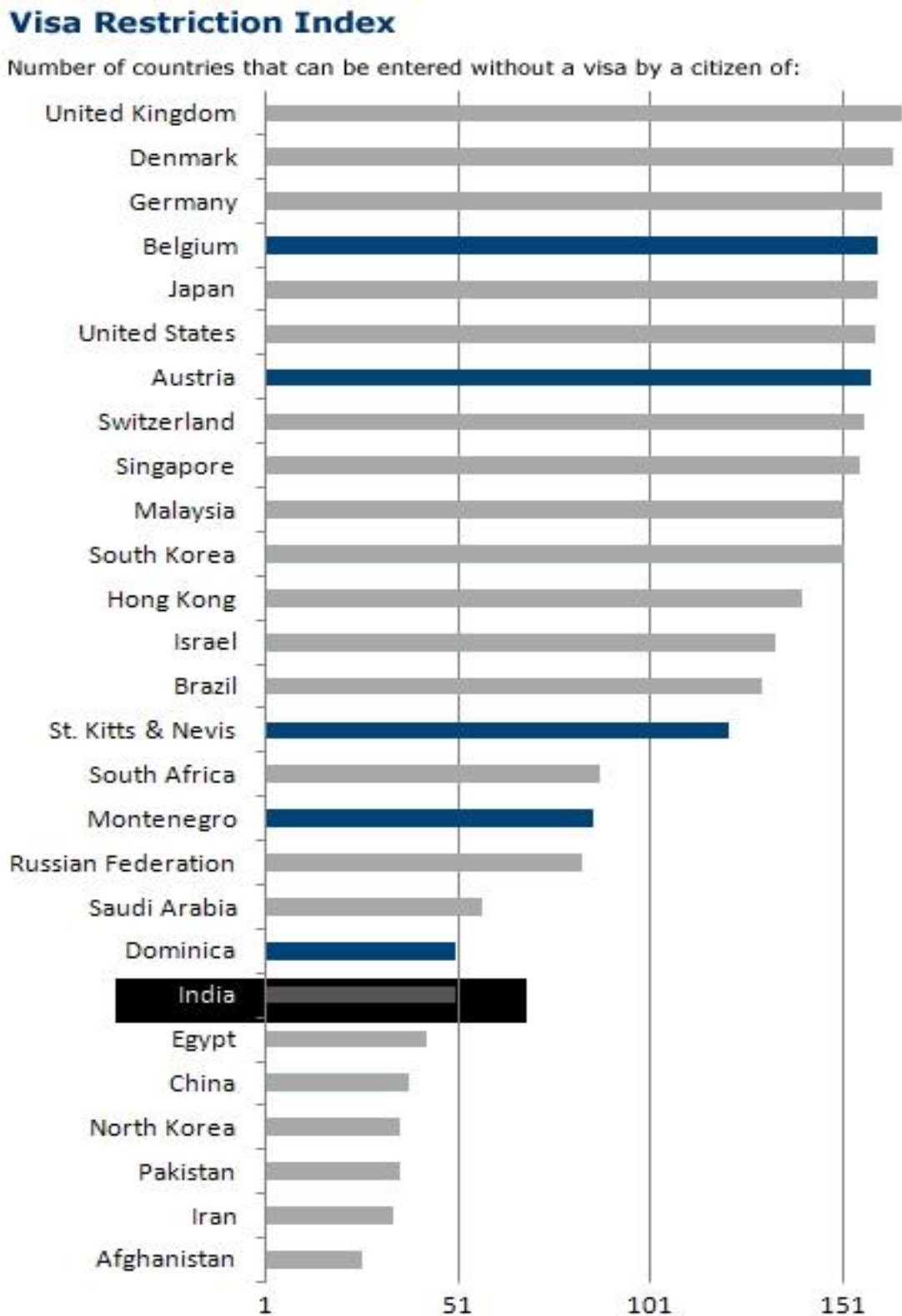


Table 1 Henley visa restrictions index - global ranking 2010

Rank	Country	Score*	Rank	Country	Score*
1	United Kingdom	166	13	Malaysia	151
2	Denmark	164	14	Liechtenstein	147
3	Sweden	163	15	Malta	146
4	Finland	162	19	Hong Kong	140
4	Luxemburg	162	25	Israel	133
5	France	161	28	Brazil	130
5	Germany	161	31	St. Kitts and Nevis	121
5	Italy	161	47	South Africa	88
5	Netherlands	161	48	Montenegro	86
6	Belgium	160	49	Russian Federation	83
6	Japan	160	51	Dominica	80
6	Spain	160	65	United Arab Emirates	64
7	Ireland	159	69	Thailand	60
7	Norway	159	71	Iran	57
7	United States	159	74	Bosnia and Herzegovina	53
8	Austria	158	77	India	50
8	Portugal	158	84	Egypt	43
9	Australia	157	84	Vietnam	43
9	Canada	157	88	Nepal	38
9	New Zealand	157	88	China	38
10	Switzerland	156	90	Pakistan	36
11	Singapore	155	92	Iran	34
12	Greece	153	94	Lebanon	32
13	Iceland	151	98	Afghanistan	26
13	South Korea	151			

* Number of countries and territories which can be entered without a visa by a citizen of the respective country (www.henleyglobal.com).

1.2 Visa

A visa or travel visa is a document which gives permission to travel to a specific country and stay there for a specific period of time. Visas may be stamped or glued directly into a passport for, or they may be issued separately, in the form of documents. Some nations require everyone who enters to get a visa, while others have what are known as reciprocal agreements with certain nations which waive visa requirements.

1.2.1 Types of visa

Specific visas are granted for different purposes. Listed below are the types of visa categorized on the basis of purpose of staying in India:

- **Tourist visa**

A tourist visa is given to those visiting India for tourism or other non-business related purposes and is generally valid up to 6 months. Holders of this type of travel visa, or visit visa as they are often known, may not work during their stay in India and cannot extend their stay.

- **Business visa**

A business visa is given to those who are doing business in India. This type of visa may be valid for one year or more with multiple entries. However, the period of stay in India (for each visit) under this category is limited to six months only.

- **Journalist visa**

A journalist visa is given to professional journalists and photographers for up to three months' stay in India.

- **Conference visa**

This type of visa is for attending international conferences on certain subjects, as decided by the Government of India from time to time. Such a visa can be issued only after clearance for the said conference is received from the Government of India.

- **Transit visa**

A transit visa is granted for the sole purpose of enabling the holder to travel through India to reach his/her ultimate destination. Change of purpose is not allowed. The transit visa is valid for direct transit only for a maximum period of 3 days. For a stay in India beyond 3 days, an appropriate visa should be obtained.

- **Entry visa**

An entry visa is issued to those of India origin visiting India for tourism or other non-business related purposes. Members of the family of a person employed in India are also eligible for Entry visa.

- **Employment visa**

In India, work permits or Indian employment visas as they are sometimes known, may be issued to skilled professionals or to applicants filling a specific role. An employment visa is granted to those who are employees of an Indian company. The embassy/consulate may grant employment visa valid for a year irrespective of the duration of the contract. Further extension up to 5 years could be obtained from MHA/FRRO in the concerned state in India.

- **Student visa**

Student visas are given to bona fide students to pursue regular studies at recognized institutions in India. The visa has multiple entry options and is valid for the period of study as approved by the educational institution in India.

- **Missionaries visa**

Missionary visas are granted for those going to India for religious purposes and a single entry visa is issued.

- **Research visa**

Research visas are given to research professors or scholars and to participants attending research conferences/seminars/workshops. Applicants should apply for this Visa at least six weeks before their date of departure to India.

- **Sports visa**

This visa is for professional and amateur sportspersons, judges and adjudicators who want to come to India to participate in their field of sport.

- **Medical visa**

Indian medical visas, often known as 'M' visas allow those travelling to India for medical treatment to enter the country. Such visas are granted for up to one year; however, they can be extended as necessary if medical evidence can be given to show that this is necessary. Like tourist visas, medical visas are strictly a temporary route and will not provide a means to permanent residency in India.

1.3 Visa- on- Arrival

VOA is a scheme which facilitates easy access of tourists to a country by providing visa after their arrival in a country at specific points of entry. As it attempts to simplify complicated visitor entry formalities, it encourages more tourists to travel without elaborate planning. Some countries now offer VOA or have visa free arrangements with certain countries.

1.3.1 VOA schemes in other countries

VOA scheme has been implemented by many countries of the world that is moving towards global economy by removing different forms of trade restrictions. Experiences of its implementation have brought out its benefits as well as draw backs. The Vietnam Visa on Arrival is regarded as time-saving and economical with a saving of upto 20% in comparison to the normal visa processing fees. By contrast, Malaysia has eliminated its visa-on-arrival program, effective from August 16, 2010. Foreign nationals who once participated in the program are now required to secure a Malaysian consular visa before travelling to Malaysia. The withdrawal is understood to tackle the problem of illegal immigrants as Malaysia depends greatly on foreign workers numbering around 2.1 million who enter country under short term visa on arrival and do not return to their home country after the expiry of permit and continue to work illegally.

VOA initiative is considered instrumental in the noticeable increase in tourist arrivals in Myanmar. Indonesia offers a thirty day visa on arrival effective from Jan 26th 2010. This VOA can be obtained at any of the 15 airports and 21 seaports designated as "international gateways" by the Indonesian Immigration department.

Convenience and comfort for the tourist has been the platform for many new forms of Visa such as Schengen Visa. It makes travelling between 15 European member countries much easier and less cumbersome where the visa holder can travel to any (or all) member countries using one single visa, thus avoiding the hassle and expense of obtaining individual visas for each country.

A marketing tool designed to function as a passport to 14 Southern African countries will be instrumental in promoting travel in the region over the next year while efforts continue towards a single Univisa for tourists in the region. Forming part of an extensive marketing and communication program initiated by the Regional Tourism Organization of Southern Africa (RETOSA) and endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Univisa travel document, similar to the Schengen visa in Europe, will improve travel and tourism throughout the region as it could ultimately mean that tourists would travel freely within member countries, requiring no individual visa per country.

1.4 International tourism

International tourism data of India at 5.11 million in 2009 at 0.58 per cent of global market share supports a line of thought that it does not get numbers befitting its potential or as planned by the government from time to time. A multitude of controllable and uncontrollable factors underlie this but the role of travel restrictions cannot be overlooked though it is difficult to segregate and judge the impact of these restrictions. Break up of this arrival data entry port wise (table 2) shows that 65.5 per cent visits are received through three ports of Delhi, Mumbai and Chennai giving natural opportunity to relax entry barriers at few points only but gaining advantages at a much greater level for visitors all over the country.

Table 2 Foreign tourist arrivals by port of entry

Port of Entry	Number in million (per cent)
Delhi (Airport)	1.68 (32.8%)
Mumbai (Airport)	1.11 (21.7%)
Chennai (Airport)	0.56 (11.0%)
Haridaspur (Land Checkpost)	0.28 (5.5%)
Bangalore (Airport)	0.33 (6.4%)
Dabolim-Goa (Airport)	0.16 (3.0%)
Kolkata (Airport)	0.18 (3.6%)
Hyderabad (Airport)	0.15 (2.9%)
Thiruananthapuram (Airport)	0.11 (2.1%)
Kochi(Airport)	0.11 (2.1%)
Others	0.44 (8.9%)
All Ports	5.11 (100.0%)

Source: Tourist Statistics 2009, Ministry of Tourism, Govt. of India

When this arrival data is analyzed according to source countries (table 3) it gives 72.88% share from 15 countries and if entry can be eased with these countries only; it can support bulk of tourist arrivals.

Table 3 Foreign tourist arrivals from top markets of India

Markets	Number in millions and per cent
U.S.A.	0.803 (15.72)
UK	0.749 (14.66)
Bangladesh	0.458 (8.97)
Sri Lanka	0.241 (4.71)
Canada	0.221 (4.33)
France	0.195 (3.82)
Germany	0.194 (3.79)
Australia	0.149 (2.91)
Malaysia	0.134 (2.63)
Japan	0.124 (2.43)
Russian Federation	0.098 (1.91)
China (Main)	0.097 (1.90)
Singapore	0.095 (1.85)
Nepal	0.087 (1.71)
Italy	0.078 (1.53)
Others	1.385 (27.12)
Share of top 10 countries	3.268 (63.98)
Share of top 15 countries	3.723(72.88)

Source: Tourist Statistics 2009, Ministry of Tourism, Govt. of India

The need for relaxed entry norms is supported by economic benefits of tourism as it generated USD 11.39 billion (1.20 per cent of world tourism receipts) as foreign exchange earnings in the same year.

Similarly the liberal entry-exit norms can also support outbound tourism that stood at 11.07 million in 2009 registering a growth of 1.8 per cent over 10.87 million in 2008 despite slowdown in the world economy.

2 Visa- on- Arrival Scheme in India

Background

VOA is a scheme where tourists are provided visa after their arrival in a country at specific points of entry. This facilitates increased travel of people to other countries as pre-tour formalities of getting a visa are eliminated and tourists can travel to such countries easily without elaborate prior planning. A number of countries across the world have eased the entry restrictions and regulations to promote tourism and have adopted VOA. Visa-on- Arrival is a strong indicator of nation's tourism competitiveness and tourist friendly-identity though it is one of the many factors that propel visit of tourists to a country. The Indian government initiated this scheme on January 1, 2010 to promote inbound tourism in the country. It was started on a limited scale beginning with citizens of five countries i.e. Finland, Japan, Luxemburg, New Zealand and Singapore that has further been extended to Cambodia, Vietnam, Philippines and Laos from January 2011.

2.1 Tourist Visa- on- Arrival Scheme

The VOA scheme was introduced to revitalize tourism growth in the country and make it competitive. As per the scheme, the foreign nationals of Finland, Japan, Luxemburg, New Zealand and Singapore could get a Tourist Visa on arrival with a maximum validity of 30 days with single entry facility (w.e.f. 01.01.2010) to be issued by the Immigration officers at Delhi, Mumbai, Chennai and Kolkata Airports and NOT in any other Immigration Check Posts (ICPs).

2.2 Eligibility conditions of tourists for getting VOA

Under the scheme a Tourist Visa-on-Arrival is granted to a foreigner who is a national of Finland, Japan, Luxemburg, New Zealand or Singapore and:

- i. Whose sole objective of visiting India is recreation, sightseeing, casual visit to meet friends or relatives etc and no other purpose/ activity;

- ii. Who does not have a residence or occupation in India;
- iii. Who holds a passport with minimum six months validity, and a re-entry permit if that is required under the law of the country of nationality of the applicant;
- iv. Who is a person of assured financial standing (the production of a return ticket and availability of sufficient money to spend during his stay in India may be considered sufficient for this purpose).
- v. Who is not a persona-non-grata to the Government of India;
- vi. Who is not considered an undesirable person and is not the subject of a black list or any warning circular or other restrictive list;

The following limitations apply to this scheme.

- i. A citizen from the above-named countries who wants to come to India for a longer duration should be granted a visa of the appropriate category by the Indian Mission/Post concerned.
- ii. This facility shall not be available to the citizens of above-named countries if the person or either of his/ her parents or grandparents (paternal or maternal) was born in and was permanently resident in Pakistan. Such persons can visit India after obtaining appropriate visa from the Indian Mission/ Post concerned.
- iii. The Tourist Visa-on-Arrival facility shall not be applicable to holders of Diplomatic/Official passports.

2.3 Validity

A Tourist Visa-on-Arrival remains valid for entry into and stay in India within the period of its validity, subject to conditions specified. **The Immigration officer may grant single entry Tourist Visa-on-Arrival up to 30 days to nationals of Finland, Japan, Luxemburg, New Zealand or Singapore.**

2.4 Conditions for tourist Visa-on-Arrival

Tourist Visa-on-Arrival is non-extendable and non-convertible. At the time of issue of Tourist Visa-on-Arrival, the Immigration officer must make it clear to the foreigner that a Tourist Visa-on-Arrival can neither be extended nor converted to any other kind of visa during his/her stay in India except in the following circumstances and with the prior approval of the Ministry of Home Affairs:

a) Tourist Visa-on-Arrival may be converted to 'X' (Entry) Visa if a foreigner who has come to India on Tourist Visa-on-Arrival marries an Indian national during the validity of his/her Tourist Visa-on-Arrival. Such conversion would be considered subject to fulfillment of following conditions:

- i. Submission of a copy of a registered Marriage Certificate, and
- ii. Report from the concerned FRO/FRRO about their marital status which will, inter-alia, include his/her antecedents, confirmation about their living together and security clearance.

b) Tourist Visa-on-Arrival of the foreigners who fall ill after their entry into India rendering them unfit for travel and require specialized medical treatment may be converted to Medical visa if they are eligible for grant of Medical Visa and medical certificate is obtained from the government / government recognized hospitals. In such a case, Tourist Visa-on-Arrival of the attendant accompanying the foreigner (whose Tourist Visa-on-Arrival is converted to Medical Visa) may also be converted into Medical Attendant [Med-X] visa co-terminus with the Medical visa of the Foreigner.

2.5 Fee for tourist Visa-on-Arrival

A fee of US \$60/- or an equivalent amount in Indian rupees per passenger (including children) is collected from each foreigner for the grant of Tourist Visa-on-Arrival.

2.6 Repeat visit

Tourist Visa-on-Arrival shall be allowed for a maximum of two times in a calendar year to a foreigner with a minimum gap of two months between each visit.

2.7 Status of VOA granted from inception of scheme in Jan 2010 to June 2010

As a facilitative measure to attract more foreign tourists to India, the scheme, launched on the 1st of January 2010 has seen 3151 VOAs being issued till June 2010 with Singaporeans taking the lead among five target countries (table 4). Singapore is followed by Finland nationals and these two, together account for more than 55% share.

Table 4 Country-wise break-up of total VOAs issued upto June 2010

Name of the country	VOAs issued	% of total
Finland	802	25.45
Japan	521	16.53
Luxemburg	20	0.63
New Zealand	768	24.37
Singapore	1040	33.00
Total	3151	100.00

Source: Bureau of Immigration

The VOA scheme was implemented at the international airports of four metropolitan cities and the airport wise status is given in table 5.

Table 5 Airport-wise break up of total VOAs issued upto June 2010

Name of the Airport	VOAs issued	% of total
Chennai	635	20.15
Delhi	1663	52.77
Kolkata	164	5.20
Mumbai	689	21.86
Total	3151	100.00

Source: Bureau of Immigration

Maximum VOA were issued at Delhi airport with 52% of the total followed by Mumbai and Chennai, thereby highlighting the importance of Delhi as the major entry point to India for tourists from the countries to which the scheme is applicable. The country wise breakup of the number of tourists having availed VOA at different airports in India is as under:

Table 6 Country/Airport wise break-up of tourists having availed VOA upto June 30, 2010

Country/Airport	Chennai	Delhi	Kolkata	Mumbai	Total
Finland	29	561	19	193	802
Japan	46	318	74	83	521
Luxemburg	1	12	1	6	20
New Zealand	94	393	38	243	768
Singapore	465	379	32	164	1040
Total	635	1663	164	689	3151

Source: Bureau of Immigration

2.8 VOA fees

The fees charged from inbound tourists for getting VOA in India is USD 60 for a validity period of 30 days. A comparison of this fee with regular tourist visa fee (approximately converted to USD) is given in table 7. The VOA fees are lower but validity period is also less for 30 days. Considering the fact that average duration of stay of foreign tourists is also around 20 days, tourists are likely to find it economical if they plan for one time visit or do not intend to revisit within 6 months.

Table 7 Fees of visa obtained from embassy

Sl. No	Country	Duration	Visa Fees
1	Finland	Tourist visa (valid for 6 months)	Euro 50 (USD 70)
2	Japan	For 6 months	Yen 5500 (USD 68)
3	Luxemburg	Tourist visa (valid for 6 months)	Euro 50 (USD 70)
4	New Zealand	Tourist visa (valid for 6 months)	NZ\$ 90 (USD 65)
5	Singapore	Multiple entry (6 months)	SIN\$80 (USD 62)

Source: websites of concerned embassies

Overall VOA offers many benefits such as less processing time, simple process and low cost.

3 Profile of Tourists Availing Visa- on- Arrival

This study on VOA was undertaken to know the effectiveness of the first phase of this scheme in 2010 for five countries of Finland, Japan, Luxemburg, New Zealand and Singapore. The scheme is evaluated for its overall implementation beginning from spread of the scheme to target markets, its use by inbound tourists, facilitation of tourists through this scheme and its working from the perspective of immigration personnel.

242 tourists from the countries covered under the scheme and **44 Immigration Officials** at four airports namely New Delhi, Mumbai, Kolkata and Chennai were contacted and their response obtained through a questionnaire.

The interviewed tourists have been profiled on demographic as well as psycho-behavioral dimensions to know if any specific category prefers this type of visa.

The profile of sample can be used to target tourists similar in profile to make this scheme more successful.

3.1 Demographic profile of tourists

The sample availing the VOA scheme shows higher per cent of males from Finland and Japan while Luxemburg, New Zealand and Singapore show a higher percentage of female tourists. New Zealand has highest number of tourists (both male and female) in the sample followed by Japan and Singapore respectively (table 8).

Table 8 Demographic profile of tourists availing VOA

Particulars	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Gender												
Male	61.54	24	72.55	37	37.5	3	55.21	53	52.08	25	58.68	142
Female	38.46	15	27.45	14	62.5	5	44.79	43	47.92	23	41.32	100
Total	100	39	100	51	100	8	100	96	100	48	100.00	242
Age Group (Years)												
Below 18	2.56	1	0	0	0	0	3.13	3	8.33	4	3.31	8
19 to 25	12.82	5	9.8	5	0	0	4.17	4	8.33	4	7.44	18
26 to 40	58.97	23	62.75	32	12.5	1	57.29	55	35.42	17	52.89	128
41 to 55	17.95	7	19.61	10	37.5	3	23.96	23	33.33	16	24.38	59
Above 55	7.69	3	7.84	4	50	4	11.46	11	14.58	7	11.98	29
Total	100	39	100	51	100	8	100	96	100	48	100	242
Marital Status												
Married	30.77	12	45.1	23	87.5	7	45.83	44	68.75	33	49.17	119
Un-married	17.95	7	11.76	6	0	0	15.63	15	0	0	11.57	28
Single	51.28	20	43.14	22	12.5	1	38.54	37	31.25	15	39.26	95
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Educational Qualification												
HSC	33.33	13	7.84	4	0	0	19.79	19	22.92	11	19.42	47
Graduate	28.21	11	49.02	25	37.5	3	41.67	40	41.67	20	40.91	99
Graduate Technical	20.51	8	23.53	12	12.5	1	11.46	11	6.25	3	14.46	35
Post Graduate	10.26	4	13.73	7	25	2	12.5	12	10.42	5	12.40	30
Post Graduate Technical	7.69	3	5.88	3	25	2	14.58	14	18.75	9	12.81	31
Total	100	39	100	51	100	8	100	96	100	48	100	242
Employment Status of Respondent												
Employed	74.36	29	82.35	42	87.5	7	80.21	77	72.92	35	78.51	190
Home maker	5.13	2	3.92	2	0	0	6.25	6	10.42	5	6.20	15
Student	12.82	5	13.73	7	0	0	7.29	7	14.58	7	10.74	26
Un-employed	2.56	1	0	0	0	0	1.04	1	0	0	0.83	2
Retired	5.13	2	0	0	12.5	1	5.21	5	2.08	1	3.72	9
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Visa on Arrival Scheme: An Evaluation Study

Employment Sector												
Public	12.82	5	3.92	2	37.5	3	8.33	8	0	0	7.44	18
Private	51.28	20	66.67	34	37.5	3	59.38	57	54.17	26	58.68	142
Self employee	7.69	3	9.8	5	12.5	1	10.42	10	18.75	9	12.4	31
Others	2.56	1	1.96	1	0	0	2.08	2	0	0	1.65	4
No Income	25.64	10	17.65	10	12.5	1	19.79	19	27.08	13	19.83	48
Total	100	39	100	51	100	8	100	96	100	48	100	242
Position held												
Self employed	7.69	3	3.92	2	12.5	1	8.33	8	12.5	6	8.26	20
Sr. officer	23.08	9	37.25	19	62.5	5	41.67	40	31.25	15	36.36	88
Jr officer	33.33	13	31.37	16	12.5	1	26.04	25	18.75	9	26.45	64
Support staff	10.26	4	9.8	5	0	0	4.17	4	10.42	5	7.44	18
No Income	25.64	10	17.65	9	12.5	1	19.79	19	27.08	13	21.49	52
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

3.1.1 Marital status of respondents

It is interesting to note that tourists who were single and came from the above-mentioned countries account for 39.26%, close to married tourists who totaled 49.17%.

3.1.2 Educational background of respondents

The majority of respondents were graduates (40%/ 14% (technical) followed by post-graduates (12%) and tourists with post-graduation in technical areas (12.8%). The percentage of educated tourists is quite high in the survey.

3.1.3 Employment of the respondents

The employment status, Employment sector and Position held in employment reveal that 78% of the tourists were employed whereas 10% were students. Likewise 58% of tourists were employed in the private sector.

3.1.4 Income of respondents

The income ranges of the foreign tourists were also ascertained. Incomes being a private aspect, three broad ranges were suggested. 42% of the tourists belonged to the 3000-5000(\$) per month range whereas 32% were in the 5000-10,000(\$ per month bracket.

3.2 Profile of tourists based on purpose of visit

Tourists visit India for a variety of reasons and more than one motive usually propel their travels. A cross analysis of purposes of visit and demographic features of gender, marital status, income etc. has been done to find any meaningful relations. As is evident from the table 9, 71.8% of the surveyed tourists availing VOA visited India for holidaying, leisure and recreation followed distinctly by social purposes at 19.42%. Together these two purposes of visit dominate comprising of 91.32% of the total sample. Therefore, the further study of demographic profiling of tourists according to

their purpose of visit has been done for holidaying, leisure & recreation and social purpose only.

Table 9 Purpose of visit of tourists arriving on visa on arrival Scheme

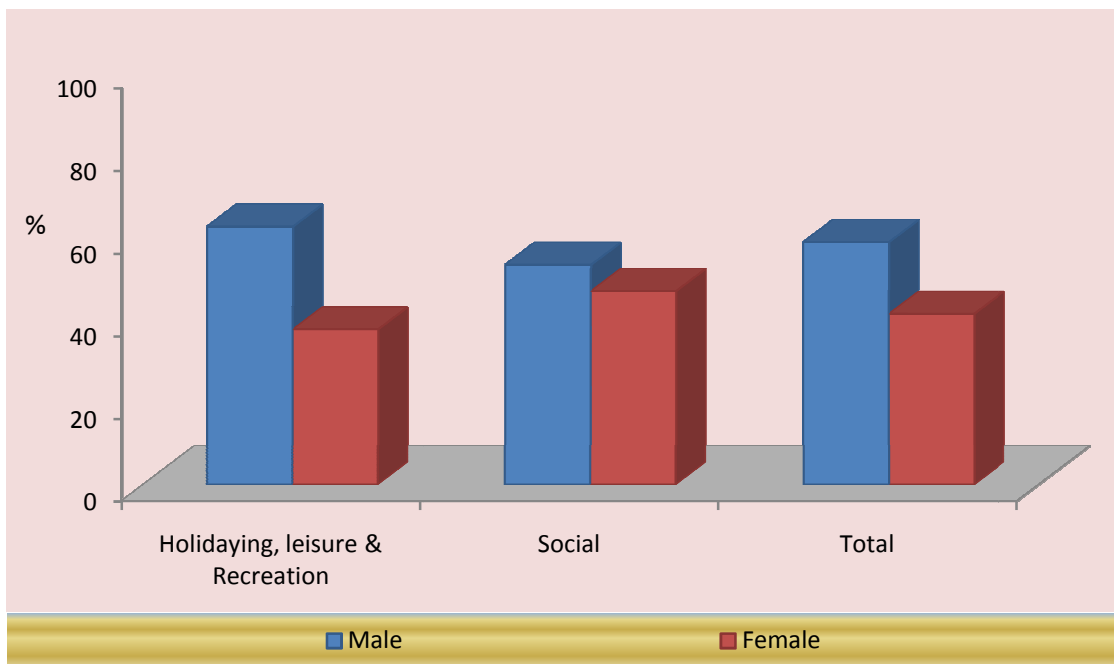
Purpose	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Business	2.56	1	1.96	1	12.5	1	4.17	4	10.42	5	4.96	12
Holidaying	89.74	35	78.43	40	75	6	75	72	41.67	20	71.49	173
Social	5.13	2	9.8	5	12.5	1	19.79	19	41.67	20	19.42	47
Religious	0	0	1.96	1	0	0	1.04	1	0	0	0.83	2
Health	0	0	1.96	1	0	0	0	0	2.08	1	0.83	2
Shopping	0	0	5.88	3	0	0	0	0	0	0	1.24	3
Others	2.56	1	0	0	0	0	0	0	4.17	2	1.24	3
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

3.2.1 Purpose of visit and gender

Surprisingly, the percent of males (62.43%) visiting for holidaying, leisure & recreation purposes is much higher than females (37.57%). For social purposes, the percentage of males respondents is 53.19% as compared to females 46.81%, thereby, it can be concluded that family travel is more for social purposes, whenever males and females travel together for social purpose. For conclusive inference it needs to be further (figure 2) studied.

Figure 2 Purposes of travel and gender

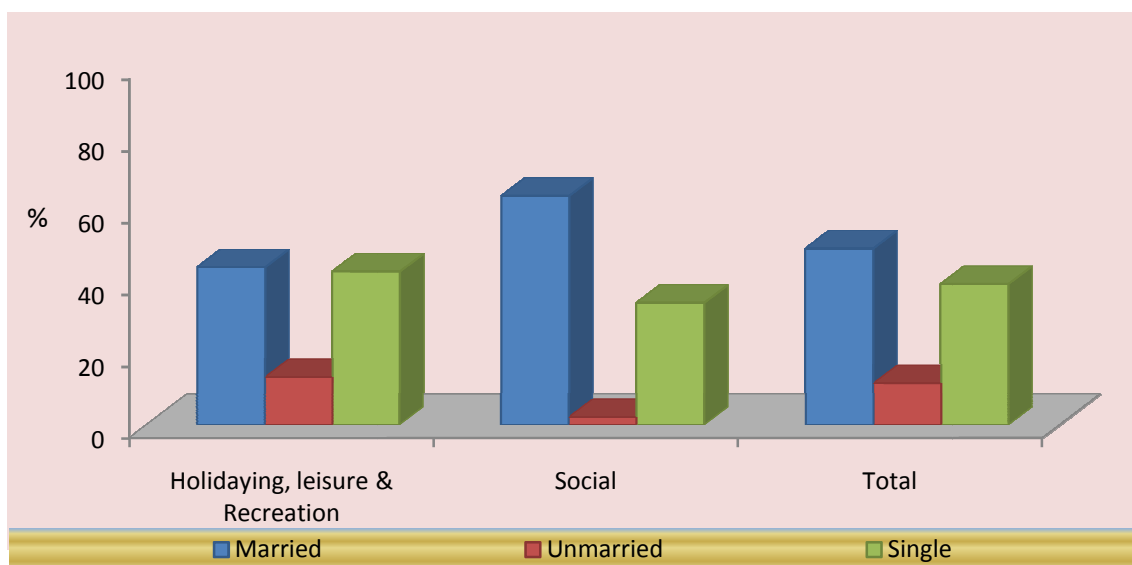


Source: Primary Data, Responses: 242

3.2.2 Purpose of travel and marital status

Married respondents for social purposes, 63.83%, is much higher than in case of holidaying, leisure & recreation purposes, 43.93% again indicating that married couples travel more for social purposes as compared to other purposes (figure 3).

Figure 3 Purposes of travel and marital status

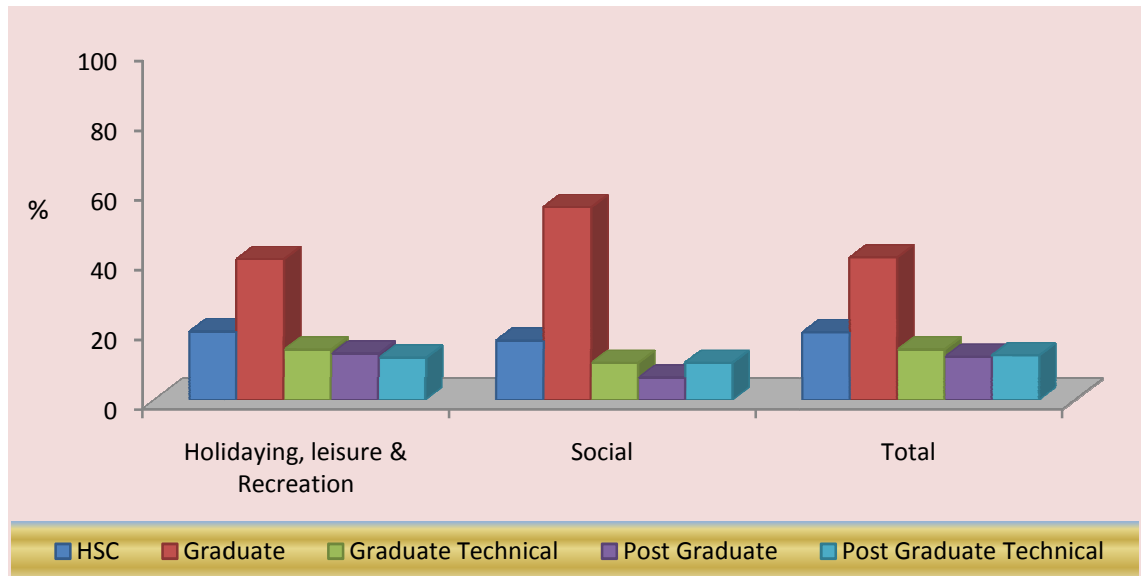


Source: Primary Data, Responses: 242

3.2.3 Purposes of tour and educational background

Travel is dominated by high educated tourists both for holidaying, leisure & recreation as well as for social purposes. It may be because the overall sample has 66.7 per cent tourists having post HSC achievements (figure 4).

Figure 4 Purposes of tour and educational background

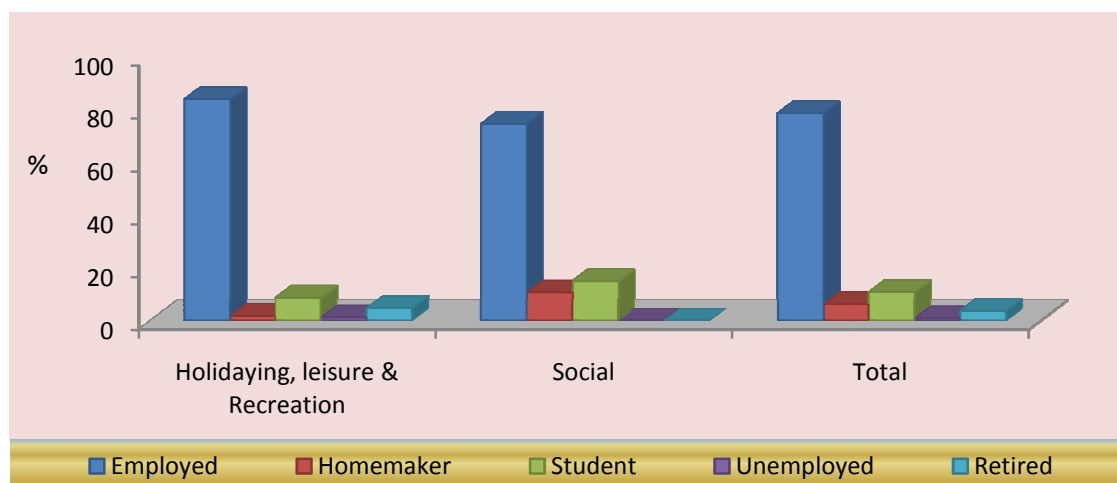


Source: Primary Data, Responses: 242

3.2.4 Purposes of tour and occupation

Data shows more employed tourists travel for holiday, leisure & recreation and social purposes (figure 5).

Figure 5 Purposes of tour and occupation

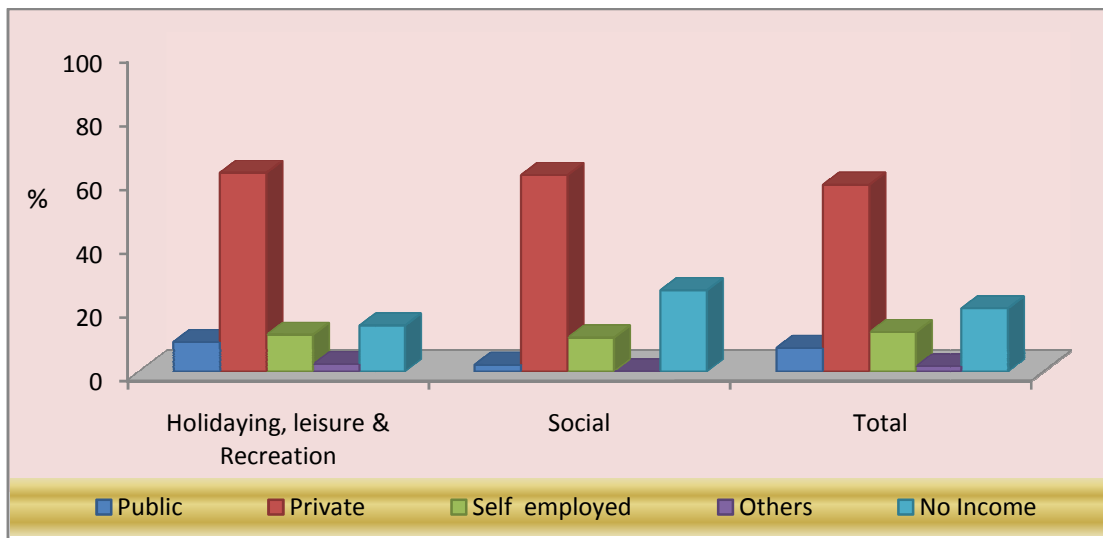


Source: Primary Data, Responses: 242

3.2.5 Purposes of tour and employment

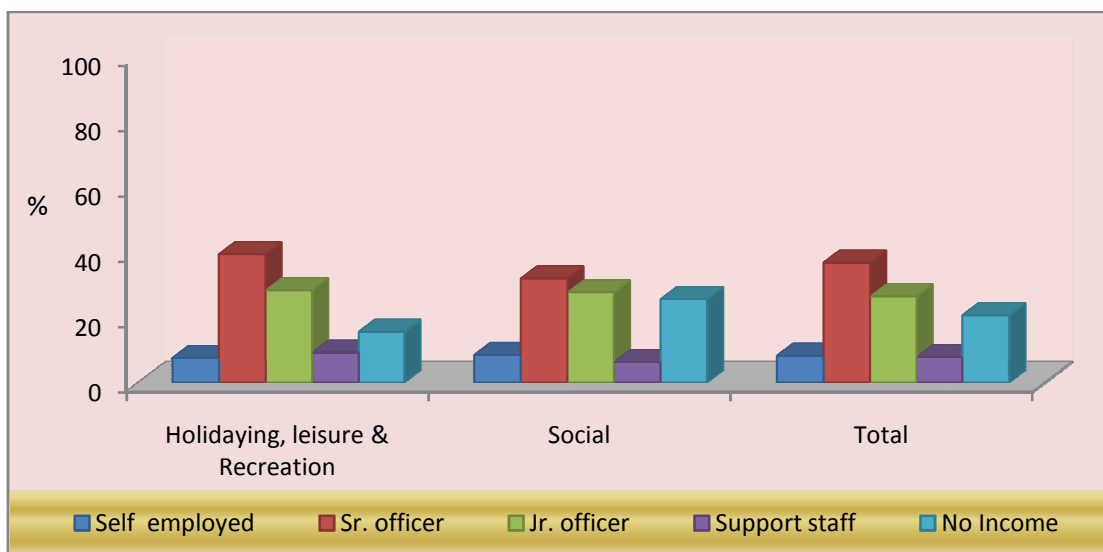
People working in private sector and self employed dominate the travel. This can be attributed to travel required for work as senior officials travelled more than junior and support staff (figure 7). Privately employed travel more for social and holiday purposes in comparison to public or self employed respondents (figure 6).

Figure 6 Purposes of tour and employment sector



Source: Primary Data, Responses: 242

Figure 7 Position held by respondents in their present employment

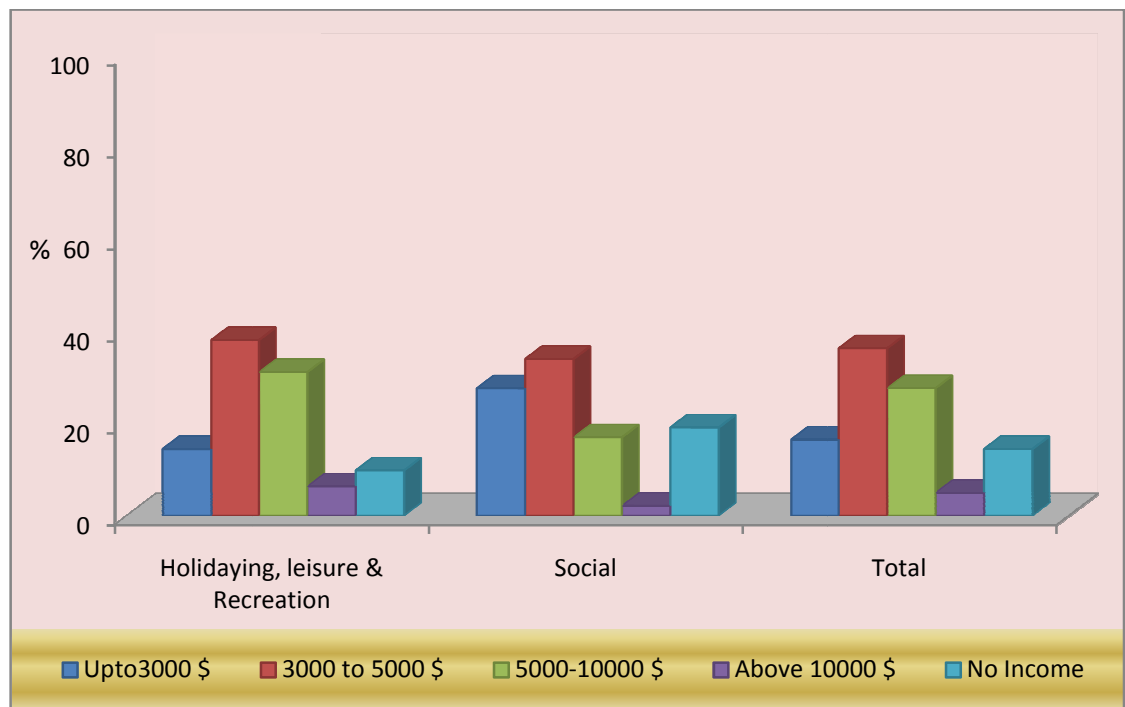


Source: Primary Data, Responses: 242

3.2.6 Travel purposes and income (monthly)

People in income group of up to USD 3000 travelled for religious reasons, those with USD 300-5000 for holiday and social. Those bracketed in USD 5000-10,000 more for holiday and business (figure 8).

Figure 8 Monthly income of respondents with different travel purposes



Source: Primary Data, Responses: 242

The data indicates that those having higher income among the respondents travel more for holidaying & social purposes potentially due to high disposable income in hand.

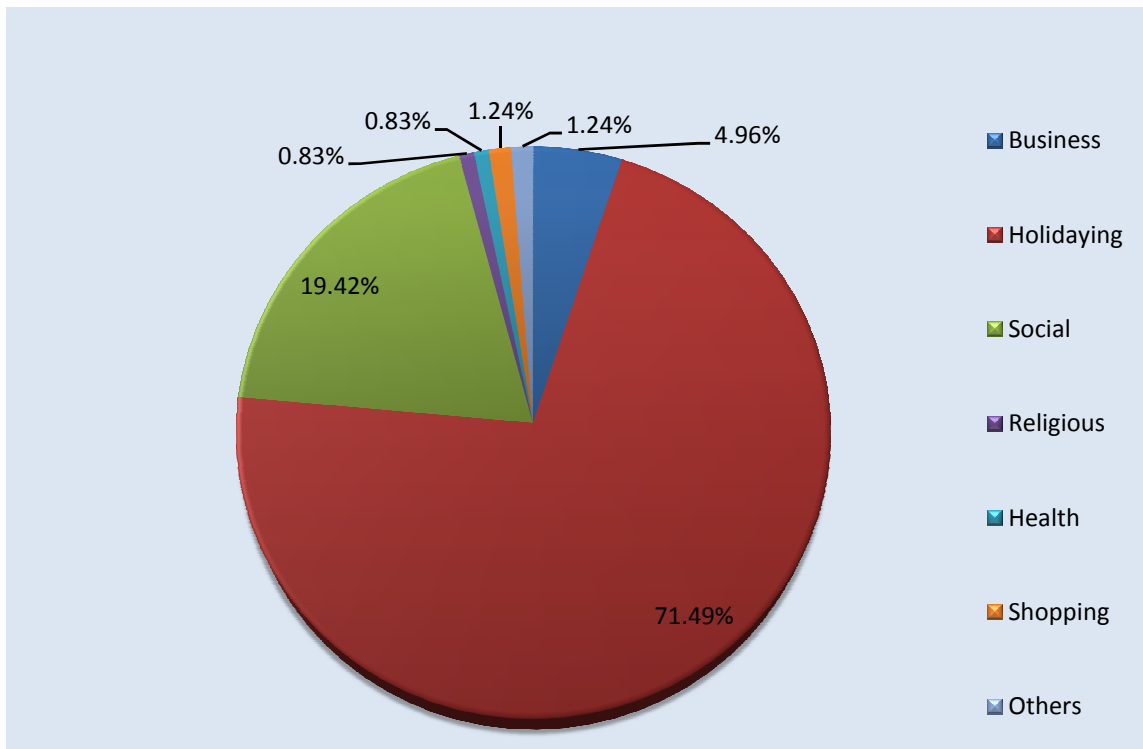
4 Travel Behavior of Tourists availing Visa- on- Arrival

Tourist behavior is found to be dependent on antecedents and purposes of visit in a number of studies on tourists in the different parts of the world. The data has been analyzed to find if it links hereto.

4.1 VOA and purpose of visit

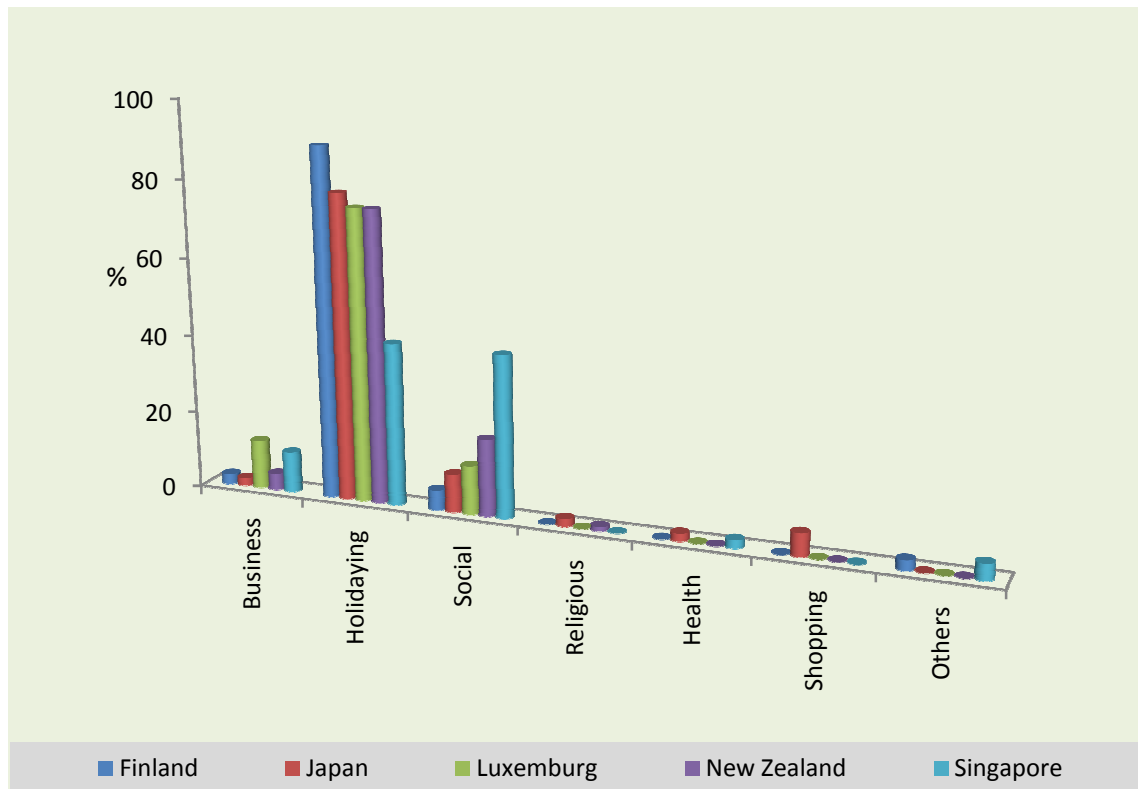
The primary purpose of VOA is to increase tourist arrivals to India. The data also supports this with 71.49 per cent coming for holidaying (figure 9) and this applies to all countries (figure 10).

Figure 9 VOA tourists and purpose of visit



Source: Primary Data, Responses: 242

Figure 10 Purpose of visit of tourists arriving on visa on arrival scheme



Source: Primary Data, Responses: 242

In the “holidaying, leisure and recreation” segment, the following factors of VOA (table 10) are noted (in descending order):

- The respondents choose VOA as they did not have time to avail visa from the embassy at their respective country
- Recommendation of friends/relatives
- Personal choice
- Respondents thought VOA to be cheaper to the normal visa
- Less processing time in availing VOA as compared to the normal visa
- Hassle free

Table 10 Reasons for choosing VOA scheme by different travel purposes

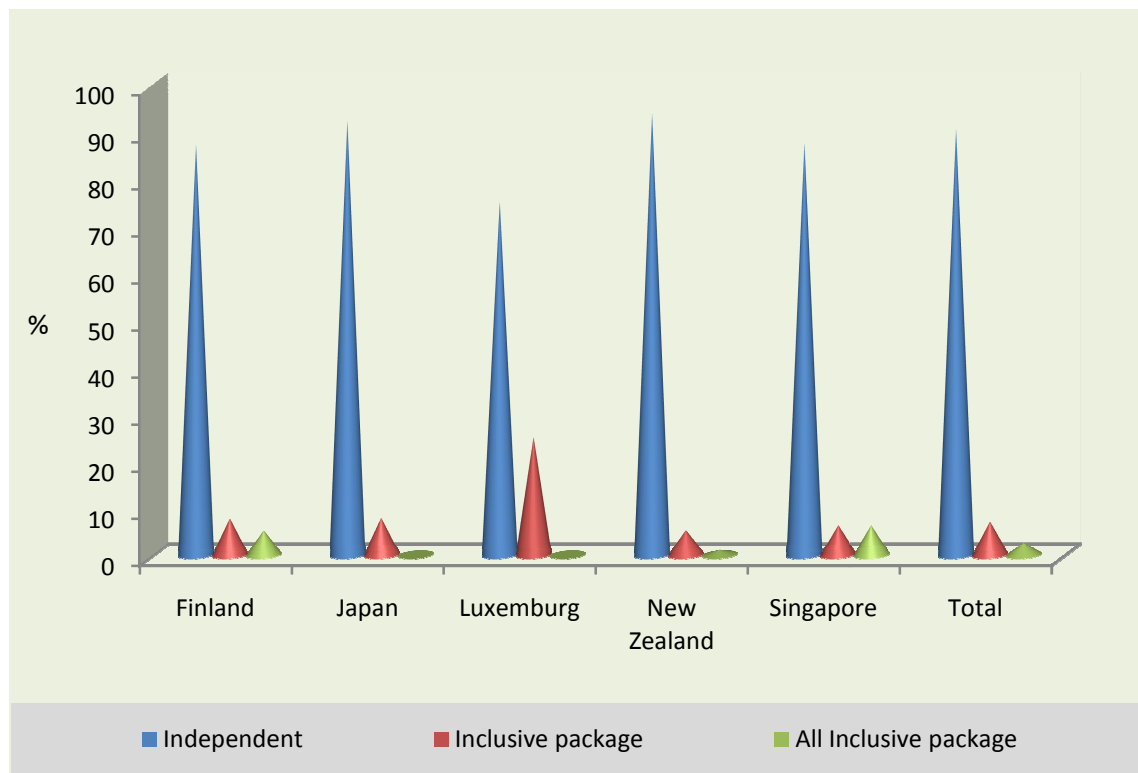
Reason for Choosing VOA	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Personal choice	16.67	2	21.39	37	34.04	16	0	0	0	0	33.33	1	0	0	23.14	56
Don't have time	58.33	7	25.43	44	46.81	22	50	1	50	1	66.67	2	100	3	33.06	80
Hassle free	0	0	5.78	10	2.13	1	0	0	0	0	0	0	0	0	4.55	11
Less processing time	8.33	1	9.25	16	2.13	1	0	0	0	0	0	0	0	0	7.44	18
Cheaper	8.33	1	3.47	6	0	0	0	0	0	0	0	0	0	0	2.89	7
Advice of TA/TO	0	0	2.89	5	0	0	0	0	0	0	0	0	0	0	2.07	5
Recommendation of friends/relatives	0	0	2.31	4	4.26	2	0	0	50	1	0	0	0	0	2.89	7
Decided India because VOA	0	0	0.58	1	0	0	0	0	0	0	0	0	0	0	0.41	1
Can't say	8.33	1	28.9	50	10.64	5	50	1	0	0	0	0	0	0	23.55	57
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

4.2 VOA tourists and type of tour arrangements

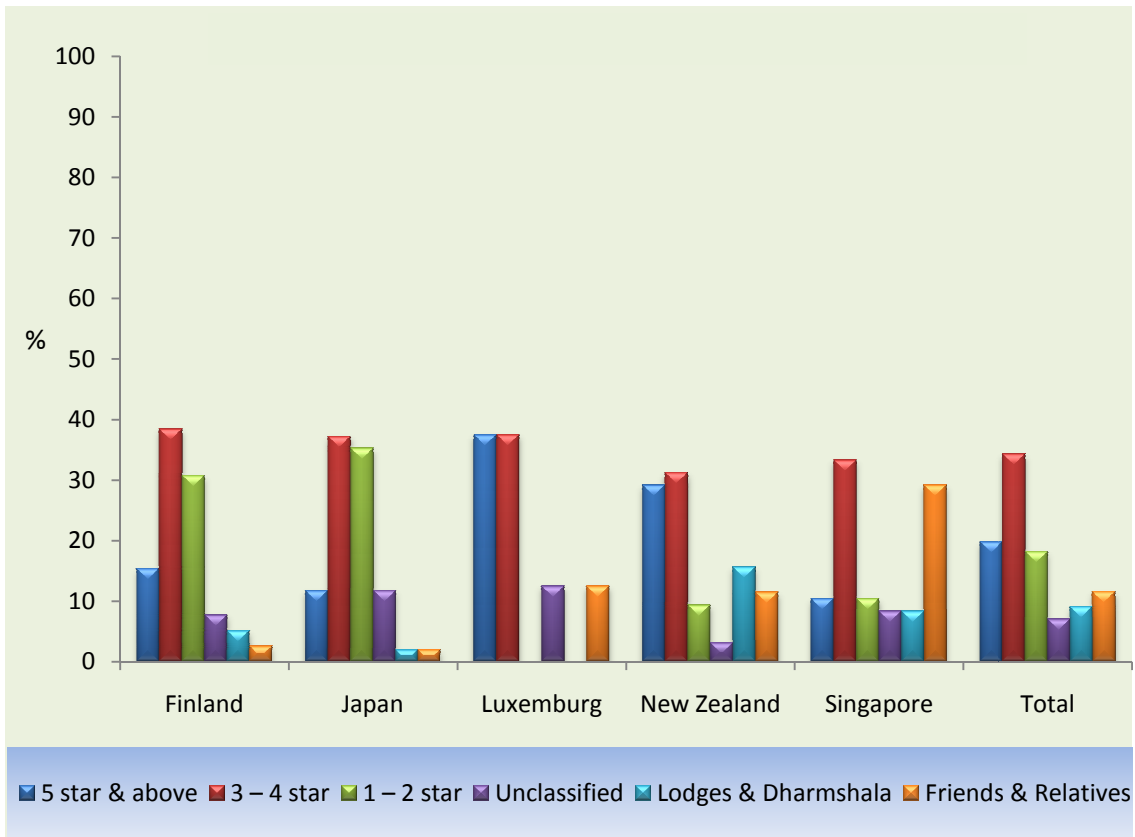
Independent tours dominate VOA tourists across all the five countries (figure 11), tourists from Luxemburg used five star accommodations, for others it was 3-4 star and Japanese also preferred lodges (figure 12). This data can be meaningful if compared against similar data of tourists coming on regular visas.

Figure 11 Travel arrangements of VOA tourists



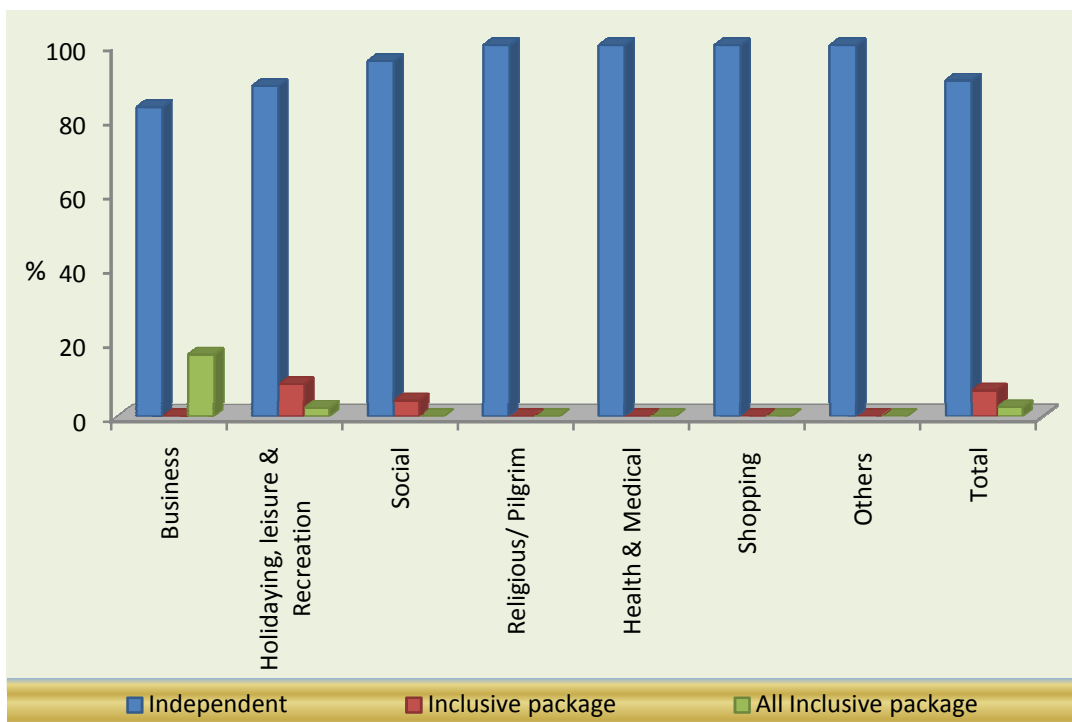
Source: Primary Data, Responses: 242

Figure 12 Category of accommodation opted by tourists



Source: Primary Data, Responses: 242

Figure 13 Purpose of travel and type of tour



Source: Primary Data, Responses: 242

4.3 Purpose of travel and type of tour arrangements

Preferences for choice of accommodation defer with type of tour. 5 and 1-2 star hotels are preferred by shoppers, 5 and 4 star by business and holiday tourists, friends and relatives find favor on social tours (table 11). But hardly any such distinction is noted for arrangement of tour where independent tours are chosen than packaged.

4.4 VOA tourists and information sources

The common information sources for visas among tourists are internet, websites, tour agents, embassies, relatives and friends etc be it regular visa or quick ones like VOA. VOA is an instant solution that may be chosen as a considered preference or due to urgency, therefore the importance placed on different sources of information may also be different.

Tourists coming for business, medical, shopping and religious purposes do not seem to be using website of Ministry of Tourism. Relatives and friends are important for social, holiday and medical visits. Internet emerges important for all but travel agent is used mainly by holiday and leisure tourists (table 12).

4.5 Perception of VOA fees across travel purposes

All VOA tourists do not explore alternate options as 57.85 % respondents do not have any opinion about cost of visa fees. Medical, Business, Social and holiday tourists rate it at par (table 13).

4.6 Perception of time taken in getting VOA across travel purposes

Majority (90.91) opine that it is taking upto 1 hour (table 14). Only health and religious tourists report it taking longer.

Table 11 Type of accommodation across travel purposes

Category	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
5 star & above	25	3	23.12	40	8.51	4	0	0	0	0	33.33	1	0	0	19.83	48
3 – 4 star	33.33	4	41.04	71	17.02	8	0	0	0	0	0	0	0	0	34.30	83
1 – 2 star	16.67	2	19.08	33	12.77	6	50	1	0	0	66.67	2	0	0	18.18	44
Unclassified	16.67	2	6.94	12	4.26	2	0	0	0	0	0	0	33.33	1	7.02	17
Lodges & Dharamshala	0	0	6.36	11	17.02	8	50	1	50	1	0	0	33.33	1	9.09	22
Friends & Relatives	8.33	1	3.47	6	40.43	19	0	0	50	1	0	0	33.33	1	11.57	28
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary data

Table 12 Source of information about VOA according to travel purpose

Source	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Relatives/ friends	0.00	0	15.79	36	44.62	29	0.00	0	50.00	1	0.00	0	0.00	0	27.27	66
Ministry of Tourism, Govt. of India website	0.00	0	13.60	31	13.85	9	0.00	0	0.00	0	0.00	0	0.00	0	16.53	40
Internet (other than the above website)	55.56	10	39.04	89	16.92	11	33.33	1	50.00	1	66.67	2	0.00	0	47.11	114
Travel agent/ tour operator	5.56	1	14.04	32	6.15	4	0.00	0	0.00	0	0.00	0	0.00	0	15.29	37
Tourism department of your country	5.56	1	2.63	6	4.62	3	0.00	0	0.00	0	0.00	0	0.00	0	4.13	10
Indian Embassy	11.11	2	10.53	24	12.31	8	0.00	0	0.00	0	33.33	1	66.67	2	15.29	37
Travel trade fairs	0.00	0	1.75	4	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	1.65	4
Guide books	11.11	2	0.88	2	0.00	0	33.33	1	0.00	0	0.00	0	33.33	1	2.48	6
Print media	0.00	0	1.32	3	0.00	0	33.33	1	0.00	0	0.00	0	0.00	0	1.65	5

Source: Primary Data

Note: This is a multiple response question and hence percentage is greater than 100

Table 13 Perception of VOA fees across travel purposes

VOA Fees	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Costlier	0	0	9.25	16	19.15	9	0	0	0	0	33.33	1	0	0	10.74	26
Cheaper	16.67	2	6.94	12	4.26	2	50	1	0	0	66.67	2	0	0	7.85	19
At Par	16.67	2	20.81	36	36.17	17	0	0	100	2	0	0	0	0	23.55	57
Can't Say	66.67	8	63.01	109	40.43	19	50	1	0	0	0	0	100	3	57.85	140
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Table 14 Perception of time taken in getting VOA across travel purposes

Time Taken	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Less than 30 min	50	6	56.07	97	46.81	22	0	0	0	0	0	0	33.33	1	52.07	126
30 min to 1 hr	33.33	4	37.57	65	42.55	20	50	1	100	2	33.33	1	33.33	1	38.84	94
1hr to 2 hr	8.33	1	2.31	4	10.64	5	50	1	0	0	66.67	2	0	0	5.37	13
More than 2 hr	8.33	1	4.05	7	0	0	0	0	0	0	0	0	33.33	1	3.72	9
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

5 Experiences of the Tourists with Visa- on- Arrival Scheme

5.1 Experience of tourists with the VOA scheme

The experiences of the tourists with VOA begin prior to tour when they collect information on it. At this stage the factors like source and features of information are important. This follows mental experience with VOA when the intention for its choice is developed.

The actual experience with VOA happens with its implementation at the airport and is decided by many factors such as its execution by immigration officials, the processes followed and physical facilities available.

5.1.1 Experiences with information sources

Tourists use many information sources simultaneously. Internet comes out to be most used medium followed by friends/relatives and website of Ministry of Tourism. There are differences across the countries with Singapore nationals giving more preference to friends/ relatives over internet (table 15).

A probe into the specific sources on internet to know the types of sites used can be more meaningful. From the collected data it is not known if social sites or other general sites are used.

Table 15 Sources of information about VOA scheme by respondents

Source	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses	Total Respondents
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.			
Relatives/ friends	14.81	8	6.45	4	12.50	1	24.41	31	30.99	22	27.27	66	66
Ministry of Tourism, Govt. of India website	22.22	12	6.45	4	12.50	1	14.96	19	5.63	4	16.53	40	36
Internet (other than the above website)	33.33	18	48.39	30	37.50	3	33.86	43	28.17	20	47.11	114	89
Travel agent/ tour operator	7.41	4	16.13	10	12.50	1	11.81	15	9.86	7	15.29	37	25
Tourism department of your country	3.70	2	1.61	1	0.00	0	3.94	5	2.82	2	4.13	10	5
Indian Embassy	12.96	7	9.68	6	12.50	1	8.66	11	16.90	12	15.29	37	10
Travel trade fairs	1.85	1	1.61	1	12.50	1	0.00	0	1.41	1	1.65	4	1
Guide books	1.85	1	6.45	4	0.00	0	0.00	0	1.41	1	2.48	6	3
Print media	1.85	1	1.61	1	0.00	0	1.57	2	1.41	1	2.07	5	4
Tourist Information centres	0.00	0	0.00	0	0.00	0	0.00	0	1.41	1	0.41	1	1
Others	0.00	0	1.61	1	0.00	0	0.79	1	0.00	0	0.83	2	2
Total	100	54	100	62	100	8	100	127	100	71	133.06	322	242

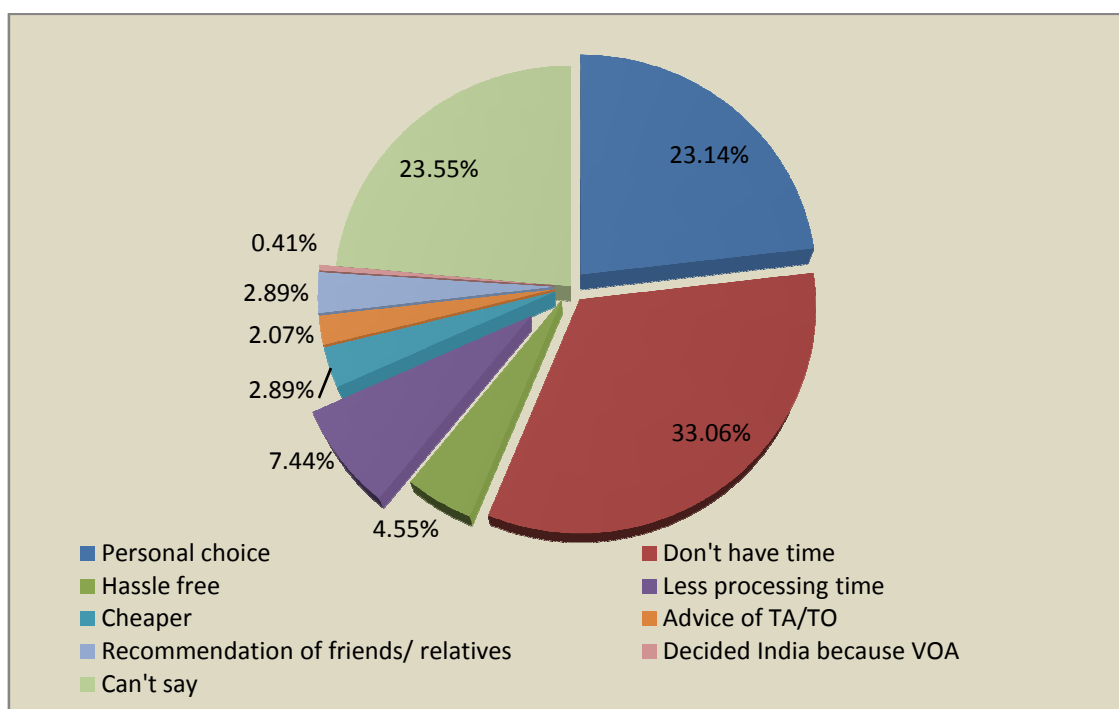
Source: Primary Data

Note: This is a multiple response question and hence percentage become greater than 100

5.1.2 Choice of VOA

Urgency to get visa is main reason for its choice. 33 % respondents cited lack of time to avail visa at their country as the prime reason. Strengthening this point, 7% tourists were of the view that VOA scheme requires less processing time. 23% of the respondents chose the VOA scheme due to their personal choice. Another 23% of the tourists did not give any opinion for choosing the VOA scheme (figure 14).

Figure 14 Reasons for choosing VOA



Source: Primary Data, Responses: 242

5.1.3 Experiences with the cost of scheme and time taken in execution

Prices can play a decisive role in any purchase depending upon the weightage given to these. The surveyed tourists seemed satisfied with the pricing of VOA.

24% felt that the cost of VOA was at par with fees charged by other countries. 11% found it comparatively costlier. This difference in opinion can be attributed to the different past travel experiences of tourists and the types of visa fees paid for that.

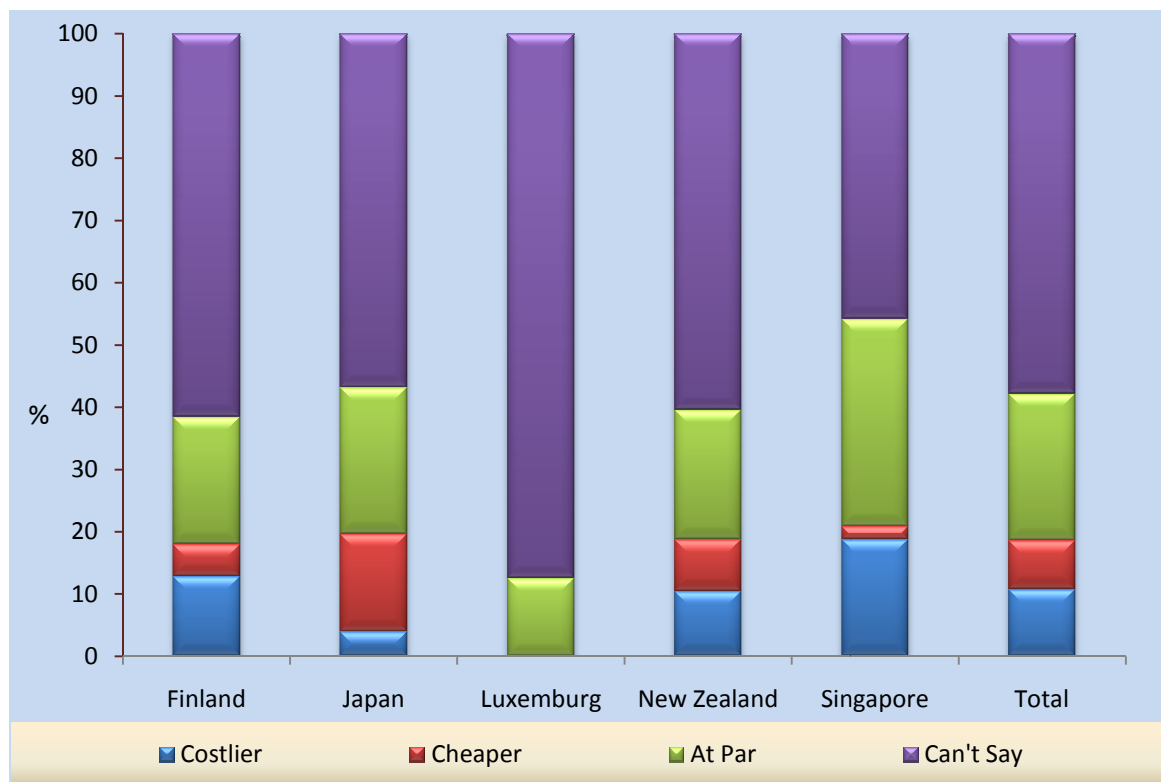
Tourists from Finland (13%) and Singapore (19%) noted VOA fee in India costlier while tourists from Japan (4%) and New Zealand (10%) found it cheaper (figure 15).

No inferences can be derived from it as absolutely VOA fees are cheaper but costlier if calculated on per day basis. Further it also depends upon the number of visits planned by a tourist. Probably the contrasting experiences of tourists with costs are because of such differences.

Tourists were generally satisfied with the time taken for processing of VOA with 52% reporting that average time was less than 30 minutes and 39% stating it to be taking between 30 min to 1 hr (figure 16).

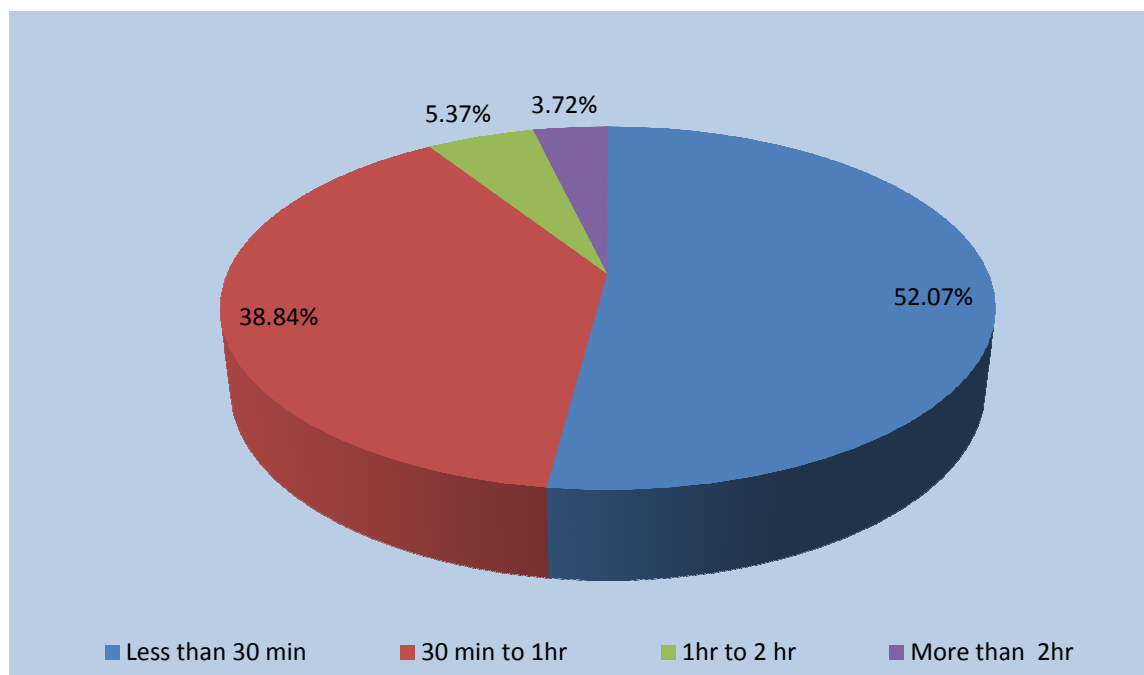
Overall timeliness and prompt service are the Unique Selling Proposition (USP) of the VOA scheme and same has been found in India too.

Figure 15 Tourists opinion on VOA fees compared to other countries



Source: Primary Data, Responses: 242

Figure 16 Opinions of tourists on average time taken in VOA



Source: Primary Data, Responses: 242

5.1.4 Experiences with the immigration process

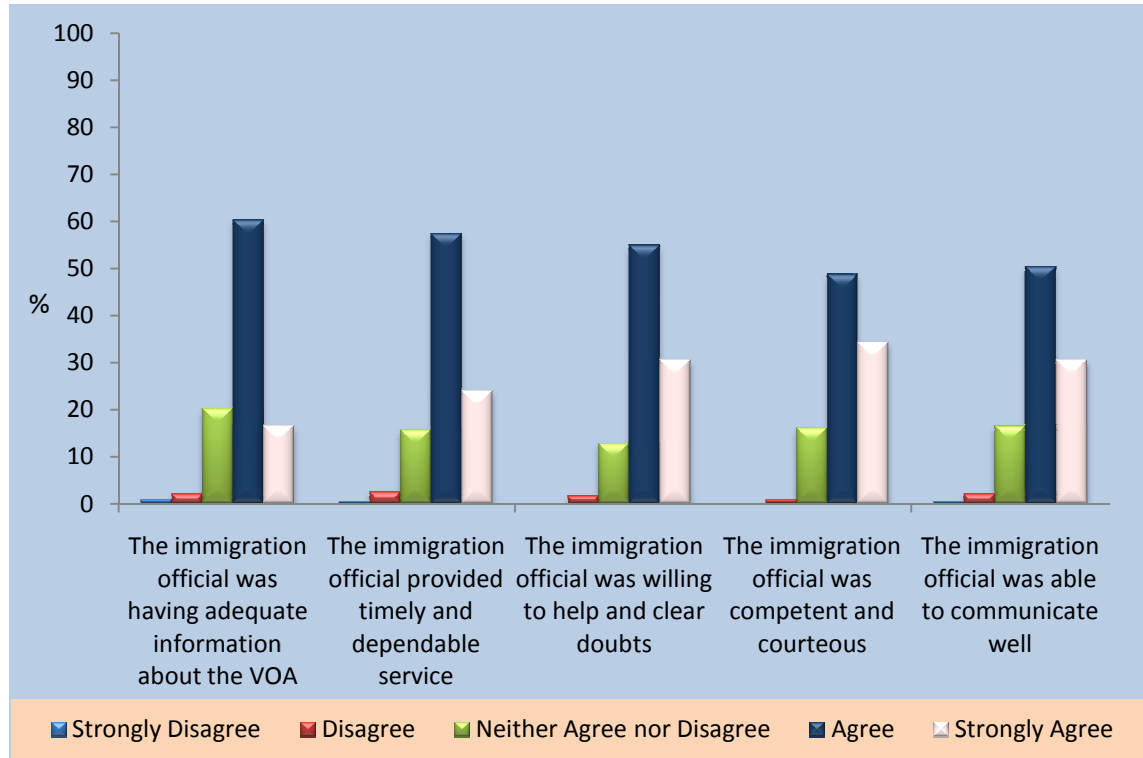
The experience at visa processing stage is important for the success of scheme and 80 per cent of respondents expressed satisfaction by either agreeing or strongly agreeing to immigration facilitation through VOA. 60% of the tourists agreed (16% strongly agreed) that the immigration officer had sufficient information regarding the VOA scheme. 57% of the respondents felt that the immigration officials provided timely and dependable service, were willing to help and clear doubts (54% agreed and 31% strongly agreed). 49% of tourists regarded the immigration officials as competent and courteous, whereas 34% strongly agreed with this. Almost 50% of them also felt that the immigration officials had the ability to communicate well with the tourists (figures 17 - 22).

The country specific analysis of data indicates:

More tourists from Luxemburg find officials informative, competent and courteous and having good communication skills (figure 18, 21, 22).

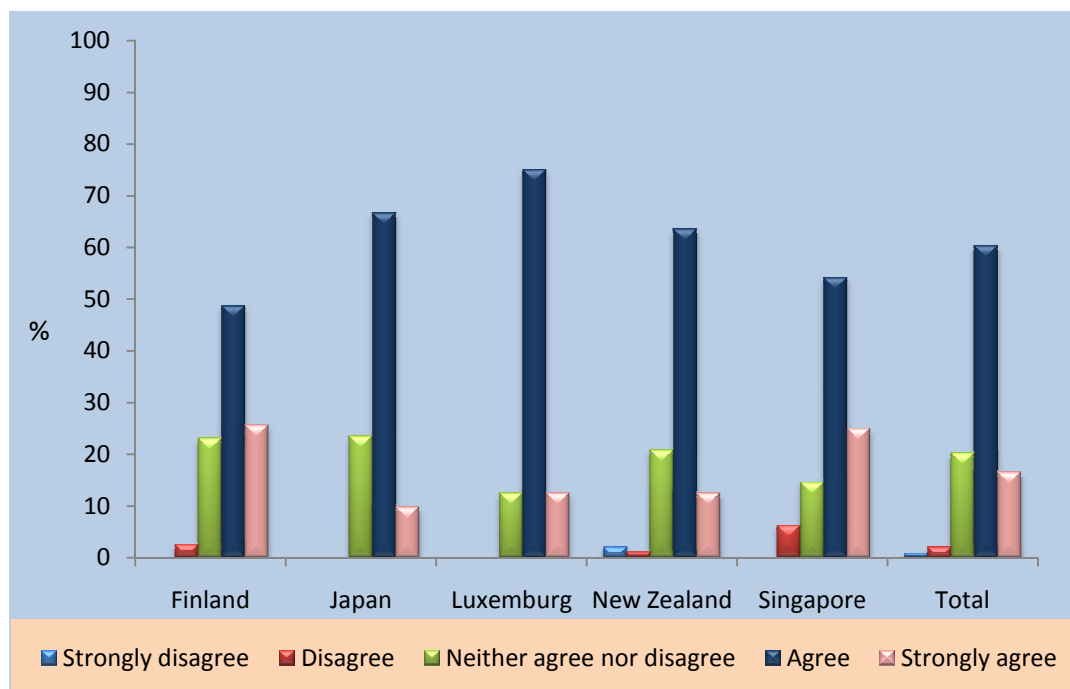
More Japanese find them to be helpful and giving timely, dependable services (figure 19 and 20).

Figure 17 Perception of the tourists regarding services provided by immigration officers



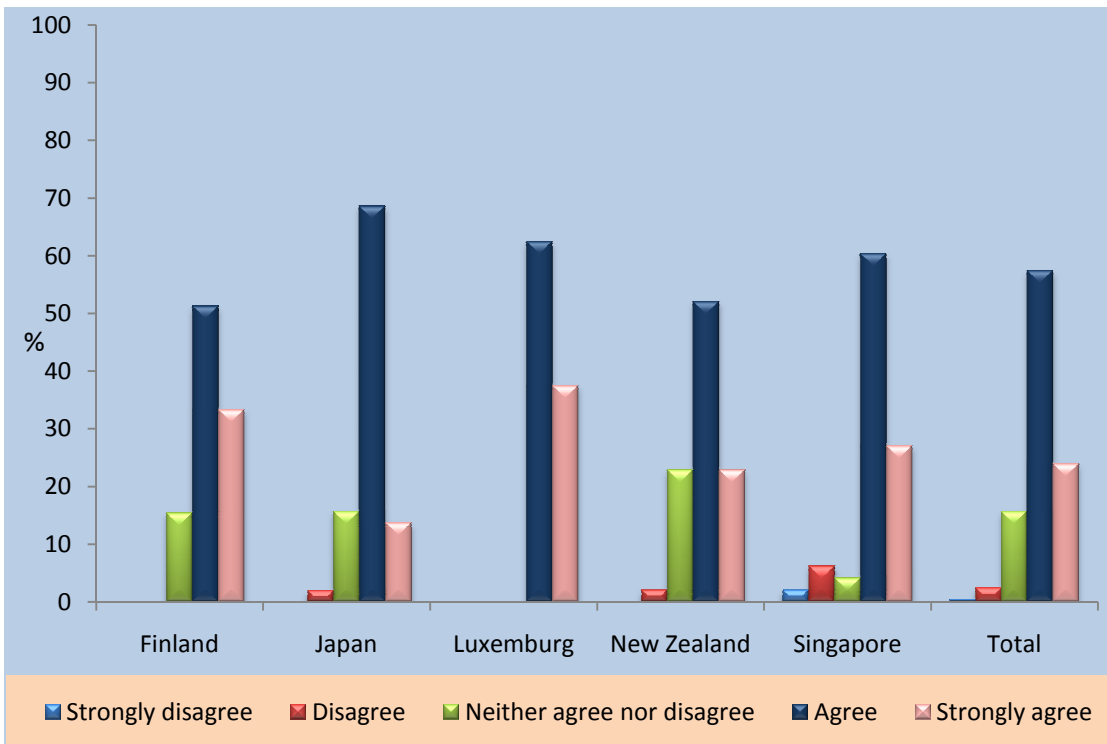
Source: Primary Data, Responses: 242

Figure 18 Perceptions of tourists about adequacy of information on VOA scheme from immigration officials



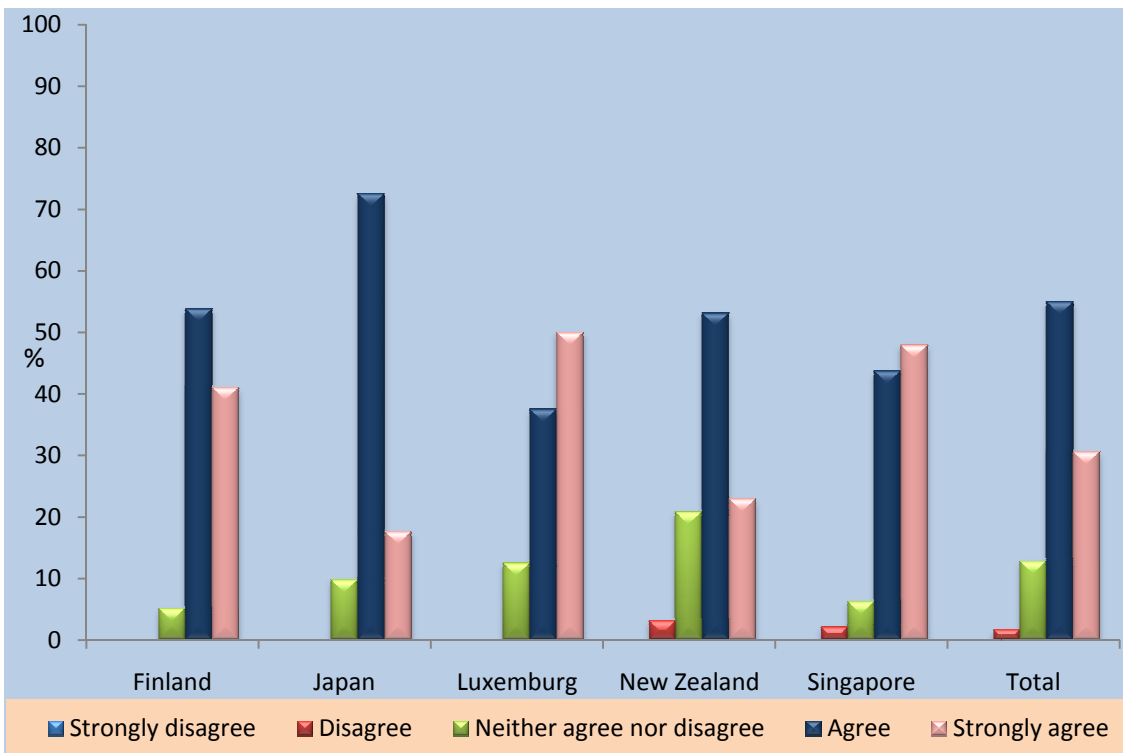
Source: Primary Data, Responses: 242

Figure 19 Views on provision of timely & dependable services by immigration officials



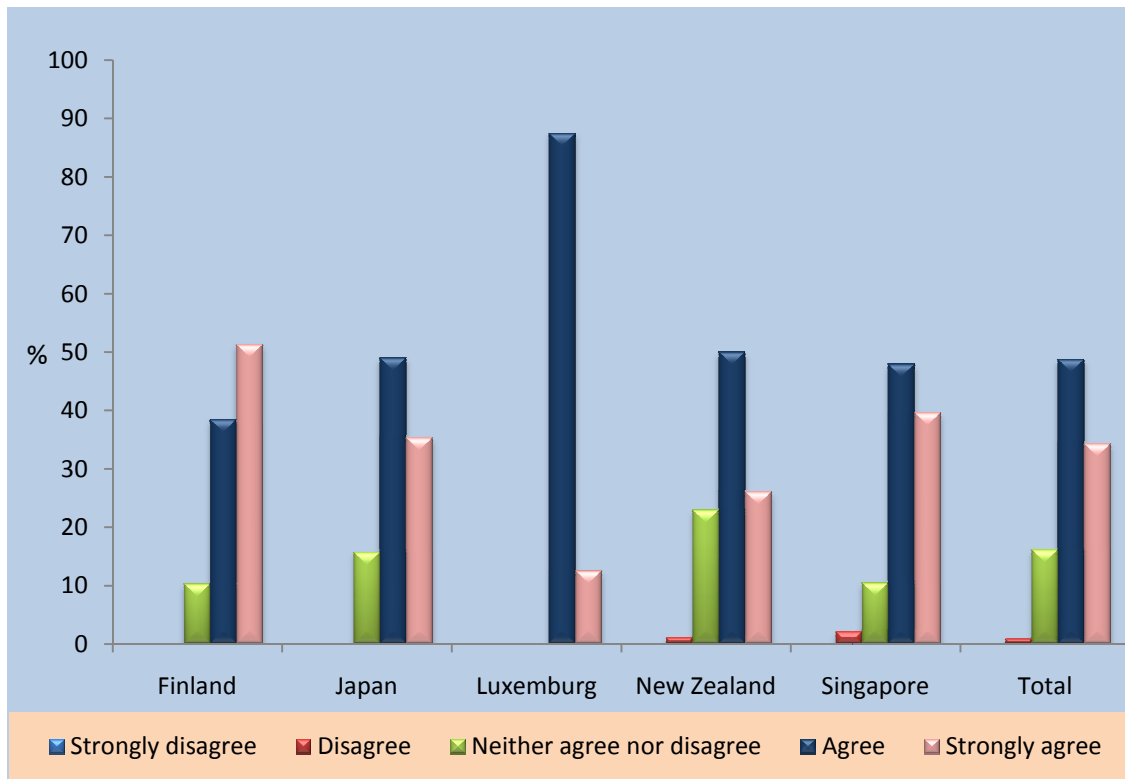
Source: Primary Data, Responses: 242

Figure 20 Views on willingness of immigration official to help and clear doubts of tourists visiting on VOA



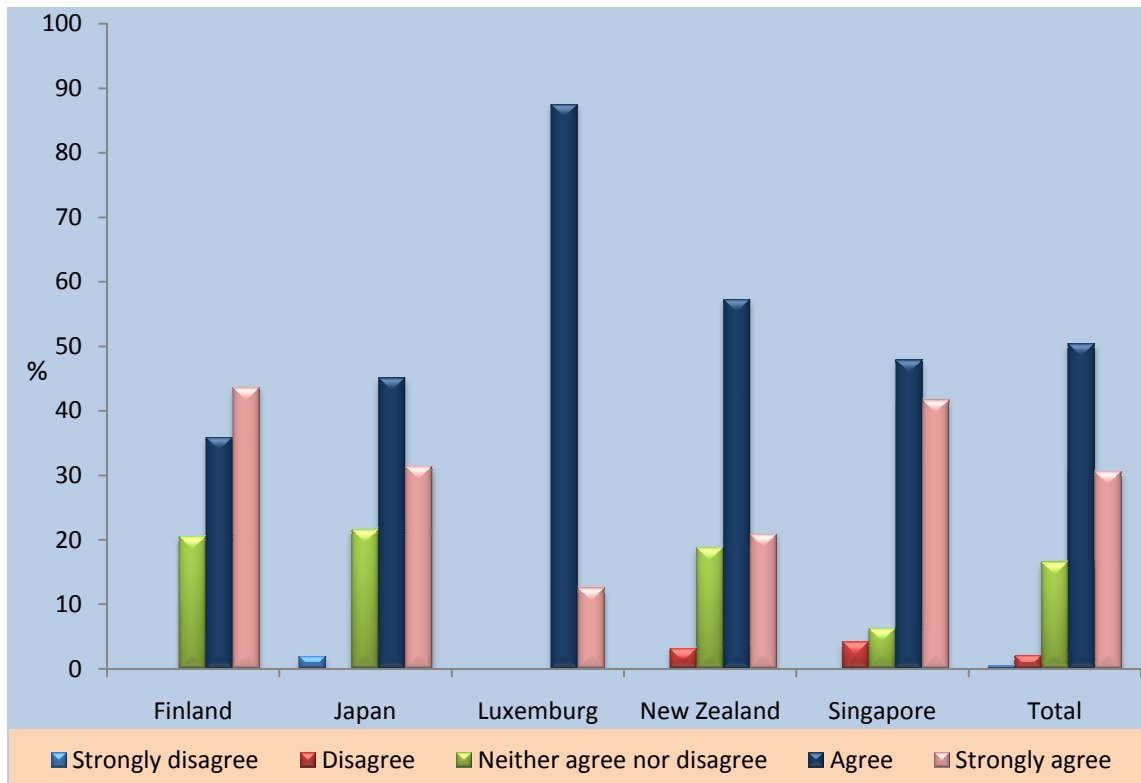
Source: Primary Data, Responses: 242

Figure 21 Views on competency and courteousness of immigration officials towards tourists visiting on VOA



Source: Primary Data, Responses: 242

Figure 22 Communication skills of the immigration officials at terminals

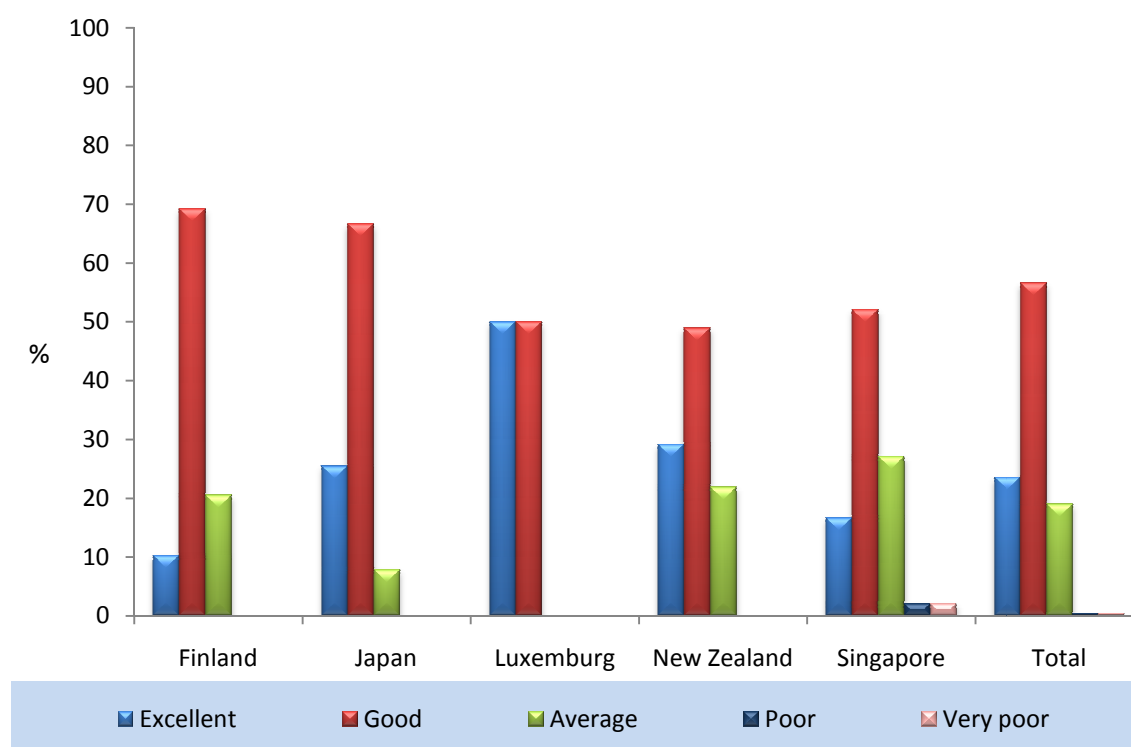


Source: Primary Data, Responses: 242

5.1.5 Experiences of tourists with infrastructure at airport

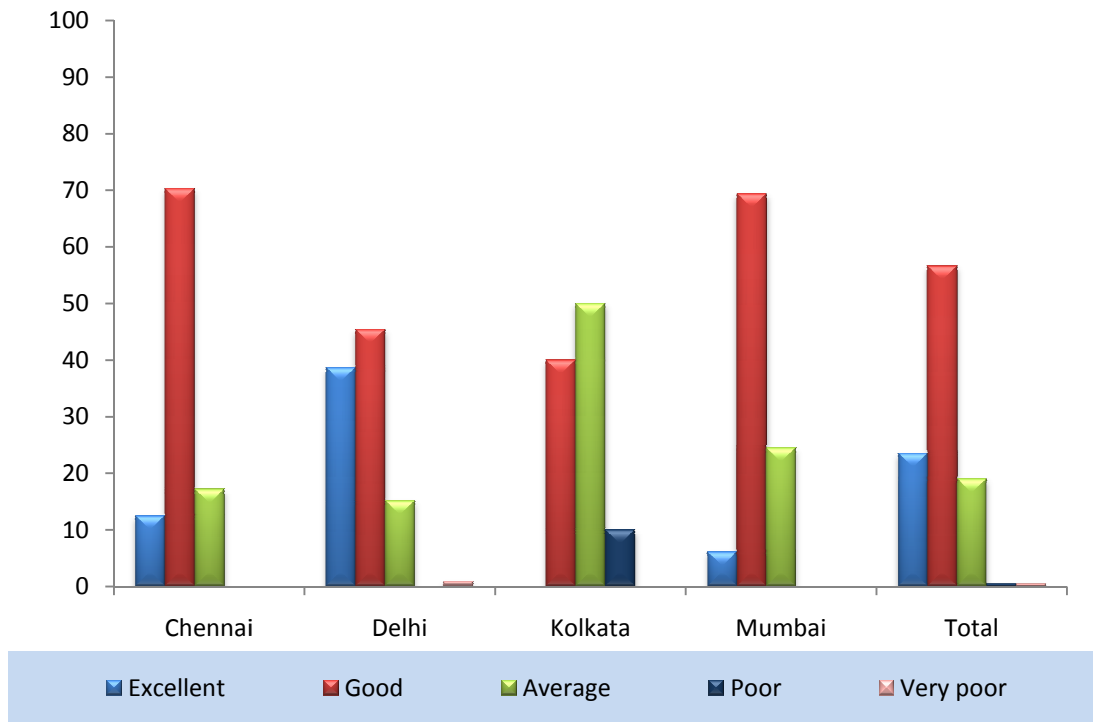
Airport is the first point of interface for the tourists and is very important for building image of the country. This survey was conducted at a time when airports have either been improved or are in the process of improvement and this can be the reason for the general satisfaction expressed by tourists regarding airport infrastructure as 56% rated good, 23% excellent and 19% average. The rating of facilities was also good (figure 23). Chennai and Mumbai airports were rated higher on infrastructure despite the fact that T3 was operational in Delhi (figure 24).

Figure 23 Country-wise perception of tourists regarding infrastructure at airport



Source: Primary Data, Responses: 242

Figure 24 Perceptions of tourists regarding infrastructure at different airports in India



Source: Primary Data, Responses: 242

6 Impact of Visa- on- Arrival Scheme on Foreign Tourists Arrivals in India - Tourists Views on VOA Scheme as Travel Catalyst

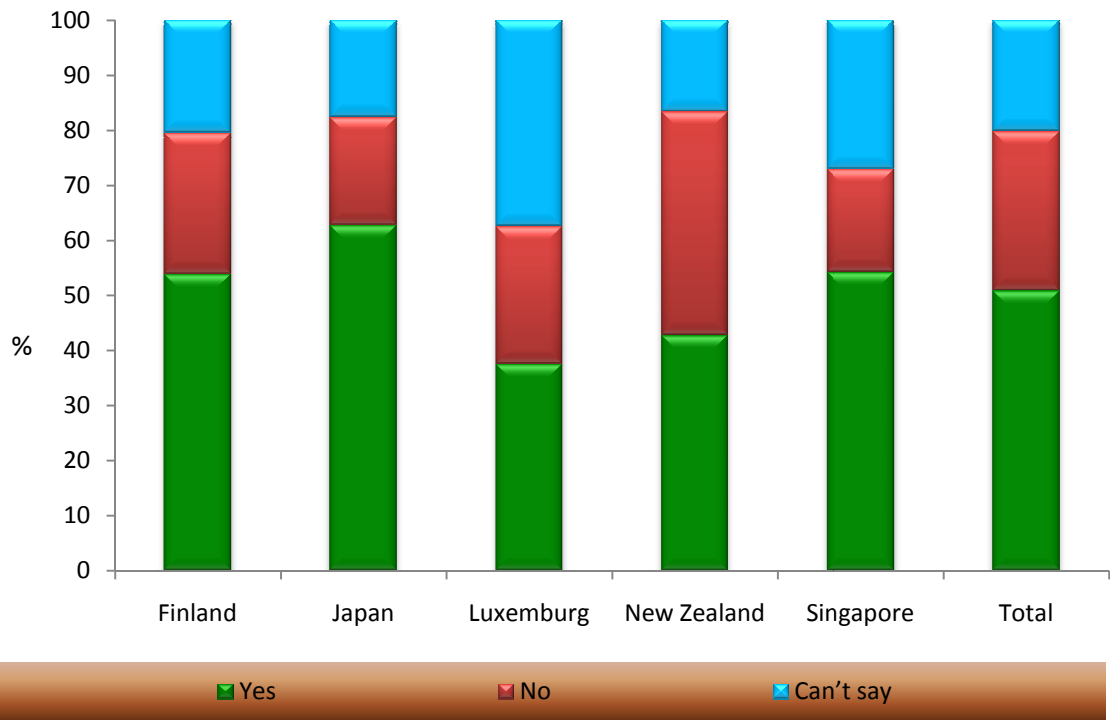
VOA scheme provides more freedom of movement across national boundaries and is generally used for tourist facilitation. It may not be the main stimuli but can be a good cue or the supporting factor. Visitors were surveyed to find if it has been an influencing factor in their tour decisions.

6.1 Tourists Views on VOA scheme as a catalyst for travel decision

Tourists generally reported that it increases their future travel decisions to India. It was only tourists from Luxemburg who did not consider it to be an important factor (figure 25).

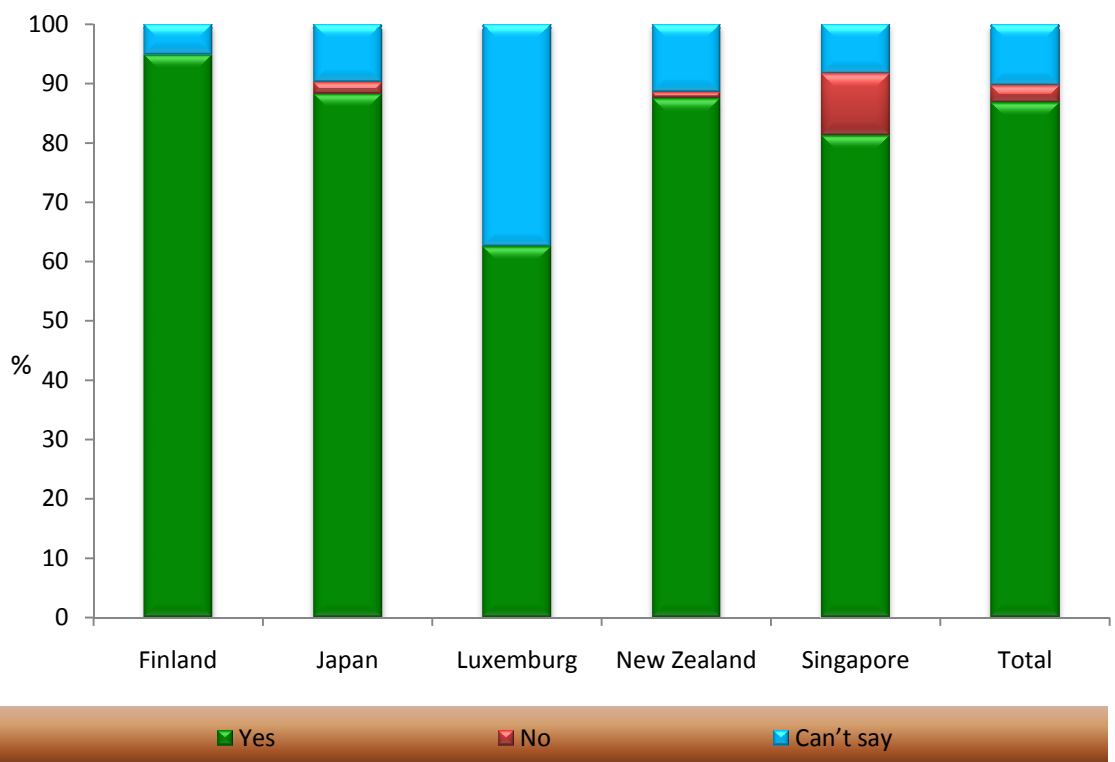
The satisfaction with the scheme also influences propensity of tourists to spread the word further. Overall 86% respondents felt that they would recommend the VOA scheme for India to their countrymen. The country wise break up of these indicates 87.5% s from New Zealand, 88.24% from Japan and 81.25% from Singapore reporting that they will recommend VOA scheme to their countrymen (figure 26). Again tourists from Luxemburg did not show much interest in recommending it further.

Figure 25 Views of tourist regarding influence of VOA on their future travel decision to India



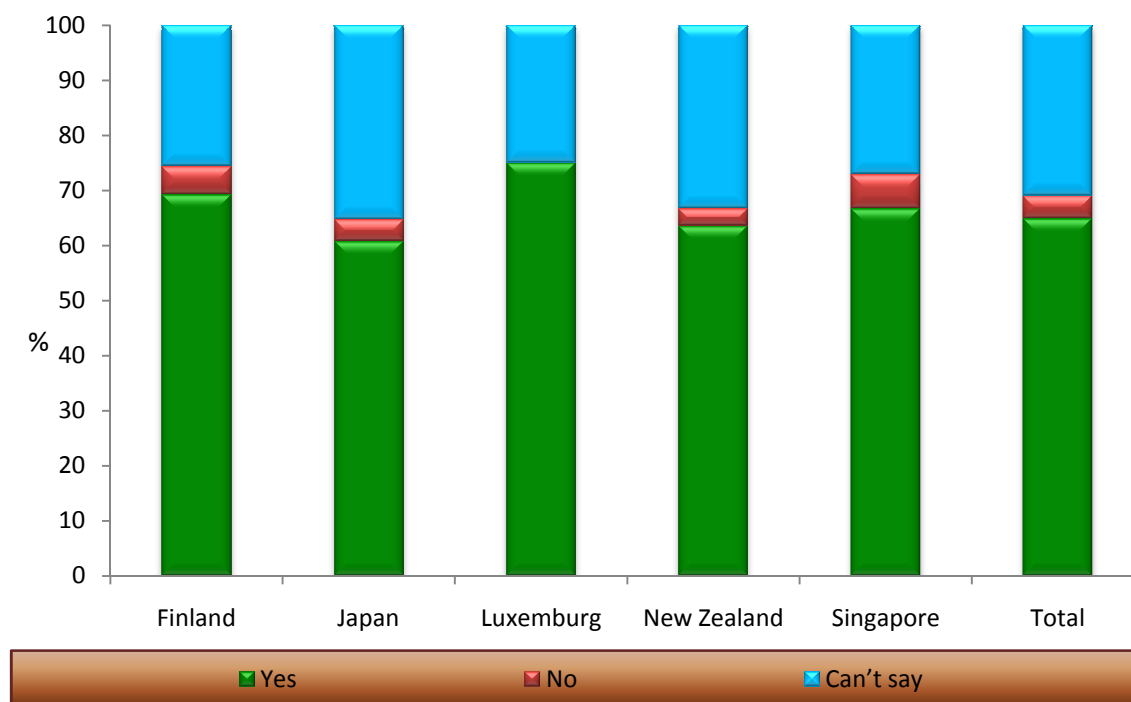
Source: Primary Data, Responses: 242

Figure 26 Views of tourists regarding their willingness to recommend VOA scheme of India to their countrymen



Source: Primary Data, Responses: 242

Figure 27 Views of tourists on increase in duration of VOA from present level

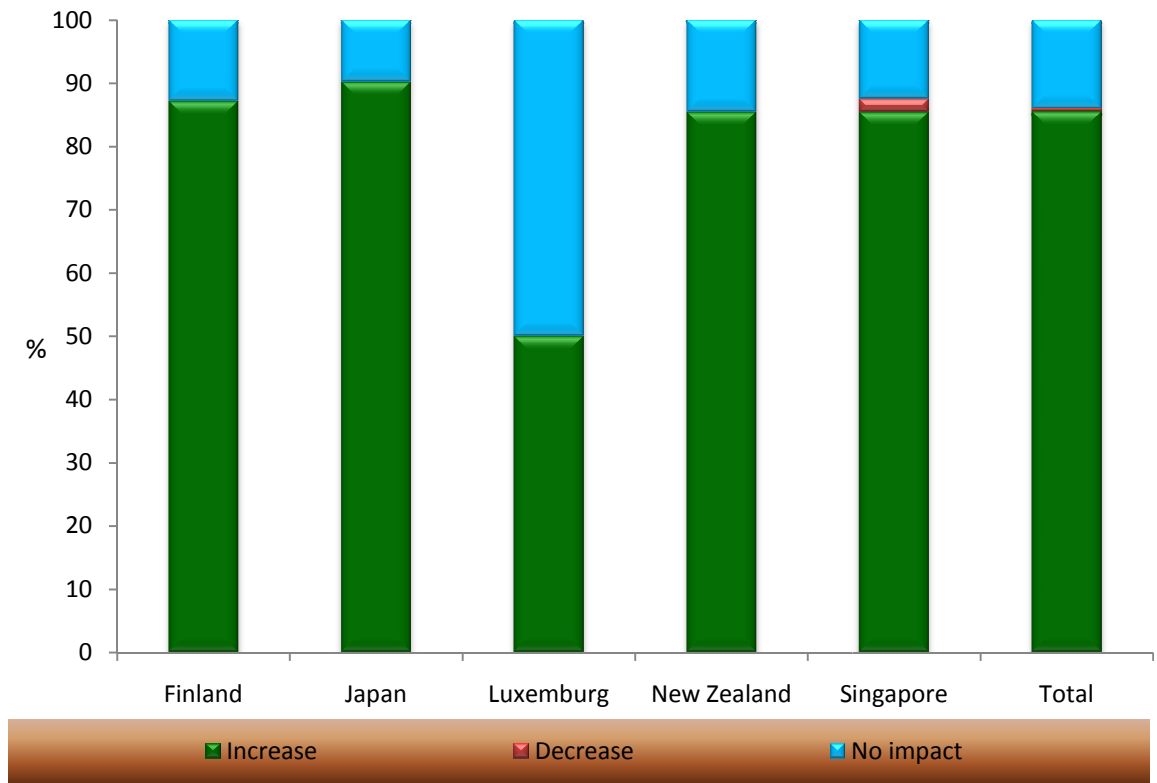


Source: Primary Data, Responses: 242

With reference to the duration of the VOA scheme, 65% tourists definitely feel that the duration should be increased from what it is now (figure 27).

The views of tourists were taken to know if it will increase the inflow of higher number of tourists to India. 85% of the respondents agreed that the VOA would be instrumental in increasing the number of foreign tourist arrivals in India but again as tourists from other countries generally supported it, those from Luxemburg were divided on it (figure 28).

Figure 28 Views of tourists on Impact of VOA scheme on foreign tourist arrivals in India



Source: Primary Data, Responses: 242

7 Perception of Immigration Personnel on Visa- on- Arrival

Immigration personnel are front end executers for VOA. What do they feel about the scheme will decide their engagement and level of motivation for its implementation even if they may not have the strategic picture.

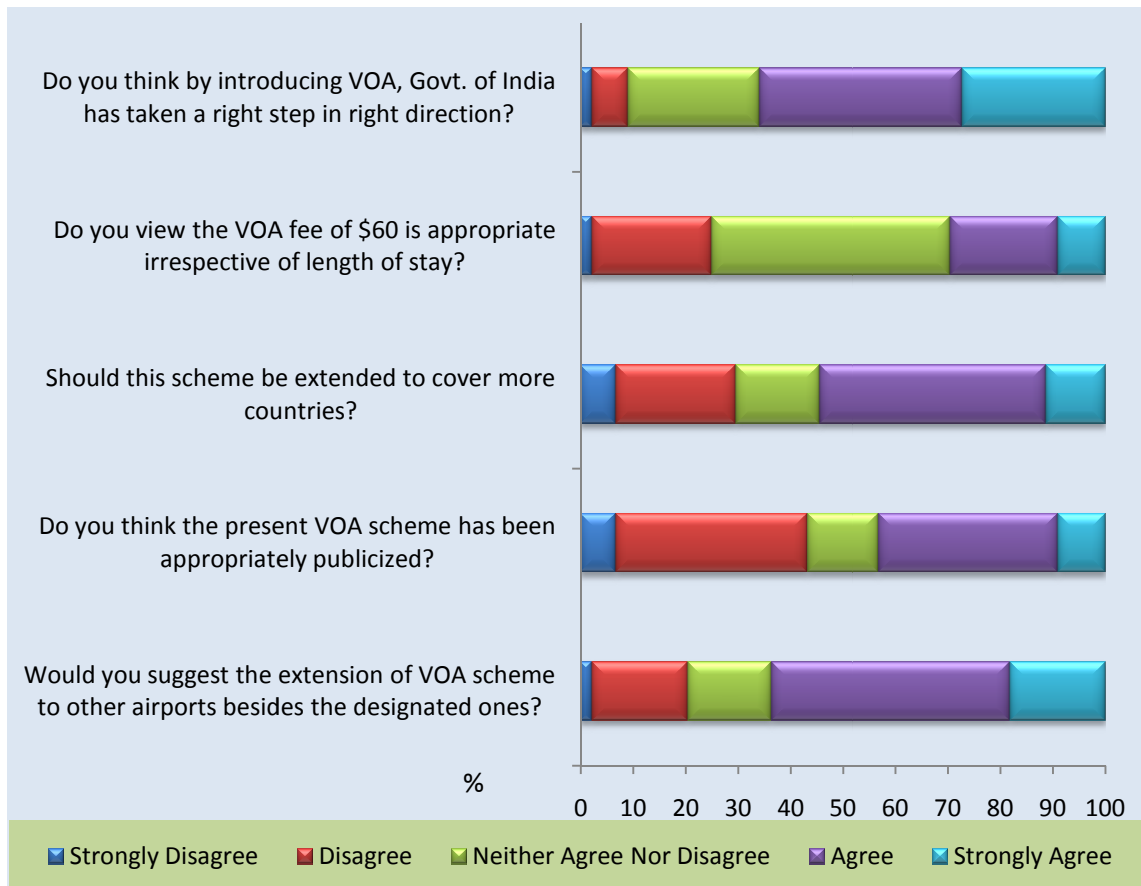
7.1 Perception of immigration personnel on VOA

The immigration officials handling the VOA at the four international airports were interviewed through a structured questionnaire. A total of **44 officials** were interviewed comprising of 15 from Delhi, 14 from Chennai, 10 from Mumbai and 05 from Kolkata. Their responses have been analyzed in three broad categories of **VOA promotion, VOA process and prospects of VOA scheme.**

7.1.1 Promotion of VOA

A majority of the immigration officials (65.91%) have the view that VOA scheme is a step in right direction for promoting inbound tourism to India. 29.54% officials either agreed or strongly agreed on the fees of US\$ 60 to be appropriate, whereas 45.45% had no opinion on the fees of VOA. 54.54% officials either agreed or strongly agreed on the scheme to be extended to more countries. Majority of the officials felt that the present VOA scheme has not been publicized enough (43.18%) and 13.64% neither agreed nor disagreed. The officials favored (63.63 %) extension of the VOA scheme to other airports (figure 29).

Figure 29 Perceptions of immigration officials on VOA promotion

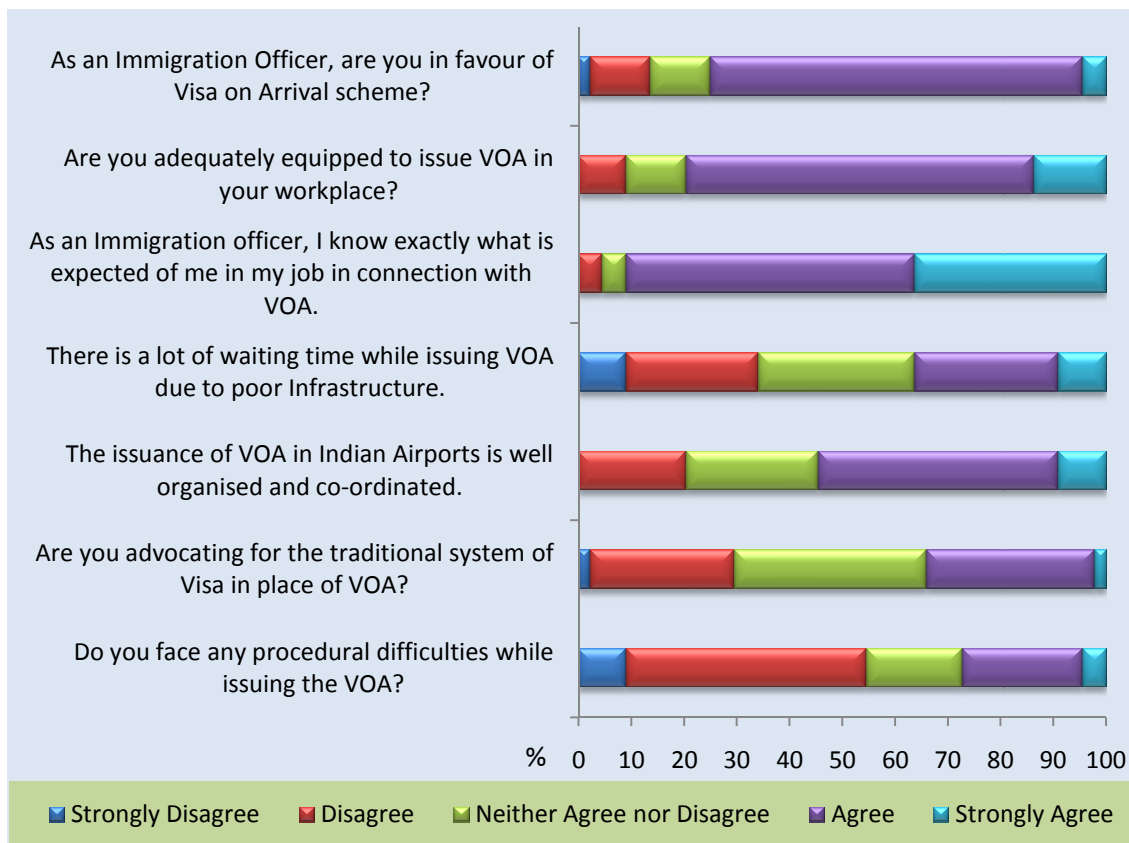


Source: Primary Data, Responses: 44

7.1.2 Process of VOA

Process of giving VOA and modalities therein such as orientation and training of staff, development of operating procedures and standards of work etc. are essentials for a good scheme. Immigration personnel were asked to give their views on these parameters. More than 75% of the officials were strongly in favor of the VOA scheme. Almost 80% were said they were adequately equipped to deal with the VOA tourists. 63.55% said there is no waiting time due to infrastructural inadequacy. More than half of the respondents felt that the issuance of VOA at Indian Airports is well organized and co-ordinated. 29.54% of the respondents did not advocate traditional system of visa in place of VOA; whereas the majority (36.36%) did not opinion this question. Majority also agreed to have faced no procedural difficulty in issuing the VOA (figure 30).

Figure 30 Perceptions of immigration officials on VOA processing

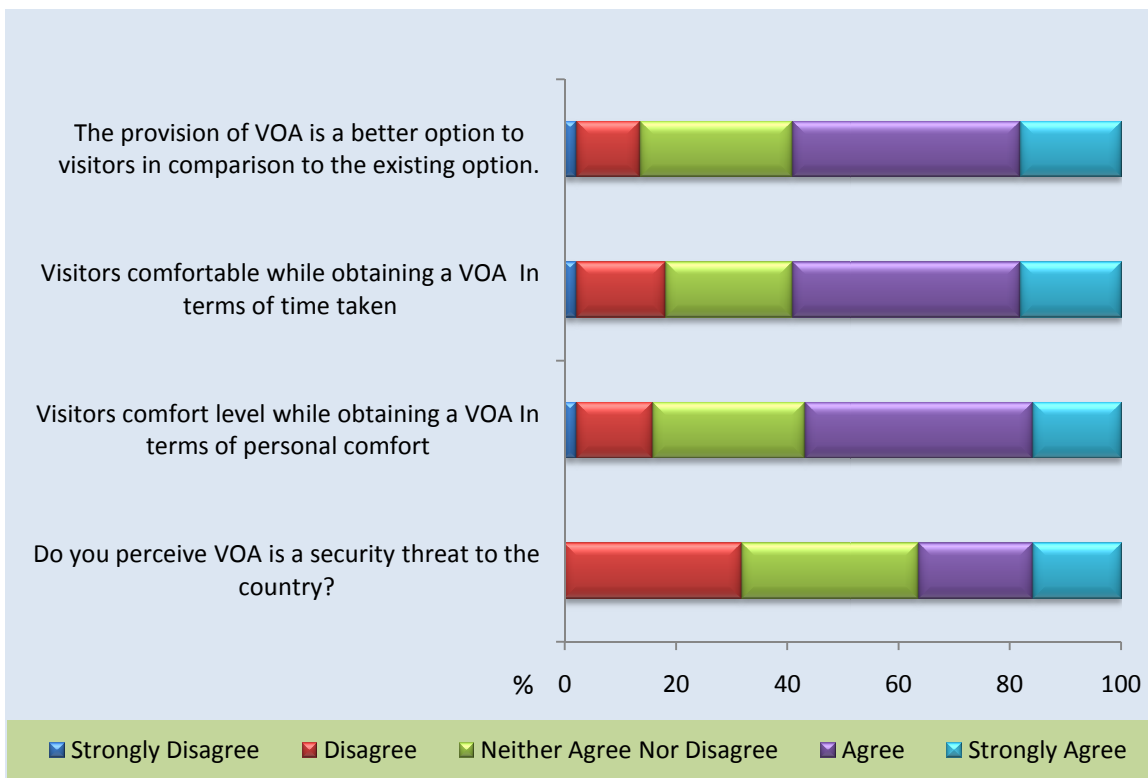


Source: Primary Data, Responses: 44

7.1.3 Prospects of VOA scheme

The opinions of immigration personnel were taken on the future prospects of VOA scheme. 59.09 % reported that is a better option for tourists with 59 % agreeing and saying that visitors are comfortable with the time taken in the issue of this visa. Still over 36% considered VOA as a potential security threat to the country, whereas 31% disagreed to it. (figure 31).

Figure 31 Perceptions of immigration officials on prospects of VOA



Source: Primary Data, Responses: 44

8 Methodology

8.1 Aim of the study

The aim of this study is to assess the effectiveness of the VOA scheme launched by Government of India on 01.01.2010. This becomes more significant because of its contribution to collective efforts for accelerating the flow of international tourist arrivals.

Towards this end, a survey of foreign tourists availing the facility of Visa on Arrival (VOA) Scheme was conducted at four international airports to find out the following:

- i. To identify the sources of information about the VOA scheme
- ii. To analyze reasons for preferring VOA to obtaining the Visa in their own country.
- iii) To assess perceptions about the VOA fee being charged vis-à-vis that charged by other countries.
- iii. To evaluate infrastructure adequacy at airports.
- iv. To analyze behavioral aspects of immigration officers.
- v. To analyze the likely impact of VOA's on foreign tourism arrivals.
- vi. To ascertain the time taken in obtaining the VOA.
- vii. To suggest recommendations for improving the existing VOA scheme.

8.2 Approach to the study

To achieve the aims of the study the following approach was adopted:

1. Terms of reference were set up with the Ministry of Tourism, Govt. of India in consultation with the various stake holders. A thorough discussion was held with the various stake holders so as to decide on the most appropriate approach to the study.
2. Review of literature was done to understand the nuances of Visa and the process of issuance.

3. Visits were made and discussions were held with various tour operators, Ministry officials, Officials of Airport Authority of India, Bureau of Immigration, Bureau of Civil Aviation Security, Managements of airports etc. to firm up the research survey tool.
4. After elaborated discussions two structured questionnaires were finalized. One questionnaire for the survey of the tourists availing the VOA in India at the four airports and the second for the officials of the immigration department dealing with the VOA.
5. Field surveys using structured questionnaires were conducted at Delhi, Mumbai, Chennai and Kolkata airports. Informal discussions with the officials and the tourists were also done and their responses were recorded for better understanding.
6. Analysis of the data was done, major findings, observations and recommendations were firmed up.

8.3 Sample size

The study is based on interviews of 242 tourists from the countries covered under the scheme and 44 Immigration Officials at four airports namely New Delhi, Mumbai, Kolkata and Chennai, to solicit their opinion about the problems involved in the operation of this scheme and seek their views for making it more attractive. The details of the proposed and the actual survey that could be conducted are given below:

Table 16 Proposed selection of sample from each country vis-a-vis airports in India

Country/	Finland	Japan	Luxemburg	New Zealand	Singapore	Total
Chennai	2	3	-	6	30	40
Delhi	35	19	3	23	25	105
Kolkata	1	4	-	2	2	11
Mumbai	12	5	2	15	11	44
Total	50	31	05	46	68	200

Table 17 Details of the tourists sample surveyed

Country/ Airport	Finland	Japan	Luxemburg	New Zealand	Singapore	Total
Chennai	8	13	--	20	23	64
Delhi	18	30	7	54	10	119
Kolkata	1	2	--	2	5	10
Mumbai	12	6	1	20	10	49
Total	39	51	8	96	48	242

Table 18 Details of the immigration officials' sample surveyed

Chennai	Delhi	Kolkata	Mumbai	Total
14	15	05	10	44

8.4 Limitations of the study

Owing to several limitations, the progress of the survey was slow. As the study was confined to the four major airports of India, it was necessary to obtain the permission of both Bureau of Civil Aviation Security (BCAS) as well as Bureau of Immigrations. This was the primary reason for the delay in initiating the survey. After the due permission from the BCAS head quarters in Delhi, the regional offices of BCAS in Kolkata, Chennai, Mumbai and New Delhi were requested to grant the required permission for the survey to be conducted at their respective airports.

It was intended to contact international tourists from the five countries at the immigration counters from where the tourists obtain the VOA. This was difficult as it was not always possible to ascertain the destination from where the residents of the five countries were travelling.

Furthermore, due to the scattered schedule of international flights catering to the tourists from the five nations under study, the research team had to be stationed at the airports round the clock.

Finally, there were several constraints hindering the conduction of interviews with foreign tourists due to a variety of reasons: the time at their disposal, problem of easy communication, travel fatigue, willingness to co-operate etc. All tourists contacted by the team did not agree for the interview for different reasons.

However, against the asked requirement of 200 tourists to be surveyed, 242 tourists have been surveyed, though due to various factors like unresponsive tourists and lack of adequate number of tourists from a particular country to a particular survey airport, the country wise - airport wise number of surveys as proposed could not be achieved. More respondents from Japan and New Zealand could be contacted during the survey period and hence there number is more in sample.

Likewise, for the survey of the immigration officials, against the desired sample size of 20, 44 responses have been collected to provide better understanding of officials' views.

9 Conclusions

The focus of study was to evaluate VOA scheme from the tourism perspective. VOA is only one of the antecedents propelling tour choice yet an attempt has been made to assess its impact on tourism arrivals in India.

The profile of tourists availing VOA has been analyzed apart from their experiences with the scheme.

The profile of tourists brings out 5 distinct segments that can further be studied for detailed profiling and to explore if that makes a profitable market to be cultured on a bigger scale. These segments are:

Health and Medical Tourism	Females, educated, homemakers, monthly income USD 5000-10,000, independent tour, stay in lodges and with friends
Business tourism	Females, educated, privately employed at senior positions, monthly income USD 3000-5000, important segment of VOA, independent tour, stay in 3-4 star hotels
Religious tourism	self employed, monthly income up to USD 3000, independent tour, stay in 1-2 star and lodges-dharamshalas
Holiday and social tourism	Educated males, privately employed at senior positions, monthly income USD 3000-5000, dominates VOA, independent tour, stay in 3-4 star (with friends for social tourism)
Shopping	Males, educated, unmarried, independent tour, stay in 1-2 star

The segments indicate use of VOA by tourists coming for business health and religious tourism as well for which separate categories of visa are available. This is in violation of the basic spirit of VOA that purposes it solely for the objective of visiting India for recreation, sightseeing, casual visit to meet friends or relatives etc and no other purpose/activity.

But it is possible that tourists might have multiple purposes for visit and have responded to purpose of visit based on their main motive to travel.

The experiences of tourists with VOA were studied in detail and following are the highlights:

1. Tourists primarily refer to internet for information on VOA and less dependence is placed on web site of Ministry of Tourism, Government of India. Tour operators are not important as an information source.
2. The main reasons for choosing VOA was the quick availability of visa.
3. Tourists were satisfied with Immigration personnel for the timely, dependable service and willingness to help and clear doubts. They were rated high on competency and courteousness.
4. Airport wise data shows higher proportion of tourists rating Mumbai and Chennai airports having good infrastructure but overall Delhi was rated excellent.
5. Tourists felt that VOA significantly influenced their decision to travel to India and suggested that its duration should be increased from the present 30 days.
6. A majority of the immigration officials view that VOA scheme is a step in right direction of promoting inbound tourism to India.
7. Immigration officials opined that VOA scheme has not been publicized sufficiently and it shall be extended to other airports.

10 Recommendations

During the course of survey and discussion, the respondents were also asked about their experiences with the overall procedure of the Visa-on-Arrival from pre travel to getting the visa at the airport. Based on that following recommendations are offered.

10.1 Publicity

Respondents have suggested for wider publicity of the scheme so that more people can avail advantage of it. For more than 63% respondents the primary source of information was the internet, thereby highlighting the need of more publicity to be done through the internet sites.

Greater publicity through the print and electronic media is required to be done in the countries for which the tourist visa-on-arrival is applicable.

Travel agents and tour operators in those countries and in India should also be prompted to promote the scheme at wider scale.

10.2 Airports

The most major demand of the tourists availing VOA was to have separate dedicated counters area for visa-on-arrival. This shall reduce the confusion in the minds of the tourists as well as reduce the time taken in granting of the visa.

Adequately visible sign ages are required to be put in at appropriate places to highlight the VOA counter.

Public Utilities like eateries and washrooms should be nearer the VOA counter as the average time taken for the issue of VOA is around half an hour. Such a convenience will reduce the discomfort of waiting for the tourists.

Currency exchange counter should be along with the VOA counter so as to reduce the time in getting exchange.

Many tourists were discomforted due to lack of prior information regarding the requirement of passport size photographs. This can be considerably reduced by making provision for the photographs to be clicked near the VOA counter.

Utility items like Xerox machine, stationery items like glue, staplers, scissors, clips, pins etc. should be readily available at the VOA counter.

10.3 Training

Embassy staff, airlines staff of the countries where VOA scheme is applicable and the immigration officials are needed to be made more informed and aware of the nuances of the scheme as these are the major source of interaction with the tourists and hence the major source of information.

Airport staff at the international airports where VOA is applicable should also be made aware of the VOA as they are the first ones with whom the tourists normally interact just after the arrival.

10.4 Time reduction in availing VOA

The main reason for the tourists to choose VOA is that it shall save on their valuable time. The application forms for VOA should be made available on the websites of the Ministry of Tourism and immigration department.

Application forms can also be made available in the flights from these countries so that the tourists can fill up the forms beforehand. Pre filled forms will save the time of the tourists and can lead to better waiting in experience.

10.5 Language interpreter

Majority of the respondents from Japan have suggested to be provided with a Japanese language interpreter at the VOA counter as they faced a lot of hassle due to language barrier. It is noteworthy that the overwhelming majority of the tourist availing VOA had not availed the facility of tour operators and made their own independent arrangements.

10.6 Information

Adequate information of the documents and other requirements should be available with the embassy staff, internet sites, tour operators and travel agents as they have turned out to be primary sources of information for the tourists. This shall lead to tourists coming well prepared as a lot of respondents were ill informed regarding the necessary requirements for availing the VOA.

10.7 Duration and continuity of the scheme

An over whelming majority of the respondents, both tourists and immigration officials have expressed happiness at the scheme. The visitors have advocated on the validity of the VOA to be increased from the present level. It has also been strongly propagated to extend the VOA facility to other airports in India as well as to other friendly countries.

Bibliography

Singh, T.V., (2004). *New Horizons in Tourism Strange Experiences and Stranger practices* U.K. : CABI.

Lew, Alan A., Hall, C Michael., & Williams, M. (2005). *A Companion to Tourism*. U.K. : BlackWell.

Wall, Geoffrey., & Mathicson, Alister. (2006). *Tourism Change, Impacts and Opportunities*. London: Pearson Prentice Hall.

Girard, Luigi Fusco., & Nijkam P Peter. (2009). *Cultural Tourism and Sustainable Local Development*. U.S.A. : ASHGATE.

Pearce, Douglas G., & Butler, Richard W. (1999). *Contemporary Issues in Tourism Development*. New York : Routledge Taylor & Francis.

Goeldner, Charles R., & Ritchie, J. R. Brent.(2009). *Tourism Principles, Practices, Philosophies*. New Jersey: John Wiley & Sons.

Buhalis, Dimitrios., & Laws, Eric,.(2001). *Tourism Distribution Channels Practices, Issues and Transformations*. Australia: South Western Cengage Learning.

Vellas, Francois., & Francois, Becherel, Lionel.(1995). *International Tourism An Economic Perspective*. New York: Palgrave.

Inskeep, Edward, (1991). *Tourism Planning An Integrated and Sustainable Development Approach*. New York: John Wikey & Sons.

Cooper, Chris., Fletcher, John, Fyall., Alan, Filbert., David., & Wannill, Stephen.(1993). *Tourism Principles and Practice*. New York: Prentice Hall Financial Times.

Smith, Smith., & Puczko, Laszlo.(2009). *Health and Wellness Tourism*. Amsterdam: Butterworth- Heinemann is an imprint of Elsevier.

Ritchie, J R Brent., & Crouch, Geoffrey I.(2003). *The Competitive Destination A Sustainable Tourism Perspective*. USA: CABI.

Mowforth, Martin., & Munt, Ian. (1998). *Tourism and Sustainability Development, globalisation and new tourism in the Third World*. London: Routledge Taylor & Francis.

Cochrane, Janet (2008). *Asian Tourism Growth and Change*. London: Elsevier.

Dann, Graham M.S. (2002). *The Tourist as a Metaphor of the Social World*. USA: CABI.

Robinson, Peter(2009). *Operations Management in the Travel Industry*. USA: CABI.

Moufakkir, Omar., & Kelly, Ian (2010). *Tourism, Progress and Peace*. USA: CABI.

Richards, Greg.(2007). *Cultural Tourism Global and Local Perspectives*. New York : The Haworth Press.

Cohen, Erik. (2004). *Contemporary Tourism Diversity and Change*. London: Elsevier.

Boniface, Brian & Cooper, Chris. (2009). *World wide Destinations- the Geography of travel and Tourism*. London: Elsevier.

Web Resources

- www.immigrationindia.nic.in/- Tourist Visa on Arrival
- www.economictimes.indiatimes.com/news/news
- www.henleyglobal.com/citizenship/visa-restrictions
- "Visa for Indians". *Portal*. <http://www.visasforindians.com>
- www.mutiny.wordpress.com/2006/10/13/visa-free-travel-for-indians

Annexure 1

Data Tables

Data Table 1 Purpose of travel by gender groups

Gender	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Male	41.67	5	62.43	108	53.19	25	50.0	1	0	0	66.67	2	33.33	1	58.68	142
Female	58.33	7	37.57	65	46.81	22	50.0	1	100	2	33.33	1	66.67	2	41.32	100
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Data Table 2 Marital status of respondents

Marital status	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Married	58.33	7	43.93	76	63.83	30	50	1	100	2	0	0	100	3	49.17	119
Unmarried	25	3	13.29	23	2.13	1	50	1	0	0	0	0	0	0	11.57	28
Single	16.67	2	42.77	74	34.04	16	0	0	0	0	100	3	0	0	39.26	95
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Data Table 3 Educational qualification of respondents

Educational Qualification	Business		Holidays, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
HSC	0	0	19.65	34	17.02	8	0	0	50	1	66.67	2	66.67	2	19.42	47
Graduate	16.67	2	40.46	70	55.32	26	0	0	0	0	0	0	33.33	1	40.91	99
Graduate Technical	25	3	14.45	25	10.64	5	50	1	0	0	33.33	1	0	0	14.46	35
Post Graduate	33.33	4	13.29	23	6.38	3	0	0	0	0	0	0	0	0	12.40	30
Post Graduate Technical	25	3	12.14	21	10.64	5	50	1	50	1	0	0	0	0	12.81	31
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Data Table 4 Employment status of respondents

Employment status	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping			Other s	Total %	Res pon ses
	%	Freq .	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq .	%	Freq .		
Employed	66.67	8	83.82	145	74.47	35	50	1	0	0	0	0	33.33	1	78.51	190
Homemaker	8.33	1	1.73	3	10.64	5	50	1	100	2	33.33	1	66.67	2	6.20	15
Student	16.67	2	8.67	15	14.89	7	0	0	0	0	66.67	2	0	0	10.74	26
Unemployed	0	0	1.16	2	0	0	0	0	0	0	0	0	0	0	0.83	2
Retired	8.33	1	4.62	8	0	0	0	0	0	0	0	0	0	0	3.72	9
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Data Table 5 Purpose of tour and employment sector of respondents

Employment Sector	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping			Others	Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	Freq.			
Public	8.33	1	9.25	16	2.13	1	0.00	0	0.00	0	0.00	0	0.00	0	7.44	18
Private	33.33	4	62.43	108	61.70	29	0.00	0	0.00	0	0.00	0	33.33	1	58.68	142
Self employed	33.33	4	11.56	20	10.64	5	50.00	1	0.00	0	0.00	0	0.00	0	12.40	30
Others	0.00	0	2.31	4	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	1.65	4
No Income	25.00	3	14.45	25	25.53	12	50.00	1	100.00	2	100.00	3	66.66	2	19.83	48
Total	100.00	12	100.00	173	100.00	47	100.00	2	100.00	2	100.00	3	100.00	3	100.00	242

Source: Primary Data

Data Table 6 Position held by respondents in their present employment

Position held	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others	Total %	Responses	
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.				
Self employed	16.67	2	7.51	13	8.51	4	50.00	1	0.00	0	0.00	0	0.00	0	8.26	20
Sr. officer	50.00	6	39.31	68	31.91	15	0.00	0	0.00	0	0.00	0	0.00	0	36.78	89
Jr. officer	8.33	1	28.32	49	27.66	13	0.00	0	0.00	0	0.00	0	33.33	1	26.45	64
Support staff	0.00	0	9.25	16	6.38	3	0.00	0	0.00	0	0.00	0	0.00	0	7.85	19
No Income	25.00	3	15.61	27	25.53	12	50.00	1	100.00	2	100.00	3	66.67	2	20.66	50
Total	100.00	12	100.00	173	100.00	47	100.00	2	100.00	2	100.00	3	100.00	3	100.00	242

Source: Primary Data

Data Table 7 Monthly income of respondents with different travel purposes

Income Range (US \$)	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Upto3000	8.33	1	14.45	25	27.66	13	0.00	0	0.00	0	0.00	0	33.33	1	16.53	40
3000 to 5000	41.67	5	38.15	66	34.04	16	50.00	1	0.00	0	0.00	0	0.00	0	36.36	88
5000-10000	41.67	5	31.21	54	17.02	8	0.00	0	0.00	0	0.00	0	0.00	0	27.69	67
Above 10000	0.00	0	6.36	11	2.13	1	0.00	0	0.00	0	0.00	0	0.00	0	4.96	12
No Income	8.33	1	9.83	17	19.15	9	50.00	1	100.00	2	100.00	3	66.67	2	14.46	35
Total	100.00	12	100.00	173	100.00	47	100.00	2	100.00	2	100.00	3	100.00	3	100.00	242

Source: Primary Data

Data Table 8 Type of travel arrangements by tourists availing VOA

Type of Arrangement	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Independent	87.18	34	92.16	47	75.00	6	93.75	90	87.5	42	90.50	219
Inclusive package	7.69	3	7.84	4	25.00	2	5.21	5	6.25	3	7.02	17
All Inclusive package	5.13	2	0	0	0.00	0	1.04	1	6.25	3	2.48	6
Total	100	39	100	51	100	8	100	96	100	48	100	242

Data Table 9 Category of accommodation opted by tourists availing VOA

Category	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
5 star & above	15.38	6	11.76	6	37.5	3	29.17	48	10.42	5	19.83	48
3 – 4 star	38.46	15	37.25	19	37.5	3	31.25	83	33.33	16	34.30	83
1 – 2 star	30.77	12	35.29	18	0	0	9.38	44	10.42	5	18.18	44
Unclassified	7.69	3	11.76	6	12.5	1	3.13	17	8.33	4	7.02	17
Lodges & Dharmshala	5.13	2	1.96	1	0	0	15.63	22	8.33	4	9.09	22
Friends & Relatives	2.56	1	1.96	1	12.5	1	11.46	28	29.17	14	11.57	28
Total	100	39	100	51	100	8	100	242	100	48	100	242

Source: Primary Data

Data Table 10

Type of travel arrangements made by respondents with different travel purposes

Type of arrangement	Business		Holidaying, leisure & Recreation		Social		Religious/ Pilgrim		Health & Medical		Shopping		Others		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Independent	83.33	10	89.02	154	95.74	45	100	2	100	2	100	3	100	3	90.50	219
Inclusive package	0	0	8.67	15	4.26	2	0	0	0	0	0	0	0	0	7.02	17
All Inclusive package	16.67	2	2.31	4	0	0	0	0	0	0	0	0	0	0	2.48	6
Total	100	12	100	173	100	47	100	2	100	2	100	3	100	3	100	242

Source: Primary Data

Data Table 11 Reasons for choosing VOA

Choice of Opting VOA	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Personal choice	15.38	6	33.33	17	37.5	3	23.96	23	14.58	7	23.14	56
Don't have time	12.82	5	35.29	18	0	0	29.17	28	60.42	29	33.06	80
Hassle free	7.69	3	3.92	2	12.5	1	3.13	3	4.17	2	4.55	11
Less processing time	12.82	5	1.96	1	25	2	6.25	6	8.33	4	7.44	18
Cheaper	12.82	5	0	0	0	0	2.08	2	0	0	2.89	7
Advice of TA/TO	5.13	2	0	0	12.5	1	2.08	2	0	0	2.07	5
Recommendation of friends/ relatives	5.13	2	0	0	0	0	3.13	3	4.17	2	2.89	7
Decided India because VOA	0	0	1.96	1	0	0	0	0	0	0	0.41	1
Can't say	28.21	11	23.53	12	12.5	1	30.21	29	8.33	4	23.55	57
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 12 Views of tourists about fees being charged under VOA scheme as compared to fees being charged by other nations

Particulars	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Costlier	12.82	5	3.92	2	0	0	10.42	10	18.75	9	10.74	26
Cheaper	5.13	2	15.69	8	0	0	8.33	8	2.08	1	7.85	19
At Par	20.51	8	23.53	12	12.5	1	20.83	20	33.33	16	23.55	57
Can't Say	61.54	24	56.86	29	87.5	7	60.42	58	45.83	22	57.85	140
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 13 Views of tourists about average time taken for issuance of VOA

Time Taken	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Less than 30 min	51.28	20	60.78	31	50.00	4	46.88	45	54.17	26	52.07	126
30 min to 1hr	48.72	19	27.45	14	50.00	4	42.71	41	33.33	16	38.84	94
1hr to 2 hr	0	0	7.84	4	0.00	0	7.29	7	4.17	2	5.37	13
More than 2hr	0	0	3.92	2	0.00	0	3.13	3	8.33	4	3.72	9
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 14 Perceptions of tourists regarding the services provided by the immigration officer

Perception on Service Provided	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
The immigration official was having adequate information about the VOA scheme	0.83	2.07	20.25	60.33	16.53	242
The immigration official provided timely and dependable service	0.41	2.48	15.7	57.44	23.97	242
The immigration official was willing to help and clear doubts	0	1.65	12.81	54.96	30.58	242
The immigration official was competent and courteous	0	0.83	16.12	48.76	34.3	242
The immigration official was able to communicate well	0.41	2.07	16.53	50.41	30.58	242

Source: Primary Data

Data Table 15 Perceptions of tourists about adequacy of information on VOA scheme with immigration officials

Officials were Adequately Informed	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Strongly disagree	0	0	0	0	0	0	2.08	2	0	0	0.83	2
Disagree	2.56	1	0	0	0	0	1.04	1	6.25	3	2.07	5
Neither agree nor disagree	23.08	9	23.53	12	12.5	1	20.83	20	14.58	7	20.25	49
Agree	48.72	19	66.67	34	75	6	63.54	61	54.17	26	60.33	146
Strongly agree	25.64	10	9.8	5	12.5	1	12.5	12	25	12	16.53	40
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 16 Views on provision of timely & dependable services by immigration officials

Timely & Dependable Services were Provided	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Strongly disagree	0	0	0	0	0	0	0	0	2.08	1	0.41	1
Disagree	0	0	1.96	1	0	0	2.08	2	6.25	3	2.48	6
Neither agree nor disagree	15.38	6	15.69	8	0	0	22.92	22	4.17	2	15.70	38
Agree	51.28	20	68.63	35	62.5	5	52.08	50	60.42	29	57.44	139
Strongly agree	33.33	13	13.73	7	37.5	3	22.92	22	27.08	13	23.97	58
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 17 Views on willingness of immigration official to help and clear doubts of tourists visiting on VOA

Officials were Helping and clearing doubts	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Strongly disagree	0	0	0	0	0	0	0	0	0	0	0	0
Disagree	0	0	0	0	0	0	3.13	3	2.08	1	1.65	4
Neither agree nor disagree	5.13	2	9.8	5	12.5	1	20.83	20	6.25	3	12.81	31
Agree	53.85	21	72.55	37	37.5	3	53.13	51	43.75	21	54.96	133
Strongly agree	41.03	16	17.65	9	50	4	22.92	22	47.92	23	30.58	74
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 18 Views on competency and courteousness of immigration officials towards tourists visiting on VOA

Officials were competent and courteous	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Strongly disagree	0	0	0	0	0	0	0	0	0	0	0	0
Disagree	0	0	0	0	0	0	1.04	1	2.08	1	0.83	2
Neither agree nor disagree	10.26	4	15.69	8	0	0	22.92	22	10.42	5	16.12	39
Agree	38.46	15	49.02	25	87.5	7	50	48	47.92	23	48.76	118
Strongly agree	51.28	20	35.29	18	12.5	1	26.04	25	39.58	19	34.30	83
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 19 **Communication skills of the immigration officials at terminals**

Officials have Good Communication skills	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Strongly disagree	0	0	1.96	1	0	0	0	0	0	0	0.41	1
Disagree	0	0	0	0	0	0	3.13	3	4.17	2	2.07	5
Neither agree nor disagree	20.51	8	21.57	11	0	0	18.75	18	6.25	3	16.53	40
Agree	35.9	14	45.1	23	87.5	7	57.29	55	47.92	23	50.41	122
Strongly agree	43.59	17	31.37	16	12.5	1	20.83	20	41.67	20	30.58	74
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 20 Country-wise perception of tourists regarding infrastructure at airport

Infrastructure	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Excellent	10.26	4	25.49	13	50	4	29.17	18	16.67	8	23.55	57
Good	69.23	27	66.67	34	50	4	48.96	43	52.08	25	56.61	137
Average	20.51	8	7.84	4	0	0	21.88	21	27.08	13	19.01	46
Poor	0	0	0	0	0	0	0	0	2.08	1	0.41	1
Very poor	0	0	0	0	0	0	0	0	2.08	1	0.41	1
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 21 Perception of tourists regarding infrastructure at different airports in India

Infrastructure	Chennai		Delhi		Kolkata		Mumbai		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Excellent	12.50	8	38.66	46	0.00	0	6.12	3	23.55	57
Good	70.31	45	45.38	54	40.00	4	69.39	34	56.61	137
Average	17.19	11	15.13	18	50.00	5	24.49	12	19.01	46
Poor	0.00	0	0.00	0	10.00	1	0.00	0	0.41	1
Very poor	0.00	0	0.84	1	0.00	0	0.00	0	0.41	1
Total	100	64	100	119	100	10	100	49	100	242

Data Table 22 Views of tourist regarding influence of VOA on their future travel decision to India

Future Travel Decision	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Yes	53.85	21	62.75	32	37.5	3	42.71	41	54.17	26	50.83	123
No	25.64	10	19.61	10	25.0	2	40.63	39	18.75	9	28.93	70
Can't say	20.51	8	17.65	9	37.5	3	16.67	16	27.08	13	20.25	49
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 23 Views of tourists regarding their willingness to recommend VOA scheme of India to their countrymen

Willingness to recommend	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Yes	94.87	37	88.24	45	62.5	5	87.5	84	81.25	39	86.78	210
No	0	0	1.96	1	0	0	1.04	1	10.42	5	2.89	7
Can't say	5.13	2	9.8	5	37.5	3	11.46	11	8.33	4	10.33	25
Total	100	39	100	51	100	8	100	96	100	48	100	242

Data Table 24 Views of tourists on increase in duration of VOA visa from present level

Increase in duration	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Yes	69.23	27	60.78	31	75	6	63.54	61	66.67	32	64.88	157
No	5.13	2	3.92	2	0	0	3.13	3	6.25	3	4.13	10
Can't say	25.64	10	35.29	18	25	2	33.33	32	27.08	13	30.99	75
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 25 Views of tourists on impact of VOA scheme on foreign tourist arrivals in India

Increase in duration	Finland		Japan		Luxemburg		New Zealand		Singapore		Total %	Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.		
Increase	87.18	34	90.20	46	50.00	4	85.42	82	85.42	41	85.54	207
Decrease	0.00	0	0.00	0	0.00	0	0.00	0	2.08	1	0.41	1
No impact	12.82	5	9.80	5	50.00	4	14.58	14	12.50	6	14.05	34
Total	100	39	100	51	100	8	100	96	100	48	100	242

Source: Primary Data

Data Table 26 Perception of immigration officials on VOA promotion

Variables	Strongly Disagree		Disagree		Neither Agree Nor Disagree		Agree		Strongly Agree		Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	
Do you think by introducing VOA, Govt. of India has taken a right step in right direction?	2.27	1	6.82	3	25	11	38.64	17	27.27	12	44
Do you view the VOA fee of \$60 is appropriate irrespective of length of stay?	2.27	1	22.73	10	45.45	20	20.45	9	9.09	4	44
Should this scheme be extended to cover more countries?	6.82	3	22.73	10	15.91	7	43.18	19	11.36	5	44
Do you think the present VOA scheme has been appropriately publicized?	6.82	3	36.36	16	13.64	6	34.09	15	9.09	4	44
Would you suggest the extension of VOA scheme to other airports besides the designated ones?	2.27	1	18.18	8	15.91	7	45.45	20	18.18	8	44

Source: Primary Data

Data Table 27

Perception of immigration officials on VOA processing

Variables	Strongly Disagree		Disagree		Neither Agree Nor Disagree		Agree		Strongly Agree		Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	
As an Immigration Officer, are you in favour of Visa on Arrival scheme?	2.27	1	11.36	5	11.36	5	70.45	31	4.55	2	44
Are you adequately equipped to issue VOA in your workplace?	0	0	9.09	4	11.36	5	65.91	29	13.64	6	44
As an Immigration officer, I know exactly what is expected of me in my job in connection with VOA.	0	0	4.55	2	4.55	2	54.55	24	36.36	16	44
There is a lot of waiting time while issuing VOA due to poor Infrastructure.	9.09	4	25	11	29.55	13	27.27	12	9.09	4	44
The issuance of VOA in Indian Airports is well organised and co-ordinated.	0	0	20.45	9	25	11	45.45	20	9.09	4	44
Are you advocating for the traditional system of Visa in place of VOA?	2.27	1	27.27	12	36.36	16	31.82	14	2.27	1	44
Do you face any procedural difficulties while issuing the VOA?	9.09	4	45.45	20	18.18	8	22.73	10	4.55	2	44

Source: Primary Data

Data Table 28 Perception of immigration officials on prospects of VOA

Variables	Strongly Disagree		Disagree		Neither Agree Nor Disagree		Agree		Strongly Agree		Responses
	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	
The provision of VOA is a better option to visitors in comparison to the existing option.	2.27	1	11.36	5	27.27	12	40.91	18	18.18	8	44
Visitors comfortable while obtaining a VOA In terms of time taken	2.27	1	15.91	7	22.73	10	40.91	18	18.18	8	44
Visitors comfort level while obtaining a VOA In terms of personal comfort	2.27	1	13.64	6	27.27	12	40.91	18	15.91	7	44
Do you perceive VOA is a security threat to the country?	0	0	31.82	14	31.82	14	20.45	9	15.91	7	44

Source: Primary Data

Annexure 2. Questionnaires

No:



Indian Institute of Tourism & Travel Management
Ministry of Tourism, Govt. of India
www.iittm.org

AN EVALUATION STUDY OF VISA-ON-ARRIVAL (VOA) SCHEME OF GOVT. OF INDIA

QUESTIONNAIRE FOR VISITORS

Dear Respondent,

Union Ministry of Tourism has commissioned a study to Indian Institute of Tourism and Travel Management to evaluate VISA-ON-ARRIVAL scheme of the Government of India.

We solicit your co-operation in your feedback/responses to the attached questionnaire. The intent is to use your very valuable feedback for furthering above scheme. We assure the complete confidentiality of information shared by you that shall be used exclusively for research.

Thanking you,

For the Study
Project Director
September, 2010
Ph: 011-25842135

Survey Destination: _____

Name of Investigator: _____

Part A: Respondent's profile

1. Name: _____

2. Sex: (Put **v**)

Male Female

3. Age :(Put **v**)

Below 18	19 to 25	26 to 40	41 to 55	Above 55

4. Nationality: (Put ✓)

Singapore	Finland	New Zealand	Japan	Luxemburg

5. Marital status: Married Unmarried Single (Put ✓)

6. Education: (Put ✓)

Qualification	General	Vocational	Technical/ professional
Higher secondary/School and below			
Graduate/College			
Post-graduate and above			

7. Employment status: (Put ✓)

Employed		Home maker		Student		Unemployed		Retired	
----------	--	------------	--	---------	--	------------	--	---------	--

7a. If employed, then where: (Put ✓)

Public sector /Govt. employee		Private sector employee		Self-employed Professional		Others	
-------------------------------	--	-------------------------	--	----------------------------	--	--------	--

8. If employee, then nature of position held: (Put ✓)

Self-employed		Sr. Officer/ Executive		Jr. Officer/ Executive		Support staff	
---------------	--	------------------------	--	------------------------	--	---------------	--

9. Monthly income (in USD) : (Put ✓)

Up to 3000		3000-5000		5000-10000		Above 10000	
------------	--	-----------	--	------------	--	-------------	--

10. Have you visited India earlier: Yes No (Put ✓)

If yes, how many times : _____

11. Purpose of travel:

S No.	Purpose	(Put ✓)
a	Business/ professional	
b	Holidaying, leisure and recreation	
c	Social (including visiting friends and relatives, attending marriages, etc)	
d	Religious/ pilgrimage	
e	Education & Training	
f	Health & Medical	
g	Shopping	
h	Others (pl. specify)	

12. Are you travelling in group: (Put ✓)

12 a. If yes, size of the group: _____ nos

13. Type of arrangement for this trip: (Put ✓)

Independent		Inclusive package (transport and stay only)		All-inclusive package	
-------------	--	--	--	-----------------------	--

14. Duration of this trip (including travel time): _____ no. of days

Places to be visited in India during your current trip	Duration of Stay
_____	_____
_____	_____
_____	_____
_____	_____

15. Category of accommodation in which you stay: (Put ✓)

5 Star & Above		3-4 Star		2-1 Star		Unclassified		Lodges & Dharamshala		Friends & Relatives	
----------------	--	----------	--	----------	--	--------------	--	----------------------	--	---------------------	--

16. Contact Address: _____

E-mail Id:

Part B : Perception about the VOA Scheme

1. How did you come to know about the VOA scheme? (Tick mark, there can be more than one choices)

S.No.	Source	(Put v)
a	Relatives/ friends	
b	Ministry of Tourism, Govt. of India website	
c	Internet (other than the above website)	
d	Travel agent/ tour operator	
e	Tourism department of your country	
f	Indian Embassy	
g	Travel trade fairs	
h	Guide books	
i	Print media	
j	T.V	
k	Tourist Information centres	
l	Others (pl. specify)	

2. Why did you opt for the VOA? (Tick mark only one which is most applicable)

- (a) I prefer VOA to the normal visa processing in my country due to my **personal choice**.
- (b) I **did not have time** to obtain Visa in my country.
- (c) I find VOA to be more **hassle free** than visa processing in my country.
- (d) VOA requires **less processing time** than visa obtained in my country
- (e) I prefer VOA because it is **cheaper**
- (f) I prefer VOA on the **advice of the Travel Agent/Tour Operator**.
- (g) I availed VOA on **recommendation of friends & relatives**.
- (h) During visit to other country I decided to visit India primarily because of VOA
- (i) Cannot say

3. (a) Have you travelled to any other country offering VOA? Yes No

(b) If Yes:-

(i) Name of the country (ies): _____

(ii) Cost of VOA in the country (ies) visited: (in USD) _____

4. What is the cost of Indian Tourist visa in your country: (in USD) _____

5. What is your perception about the VOA fee being charged in India vis-à-vis VOA fee being charged by other countries? (Tick Mark)

- (a) VOA fee being charged in India is **costlier** than that charged by other countries
- (b) VOA fee being charged in India is **cheaper** than that charged by other countries
- (c) VOA fee being charged in India is **at par** with that charged by other countries.
- (d) Cannot say

6. What is the average time taken in availing VOA? (Put √)

Less than 30 min		30min – 1 hour		1 hour -2 hour		More than 2 hours	
------------------	--	----------------	--	----------------	--	-------------------	--

7. What are your views on the service provided by the Immigration officials?

Questions		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
		1	2	3	4	5
a	The immigration official was having adequate information about the VOA scheme					
b	The immigration official provided timely and dependable service					
c	The immigration official was willing to help and clear doubts					
d	The immigration official was competent and courteous					
e	The immigration official was able to communicate well					

8. Any specific area related to the services provided by the immigration officials that needs improvement (Please name)

9. How do you rate the infrastructure available at the airport? (Put ✓)

Excellent		Good		Average		Poor		Very Poor	
-----------	--	------	--	---------	--	------	--	-----------	--

10. Any specific infrastructure facility that requires improvement (Please name)

11. How would you rate facility/services at the VOA counter? (Put ✓)

Excellent		Good		Average		Poor		Very Poor	
-----------	--	------	--	---------	--	------	--	-----------	--

12. Any other suggestion related to service/infrastructure

13. Do you think VOA scheme has influenced your decision to travel to India? (Put ✓)

Yes No Cannot Say

14. Would you recommend India VOA scheme to your countrymen? (Put ✓)

Yes No Cannot Say

15. Do you think the duration of VOA could be increased from the present level? (Put ✓)

Yes No Cannot Say

16. Do you think VOA scheme will:- (Put ✓)

- (a) Increase foreign tourist arrivals in India.
- (b) Decrease foreign tourist arrivals in India.
- (c) Shall not have any impact on foreign tourist arrivals in India.

17. What suggestions would you give for improving the existing VOA scheme?



No:

Indian Institute of Tourism & Travel Management
Ministry of Tourism, Govt. of India
www.iittm.org

**AN EVALUATION STUDY OF VISA-ON-ARRIVAL (VOA) SCHEME OF GOVT.
OF INDIA**
QUESTIONNAIRE FOR IMMIGRATION OFFICIALS

Dear Respondent,

Union Ministry of Tourism has commissioned a study to Indian Institute of Tourism and Travel Management to evaluate VISA-ON-ARRIVAL scheme of the Government of India.

We solicit your co-operation in your feedback/responses to the attached questionnaire. The intent is to use your very valuable feedback for furthering above scheme. We assure the complete confidentiality of information shared by you and shall be used exclusively for research.

For the Study
Project Director
September, 2010
Ph: 011-25842135

Name of Investigator: _____

Name of the Air-port: _____

Please tick as applicable to you

	Questions	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
		1	2	3	4	5
1	As an Immigration Officer, are you in favour of Visa on Arrival scheme?					
2	Are you adequately equipped to issue VOA in your workplace?					
3	As an Immigration officer, I know exactly what is expected of me in my job in connection with VOA.					
4	The provision of VOA is a better option to visitors in comparison to the existing option.					

Questions		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
		1	2	3	4	5
5	Are the visitors comfortable while obtaining a VOA?					
	a) In terms of time taken					
	b) In terms of personal comfort					
6	Do you think by introducing VOA, Govt. of India has taken a right step in right direction?					
7	There is a lot of waiting time while issuing VOA due to poor Infrastructure.					
8	The issuance of VOA in Indian Airports is well organised and co-ordinated.					
9	Do you perceive VOA is a security threat to the country?					
10	Are you advocating for the traditional system of Visa in place of VOA?					
11	Do you view the VOA fee of \$60 is appropriate irrespective of length of stay?					
12	Would you recommend a change?	NO				
		INCREASE				
		DECREASE				
13	Do you face any procedural difficulties while issuing the VOA?					
14	Should this scheme be extended to cover more countries?					
15	Do you think the present VOA scheme has been appropriately publicized?					
16	Would you suggest the extension of VOA scheme to other airports besides the designated ones?					

17. What kind of visitors are availing the facilities of VOA? (Put ✓)

a. Business Travelers

d. Back Packers

b. Students

e. Free Independent Tourists

c. Group Inclusive Tourists

f. Pilgrimage

18. In your view, what efforts should be undertaken to make the VOA scheme more attractive, please explain.

Name of the Officer:-

Name of the Airport:-

SIGNATURE (Not Mandatory)

Date